AT DEADLINE

LARRY SHARP NAMED INLAND SOUTHERN CALIFORNIA GLOBAL LEADER OF THE YEAR AT 3RD ANNUAL WORLD TRADE MONTH LUNCHEON

Longtime economic development and transportation advocate Larry R. Sharp was named Inland Southern California Global Leader of the Year at a regional World Trade Month event in Riverside.

Sharp, president and CEO of Arrowhead Credit Union, was recognized for his leadership in fostering the advancement of international trade throughout the Inland region. Sharp received the award at the 3rd Annual World Trade Month closing luncheon. The annual event is designed to address issues in global trade, which contributes millions of dollars each year to the region’s economy. The event also encourages local businesses to become more closely involved in the international trade.

MAIL TO:

46th Annual Small Business Week Award Winners

The 46th Annual Small Business Week Awards luncheon will be held on June 4th hosted by the San Manuel Band of Mission Indians in Highland. The U.S. Small Business Administration honors successful individuals and companies located in Orange County and the Inland Empire each year.

The following honorees are part of the Inland Empire community:

A&R Tarpaulins, Inc., headquartered in Fontana, and owned by the Weisbart family, has been named Region IX Jeffrey Butland Family-Owned Business of the Year by the Santa Ana District Office of the U.S. Small Business Administration.

The company was established in 1976 as a partnership between Aundra Arrington and Ralph Weisbart. Two years later, Ralph Weisbart’s son, Bud, and his wife, Carmen, purchased one third of the company and are the current owners of A&R Tarpaulins, Inc. Bud and Carmen recently announced that management and, ultimately, ownership of the business would begin transition to their son, Ken.

Region IX includes California, Nevada, Arizona, Hawaii and Guam. Winners are selected at the district, regional and national levels and compete against firms submitted by 68 SBA district offices across the nation. Alan Elgendy, International Trade and Procurement Consultant with the Inland Empire SBDC, nominated A&R Tarpaulins, Inc., a former client of the SBDC.

District Director, J. Adaliberto continued on page 14

Inland Empire Economic Report

It’s Really Bad... But Inevitable and Ultimately Healthy

By Christopher Thornberg and Jon Haveman
Founding Principals, Beacon Economics

Over the past decade the world embarked on an unsustainable path of growth. The U.S. consumer, buoyed by rapidly inflating personal wealth (of which homes were just a portion) and easy credit, went on a spending spree that sunk private savings rates to historically low levels even as the nation opened the largest real trade deficit in the economic history of the world. The rest of the world gladly participated in the exchange. Private investors were eager to capitalize on asset gains in the U.S. economy. Public investors, particularly in Asia, were more than happy to invest in the United States in order to maintain the stimulus the U.S. consumer was providing to continued on page 3
Coreland Awarded 1 Million SF in Management Contracts

Coreland Companies, one of the largest private real estate service companies based in California, announced the firm has been awarded over one million square feet in property management contracts within the last four months. Nearly half of the new assignments are on behalf of state court-appointed receivers.

Coreland was awarded retail management assignments including Ontario Freeway Center, a 128,330-square-foot freeway interchange with furniture and home center in Ontario; Palms at Pines, a Vons anchored 81,722-square-foot neighborhood retail center in Palm Desert; and Crossroads Marketplace in Chino Hills.

Galenite was also appointed state court receiver for Corona Corporate Centre, a newly completed 114,990-square-foot, seven-building office park in Corona; and Centerlake Corporate Center, a three-story, 61,298-square-foot office building in Ontario. Coreland Companies will be responsible for the property management during the receivership period.

Coreland President Chris Hite says, “Coreland’s combination of past experience with distressed assets continues to be a differentiator for the receivership environment.”

Chino Hills Crossroads Marketplace

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It’s not what happens to us, but our response to what happens to us that makes a difference in the quality of our lives.

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Leukemia & Lymphoma Society to Hold Man & Woman of the Year Competition

The Leukemia & Lymphoma Society (LLS) Orange County/Inland Empire will celebrate its fundraising successes of its five 2009 Man & Woman of the Year candidates during a celebration on Tuesday, June 30, 6-10 p.m. at the Riverside Marriott Hotel, 3400 Market St., Riverside. The evening will include dinner, live and silent auctions, entertainment, and the highlight of the evening, the announcement of the top fundraising Man & Woman of the Year.

The five candidates are community, corporate and civic leaders who have devoted 10 weeks towards raising money for blood cancer research; the top fundraisers will receive the title of LLS’ Man & Woman of the Year.

The cost to participate is $75 per person. RSVP by June 19 to Heidi de Leon, (714) 481-5609 or Heidi.DeLeon@lls.org. For event information, please visit www.manwomanoftheyear.org.

The Leukemia & Lymphoma Society (LLS) is the world’s largest voluntary health organization dedicated to fighting blood cancer research, education and patient services. The mission of LLS is to cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families.

Since its founding in 1949, LLS has invested more than $600 million for research specifically targeting blood cancers. The Society’s Orange County/Inland Empire chapter office is located at 202 East 1st Street, Suite 120, Santa Ana, CA 92705. Phone: (714) 918-0610. Website: www.lls.org.

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Questions or Errata?
It is human to err, and the only final and deadly error, among all our errors, is to deny that we have every error.

— G. K. Chesterton
Sometimes we may learn more from a man’s errors than from his triumphs.

— Henry Wadsworth Longfellow
It is not only our errors which ruin us, but our way of combating ourselves after committing them.

— Yo-Yo Ma
The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat, who strives valiantly; who errs and falls again and again, because there is an effort without error or shortcoming.

— Theodore Roosevelt

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call Bill Anthony at (909) 485-4700 or visit www.busjournal.com

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Business Journal! • PAGE 4

This June in the Inland Empire

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President
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www.providenthome loans.com

Over 34 Years Experience in the Inland Empire
It's Really Bad... Some of the major highlights of this forecast include the following:

continued from pg. 3

Income and Employment:
- The Inland Empire's unemployment rate is outstripping the rest of Southern California, and has seen a marked increase over the last few months. At 13%, the region's unemployment rate is at an all-time high in almost 20 years and is the highest in Southern California.

Construction has been the industry most directly affected by the recession, but even the subsequent California Emerald sufferings have not left the area untouched. Since the industry's employment peaked, 61,598 construction jobs have been eliminated, and losses are expected to continue through 2010.

Retail trade, which employed over 176,000 at its peak, has reduced its employment by 11%. Although this represents a smaller percentage of the industry total than in financial activities, these 19,500 jobs are more than twice the losses in finance and insurance and real estate combined.

Other sectors, which are driven by the consumer and more by population, have not fared as poorly. The health care and social assistance industries, which are part of the broader education and health services super-sector had yet to shed any jobs as of March 2009. Similarly, local government, which is the single largest industry in the region, has yet to shed a significant number of jobs.

As the housing bubble unwinds, home prices are falling back toward their long run trend and consumers are returning to their baselines, which will ultimately return the region to a more sustainable growth trajectory once the economy rebounds.

Residential Real Estate:
- While not finished yet, the decline in home prices in the Inland Empire does appear to be easing as investors have swarmed in to snap up heavily discounted short sales, REOs, and foreclosures.

- Often unable to compete with these foreclosures, new home sales have plummeted, and are expected to decline throughout 2009. Investors do sell homes, it's either for cost or a loss. Home prices continue to fall as banks liquidate their inventories.

- Apartments are starting to feel the impact of rising unemployment and the 'shadow market' of investors renting out single-family homes. Consequently, vacancy rates are rising and rent growth will turn slightly negative through 2011.

- Although foreclosure activity did dip during the last part of 2008, it was mostly due to lender-enacted moratoriums. As Option ARM and Alt-A loans continue to fail, we could see a second wave of defaults and foreclosures cascade over the region over the next year.

Commercial Real Estate:
- Given the combination of rising unemployment and underwater investors unable to refinance their commercial property debt in the Inland Empire, the pain for most commercial property sectors is just beginning.

- Expect a further softening in cap rates—perhaps by as much as 200 basis points in the best locations—and higher for investments with income dependent markets and highly specialized sectors.

- Look for more distressed property sales beginning in the second half of the year, especially as banks begin to foreclose on cash-strapped investors unable to pony up the equity needed to refinance or restructure their loans.

- There will be tremendous

continued on page 13
14 Tips for Small Businesses to Thrive in a Down Economy  
By Francie Dalton

If your thoughts are primarily based on what you envision surrounding the worst, then you're seriously impeding your own success. Instead of giving succor to all the negative blather, buckle down and determine to take three actions every single day to improve revenue! Here are some suggestions.

1. Don’t DARE Pick up That Phone Unless It’s to Generate Business! Be ruthlessly disciplined about generating business as JOB ONE. Any activity that doesn’t secure new business should be delegated, or done during non-business hours. Prioritize everything around this fundamental principle. During business hours, dedicate yourself exclusively to building your business.

2. Virtually Walk Your Prospects: Describe your ideal client. What types of organizations do they belong to? Join them. What kinds of publications do they read? Read them. What types of events do they attend? Attend them. Differentiate yourself with a detective work about your targeted prospects. Research them; tap your network to learn more. This information helps warm up cold contacts, and sets you apart from most others who won’t go to this much effort.

3. Work Backward to Move Forward: If you’re tracking important ratios, you know how many qualified prospect meetings it takes to generate one client, and the average sale per client. With only these two pieces of information, you can control how much you sell each month. Determine desired sales volume, then conduct two to three times the number of qualified prospect meetings required to achieve it.

4. Invite Scouting: Whose business acumen do you admire? Who’s already succeeding in your field? Whose clientele does your product or service complement? Invite these folks to be your advisory board. Meet quarterly to gain their advice on your business challenges. Advisory boards impose a level of scrutiny and accountability that both challenge and comfort. Ensure you get unbiased, unemotional, tough truths by not including friends and loved ones on the board.

5. Your Pipeline is Your Lifeline: NEVER stop prospecting. In good times, keep your pipeline full. Even when you’re flush with business, don’t get cocky. Realize: Don’t postulate or imbibe the luxury of waiting a prospect until you need new clients; it’ll be too late to achieve immediate results.

6. You Lag Before You Bag: The lag time between your first meeting with a qualified prospect and closing the sale is an essential ratio for managing your productivity. The sales you bag today likely began at least three months ago!

7. Play the Numbers: Whether you enjoy it or not is irrelevant; networking is an imperative. Learn how to do it well. If you want to survive the lean times, you have to network regularly, and focus on helping others. Understand that networking is a numbers game. Play to win!

8. Don’t Pander; Ponder: Showcasing your wisdom without taking time to probe causal factors could be insulting. Instead, honor the complexity of client issues. Be inquisitive about their goals, frustrations, hopes, and struggles. Then construct a matrix of options, and augment this with advantages and disadvantages of each.

9. Prepare to Bend by Predicting the Trends: Be vigilant about monitoring relevant trends, since they’re always in flux. Even more importantly, anticipate and maintain an awareness regarding forces that could affect the trends you’re monitoring. Doing so enables you to foresee and adapt to emerging trends before your competitors do.

10. Don’t Deferring Referrals: If you’re not comfortable asking your satisfied clients to provide referrals, do it anyway! Once you’ve delighted them, conduct a brief interview to learn what they valued most about working with you. Use this information, draft a brief testimonial for them to edit and print onto their letterhead.

11. Publicize or Perish: Both credibility and sales increase from publishing articles or books, and speaking on your area of expertise. It’s not that hard! Every time you solve a problem for a client, produce an outline of the process from start to finish. Then fill in the outline, and voila, you have a article or a speech. Multiple articles can comprise a book. Writing a book is less daunting if you write only one chapter at a time without thinking of it as a book.

12. Value for Free = Service for Fee: Consider offering an educational session to prospective clients at no charge, but structure the delivery so that they want more. For example, deliver the information you promised to deliver, but make reference to additional, high value information your clients receive.

13. Don’t Attend Conventions without Clear Objectives: Remember the opportunity cost of attending conventions. Get an attendee list in advance of the meeting, identify and research your targets, and then leave the convention before you even leave town. Then make it your mission at the meeting to establish contact and engage them. Remember: attendance is not an outcome. Make your attendance result in new business by preparing in advance.

14. Break it Down to Build it Up: Identify key ready areas of your business, such as prospecting, delivery, marketing, speaking, new product development, etc. For each, write out measurable goals each quarter. Break these down into component parts, and include them in your calendar tool.

No matter how many of these tips you implement, your own outlook and attitude can diminish their effectiveness. Those who prevail in difficult times are the ones who steadfastly refuse to allow negativity to form a barrier to their success. They instead deliberately and diligently take constructive action, thereby refreshing and rejuvenating their minds and spirits, enabling them to take more action, which refreshes and reinvigorates.

For more information call Francie Dalton at 410-715-8795. Visit our website at www.daltonassociates.com
Top Health Care Medical Clinics/Groups in The Inland Empire

You work out regularly, eat healthy, watch your weight, see your doctor regularly—in short, do it all correctly and so does the rest of the family, more or less. But medical needs still persist: women still need an annual mammogram; you’ve been counseled by your doctor to have a sleep study because of continual daytime sleepiness and snoring that keeps the rest of the household awake; you moth-eaten-in-law needs an MRI to check on her lumbar spine; and your son’s finger is swollen and painful after he fell off his bike.

Normally resolving all these would require medical needs would be taken care of at the offices and the hospital. But thanks to a network of community health centers located in the Pomona and Inland Empire, these outpatient medical needs can be resolved through Pomona Valley Hospital Medical Center’s satellite facilities.

The Pomona Valley Health Centers (PVHC) offer an extensive array of outpatient services with some of the most technologically advanced healthcare in the industry. "We know for some time that frequently accessed outpatient services, provided in a community setting, would serve many local residents. Often, there’s no need to seek medical services at the main hospital if high demand, high volume services could be made available at an outpatient facility. That’s exactly what the PVHC facilities offer," says Chris Aldworth, satellite division vice president at PVHMC. Although services at the

Pomona Valley Hospital Medical Center’s Satellite Facilities

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Additional information about the Pomona Valley Hospital Medical Center’s Satellite Facilities can be found on their website: [PVHC Website].
OK. Last month I ran the wrong picture. This month you should see the new iPod Shuffle being held in between two fingers. The control wheel you saw on the old one is gone, replaced by a simple button (I hope I didn't confuse you).

Next. I actually tried to use a plug to set the new iPod QuickConf Headphones on the new Shuffle and, as I predicted, it didn't work. Oh, sure, I could hear a little audio music, but since the volume control is on the right earbud wire, and that means there is no control on the Bose, you are stuck with what you get.

The difference is in the plug also. The plug on most headphones or earbuds has three metal bands, separated by little plastic "separators." One for the left channel, one for the right channel, and one for the common ground. You also cannot use this little go-between larger sound system—even one designed to play iPads. Sorry.

There is a fourth metal band on the teeny weeny iPod plug for the controls. These controls are complicated. They consist of a very small piece of metal. At the top you can press to increase the volume. At the bottom you can decrease it. If you press in the middle, you get the voice that tells you which plug you are about to plug in and what sound is being played. The details of this are a bit complicated. If you get one, you'll find a nice view of these little things on a com site that explains it all.

Best of all, as I mentioned last month, the new Shuffle has four gigs of hard drive, which is as much as the first iPod released back in 2001. I have been selective in what I have loaded, but I still have not filled it up. As the entire thing consists of the earbuds and a tiny metal piece, it carries better than any of the older iPads. You may still have to drop it just to connect to the iPod 3G, but you are going through TSA screening at the airport, but it carries conveniently in your shirt pocket.

The pilot episodes of new TV shows. Some are features or previews of new movies. These are only good if you have an iPod with the video function. Of course, you can download them to watch in your computer. Some TV systems allow you to run these video downloads on your TV.

iTunes Essentials listing, and you will find an amazing collection of the recordings. Since the 1920's, the old Mississippi blues tunes from the 30's. All of the songs you would need for a wedding from Mendelson's "Wedding March" to the "Chicken Dance" for the recordings. But hit wonders, Frank Sinatra and Elvis Costello, charming music and the "Celtic Kneeling Song." You name the category, and iTunes Essentials can probably find it.

If you can't find it, iTunes accepts mixes, which would be your collection of tunes to fit a certain category. But check first, they may already have your list. (See: Super heroes, i.e.: the themes to "Batman," "Superman," "Spiderman" and the "X-Men.")

The library has a vast assortment of recordings. The audiobooks can be great for those who have listened to books-on-tape in the past. The podcast collection covers everything from comedian rants to college courses. And you can now download "apps"; applications for your iPhone.

OK, I know I tend to prattle on about the iPod. The contemporary cell phone would seem to take priority in society today. Well, why not? It can take photos and videos and runs GPS and word and download and upload just about anything on the Internet. Make that "everything" on the Internet. You can now have a cafe or a coffee shop of a hotel in Las Vegas.

Personally, I like to use my phone to make calls, my camera to take pictures and my iPod for music. One breaks and the other two work. Am I getting old?
The Blessing in Adversity
By Michael Angier

"The pessimist sees the difficulty in every opportunity; the optimist, the opportunity in every difficulty."

When I was about five years old, I lived with my family in Enterprise, Alabama for a few months while my father attended an advanced aviation course at nearby Fort Rucker.

What makes Enterprise, Alabama especially memorable is a strange monument they have in the middle of the road. You can't miss it. In fact, you have to drive around it because it sits right in the middle of the road. The monument is a statue to the boll weevil.

It's probably the only monument in the world erected in honor of an insect. It certainly wasn't done because of its aesthetic value—the boll weevil is a particularly ugly-looking creature. Surprisingly, it was erected because of the devastation the boll weevil caused to the cotton crops of the surrounding area.

Why did they honor this pest? Well, had it not been for the boll weevil, the entire area would have been a vast, weed-infested wasteland. As it was, the farmers—determined despite their losses—planted crops of cotton to replace their disappearing cotton. The boll weevil didn't stand a chance. In the years that followed, the farmers continued to thrive and Enterprise continued to grow.

Anthony Burgess went on to write more than 70 books.

Without the death sentence from cancer, he might not have written anything.

Next time things don't seem to be going the way you want, ask yourself what the positive aspect is. What's the benefit in the adversity?

You'll have greater enjoyment and learn more in the process.

Michael Angier is founder and CIO of (Chief Inspiration Officers) of SuccessNet—a voice, video and print network helping people and businesses grow and prosper. For a free subscription to "SuccessNet Strategies," also visit SuccessNet.org or subscribe with your free copy of "10 Keys to Personal Effectiveness," to http://SuccessNet.org.

Our newest color copier technology is well traveled.
In fact, he's been to over 22 of the 30 big league ballparks.

TOSHIBA BUSINESS SOLUTIONS
Top Health Care Medical Clinics/Groups in The Inland Empire

The San Bernardino Symphony's 2009-2010 Season promises to elevate its audience to new emotional heights being held at the California Theatre in San Bernardino. Maestro Pinto is especially proud of his ensemble of talented musicians have become an important cultural presence in San Bernardino and continue to inspire and educate music lovers of all ages.

Season highlights include the San Bernardino Symphony's celebrated family concerts, boasting the thrilling Inland Empire premiere of Mexican composer Carlos Chavez's Toccata for 6 Percussion and an exciting grand finale performance celebrating the City of San Bernardino's Bicentennial.

Grandioso: October 10th

Schumania: Nov. 21st
- This midseason performance features an all-Schuman concert in tribute to the 150th anniversary of the composer's death.

The program will feature his final symphony and most popular concerto, highlighting the artistry of young pianist virtuoso Kyle Shaefer.

Musical Fantasies: Jan. 24th
- The San Bernardino Symphony will get foot tapping with Carlos Chavez's Toccata for 6 Percussions, Mozart's Piano Concerto no 9, K. 271 and Ralph Vaughan-Williams' evergreen Fantasia on a Theme by Thomas Tallis.

Hymn of Praise: A Mendelssohn Bicentennial: March 20th
- The CSUSB Chorus joins forces with Maestro Carlo Pinto and the San Bernardino Symphony in an electrifying performance of Mendelssohn's Symphony in Second Movement, A Major, op. 52, featuring the California Theatre's newly restored mighty Wurlitzer 216 organ.

Celebrate America: A Musical Salute to San Bernardino's Bicentennial: May 1st
- The San Bernardino Symphony will pull out all the stops in this symphonic salute to the City of San Bernardino's 200th anniversary with Leonard Bernstein's Overture to West Side Story, Samuel Barber's Violin Concerto and Aaron Copland's monumental Third Symphony.

Tickets can be purchased on-line at www.sanbernardino
symphony.org or by phone at (909) 381-5388.

Give The Gift Of A Smile.

Today, millions of children in developing countries are suffering with cleft lip and palate. Condensed to a lifetime of mutilation, shame and isolation.
The good news is that virtually all of those 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 not 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.

5120 Provides cleft surgery for one child.
10 Provides medications for one surgery.
5.125 Covers half of the cost of one surgery.
... We'll gratefully accept any amount.

Make the check out to "The Smile Train".
46TH ANNUAL...

continued from pg. 14

his selection by stating, "Mr. Das is a champion because he is making a difference by reaching out to various small business ethnicities to take their businesses to the next level." Das was nominated by Mark Mitchell, director of the TriTech Small Business Development Center.

Das' career and company mission embodies the characteristics of the Minority Small Business Champion category. His main company goal is to ensure that minority owned businesses win government contracts. In order to succeed, he knows that they need to be prepared. He takes personal interest in assisting them with certification, getting them registered with government agencies, providing business leads and preparing bids with sincere precision. A testimony of his volunteer efforts is hosting seminars, at his own expense for small minority owned businesses. His seminars cover topics such as "How to Win Government Contracts" and "Customer Service Excellence-Going Above and Beyond." Using his expertise in purchasing, Das teaches these business owners a simplified version of the complex subject of government procurement. Receiving international recognition for championing small business is no small accomplishment and it is one that applies to Oliver Das. As he was being nominated locally for this award, he was being called to India to receive an award called Hindu Rattan, meaning 'Jewel of India,' from the Government of India. Das and his wife, Pearlie, were recognized for outstanding professionalism and contributions to the Indian small business community both in the United States and India. His academic background, combined with government experience in the U.S. and England give him an edge he has taken advantage of to assist businesses with management, purchasing and contracts in both parts of the world.

Das is an active participant in several ethnic communities, including Asian American, African American, Hispanic, and Native American organizations. He is a family oriented person who spends most of his leisure time with his wife and three children.

U.S. Small Business Administration will be honoring the following individuals and businesses in the Orange County area at the luncheon being held on June 4th:

Medhat Gorgy, president and CEO of PYRAMID Laboratories, Inc. (PLI) headquartered in Costa Mesa, has been named the Small Business Person of the Year. District Director J. Adalberto Quijada announced his selection, saying "Medhat Gorgy is an entrepreneur who has shown drive and dedication in the face of adversity, qualities that propelled him to set up a competitive industry like that of bio-pharmaceutical prescription drugs."

PYRAMID Laboratories, Inc. provides a wide range of advanced sterile product manufacturing and analytical services to the biopharmaceutical industry throughout the United States and abroad requiring the strictest regulatory standards by the U.S. Food and Drug Administration and international regulatory agencies.

Cathy Daugherty, a partner at Trademark Insurance in Anaheim, has been named Region IX Women in Business Champion of the Year. Region IX includes Arizona, New Mexico, Nevada, Hawaii and Guam. Her selection was announced by J. Adalberto Quijada, district director who commended Daugherty for her valuable contributions to women's programs. Daugherty was selected for her untiring efforts to increase business and financial opportunities for women, advocacy of legislation that would benefit women in business and her volunteer work to strengthen the role of women in the business community. She has seized every opportunity to make a difference.

Daugherty started her business as an independent insurance broker in 1991, she immediately became involved in her industry's grassroots advocacy for health care. She began to travel annually to Washington, D.C. and Sacramento to assert the needs of employers and employees concerning the affordability and accessibility of health care. Daugherty took part in drafting legislation that has been mentioned in the State of the Union address twice and adopted by both candidates in the recent Presidential election. She is a passionate supporter of business issues at the state and federal levels, and is committed to the advancement of women in business issues.

Silvia B. Ichar, publisher and editor of Pare Todos magazine continued on page 31

**FREE...FREE...FREE**

Join the FREE Inland Empire Business Journal's VIP list.

We will send you Hot Sizzling Specials & Great Events in your area.

**FREE...FREE...FREE**

Inland Empire Business Journal's VIP list.

**FREE...FREE...FREE**

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### Hospitals Serving the Inland Empire

<table>
<thead>
<tr>
<th>Hospital Name</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>Total # of Beds</th>
<th>Total # of N.S.</th>
<th>Current Operating Budget</th>
<th>Specialties</th>
<th>Owner</th>
<th>Top Local Executive Officer</th>
<th>Address</th>
<th>Phone/Fax</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Loma Linda University Medical Center</td>
<td>11266 Anderson Street, Loma Linda</td>
<td>Loma Linda, CA 92354</td>
<td>750</td>
<td>944</td>
<td>$900 million</td>
<td>International Bariatric Institute, Cancer Treatment Institute, Over 500 Other Specialties</td>
<td>Loma Linda University Administration</td>
<td>Health Science Center, Non-Profit</td>
<td>Robert J. Parks</td>
<td>CEO/President</td>
<td>(909) 558-6000</td>
</tr>
<tr>
<td>St. Bernardino Medical Center</td>
<td>111 W. Waterman Avenue, San Bernardino</td>
<td>San Bernardino, CA 92408</td>
<td>642</td>
<td>690</td>
<td>$171 million</td>
<td>Full Service Regional Medical Center</td>
<td>Loma Linda University Administration</td>
<td>Health Science Center, Non-Profit</td>
<td>Karla Savick</td>
<td>CEO/President</td>
<td>(909) 885-7600</td>
</tr>
<tr>
<td>Pomona Valley Hospital Medical Center</td>
<td>3117 W. Garey Avenue, Pomona</td>
<td>Pomona, CA 91766</td>
<td>722</td>
<td>700</td>
<td>$124 million</td>
<td>N/A</td>
<td>Full Service Medical Care</td>
<td>Kaiser Permanente</td>
<td>Greg Christiansen</td>
<td>CEO/President</td>
<td>(800) 377-6271</td>
</tr>
<tr>
<td>Kaiser Permanente Medical Center</td>
<td>960 S. Main Street, Pomona</td>
<td>Pomona, CA 92370</td>
<td>500</td>
<td>499</td>
<td>$121 million</td>
<td>N/A</td>
<td>Full Service Medical Care</td>
<td>Kaiser Permanente</td>
<td>Greg Christiansen</td>
<td>CEO/President</td>
<td>(800) 377-6271</td>
</tr>
<tr>
<td>Inland Regional Medical Center</td>
<td>1790 W. Indio Center Drive, Palm Springs</td>
<td>Palm Springs, CA 92262</td>
<td>430</td>
<td>420</td>
<td>$178 million</td>
<td>General Medicine, Rehabilitation, Oncology, Women's &amp; Infant, Neurology, Infectious Disease</td>
<td>Desert Hospital District, Non-Profit</td>
<td>Health Science Center, Non-Profit</td>
<td>Michael Banks</td>
<td>CEO/President</td>
<td>(760) 328-6100</td>
</tr>
<tr>
<td>Arrowhead Regional Medical Center</td>
<td>200 N. Pepper Ave, Colton</td>
<td>Colton, CA 92324</td>
<td>370</td>
<td>360</td>
<td>$182 million</td>
<td>Family Medicine, Outpatient/Inpatient Care, Maternal Neonatal, Women's &amp; Infant, Neurology, Trauma</td>
<td>County of San Bernardino</td>
<td>Health Science Center, Non-Profit</td>
<td>Jorge Valencia</td>
<td>Director of Business Development</td>
<td>(909) 827-6930</td>
</tr>
<tr>
<td>Riverside County Medical Center</td>
<td>18630 Coles Ave, Moreno Valley, CA 92555</td>
<td>Moreno Valley, CA 92555</td>
<td>960</td>
<td>959</td>
<td>$340 million</td>
<td>Neurosurgery, Child Abuse, Orthopedics, Surgery, Eye, Plastic Surgery, Obstetrics, Neonatal Intensive Care, Trauma Units</td>
<td>County of Riverside</td>
<td>Health Science Center, Non-Profit</td>
<td>Douglas Bagby</td>
<td>CEO/President</td>
<td>(951) 848-4876</td>
</tr>
<tr>
<td>Inland Region Medical Center</td>
<td>4455 Magnolia Avenue, Riverside</td>
<td>Riverside, CA 92501</td>
<td>364</td>
<td>363</td>
<td>$158 million</td>
<td>Orthopedics, Rehabilitation, Oncology, Women's &amp; Infant, Neurology, Infectious Disease, Physical/Occupational Therapy</td>
<td>Inland Regional Medical Area Authority</td>
<td>Health Science Center, Non-Profit</td>
<td>Michael Banks</td>
<td>CEO/President</td>
<td>(951) 352-3000</td>
</tr>
<tr>
<td>Community Hospital of San Bernardino</td>
<td>810 N. Mountain View Ave, San Bernardino</td>
<td>San Bernardino, CA 92411</td>
<td>280</td>
<td>279</td>
<td>$130 million</td>
<td>Full Service Medical Center, Obstetrics/Surgery, Comprehensive Orthopedic, Mental Health, 24 Hr. Emergency, Outpatient Surgery</td>
<td>University of California Health Sciences, Non-Profit</td>
<td>Health Science Center, Non-Profit</td>
<td>Deanna Nitta</td>
<td>CEO/President</td>
<td>(909) 473-3587</td>
</tr>
<tr>
<td>Eisenhower Medical Center</td>
<td>8800 Avalon Blvd, Rancho Mirage, CA 92270</td>
<td>Rancho Mirage, CA 92270</td>
<td>289</td>
<td>288</td>
<td>$218 million</td>
<td>Emergency, Cardiology, Orthopedics, Urology, Ear, Nose &amp; Throat, Trauma, Intensive Care, Hospitalist, Ambulatory Surgery</td>
<td>Community-Based</td>
<td>Health Science Center, Non-Profit</td>
<td>G. Abney Serling</td>
<td>CEO/President</td>
<td>(760) 795-0140</td>
</tr>
<tr>
<td>San Antonio Community Hospital</td>
<td>1400 N. Bernardino Road, Upland</td>
<td>Upland, CA 91786</td>
<td>270</td>
<td>269</td>
<td>$218 million</td>
<td>Medical/Surgical, Critical Care, Maternity, Radiology &amp; Physical Therapy, Neurology, Pediatrics, Cancer Treatment, Maternal/Child, Emergency, Outpatient Services</td>
<td>Independent Non-Profit</td>
<td>Health Science Center, Non-Profit</td>
<td>Steven C. Muraco</td>
<td>President/CEO</td>
<td>(909) 556-7686</td>
</tr>
<tr>
<td>Hemet Valley Medical Center</td>
<td>131 N. Diamond Avenue, Hemet</td>
<td>Hemet, CA 92543</td>
<td>266</td>
<td>265</td>
<td>$108 million</td>
<td>Emergency Department, Cancer, Maternal/Child, Rehabilitation, Cardiac Care, Obstetrics, Emergency Room</td>
<td>Valley Health Systems</td>
<td>Independent Non-Profit</td>
<td>Fred Harder</td>
<td>CEO/President</td>
<td>(951) 452-3160</td>
</tr>
<tr>
<td>LLE Children's Hospital</td>
<td>2500 Greenwater St, Pomona</td>
<td>Pomona, CA 91766</td>
<td>246</td>
<td>245</td>
<td>$72 million</td>
<td>Pediatrics, Cardiology, Oncology, Gastroenterology, Gastroenterology, Cardiac, Pediatrics, Gastroenterology</td>
<td>Loma Linda University Medical Center</td>
<td>Health Science Center, Non-Profit</td>
<td>Robert John</td>
<td>President/CEO</td>
<td>(909) 558-7000</td>
</tr>
<tr>
<td>Corona Regional Medical Center</td>
<td>224 E. 8th Street, Corona</td>
<td>Corona, CA 92880</td>
<td>228</td>
<td>227</td>
<td>$12 million</td>
<td>Full Service Medical Center/Rehabilitation Hospital, Behavioral Health, Comprehensive Cancer Center</td>
<td>Vista Hospital Systems, Non-Profit</td>
<td>Health Science Center, Non-Profit</td>
<td>Ken Brown</td>
<td>President/CEO</td>
<td>(951) 755-6567</td>
</tr>
<tr>
<td>Kaiser Foundation Hospital</td>
<td>12000 Magnolia Avenue, Moreno Valley</td>
<td>Moreno Valley, CA 92555</td>
<td>315</td>
<td>314</td>
<td>$600 million</td>
<td>Full Service Medical Care</td>
<td>Kaiser Foundation</td>
<td>Vice President/CEO</td>
<td>Debbie Oden</td>
<td>Hospital Administrator</td>
<td>(951) 447-5549</td>
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<tr>
<td>Redlands Community Hospital</td>
<td>1001 Temecula Blvd, Redlands</td>
<td>Redlands, CA 92374</td>
<td>220</td>
<td>219</td>
<td>$15 million</td>
<td>Cardiac Rehab, Radiation Oncology, Cardiac Surgery, Community Level II Trauma, Cardiac Care, Gastroenterology</td>
<td>Inland Regional Medical Center Authority</td>
<td>Health Science Center, Non-Profit</td>
<td>James H. Markle</td>
<td>President/CEO</td>
<td>(909) 339-5300</td>
</tr>
<tr>
<td>Parkview Community Hospital</td>
<td>1901 Loma Linda Drive, Loma Linda</td>
<td>Loma Linda, CA 92354</td>
<td>193</td>
<td>192</td>
<td>$60 million</td>
<td>Inpatient Diabetes Program, Cancer Center, Occupational Health Prevention Center, Behavioral Health, Gastroenterology, Cancer Care, Occupational Health, Non-Profit</td>
<td>Arrowhead Healthcare</td>
<td>Health Science Center, Non-Profit</td>
<td>Douglas Bryant</td>
<td>President/CEO</td>
<td>(909) 885-7600</td>
</tr>
<tr>
<td>Medical Center</td>
<td>18630 Coles Ave, Moreno Valley</td>
<td>Moreno Valley, CA 92555</td>
<td>186</td>
<td>185</td>
<td>$60 million</td>
<td>Urology, Surgery, Dermatology, Pulmonary Medicine, Oncology, Critical Care, Gastroenterology</td>
<td>Arrowhead HealthCare</td>
<td>Health Science Center, Non-Profit</td>
<td>Douglas Bryant</td>
<td>President/CEO</td>
<td>(909) 885-7600</td>
</tr>
</tbody>
</table>

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**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 health 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 Recognition:**

**RANKED AMONG THE TOP 5% OF HOSPITALS IN THE NATION FOR OUTSTANDING PATIENT EXPERIENCE**

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 Seeps
Five-Star Rating — Heart Failure
Five-Star Rating — Seeps
Five-Star Rating — Appendectomy
Five-Star Rating — Maternity Care
Five-Star Rating — Women's Health
Five-Star Rating — Community Acquired Pneumonia

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**POMONA VALLEY HOSPITAL MEDICAL CENTER**

*The science of medicine, the art of healing*
Pomona Valley... continued from pg. 11
Healthcare will also offer the region’s only accredited Sleep
Disorders Center (scheduled to open in late summer 2009), a full-service Urgent Care Center,
occupational medicine services, and a 1,200-square-foot community
room for health education classes, support groups, and other
community health activities. Other services within PVHC at
Claremont include extensive physical therapy services, including
sports medicine and athletic rehabilitation, lymphedema
management, balance and fall reduction services, and multiple rehabilitation programs.

The first of the PVHC sites in Chino Hills (on Grand Avenue) also offers extensive radiology services including a 32-slice CT scanner, ultrasound, mammography and plain film scanning. Physical therapy services include specialized services for children and the region’s only MediCare-approved aquatic therapy pool.

Like the Claremont facility, PVHC at Chino Hills has a community conference room used for a variety of wellness classes including safe sitter classes and child birth education classes. Also available are a variety of multi-specialty physician offices including OB/GYNs, sleep specialists and urologists.

The PVHC site at the Crossroads Center is home to both urgent care and occupational medicine services, making it easy for those who may be injured on the job to seek medical care quickly. Rounding out services for PVHC at the Crossroads are both sports medicine specialists and plain film radiology services.

Supporting the three PVHCs is the hospital’s Family Health Center (FHC) in Pomona where local residents can seek family medicine care. At the core of the Family Health Center are the 18 resident physicians of the hospital’s Family Medicine Residency Program. These newly graduated physicians work with experienced family physicians as part of their three-year, UCLA-affiliated residency.

One of the most distinguishing features for all of the satellite sites is the digital technology that supports physicians and other caregivers. Digital imaging has made it possible to complete radiology scans and provide the results to your doctor in two-hours, on average.

Eleven scans taken at one of the Chino Hills sites can be viewed on-line by clinically licensed staff in Claremont without the hassle of transporting films. Physicians can view the films on-line whether in their office, at home, or at the hospital. Copies of scans can also be provided to patients on CDs.

Complementing the digital scans are electronic medical records available at all of the hospital’s satellite facilities. Many healthcare experts believe that digital medical records and computerized record keeping will help prevent mistakes when different doctors prescribe redundant treatments. Computerized, digital medical records will provide the patient’s physicians with a detailed medical history that could help diagnose and treat patients more efficiently and effectively.

An eight-story Embassy Suites (800-362-2777; www.embassySuites.com) is under construction in Ontario and slated to open in 2011. The Hilton Garden Inn San Bernardino (800-321-3322; www.hilton- gardens.com) is on track to open by the end of 2009. The property will have limited meeting space. The Miramonte Winery (951-506-5500; www.miramontewinery.com) in Temecula Valley is undergoing a multi-million-dollar makeover. When the work is completed later this year, the hotel winery will take on a Mediterranean ambience with Tuscan-stye stonework, and a 10,000-square-foot indoor and outdoor terrace and garden that will accommodate small groups...

Great Lakes Airlines will add two flights per day, Monday through Saturday, to and from the LA/Ontario International Airport to Four Corners Regional Airport in Farmington, New Mexico...Porsche Cars North America, HelloPower and Sharp Solar Energy Solutions Group unveiled an 80 kW urban solar power system on the Porsche Logistics, LLC facility in Ontario. It is the first solar power system deployed at any of its U.S. locations.

Cros, a leading shoe designer, manufacturer and retailer, signed a 400,000-square-foot lease at ProLogis Park Ontario...Satelite Auglass, a manufacturer of glass repair and replacement services, signed a lease for 282,000 square feet of industrial space at ProLogis Park Ontario in Ontario...MWB Copy Products, Inc. signed a five-year, $1.1 million lease for 6,987 square feet of office space in Ontario at Concourse Corporate Center...Monavis, LLC, a nutritional-product company, leased a 56,585-square-feet industrial building located at 1800 S. Turner in Ontario...Aspen Distribution, a third party logistics company, leased a 102,878-square-foot industrial building at Crossroads Business Park in Ontario for $3.5 million...Scientific Imaging Center Management continued on page 37

The Leukemia & Lymphoma Society’s Man & Woman of the Year Competition will culminate on Saturday, June 6th and the grand finale celebration will be held at the Balboa Park’s Mission Bay Ramada on June 5th! For more information call 714.481.5069.

The two events will feature more than 300 Man & Woman of the Year contestants who are raising funds to support the Leukemia & Lymphoma Society’s mission to find cures and improve the quality of life for all cancer patients.

The festivities begin on Friday, June 5th with the annual M&WMF Gala at the Mission Bay Ramada. The evening will feature a live and silent auction, dinner and a gala dance. For more information call 714.481.5069.

Saturday, June 6th features the Leukemia & Lymphoma Society’s Man & Woman of the Year Grand Finale Celebration! For more information call 714.481.5069.
Legislators... continued from pg. 2

for the UC administration to stop acting like a private institution,” said Yee, who is an alumnus of UC. “Only five other public universities in the country have a similar status, with UC receiving the greatest level of autonomy. This completely outdated model results in the Regents thinking they are above the law. They continuously violate the public trust and disrespect students and taxpayers.”

“It’s obvious that leaders of the University of California are out of touch with the real world,” said Ashburn. “By approving big salaries and benefits, UC Regents showed they are oblivious to the state’s economy and state budget realities. While California’s families and businesses are cutting back, UC paychecks are getting fatter. SCA 21 will hold UC Regents accountable to the people of California. My goal is to restore the luster of the University of California as a gem, while protecting the taxpayers from lining gold the pockets of university bureaucrats.”

“At a time when the university has raised student fees and is considering cutting the pay of its lowest-paid workers, it is simply wrong to be giving the two new chancellors more gold-plated benefits,” said Nastende. “If students have to tighten their belts, then everyone in the UC system must also tighten theirs. If UC’s leadership does not get this,... continued on page 25

CVB Financial Corp.  
Ranks No. 10  
Among Top 25  
Performers in 2008

CVB Financial Corp., parent company of Citizens Business Bank, was recently recognized as one of the Top 25 Performing Banks in the nation. CVB Financial Corp. was recognized by the American Banking Association as a result of its outstanding return on average equity. CVB Financial Corp. ranks #10 with a return on average equity of 13.75%. This is up from #18 in 2007.

The ABA study ranked the performance of domestic publicly held banks, thrifts, and holding companies with assets over $3 billion as of Dec. 31, 2008. A total of 145 financial institutions qualified under the selection criteria. The ABA Banking Journal applauded CVB Financial Corp. for its strong earnings, despite operating in one of the hottest markets in the country: Southern California’s Inland Empire.

“We are pleased to be recognized among this elite group of companies,” commented Chris Myers, president and chief executive officer. “It validates our commitment to continue serving our shareholders with a superior return on their investment and our customers with the safety and soundness they deserve.”

CVB Financial Corp. also received the prestigious Super Premier Performing Bank rating from the Findeley Reports for 2008. This represents the 19th consecutive year that the company earned this important peer recognition award.

It’s Really Bad... continued from pg. 13

continued from pg. 24

Legislators... then perhaps it is time for the Legislature to review the autonomy that our state Constitution grants them.”

“AB 24 and SCA 21 will fill the need for greater accountability and oversight of the UC Board of Regents,” said Portantino, chair of the Assembly Higher Education Committee. “If enacted, these Constitutional Amendments will provide the appropriate amount of oversight by making the Regents directly accountable to the public. This will ensure the decisions they make are in the best interest of students and the state.”

CVB Financial Corp. for its “...ranked No. 10 to 19...” said Ashburn, “...and thereby populatton, and thereby population...”

...Continued from page 13...

Continued from page 7...

affordability. This should place upward pressure on domestic migration, and thereby population, 

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BUSINESS JOURNAL • PAGE 24

June 2009

...Continued from page 13...

Continued from page 7...

It’s Really Bad... continued from pg. 13

over the next few years.

Quality of Life:

• Despite a 35% decrease in the number of days that the region exceeded the California ozone standard since 1990, the region still exceeded the standard three times more than either Los Angeles or San Diego in 2007.

• The Inland Empire has reduced crime by 24% since 1997, however most of the decline took place before 2000. The City of San Bernardino still has one of the highest crime rates in the nation. Recent anti-crime initiatives appear to have decreased crime in some of the more dangerous cities in the region.

• Educational outcomes also fell below the California average by most measures. Riverside County is working to close the educational gap. In the last few years Riverside has outspent California and San Bernardino County on a per-pupil basis, and during this time has outperformed San Bernardino in proficiency levels. The Inland Empire has also seen the greatest increase in university enrollment compared to other areas in southern California.

The government's ability to respond to the social demands of the Inland Empire will improve quality of life in the region. Initiatives to further implement anti-crime programs, institute pollution controls, and increase funding for education and address quality-of-life issues, and help ensure that the social environment keeps up with the pace of economic development.

Next year we look forward to presenting even better news, of an economy on the verge of springing once again into a mode of growth and prosperity.
**INLAND EMPIRE People and Events**

**Loma Linda Ronald McDonald House**

Join West End Animal Shelter & HMC Architects to celebrate the first phase of building and renovation projects, to make this community’s shelter state-of-the-art for decades to come. This event will consist of music, food, wine tasting, guest speakers, silent auction, and much more.

**Palm Springs Unified School District**

The Women Leaders Forum of the Coachella Valley, and pay tribute to its founder Mary T. McDonald. For more information about the Women Leaders Forum of the Coachella Valley, visit www.llrmh.org or call (760) 416-6000.

**Temecula Valley Bancorp**

Temecula Valley Bancorp Inc. (NASDAQ:TMVC), reported a net loss of $36.2 million, or $3.61 per share, for the three months ended Mar. 31, 2009, compared to net earnings of $1.5 million, or $0.14 per share for the same period of 2008. Results were driven primarily by loan loss provisions of $22.5 million, a decrease in net interest income to $5.9 million due principally to an increase in non accrual loans and the reversal of interest income for new non accrual loans, and other losses related to deteriorating real estate and secondary market conditions.

**Ronald Schmidt Joins Desert Commercial Bank**

Respected Los Angeles-area banker Ronald Schmidt, formerly with Bay Cities National Bank in Redondo Beach, has been named executive vice president/chief credit officer at Desert Commercial Bank (OTCBB:DCBH). He brings nearly 40 years of experience to the Palm Desert-based community bank, much of it in credit administration and loan portfolio management.

Schmidt has served almost 17 years as a chief credit officer in coastal Southern California banks, beginning in 1992 with Palos Verdes National Bank and later, at Peninsula National Bank. He took the chief credit officer reins at Bay Cities National Bank in 1995 and stayed until April of 2009, when he had the opportunity to be reunited with long-time colleague Tony Swartz, current president and CEO of Desert Commercial Bank.

The two executives worked together for several years in Alaska. Schmidt spent 17 years there as a commercial loan officer manager at National Bank of Alaska, a $1 billion bank headquartered in Anchorage. He was later recruited by Alliance Bank to manage its special assets division, taking on responsibility for a $500 million loan portfolio created by the merger of five different banks.

At Desert Commercial Bank, Schmidt assumes responsibility for managing all aspects of credit risk and loan administration. The business bank’s diversified loan portfolio includes a mix of construction, commercial real estate, agri-business and commercial/industrial loans. It is the only locally owned bank with locations in both Desert Cities and Riverside counties.

The Southern California native graduated from Chino High School. He went on to earn his college degree at Pacific Lutheran University.

**Why California Must Save Its Educational System**

By David W. Stewart

Dean, Anderson Graduate School of Management

University of California, Riverside

California’s budget crisis seems to grow worse by the day. The crisis has given rise to the need for deep cuts in the California budget as well as the borrowing of funds from local governments, who face their own budget problems. It is inevitable that there will be significant economic pain before the state rights its budget. In the meantime, the state faces the need for hard tradeoffs. In such an environment the easy route is to call for sacrifice, try to spread the pain evenly, and spare no one. Yet, as any who has responsibly managed a budget knows, some things are more important than others. Even when many things are important, some are still more important. And, so what should be at the top of the list of priorities during a period of budget constraints?

Some would argue that investment in infrastructure, roads, bridges, and public works, are critical to maintain quality of life and stimulate the economy. This is largely the philosophy of the Obama stimulus package. Others would argue health care is critical. After all, a healthy population is likely to be more productive than one that is not healthy. Still others would argue that public safety should be at the top of the list because safety and security are fundamental to the workings of a society. All of these things are important. But in society, some are more important than others. Even when many things are important, some are still more important. And, so what should be at the top of the list of priorities during a period of budget constraints?

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Forget the Economy - 3 Ways to Boost Sales NOW
By Natham Jamiil

Making 2009 the best year in sales is easier than you may think. Many companies are hav- ing a good start and are not choosing to participate in the "recession." They are not using blind optimism; rather, they are choosing to take control of their company's economy. The economy between your ears will affect you and your company's success more than the national economy. As soon as people realize what they think and how they act is going to determine their success most people will act differently than what the news-talks about, then they can experience the same level of confidence and success as those organizations or individuals who are thriving in the "recession." In business, just like in life, people are going to act exactly what they are willing to accept. Don't accept less and commit to getting more, and you and your team will.

There are three areas to focus in order to make your own economy:

1. Fight the "Power of New":
Fancy marketing programs or sales gimmicks are not going to help companies increase sales in 2009. It's going to take good of strong sales leadership and coaching. Aggressive marketing campaigns and big promotions may give a company a short-term boost in sales, but it will not sustain the boost in sales unless the company can sustain the decrease in profit. The leaders who are willing to do what to make their "power of new" will truly win by increasing sales. The "power of new" is the thing when the leaders implement a new program and after 60 days the newness has worn off and it starts to look like a lot of work. This is when the idea and the implementation fade away and the team goes back to doing what they did before. Fighting the "power of new" takes a strong leader and commitment to keep- ing the team excited and motivated.

Don't let your sales program go to the black hole of great programs that fade away.

2. Go back to the basics:
The key to success in sales is simple and straightforward. The trick and play last minute Hail Mary passes don't win games; rather it is the execution and focus on the basics of blocking, running and tackling. In sales leadership, the basics are coaching, practicing and accountability.

Practice Program: Turn your weekly sales meetings into practice sessions. Commit to 45 minutes of practice to a selling skill, not just product information. Fight the temptation to assume that since your sales teams have been selling for years, they don't need to prac- tice. The difference between an amateur and professional is not their tenure but their commitment to practice and getting better! The top reps should practice the most. Implement a daily role-play program, just like a golfer knows and "power of new" range before every tournament, or professional teams practice before each game.

Building the Bench: Start building the bench by conduct- ing weekly to bi-weekly inter- views to make sure you have the best players on your team. Focus your teams' efforts on prospecting for new customers and growing your existing customer. base. Ask yourself: "Knowing what I know today, would I rehire this person for my team?" If the answer is "no," then do something about it. Help the employee to become the person you would hire, or hire someone you know can help your team. In this recession it is going to take great leaders to make the tough decisions to build a winning sales team.

3. Focus:
Focus can be your greatest advantage. Many company leaders and employees are dis- tratted by the constant bad news of the economy. Use the distrac- tion to your advantage. While other organizations worry about how to hold out until this "eco- nomic downturn" is over, the winning companies will focus on how to take advantage of the current economy and will implement their plans and ideas to stimulate growth. People are looking for answers and guidance on how they are going to succeed during these tough times. The leader must show their sales team how to create their own success. Develop and implement a plan that shows your team what they are going to do to increase their sales. Many successful leaders will tell you that you can have more success in a down economy than an up economy. This is determined by the focus of the leaders. Determine your plan for success and explain to your team the why, and the how it will be done.

The economy can be the greatest excuse for failure or the greatest motivator to succeed. The choice is yours!


www.tuxedojunction.com
60TH ANNUAL... zine, located in San Juan Capistrano, has been named Small Business Journalist of the Year. District Director J. Adalberto Quijada announced her selection stating, "Ichar is a journalist, a reporter, an entrepreneur and a tireless advocate for women in business whose mission is to make a difference." Ichar was selected from a group of nominees not only for her entrepreneurial and journalistic success, but for her passion and talents as an advocate and activist. Over the past few years, Ichar has been a tireless promoter of educating and raising awareness of the contributions small businesses make to the economy and finding media platforms to highlight and feature local entrepreneurs who are making a difference.

Robert T. Brown, owner of Robert Thomas Brown Company (RTBC), has been named the Veteran Small Business Champion of the Year. District Director J. Adalberto Quijada announced his selection and commended him for his commitment to improve the lives of veterans and increase opportunities through his work. Robert Thomas Brown Company was established in 1984 and was certified in 1990 as a CA Disabled Veteran Business Enterprise. Brown was one of the first Service Disabled Veterans (SDV) to certify his company with the State of California. RTBC is a professional association focusing on technology, engineering, manufacturing, human resources and training. RTBC employs only disabled or wounded warriors.

The Institute for Women Entrepreneurs (IWE), under the leadership and direction of Sallie Salinas, has been named the Women’s Business Center of Excellence. This selection was announced by District Director J. Adalberto Quijada who stated, “Sallie Salinas thrives on making women entrepreneurs succeed and by accepting no excuses from anyone who comes to the center. Sallie and the IWE are surpassing all expectations.” The IWE is a nonprofit organization which provides business development services including personalized business consulting, technical training, mentoring and support needed to start and grow successful businesses. The IWE opened in 2006, partnering with the SBA, community leaders, women’s associations and business organizations to make a difference in the community. The contribution the IWE makes is evident in its results. The IWE has successfully trained over 5,000 entrepreneurs this year, exceeding a growth benchmark by 200% and created economic impact of over $6 million.

The Orange County Small Business Development Center (OCSBDC), under the direction of Leila Mozaffari, has been named the Small Business Development Center of Excellence. This selection was announced by District Director J. Adalberto Quijada, who stated, “The Orange County SBDC, under Leila Mozaffari’s leadership, is the resource that business owners can count on to ensure that their entrepreneurial dreams become a reality.”

Considered one of the best-managed centers in California, the Orange County SBDC provides local small businesses a one-stop source for technical assistance, access to financing, business development, international business resources, education and training. Its programs are offered in English, Spanish and Vietnamese and serve a very diverse clientele; 53% of the center’s clients are women, 63% are minorities and 8% are veterans.

Robert L. Farnsworth, founder and CEO of Sonnet Technologies, Inc., in Irvine, has been named the Exporter of the Year. He was selected and complimented for his understanding and leadership in international business.

Florence Express. tourist attractions are within walking distance of our hotel The Western Excelsior Florence, an undistinguished masterpiece in its own right. It was important for our group to stay at a hotel and be surrounded by the rich history of the city. The hotel is found in Piazza Ognissanti and is just moments away from the marvels of Florence: the Renaissance churches of Santa Maria Novella, San Lorenzo and the Duomo; the exquisite Piazza della Signoria; the Uffizi Gallery and the finest masterpieces of Italian art. The hotel, Ruffiello, Giotto to Leonardo da Vinci; picturesque Ponte Vecchio and its fabled jeweler and leather-work boutiques. From the windows one can see a breathtaking view of the old bridge that stretches from the River Arno, the winding medieval streets that surround the town and views of the panoramic Tuscan countryside—catch the sunset if you are able—it’s spectacular! Named one of the top 75 hotels in Europe by Conde Nast Traveler, guests can enjoy the piazza but, the Mediterranean restaurant, and the Westin Kids Club. This five-star hotel also offers 24-hour room service, babysitting and has an onsite health club complete with sauna, jacuzzi and beauty treatments. The service was impeccable and the staff extremely friendly. The Western Excelsior Florence is decorated in 15th century elegance with antiques, fine fabrics, beautiful woodwork and marble floors and is considered a Renaissance palace set on the River Arno. An added plus is that it is located only four miles from the airport—giving us extra time to enjoy Florence before we had to say our goodbyes.

Florence is one of the world’s most beautiful cities, and hopefully our next visit will allow more time to discover the seven centuries of noble history. You cannot do this in two days, but we gave it our best shot.

RICK SHOUP NAMED CEO OF BIG BEAR LAKE RESORT ASSOCIATION

Joyce Reed, president of the Big Bear Lake Resort Association, announced the appointment of Rick Shoup as the Resort Association’s new CEO. Shoup replaces Ken Brengle, who informed the board of his resignation earlier last month. Brengle, who has an extensive background in insurance and retail, has accepted the position of CEO of the Torrance Chamber of Commerce.

"We thank Ken for his professionalism and growth that his leadership has provided the RA," Reed said. "We are thrilled to have Rick step in and continue to build on that success." Since 1992 Shoup has been the president of The Advice Group, a marketing consulting firm located in Sherman Oaks. He factored on the board of the Resort Association before its inception in 1994, and has worked as its marketing consultant since 1996. Prior to his Advice Group endeavors he worked as a senior executive for major L.A. advertising agencies.

We interviewed all potential candidates within the organization and determined Rick’s depth of experience as a marketer and manager; along with his knowledge of the RA, make him an excellent choice that will provide us with a seamless transition," added Reed. "In addition to leading the continued development and growth of the RA," Shoup said, "I am eager to become more involved in the Big Bear Community."
Larry Sharp... international marketplace. "I have a great love for the Inland Empire, and I see the promise of international trade," Sharp told a gathering of more than 225 business and government leaders. "That is our vision, and that is our dream." Sharp has been with Arrowhead Credit Union for 27 years, building it from six branches and assets of $58 million to 26 offices and assets of more than $1 billion. Arrowhead Credit Union now serves more than 154,000 members in both inland counties.

Sharp also has a long history of civic involvement. He is a past chairman of Inland Action, which advocates on behalf of the Inland area in front of state and national leaders on the board of the Inland Empire Economic Partnership. Sharp said international trade can help local businesses buttress themselves against a difficult U.S. economy in the short term and also ensure long-term economic growth. "We are sitting on a world-class, just-in-time delivery system here in the Inland Empire," Sharp said. "We have everything we need to make this a real attractive place for international trade and manufacturing."

Gary Oviatt, chairman of the San Bernardino County Board of Supervisors, praised Sharp for his continued on page 39

### Inland Empire Motorcycle Dealers

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Product Lines</th>
<th>City, State, Zip</th>
<th>Years In Inland Empire</th>
<th># of Subcontractors</th>
<th>Total Employees</th>
<th>Owner</th>
<th>Top Local Executive</th>
<th>E-Mail Address</th>
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<tr>
<td>B &amp; C Cycles</td>
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<td>Murrieta, CA</td>
<td>26</td>
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<td>10</td>
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<td><a href="mailto:jay@yamahaofcerritos.com">jay@yamahaofcerritos.com</a></td>
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### Temecula Valley... "The balance of loans 90 days or more past due and still accruing was at zero for the quarter."

- Total non-interest expense was essentially flat at $11.7 million, despite achieving a 2.5% reduction in our year-to-date salaries and employee benefits expense. The effect of this improvement was negated by increased loan collection and REO related expenses.

Frank Basirico, chief executive officer of Temecula Valley Bancorp, said, "Although the economy and real estate markets remain challenging, we continue to make progress towards our strategic plan to deleverage our balance sheet, increase deposits, maintain solid liquidity and reduce our costs. As part of this effort, we've taken a number of steps intended to reduce our sources of stable funding, reduce classified assets, shrink our land and construction loans and strengthen our ability to collect on existing loans continued on page 39

### Company Name

- **Company Name:** Inland Empire Motorcycle Dealers
- **Product Lines:** Honda, Yamaha, Sea-Doo, Polaris, Can-Am
- **City, State, Zip:** Murrieta, CA
- **Years in Inland Empire:** 26
- **# of Subcontractors:** 2
- **Total Employees:** 10
- **Owner:** Richard Barnes
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- **E-Mail Address:** rj.barnes@bncycles.com

### Management

**Is Your Company Stuck in the Muck?**

By George Hedley

Is your business growing and giving you the results you wanted when you first started your entrepreneurial journey? Or are you stuck in the muck and seem to be getting nowhere? As small companies begin to grow, they get bogged down, hit challenges, and seem to get trapped behind them. These include lack of time, energy, money, people, and customers. Many businesses feel like they are paralyzed forever and can't get over it or grow. They feel they have to make every decision and hold tight to the controls. The typical entrepreneurial progression is:

1. **Company Owner - Entrepreneur**
2. **Small Business Owner - Hands-on Controller and Supervisor**
3. **Worker - Employee - Manager**
4. **Before small business owners start their companies, they're usually competent employees or managers doing a great job for their boss, as shown on Level 1. They're responsible and accountable, hard workers, and dream about the day they can start their own company. Then it finally happens! They get bitten by the "E" bug ("E" is for Entrepreneur) and make a decision to go into business for themselves. The newly minted entrepreneurs suddenly announce they have quit their jobs to start their own companies. After the initial shock, many ask why this new entrepreneur just quit their job, get started, attract customers, hire good employees, and pay the bills. Without fear, the new entrepreneur says: "Don't worry, I'll figure it out!"

After the entrepreneur gets investors, starts the company and steps up to Level 2 as a small business owner. Here he is in charge of every decision and fully in control of every part of the company. He supervises every little item, transaction, invoice, order, and employee. He is the business and without him, there is no business.

Bill started his successful manufacturing business seven years ago. It grew quickly to $1 million in sales with 15 employees. Then it stepped growing and his profits began to shrink. He was stuck at Level 2. When his company was smaller, it was easier for him to act as the ring-leader, process the work flow, and men with customers. But the business owner can't control everyone. He starts to see the company's growth and realizes there is no business.

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MANY THANKS TO OUR GENEROUS SPONSORS!

The proceeds from the 2009 Wine Extravaganza and Gold Medal Showcase will go to benefit the Unforgettables Foundation. For many families, the anguish and heartbreak of a child’s death is accompanied by the additional burden of financial incapacity. These proceeds and donations will help to financially assist families with limited resources to offset the cost of final arrangements. Please patronize these outstanding businesses who have made this event a great success!

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Strong Surrey

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We would like to thank the following restaurants and caterers for the donation of their time and efforts, but most importantly for their exquisite food.

Antonio’s Ristorante Italiano
8045 Vineyard Avenue
Rancho Cucamonga, CA 91730
P: 909-941-0047

Graber Olive House
315 E. 4th Street
Ontario, CA 91764
P: 909-983-1761

Haandi Restaurant
7800 Haven Ave., Ste. 15-16
Rancho Cucamonga, CA 91701
P: 909-581-1951

New York Grill
950 Ontario Mills Drive
Ontario, CA 91764
P: 909-987-1928

The Unforgettables Foundation
New World International Wine Competition

Still thinking about a dish I had about a year ago, we revisited TAPS Fish House & Brewery and ordered the miso marinated pan roasted Chilean sea bass with Japanese sticky rice, sautéed spinach with red, green and yellow pepper jam. It tasted exactly the same—delicious!

TAPS’ menu blends the fare of France, Asia and New Orleans in a celebration of fresh seafood, U.S. Choice steaks and thick chops. TAPS Fish House & Brewery has two locations—one in Brea, which debuted in 1999 and the Corona location—the one I will describe. It is a 17,500-square-foot restaurant which seats around 500 and is located at The Promenade Shops at Dos Lagos. The restaurant has so many nooks and crannies which offers private dining for small and large groups—an intimate dining ambiance in a large facility. In addition, this restaurant has a 14-seat oyster bar, lounge, live entertainment, eight flat screen TVs, four fireplaces, and a cigar friendly heated patio. The atmosphere is very pleasing but the food is divine. Give credit to the brainchild of proprietor Joe Mazella who wanted to create dishes he loved in New Orleans, Seattle and San Francisco. The flavors at TAPS is definitely a team effort and it shows. TAPS serves generous portions, specializing in fresh fish, hand cut daily, a varied selection of just harvested oysters, steaks, and even hand-thrown pizzas.

Obviously from its name, TAPS known for its beers which are brewed on site. The brewmaster, Victor Novak, creates its brews, importing grains and hops from England and Germany. TAPS has won 30 awards ranging from the Los Angeles County and California State Fairs to the Great American Beer Festival and the World Beer Cup. If you are so inclined, you may take TAPS’ beers home in a 64-ounce growler available for sale.

However, if wine is your choice, the selection is also significant. TAPS’ wine list has received the Wine Spectator Award of Excellence for the last eight years. Over 165 domestic and imported wines, priced from $27 to $500 are stored in a climate-controlled, custom built wine bin visible from the entry. Wine lockers are also available for guests. TAPS thinks of everything!

Their Sunday Jazz Brunch Extravaganza is something not to be missed. It is served from 10:00 a.m. until 2:00 p.m. and the cost is $29.95 per person. The selection is endless. Their decadent desserts are even prepared on premise by their Executive Chef Nelson Barillas—a perfect way to conclude an enjoyable lunch, dinner or brunch.

Live music is offered on Thursday and Friday nights (playoff games, etc. take precedent, however, so check beforehand). Private dining rooms are available for wedding receptions, company luncheons and meetings. Located on 2745 Lakeshore Drive in Corona, call (951) 277-5800 for reservations or visit www.tapsfishhouse.com. TAPS is opened for lunch, dinner and Sunday brunch.

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Legislators... diately rehired at their previous salaries... continued from pg. 2

- it has become the yearly norm for Regents to approve double digit student fee increases...
- despite the state's budget deficit, Regents frequently provide exorbitant pay hikes for top executives, resulting in SB 217 (2009)
- employees have been retaliated against for reporting waste, fraud, and abuse and given no legal protections, resulting in SB 219 (2009)
- some campuses have contracted with businesses that have violated wage and hour laws and failed to put contracts out to a competitive bidding process, resulting in SB 1596 (2008)
- for the past several years, the Regents have increasingly contracted out the management on the UC Retirement Plan to a number of high-priced pension consultants and money management firms, rather than stick to the decades-old and highly successful practice of using professional university financial staff to trade stocks themselves

- a number of the management contracts of the retirement plan have been awarded to firms owned by members of the UC Investment Advisory Committee

Joining the legislators in support of the Constitutional change are the Associated Students of the University of California (Davis), American Federation of State, County, and Municipal Employees (AFSCME), University Professional and Technical Employees (UPTE), University Council of the American Federation of Teachers (UC-AFT), California Nurses Association (CNA), and Service Employees Trades Council (SETC).

Assemblyman Nunez proudly serves the communities of Canyon Lake, Indian Wells, Lake Elsinore, Moreno Valley, Murrieta, Palm Desert, Rancho Mirage, Riverside, Temecula, Perris, Wildomar, Winchester, Menifee, Hemet, Anza, Idyllwild, Bermuda Dunes, Mountain Center, and Woodcrest.

People, Places... continued from pg. 2

People: Places...

Coreland... assets as well as its current service platform enable the firm to customize a strategy that best suits each asset, regardless of the property type and style... Continued from pg. 2

Coreland's principals and co-founders Galentine and Hite founded the firm in 1990 and worked with numerous financial institutions and venture funds to manage and reposition a variety of real estate assets in the last downturn. Galentine was appointed state court receiver for more than 200 properties over this period.
“Deeply Rooted: Unconventional Farmers in the Age of Agribusiness,” by Lisa M. Hamilton; Counterpoint, Berkeley, California; 2009: 312 pages; $23.00.

More than 35 years ago I sat in the front of what was then a class in the northeastern United States, listening to a man who was to become one of the most influential moral economists in the world. His subject was the economic strength of America. It took him much of the day to get to the heart of his topic for the day. It took me 15 seconds to mentally reject what he was saying, but it always stayed with me.

As the years passed, I came to realize that he was probably right, and, in my literally sophomoric way, I was very wrong. He quoted Congressman William Jennings Bryan, who was better known for his oratory and his presessional work at the so-called “Scopes Monkey Trial,” although Bryan was a brilliant Congressman and a major speaker during the early 20th Century, who, during the early 20th Century, was better known as the “Great Commoner.” What he said to me that day is still meaningful to me today.

It is that Bryan said that “the day is coming when the small farmer and small business will be in the majority in the United States.” He went on to note that “It is not that we are in any way against big business; it is rather that we are against big business when it is uncontrolled and unregulated.”

American economics has changed a great deal in the past 80 years, but one thing is still consistent: the importance of small businesses. The book’s strong suit isn’t the manual so they feel a sense of ownership with the company. It’s the ability of the company to grow and take over huge market shares.

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You could get lost for days wandering the narrow streets of Florence (Firenze in Italian). You’ll find history and culture in every corner, tucked among the Duomo’s piazzas, beautiful churches and fascinating museums. If you don’t have the luxury of time as we did when we visited Florence, choose a hotel in walking distance to the “must see” attractions. Time is something that can never be salvaged and the savings you may occur in choosing a hotel far from the main stream of the city.

With that in mind, we unpacked our belongings at the Westin Excelsior Florence and headed out to uncover the treasures of this city, which is known as the “cradle of Renaissance” for its museums, churches and buildings. Since we had only about a day and a half, we were again on a mission as we were in Rome (read May 2009 article on Rome).

Our first stop on our tour was visiting the primary art museum in Florence, the Uffizi Gallery. This museum is just for you. With that in mind, you could get lost for days with no wait, no reservations needed that I should visit the bridge constructed with some physical brokenness. The table on which he sold his goods on tables. It is said that Jews have always hosted shops and had no time for that. It would not have time for that. It would be another reason to return to the Duomo. Since we did not have time for that, it would be the same. We considered the bridge’s contribution to architecture. To appreciate Brunelleschi’s genius, and for the best view of Florence, you need only scale the 465 steps to the top of the Duomo. But since we did not have time for that, it would be another reason to return to the Duomo. Since we did not have time for that, it would be another reason to return to the Duomo.

When planning this trip to Florence, a friend, who lived in Florence for many years, mentioned that I should visit the jeweled bridge. I envisioned a bridge constructed with some colorful stones resembling jewels.

Elvis. When I finally encountered the bridge, I discovered my imagination did not coincide with the reality of the bridge, a spectacular contribution to architecture. The Ponte Vecchio (Old Bridge) has a multitudinous structure built up of ledges and upheld by stilts. The bridge spans the Arno River at its narrowest point where it was built during Roman times. It has always hosted shops and merchants who displayed their goods on tables. It is said that the economic concept of bankruptcy originated here: when a merchant could not pay his debts, the table on which he sold his wares (the “banca”) was physically broken ("rota") by soldiers, and this practice was called "bancretto" (broken table; possibly it could come on "banca rota" which means "broken banca"). Not having that anymore, the merchant was not able to sell anything. During World War II, the Ponte Vecchio was not destroyed by Germans during their retreat of Aug., 1944; unlike other old bridges, it was not destroyed allegedly because of an express order by Hitler. Butchers initially wanted the shops and rents to be occupied by jewelers, artists, and dealers and souvenirs.

Of course, being with a group of women, we had to take some time for shopping. In Florence you’ll find leather goods, paper goods among others as well as souvenirs and art productions. We were lucky to visit one of the open air markets selling food, clothing and antiques. The most famous is around Piazza San Lorenzo where you’ll find leather goods (this is where we did our leather craft damage—beautiful leather purses at reasonable prices). All of the above was popular continuing on page 31.
A Corporate membership for as little as $15,000 per company executive

Sometimes it's not "what you know" as much as it is "who you know", and with the current economic downturn that age old adage has never been more true. With that in mind Vellano Country Club has created the place where the "movers and shakers" of the Southern California business community go to network, develop relationships, and entertain their valued clients. Our Members know that being able to entertain a client at an exclusive country club is often the first step in cultivating a successful business relationship. Furthermore, making a strong impression is often as dependent on where you take your client as it is on what you do once you are there. Vellano provides a venue that allows you to create that lasting impression.

Vellano Country Club is proud to announce the roll-out of their new Corporate Membership. Your company or firm can take advantage of this unique offering for as little as $15,000 per corporate executive.

For more details contact Mike Connaughton at (909) 597-2801 ext 413, or email membership@experiencevellano.com

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