March 2009

Inland Empire Business Journal

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Stater Bros. Charities is pleased to announce the 2009 Heroes of the Heartland Award Recipients as part of the 2nd Annual Stater Bros. Charities Dave Stockton Heroes Challenge. The Heartland Awards are given to individuals who exemplify a caring commitment to the community they live in.

For You/NAFE Networks in Southern CA presents awards to their winners at their 7th Annual For You/NAFE Gotta Have A Heart awards

The 7th Annual For You/NAFE Have a Heart event was a great success because of the hard work.

Board of Equalization Updates State’s Top 250 List of Sales and Use Tax Debtors

Public Disclosure Aimed at Reducing Tax Gap in California

The California State Board of Equalization (BOE) updated its online list of top sales tax debtors at www.boe.ca.gov. The BOE replaced 18 names on its list of debtors. Those added to the list have delinquencies totaling $24.2 million in sales tax owed.

Since Jan. 1, 2007, the BOE is mandated by state law to post a list of the largest 250 tax delinquencies of more than $100,000 in tax after notifying the debtors that their tax liabilities will be disclosed to the public. The taxpayers to be listed are notified 30 days before their information is posted.

Since the inception of this program, 17 taxpayers, whose account balances represent a total of $12.9 million in sales and use tax, have come forward to take care of their debts: 11 through payment agreements and six by making payments in full. The list, updated quarterly, currently includes debtors with $264.9 million in tax liabilities. Tax liabilities under appeal, litigation, or bankruptcy proceedings are not included. Below is a list of the newly added businesses with the largest sales and use tax delinquencies. For a complete list of the largest sales and use tax delinquencies in California, visit: www.boe.ca.gov/cgi-bin/deliq.cgi.

Redlands Chamber Music Society

The Redlands Chamber Music Society will feature pianist Michael Noble of Moreno Valley for its Emerging Artist concert at 4 p.m. Sunday, March 15. The 20-year-old classical pianist will perform works of Debussy, Chopin and Scriabin at Watchorn Hall, Frederic Loewe Performance Hall at the University of Redlands, 1200 Colton Avenue. Tickets are $20. Admission is free for any music student.

Noble gave his first public recital at the age of six. He attended the Idyllwild Arts Academy where he studied with dean of the arts, Nelm McKelvain. He is now a junior at the Eastman School of Music in Rochester, NY, studying under Melita True. In fall 2008, he attended the Paris Conservatoire as part of Eastman’s Conservatory Exchange Program.

In Paris, he studied performance techniques that are distinctly European. “They are more rooted in tradition, especially for piano,” Noble said. “The
For You/NAFE...
continued from pg. I

of event chair Gisella Thomas, and also because of the won-
derful people who showed up, and all the great For You/NAFE nominees who were in attendance.

This event is held every year and is a way of the For You/NAFE EST Board to honor its great members in its 19
local connection Southern CA networks. The nominees are
nominated by members and by the directors from the 19 local
connection networks.

Benedict Castle in Riverside was totally packed with dynamic For You/NAFE
members and guests. The event
was filled with excitement and suspense as,
until the envelopes were opened, no one had a clue who
the winners would be. All
the nominees were terrific and
all so deserving of being select-
ed. Members of the
Speaker of Faulkbrook, who
were the judges, had a tough
time selecting the winners as all
were so deserving. There were
14 categories and a total of 97
nominees this year. As the
envelopes were opened and the
winners announced, many of
those selected were 'shock
and even in tears since it was
such a moving event. All were
thrilled they had been nominat-
ed and even more thrilled they
won, but each talked about how
being a member of FOR
YOU/NAFE has changed their
lives and about the wonderful friendships they have made, the
mentors they have found all
because they were members.
Coming together as the
For You/NAFE Network does
their four events a year really
lets the members know why
being a member of For You/NAFE
is so special.
The nominees came from
call over Southern CA as our
networks are in Corona, Calvert
City, Glendale, High Desert,
Long Beach, Moreno Valley,
Murrieta, North Orange
County, North San Diego,
Pasadena, Rancho Cucamonga,
Redlands, Riverside, San
Gabriel Valley, Santa Clarita Valley
and the San Fernando Valley
area. The winners reflect individ-
uals from all these areas.

The winners represent the
following areas:

- Richite Wills was
awarded the Presidential "Call
to Service 'Gold' Award" for
volunteering and serving over
50 hours to For You Network
over the past few years.
Richie is also the founding
director of the Redlands For
You/NAFE Network and also
serves as the president of the
BOD over all the networks;

- Best Local Connection
Meeting: High Desert
FY/NAFE local connection
(Little Montgomery, director);

- Best Member Website:
(tie) www.apronexplosion.com

(own Natasha Flowers
continued on page H)

Board of Equal...
continued from pg. 1

- JOHN KELLY
IRVINE, CA
$4,990,107.52

- BARRY WAYNE
MANCHA
CUSTOM
MOTORSPORTS
USA
CORONA, CA
$1,005,987.66

- AFTERSHOCK POWER
BOATS, INC
Riverside, CA
$997,368.16

- ELIAS PINEDA
PINEDA AUTO SALES
VICTORVILLE, CA
$731,904.16

- CHINA STAR BUFFET
LA MIRADA, CA
$451,957.06

- ROME HAMBURS
MAMIAN
2890 10TH STREET
TEMECULA, CA 92591
$3,805,444.02

- ANDRE MARIO
LARTIGA
DBA VALUE AUTO
SALES
12857 BISCAYNE AVE.
VICTORVILLE, CA 92392
$2,858,263.88

- EMPORIA, INC.
DBA BEST & FAST
CREDIT AUTO
793 E HOLT AVE.
POMONA, CA 91767
$2,302,070.92

- EDGAR TINAJA
DBA BEST & FAST
CREDIT AUTO
PO BOX 503
UPLAND, CA 91785
$2,061,296.83

- HAMPTONSOU
KOURKOUSIAN
9491 FOOTHILL BLVD.
RANCHO CUCAMONGA,
CA 91730
$2,008,056.38

- GLASSTONE, INC.
DBA GLASSTONE
47480 20TH AVE.
Palm Desert, CA 92260
$1,830,750.12

- MARK J. MOSCROPH
51501 EL DORADO DR.
LA QUINTA, CA 92253
$1,830,750.12

- R.A. CORPORATION
DBA MAJOR
BUSINESS SERVICES
1050 BAYSHORE DR
FONTANA, CA 92337
$1,468,333.79

- NORWEST GROUP
OF COMPANIES INC
DBA LINCOLN SHELL
111 N LINDEN AVE
CORONA, CA 92882
$1,181,830.69

- WILLIAM LARY
MARAGNO
DBA AZ-TEX
17795 FOOTHILL BLVD.
FONTANA, CA 92335
$1,163,835.56

- HASSAN MALAKLOU
DBA ROSSMOOR
MOTOR
14462 SLOVER AVE.
FONTANA, CA 92337
$1,095,989.09

- BARRY WAYNE
DBA CUSTOM MOTOR
SPORTS USA
2250 ARABIAN WAY
CORONA, CA 92879
$1,065,587.66

- CUSTOM MOTOR
SPORTS USA, INC
DBA CUSTOM MOTOR
SPORTS
12150 SEVERN WAY
RIVERSIDE, CA 92505
$1,026,186.76

- AFTERSHOCK POWER
BOATS, INC
5857 FREMONT ST
RIVERSIDE, CA 92504
$997,368.16

- PARADISE TEXTILE
CORP.
1407 MONTE VISTA AVE.
CHINO, CA 91710
$991,073.84

- DARAN ELSIEF ESTA
continued on page 5

For Fred's complete story visit abo.com/thewayup

Allen Matkins/UCLA Anderson
Forecast California
The Office Space Market
By Jerry Nickelsburg
Economist

The Office Space Market will continue to tighten through 2010
given a new survey taken by The Allen Matkins Forecast in
conjunction with and sponsored by Allen Matkins Leck
Gamble Maloney & Sanusi LLP. The survey, the first of a series of surveys,
will be conducted around California, polled real estate professionals in
the office space development and investment market. Survey panel
members were strong in their belief that rental rates for office space
in Los Angeles would continue to increase and may even rise at faster
rates than the brisk 4.7% average in 2006. This increasing demand in
the market will drive up vacancy rates over the four year horizon of the forecast. The Allen
Matkins UCLA Anderson Forecast Commercial Real
Estate Survey and Index Research Project was initiated by Allen
Matkins in 2006 in furtherance of its interest in improving the quali-
ity of current information and forecasts of commercial real estate.
The first of the surveys, the Los Angeles Office Space Survey was
taken in May of 2007 with a panel of real estate professionals being
asked six questions on various aspects of the market. This will be
followed with surveys for Los Angeles on the industrial market and
the retail market and will cover each of the major geographic regions
of the state. These initial results foresees demand by office-
using industries far outstripping the supply in spite of an office space
building boom currently underway, and augurs well for those who
own or who will be putting new capacity on the market in the next four
years. The Los Angeles Office Market was chosen as the first
survey as it is the largest market in the State and being a major
market for Allen Matkins and the home of UCLA provided ready
access to the panel of participants.

Why a New Survey?
Since the summer of 2006 the housing market has been in freefall
with home sales between March 2006 and March 2007 throughout
California showing a greater than 30% decline, and in many California
markets, home prices have begun to fall. This meltdown of the high flying housing sector is a crisis for many of those
employed or invested in real estate, mortgage financing, and home
building. But, what does it mean for the California and local
economies? Does the construction in home building create a recession
with widespread losses of jobs and income? Looking at the post-World
War II US economy the answer might be "of course." But, like all
tings in life and economics it is not so simple. The impact of con-
structions in housing on other economic activity is complex, the
job through the loss of jobs in new home construction and in the direct
and indirect support industries including furnishings, furniture
and appliance manufacturing. To the extent that something else picks up the slack, a recession might be avoided. Clearly, during most of the
recent past recessions, nothing else did as both manufacturing and
residential structure construction contracted in tandem. Looking at
California total real personal income and real personal income due to
construction activity from 1947 to 2007, we find that while the corre-
lation between the two has not been as pronounced as the coinci-
dence of business cycles and housing sector related job loss, there
remains a strong relationship between construction activity and over-
all economic activity.

More detailed data on employ-
continued on page 6
People Are in Trouble in the Inland Valley and You Can Help!

Inland Valley Hope Partners has offered HOPE for the past 40 years by providing food, shelter and supportive services to children and their families.

In a single year, some 70,000 people are helped by their residential family shelter. Their three food pantries and farmers market distribute food for more than 600,000 meals and provide some 10,000 nightly "new" and an increase of 20 percent. This is the first time they have come to the pantries because they no longer can make ends meet.

Inland Valley Hope Partners serve 13 different cities in the region including Chino, Chino Hills, Claremont, Diamond Bar, La Verne, Montclair, Mr. Baldy, Ontario, Pomona, Rancho Cucamonga, San Dimas, Upland and Walnut.

Inland Valley Hope Partners ask that you support their 13th Annual Golf Classic by selecting the following sponsorships:

- Event sponsor with a donation of $1,000 to $5,000
- A foursome sponsor for $700
- A major tee sponsor for $250
- A $100 donor for a Theme Basket Drawing at the event
- A contributor of gift certificates and prizes for the event

For more information, check their Website at https://www.hope-partners.org or call (909) 622-3806, ext. 21, or e-mail at info@hope-partners.org.

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Sales and Marketing
Executive Notes
Investments and Finance
Real Estate Notes
Management
Commentary/Letters to Editor
The Lists:
MBA/Executive Programs in the Inland Empire
The Top IMOs
The Top PPOs
Residential Real Estate Brokers
Sales
Technology
Restaurant Review
Inland Empire People and Events
Manager's Bookshelf
New Business Lists:
County of San Bernardino
County of Riverside
Executive Time Out.

Having trouble keeping your website up-to-date?
Does it take forever to get your website updated?
Is your web stuff overworked?
We can help!

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**Board of Equal...**
continued from pg. 1

**DBA RACE TOWN M MOTORS**
19711 AUBURN AVE.
YUCAIPA, CA 92399
$950,721.49

**C & B CHRYSLER-JEEP**
DBA SOUTHWEST CHRYSLER JEEP
2075 HAMMER AVE.
CORONA, CA 92880
$1,797,312.29

**WILD WEST TRAILER SALES, INC.**
1240 E ONTARIO AVE.
CORONA, CA 92810
$760,590.43

**ELIAS PINEDA DBA PINEDA AUTO SALES**
16407 CALIFORNIA AVE.
VICTORVILLE, CA 92394
$731,904.16

**PHYLIS L. SILVER DBA SILVER MOTORS**
470 N VILLA CT.
PALM SPRINGS, CA 92262
$926.4

**LONG BEACH REBAR INC.**
2125 VIA CERRO
RANCHO CUCAMONGA, CA 91730
$621,140.49

**IAN WEILERT RV, INC.**
27590 JEFFERSON AVE.
TEMECULA, CA 92590
$613,009.37

**SHAILENDRA SINGHAL DBA MIRA LOMA MARINE/COMMANDER BOATS**
2282 GOETZ RD.
PERRIS, CA 92570
$68,213.10

**CUSTOM METAL INC.**
8006 BEECH AV.
PONTANA, CA 92373
$596,129.51

**MARK JOSEPH CHERLIN DBA TEMECULA PKWY TEMECULA, CA 92592**
$535,704.23

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www.sublease.com

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**INLAND EMPIRE BUSINESS JOURNAL**
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March 2009
Every holiday season companies send out hundreds of greetings cards and small gifts of appreciation to their customers. Two main reasons for doing so are to build goodwill and to create a warm, inviting atmosphere. Last year, a management company received one bottle of champagne, two baseball caps, three large fruit and cheese baskets, four wall calendars, five logo shirts, six boxes of chocolate, and one ton of popcorn, eight cakes, nine plates of cookies, 10 bottles of wine, and 187 greeting cards from their suppliers and contractors. These were warm, delightful gestures, but was it worth the effort?

Customers want to know you care! Are chances are your company received a similar number of gifts this past holiday season, but did any of them really matter to you? Were they unique, special, or personalized? Three weeks later, can you honestly remember who gave you what? The number one reason customers stop doing business with your company is a lack of attention. This leads one to think of indifference. They don’t think you care about them as a valued customer or as a person. They feel like you treat them the same as every other customer. You market and sell, customers buy your product or service, do work quality, send an invoice, and then never call again. In a challenging economy is this ‘business as usual’ kind of practice can mean the death of your business. You need a commitment to focusing on your customers: their likes, dislikes, family, friends, and history. Find out what your customers can do more, provide better service, or improve quality for them. Build trust and confidence. Laugh, learn, and grow closer. Give them advice on how to grow their business, improve productivity, do a better job, or make more money. The key is to show them you care about their future success in every way you can.

Take care of your “Top 24” Make a chart of your top 24 customers. Keep track of all the meetings, contacts and relationship-building sessions you have with them. In order to maintain and keep these relationships, make a commitment to have two customer care meetings each week. This plan will ensure you see each of your “Top 24” at least every three months. These settings must be face-to-face. They should include breakfast or lunch, barbecues, dinners meetings at your local industry association, or special events such as golfing, fishing, well as holiday gifts. This will help you get to know each other, let your hair down, and have some fun mixing business and pleasure. And remember to listen for orders, or transactional phone calls do not qualify as relationship-building settings. One-or-one time will allow you to deal with real matters to your customers: their likes, dislikes, family, friends, and history. Find out what your customers can do more, provide better service, or improve quality for them. Build trust and confidence. Laugh, learn, and grow closer. Give them advice on how to grow their business, improve productivity, do a better job, or make more money. The key is to show them you care about their future success in every way you can.

One-a-Day Vitamins Send out small gifts in the form of one-a-day vitamins. Every holiday season, send small gifts out of appreciation as well. The key is to do it. It only takes a minute. These notes, cards and gifts work like small business presentations, phone calls don’t count compared to a thoughtful, consistent and meaningful relationship-building sessions and constant contact. Make it a priority to invest in your future by investing in your customers. Customer care in a consistent way will show your customers you care and will return big, cash and non-cash, loyal customers who only want to do business with you.

Confidential Business Sales

Visit www.hardhatpresentations.com, email: gh@hardhatpresentations.com, or call 800.555.6565 for additional information.

Make it Personal When you see a good business article or book on an area your customers are working on, send them a copy to show you care about their future. If you know they like golf, get them a picture book on the world’s best golf courses. If they like fishing, get them the latest issue of the best fishing magazine. If their spouse likes fine wine, get them a bottle of the best wine you have ever tasted. If their son plays little league baseball, get him a ball cap from his favorite team. Get the point? Make it personal.
GYI Decoupler LLP. The partners of one of the larger local accounting firms in the Inland Empire, are proud to announce that two staff accountants have been promoted to supervisor. Cheryl Van Veluw and Michael Lynch CPA, both have had their hard work rewarded as evidenced in their promotions. Cheryl Van Veluw has been with GYI Decoupler LLP for 12 years and Michael Lynch has been there for three years and passed the CPA exam last year.

Security Bank of California announced that it has hired Brent Coats as vice president of merchant bank. Coats will focus his efforts on establishing a presence in the Redlands and Loma Linda markets. He previously held vice president relationship manager with 1st Centennial Bank in Redlands. . .

The American Institute of Architects (AIA) Inland California Chapter has appointed Ana Escalante, CEO of Escalante Architects, to the executive committee of the AIA. Her term as a member of AIA board of directors runs through 2010. Her duties at the AIA include setting policy as a member of the board, professional development, continuing education, as well as providing membership and leadership to emerging architects. . .

The Mission Inn Hotel & Spa has appointed a new executive team to lead the future of the 239-room historic hotel in Riverside. James McCollough has been named vice president and manager, a 37-year veteran of the hospitality industry. James brings to the resort a wealth of experience and knowledge of working with four diamond properties in California, Arizona and Hawaii. Additionally, the Mission Inn has appointed Janice Hollis director of sales and marketing. Hollis will lead the sales and marketing operations for the hotel, its luxurious European-inspired Kelly’s Spa, the Winnie dining restaurants and 20,000 square feet of upscale meeting space.

March 2009

DUFF & PHELPS/ INLAND EMPIRE BUSINESS JOURNAL

THE LOSERS

Top five, by percentage

Company | Current | Beg of | Month | Point | % Change
--- | --- | --- | --- | --- | ---
Temecula Valley Bancorp Inc | 10.67 | 10.68 | -0.01 | -0.95%
Modest Holdings Inc | 0.87 | 1.57 | -0.70 | -48.98%
Outdoor Channel Holdings Inc | 7.50 | 6.20 | 1.30 | 21.05%
Physicians Formula Holdings Inc | 0.40 | 0.10 | 0.30 | 750.00%
Channel Commercial Corp | 0.11 | 0.14 | -0.03 | -21.44%

March 2009

THE GAINERS

Top five, by percentage

Company | Current | Beg of | Month | Point | % Change
--- | --- | --- | --- | --- | ---
American States Water Co | 43.00 | 40.60 | 2.40 | 5.91%
Basin Water Inc | 4.67 | 4.50 | 0.17 | 3.79%
Channell Commercial Corp | 7.73 | 7.50 | 0.23 | 3.06%
CVB Financial Corp | 4.70 | 4.50 | 0.20 | 4.44%
Emprise Enterprises Inc | 4.70 | 4.50 | 0.20 | 4.44%

Notes: (H) - Stock hit fifty two week high during the (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

"Laws were made to be broken" - Christopher Northard, May, 1830

"Had laws not been, we never had been blamed for not knowing we were 'in innocence" - Sir William Davenant

Advances 3
Declines 15
Unchanged 0
New Highs 0
New Lows 0

Monthly Summary

March 2009

Duff & Phelps, LLC

One of the nation’s leading investment banking and financial truth of the stock market is provided by Duff & Phelps, LLC from sources deemed reliable. No re-commendations are provided or implied. (310) 284-6000.

Five Most Active Stocks

Waston Pharmaceuticals Inc 26,956,283
Hansen National Corp 22,155,854
 Fleetwood Enterprises Inc 12,183,901
HOT Topic Inc 12,167,110
CVB Financial Corp 9,219,600

D&P/REB Total Volume Month 91,271,746

"Had laws not been, we never had been blamed for not knowing we were "in innocence" - Sir William Davenant

10681 Foothill Blvd., Suite 280 Rancho Cucamonga, CA 91730
Tel. (909) 980-0630 Fax (909) 948-8674

"Laws were made to be broken" - Christopher Northard, May, 1830
Real Estate Experts Focus on Challenges in Tough Economy  By Matt Wrye

It’s no secret the Inland Empire’s struggling economy is melding with every real-estate market. But now there’s some insight into what’s in store for 2009 and 2010 could be valuable.

That’s what local business professionals sought at The Annual Real Estate Update, held at Rancho Cucamonga’s Victoria Gardens Cultural Center and hosted by the Riverside-based Inland Empire Economic Partnership.

RESIDENTIAL

JOHN KALMIKOY
Senior vice president at Lee and Associates, Riverside

Unemployment has a strong impact (on apartment vacan-
cies). Given that, we’re looking at something critical. West of the 15 Freeway, the vacancy rate is relatively stable; however, east of the 215, the vacancy rate is double digits. The San Bernardino market will rise a bit, but Montclair will rise even more. (We might have) 12-14 percent in some areas.

If you buy (an apartment complex) that’s closer to jobs, you’ll do fairly well. But if you buy in the outlying areas, you’re going to get hit by the job losses and foreclosures with softer rents and vacancy rates.

As far as single-family homes go, values have dropped substan-
tially. However, if you look at the median price for new construction, the value need to drop another 20 percent in order for home owners to qualify or for investors to invest in some of these homes.

Once you get to the new construction, money will be spent, and we’ll start turning around. In the next five years, we’ll need to create jobs that will create buyers who will occupy these homes. Builders will start building smaller houses again.

OFFICE

TOM PIERK
Senior vice president at Lee and Associates, Riverside

We’ve built over 4 million square feet (of office space) in the last two years, and we’ve built it into the struggling economy. We anticipate we’re going to see vacancies increase through the first six months of this year.

We’ll slowly eat up the oversupply, but it’s going to be a very slow process. Right now, we have a 21 percent (average) vacancy rate (in the Inland Empire office space market). The good news is it creates opportunities that aren’t out there right now to take advantage of excellent lease opportunities. We’re seeing significant concessions by owners to discount their lease rates and incentivize tenants.

There are some (would-be) tenants waiting on the sidelines, mostly because of economic uncertainty. Some are moving forward, but others are waiting for further clarity on their own business plans.

INDUSTRIAL

RICK JOHN
Senior vice president at Collins Commercial in Ontario

Real Estate Notes

The following are some of the real estate activities in the Inland Empire:

Zion Enterprises, a San Clemente-based developer of med-
ical and business properties, just broke ground on a 30,000-sq.-ft. project in Chino Hills. Called Country Club Medical/Dental Plaza, the two-story development is located at 15994 Los Willows West of the 71 Freeway. We’ll need to create buyers to assist with the Asian medical community. The project is scheduled for completion during the third quarter of 2009.

Kenco Logistics Services agreed to a five-year, $1 million lease for a 51,700-sq.-ft. (50,500 sq.m) facility within the Watson Commerce Center Redlands, in the city of Redlands. Kenco is the largest family-owned and privately held third-party logistics solutions company in the United States.

After taking occupancy in April 2009, Kenco will run the LEED-certified facility as a cross-country operation for all order fulfillment, shipping, receiving, and inventory management of Baltan Foods’ Post brand cereal business. The building, which was completed at the end of January 2009, is located at 26875 Pioneer Ave., north of I-10 and west of the 210 Freeway. The new Kenco facility will add to 100 jobs in the City of Redlands and will make heavy use of the Watson Commerce Center Redlands’ proximity to the San Bernardino Airport and I-10. The building features 134 trailer storage spaces, 7-inch-thick concrete floor slab and abundant clerestory glass, which provides ambient natural lighting and requires less energy. Ron Washle and Mark Kegans of Grubb & Ellis represented Kenco Logistics Services in the transaction.

Joni Manufacturing, represented by Tom Taylor, Steve Bellitti and John Hayes of Colliers International, announced an agreement to locate in Ontario. Aspen Distribution agreed to a $1.5 million lease for a 102,900-sq.-ft. facility at 5652 Daisy Street, within the Crossroads Business Park, a big-box industrial business park that also houses distribution facilities for big-name tenants such as New Balance shoes, Oakley, Long’s Drugs and Carl’s Jr. The building features 65,600 sq. ft. of 45-degrees refri-
gerated space, with the remaining 34,200 sq. ft. being dry storage space. Aspen Distribution is a third-party logistics company that delivers bottled water, grocery, industrial, retail and paper industries. Clyde Stauf and Michael McCrory of Colliers International represented the landlord, the Caldwell Companies, in the transaction. Don Kazanjian of Lee & Associates handled negotiations for Aspen Distribution. The term of the lease was not disclosed.

Also in Ontario, Scientific Image Center Management Inc., a Michigan-based company affiliated with Collins Commercial, signed a 10-year, $2.37 million lease for 6,600 sq. ft. (229.9 sq.m) of space at 4550 Ontario Mills Parkway, just west of I-15 and north of I-10 at the 215 Freeway in the Ontario Commerce Center. The lease gave the company the entire bottom floor of the building.

March 2009

For You/NAFE...
continued from pg. 1

The Sphere of Influence: Cindy McMahon, Corona FYNFA/Network.

Emerging Leader: Karen Hobson, Murietta FYNFA/Network.

Best Corporate Business Environment: American Seminar Leaders, June Davidson, Director; Pasadena FYNFA/Network.

Women of the Year: Shirley Kerr, Past Corona FYN founding director & EST board member.

Founding Director: Evelyn Gray.

2009 EDITORIAL SCHEDULE

Jan. 28-31, 2009: Women’s Values Conference, Riverside
Feb. 11-13, 2009: Workshop in Leadership, Riverside

Global Real Estate Update, held at Rancho Cucamonga’s Victoria Gardens Cultural Center and hosted by the Riverside-based Inland Empire Economic Partnership.

Real Estate Update, held at Rancho Cucamonga’s Victoria Gardens Cultural Center and hosted by the Riverside-based Inland Empire Economic Partnership.
Rally Your Employees in Tough Times: Point Toward a Better Future
By Chris Witt

The economy isn’t in the best shape. Maybe…you haven’t noticed. Your employees certainly have.

The job news — losses, home foreclosures, bankruptcies, and a tanking stock market comes, in the words of Shakespeare, not single file but in battalions. And prognostications by economists (how bad will it get? How long will it last?) provide little comfort. “This has translated into less productivity at work,” according to a report by CNN, “because of anxieties about salary, heavy workload, and job security.”

What’s a boss to do?
There is no easy answer, no quick fix, no one solution. But business leaders at every level — from CEOs to line managers — can do something to address their employees’ worries and to rekindle their motivation. They can speak. A speech in difficult times can be anything from a formal company-wide address to casual remarks at the start of a new shift. But the intent is always the same: to keep employees focused and working hard.

To make your speech more motivating, follow these guidelines:

• Lead with the facts. Be as open, honest and forthcoming as possible. Give a complete account of the situation as objectively as you can. If you hold anything back or if you are evasive, you will feed fear and concerns, anxieties or fears. Acknowledge what people are feeling and that you don’t care. Acknowledge their feelings in a general way, using broadly applicable words like difficulties, worry, concerns, anxieties or fears. If you hold anything back or if you are evasive, you will feed fear and concerns, anxieties or fears. If you are evasive, you will feed fear and concerns, anxieties or fears. If you are evasive, you will feed fear and concerns, anxieties or fears. If you are evasive, you will feed fear and concerns, anxieties or fears.

• Create a positive metaphor. “Yes, these are tough times,” the manager at a defense contracting company told his employees, “but we’ve been through tougher times before. We’re battle-tested veterans. We don’t give up. And we’ve never given in.” That metaphor — battle-tested veterans who don’t give up — resonated with his employees and renewed their motivation. Be sure that the image you choose is one that you personally believe in and one that your employees can adopt.

• Make hope sensible. You can’t counteract concrete negative images — homes being foreclosed, people losing jobs, businesses closing down — with abstract positive concepts like perseverance or dedication. If you want people to believe in hope, you have to make it seem concrete, which means according to the dictionary “perceivable by the senses or the mind.” The best way to show people images of hope is by telling them stories.

• Be action oriented. It’s counterproductive at best to say, “You’re wrong to think that” or “You shouldn’t feel that way.” You can’t change how people think or feel — only they can do that — but you can change how they act. And by changing how they act, you create the possibility that they’ll change their thoughts and feelings.

Almost a century ago William James, the philosopher and psychologist, made an assertion that has been long since proven: “Actions seem to follow feeling, but really action and feeling go together; and by regulating the action, which is under the more direct control of will, we can indirectly regulate the feeling, which is not.”

• Don’t go overboard. This isn’t the time — people aren’t in the mood — for pep talks and rah-rah isn’t everything-great celebrations. Tell anxious people to cheer up and be less, not more, likely to do so. Be ebullient, and you’ll be unbelievable. Instead, be confident, positive and purposeful.

• Say what you want and explain why you want it too. Tell your employees in a short, simple sentence exactly what you want them to do. Then show them how what you want will help them do what they want to do, or in a different way, you have to figure out how you will benefit from doing so. What’s in it for them?

• “Be the change you wish to see in the world.” The words of Gandhi are as true today in the corporate world as they were 50 years ago in India. You employees don’t simply listen to your words. They filter everything you say through their experience of you. Your actions, attitude, and interactions with them are more than an example for them to follow; they are also the lasting messages that people will take away from you.

• Tell the truth. Why the economy is in such sad shape — not the entire reason, but part of the reason — is because some prominent leaders have been mistaken, unreliable or downright dishonest. People aren’t as willing giving once to take the word of their leaders. You have to prove your trustworthiness. Emphasize, say anything that your listeners doubt, they will doubt everything you say.

As a leader, it’s part of your job to rally your employees in trying times and thus move them toward a better future. What better way to do that than with a well-crafted message? If the challenge of giving such a speech — positive, inspirational and truthful — seems overwhelming, consider this: Your employees want you to succeed. They don’t want to slog through their days depressed and anxious. They want you to help them keep hope alive.

For more information, call 619-295-8411 or visit www.witt.com.
My Trickle Up Theory of Economics
By Joe Lyons

I recently declared that I was refusing to participate in the recession. After all, so much of it appears to be based on attitude instead of reality. People still need to eat and have a home and buy things. To say that we have stopped growing because we are growing slower is destructive thinking. So I have developed a plan that counts all the big bailout programs I am hearing about.

It’s simple. Every citizen is entitled to a one time bailout of one million dollars. Right away you see that it will be cheaper than Washington’s $700 billion dollar deal. And who gets the $700 billion dollar deal, after all? Big Business! Give the people the money. They can eliminate the biggest crisis right away. The credit crunch goes away. Credit cards and student loans and car payments go away. Some will invest the windfall. That helps the banks and the stock market. Some will squander it. That helps Las Vegas, Atlantic City and Disneyland and the yacht dealers down in Newport Beach. Note that the money only goes to adults. While I keep hearing that children are living in poverty, the parents will have no excuse to not feed and care for their families. That may lower the national feeding grid.

The purchase of new cars will save Detroit, not to mention all the Southern California car dealers

Letters to Editor
Feb. 13, 2009
Dear Sir/Madam:

I read recently the January issue of the IE Business Journal today and saw Tony Sagan’s “Dare Warning About China.” The article is a bit too pessimistic in my opinion. While the current economic crisis is global and severe, many in the business world believe China can weather the crisis better than the rest of the world.

In case Mr. Sagan’s doesn’t know the Chinese government has already approved over $600 billion in stimulus packages last year for China. This has not included the one that the US President, Obama’s economic stimulus plan is only $799 billion. Disney has announced last month that it plans to build a new $3.6 billion theme park in Shanghai, besides the existing one in Hong Kong. Universal Studios is also seeking to build a $1.5 billion theme park in Shenzhen. Big investment projects like these are major votes of confidence.

While it is true that China has launched its $150 million Asia Pacific cargo hub in Guangzhou, China, after transferring out of the Philippines. While Starbucks has been shutting down unprofitable stores in the U.S., it has opened new ones in China. Likewise for McDonal and KFC.

Monthly auto sales in China surpassed those in the U.S. for the first time last month. U.S. and Japanese automakers predict China will become the largest car market.

If the citizens were given this money:

- It would be cheaper than Washington’s $700 billion dollar deal.
- It would not result in the credit crunch.
- It would save Detroit.
- It would save Southern California car dealers.

The purchase of new cars will save Detroit, not to mention all the Southern California car dealers

continued on page 39
For You/NAFE... continued from pg. 2

It was a day to remember and everyone said how thrilled they were to be there and also thrilled that they had made a commitment to be a For You/NAFE member which they all felt has changed their lives and brought them incredible friendships.

The next event, the 5th Annual Spring Fling, takes place April 18th at the Ports O’ Call in San Pedro and will feature vendor booths, silent auction, door prizes entertainment, a hat contest, and lots of networking. For more information contact Robbie Motter chair at 888-244-4420. This event sells out early each year so RSVP now.

Dutton... continued from pg. 8

Nunzio.

This common sense proposal is supported by the California Black Chamber of Commerce, Hispanic Chamber of Commerce, California Asian American Chamber of Commerce and a multitude of other small business organizations.

Economic experts from throughout the country have blasted the sweeping plan approved by CARB in December. Here’s a few of their comments.

Robert Stavins of Harvard University noted that the “economic analysis is terribly deficient in critical ways and should not be used by the state government or the public for the purpose of assessing the likely costs of CARB’s plans.” Stavins also noted, “it is impossible to use the analysis to determine whether CARB’s Scoping Plan represents a cost-effective means of reducing California’s contribution to greenhouse gas concentrations.”

Greg Freeman, an economist with the Los Angeles Economic Development Commission said, “We’re talking about a transformation of the way of life. There’s going to be transitional costs. We can’t have the debate about whether the cost is worth paying unless we have a realistic idea of what the cost will be.”

Matthew Kahn of UCLA noted, “While I support the Governor’s broad AB32 goals, I am troubled by the economic modeling analysis that I have been asked to read. AB32 is presented as a riskless ‘free lunch’ for Californians...this would be a large free lunch! I would like to believe this claim but after reading through the Economic Analysis and the five appendices there are too many uncertainties and open micro-economic questions for me to believe this.”

Under SB 295, development of regulations would be delayed until CARB has re-evaluated the economic impact of implementing the Global Warming Solutions Act, taking into consideration many of the concerns that peer reviewers and the Legislative Analyst’s Office had.

We need to make sure this plan is done right so that it doesn’t add unneeded and unnecessary costs to small businesses in California. This bill will be implementation of AB 32 until California’s unemployment rate falls below 5.5 percent for three consecutive months.

Taking this common sense approach will give businesses in California a chance to recover from this current economic downturn before having to incur additional costs.

Give The Gift Of A Smile.

Todays, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malnutrition, 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 a new smile—but a new life.

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

YES, I want to give a child a second chance at life.

$120: Provides cleft surgery for one child
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$2,525: Helps five children
$5,050: Helps ten children
$10,050: Helps 20 children

Make check out to "The Smile Train.

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networked. If you visit us at www.drucker.cgu.edu, you’ll see that we offer a variety of graduate degree programs, from the MBA to the EMBA, along with some very specialized degrees in financial engineering, arts management, and politics, economics and business. This fall, we will have new concurrent graduate degrees for the first time, combining law and management (JD/EMBA) and management and MP(S)/MBA. We also have a variety of executive certificate programs, in areas from general management and strategy to leadership and nonprofit management.

Why Drucker, with so many great choices here in the region? We’re not for everyone, but if you give us a closer look or if you visit our campus and attend a class or informational session, which I do often, you’ll quickly understand and experience what we call The Drucker Difference. We train our graduates to be effective managers and ethical leaders and responsible and engaged citizens. We offer you an analytical training in discipline, analytic reasoning, finance, marketing, and business. But we also offer courses in leadership and ethics, in corporate social responsibility, and in institutional and personal revitalization. We focus on both profits and principles, on both growth and creativity, on both success and significance. We want your graduates to do well and we also want them to do good.

Princeton Review recently ranked our faculty #5 in the nation. Netimpact, the largest MBA student association, ranked us #8. Not bad for a school which may be the smallest of all the major business schools in the country. We value our small class size and the degree to which faculty and students learn from each other. While we are small, we have a student body that is more international than almost any other, and our alumni reach is very definitely global. Drucker represents a value-added to management education. We consider ourselves more than just another school. And we are training our superb graduates for careers not only in business, but also in higher education, healthcare, nonprofits and the public sector as well.

This year, we are celebrating Peter’s 100th birthday with Drucker Centennial. Our Drucker Centennial board is chaired by AG Lafley, the CEO of Procter and Gamble; Masatoshi Ito, the Sam Walton of Japan; less local, on the county level, as there is some, albeit sometimes limited, substitutability within these markets and a market aggregation at this level allows matching of information from the survey with other currently available economic data for our forecasting models. The survey will cover the major geographical markets in California and ultimately roll up into a state wide measure of commercial real estate conditions.

Real Estate Market Conditions

In forecasting commercial real estate market conditions we are interested in the changes in demand and supply and how they affect market equilibrium. Market conditions are best described by the price or real rental rate, and excess supply or vacancy rate. As the office space market in Los Angeles is the roll out survey in the set of commercial real estate surveys that comprise the Allen Matkins UCLA Anderson Forecast California Commercial Real Estate Survey Project, we focus on this market as an example. Office space is generally defined as including banks and finance institutions, general offices, non-specialty government offices, scientific and technical offices not associated with manufacturing or laboratories. The gross stock of office space (ignoring depreciation) changes primarily through additions to the stock of new construction. While some deletions from the stock those buildings being removed from the stock have usually long since been down-

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continued from pg. 6
News From Drucker

By Ira A. Jackson, Dean
Peter F. Drucker and Masatoshi Ito
Graduate School of Management
Claremont Graduate University

The Drucker School team won the national compact case competition at the LEEDS School of Business in Boulder, Colorado. Competing against some 85 other business schools, Drucker beat out the University of North Carolina and the team from the MIT in first place honors, the national title, and the $5,000 prize. ThisNet Impact award is the "first time a compact case competition has been entered by businesses facing sustainability challenges while succeeding financially." Way to go, Emi (Makino), Tyler (Burrell), Jay (Hinton) and Sarah (Shibata!). You make all of us proud. This is a truly magnificent achievement.

This recognition comes at a time when the nation is in a tough economic period, which was learned that Dipinder Sidhu, a first year MBA/FE student, lost his job in the tragic fire in Drucker in the work of other workers. Don't let the news be an excuse for not doing well for ourselves but in doing good for society. A special evening was enjoyed last month with Rajiv Dutta (Drucker '82), our Drucker Centennial Executive Director, and Meg Whitman, former CEO of eBay, in an exploration of "The Character of the Company." In many participation in the conference on social entrepreneurship sponsored by the Kravis Leadership Institute in LA entitled, "Leading Social Change: Entrepreneurial Solutions, continued on page 27

MBA/Executive Programs in the Inland Empire

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<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City/State/Zip</th>
<th>Programs Offered</th>
<th>School/Executive MBA</th>
<th>Faculty/Academic Rank</th>
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<th>On Campus Res. &amp; Boarding</th>
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<td>The Drucker School</td>
<td>JOIN US AT AN UPCOMING INFORMATION SESSION Please RSVP by the dates below to Danielle Coiff at (909) 607-5117 or <a href="mailto:danielle.coiffin@go.edu">danielle.coiffin@go.edu</a>.</td>
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Investing in Education for Future Opportunities

By Ira Jackson

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March 2009

The Chinese ideogram for crisis combines crisis and opportunity. At a time of regional, national and global economic crises, there is obvious danger all around us. Home prices continue to fall as foreclosures continue to mount. Office vacancy rates are at historic highs, and construction activity at historic lows. Unemployment is surging, retail stores and car dealers are closing, and the state and local governments are cutting back on services which are needed more than ever. What may not be as apparent as the danger signs, are the seeds of opportunity forever in this time of crisis. The Inland Empire was only a year ago to the fastest growing region in California and one of the hottest markets in the nation. Once we weather the severe downturn in housing values, our competitive advantage of relatively cheap land and relatively affordable housing will soon return, and when global trade starts to recover, regional growth will again become apparent. Having grown the quickest, we were probably destined to fall the fastest and the furthest. But believe, if we’re smart, we’ll also be the first to recover, and when we do, we will be well positioned to take off once again.

One way we can better position our region and our companies and our own careers to take advantage of these opportunities is to invest now in professional management education. The future belongs to knowledge economies and knowledge workers, as Peter Drucker, the father of modern management and the namesake of our school, was the first to observe. If we want to survive and revive the region, we need a better educated workforce, more innovative companies and we need the most talented and effective management talent we can find. This is an area where historically the Inland Empire has come up short and where we now have a golden opportunity to excel, if we use this time to invest.

Luckily, as this spread suggests, your choices are not limited. While you are looking, I encourage you to discover the institution that has the privilege to lead, out of Claremont, which is really at the figurative intersection of L.A. Orange, San Bernardino, Riverside Counties and very much a part of the Inland Empire. The Drucker School is part of the world renowned Claremont Colleges, the Oxford of America. Situated in a beautiful city of trees and parks in the foothills of the San Gabriel mountains, Drucker offers easy access and a welcoming, personlized approach to professional school education, while linking students and effective management and the global economy. It’s really the best of both worlds: global and small, sophisticated and intimate and continued on page 18
Redlands... continued from pg. 1
Paris Conservatory put out Debussy and Ravel. The French sound is much lighter, a more lucid touch, not as heavy. Noble has won numerous awards and competitions including the 2005 Idyllwild Arts Concerto Competition. Upon graduation he was awarded the highest honor for a musician at the academy: the Outstanding Musician of 2005-2006. In September 2007, he won 2nd prize in the Chopin International Competition of the Thousand Islands.

Noble has participated in such festivals as the Eastern Music Festival in North Carolina, the Morningside Music Bridge in Shanghai, China, the Aspen Music Festival, and Bowdoin International Music Festival in Brunswick, Maine.

Noble has performed in community centers and public schools in the Inland Empire. This is his first chamber music series performance. “I’m really excited for the opportunity to perform for the Redlands Chamber Music Society. Redlands is not a huge community yet it’s been exposed to great artists and chamber music. It’s important for local artists to get this exposure.”

For more information about the March 15 concert, contact Mark Braunstein, president of the Redlands Chamber Music Society at (909) 749-7528.

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David W. Stewart, Dean
The A. Gary Anderson Graduate School of Management

Opportunities in Management Education

By David W. Stewart, Dean
The A. Gary Anderson Graduate School of Management

The economy is poor, consumer confidence is low, and business is slow. These are difficult times that challenge even the most astute manager and business owner. But, in every crisis there is opportuni­ty. So it is with the current economic climate. There has never been a better time to focus on developing management talent and the next generation of business leaders. Forward looking firms recognize that the slowing of business activity provides time and opportunity for training and development of staff – and for leadership and manage­ment development that is often not easy to find during booming eco­nomic times. Management and staff development now prepares the firm for greater success when the econo­my does turn around, and it will. Education and management devel­opment also provides a formal structure through which managers can think about the future, develop plans for action, and identify innov­ative approaches to business.

There are many forms that man­agement development and educa­tion can take. These include univer­sity-sponsored programs, degree and non-degree programs, in-house programs, and open enrollment courses offered by various profes­sional associations and commercial education providers. Each type of program fills a unique need for both firms and individual managers. We will explore these options in more detail in future columns.

The most comprehensive form of management development is the MBA degree. The MBA not only creates management generalists, but it is also a life changing experience for many managers. MBA programs teach business skills, concepts and develops confidence, leadership skills, and an ability to think strategically. For more ex­perienced managers, who wish to continue their education while con­tinuing to work, an especially appropriate educational vehicle is the Executive MBA (EMBA) – an MBA program structured around workdays, or other intensive periods in residence, and designed specifically for managers and professionals moving from functional specialists to general managers. An especially important character­istic of the EMBA is that all members of the class are experienced managers and professionals who have been identified as high potent­ial, fast-track managers. This characteristic makes the classroom experience especially exciting as managers share experiences and best practices across industries.

The A. Gary Anderson Graduate School of Management is pleased to offer an Executive MBA program that will seat its first class in the fall of 2009. This program will provide an opportunity for students to continue work full time while participating in a pro­gram designed for the high potential managers and business owners from throughout Inland Southern California and beyond. For more information on the program go to http://agsm.ucr.edu/emba/. If you would like more information about the program and how it can help your firm develop its management talent, or how it can help you as an individual in career development, please call at 951-827-1111.
SOME PEOPLE SAY THE NICEST THINGS.

RANKED AMONG THE TOP 5% OF HOSPITALS NATIONWIDE

HealthGrades, the nation’s leading independent health care ratings company, analyzes more than 5,000 hospitals across the country. And these objective ratings have all kinds of great things to say about Pomona Valley Hospital Medical Center.

Our people are always working to provide the best in sick care and treatment for the community. And we’re pleased that an independent source shows our results are among the best. Because, after all, modesty forbids saying so ourselves.

2009 HEALTHGRADES RECOGNITIONS:

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Women’s Health Specialty Excellence Award—Ranked among top 5% of hospitals nationwide in Women’s Health Maternity Care Service Excellence Award—Ranked among top 10% of hospitals nationwide in Maternity Care Women’s Cardiac Services — Ranked among top 5% of hospitals nationwide in Women’s Cardiac Services

Highest possible Star Ratings for treatment of Sepsis
Five-Star Rating — Heart Failure
Five-Star Rating — Sepsis
Five-Star Rating — Appendectomy
Five Star Rating — Maternity Care
Five Star Rating — Women’s Health
Five-Star Rating — Community Acquired Pneumonia

THE TOP PPO'S

Ranked By Inland Empire Enrollment

The Top HMO’s

 Ranked By Inland Empire Enrollment

Company Name
Kaiser Permanente Mid-Centers
Community
Address
1980 N. Garvey Avenue
Pomona, CA 91768

Membership
150,720

Outstanding Patient Experience

Top 5% of Hospitals Nationally in Women’s Health

BMI 10,100,000

Pomona Valley Hospital Medical Center

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March 2009
A Thousand Resumes: How to Find the “Needle” in the Sales Haystack

By John Haskell, aka Dr. Revenue

The word on the street is “cutbacks,” but getting sales is still the name of the game. One small business recently needed a new salesforce to cover 40 percent of its territory. The owner placed ads in all of the electronic vehicles, local papers, and online job boards, as well as industry web sites. The results were overwhelming. If resumes and inquiries were dollar bills, the company would have found a new stream of income. Now the owner and his associates faced a huge challenge; they were thrilled to have choices, but they did not want to choose the wrong person for this important position.

This overwhelming response is typical in tough times, but often, it has nothing to do with the opportunity your company is providing. It’s just that there are lots of people, qualified and unqualified, seeking a job. Tough times make many good people available, but the price for wrong choices is very high. How do you find the “needle” in the sales resume haystack? Here are some ideas to help managers be successful when sorting, selecting and interviewing potential candidates.

Sort to a Manageable Group

First, select two or three trusted associates to take the resume stack, review every resume and identify these three categories:

1. The first and easiest is a “C” or “no way” group. These people are clearly the ones you aren’t interested in hiring.

2. The second is your “B” group, which stands for “maybe,” but not very likely. Hold on to this one for a second review, only if none from the top group pan out.

3. The third and most important group is called, “A,” and these resumes represent the candidates that have a very high percent chance of being the right one. Important note: This had to be a group limited to 10 percent or fewer of the hundreds of resumes you received.

So, you finally have less than 10 A’s.

Developing Decision Criteria - Story Boarding

The next step is to organize a planning session focused on determining the most important criteria to select the next salesperson, and then use a technique called “storyboarding.” This system uses 3" x 5" Post-It pads, one of which is given to each participant.

Each participant puts down his or her thoughts about what criteria they think is important, on one pad per sheet, and passes them forward to the leader, who then puts the Post-Its on a large white board. The leader then reads the ideas out loud and, when necessary to get clarity, paraphrases what’s written for all other Salespersons to hear. Here are a few ideas for the statement with the person who wrote it.

Creating Categories:

As you work through the Post-Its on the board, many of them will probably appear similar to groups of criteria, which is fine. However, the following categories should always be represented in the storyboarding session:

Previous sales experience - Clearly the best candidates will be successful salespeople with at least five years of experience.

College degree - This is a minimum for many businesses.

Job responsibilities - The resume you receive may be all over the lot, but everyone should agree that the right candidate has to have a good, clean resume. The resume should state the person’s accomplishments in a very concise manner.

Professional development - The best candidates should have some experience with formal sales training. One specific kind of training shouldn’t be necessary, but formal training should be. When moving forward to the interview process, be prepared to discuss training and the benefits derived from the training.

Personal experience - The best candidates should have some type of personal experience, such as certain hobbies, military service, musical training, or sports. For example, a musician might be a better listener who understands the value of practice, or someone with military service may have a stronger ability to follow rules and stay focused on a task.

There may be other criteria not listed here. For example, in some more technical positions, very specific education and experience may be vital. Or in some geographic areas, regional sales knowledge or experience may be essential. Sometimes it’s easier for Salespersons to stay with other Salespersons. Depending on your situation, you may have one or more criteria that your Salespersons are essential elements in the selection process. There is no right or wrong. Your team knows what is important.

The Interview Process:

Next, have your team discuss the in-person interview, and the specific questions and techniques that will be used to sort through the A’s. Here are some categories to consider:

Customers - Ask the candidate what his customers would say about him as a salesperson. Can your candidates please provide you with three customers from any previous jobs, phone numbers and background information so you can call them to discuss the candidate?

Employer(s) - Make sure you ask the candidates if they can speak with the employers. If not, why? What about previous employers? Who are they and what will they say about the candidates?

Sales situation review success - This is a very important part of the interview process. Ask the candidates to describe, in depth, their most successful sales situations. Did they do something that put them way above the average? How do they feel they contributed to this sales success?

Sales situation review failure - Ask the candidates to also describe a situation where they lost the order or failed to make the sale. Why did they miss this sale? What went wrong?

Motivation - You want to get a sense of your candidates’ motivation. How does he/she work? What are his/her hobbies? Is he/she an early riser? What about writing skills? Does he/she make lists? Your team may think note taking and listing are very important indicators of discipline and organization.

Interpersonal interaction - How do your candidates handle The Body Language? Crossed legs are a sure sign of defensiveness; crossed legs seem to want the room dark and sleepy. What happens when one of the interviewers interrupts him/her? How does the candidate handle interruption? Does he/she shift into listening mode? What is the interviewee’s feeling toward interaction with the candidate? Do you like talking with him/her?

Using a team or group interview process, your team will have an easier time reaching a consensus. Everyone is looking at the candidate and is continued on page 39

March 2009

Riverside County Volunteer Center presents

the 19th Annual
Gala Event

Saturday, March 14, 2009
Victoria Club
2521 Arroyo Drive
Riverside, CA 92506

$75.00 per person

For more information and to RSVP please call
Christina Kramerhut at (951) 966-4402.

We are pleased to announce that the Honorable Mayor Ronald Leongider and Judge Vic Milici, Master of Ceremonies and Auctioneer, will join us along with live entertainment, and other surprises.

The Volunteer Center’s Goal is to raise $25,000 to assist families with referral services, senior advocacy and outreach, suicide, housing counseling, transportation assistance, and volunteer opportunities.

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March 2009

Allen Matkins...graded from Class A Office Space. Consequently, their disappearance or change of use has little near term impact on market conditions. Looking at the historical rental rate data for markets in California we see that these rates on average declined from 1986 through 1996 and show a cyclical pattern of increases and declines. This long run volatility in the market is ultimately determined by both the secular trend in demand and the cost of bringing new stock to market, principally building costs, land costs and interest rates. The trend from 1986 through 2004 can be attributed to falling ownership costs associated with declining real interest rates.

The second important characteristic describing market conditions is the extent to which in a market in equilibrium there will be an expected average vacancy rate due to the time it takes for one tenant to leave when he no longer requires space, and the time required to complete the leasing process. Vacancy rates treat the long run average indicate excess supply in the market and conversely for historically low vacancy rates.

Like the real rental rates, the vacancy rate fluctuates around its mean, but there is a lot of variation. It is the forecasting of future variations of these two indicators of market conditions which give us a picture of whether or not there will be sufficient demand to achieve the average vacancy rate, and at what price the newly built space will bring. As important components of the BRR calculations, these are critical to investors.

The demand for office space is derivative of the growth of office space using industries, particularly business and scientific services, finance, information, government, health care and social services and to a lesser degree, manufacturing. While plans for expansion in the local market are not always public information, the planning for rental of new office space usually does not look very far into the future. Firms expand their employment in response to demand for their products, and faced with crowding, begin to look for additional space. That is, they are most likely to look for space when they are ready to use it rather than based on a forecast of future employment growth. In addition, there is the technical survey methodological problem that the population of office space demanders is quite diffuse and a representative sample of firms is not suitable benchmarking to the changing composition of the office space using community.

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March 2009

Africa continues from pg 20

Four new Drucker Societies have been formed over the past couple of years, ranging from Grenada to Philadelphia, and that three more are about to be launched in the UK.

To get an even richer flavor of what’s cooking these days at Drucker, check out our new website drucker.edu where you can click on a CNN segment with Prof. Jay Prag on the banking crisis, or you can read about yet another Drucker case competition team that has made it to the semi-final round of the Wal-Mart Business Living competition and will be competing against the best of the best in Bentonville, Arkansas in April.

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COMMUNICATIONS, INC.

March 2009

News From...

continued from pg 20

Cross-Sector Collaborations.

$100,000 grant from the Drucker Foundation will support the work of the new Drucker Societies, and we are looking to take the concept to a national level.

For more information, contact Dr. John Matzner, Cofounder of the Drucker Society at john.matzner@aspen.com

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Salespeople are being hammered in today's economic environment. Entire market segments have evaporated. Customers and companies are holding back orders or literally have no money to buy. Opportunities and new prospects are fewer and further between. In 2008, many salespeople earned only half the commission they earned in 2007. Half! When you take a 50 percent pay cut, you know what a recession feels like.

But not all sales professionals are in the same boat. Some are thriving. Some are busy growing their client base and making good money despite the uncertainty around them. And you can do the same. Your commitment to success starts with a dedication to your goals and where you want to be; remember the basics, and then go beyond. Some salespeople will take the safe road this year, calculating down their expectations. You’ll hear them say: “I just want to survive,” or “I need to make it through this.” When you plan just to get by, that’s exactly what you get by. When you plan and expect to succeed it’s a different story. As one analyst manager said, “Most salespeople reach the level of expectation they set for themselves.”

If you want to be one of those who will thrive this year, apply these five tips now.

1. Don’t wait for things to change. Unlike struggling salespeople who sit on the sidelines hoping for an economic U-turn any day now, the best salespeople are taking action and moving forward. They recognize the economy may be in this mess for years and years and waiting and watching is a poor strategy for success. The movers and shakers are moving and shaking; setting up new arrangements to make sales calls and presentations, contacting their current and past customers and marketing like never before. Their proactive approach is creating opportunities, leads and sales. In boom times or in bad times, you can never wait for customers to find you. It’s your job to reach out and find them.

2. Work harder. Successful salespeople understand this old axiom: You can’t make more money with less effort. That’s why the best salespeople hardly ever put their feet up and put in more hours than ever before. Think about this: Arriving just 30 minutes earlier and staying 30 minutes later each day equates to an addition of 20 hours more work a month. When you are working 20 hours more than the average salesperson, you can make at least 20 percent more money than the average 20 percent more sales.

3. Talk to the right people. Some companies may want you to sell more of your product or service, but if they can’t make a decision or are restrained by shrinking budgets, it doesn’t matter. Successful salespeople today are selective about where and with whom they spend their time. They are out looking for "ready buyers" customers and prospects who have both money and ability to buy. Every minute bought back and used with a different plan of expectation they set for themselves is one more minute that you don’t have to find a qualified one. Remember, You can close sales from a customer who can’t buy.

4. Make more contacts. Selling is a contact sport. When times are good, business is easier to come by. Sure, there’s more competition, concern about how price and sales don’t exactly just fall into your lap. But contrast the last few years of relative prosperity to what we see today and it’s quite a different picture. Some of the bolder players need to face the realization that more sales and marketing tactics and spending decisions take longer. This is to your advantage. You have to make more contacts. When capture and conversion rates fall, you must have an steady volume of business, your sales contacts have to go up. Top producers get this. Do you?

5. Change the way you work. Is change difficult? You bet! But think of all the people you see fall behind or fail. Successful salespeople have stayed successful through the years by evolving and adapting to change. As the economy and competition are in a constant change, smart salespeople learn how to use new ways. By reviewing trade publications, reading top books on selling, and attending industry conferences, client events and networking among successful peers, you are able to learn and apply new marketing approaches and sharpen your face-to-face skills. This is how you stay current, fresh and on top of your game.

While all of this may sound like the old “back to basics” line of attack, it’s truly more than that. Successful salespeople in today’s market have gone beyond the basics in most everything they do. One salesperson I know understands that roughly the top 20 percent of every sales force produces about 80 percent of most company’s sales results. To get and stay in that top 20 percent, you have to be willing to give and do 20 percent more than almost everyone else. That’s not only what gives you your edge, it also allows you to keep your sales up— even in a down market.

This year may not be the best year you’ve ever had, but it doesn’t have to be your worst. Take advantage of the fact that your competition has pulled back, slowed down, and in some cases, completely left the business. Now is your chance to push forward. You have a window of opportunity in front of you, and how you use that window is up to you.

To contact Smith, call Douglas Smith & Associates at 877.430.2229 or visit www.DougSmithPresents.com

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BUSINESS JOURNAL • PAGE 30
March 2009

RESIDENTIAL REAL ESTATE BROKERS

Marketed by Transfer of Ownership to Inland Empire

Company Address City/State

# Offices Inland Empire Companies

# Agents Inland Empire Companies

Sales Volume 2009 Headquarters (Gross $ Amount)

Year Founded Inland Empire Specialty

Top Local Executive Title Phone/Fax E-Mail Address

Widmayer

1. Blood Banker

1. 784-30 Hoy, #11

11. Southern Wells, CA 92105

11. 190

11. $1,379,941,615

1988 Palm Desert

1. Residential & Commercial Sales, Transaction Consulting, Leasing, Concierge Service

General Manager

.(760) 687-1677

Bill@widmayer.com

Shore Realty

2. 1534 Hwy 18, Ste 208

2. Apple Valley, CA 92515

2. 112

2. $254,592,666

1981 Apple Valley

2. Residential

President

.(760) 241-2427

cyo@shore-1.com

Bancker & Becker Realty

3. 44111 Montevista Dr.

3. Palm Desert, CA 92260

3. 500

3. $300 million

1981 Palm Desert

3. Residential Sales

Owner

(760) 346-5590

pete@bancker.com

Coldwell Banker Keller Williams

4. 33260 Yucca Blvd.

4. Yucca Valley, CA 92284

4. 185

4. $225,992,997

1982 Yucca Valley

4. Residential Real Estate Sales

Owner/Broker

(760) 698-1191

garyr@cbkellerwilliams.com

Baron Real Estate

5. 27100 Alhambra Ave., Ste. 100

5. Temecula, CA 92591

5. 120

5. $836 million

1971 Murrieta

5. Residential, Land, and Commercial

President

.(760) 516-5738

Mike@baron-real.com

Century 21 Lois Och Realty

6. 13010 Highland Ave

6. Rancho Cucamonga, CA 91709

6. 210

6. $434,761,960

1976 Residential Real Estate Sales

Owner

.(760) 740-7008

Prepare@loisoch.com

Prudential California Realty

7. 6225 Magnolia

7. Riverside, CA 92506

7. 85

7. $132 million

1968 Riverside

7. Residential/Commercial Real Estate Property Management

Broker/Owner

.(760) 826-6361

Karen@prd้e.com

REMAX Real Estate Consultants

8. 78335 El Paseo, #200

8. Palm Desert, CA 92260

8. 172

8. $480,741,117

1994 Palm Desert

8. Residential Real Estate

Owner/Broker

.(760) 744-5321

larr@remax.net

Coldwell Banker Estate Adams Realty

9. 80 S. Indian Canyons

9. Palm Springs, CA 92264

9. 42

9. $344 million

1967 Full Service Residential and Commercial

Owner/Broker

.(760) 246-8620

Jerry R. & Barbie

Century 21 Realty

10. 24804 Dr. 18, #170

10. Apple Valley, CA 92208

10. 74

10. $344 million

1964 Apple Valley

10. Real Estate

Owner/Broker

.(760) 245-2054

Jack H. Harrison

Century 21 Prestige Properties

11. 235 W. Road to Redlands

11. Redlands, CA 92374

11. 88

11. $141,785,212

2005 Upland

11. Residential and Income, Real Estate, Relocation & Property Management

Owner

.(760) 245-2054

Vince Gattino

Bon Hinkle Real Estate, Inc.

12. 971 W. 18

12. Apple Valley, CA 92307

12. 36

12. $24 million

1995 Apple Valley

12. Full Service Company

Broker

.(760) 379-1717

Bill Scott

Coldwell Banker Bear Creek Properties

13. 29200 W. Clinton Kirk Rd., #14

13. Banning, CA 92220

13. 5

13. $214 million

1975 Residential

Broker

.(760) 769-1109

Bill Scott

Coldwell Banker Johnson-Johnson Properties, Inc.

14. 29400 Ranch California Rd., Ste. F

14. Hemet, CA 92545

14. 23

14. $214 million

1975 Residential

Owner

.(760) 456-0490

Shelia Cansier

Coldwell Banker Realty Center

15. 88801 Ramon Rd., Ste. A

15. Rancho Cucamonga, CA 91730

15. 35

15. $12 million

1999 Full Service Residential

Owner/Broker

.(760) 951-4088

Shelia Cansier

Coldwell Banker

16. 7965 Hwy 111

16. Palm Desert, CA 92260

16. 35

16. $12 million

1999 Full Service Residential

Owner/Broker

.(760) 595-0322

Ron Gorick

Coldwell Banker

17. 2771 Fred Way Dr.

17. Palm Desert, CA 92260

17. 68

17. $12 million

1991 RCA

Owner/Broker

.(760) 770-4487

Mel Rodman

Coldwell Banker

18. 2905 Pacifica Canyon Way

18. Palm Desert, CA 92260

18. 36

18. $65 million

1986 Palm Springs

Full Service Residential Real Estate

President

.(760) 323-3012

Hampton

Coldwell Banker

19. 26267 Spring St.

19. Rancho Cucamonga, CA 91730

19. 5

19. $2 million

1975 Rancho

President

.(909) 589-8476

Lawrence McCall

Coldwell Banker

20. 831 Lakes Retreat,

20. Blue Ridge Hills, CA 92290

20. 5

20. $2 million

1975 Rancho

President

.(909) 589-8476

Lawrence McCall

Note: Not all respondents stated phone/fax or e-mail address. This information is only available from the respondents listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort was made to contact and secure confidentiality of the list, omission and/or reappointment errors sometimes occur. Please contact or address as company listed in the Inland Empire Business Journal, P.O. Box 3792, Rancho Cucamonga, CA 91729-7792. Researched by Tina DeMock. Copyright 2009 by BEJ.
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March 2009

Scott A. Polimeni
President
Centerpointe Capital Corporation
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Let Centerpointe Capital help unlock YOUR key to success!

Centerpointe Capital Corporation is by all definitions a "full services financial firm." The man behind this unique and intelligently diversified company is Scott A. Polimeni, president. Over the last few years, Centerpointe Capital grew and adopted to the hostile financial marketplace, constantly adjusting to the needs of small- to mid-sized business owners.

The company's survival is attributed to Polimeni's defiance to fall into complacency in an ever-changing financial marketplace. During the boom of the real estate industry, Centerpointe Capital was one of the leaders in that marketplace. However, Polimeni saw the need to proactively diversify his product mix with loan products geared specifically towards helping business owners obtain aggressive financing when their own banks turned them away. The second phase to his ability to help local business owners is to extend his consumer financing products to help them organically sell more of their products or services in a cash poor market.

Polimeni has a background of strength and diversity. He served eight years in the U.S. Army Infantry. Upon his honorable discharge, he pursued his career in law enforcement. He graduated "Class President" from the Riverside County Sheriff's Academy. Within his first five years of service, he had achieved the rank of sergeant. However, despite his success, he decided to enter the private sector to follow in the footsteps of his father and grandfather. He is running a company that is unlike any other in the financial market, and its growing like a weed, when other financial firms are crumbling all around him.

Today Centerpointe Capital is a full-service financial firm that offers financial products and services that range from its roots of mortgage lending and real estate services, to a complete arsenal of business related loan products, venture capital and even consumer financing products," Polimeni says with conviction. "Our single best product would be, without a doubt, our Stated Income, Unsecured Business Lines of Credit. As business owners know, we depend on our CPA's to write-off our revenues, leaving us at the bottom line showing a minimal profit. That's all great, until you're applying for a loan. Fortunately, we have a handful of investors that do not require sureties or collateral, and still sell these Stated Income, Unsecured Lines of Credit up to $50,000 with rates starting at 5.25% or even lower on Interest Only payment options! What that means to our clients is that they genuinely could have $50,000 of working capital at their fingertips for a monthly payment as low as $218!

"We're putting these products to market with a modest 620 FICO," says Patricia Nugent, director of sales and marketing. "It's the best money on the market, bar none! However, we have a multitude of other business related products that range from Factoring / Accounts Receivables, Equipment Financing, Merchant Service Advances, Private Equity / Venture Capital, Small Business Administration products and more."

Centerpointe Capital's Exclusive Private Equity Program:

In addition to their brilliant business model, Polimeni has recently authored and is raising private capital for his very own investment program that projects in Net ROI in excess of 1 2 % ! According to Polimeni, his program has answered the question as to how to liquidate the overall investment dollar without incurring an amount of standing in inventory, regionally, and even nationally. However, he's quick to point out that "Our program does not involve sitting on bulk, vacant homes, nor does it rely on a 'quick flip' strategy. His relationship with asset managers, bankers, auctioneers and publicly held real estate investors provides an abundance of under priced real estate for his investors to capitalize on. Simultaneously, his staff match these real estate with financially qualified lenders who are contracted with investors to immediately occupy the home at the close of escrow in order to mitigate vacancies, which directly prevents vandalism and bargains—which is a tremendous concern in this market.

During the lease term, the lease is protected by contract to buy the home from the investor at today's full market value. As a result, the investor gains at least 20% equity gain just in the "buy-to-sell" ratio alone. Then, to further return for his investors, the lease payment offsets all operational costs to maintain the home, such as property taxes, homeowners insurance, HOA's, etc. The lessee's monthly lease payment is calculated at 7.5% to 8.5% of the overall investment dollar. The investor even has the option to finance the acquisitions through Centerpointe Capital's wholesale mortgage lenders to increase their inventory!

Polimeni explains, "This program provides the masses of people to have a legitimate means of claiming stake in homeownership, at today's incredible values. These folks simply cannot qualify for a traditional home loan right now, and with this program, they don't need to."

"Without our program, we provide our investors a very safe investment forum, with an incredible return on their investment. At the same time, it genuinely helps our local economy, and provides worthy people a means to eventually own a great home, at a fantastic price. It's truly a win for all parties involved!"

Polimeni is looking for qualified investors to participate in his program. Executive Summary is available upon request. And, don't forget to ask him how you can incorporate consumer financing into your business model! Polimeni can be reached at 760-565-4700, or by e-mail at spolimeni@centerpointecorp.com.
Real Estate Ex... (The market is) struggling in the east, with a vacancy factor of almost 15 percent for that entire market.

We're a little over 6 percent vacancy in the West End market. Construction was predominately in the east end of the marketplace. We’ll spend the next 12-18 months absorbing this space.

Prices are off considerably from what was in past years, but we're finding tenants who still love the Inland Empire. A couple of examples: In October 2007, we had a pretty significant (price) of 38 cents a square foot for a 78,000-square-foot building in Fontana. Today, there was a transaction for 32 cents a square foot on a similar building in Redlands. We're seeing landlords be a little more aggressive in offering free rent in the first 6-12 months of the lease term. The fundamental change was when we lost liquidity in the marketplace. It definitely put an emphasis back on cash. It's been a challenge to recognize. When you don't have that liquidity in the market, what does that do to pricing? Whether you want to or not, you're learning about liquidity and what it really means.

RETAIL
GREG WATTSORN
Vice president of retail development at Opus West Corp. in Irvine.

This year will be rather slow. People will still be closing stores. We'll be evaluating second-generation space (vacant space previously occupied by large tenants). If there's a new tenant who wants to penetrate the market, they could probably go into a second-generation space, and the landlord might be willing to make a better deal to get cash flow going again. The good news is that the market is coming back to tenants who were priced out of the market before, like TJ Maxx and Home Goods. There will be great opportunities for tenants like that. They won't be paying the rates they were in 2006.

Total Inland Empire vacancy in retail is about 9.6 percent and climbing. The east end is 14.8 percent. The east end will probably go up. The West End is currently at 6 percent. and it might go up a little more. The West End is currently at 6 percent. and it might go up a little more. West End is currently 6 percent, and it might go up a little bit. Unlike office, industrial and residential, the retail market can reinvent itself. We all report bad news, but nobody is focusing on the possible 110,000 square feet that will open rooms across the nation. People reinvent themselves to fill the void where other stores had overexpanded.

I believe retail trends will get back to basics, where consumers will be buying necessities, not luxury.

Buca di...
also rather large: all sorts of chicken prepared in various ways,veal dishes, short rib and even salmon.

The dessert selection is very tempting even after finishing this elaborate dinner. We tried the tiramisu and the homemade cheese cake. Both were great. If you are really into desserts, Buca di Beppo offers a dolce placer: a sampler platter of tiramisu, double chocolate cake, homemade apple and crostata apple. It is ideal, of course, for six or more.

The full Buca menu is available To Go, and many locations offer carryout service.

To have even more Buca dishes, the chef has purposely included traditional Italian dishes throughout the dinner menu.

Buca di Beppo Huntington Beach is located on 7097 Center Avenue in the Bella Terra shopping mall. Call for reservations at (714) 891-4666.

Restaurant Review
Italian Dining With Drip-Proof Bibs at Buca di Beppo
By Ingrid Anthony

Sharing is the word that describes this restaurant chain. Food is served "family style," and considering the amount of food served—a large family in mind. Someone who is dieting or just wishes a "tack" for dinner will be tempted to undo their belts. Large plates that are continuously being served can make your shoulders ache if you go home hungry.

Don't return because this is not the place for you. The first Buca di Beppo opened its doors in 1993 in the basement of a Minneapolis apartment building. They have since grown to 85 locations nationwide. Our waitress explained that they wanted to create an Italian family experience—where the whole family can sit down (hence no windows here) and enjoy each other's company while dining on pasta and Italian dishes. We visited the Buca di Beppo in Huntington Beach and found ourselves in a four-square-feet, two-floor with cushioned booths and rooms that made it comfortable and private. Its coziness and warmth made for a delightful dining experience. When we first visited, the menu included many new items, and we knew you were going to enjoy the evening. Old-time movie star pictures surrounded the rooms. The owner must have been impressed with Marilyn Monroe since she dominated the list. One, however, felt bad for the waiters and waitresses small bells, who had to climb the stairs in delivering all the food and drink. The other Italian dishes. We visited the Buca di Beppo and found that it was the best choice in the salad category.

Buca di Beppo has been a tenant at the Centre since 1998, currently occupies two floors on the top of the basement and theme and not included in the ingredients all served together. Tiramisu, Wood and gorgonzola salad was probably the best choice in the salad category.

Today, there was a transaction for a 32,000-sq.-ft. facility is the largest of three buildings that make up the total of 92,000 sq. ft. In one of the leases, Luxe was represented in-house. The CB Richard Ellis team of Logistics Centre and elsewhere in the City of Victoria, including the 323,900-sq.-ft. facility is the largest of three buildings that make up the total of 92,000 sq. ft. In one of the leases, Luxe Cabinetry agreed to a five-year, $2.4 million lease to occupy 145,000 sq. ft. ($0.28/sf/mo) of a 160,000-sq.-ft. industrial building located at 43195 Business Park Drive, west of I-15 and north of the intersection of the I-15 and the I-80. In the other deal, M Block and Sons signed a three-year, 30,000-sq.-ft. expansion lease at Building 3 of Kearny's Redlands Industrial Center, located at 2673 San Bernardino Avenue. In the City of Redlands. The 323,900-sq.-ft. facility is the largest of three buildings that make up the 86,000-sq.-ft. complex. In the Luxe Cabinetry deal, the move would be the company's representation of the original, Jason Rosine, while he was represented in-house. The CB Richard Ellis team of Kevin McKenna, Jan Devries and Grant Ross represented Kearny on the M Block lease, while M Block was represented by Ron Cashman of Commerce Grubh & Ellis. It's also the La Cima Group official broke ground on the Inland Empire's newest hotel.

Ayres Hotel Moreno Valley last month. Set to open in winter 2009, the hotel will be located at 12631 Memorial Way in the TownGate Promenade on the city's west side. Under the direction of Principal Bruce D'Ellis, the hotel is being built by Ayres Hotels, a family-owned chain of European-style boutique hotels headquartered in Costa Mesa.

This column provides a review of the latest collectible restaurant items. For more information on local and national happenings, please see the灶M review section in the next issue of the webinar.

New York Grill
909-887-1928
501 Ontario Mills Drive, Ontario
Mon / Thur 11:30 a.m. - 2:00 p.m. - 4:30 p.m.
Fri 11:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m. Sun 4:30 p.m. - 10:00 p.m. • Reservations Recommended

For more information on local and national happenings, please see the Review section in the next issue of the webinar.
Subscribe to the Inland Empire Business Journal today for only $48 and receive a complimentary 2009 Book of Lists. The Business Journal keeps you up to the minute with movers and shakers in the Inland Empire - with the stories, events and issues molding our community.

Eisenhower Medical Center was placed among the top 5 percent of the nation's hospitals for a second year in a row. "Ensuring our patients' safety and delivering the highest quality of care is our top priority," stated Eisenhower President and Chief Executive Officer G. Aubrey Serfling. For more information visit www.emc.org.

Cathedral City Chamber of Commerce awarded Wheels for Kids of the Desert the Nonprofit of the Year award. For three years Wheels for Kids of the Desert has promoted physical fitness by providing hundreds of bicycles for children. This non-profit organization was created by a Cathedral City Police Officer, Ernest Vazquez. For information about Wheels for Kids of the Desert call (760) 457-8026 or visit www.wheels4kidsofthedesert.com.

Cathedral City Chamber of Commerce awarded a $25,000 grant from Douglas Vance, vice president of H.N. and Frances C. Berger Foundation. For more information call (760) 341-9672 or visit www.ymcaofthedesert.org.

An exciting ribbon ceremony for Meridian Payroll Group. Meridian Payroll Group is located at 41765 Rider Way, Temecula, 92590.

An exciting ribbon ceremony for Meridian Payroll Group. Meridian Payroll Group is located at 41765 Rider Way, Temecula, 92590.

Family YMCA—The Family YMCA of the Desert was awarded a $75,000 grant from Douglas Vance, vice president of H.N. and Frances C. Berger Foundation. For more information call (760) 341-9672 or visit www.ymcaofthedesert.org.

Steve and Linda, from Indian Wells, donated 80 acres of land, (appraised at $400,000) to Anza-Borrego Desert State Park. Anza-Borrego is the largest state park in California, with more than 600,000 acres. For more information call (760) 767-5311, or visit www.parks.ca.gov.

Bancomer Bank was awarded Business of the Month by Grand Terrace Chamber of Commerce. From left to right: Chamber President Jessica Borzilleri, Nancy Malta, Sally McGuire-Chamber board member, Omar Leandro, Terry McGuire-Helping Hands Companion Care, Ashley Swisher, Andres Sanchez-Bancomer bank manager, Lee Ann Garcia-Mayor Pro Team.
It's well known to what extent state funding for research is underfunded Answer: (often bypassing the appropriate council and the University administration). You won't find any of those kinds of books in the book. And, yes, it is important. Loyalty, technical law enforcement and dedication are truly noble traits when you have devoted your life to the protection and defense of the Constitution of the United States. Then there's the matter of the author's repetition of the phrase "whatever our leaders say against terrorism since 9/11, they must be working because there has been no further successful attacks on our shores." Nobody has ever come forward to cite how many of the attacks in this country were foiled. Ten thousand? Or were there any attempts at all? And did they arrive in from their list of the most critical border crossings at air terminal boarding points? As far as the "management books" is concerned, it has put forth as much as business might learn from the experience of China. It is true. Most scholars would agree that the big chunk and call it their "bestseller." But, as I've long maintained, the mountain was covered with fresh snow. People are skiing down and skateboarders are making it down. It was a day to remember. The next day, Friday, we headed to the airport. One hour later, we were at the gate. Another hour later, we were getting ready to land. The convenience of being able to fly back...return...but certainly not the reason we do it. After almost a full day on the slopes, we changed clothes in the parking lot (cold!) and headed back to the airport. One hour later, we were at our gate. Another hour later, we were getting ready to land. The convenience of being able to fly back...return...but certainly not the reason we do it. After almost a full day on the slopes, we changed clothes in the parking lot (cold!) and headed back to the airport. One hour later, we were at our gate. Another hour later, we were getting ready to land. The convenience of being able to fly back...return...but certainly not the reason we do it.

Letters to... continued from pg. 15

My Trickle... continued from pg. 14

A Thousand... continued from pg. 26

tending to him/her at the same time. Everyone can debate what he or she saw and heard regarding the intelligence community's scientific way to select a salesperson. But, applying these principles to your process will help you sort through the abundance of candidates—those who excel in the sales haystack.

For more information, visit us at http://www.drevene.com.

Utah Ski... continued from pg. 43

to yourselves. There was hardly anyone around and I was certain of why they named it "Solitude." If you want to get away from the crowds, this is your place. The next day, Dave was feeling better and we met again and went skiing. It had snowed overnight and the mountain was covered with fresh snow. It was like skiing down a canyon, you can see any way you want. At least that's what my legs felt. That evening, a massage at the Spa at Solitude was well needed for muscle recovery (that's what I like to tell myself).

Day 6: Brighton Resort

I like to think of myself as someone who enjoys the scenery. In fact, I double-checked all the ingredients and directions to each resort except from Solitude to Brighton. It was that potato in the middle, the one I cooked. I could laugh about it now, right? Anyway, that's right...Brighton is just a few miles from Solitude and the traffic to Solitude is one of the locals. It is similar in size to Solitude with 1,050 skiable acres, but Brighton is well groomed. However, Brighton attracts a lot more boarders with three terrain parks and trails that seem custom-designed for boarders, as there are few flat, cat trails to get "snuck" on. Since my son's board, it was no surprise that brighton was his favorite resort. After a day on the mountain, we parked up the car and headed to our hotel which was now on the city. Ten minutes into the drive, he heard a loud bang as if someone had hit our car with a snowboard. Nope...we forgot to close the skis and a tumbled down on the road. Yeah, feeling like a tourist.

Bestelling Business Books

Here are the current top 10 bestselling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "Outliers: The Story of Success," by Malcolm Gladwell (English) $29.95 (2) Why the cause of success can be linked to where you were born.

2. "Hot, Flat, and Crowded: Why We Need a Green Revolution--Now," by Thomas L. Friedman ( inglés) $24.95 (10) Why and how "green alternatives" can save the planet and the economy.


6. "Strengths-Based Leadership," by Tom Rath and Barry Conchie (ingles) $24.95 (10) Strengths that build better leaders and more committed followers.


For the last couple of years, I've been awarded the prize-award for the best snowboarder to cover the annual "ski" story. In the past, I've covered one resort and then some. For this year, I've chosen a mountainous winter-wonderland. This trip, my family and I went on a ski resort tour and visited (what I consider to be) the top resorts in Utah. Unfortunately we had to miss Deer Valley and Alta because we still don't allow snowboarders. I guess we'll just have to give them a little more time to catch up with the times. So here I am... back from the ski tour and ready to report in. Five ski resorts, three hotels and seven days later.

Day 1
The new minimum bag requirement enforced by the airlines really threw off my ability to pack, but we made do without too many hitches. Walking to the airport check-in counter was comical. My son, Darren, almost got a free ski with the bag, and I was in a sweat by the time we got all the bags checked. I felt like I was on some sort of reality TV show in which the entire nation was cheering for my family in the Ski Check-Championships. Finally on the plane, it was time for my son to do some homework. (Am I bad a teacher? I pull him out of school for an entire week so we can play in the snow?) Anyway, there wasn't much time to get any work done because in just over an hour... and in just another hour, we had driven up the mountain to Park City. If we left a little earlier in the morning, we could have skied half day! Plus, someone at the airport told me of a Park City Quick START (Ski Today and Ride Today) program. Show your boarding pass and get a free same-day half lift ticket to your choice of The Canyons Resort, Park City Mountain Resort or Deer Valley. You need to register first, so check out the details at: http://www.parkcityinfo.com/quickstart.

Day 3
The Canyons Resort
The Canyons is the newest and largest single resort with over 3,700 acres of skiable terrain. With the side-slope lodge, village and shops that harbor some of the best ski chalets, it's definitely a "destination" resort. And although we drove past the main parking lot, it didn't matter because they had valet parking right at the Grand Summit Hotel. The Canyons also offers a daily Mountain Tour which leaves from the top fun park at 8:00 a.m. and 1:00 p.m., we were all ready for a break, so we headed to the Alpine Coaster. The Alpine Coaster is a roller coaster right in the middle of the ski resort, in which you get to control the speed (pull down to go fast, pull up to break). We loved it so much, we went twice. The second time I rode with my husband, Dave. I laughed in hysterics while he tried frantically to reach for the breaks. Rational fears sometimes have a way of interfering with fun.

Day 4 and 5
Solitude Mountain Resort
We decided to head to The Lim at Solitude, a wonderful ski-in/ski-out lodge. We had a side-slope view and could have easily skied to our room to have lunch on our room balcony. Plus, they have a spa! Dave was holding the liquor bottle and I was feeling sick, so after convincing my son that I was smart enough to read the mountain map, we ventured out while Dave took a snooze. The mountain wasn't too large (1,200 skiable acres) and was well groomed; very easy to navigate around. That night we went ice skating during the free concert put on by just one other family. Afterwards, we had the Jacuzzi continued on page 39
The "Out to Eat" television show premieres this April on KVCR TV (Channel 24, PBS). Join show host Cliff Young (a.k.a. "The Minister of Culinary Awareness") as he travels to local craft breweries, coffee roasters, wineries and, of course, great restaurants to meet and chat with the owners, the chefs, and the customers. The series starts Thursday, April 2nd and will air every Thursday evening at 7:30 PM and every Sunday at noon starting April 12. Go to www.KVCR.org or www.OutToEat.TV for more information.

Introduction:

The "Out to Eat" television show celebrates the enjoyment of dining out with family and friends at local eateries that possess character and a sense of community. Each segment includes: vibrant and colorful plate presentations, fast paced food preparation—as well as scenic views of the communities we visit to illustrate the lifestyle, and entice viewers to take part as we learn where the food is grown, bought and finally prepared. The topics explored each week are very relevant to a large viewing demographic—that is only increasing as more people become aware of and attracted to healthy, local cuisine. The show will appeal to viewers who are looking for great food that is inexpensive and can be found at the local "hole in the wall" restaurants. Not only are viewers introduced to the food, but also to the people who prepare it, the owners, cooks, and chefs who share their stories and personalities.

About the Host:

Cliff Young (a.k.a. "The Minister of Culinary Awareness") has over 32 years of experience in the restaurant industry, starting as a dishwasher and moving up to designing and building his own award-winning restaurants. He is a member of the Association of Food Journalists and writes for many food and beverage publications. When he's not working on his weekly "OUT TO EAT" radio program, you might find him judging a food competition, lecturing at culinary schools, or traveling the globe in search of the finest food and drink. He brings fresh, quirky and intriguing insights into the world of food, beverages, travel and entertainment.

KVCR PBS-TV now reaches over 5 million households in Los Angeles, Orange County, Riverside and San Bernardino Counties plus the Palm Springs Desert resorts, and including Direct TV and Dish Network viewers. These viewers are affluent, influential, highly educated, well-traveled, intellectually curious people who have a choice of more than 100 channels. Yet, this valuable demographic group remains intensely loyal to KVCR PBS-TV, and it is our intention to make them loyal viewers of "Out To Eat!"

For more information about "Out to Eat" and how to become a part of the team! Contact Cliff Young: call (909) 801-2113 or e-mail at outtoeat@gmail.com.