Ontario’s state of the city event 2008: keeping a positive mental attitude

By Joe Lyons

The minor league Ontario Reign hockey team will begin their season this fall at the Citizens Business Bank Arena

They say that when you are surrounded by alligators, it can be hard to remember that you were there to drain the swamp. Thus it was strange to listen to the city fathers of Ontario advising people to “Invest Today-Invest Tomorrow” in their community.

It would not be fair to say that many people were in denial about the downside of the 2008 economy, still there was a significant amount of “whistling past the graveyard.”

Much of this has to do with the positive aspects of Ontario’s infrastructure. First and foremost has to be the LA/Ontario International Airport. It was described as the driving force of investment and economic activity in our area. Other connecting elements were also on the short list of good news. The Pacific Gateway Cargo Center has not yet broken ground, but it calls for 1 million square feet of warehouse space and should be starting up somewhere in 2009.

Office space at the airport will include the 800,000-square-foot Ontario Airport Towers, featuring premier Class A office space on 28 acres between Turner and Archibald Avenue adjacent to ONT.

The Prologis Park Ontario Airport will be a 100-acre industrial site also adjacent to ONT with seven freestanding industrial buildings.

Ground is also about to break on The Historic Guasti District, which will be a 50-acre mixed-use project just north of the airport and south of Interstate 10 just off of Archibald. This project will feature much of the historical buildings, along with restaurants, entertainment, offices, residential units and hotels.

continued on page 24
The Volunteer Center of Riverside County

The Annual Volunteer Recognition Ceremony

Thursday, May 1, 2008
1:30 p.m.

Minerva Valley Conference Center
14760 Point St
Minerva Valley, CA

The Volunteer Center of Riverside County is proud to sponsor the Annual Volunteer Recognition Ceremony on Thursday, May 1, 2008 at the Minerva Valley Conference Center. We received the highest Five-Star Rating for treatment of Heart Failure. We also received the 2003 Stroke Care Excellence Award\(^1\) and Maternity Care Excellence Award.\(^2\)

The people at Pomona Valley Hospital Medical Center work long and hard to provide the best in health care and treatment for the community. And we’re pleased that data from an independent source shows our quality results are among the best. Because, after all, modesty forbids saying so ourselves.

2008 HEALTHGRADES RECOGNITION:

- Highest possible Star Rating for treatment of Heart Failure
- Highest possible Star Rating for treatment of Sepsis

Five-Star Rating - Heart Failure
Five-Star Rating - Stroke
Five-Star Rating - Sepsis
Five Star Rating - Appendectomy
Five-Star Rating - Hip Fracture Repair
Five-Star Rating - Maternity Care
Five-Star Rating - Community Acquired Pneumonia

IF WE SAID IT OURSELVES, IT WOULD BE BRAGGING.

The science of medicine, the art of healing

April 2008

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Associated Engineers acquisition

Parsons Brinckerhoff (PB) announced its acquisition of Associated Engineers Inc., an Ontario-based engineering firm specializing in civil design, planning, surveying and construction administration for both commercial development and public works projects. Associated Engineers becomes a subsidiary of PB while retaining its name, headquarters and personnel. April Morris, president/CEO and former owner of Associated Engineers, has been appointed as a senior vice president of PB and will continue to manage Associated Engineers, reporting to Sam Tso, the PB Pacific business manager. In addition, Jim Embirikos will expand his role in client relations and business development to PB’s San Bernardino office. Founded in 1955 by Morris’ father, former Ontario city engineer Robert Mills, Associated Engineers grew from a one-person shop to a renowned company with nearly 70 employees. Morris joined the company in 1978 as an assistant civil engineer and took the reins as president, CEO and majority shareholder in 1985 when Mills retired. Originally known for land development, Associated Engineers, under Morris’ direction, diversified into public works. This change in focus helped the firm weather difficult economic periods and cemented its reputation as one of the foremost engineering firms in the region. In recent years, the company became involved in a number of high profile commercial projects, including the California Speedway in Fontana and the Satera Bros., 2.5-million-square-foot corporate office and distribution center in San Bernardino.

SAVE THE DATE

Inland Empire Business Journal

NATIONAL CRIME VICTIMS’ RIGHTS WEEK • APRIL 13-19, 2008

Victims’ Rights March

Monday, April 14th, 2008
11:30 AM

Riverside, CA

Riverside County Courthouse

Mayor to speak, March will begin at the Historic Riverside Courthouse.

To join the Victims’ Rights March call (909) 483-4700 or email at victiminfo@calb.org

Send your own signs to our site www.riversidecrimevictims.com
Bar coded sponge / scanner system chosen to improve patient safety

SurgiCount Medical, a division of Patient Safety Technologies located in Temecula, the manufacturer of the Safety-Sponge™ surgical sponge counting system, announced a two-year contract to provide its computerized sponge counting system to a network of 14 hospitals primarily located in California and Texas.

"After an extensive evaluation of the Safety-Sponge™ System, the network determined that the SurgiCount System was the most effective method to prevent retained foreign objects," said Rick Bertran, president of SurgiCount Medical. "In making their decision, the network evaluated systems on their ability to provide consistent and standardized patient care, measurable outcomes, documentation and overall cost. We are thrilled to have such a large network as a customer and look forward to working with all 14 of their hospitals."

SurgiCount continues to demonstrate the effectiveness of its Safety-Sponge™ System to numerous medical facilities throughout the nation. Currently, we are in contract negotiations with several of these large medical facilities, and we believe that a significant number will begin converting to the Safety-Sponge™ System. Although there are several variables in determining what revenue an individual hospital may generate, it has been our experience that a hospital performing 10,000 - 15,000 procedures a year would generate between $120,000 and $220,000 in recurring revenues. To the extent hospitals convert to our system as anticipated, overall revenues from sales of the Safety-Sponge™ System will begin to accelerate."

SurgiCount Medical, Inc., a division of Patient Safety Technologies, Inc. manufactures the SurgiCount Safety-Sponge™ System, a patented FDA 510K approved turn key solution to retained surgical sponges. The system is comprised of surgical sponges and sponges affixed with an imperceptible two-dimensional data matrix bar code and a SurgiCounter scanner to record each sponge before and after an operation. Because all sponges are identified with a unique code, they can be hand counted twice. At the end of a procedure, the system can either immediately produce a printed report or the information can be imported into a database program. The SurgiCount Safety-Sponge™ System is also the only retained sponge system to offer complete sponge inventory tracking, reporting features and integration with a medical facility's IT system. For more information, please contact SurgiCount at (951) 587-6201, or visit www.surgicountmedical.com.
UCR helps international nurses succeed

With increased globalization, more hospitals worldwide are adopting western medical practices. Cultural differences, lack of language proficiency, and differences in work roles and practices contribute to the challenges facing foreign-born nurses interested in working in western-style health care settings.

The Global Nursing Review Program (GNRP) is a new cooperative program developed by the International Education Programs (IEP) at the University of California, Riverside, and COPE Health Solutions (COPE) to help nurses who have been schooled in another country. The program is designed to help foreign-born nurses succeed in a health care setting where English is spoken as well as to help them pass the NCLEX-RN, the test required of most nurses.

"Many American hospitals are becoming reluctant to hire foreign-born nurses," said Dr. Jesus Oliva, COPE. "Although they have passed the NCLEX-RN, they often don't understand the culture of American hospitals, and have trouble communicating effectively with medical personnel and patients. This program is designed to remedy that problem and to help nurses who want to work in other countries that follow western medical practices."

The GNRP program is initially being offered by UC Riverside and began on March 26, 2008. In the next few years, it may also be offered by UC Davis, UC Irvine, and UC Los Angeles, members of the University of California Collaborative Consortium for Global Partnerships.

"We hope it will be eventually offered at other campuses in the next few years," said IEP Interim Director Charlene Pratt.

The 21-month program consists of nine months of academic studies at UC Riverside, followed by a 12-month paid work experience in a California hospital. In the first nine months, students learn about the philosophy and practice of nursing in the United States, prepare for the NCLEX-RN examination, develop an extensive vocabulary of medical terminology and intern in a California hospital. Following completion of the GNRP and the NCLEX-RN exam, students will have one year of training as a nurse in a hospital in California. Program participants will be paid the same salary as an American nurse with academic background and experience, approximately $40,000 to $50,000 per year. "When I came to the U.S. from Brazil, where I had been a nurse for six years, I had to find out the hard way how to finally get employed here," says Elaine Marks, who has now been an RN in the U.S. for eight years. "It took me almost two years and $26,000 to get employed here ...

continued on page 39

Hyatt advertising selected

Hyatt Advertising has won the advertising assignment for the Inland Empire's largest credit union, Arrowhead Credit Union. The new campaign includes radio, print, interactive elements and product promotions. Arrowhead Credit Union has established itself as one of the leading financial institutions in the region. They are the largest locally-based credit union in Southern California’s Inland Empire. Founded in 1949, Arrowhead has more than 160,000 members and more than $1 billion in assets. Nationally, the average credit union has about $91 million.

Hyatt Advertising won the business in a review which included the San Diego-based incumbent agency and an agency from Orange County. Arrowhead utilized research provided by Arrowhead and conducted its own research in developing the presentation.

The new campaign focuses on Arrowhead Credit Union's safe checking, online banking, home and auto loans, savings programs, investments, insurance, along with an emphasis on business services.

The new campaign will also address a number of issues, including a persistent perception that credit unions specialize and aren’t full service. In fact, most major credit unions like Arrowhead offer as wide a range of products and services as other financial institutions. To help overcome the misconception, Hyatt has developed a new brand-theme for Arrowhead, "Everything You Need Us To Be."

"We are excited about this campaign. We wanted a message that conveys Arrowhead Credit Union is friendly, flexible, innovative, and more than capable of providing anything an individual or business may need," said Adrian Hyatt-Ward, President and CEO for Hyatt Advertising.

Hyatt Advertising is a full-service agency based in Redlands. The agency represents clients in Los Angeles, Orange, San Bernardino, and Riverside counties. Hyatt Advertising has won many local, regional, and national awards.

The agency was recognized in March of this year with eight American Advertising Federation ADDY® Awards, including three gold and one silver award for "Best of Show," in the radio/television category.

"We are very proud of our ADDY awards. The Agency was founded by President and CEO, Adrian Hyatt-Ward, in 1996. She is a previous president of the Inland Empire Ad Club, a division of the American Advertising Federation. She was recently interviewed for a cover story in 951 Magazine.

SMART ENTREPRENEURS SIMPLY CHOOSE ELK GROVE.

It’s the natural location to start a new business or grow an existing one. Elk Grove has a wealth of educated workers who would love to work where they live. Our business-friendly environment gives you access to Interstate 5, Highway 99 and Sacramento Airport. With such a safe and hospitable environment, it’s no wonder that Elk Grove is known as one of the fastest growing cities in the country. Reach the opportunities here. Come discover what many entrepreneurs here have already concluded: Elk Grove means business and business is good.
Motivation through mission
By Bill Cattelle and Richard Hadden

On Sept. 12, 1962 in one of the best speeches ever made, President John F. Kennedy committed the nation to a path of manned space exploration that would take us to the moon. It launched a hope, a dream, a view of the future as bold and invigorating as anything he had committed—not just an agency, but an entire nation to reality.

Fully engaged by the challenge, NASA's 36,000 employees, working with 376,700 federal contractors, including some of the world's preeminent physicists, metallurgists, medical specialists, and engineers did the best work of their lives over the next seven years. All Americans held their collective breath on July 24, 1969, as astronauts Neil Armstrong, Buzz Aldrin, Michael Collins, and the Apollo 11 spacecraft returned safely to Earth. Mission accomplished.

Though we still venture into space, the results since then have been far less convincing. Ask 10 people what NASA's mission is, and it's unlikely you'll discover the reason. You will be met by a blank, deer-in-the-headlights expression, and random guesses, even from elected representatives who fund the agency.

And here's why: People don't perform in an inspired manner without big time commitment to a compelling cause.

Think about it ... every major achievement in the history of mankind has been accompanied by real commitment to a common purpose. Other Side, Christopher Columbus and crew would likely have held out for better maps before they sailed off the edge of the known universe. Martin Luther King, Jr. and his supporters probably wouldn't have marched into Selma, and Astronaut Alan Shepard might have suggested sending more monkeys up before strapping his own optimally untested rocket. Well, the same goes in the business world.

In a recent leadership seminar, participants were asked to describe their organization's mission or core purpose. The results were typical of the 'headlights' look and wild guesses. When the members of the assembled senior management team were asked individually to write down the organization's three top priorities, the answers revealed incredible disparity. To wit, it is no wonder that many organizations struggle mightily to gain traction. Here are some thoughts that will help management and employees tie their motivation through a common mission:

1. Make it Clear
Legend has it that shortly after signing on as head coach of the Green Bay Packers, Vince Lombardi whistled practice to a halt one day, assembled his players—who had grown too waylaid to the point of losing - and got real instructive about the organization's core purpose. Up picking one of the practice balls, he began with the statement, "Greenmen, this is a football."

Investment guru, Peter Lynch, in his book, "Bearing the Street," advises investors not to put their money into anything they can't explain in a paragraph. If you can't explain it with such a simple structure, then you probably shouldn't own it. Lynch's advice is as good for the manager as it is the investor. If a manager can't explain what it is that makes your company tick, then your employees probably won't share in the excitement either.

2. Beware Mission Flatulence
You can't go anywhere without hearing some sort of kooky or (individual) noise, usually expressed on a poster, plaque or T-shirt, about the entity's mission statement. Here's an idea; put your marketing and PR folks to work on other tasks. Stick images, hype and buzzwords are not helpful here. Given the level of cynicism that exists today, if you expect people to believe in it, let alone support the cause, it must be simple, straightforward, and not wobbling or morphing into something else as time passes.

3. Compelling
Most objectives begot modest effort, period.

4. Consistency Matters
Away back in NFL head coach, Jimmy Johnson once said, "Confused players are not up-to-speed players." If the folks on your team see the game or the goalpost changing on a regular basis, or words and actions not matching up, they'll expect to see some confusion, disillusioned players who are going nowhere.

5. Having an Adversary Helps
Shortly after American Airlines flight 77 was crashed into the Pentagon on 9/11, Lee Evey assumed responsibility for reconstruction of the building. Evey set an extremely ambitious goal of having the damaged portion of the building rebuilt and ready for occupancy within one year. Reconstructing a building quickly began, with crews working in shifts around the clock.

6. Commitment to the Task
The employees can't explain it, and people won't buy it.

DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL

THE GAINERS
Top five, by percentage

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THE LOSERS
Top five, by percentage

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

As reported by Ryan Ratcliff, Economist and Jerry Nickelsburg, Economist
UCLA Anderson Forecast

The California economy has put up some downright ugly numbers at the end of 2008. The unemployment rate has risen over 1% since the end of 2006, and overall non-farm payroll employment has been stagnant in the second half of the year, with a small drop over the last six months. The major question we explore in this California Report is whether this is a recession, or the beginnings of one. We review over 40 years of history, and look for the common denominators among the previous recessions in California, and how they compare to today. Three conclusions emerge:

1. The major economic indicators in California move in near lock step with their national counterparts. There has never been a California recession that didn’t happen in a national recession. 2. With the exception of the two most recent recessions, which were California recessions in a national expansion, recessions in California show a V shape. Employment declines by an average of 2.4% over 10 months, while income falls 1.2% over 12 months. The shape of these recessions comes primarily from a sharp cycle in manufacturing employment that is less related to the national economy.

3. The two most recent recessions were both deeper and more severe. Manufacturing was again the center stage, but this time large permanent losses associated with structural changes in the economy created the more severe and protracted downturns.

Unfortunately, the current economy is hard to place on this map — we’re in uncharted territories. Unemployment is increasing at a pace we’ve never seen before, and the rate of decline in property values is showing steady and moderate growth, and the rate of decline in stock prices is steepening. There are signs of a push to the bottom. As of this writing, the state’s unemployment rate is 5.2%, up from 4.1% one year ago. The rate is up 1.3% since 2007. 1

With the release of the March 2007 benchmark revisions to California’s employment statistics, we can finally close the book on 2007. In December, we made several educated guesses on the direction of these revisions, and these guesses were mostly correct. Estimates of seasonally adjusted non-farm payroll growth in California between December 2006 and December 2007 were almost cut in half, revised from 78,800 (0.3%) down to 37,300 (0.2%). Contrary to popular belief, the payroll sector is still positive, but just barely. Unfortunately, the new number is still our best estimate of the employment that was hidden in the recessions of 2001 and 2002. We are now confident that the employment down 0.3% from its peak in July 2007. Revisions to the major employment categories also mostly fell in line with December’s guesses; job losses in real estate-related sectors started sooner and fell further than previous estimates, while retail trade professional/technical services, and information employment all were revised upward. We expect that the size of the downward revisions in leisure and hospitality employment and administrative services, but these revisions were somewhat offset by smaller than expected downturns in manufacturing. All in all, the March 2007 benchmark revision paints a moderately more pessimistic picture of the past, but it is not as severe as the California economy’s expectations, but there is a real possibility that the unemployment rate will fall in 2008.

Labor Market Update: A Little Worse, But No Big Surprises

The unemployment rate was revised downward slightly, but still remains elevated at 5.6%, up 1.1% from lows in November 2006. The 1.1% increase in California unemployment over a 13-month period is something we’ve never seen outside of a recession. But as we’ve argued for months, the impact of the increase in unemployment is fundamentally different than previous episodes.

The uniqueness of the current situation in the California economy will be our focus in the next section of this report. We dig deep into the historical record in search of common denominators between California recessions of the past, and how our current situation compares to these historical patterns. First we explore the unemployment conundrum in more detail.

A Taxonomy of Recessions in California, or How Recessions are Like Pornography

While everyone can agree that the California economy is weakened significantly, and indeed was in recession for the last nine to 12 months, there is substantial disagreement over whether this constitutes the beginnings of a recession, or if we’re already in the middle of one. This is most certainly the case. 

Thinking in billions

By Bill Leonard, Member State Board of Equalization

I received an e-mail recently with a list of all the things that were “a billion” ago. For example, a billion seconds ago it was 1966 and a billion minutes ago Jesus was alive. This made me contemplate how truly large the figure “a billion” is, and how staggering that is in terms of California’s $4.5 billion deficit. If we took jobless allowance and then subtracted the number of people who receive unemployment benefits every month from 11 to $2,000, the state’s population would be reduced by 11 million.

Certainly the “other” Inland Empire, around Spokane, Washington, was given up on in the name. In order to be a part of the “Pacific Northwest” they have changed their identity to the “Inland Northwest.” This encompasses the eastern half of the state, along with the Idaho panhandle and parts of western Montana as well as a slice of Canada. We are the largest community in America without a major league baseball, basketball, football, or hockey team. We rely on L.A. for our network television programs. (Note that Palm Springs area does not.) Perhaps we are just a state of mind, a magical place, like Oz, which exists in the minds of the federal government. But what do they mean to us? In California, we definitely had more to do with the world. And what do they mean to us? In California, we definitely had more to do with the world.

The family is being asked to pay the extra tax. The family will pay a tax on their income and other types of revenue. The family will pay a tax on their income. The family will pay a tax on their income.

By Joe Lyons

Worries about the economy are increasing, and that is reflected in our Unemployment rate. The state is in a recession, with jobless above 100,000, and the recovery will be slow. The state is not in a recession, with jobless above 100,000, and the recovery will be slow.

Just where am I anyhow?

By Dave Ratcliff, Economist and Jerry Nickelsburg, Economist
UCLA Anderson Forecast

So, what do you see as the biggest challenge to the Inland Empire?

The question caught me off guard. It came from a computer, but I still knew what I was talking about.

“Identity,” I fired back. It occurred to me that this was the probably the correct answer. After all, we don’t just do it right, we do it just right. We do not agree on just where we are. Look us up in a Thomas Guide Check us on MapQuest. There is no such thing as the Inland Empire. True, people in L.A and Orange County (especially TV weathermen) point toward the east and say Inland Empire. But one cannot agree on what it means.

To most people, we are just the road to Palm Springs. This was true in 1982 when I first moved here. It is true today. This is true even though the population has doubled in the last decade.

But wait. People in Hesperia and Cathedral City do not live in the Inland Empire. They do not live in the Inland Empire. They do not live in Palm Springs. They do not live in Claremont. They do not live in L.A. County and that the Inland Empire, as they understand it, includes San Bernardino and San Diego Counties. But clearly we cannot expect to include Blythe or Baker as part of the I.E. In fact, we only use the “I.E.” designation because of that TV show, “The O.C.”

And what of the Temecula Valley?

This was just a wide spot along the interstate not long ago. After all of these years, it is easy then to include it in the rough definition of the Inland Empire. Today, however, so much growth in retail and housing has come up from San Diego County that the Temecula area is almost an extension of North County.

Certainly the “other” Inland Empire around Spokane, Washington, was given up on in the name. In order to be a part of the “Pacific Northwest” they have changed their identity to the “Inland Northwest.” This encompasses the eastern half of the state, along with the Idaho panhandle and parts of western Montana as well as a slice of Canada. We are the largest community in America without a major league baseball, basketball, football, or hockey team. We rely on L.A. for our network television programs. (Note that Palm Springs area does not.) Perhaps we are just a state of mind, a magical place, like Oz, which exists in the minds of the federal government. But what do they mean to us? In California, we definitely had more to do with the world. And what do they mean to us? In California, we definitely had more to do with the world.
Landowner liability protections
By Hanu W. Gabriel, Principal,
Gabriel Environmental Services, Inc.

The standardization of envi­ron­mental assessments began in 1980 with the adoption of a piece of legislation by the United States Congress. The Comprehensive Emergency Response Compensation and Liability Act (CERCLA), combined with the Superfund Amendments and Reauthorization Act (SARA) in 1986, introduced the concept of an innocent landowner defense to liability for EPA cost recovery at “Superfund” sites.

The approach for conducting the inquiry was minimal, providing only general factors. These factors included specialized knowledge or experience on the part of the defendant; whether the purchase price was below market value; commonly known or reasonably ascertainable information; obviousness of the contamination; and the ability to detect the contamination by investigation. There was no consistency within the environmental industry to guide the degree of due diligence required.

In 1989, ASTM organized a subcommittee on Commercial Real Estate. The primary focus of this subcommittee was to develop a standard practice for conducting all appropriate inquiries, consistent with good commercial and customary practice, specifically for CERCLA liability protection. In 1993, after four years, the first ASTM standard was published. The Process for Phase I Environmental Site Assessment, was published and adopted. The adoption did not occur at the federal level.

The EPA’s participation was sparked by the Small Business Liability Relief and Brownfields Revitalization Act signed in January of 2002. The 2002 Brownfields Law created new landowner liability protections including a “contiguous property owner” and the “bona fide prospective purchaser.” During 2003, the EPA evaluated ASTM E 1527. The EPA established a regulatory negotiating (reg-req) federal advisory committee. The negotiators were tasked to assist EPA in developing proposed reg­ulations for conducting all appropriate inquiries.

In November 2003, the EPA reg-req committee reached consensus on the proposed EPA AAI regulation. The EPA completed its required public comment period, which gave ASTM the opportunity to provide input to EPA on the proposed regulation. The final result of the effort was the simultaneous publication of both the EPA AAI final regulation and ASTM E 1527-05. The effective date of the final rule was Nov. 1, 2006.

The Environmental Protection Agency published final standards for AAI, which were mandated by Congress under revisions to the Brownfields Amendments of the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA).

Changes in the regulations included the definition of an “environmental professional” with specified education and experience requirements, more in-depth interviews, explanations of data gaps, expanded use of databases, more comprehensive visual inspections, more comprehensive historical searches, searches for environmental liens, and an expanded list of potential contaminants. AAI also placed a six-month limitation on the shelf-life of some components of the Phase I.

Health care cancellations...
continued from page 1

90 cases examined. Blue Cross acted illegally. This glacial pace is harming real people.

Flanagan expressed alarm at reports that the department might push the issue back to the Legislature, even though the DMHC has full authority to issue regulations. “Pouting to the Legislature will delay justice for those already harmed, and allow insurers to continue, perhaps for years, canceling policies when patients fall ill.”

The law states that individual health insurance policies can be cancelled only for “wilful misrepresentation” by an applicant, said Consumer Watchdog. Regulators must move forward with draft regulations, circulated in 2007, that protect innocent patients from policy cancellations. During the hearing, Flanagan cited the case of a patient whose policy was canceled when the insurer found that a doctor had diagnosed high blood pressure. The pressures are so high with the doctor never informed the patient of the condition.

“Is this as far from willful representation as an applicant can get,” said Flanagan. “Yet insurers saw it as an excuse to cancel the patient’s insurance and refuse to pay his doctors.”

Governor Schwarzenegger must make good on his promise to protect patients from such cancellations, said

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EMRISE receives order for power supplies
EMRISE Corporation, a designer, manufacturer and marketer of proprietary electronic devices and communications equipment for aerospace, defense, industrial, and communications applications, announced that it has received a $300,000 order from a major military systems integrator for power supply products for a ground-support program for U.S. military vehicles. The $300,000 order adds to EMRISE’s success with this same customer, who only recently placed an initial $200,000 order for similar power supply products for the Black Hawk helicopter.

EMRISE President and Chief Executive Carmine T. Oliva said, “This strategic program for U.S. military vehicles is a major, long-running program, so we expect orders to continue. We also believe the flow of orders from this military systems integrator reflects ROA’s growing stature and increasing presence in the military and aerospace markets.”

EMRISE, ROA in the U.S., and Pascal Electronics Ltd. and Xcel Power Systems in England offer a range of military, aerospace and commercial electronic devices including power supplies, RF devices and integrated sub-system products. The combined technology and capability of this group of electronic device companies is now supporting broader penetration by all three subsidiaries into the U.S. and European markets.

EMRISE serves customers in North America, Europe and Asia through operations in the United States, England, France and Japan. The company has built a worldwide base of customers including all of the Fortune 100 in the U.S. that do business in markets served by EMRISE and major technology companies in Europe and Asia.

For more information go to www.emrise.com.

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SALES

Six business trends every salesperson must know

By Daniel Burrus

Every industry and profession goes through changes, and the sales profession is no different. Just because a certain sales technique or mindset worked in the past doesn’t mean it will work today. To be a top performing salesperson, today and in the future, you need to continually adapt to both market and social conditions.

With that in mind, there are six new business trends taking place today. In order to be successful, people in every industry. Understand what the trends are and how to maximize them so you can be a top candidate of a successful sales career.

Trend #1: Your past success will increasingly hold you back. (Past success is the enemy.)

People who are in sales long-term tend to be successful. Realize, though, that success is usually based on things that worked or were in your past. What you need to do is focus on the future, which means you need to be thinking about the things that will keep customers from wasting time. When you can prove that you’re a time saver, people will choose you over the competition every time.

Trend #2: Technology-driven change will dramatically accelerate. (Rapid change is your best friend.)

This is a human nature to protect and defend the status quo. However, you have to understand that technology is changing the game, your customers’ behavior, and your company’s reality. That means if you don’t change, you’ll be set up for a fall. You need to own that change. And if you do, then you truly capture your prospects’ interest and convert them into paying clients.

Trend #3: As the latest laptop, is the next
time, instead. You need to be giving
you into a false sense of security.

Salespeople need to remember that what’s

Trend #4: We are shifting from the

Information Age to the Communication Age. (Communicating is more valuable than informing.)

Many salespeople rely on selling as a company’s only way to communicate with their customers. You hope your sales messages will entice the prospect to call, but it’s still a one-way conversation. A better way is to have your sales messages create action. One way to do that is to engage prospects with your sales and marketing efforts. For example, you could have a contest that encourages people to go to your site and enter. So instead of just saying that you want people to buy your snack product, for instance, you can target customers that you can go online and create or vote for the new flavor. Now you get them engaged. The key is to generate key, to engage, and involve customers and market your efforts so you can engage and just talk to them and aren’t creating dynamic dia-

Trend #5: We can’t prevent problems become obsolete faster. (Be proactive to future known events.)

Almost every salesperson has been told to be proactive, which means to be taking positive action. How do you do that? What if you’re a certain action is positive? You wait and see. That sounds like a crap shoot with bad odds. Therefore, you need to be proactive to future known events. To determine pre-known events, you need to look at your customer segment and identify what types of events you’re certain they will be experiencing soon. You then proactively also means that you change the way people think. For example, if you put out a new product or service and hope it catches on, you’ll quickly learn that you can take a long time because you’re not actively engaging the way people think about the product. You can be proactive and use or how it might change their life.

Trend #6: The value you bring today is not going to be the same as the value you bring tomorrow. (Time is the currency of the 21st Century.)

Continued on page 31

REAL ESTATE NOTES

Hillwood development at AllianceCalifornia

Hillwood, one of the country’s leading real estate development and investment firms, will begin development in March in Victorville, California. The project section of AllianceCalifornia.

Located on the east side of Tipton Avenue in San Bernardino International Airport, Southgate is designed for five buildings totaling more than 2.6 million square feet and includes the buildings with the rankings in size from 39,000 square feet to more than 1,000,000 square feet. Infrastructure work, including the expansion of Central Avenue, has already commenced.

Construction on the first building in Southgate will begin in early 2009. Although it’s still to be determined what initial building will be built, Southgate will offer both options for customers. Hillwood is also pursuing LEED Energy for the Southgate buildings.

Senior Vice Presidents Peter McWilliams, Ruben Goodsell and Michael McCrory of Colliers International’s office are the exclusive marketing and leasing agent for the AllianceCalifornia project.

"Leasing activity at AllianceCalifornia is strong and consistent since we began marketing the project in late 2004," said McWilliams. "We have signed up 12 leases for a total of 1,484,400 square feet of property to the market by B.H. Millichap. Relatively affordable land and building costs have driven the costs of new construction down to an ideal location for distribution. The property is being sold by B.H. Millichap, LLC and is registered with the California Public Utilities Commission as "green building" and is registered for LEED Certification. The facility will feature 32 clear height, 40-foot-high buildings with 40 -foot-wide, 250 -foot-long spans and 30 -foot minimum ceiling heights. It is expected to generate up to 2,600 jobs by 2009 and is currently under construction.

Hillwood filled a six-building speculative expansion that will be completed in 2009 at a build-to-suit for Pep Boys. ODW was represented by Al Leon of Leon Brothers while Hillwood was represented by Peter B. McWilliams, Ruben V. Goodsell and Michael McCrory of Colliers International.

Including two buildings at AllianceCalifornia, Hillwood is on track to complete 12 industrial developments totaling 5.7 million square feet, with four different developments in Victorville and San Bernardino. The buildings in Southgate also feature 30 to 32 feet minimum ceiling clearance, among the tallest in the Inland Empire, and is registered with the California Public Utilities Commission as "green building" and is registered for LEED Certification. The facility will feature 32 clear height, 40-foot-high buildings with 40 -foot-wide, 250 -foot-long spans and 30 -foot minimum ceiling heights. It is expected to generate up to 2,600 jobs by 2009 and is currently under construction.

Since December 2000, when the Inland Empire was named the fastest growing master developer of the project, more than 8.1 million square feet have been under construction at AllianceCalifornia. Several leading global companies now have major facilities there. These include Kohl’s, Mattel, Stater Bros., Pactiv, and Medline.

Further information about AllianceCalifornia is available at www.hillwoodinvestmentproperties.com.
The recession was a significant decline in economic activity spread across the economy, lasting more than a few months, normally visible in real GDP, real income, employment, industrial production, and wholesale-retail sales. In the five recessions from 1948 to 1970, the average decline in payroll employment was 2.4% over an average of 9.8 months. Of this average, a slowdown hides some substantial variability: in 1960, California job growth slowed much less than the U.S. as a whole, contrasting with a 0.66% overall four months. The year 1948 saw the most severe recession of these five first, with a 4.15% contraction over 14 months. Variability aside, the common denominator among these five recessions is a sharp but short contraction in payroll employment. As we discussed on numerous other occasions, this profile comes mostly from the V-shaped cycle in manufacturing employment: quick layoffs as demand slows, but rehiring as demand picks up again.

The second five recessions from 1980 to 1990 were less in common. The 1973 recession was late in coming to California, with local employment peaking almost a year in advance of national recession. The double dip recessions in 1980-81 straddled this general pattern: the first recession in 1980 was a 1.06% decline whose round trip to recovery lasted less than a year, while the second recession in 1981 was a 2.8% decline whose round-trip took closer to two years. But again, you can place a thumb of thumb that 2.5% decline bottoming out in about 10 months isn’t too far off.

However, both the 1990 and 2001 recessions are fundamentally different than any that we have seen. The 1990 recession was California’s worst, with a 4.2% decline in payroll employment. One would think there wouldn’t be a need for recession planning. We should see them coming. The constant sine wave of business cycles makes recessions as inevitable as surging booms. Of course, if you put 10 economists in one room, we’ll get 11 opinions, so the exact timing of recessions is darn near impossible to predict. Still, like hurricanes, recessions come along once in a while, and occasionally one will wreak havoc on the shoreline.

One of the great business models that can teach how to weather recessions is seasonal retailers. For instance, there’s a small business around the corner that sells swimming pools and backyard leisure items in the summer. Yet, when seasons change their business needs, you can be the farm that their display changes to snow blowers, wood stoves and chainsaws in September, and Christmas trees in December. Recessions come as regularly as seasons, just not as often. Businesses need to be creative for each, alike should be prepared for them just as they prepare for winter. So here’s a guide for business owners to handle recessions and the inevitable boom that follows.

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<th>Women-owned Businesses</th>
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<td>Accounts Receivable</td>
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<td>Employment Agencies</td>
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<td>Manufacturing</td>
<td></td>
<td>Building Services</td>
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<td></td>
<td>Manufacturing</td>
<td></td>
<td>Construction</td>
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<td>August</td>
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<td></td>
<td>Environmental Firms</td>
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<td>Commercial</td>
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<tr>
<td>October</td>
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**RECESSION SURVIVAL GUIDES FOR BUSINESSES**

*By Patrick Astre*

Recessions and recessions are two different things. It's like the difference between a financial ebb and flow of your business. You should be using a comput­erized inventory system. Quickbooks is the premier system right now. If you have an accountant and they’re not doing this, you’re ready to begin recession-proofing your business. Quickbooks makes your business more fluid, and if you’re a wise businessperson you’re doing this all the time. The trick is not to be like the butcher who hacked into his meat grinder and got a little behind in his production. Trim only the fat, and beware of cutting things that bring in revenue. The first step is to scrutinize the expenses part of your P&L statement. Take steps to reduce obvious expenses that can be lowered. Energy costs through efficient windows or insulation, superfluous purchases, eliminating inventory or services that aren’t profitable, that’s the obvious. The rest is more difficult, especially in these areas: Marketing, Sales and Advertising. Be careful to differentiate between crucial advertising that bring in revenue and what does not. Ask customers how they heard of you. Offer coupons that bring in so you can make it up in revenue. You do not want to lose the customer. Record the answers and use it to manage your advertising costs. Sales representatives. Use your sales reports to rank your sales by detail, by individual reps. Who needs to improve their performance. Help them increase their commissions. Be aware of what you can and can’t cut when you must. In a recession, the survival of your business depends on employees. This is another tough row to hoe. Laying off employees is the kind of thing that makes you wish you hadn’t gone into business. Examine closely the functions of each employee. In a recession you may be forced to retain only key employees. Be ready, have the decisions made ahead of time and hope the day never comes. If the pain is too much, you may need to carry it out if the time comes.

Watch your cash flow during good times. Business is good money pours in, why get crazy, right? So collections are behind and expenses are too high, profits are still good, so why bother? The preceding words are the moving forces why businesses fail during recessions. There are many dangers of financial complacency, and when economic slowdowns occur, the business is blindsided. Collections are abnormally slow, expenses are high, and it’s a scramble to get rid of bad habits developed during boom times. Pretty soon the “Going Out of Business” sign appears on the freeways. Be ready. Believeing the good times, just when you think you don’t need to - believe the good times, because you really do need to.

- Set up an emergency fund. This is crucial. If you do nothing else, you need one. Start putting 10 percent of gross in a ready, liquid fund tied to your business. Have a good steady bond fund like Vanguard Intermediate-Term Fd. Mix the bond fund with something like DING Direct. Make believe this is another expense, and it is - it’s an expense that might save your business if you’re going until you have at least six months worth of your business income. Keep in mind that if you have a ready source of credit in case a deep recession comes along and you need more cash. Be a misser with

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April 2008

Meeting Facilities

<table>
<thead>
<tr>
<th>Facility Address</th>
<th>Meeting Rooms</th>
<th>Largest Meeting Space</th>
<th># of Rooms</th>
<th>Amenities</th>
<th>General Manager/Contact Name</th>
<th>Phone/Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairfield 1100 W. McKinley Ave, Pasadena, CA 91108</td>
<td>5</td>
<td>105,500</td>
<td>2005</td>
<td>On-Site Catering, On-Site Catering Hotel, Ample Parking, New Renovation, Ample Parking</td>
<td>Deidre Richards</td>
<td>(805) 622-4700</td>
</tr>
<tr>
<td>Palm Springs Convention Center 277 N. Arrowshead Ave, Palm Springs, CA 92262</td>
<td>20</td>
<td>92,000</td>
<td>2005</td>
<td>Facility Fee Varies, 20,000 sq. ft., Ballroom on-site</td>
<td>James Dunn</td>
<td>(760) 778-1771</td>
</tr>
<tr>
<td>Ontario Convention Center 203 Convention Center Way, Ontario, CA 91764</td>
<td>24</td>
<td>9,800</td>
<td>1997</td>
<td>City of Ontario, OCMA, N/A</td>
<td>Bob Brown</td>
<td>(909) 973-3065</td>
</tr>
<tr>
<td>NOE Events Center 685 S. E St Street, San Bernardino, CA 92408</td>
<td>11</td>
<td>40,000</td>
<td>N/A</td>
<td>National Orange Show Corp, San Bernardino, CA</td>
<td>Dan C. Jennings</td>
<td>Steve Hunter</td>
</tr>
<tr>
<td>Renaissance Esmeralda Resort 11110 El Paseo Rd, Rancho Mirage, CA 92270</td>
<td>25</td>
<td>102,000</td>
<td>1997</td>
<td>ASCA, B.S.D.R.</td>
<td>Bob Wiltch</td>
<td>Mike Melkonian</td>
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<tr>
<td>Westin Mission Hills Resort &amp; Spa 6999 Broken Bow Dr, Rancho Mirage, CA 92270</td>
<td>21</td>
<td>15,000</td>
<td>1997</td>
<td>Spectacular Vista &amp; Rooms, SIA, N/A</td>
<td>Ken Pajot</td>
<td>Tom Lenski</td>
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<tr>
<td>La Quinta Resort &amp; Club 74-499 Escondido Dr, La Quinta, CA 92253</td>
<td>33</td>
<td>17,000</td>
<td>1926</td>
<td>CSL, N/A</td>
<td>Sergio Borsari</td>
<td>Joe Soria</td>
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<tr>
<td>Riverside County Fairgrounds 40-170 Medora Ave, Indio, CA 92201</td>
<td>3</td>
<td>13,000</td>
<td>N/A</td>
<td>WND, N/A</td>
<td>Daryl Shippie</td>
<td>Pamela Salazar</td>
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<tr>
<td>Rancho Las Palmas Resort &amp; Spa 1110 Hot Springs Dr, Rancho Mirage, CA 92270</td>
<td>29</td>
<td>12,500</td>
<td>1997</td>
<td>Marriott Hotel/Rancho/Suites, CHC, N/A</td>
<td>Dick Van Cuyk</td>
<td>Tony Linkold</td>
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<tr>
<td>Indian Wells Tennis Gardens 11-78 300 Miles Ave, Indian Wells, CA 92210</td>
<td>3</td>
<td>3,150</td>
<td>1990</td>
<td>Private Owners, N/A</td>
<td>Charles Paolian</td>
<td>Ralph Humes</td>
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<tr>
<td>Riverside Convention Center 3314 Orange St, Riverside, CA 92501</td>
<td>18</td>
<td>5,300</td>
<td>1986</td>
<td>City of Riverside, N/A</td>
<td>N/A</td>
<td>Sharif Sadek/Alhamed</td>
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<td>Hyatt Grand Champions Resort 48-499 Indian Wells Lane, Indian Wells, CA 92210</td>
<td>11</td>
<td>7,900</td>
<td>1984</td>
<td>Grand Champions, LLCA</td>
<td>Louis Farrell</td>
<td>Lee Allweiler</td>
</tr>
</tbody>
</table>

#1 Choice for Business Travelers in the Inland Empire

The newly renovated Hilton Ontario Airport is centrally located in the Inland Empire with easy access to Ontario Convention Center, local businesses, the California Speedway, Ontario Mills Mall and Victoria Gardens. Complimentary shuttle is provided to Ontario International Airport 24 hours a day.

Features:
- 309 beautifully renovated guest rooms and suites with luxurious Serenity bedding
- Outdoor heated pool and whirlpool
- Café Catalina featuring delicious California cuisine and lobby lounge
- 24-hour room service
- Fully-equipped exercise facility
- Gift shop and newsstand
- 24-hour business center (self-service)
- Fully-equipped exercise facility
- Outdoor heated pool and whirlpool
- California and suites with luxurious Serenity coffee
- Express transportation to and from the Ontario Airport
- In-room coffee
- High-speed Internet access
- Dual-line dataport phones with extra long cords and voicemail
- Express check-in and checkout
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- Complimentary shuttle service providing transportation to and from the Ontario International Airport 24 hours a day

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employment over 43 months. And while the overall contraction in California in the wake of the 2001 recession was similar to prior recessions (2.2%), it took an abnormally long time to hit bottom (24 months), and an even more abnormally long time to recover (42 months).

Neither of the most recent recessions fit this short but sharp pattern of the other eight recessions. In both cases, this was because a structural shift in California's manufacturing industries changed the usual payoff and recovery dynamic. In 1990, the post-Cold War collapse of aerospace employment exacerbated job loss and delayed the overall recovery, as slow intensive growth in other sectors had to make up for the lack of any quick recovery of these manufacturing jobs. A similar story surfaced in 2001: a major, permanent contraction in manufacturing without a recovery led to a prolonged weakness in overall payroll employment—except this story now held true across the U.S.

This analysis of payroll employment suggests two types of recessions. The first is a V-shaped, manufacturing driven recession, with a roughly 2.5% contraction in California non-farm payroll employment over 10 months, that almost fully recovers within the next year—sharp, but quick. The last two recessions combine some cyclical job loss (mostly in construction) with a substantial permanent job loss in manufacturing, showing both deeper decline and a longer road to recovery.

Do we see similar patterns in other indicators of California's economic activity? While there are several indicators we might look at in a historical context, time series data is available only since 1979. We therefore restrict our analysis to California's current recession and the two most recent recessions.
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Ontario...
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"Mixed-use" is also the theme of the Piemonte development at the old Chevron Center site, just west of the Ontario Mills Mall. A large retail portion is already up and running with the new Target, PetSmart and Best Buy stores. Along with that are apartments running east from Haven Avenue. This leads to further retail at the giant Mabris Brothers complex just west of Milliken.

Needless to say, the crown jewel of all of this development will be the Citizens Business Bank Arena. The minor league Ontario Reign hockey team will begin their season this fall as the premier event at this new venue. A Lake-Sonic game is scheduled for shortly after that. Since the arena is run by the same company that runs the Staples Center in L.A., it is presumed that any number of concerts and shows that appear there will also come out here.

That is the good news. The bad news is that the dark cloud of recession hung over the evening. NAIOP, the National Association of Industrial and Office Properties, conducted a pre-show panel discussion on ways to survive the current downturn. This is where a lot of that whistling that I mentioned earlier was heard. Yes, they agreed that a "conspiration of capital" was causing problems. Personal bankruptcy and lack of consumer confidence were elements to be sure, but so was corporate debt and competition from overseas. Even the media's need to sell bad news was blamed.

Still, India and China were seen as good developments for the Southern California shipping and logistics industries. The deep-water port of Long Beach will need what we have to offer out here. The cheap land, of which we have heard so long about, is another positive element, as is cheap square footage for both warehousing and office space. Times may be hard, but the Ontario marketplace was presented as being in a strong competitive position for the days ahead.

Little was said of politics, state or federal legislation, or prohibitions. There was a comment that the best way to bust through the next year and a half will be if the regulators got out of the way. Details were not forthcoming.

After the panel session, the big sound and light show began. This has been a signature of Ontario's Slate of the City event for several years now. With the usual sound and light show, Mayor Paul Leon appeared on stage to welcome everyone and encourage them to invest in Ontario. He reminded us that many of the projects that were presented as renderings last year, had moved forward and were now under construction.

A booming megawatt HD audio video show followed with the city council and several developers speaking out about the positive mood in the air. This part of the evening continued on page 25.

DON'T MISS THE FUN

4th Annual Spring Fling Fund-raisers for The For You Network whose mission is to help women grow both personally and professionally. For you is a non-profit organization with 20 local connection networks in the Southern California area (Web site: www.4younetwork.org)

April 19th (10:00 a.m. to 4:00 p.m.) at the Kellogg West Conference Center at Cal Poly, 3801 Temple Avenue, Pomona, CA

Join the fun:
• Luncheon included
• 150 Silent Auction Items and over 65 Door Prizes
• Crazy Hat Contest with Prizes for the Funniest, Prettiest and Most Original
• Scavenger Hunt
• Entertainment
• Vendor Booths and Networking

Asking attendees to bring a toiletry item or a baby item that For You will be donating on behalf of all members and guests to a homeless women's shelter.

Get your ticket NOW:$40 for members and $45 for guests. Make check payable to For You Network and mail to Robbie Motter, 27701 Murrieta Road #30, Sun City, CA 92586. NO TICKETS WILL BE SOLD AT THE DOOR.

Tuxedo Junction

Don't miss this months restaurant reviews on pages 36 & 37
UCLA forecast...
UCLA forecast...continued from page 27

In California in the 49th quarter the unemployment rate was 10.400,000 in Q4 2007. Most of these were in Los Angeles and the Bay Area.

From the 3rd quarter to the 4th quarter the Inland Empire, hard hit by the slowdown in container imports, and heavy exposure to sub-prime and option mortgage financing, showed signs of growth. In part, this is due to the fact that employment in the household sector, by residence of the employee and there are a number of Inland Empire residents commuting to Los Angeles so the other factor is job growth from the service sector catching up to the rapid growth in the population (the region grew by 147,000 people from 2005 to 2007). So, a little less than half of the increase in unemployment in California is due to the inland regions, central coast and Orange County where employment is contracting. At this time, the sharp rise in unemployment in California is less a symptom of a state slipping into a recession than a state comprised of many different regional economies. Finally, we should comment on the job loss reported for January. On a seasonally adjusted basis the state lost about 20,000 jobs. This is roughly the amount of jobs lost in the movie industry alone due to the WGA strike. Since the WGA strike was a temporary work stoppage, and is now settled, we do not read too much
UCLA forecast... continued from page 29

Forecast and Conclusions

Our forecast is for a very weak California economy in 2002. The double whammy of construction and financial activities job loss will continue to drag at the economy, keep-

ing overall job growth slightly negative for two more quarters. The unemployment rate will top out at 6.3% by the end of the year, and real income and real taxable sales will both show small losses in the first half of the year.

Yet, we maintain that this very lackluster economy should not be described as a recession. First and foremost, there has never been a California recession without a national recession, and we are not forecasting a national recession. While the continu-

ing loss of mortgage-related employment does fit our con-

ceptual model of a structural shock to the economy (like 1990 and 2001), both the cur-

rent state of the California economy and our forecast fall short of the weakness in previ-

ous historical episodes that we’ve chosen to label reces-

sions. Both statistically and conceptually, today’s economy is something new—stinky, but

new. Based on comparing the current economy to past recessi-

on episodes, we once again conclude that real estate weak-

ness will remain a significant drag on the economy, leaving us treading water in 2008—but not slipping under the waves into recession.

business trends...

continued from page 14

Most salespeople sell the current benefits of what they do. But your customers already know the current benefit you offer. One of the reasons customers leave you for a competitor is that you haven’t currently the future benefit you can bring them. Your goal as a salesperson should be to establish a long-term, problem-solving relationship with customers rather than a short-term transaction. Your most profitable customer is a repeat customer. Therefore, you want customers to see the benefit you can provide them over time, not just in the present. You want to show how the products and services you offer are going to be evolving with their needs. In other words, you want to sell the evolution of your products or services. Unfortunately, most salespeople don’t know their future benefit. Therefore, you need to sit down with your fellow salespeople and create a list of future benefits that you have for your customers. Also, talk to the people developing the products and services and get an idea of where they’re taking them. Realize that you’re more likely to deliver future benefits if you think of them ahead of time. As a side benefit, this kind of work will also help internal communica-

tions within the company.

More Sales in Your Future

Successful salespeople know that in order to stay on top, they need to keep abreast of trends and changes in their industry. Only then can they stand out and be a true solutions provider for their prospects and customers. Therefore, the more you understand and adapt to today’s current business trends, the better your sales will be today and in the future.

For more information, please visit www.BuyBagu.com or call 262-367-0949.
Nearby Resorts & Vacation Spots

Rank by Number of Rooms

<table>
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<th>Resort Address</th>
<th># of Rooms</th>
<th># of Suites</th>
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Tuesday Evenings, 8:30 PM

Challenging your thoughts in relation to business, politics, economic conditions and the general business life of San Bernardino and Riverside counties.

Hosted by
Cliff Cummings and Bill Anthony

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Business Journal • Page 33

"CyberStrategies" internet solutions connection
Red Fusion Media™ wins five ADDY® awards

Red Fusion Media™, the Inland Empire’s leading graphic design firm, was honored at the 2008 American Advertising Federation’s (AAF) ADDY® Award Gala, held at the historic Mission Inn in Riverside. With over 60,000 professional entries in all categories, the advertising industry is represented by 200 American Advertising Federation clubs and 15 districts. The annual awards event was presented by the American Advertising Federation, Inland Empire, in the first level of the three-tier competition, with the second level of the contest, local winners compete against winners from 15 other district competitions. The final tier represents the national level of the ADDY® awards. This year’s local competition received a record 455 entries, making the Inland Empire’s contest the largest competition in the Southern California and Southern Nevada.

Top honors of a Gold ADDY® award were garnered by the firm for the design of its brochure for the San Bernardino County Museum’s new Hall of Geographical Wonders. The brochure was now advance to compete at the regional level. Molly Burgess was named the copywriter for the job, accepted the award. Sharing the honors are project team members Ron Burgess, creative consultant; Jeff Robertson, graphic designer; Fred Amorini, photography; Margaret Rippeloo, production manager, and Crown Interiors.

Also receiving awards in the category of Interactive Media (Website development) were the Inland Empire’s own Red Fusion Media™. The firm has been named a finalist in the Inland Empire’s annual Heart Walk. Soren McAdam Christenson was announced the admittance of Lucia Powell to the partnership overseeing over 20 years of accounting and tax experience. Powell oversees SMC’s accounting services department, specializing in on-site and in-house write-up work, preparation of non-disclosure financial statements, small business reporting, including payroll, sales tax, business property statements, and other business filing requirements.

Red Fusion Media™ is located at the intersection of Archibald and Riverside, just north of Victoria Gardens. The property, which was purchased by a regional developer, is a multi-tenant shopping center anchored by Washington Mutual and Archibald’s Restaurant, which were not part of the sale. The property was built in 2005 and was 100 percent occupied at the time of sale. The buyer, Mabel Jung, was represented by Randy Long of Number One Investment in Los Angeles. The seller, River Arch Retail, representing the seller, was represented by Fryman and Bryant Land. Also of Hanley Development Company in Ontario, the Maritina Development Company has started construction on its Shops at Sycamore Creek, a 15,500-sq.-ft. supermarket/drug-anchored shopping center facing I-15. The 11.45-acre project is nearly 80 percent pre-leased and is expected to be completed in the fall of 2008. Located at the southwestern corner of Indian Trail and I-15, the Shops at Sycamore Creek offers car dealers exceptional freeway visibility and access to traffic. The project architect for The Shops at Sycamore Creek is KKE Architects of Pasadena, while the general contractor is RG Snyder Group of Anaheim Hills. Mark Baziak, Terrion Quinn and Jonathan Quinn of Crabb & Ellis are the leasing agents.

This column provides a review of the latest commercial real estate activity throughout the Inland Empire. It is produced in a joint media effort by the Inland Empire Business Journal and Remax, a leading internet real estate company, and covers real estate covering in the California for nine years. For more commercial real estate information from around California, go to www.rent.com.
The Steakhouse at Agua Caliente is not where I left it. It's been moved to the other hallway, right outside the new hotel lobby and just up from the new swimming pool. In moving it they have enlarged it greatly. The quality and the atmosphere remain as good as I remember it from the last time a couple of years ago.

The little alibi tender skewer. (Kal-ri is tenderloin, marinated in soy and sambal and served with pineapple salsa.) This was followed by lobster bisque with puff pastry and cream fraiche. The bisque was not the same as I am used to. It had a sweeter cream taste. Different, but delightful. Our wine for this course was a Russian River chardonnay, 2006. It was sweet and buttery.

They prepared three entrees for our pleasure. The first was the fresh fish of the day. A light and delicious pan-seared black bass, served with sautéed asparagus. This was followed by a double chop of Colorado lamb, with pearl barley, oven-roasted tomatoes, spinach and baby artichokes, served with caramelized onions and wild mushrooms.

Wine for this course was a Rodeno Pinot noir from Sonoma. Believe it or not, rather than prepare three samples of their desserts, they brought out three full servings of each. First was an amazing créme brulée cheesecake with grilled pineapple crust. This might be illegal in three states. The chocolate mousse cake literally oozed chocolate. The third treat was a complete surprise. It was a Grand Marnier bread pudding. It was as crisp as a piece of cinnamon bun. I had never heard of such a wonderful delight. The only reason I didn't order a Grand Marnier snifter along with it was because out host had chosen a Vin 27 glass to accompany our dessert and coffee.

The facility expanded when it moved. There are size adjustable rooms with or without windows for various party seatings and new handicap accommodations. Still, the general decor is not unlike the "old" Steakhouse that was adjacent to the main casino floor.

The Steakhouse has developed a regular clientele, as I noticed the help has begun to recognize their regulars. And the regulars dress better. When the Steakhouse was back down the hall, people would drift in from the slots and tables in cut-offs, tank tops and sandals. That is appropriate wear for the desert, but the Steakhouse deserved better.

By the way, the regular menu is impressive. It includes a 32-ounce rib eye steak and a surf and turf with 10 oz. filet and 12 oz. Australian lobster tail. Prime chateaubriand for two is carved tableside, as it should be. By the time you read this, the new hotel portion of Agua Caliente will let you enjoy the hospitality of the new hotel.

My expectations are high. I will let you know what happens. In the meantime, a visit to the California's low desert deserves a visit to Agua Caliente's Steakhouse.

Agua Caliente's Steakhouse is located at 32-250 Bob Hope Drive in Rancho Mirage. The reservation number is 769-202-6008. Don't get confused. Their sister casino, The Spa in downtown Palm Springs, has a Steakhouse as well. I haven't eaten there. Yet!

Many years ago I visited this cafe and found the Argentine food served there was goood—but not so great so I did not go back for some time. However, someone told me that it is now under new management and that I should return to see how it changed. I did, and I was not disappointed. Still located in the same spot, this holds a small group of tables, the restaurant appeared to be the same in design and atmosphere. What I discovered, however, the change was in the menu and the quality of the dishes offered.

The new owners are Yoly (also known as Clara) and Roger Bryant, and Yoly's son, Diego. Diego's specialty was the Argentine food that I remember from Peru but owned a restaurant in Argentina. Yoly and her son, Diego, are the chefs and creators of the very tasty foods that are revered in Argentina. Yoly's husband, Roger, is also an active owner and host of Tango Baires Cafe. All three have turned their hard work into an authentic and affordable Argentine cuisine.

Now let's get down to the real details—the food.

We tried the Parrillada which serves two people. It is the Argentine BBQ complete with Angus steak, shrimp, chicken, Argentine sausage, sweetbreads and vegetables. The cost is $29.50 and the dish is delightful. In addition, we also tasted the Empandas which were the best I have ever had—the crust very flaky and moist. Also on my list of favorites was the Argentine-style pizza. If you haven't tasted Argentine pizza, you are missing out on a real treat. There are about 15 toppings to select from, and from what I hear, all are fantastic. Eggs are everywhere in Argentine cuisine—and also at Tango Baires Cafe. Other specialties are Estroana (char-grilled, tender Angus beef skirt steak), Malaese (breaded Angus beef steak), Suprema (fried-breaded chicken breast), and other delicious chicken items. Tango Baires Cafe also offers pasta dishes, salads and cold and hot sandwiches. In fact, there is a deli in the restaurant which customers come to select their take-outs.

There is a motto on their Web site that says, "If you have not eaten Argentine food, you have not lived!" Enjoy life a little better, try Tango Baires Cafe in Upland. The address is 870 East Foothill Boulevard, #2, Upland. Their phone number is (909) 985-6800. Tango Baires Cafe is open for breakfast, lunch and dinner. They are closed on Mondays.
Bestselling 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 USA.

1. "Launching a Leadership Revolution: Mastering the Five Levels of Influence," by Chris Brady and Orrin Woodward (Business Plus. $23.99) 
2. "Consistent Slow Pay and Collection Problems," by Steven D. Lever (HarpersCollins. $25.95) 
3. "Exaggerated Warranty Demand," by Jon Collins (HarpersCollins. $27.95) 
4. "Overly demanding service requirements," by Jim Collins (HarpersCollins. $25.95)
5. "Detail of how to develop leadership skills."
6. "Winners Never Quit: Everyday Values We Learned as Children That May Have Forgotten."
7. "Overly demanding service requirements."
8. "Consistent slow pay and collection problems."
10. "Overly demanding service requirements."

Former Fed Reserve Chairman tells all...more or less.

"Freerankonomics: A Rogue Economist Explores the Hidden Side of Everything," by Steven D. Lever (HarpersCollins. $25.95) 
Why you shouldn't accept the official version of anything.

"The Long Tail: Why the Future of Business is Selling Less of More," by Chris Anderson (Hyperion. $24.95) 
Why products sold by Internet generate nearly endless sales.

"To Great," by Jim Collins (HarpersCollins. $27.95) 
Step by step, climbing the steps from a good organization to a great one.

"The Black Swan: The Impact of the Highly Improbable," by Nassim Nicholas Taleb (Random House. $19.95)
Why being the rule is still the only way to win.

"Women and Money: Owning the Power to Control Your Destiny," by Suze Orman (Random House. $24.95) 
Why being the rule is still the only way to win.

"The Dip: A Little Book That Teaches You When to Quit (and When to Stick to It)," by Alan Grossman and Hugh Macleod [Illustrator] (Penguin Group - USA...$12.95)

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THE LOMA LINDA COMMUNITY CHAMBER OF COMMERCE (LCC)  is pleased to announce our first ever Chamber Business Showcase event on April 23, 2008. This event will be an opportunity for local businesses to promote themselves and their services to the residents and visitors of the Loma Linda community.

City of Indio’s Queen Scheherazade Desiree Porras, Dynazade Courtney Lee, and Princess Jasmine Rita Sandoval, where guest speakers at the Mayor’s Breakfast. Indio Mayor is pictured on the right.

On Sat., April 12 beginning at 9:00 am, the honorary procession including the Fontana High School Band, cheerleaders, dignitaries, coaches and athletes will follow the torch carrier for the Special Olympics across the fields at the Fontana High School Stadium, 9431 citrus Avenue. The free event is an “area game” where hundreds of athletes within the Western San Bernardino Area Games compete by age in a variety of sporting events including aquatics, athletics, basketball, boce, golf, gymnastics, and tennis.

The 50th Anniversary of National Library Week is April 13-19, 2008. How fitting that while patrons across the nation enjoy various festivities to honor this anniversary, the residents of Fontana will commemorate the week with both a premier Mayor’s Gala event and the opening of the new 93,000-square-foot regional Lewis Library and Technology Center.

The Loma Linda Chamber of Commerce will host the Business Expo 2008 on Wednesday, April 9, 10:00 AM – 2:00 PM at the Loma Linda Plaza. Don’t miss this outstanding opportunity to reach the Loma Linda community with your product or message. Showcase your business, service or organization to the community.

The 2007 Lake Elsinore Education Summit was held last month. Students were able to explore career fields as they toured the concourse at the Storm Stadium.

Pomona Mayor Norma Torres addressed over 300 community leaders at the State of the City Address. Her theme was “Bringing it all together.” Attendees were treated to a video and address showing many pieces of Pomona coming together.

The Loma Linda Community Chamber of Commerce
20535 California Avenue
Loma Linda, CA 92354
909-374-2600
www.lomalindachamber.com

Palm Springs’ Mayor Steve Pouget with Palm Springs’ Chamber President Roman Whitaker during the State of the City Luncheon.
Sonora, California:
Gold Rush town is chock-full of shops, antiques and activities

By Cary Ordway

If stories of Donner Pass and snowy blizzards in the Sierra Nevada are keeping you at lower elevations during the winter months, try venturing just a little ways into the Sierra foothills for a rewarding stay in one of the charming historic towns along scenic Highway 49.

The hills and vegetation in this part of California offer great relief from the monotony of the San Juaquin Valley just a few miles to the west. The country roads are crooked, all right – and Highway 49 probably is the worst offender here – but the trees, streams, meadows and frequent vistas are a treat for anyone who loves to travel scenic byways.

The town of Sonora was our recent choice for a base of operations in this gorgeous countryside. Perhaps the most scenic town in the area, Sonora has a long main street of western storefronts with plenty of nearby historic homes, not to mention a couple of spectacular church steeples that make it great for taking pictures. Sonora is chock-full of antique shops, as well as small, but interesting shops and restaurants.

Sonora’s a good place to get a real dose of California history and will be much more interesting for your kids than textbooks. This is a land where the Old West was made up of miners, ranchers and loggers and where families on the frontier lived out primitive lives you see depicted in Hollywood westerns. Gold was discovered near Jamestown in July 1848 and, if you can imagine, there were as many as 20,000 residents living in this part of the state back when town populations were more often counted in triple digits.

We had planned to settle in at the Inns of Sonora, which offer nicely furnished motor lodge-style rooms that are just footsteps from the downtown restaurants and shops. We arrived just after dark following a scenic – but long – drive along Highway 49 over from Oakhurst, south of Sonora. This is a rewarding drive if you have lots of time and you don’t mind hairpin curves in sections where you drive down a mountain and then back up another mountain. For those with less time, an easier way to reach Sonora is to drive the 99 freeway up (or down) the San Joaquin Valley to Modesto and then east to Sonora via Highways 108 and 49.

First order of business was to walk a half a block over to the Outlaws BarBQ and Steakhouse, a fun place with its big, authentic western bar and a cheerful proprietor – Paul Kennedy – who, in fact, looked like he was one of the James Gang. Friendly staff and out-of-this-world barbecue ribs made this a good choice for dinner.

After a cozy night at Inns of Sonora – with plenty of time spent in our in-room Jacuzzi – we dropped in for a big, tasty yet inexpensive country breakfast at Miner’s Restaurant, also downtown. Then it was off to Railtown 1897 or what they call “The Movie Railroad.” It’s located in nearby Jamestown and is a fascinating stop for anyone who has enjoyed Western movies with those loud and powerful steam trains. If you saw a movie with an old-time steam train, chances are the engine and cars came from Railtown 1897, where there is a wall of movie posters illustrating just how many movies featured the trains kept here at this facility. The facility actually is the former Sierra Railway shops and headquarters.

Historic trains and steam engines are on tracks throughout the property and visitors can take their time following sidewalk trails to various parts of the facility. You can walk right up and look inside the roundhouse where several engines were under repair during our winter-time visit. Just a few talented mechanics are charged with this responsibility and seeing all of this up-close makes you appreciate just how challenging it must be to keep all of this old equipment operating properly.

There are plenty of movie stars at Railtown 1897. For example, Locomotive No. 3 has appeared in nearly 50 motion pictures and more than 20 television series, and is still used in the movies today. Most recent use includes the movies “Back to the Future III,” “Unforgiven” and “Bad Girls.” Many of the passenger coaches and cabooses you see also were used in various films.

Just as an aside, Railtown 1897 is operated by the state along with the California State Railroad Museum in Sacramento, one of the country’s best railroad museums. That 100,000-square-foot museum features many actual railcars as well as various real locomotives. A train station replica allows you to see what a 19th Century station was like and, in spring and summer months, the museum offers steam train rides.

Back in Sonora and surrounding Tuolumne County, California history is never far away. We visited nearby Columbia State Historic Park, a theme-park like reconstruction of a real California gold rush town. This is like the historic parks you hear about on the East Coast where people dress in period costumes to take you back to earlier days. Gold was discovered in 1850 in Columbia, and the town quickly grew into a

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