INLAND EMPIRE
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Ontario's Mayor Gary Ovitt presents IAPMO President Bob Courtner with a plaque, congratulating IAPMO on its move to the Inland Empire.

IAPMO's headquarters are now located in this completely renovated 48,000-square-foot building.

Photography by Chris Rhodes and Jeff Ortiz.

Image composite by Korey Nagel.

The IAPMO Group Moves Forward: Inland Empire Site of New World Headquarters

by Colleen Salomon

Before a crowd filled with prominent personalities from the plumbing industry, construction industry and governmental inspection agencies, The IAPMO Group celebrated the dedication of its new World Headquarters and Ron Ridenour Training Center on March 7, 2003.

At the event, IAPMO President Bob Courtner explained that, due to the phenomenal growth of the organization over the last few years, a new facility had become an absolute necessity. In its current position as an international organization responsible for updating and promulgating the Uniform Plumbing Code (UPC) and the Uniform Mechanical Code (UMC), IAPMO has power housed tremendous growth by winning new

continued on page 32

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Cal Poly Pomona President Bob H. Suzuki Speaks on His Retirement, the Past and the Future

by Georgine Loveland

When Bob H. Suzuki departs Cal Poly Pomona at the end of the day on July 31, 2003, he will leave a legacy of promoting multicultural/international education and the importance of and the need for tolerance and understanding in daily life on campus and

continued on page 13

Special Sections

New Businesses page 49 to 51
Calendar page 52

Russia Redux

Reprinted with permission from Payden & Rygel's January 2003 issue of the Quarterly Review.

Russia has undergone a decade of dramatic and tumultuous change since the dissolution of the Soviet Union in the early 1990s. A recent trip to Russia reinforced our appreciation of the extent of Russia's trans-continued on page 14
This Month in the Inland Empire Business Journal!

UCR Sociologist Warns That Poverty’s Impact Grows

Children’s Forest Scholarship Funding and Programs for Youth

This issue of the journal reminds me of springtime in many ways. There is a lot of light and a lot of color, but underlying the beauty and newness of home new residential developments and conservation programs, there are those areas always harrying in the shadows and conditions we seek to remedy, change or avoid altogether. We welcome the seasons. We also endeavor to keep ourselves informed and aware, as we move into the sunlight and invite more joy into our busy lives!

God Bless...editor
Every Word Counts: Business Communications That Work for Your Company in the Courtroom

By Patricia S. Eyres

Evidence from business records generated over years and even decades is vital in civil lawsuits. In fact, damage awards have soared in recent years, some due to excessive damage awards in business communications, gaps in documentation, inflammatory e-mails, or charges of evidence tampering.

Many, many managers who attended management seminars, over-worked and burnout-on the job.

They tell me that they never have enough time to think about important things done. Yet, many of their team members are managers and supervisors with whom they do not have the time to talk about what they are doing. As a result, they are not being informed of what is happening in the company.

To document that management and other business communications created in one memo as staff engineer wrote nearly civil litigation. In fact, damage was inflicted largely on an internal memo a staff engineer wrote nearly two decades earlier. Similarly, in lawsuits against large insurers and small service providers, old marketing memos were pivotal evidence.

Inflammatory e-mail messages haunted Microsoft in its antitrust trial, and offensive e-mail plagued employers in costly harassment lawsuits. These are just a few examples of business communications that have been used in court.

Many managers today are unsure of the legal pitfalls inherent in generating written communications and business records. The fact is that during a trial, the courts may examine everything from informal memos to property appraisals to marketing plans. In fact, all of which may be used against the company. Unfortunately, those managers who are informed of the legal issues often feel pressured to either document information, avoid writing communications completely, or using inflammatory language due to fear of lawsuits.

How Courts Use Business Records and Documentation During Litigation

Documentations are a record of an event, a communication by one or more individuals. Most organizations rely on documentation to record important activities of those employees. Any written information that is informally generated, can be considered documentary evidence if it is pertinent to a legal action, a regulatory pro- cedure, or a misconduct investigation. Written documents can include handwritten notes, e-mails, memos, and those even newer actually printed.

Many lawsuits ultimately revolve around communications questions about a business organization:

- What did the company know?
- When did it know?
- What did it do?

Often, written business records can answer each of these questions. In fact, the evidence of the activities that took place, the company's position may be significantly affected. That's why unambiguous, complete, accurate documentation is often invaluable when used in the courtroom or as judicial pro- cedings. Additionally, complete records, used as an adjunct to accurate testimony, are important in enhancing a witness's credibility.

Primarily, courts use written busi- ness records in the following context:

- To tell the story of what occurred in the underlying activities. Business records can reconstruct actual events and aid in establishing the company's good faith, objective actions, and appropriate business activities. Often, the law- sayer's subject matter can span years. When there are no documents to establish the basis for the company's past actions, business- men have a difficult time rebutting what happened and supporting their claims.
- To document that management made decisions objectively, consis- tently, and in accordance with all company policies, management.
- To refresh a witness's memory or to provide a witness who gives inconsistent testimony.
- To reconstruct past events, such as opinions and decisions about safety or sales practices contacting.
- To establish knowledge, notice, or intent of the company or a particu- lar individual at a relevant time, to swear to which action, a regulatory pro- cedure, or a misconduct investigation. Written documents can include handwritten notes, e-mails, memos, and those even newer actually printed.

4. Know what you're writing about.

When writing about activities or events, stay within your personal knowledge—time, place, persons, facts, and data. Don't speculate or guess at the meaning of any aspect of a business transaction with which you are not personally familiar.

Avoid legal conclusions.

Don't use legal terms in a non-legal sense. For example, "He was neg- ligent because he didn't read his e-mail," uses a legal term (negligence) in a non-legal sense. If you are writing or testifying, you must be pro- fessional or otherwise bad business not to read an e-mail, it isn't "negligence," which is defined in the law. To exercise due care and skill necessary to avoid foreseeable risk to a person or property.

Other terms to avoid include "defec- tive," "misleading," or "misleading." When describing in what manner and to what extent the expert and the job responsi- bility to reach those conclusions.

5. Eliminate all inflammatory, offensive, or otherwise inappropriate language.

Minimize the use of labels, such as "saboteur," "at fault," "fraudulent en- terprise," without a description of the underly- ing factual basis for the evaluat- ion of the facts. For example, in the field of what terms describing people, as those terms may be misleading to a layper- son serving as a juror.

6. Define or clarify technical terms involving your work, including specialized industry terms.

Avoid slang or shortcuts in termi- nology. Many managers use a tech- nical jargon by defining the term's meaning in its technical context. Make sure your communications are consistent with the intended recipi- ent's knowledge so that you can de- fend against a claim that the recipient did not understand the cause of the re- quested action. Describe all actions and conclusions objectively, and be honest in assessing the importance of things done. Yet, many of their team members are managers and supervisors with whom they do not have the time to talk about what they are doing. As a result, they are not being informed of what is happening in the company.

What did this for me was give me more confidence, because knew that he believed in me. What I also learned that he used the exact same technique with other departments for which he was responsible. The result in my area was an astonish- ing 76 percent increase in people participating in training in the first six months.

Give your people the reins and they'll manage the train! What I learned didn't do my manager what wasn't an expert in every area he managed. He knew how to hire the right people, how to direct task controls, and how to keep people on track.

Things You Should NOT Delegate

Don't delegate crises. Crisis is the higher range of responsibility. There's no way of knowing where does decision-making skills really come into play. Your team members are already used to giving you the reins, so when crisis hits, they'll stamp you if there's no one watching you for your direction. You and your team together will handle any crisis like a well-oiled machine.

Don't delegate tasks just because they're unpleasant. That you should do all the crummy jobs yourself, but you shouldn't keep all the good jobs for yourselves ei- ther. Your team needs to know that they are valued and have done it all. Re- member, however, to focus on the things that only you can do.

You do delegate a direct assign- ment that your boss has given to you. The boss gave this task to be done. Minimize misunderstandings by assigning support that I might need, and then be set me loose to do my job and make the training department a success. This is why step 1 is so important. This should set you on a com- fortable path with delegating. You'll find even as a great delegator, you'll be still busy each day. How- ever, you'll be focusing on a different level of tasks. You'll be developing the skills and self-reliance of those who work for you, and clearing a path for the future for yourselves.

Marla Benson has conducted more of the courses in the United States and Canada. She has authored "Showcase to Creating and Maintaining Organizational Credibility," "Credibility: A Business Value: Assurance of the Beliefs," and "Credibility: The Value of Belief" at http://www.marlabenson.com/. To get more information about bringing Ma- ra to speak at your next event, order her book, offer future topic sug- gestions, or get more information on Marla's speaking schedule, contact her at Marla@Marlabenson.com.
It's Good to Be King

Excerpted from “Synergizing Your Business — 3 garments and One Shoulder Tides to Power Up Your Business”
by Chris Alexander

The air implied with tension. He stood at his level of the city's center, behind the mirror, and just told this brilliant business ge...
Ten years ago you didn’t have the computer you have today. Actually, you probably didn’t have the car you have today. The same is true for the commercial middle East, today.

A decade ago you may have run a computer with a 286 chip. Apple users had MAC’s running system 6 and had to carry a small external hard drive. You may have had a cordless phone in the house, but it was big and bulky and had to sit on a bedside table. It probably didn’t have a screen and it certainly didn’t have a digital voice recognition system.

Today, the body of the computer is as small as a personal digital assistant and it has more computing power than the fastest mainframes of the 1990s. You can have a cell phone that is equipped with an actual cellular network to communicate with travelers in the next generation. Each of these advancements is already in your home.

The basic computer of today has gigabytes of memory and can process data much faster than most of its predecessors. Cordless home phones are replacing land lines. Smart phones are replacing old cell phones, one of whose functions is the color camera that is attached to the phone to let people see what you are seeing a distance in “real” time.

Military applications should be obvious. Those little cameras can be attached to a helmet. Larger versions are on surveillance planes that allow for real-time targeting of targets instead of waiting a day or two for photos to be developed and analyzed as the ships and Air Force hit the ground years ago.

To mention the fact that the old definition of what technology is or what technology can do is dead. Anyone with a cell phone can make contact with someone in any country, abroad or even in space. There is a whole new industry that can be developed around the new technical capabilities of computer communications and flat screen dual processor computers are as much a part of households as the old punch cards.

The ability to do business and communicate with others is increasing at an exponential rate. The future of each of us is already in the mind of others.

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The ability to do business and communicate with others is increasing at an exponential rate. The future of each of us is already in the mind of others.
Generating Publicity For Your Business: Knowing Your "Media Market" Is Critical

by Todd Brubender

When starting a successful business venture or launching a new product, most entrepreneurs or business owners conduct some type of marketing research to determine the extent of their prospective customer base. And when getting the word out to that customer base, many entrepreneurs turn to the media to help generate a buzz for them. However, as detailed as their marketing research might have been, very few business owners are as meticulous at determining their proper "media market"—that is, all those media outlets whose editorial profiles are a match to a product/business profile and would be appropriate for generating media exposure and publicity. One of my favorite things to do is educate my clients about the "media market." Consider this, in North America there are more than 75,000 media outlets—7,000 newspapers, 10,000 magazines, 100,000 reporters, editors and producers in the entire media market. However, only a few out of this total can be described as appropriate and applicable to your business/product. And which ones? Unfortunately, too many well-intentioned entrepreneurs are either uninformed or misinformed regarding what it takes to attract media attention for their business. I recently surveyed 100 business owners and entrepreneurs who contacted my business about a publicity/media exposure campaign. Here’s what I found:

11%—"Are Admittedly Media Market Clueless"

19%—"Have Unrealistic Media Market Perceptions"

29%—"Think Local and Large Are the Only Media Guidelines"

41%—"Have a Good Grasp on Their Potential Media Market and Its Benefits"

Here are the descriptions of these categories and the lessons I try to teach those who fall into each category:

11%—"Are Admittedly Media Market Clueless"

These are the business owners who know their product and market inside and out, but they have never thought about launching a publicity/media exposure campaign before. They know very little about their potential market and really have no concept of how to generate publicity thereafter.

The Lesson: For these types of business owners I recommend asking for help from well-versed PR agency or publicity specialist who is willing to "hand-hold" to get the client educated. Research to find one that doesn’t mind spending the time to educate you about what should be included in your media market and the pitch. Make sure the agency or publicity understands the product/business you do and can in turn educate you about your media market—one that will be able to benefit your business for years to come.

19%—"Have Unrealistic Media Perceptions"

Making it in the business world are those who are CONVINCED that EVERY newspaper, consumer interest magazine, trade magazine, radio show, or TV talk show will cover a feature on their new products when they launch a publicity campaign.

The Lesson: No product or business, no matter how big or small can be assured media coverage in every outlet in a media market. But your overall strategy as a good number of them gives the right media tending. Every pitch will be weighed against their editorial lead, its available editorial space, and availability of an editorial staff member to cover your pitch. It is totally up to the discretion of each media outlet as to whether your product or business makes it to the pages or on air. It can be an uphill battle if you target the wrong medium with the wrong message. But you can greatly increase the chances generating those media placement with a little expertise and media market knowledge.

29%—"Think Local and Large Media Are the Only Media"

These are the ones who think of their media market as one that is simple terms: LOCAL and LARGE.

LOCAL, as you might imagine, means the media outlets in your city or surrounding geographic region—the local newspaper, a regional business magazine or two, a few shows at local radio/TV stations.

LARGE, on the other hand, are media outlets like The Wall Street Journal, Newsweek, "Good Morning America," or your other favorite large circulation, trade/media outlet.

The Lesson: The reality is local and large are indeed media market and the pitch. Make sure the agency or publicity understands the product/business you do and can in turn educate you about your media market—one that will be able to benefit your business for years to come.

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FACES IN BUSINESS

Givenchy Resort
Names Spa Director

Ursula Longo has returned as the director of the Givenchy Spa at the Givenchy Resort in Palm Springs. She was previously with the resort when it was under the ownership of Mer Griffin. A majority of the massage therapists, estheticians and support staff personnel have returned as well.

I am so happy to have the opportunity to be back in such a lovely setting," explained Ursula. "And, because everyone here has already had the advantage of the specialized training required by Givenchy, we were able to re-open easily and are enjoying serving our familiar guests and clients."

Ursula Longo, Spa Director

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Important Moments in Russia’s Transformation

March 1985
Glass tax reform proposed by new Communist party leader Mikhail Gorbachev, leading to perestroika.

June-August 1991
Russia becomes one of 15 independent former Soviet republics. Boris Yeltsin elected Russia’s first president.

1992-94
Yeltsin government launches radical market-oriented reforms. Large-scale privatization transfers 70% of industrial enterprises to private ownership.

Late 1994
Russia crashes down on exchange of Chechens after separation, sagging a power-sharing treaty in favor of secession.

July 1996
Yeltsin’s reelection is financed largely by oligarchs (business tycoons).

November 1997
Robust currency; under intense pressure after attacks on Soviet currencies and Russia government corruption scandals.

August 1998
Russia derails noose; defaults on domestic debt and impose capital controls. Cabinet dissolved; political turmoil ensues.

March 2000
Vladimir Putin (Yeltsin’s designated heir) elected president.

2000-2002
Major economic indicators improve dramatically, aided by political stability, economic reform and high oil prices.

New Rules for Broker Research Fail to Resolve Conflicts of Interest

Weiss Ratings Recommends Stronger Measures to Protect Investors

Weiss Ratings Inc.

Newly proposed rules governing broker research and research sell should adequately resolve conflicts of interest that have plagued investors; but much more needs to be done.

1. Create a comprehensive stock research database that is widely available to the public, enabling investors to compare the ratings and historical track records of research analysts and their firms.

2. Require firms to update their stock research on a weekly basis (or even daily), ensuring that investors can follow the developments of a stock and make informed decisions regarding their holdings. This will help investors be aware of any changes in the market and make prudent investment decisions.

3. The research should be independent of any company-sponsored research and should be based solely on objective data and analysis. This will help investors make informed decisions regarding their investments.

4. Require firms to establish a separate research department, which will be responsible for conducting independent research and providing objective recommendations to investors.

5. Require firms to disclose any conflicts of interest to investors and to clearly state which recommendations are based on company-sponsored research and which are independent.

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Every Word Counts...

continued from page 4

for brokers who sell research. These recommendations often reflect the interests of the research firm rather than those of the investor. By providing independent research, Weiss Ratings aims to help investors make informed decisions regarding their investments.

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Weiss Ratings Inc.

1-562-592-9210

Contact Teddy

"Helping people create a better future"
CLOSE-UP

Terri White Is I Care Shelter Home’s “Guiding Light”

by Georgie Loveland

Terri White is the residential program director of the "I Care Shelter Home," a homeless program and shelter for abused women and children, parolees, and drug and alcohol addicted women who have no other place to go in Riverside County.

"Welcome to Camp Paradise," she remarked to a recent visitor from the Island Empire Business Journal. Sitting in her crowded office, surrounded by stacks of papers and piles of donated goods of all kinds, White fields one emergency after another—the phone and walking through the door. From mothers who are terrified of their husbands or significant others and cannot go home, to a woman who has literally been thrown away with her child and abandoned on the street in Pomona by a man she trusted, White has heard it all and is there for them.

She knows the system inside and out—which will work for whom; what agencies to call, which programs are available for any given individual's situation. White reminds one of a big, tough, tattooed guard angel who truly cares. She understands that she has been in an abusive relationship herself and has been bitternesly, losing everything she owned and had worked for years to accomplish as an executive in the construction industry.

The mother of four, she found herself without a home, money or help from public assistance. She recovered from all the obstacles through sheer will, intelligence and love for her children, and subsequently devoted her life to helping others who have found themselves in the same circumstances.

"The repo man was at the door. Two kids were in college, one at home, and I was pregnant. You see it all and you learn," she has been there; the experience changed her forever, and she can spot a phony in a nanosecond...on the phone. White doesn't have to see someone to have an accurate take on who they are dealing with, or where the money has interlaced with a razor sharp edge. She knows no one merits no patience.

"I have no patience. I have no second chances. I have no questions. I don't want to hear excuses.\n
"I don't want it. Someone just have to be in and out.\n
"I have no room.

"I don't have a room.\n
"I can't get in.\n
"I can't get in..."

She exclaimed in her Georgia drawl.

Time is something White has very little of. The need is so great, and the problems the women who have found a safe haven at Care so overwhelming, that without a knowledgeable, empathetic and experienced guide, they would never make it. The temptations are sometimes too great for those living at the shelter and attending the required drug and alcohol abuse programs. A few empty grocery carts stand at the ready, a stark reminder of what can happen to those who "don't want to get honest, and complete an honest program." There are three cardinal rules: No Drugs; No Alcohol; No Violence. Break one and you're out...for good.

"Sometimes, people stick their noses into other people's business," White said. "You have to work your program and set the rules. Deep-rooted baggage does not heal in a week. We have a mental health base, with structure and rules and guidelines."

There is a two-week emergency intake period—a make or break time. Evaluations are held bi-weekly. This approach separates the hacks, cheats, and freeloaders from those who really want to change.

"At this point, a call came in from the husband of a woman with a severe drug problem and White knew her and refused to take her in. If I can guarantee you that she won't pass a pass test, then I'll tell you the next man.

"I don't want to get honest. Oh, the stories."

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### Meeting Facilities

#### Palm Springs Convention Center
- **Address:** 100 N. Etiwanda Ave.
- **Phone:** 760-323-2811
- **Fax:** 760-323-3106
- **Size:** 15,000 sq. ft.
- **Seating Capacity:** 4,000
- **Total Square Feet:** 124,000

#### Palm Springs Resort & Spas
- **Address:** 700 S. Palm Canyon Dr.
- **Phone:** 760-323-6000
- **Fax:** 760-323-6100
- **Size:** 12,000 sq. ft.
- **Seating Capacity:** 2,000
- **Total Square Feet:** 114,000

### Hotel Overview

#### Inn Suites Los Angeles
- **Address:** 5200 Wilshire Blvd.
- **Phone:** 310-471-2800
- **Fax:** 310-471-2888
- **Size:** 14,000 sq. ft.
- **Seating Capacity:** 1,600
- **Total Square Feet:** 114,000

#### The Westin Mission Hills Golf Resort & Spa
- **Address:** 7233 E. Indian Wells Blvd.
- **Phone:** 760-340-2800
- **Fax:** 760-340-2828
- **Size:** 14,000 sq. ft.
- **Seating Capacity:** 1,800
- **Total Square Feet:** 114,000

#### Palm Springs Convention Center
- **Address:** 100 N. Etiwanda Ave.
- **Phone:** 760-323-2811
- **Fax:** 760-323-3106
- **Size:** 15,000 sq. ft.
- **Seating Capacity:** 4,000
- **Total Square Feet:** 124,000

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EMPLOYER'S PAGE

Businesses Today Are More likely to be Sued by an Employee Than Any Other Person or Entity

Is Your Company Properly Protected?

by Marc Bishara

The nature of the relationship between employer and employee is changing. In simpler times, a handshake and goodwill seemed sufficient to ensure that the relationship was sound and stable. However, in a new era of increased regulation and cutting-edge litigation, the relationship has become more adversarial and complex.

What is Employment Practices Liability Insurance?

EPLI is insurance protection against lawsuits that may arise out of the employer-employee relationship. In addition to PAs (1. Why has EPLI become such a popular topic?)

EPLI is insurance protection against lawsuits that may arise out of the employer-employee relationship. In addition to PAs, EPLI is highly available. The trigger for coverage in most instances is the alleged harassment, discrimination, or termination.

These are some coverages to look for in any policy you consider purchasing:

- Prior Acts
- Judgment
- Front Line Pay
- Appeal
- Pre and Post Judgment Interest
- Front Line Pay Discharge
- Punitive Damages
- Class Action Suits

4. Who is covered by an EPLI policy?

The better policies cover the following:
- the business entity itself
- the directors and officers of the business
- current and former employees

5. What does purchasing Employment Practices Liability policy entail and what is the cost?

Today, EPLI coverage has become more affordable. It is estimated that more than $7000 insurance companies offer some form of policy. EPLI is typically some form of policy in conjunction with another coverage such as Professional Liability or Directors and Officers Liability.

Half of U.S. Companies Did Not Make Revenue Targets for 2002... (continued from page 21)

decline one year ago. That pessimism carries over to expectations for their company's performance in 2003. Of those responding, 27 percent of companies have lower expectations for the same year and 37 percent are trying to maintain the same projections as last year, while 36 percent are trying to maintain the same projections as last year, while 36 percent anticipate a higher rate of performance.

Most executives are making changes within their organizations to address the current economic climate, including reviewing budget forecasts (68 percent) and business plans (62 percent), reinvesting portions of responsibilities (58 percent), scaling back travel expenditures (46 percent) and scaling back planned expenses of business units or activities (26 percent).

Many companies also anticipate changes that directly affect staffing, including firing freezes (56 percent) and job eliminations (34 percent), hiring freezes (31 percent) and scaling back training and development expenditures (26 percent). However, few companies
Protecting Your Company's Internet Identity

By Gregory J. Marcot, Esq., Kring & Chang, LLP

What is in a name? How about a domain name? A domain name or trademark could be your company's most valuable asset. Unlawful and unfair competition are the last bastion of defense against infringement and theft. If you are the owner of a business, it is imperative to protect the name you use and the domain name associated with it. Often, when it is permissible to use the name of a celebrity, a well-known business or organization, or popular brand as part of a domain name, without obtaining consent.

The Internet Corporation for Assigned Names and Numbers ("ICANN") is a non-profit, private sector, technical, academic, and user-based organization recognized as the global consensus on the technical management of the Internet's domain name system. Thus, the World Intellectual Property Organization ("WIPO") has developed an ICA ("ICTA") to enforce the rules.

The effectiveness of a domain name in bad faith is commonly known as the damages caused by the domain name in bad faith. Paragraph 4(b) of the Policy breaks down this element further relating to the use of the domain name primarily for the purpose of selling, renting, or otherwise transferring the domain name registration to a third party for financial gain.

The second prong of the test analyzes whether the Respondent registered or acquired the trademark from which the Complainant's trademark is derived. This concept of using the trademark from registration to gain financial gain is often referred to as "taking advantage of the Complainant's reputation and goodwill in the trademark." The Complainant should prove that it has the trademark and that the Respondent has acquired it in order to cause confusion with Complainant's mark and whether that mark is equally well-known.

The third prong of the test analyzes whether the Respondent had knowledge of Complainant's trademark. The Respondent must know that this use of the domain name is the trade name in bad faith.

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Self-described "confirmed inarticulate optimist," he strode ahead into life and earned a B.S. in civil engineering from the University of California, Berkeley and worked as a research engineer for Boeing in Seattle. He returned to graduate school at the California Institute of Technology in Pasadena, where he received his doctorate and began teaching undergraduate and graduate courses in aerospace engineering at the Department of Aerospace Engineering at the University of Southern California.

This was the 1967 "free time" when civil rights became a major issue in the nation and he became deeply involved. Suzuki was one of the leaders of the nationwide campaign that led to the Congressional repeal of the Emergency Civil Dispositions Act and chaired the National Education Commission on the Japanese American Citizens League (JACL) and was responsible for initiating affirmation action programs. He also served as chair of the Equal Opportunity Program Advisory Committee at Pasadena City College, and vice chair of the Community Advisory Committee of the Community Advisory Committee of the Pasadena Unified School District. Suzuki was also involved in the Social Science Program at the University of Massachusetts in Amherst.

In 1981, he returned to academic administration and assumed the position of dean of graduate studies and research at Cal State, Long Beach. He then became vice president for academic affairs at Cal State, Northridge, overseeing an annual budget of more than $100 million. In 1981, Suzuki became the fourth president of Cal Poly Pomona, and while the years have had their difficulties, such as the recession at that time, which necessitated a layoff of 130 people ("not exactly a nuclear booster") coupled with serious debates regarding initiating a merit pay system, there have been glowing successes. One of the projects the president is most proud of is the more than $250 million in ongoing construction projects led by L.A. and T.E. Innovation Valley, a high-tech park funded through public-private partnerships, that is the site in which he worked to become the nation's largest blood processing center and anchor tenant on the site.

Shoichiro Suzuki was the first of three children and brought with him a wealth of international experience, the sociological and cultural foundations of education, and American studies. To help his students fully comprehend the minority experience in America, Suzuki used the example of both American Muslims who suffered through rejection in their new country over ensuring an annual budget of more than $100 million. In 1981, he returned to academic administration and assumed the position of dean of graduate studies and research at Cal State, Long Beach. He then became vice president for academic affairs at Cal State, Northridge, overseeing an annual budget of more than $100 million. In 1981, Suzuki became the fourth president of Cal Poly Pomona, and while the years have had their difficulties, such as the recession at that time, which necessitated a layoff of 130 people ("not exactly a nuclear booster") coupled with serious debates regarding initiating a merit pay system, there have been glowing successes. One of the projects the president is most proud of is the more than $250 million in ongoing construction projects led by L.A. and T.E. Innovation Valley, a high-tech park funded through public-private partnerships, that is the site in which he worked to become the nation's largest blood processing center and anchor tenant on the site.

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Children Who Stutter: What Parents Can Do

A new survey by the Stuttering Foundation of America shows that as many as three million Americans are affected by stuttering. The survey also shows that many adults lack the necessary knowledge of this complex speech disorder to aid their children when they are suffering from a stuttering problem.

The survey results indicate that it is more important than ever for us to focus our efforts on educating parents of young children about stuttering, said Janie Fraser, president of the Stuttering Foundation, a 36-year-old nonprofit organization dedicated to the prevention and treatment of stuttering. "With early detection and intervention, stuttering in young children can almost always be overcome," Fraser said. "It is crucial that parents become informed.

Of the 1,000 adults surveyed, 90 percent said they would tell a child who stuttered to "slow down and relax," another 33 percent said they would correct the child or finish their sentence. Research shows that both of these common reactions may actually aggravate the problem by frustrating the child and that patient, attentive listening is the most critical tool.

"Parents should realize that the way they react to stuttering plays an important role in the child's speech development," said Lisa Scott, an assistant professor of speech pathology at the Florida State University. "If a child senses frustration and impatience when he or she speaks, his concerns about taking his time may increase.

For many young children, positive attitudes and reactions of parents and other family members are an effective way to encourage normal speech. Below is a list of tips for parents who are dealing with a stuttering child.

- Remain calm if you hear your child stutter.
- Give the child your attention and listen carefully, allowing him to complete his sentence without interruption.
- Talk in a slow, relaxed way yourself, and you will be more effective than any criticism or advice to try it again slowly.
- Use your facial expressions and other body language to convey that you are listening to what your child says, not how he says it. This will build confidence and likely increase fluency.
- Reduce the number of questions you ask your child.
- Set aside a few minutes at a regular time each day when you give your undivided attention to your child.
- Help all members of the family learn to take turns talking and listening.
- Narate the way you interact with your child.
- Above all, convey that you accept your child as he is.

A more positive note of the survey showed that 84 percent of those surveyed would seek professional help if stuttering lasts longer than six months, or if it seems fairly severe or worsens, an evaluation by a speech-language therapist is recommended. The success rate is very high when children begin therapy between the ages of two and five years old.

In the past, experts incorrectly believed that paying attention to a child's stuttering would exacerbate the situation. It was even feared that offering the child therapy "would arouse the child's awareness and cause more stuttering," said Shuh Yuen, speech-language pathologist and researcher at the University of Illinois at Chicago, Urbana and Tel-Aviv University.

However, research by Yuen published in the April issue of the Journal of Speech, Language and Hearing Research reveals that all children may be aware of the differences between fluent speech and stuttering as early as three, and that they often display a social preference for fluent-speaking children by the time they are four years old.

"These findings should provide support shift from a 'hands-off' approach to more direct therapy techniques, and even more with school-age children," added Edward G. Coute, Ph.D., of Vanderbilt University.

"Any time parents are concerned about a child's fluency," notes Jane Fraser, "they should educate themselves about the disorder and the many ways they can work to prevent stuttering from becoming a chronic problem.

A new brochure, If You Think Your Child Is Stuttering, available in Spanish, answers questions that parents and teachers often have. Written by Edward G. Coman, M.D., and Barry Gary, Ph.D., of the University of Vermont, it describes the differences between normal fluencies and stuttering and gives seven tips for parents of ways to help their child immediately.

For a free copy, parents, teachers and other may contact the Stuttering Foundation, P.O. Box 11744, Memphis, TN 38111-0749; 1-800-902-9392; e-mail stutter@voicenet.net; or download directly from www.stutteringhelp.org. On the home page, click on 'Resources,' then select 'Referral Lists.' The site also includes a list of town-by-town stuttering professionals, foundation books and videotapes. Twenty-four books and 20 video tapes on stuttering are also offered, including the 30-minute video, "Stuttering and The Preschool Child: Help for Families.

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April 2003

New Radiation Treatment for Cancer Brought to Inland Empire

Dr. W. Wayland Eare, Jr., of Radians, is the founder of the world-renowned cancer clinic founded in 1972, announced last week the availability of the specialty-advanced cancer treatment option. Dr. Wayland's new SmartBeam IMRT (Intensity Modulated Radiation Therapy) is a state-of-the-art cancer treatment method that delivers high doses of radiation directly to cancer cells in a very targeted way. Believed to be the greatest advance in radiation oncology since the development of the linear accelerator in 1960, IMRT utilizes the computer system to optimize the radiation delivery technique. "We're excited to be one of the few in the nation to be able to offer this advanced treatment to patients," said Eric Finn, Ph.D., radiation physicist and head of Photon Sciences, Inc." The SmartBeam IMRT can deliver higher radiation doses directly to cancer cells while sparing more of the surrounding healthy tissue. Dr. Ramirez Furlah, radiation oncologist at Radiation Therapy Group, explained that SmartBeam IMRT utilizes the computer to "personalize the treatment based on the anatomy of the cancer. This is a major step forward in radiation treatment for cancer. Our SmartBeam IMRT minimizes exposure of radiation to the healthy organs and other important structures. In the case of prostate cancer, exposure of nearby bladder or rectum can be minimized. IMRT is being used to treat tumors in the brain, breast, head and neck, liver, lung, pancreas, prostate, and uterus. A study of early stage prostate cancer has shown that the higher radiation doses possible with the SmartBeam IMRT have the potential to vastly improve the rate of tumor control," states Furlah. Powerful computer programming allows the physician to optimize and personalize a treatment plan. The radiation beam from the IMRT can be shaped to follow the contours of the tumor, and the equipment can be repositioned around the patient to send a specific dose from the most favorable anatomic site.

In Partnership with Community Health Systems, Inc...

EASTSIDE HEALTH CENTER

The Eastside Health Center, located at 1790 University Avenue, provides quality low-cost medical and dental care to uninsured residents. The Eastside Health Center provides approximately 16,000 patient visits per year.

HEALTH IN MOTION

Health In Motion is a 38-foot mobile health vehicle that travels to 10 sites throughout Riverside, Corona and Perris. The program provides immunizations and basic health exams at a minimal cost to the uninsured.

Don't Miss the "Get Movin' Riverside" Kickoff on May 17, 2003

Get Movin' Riverside is a collaborative effort addressing the emerging epidemic of overweight and underfit children. Almost one-third of students in either Riverside area are overweight with an even higher number that are physically unfit. Lack of physical activity, poor diet and increased portion sizes contribute to this problem. Our collaborative is developing ways to address this escalating health problem that is facing our youth's future. For more information, contact Marjorie Franzen-Weiss at (909) 788-3471 or e-mail MargiefP@ch.org

For more information call Riverside Community Health Foundation at (909) 788-3471.
Children's Forest's Children's Forest Funding Made Available

Children's Forest is a unique organization that strives to give young youth a voice in the management of public lands, and to help foster a sense of ownership in these lands through hands-on projects.

A sampling of the programs Children's Forest offers includes:

- **Youth Leadership Program—** Provides leadership opportunities for 6th-12th youth leaders as field assistants, school site activities, teacher workshops, field trips in winter, spring, and fall. Children's Forest can help you plan a camping and service learning option. The late snowfall in the mountains attracts groups of children and adults to participate in Children's Forest Snowshoe Adventures. Bill Anthony, publisher of the Island Empire Business Journal, recently began his walk with children and four adults. "I was amazed at the children's knowledge of the environment," Anthony commented. "The guides asked really difficult questions and those kids knew the answers to every one—in detail! It was a great experience." The group visited a Quinque forest and learned how plants, animals and humans adapt to winter conditions in the mountains.

Schools or classes wishing to submit essays to the scholarship contest must contact the Children's Forest Grant Fund office at (909) 373-5156. The deadline for submissions is April 15, 2003.

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At Deadline: Women & Business Expo 2003

continued from page 1

The value of female entrepreneurs has been recognized by the 1996 Nobel Prize nomination. She has made a career out of voluntarily counseling people from around the globe who have lost in limbs in accidents, through illness, natural disasters and terrorist attacks. Her autobiography, "A Single Step," has been released, and all earnings go to Adopt-A-Mme.

Women & Business Expo 2003, page 30 or for booth and ticket sales, please call (909) 904-4733.

Elaine Dugan
In her book entitled, "The Woman Who Wouldn't Talk," Susan speaks of how politics that also charts her experiences at UC Riverside," said Stephen Dobs, execu- and is one of the most successful female box- tive vice president of the foundation. tive vice president of the foundation.

"The OLIJ program will eventually be established at institutions throughout the United States and we are delighted to have the Brown and Scaife Develop- ment, Maloney explained.

At the podium, Kallen reveals her secrets to overcoming adversity in all forms—sickness, discrimination and even life-threatening illness. She writes a self-help book entitled, "Hit Me With Your Best Shot: A Fight Plan for Dealing With All of Life's Hard Knocks."

The Inland Empire Economic Partnership (IEEP), in San Bernardino is in the process of distributing copies the just released ‘2003 edition of the IEP Annual Visitor Guide, author Nari M. of the just released "21st Century American Mormon, showing a whole generation of Native Americans, who say they fight with all their might, can become an apostate!"

Women come in every shape, size, color and age and we send every single one of them! For 500 years, regardless of what tribe you represent, our people are bought through it all—warfare, famine, and disease. We have survived through it all and our descendants still chart the future and help each other to do the hardest thing known to man—change our minds about who we are. Let’s remember the truth that we did not come from nothing and that we are not just one race.

Every tribe has produced great leaders, athletes, artists, people of all types and generations, say Rehards and are still doing that today. Ask yourself, "What am I doing to become an asset to the village I serve?"

Celebrating 30 Years of Community Service

Russian Redux continued from page 14

sustainable growth over the medium- term horizon. The Moscow govern- ment’s new reform agenda, which is a set of measures, includes the following key areas: reducing the influence of public sector on the economy, strengthening the rule of law, improving the business climate, and reducing the budget deficit. In addition, the government is also focusing on increasing the efficiency of public services and improving the quality of education and healthcare. The government’s goal is to achieve a balanced growth by attracting foreign investment, promoting exports, and diversifying the economy. The Russian economy is expected to grow by 4-5% in 2021, driven by increased domestic demand, improved investment climate, and strengthened macroeconomic stability.
**Villas on the Green**

In a future active adult apartment community by Ray Toll De velopments, Terri Furr has been hired as property manager. A native of Florida, Terri grew up in Southern Calif ornia and is a graduate of Apple Valley Senior High School. She and her family moved to Victorville in 1993 to start a business in the desert. Mr. and Mrs. Furr have hired a property manager for their business. The company is known as the Horizons Group. Terri is responsible for managing the apartments, preparing contracts, over seeing special activities for the residents and taking care of tenant concerns.

"The Villas on the Green is a beautiful, brand-new development that shows well. There are many amenities for the residents to enjoy. It offers a luxury solution for those who no longer want the burden of ownership, but don't want to compromise on the level of care," commented Terri.

Prior to joining the Villas, Terri was property manager at Washington Street Apartments in Bermuda Dunes, an apartment community for seniors.

**Complaints...**

Terri White is Care Shelter Home's "Guiding Light" continued from page 16

And that was just one phone call. White fields for 40-60 calls a day. Every day. If she is unable to help, she tells the caller whom to call or where to go. She also maintains a list of agencies or facilities.

It's the children, the real victims. White is most concerned about. There are always mothers and children in the Care Shelter, from newborns up. They go to school and play in the yard under the trees. It is a pleasant place. They are safe. White works with the mothers to be sure they remain sober, get jobs and find housing and raise their children to be decent human beings. There are all kinds of women on the streets and in shelters. While at Care, we spoke to a brilliant lady who was practicing logarithms at the kitchen table.

"This problem is understood," the college-educated director said. She may sound tough, but the world she lives in is harsh and requires strength and perseverance, and it's vital that she is clearly understood by those she is serving. "Three years ago, the board showed its resolve in homeless in Riverside County. Now, there is also a need for entire families living in the streets or in temporary shelters, a very dangerous situation." 

White is very careful while she is practicing logarithms. She is frequently called upon to provide herself with manpower, to distinguish them from drinking water. The care is clearly explained by those who are serving. "Three years ago, the board showed its resolve in homeless in Riverside County. Now, there is also a need for entire families living in the streets or in temporary shelters, a very dangerous situation." 

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REAL ESTATE

Real Estate Notes

The sale of the Colton Gardens
Apartments was announced by
Kaiser Real Estate Management
for the Ontario office of Marcus & Mil-
lich Real Estate Investment Bro-
tectors. The property sold for
$5,500,000. The principals were
represented by Alex Moghareh of
Marcus & Millich's Ontario office.

The principals were
represented by Alex Moghareh of
Marcus & Millich's Ontario office.

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and building lifestyle communities
and luxury homes in Northern Califor-
nia for more than 65 years. Headquartered
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operations include more than 50 active
development locations throughout Florida,
California, Texas and Ontario, Cana-
da. The company recorded revenues in
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wholly-owned subsidiary of Tay-
lor Woodrow plc, a London-based
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Pacific Life
Open Aces Recycling Effort for...
Casino Locations (Indian Gaming List)

1. The Bicycle Casino
2. Hollywood Park Casino
3. Casino Monte
4. Spa Resort Casino
5. Barona Casino
6. Hollywood Casino
7. Fantasy Springs Casino
8. Hustler Casino
9. Jumer's Casino & Resort
10. Lake Elsinore Hotel Casino
11. Normandeau Casino
12. Ocean's Eleven Casino
13. Palms Casino Resort
14. Palms Casino
15. Spa Resort Casino
16. Sonoma Casino
17. Suncoast Resort & Casino
18. Tropicana Casino & Resort
19. Yuma Casino & Resort
20. Yuma Casino & Resort

Best-selling Business Books

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

1. “Good to Great,” by Jim Collins (HarperCollins—$27.50) (5)*
2. “Execution: The Discipline of Getting Things Done,” by Larry Bossidy & Ram Charan (Gallaudet Publishing—$27.50) (1)*
3. “Leadership: The Discipline of Getting Things Done,” by Jim Collins (HarperCollins—$27.50) (1)*

* Indicates a book’s previous position on the list.
** Indicates a book’s first appearance on the list.
Intelligent Staffing Strategies for Today's Economy

In the current economic climate, most companies have shed human capital and costs to control spending and run leaner. Employers are facing new challenges, yet they still require effective personnel to maintain peak productivity. The objective of staffing managers is to be smart about hiring and to reduce the risks associated with staffing.

Quantity Can Compromise Quality

Staffing during periods of higher unemployment is challenging. "Finding the right individual is like looking for a needle in a haystack with some body piling on more and more hay," says Marc Goldberg, AppleOne's vice president of sales and marketing. The reason for this comes down to quantity versus quality. Companies needing to scale back generally release their weakest staff first. Smart staffing managers will do everything they can to hold on to the real performers through even the most extreme cycles because it's always so much harder to find new people again when business picks back up again. Additionally, strong candidates who may have considered a career change in periods of low unemployment will be more inclined to stay with a known company rather than risk a move, so they don't venture into the market any longer.

Strong Candidates in High Demand

Staffing managers must be able to eliminate undesirable candidates as quickly as possible, to consider a keep-er before another company has a chance to hire them. Time constraints and the demands of recruiting and screening hinder a staffing manager's attempt to locate top-notch individuals. Employment services like AppleOne can be invaluable in shielding businesses from the plot of lower quality matches and allowing them to select from a more manageable pool of candidates. Even in challenging employment markets, great candidates get hired quickly.

Protecting Your Hiring Decision

AppleOne has had the honor of working with quality candidates rather than quantity, and each member of your organization plays an important role in your overall activity. A critical spot that remains unfilled is something no company can afford. Inciden-tal costs, particularly when there is a significant interval between when an employee leaves and when a suitable replacement is found, include increased workloads, and stress and turnover expenses for co-workers. Ultimately, this often adversely affects the company's productivity and profitability. When staffing managers access personnel, they want quality assurances, and they want their decision to be protected. AppleOne Employment Services offers an exclusivity option that allows em-ployers to extend their protection for up to five years. The plan upgrades our product in as little as two years. The plan upgrades our product in as little as two years.

The plan upgrades our product in as little as two years.

The plan upgrades our product in as little as two years.

AppleOne's Temp-to-Hire allows hiring managers to lock in those top-notch candidates and bridge the productivity gap while shifting the hiring decision to a point in the future when the economy will be cleaner.

AppleOne is the largest privately held employment services provider in the U.S. With nearly 225 offices throughout North America, AppleOne has achieved more than one million career results. For a free consultation, call (800) 564-5564 or visit us on the Web at www.appleone.com.

Payden & Rygel now offers investors with portfolios of more than $1 million the same single service and focus on relationships, research and management that the firm has provided for its largest institutional clients for the past twenty years.


Payden & Rygel Investment Management

With $45 billion in assets under management, the firm is one of the nation's largest independent investment management firms. We are committed to cultivating a partnership where client needs are the bottom line.

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- World-class companies
- Start-ups
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- Non-profits
- Government agencies

Payden & Rygel is dedicated to providing clients with a personalized approach to investment management. Our clients benefit from our expertise in a wide range of asset classes, including:

- Equities
- Fixed Income
- Real Estate
- Private Equity


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Stater's Best Bets

Stater's Best Entertainment Bets - S. Earl Stater is the Island Empire Business Journal entertainment critic and reporter and has been the entertainment editor of the “Island Empire TV News” for the last five years. He has reported the Island Empire entertainment scene for more than 30 years and is also an accomplished stage and TV actor, as well as a recognized film, television, and theater historian andimalist. Check out his entertainment Website at Stater's-associates.com & www.cruisechallenged.com. You can hear Stater's Best Bets on KRLA 590 AM on Saturdays, from 4 to 5 p.m.

Anne Get Your Gun Shoot-Out in Claremont

by S. Earl Stater

"Anne Get Your Gun" is being billed as the must-see show of the 2003 season at Ben Boltlinger's Can- dian Pacific Playhouse and for many reasons, such as a menu tai­ lored to suit the spirit of the produc­ tion. The Empress Hotel has produced the show, and most no­ tably, it is the inauguration of a work­ shop between the Pavilion and the Actors' Equity Association. The Union is the equation of profes­ sional actors and stage managers in the United States, and Lisa Robinson, who plays the title role of sharp- shooting Annie Oakley, has the dis­ tinction of holding the first Equity guest contract that the Candlelight Pavilion has offered. The Candlelight Pavilion is one of the classic places to work, "says Ben Boltlinger, artistic director. I hope that this relationship between the Pavilion and the Actors' Equity Association will flourish so that more Equity members can have the experi­ ence of performing here, while im­ proving the venue's status in the standing in the entertainment industry."

Should this trend continue, the Candlelight Pavilion will be as­ tURED as a venue where performers to enter the4. and do the things that they most love - "as a result, we'll be getting them in the mood through their taste buds." Chief Managing Director Turiana Collec­ tion of appetizers, entrees, desserts, and specialty drinks to tie in with the show's 'country- bombings-meets-so­ plasique theme. Along with clas­ sic Candlelight Pavilion favorites such as the baked brie appetizer, grilled chicken breast entree, and the Candlelight Pavilion dessert buffet as "Big Jule" from the recent production of "Guys and Dolls" as Chief Sitting Bull. The Candlelight Pavilion executive chef, Kerry McCam, has created a menu with bold flavors to harmonize with the production. The "we want the sights and sounds of this production to captivate the audience," says gen­ eral manager, Mark Boltlinger."We first, we're going to get them in the mood through their taste buds." Chief Managing Director Turianama Collec­ tion of appetizers, entrees, desserts, and specialty drinks to tie in with the show's 'country- bombings-meets-so­ plasique theme. Along with clas­ sic Candlelight Pavilion favorites such as the baked brie appetizer, grilled chicken breast entree, and the Candlelight Pavilion dessert buffet as "Big Jule" from the recent production of "Guys and Dolls" as Chief Sitting Bull. The Candlelight Pavilion executive chef, Kerry McCam, has created a menu with bold flavors to harmonize with the production. The "we want the sights and sounds of this production to captivate the audience," says gen­ eral manager, Mark Boltlinger."We first, we're going to get them in the mood through their taste buds." Chief Managing Director Turianama Collec­ tion of appetizers, entrees, desserts, and specialty drinks to tie in with the show's 'country- bombings-meets-so­ plasique theme. Along with clas­ 

Riverside Orange Festival Celebration!

by S. Earl Stater

It's Our Blossom Festival Again: IT'S FUN... IT'S FRESH! IT'S FREE! Riverside's premier springtime event returns on Friday and Saturday, April 12-13, gates open at 10 a.m. and close at 7 p.m. Enjoy a weekend packed with family fun activities, fresh at­ tractions and free live entertainment on five stages.

A parade will be held on Saturday, April 12, starting at 10 a.m. There's a multitude of fun for the whole family to enjoy! More than 1500 participants will march the streets of downtown Riverside while they're on display during the Festival!

- Ford Dealer's Southern Cali­ fornia Car Exhibit
- Truck 'n' tv and in one of the many Ford vehicles on display in Fiesta Grove.
- The Budweiser True 

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Thomas More’s “Utopia” Donated to UC Riverside Library

The donation of a rare edition of Thomas More’s “Utopia” to the special collection at the University of California, Riverside libraries is seen as a testament to the strength of their holdings.

The donor, who wishes to remain anonymous, has no connection to UC Riverside but decided to donate a copy of the second edition of More's work, published in 1517, to the J. Lloyd Eaton Collection of Science Fiction, Fantasy, Horror, and Utopian Literature, after a series of conversations with the head of special collections, Melissa Carney.

The book’s scholarly value holds literary, language, and political importance. For historians of science fiction and utopian literature, the edition is a rare and exciting find.

Science fiction historian, Dr. Eric Rabkin of the University of Michigan, Am-Arbor, called the text’s title an example of More’s use of linguistic ambiguity. Although written in Latin, the title, which is derived from Greek, has two seemingly divergent meanings, depending on which of the two spellings is used: “U-topios,” which means “good place” or “no-topos,” which means “no place,” hinting at the impossibility of the existence of the good place.

The donation came to UC Riverside through the efforts of the Eaton Collection, according to Carney. The collection is the largest in this special genre.

“I think that 20 years ago, we probably wouldn’t have attributed a donation of that magnitude,” said George Moshier, curator of the Eaton Collection, professor of comparative literature at UC and editor of the 1989 book, “Transformation of Utopia: Changing Views of the Perfect Society.”

“It gives our students a rare chance to see for themselves what the book is about and how More himself, and his contemporaries, would have held in their hands and read.”

Carney noted.

Victoria, British Columbia

continued from page 42

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Victoria, British Columbia...
recycling effort several years ago when the tournament was still being played at the Hyatt Grand Garden, previously the Tennis Garden. The efforts were expanded in 2001 when the Tennis Garden opened, despite the challenges associated with moving to a new venue, by adding cardboard, recycling bins, and moving to a four-week program. The concert halls also saw some far-reaching consequences. "They make a connection to the overall good they're doing," Shavio said, "and it starts filtering down to all sorts of areas they do their work." The goal is to capture at the sever point a much of their caruhoard, they noticed recycling. From the city's perspective, that's an ace no matter what the valley's biggest sports event!

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KEYNOTE

SECTION A

SECTION B

SECTION C

SECTION D

"Success in Selling: The Art of the Sale" - Heather Mills McCartney

"Should You Become a Billionaire?" - Susan McDougal

"Balancing Work and Family" - Susan Clarke

"Getting the Most Out of Your Money" - Kallen Lim

"The Magic in Asking the Right Questions" - Eileen Hannegan

"An American Original" - S. Terri White DeBord

"Optimizing Your Network: How to Make an Entrance & Work a Room" - Claire Clarke

"When Money is Not Enough: Fabulous Workshops for Your Personal Reactor" - Diane F. Wyzga, RN, JD

"The Work Connection - Woman 2 Woman" - Rita "RJ" Jackson

"Standing Outward Bound: Saddle Steps to Charting Your Own Course" - Nanci McGraw

"Career Workshop" - Jacqueline Marcell

"Psychological Secrets to Earning a Business" - Bill Mayer

"Parenting: From the Top to the Bottom" - Jacquie White Dandridge

"The Magic in Asking the Right Questions" - Rita "RJ" Jackson

"The Most Important Investment Decision You Must Make" - Mark Mitchell

"Psychological Secrets to Earning a Business" - Bill Mayer

"Professional From The Top To The Bottom" - Greta D. Sonnier, Esq.

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KEYNOTE SPEAKERS

Heather Mills McCartney
Heather Mills McCartney, wife of Paul McCartney of The Beatles fame, is rapidly gaining
a reputation as one of the nation's most influential philanthropists. She has tirelessly
Campaigned for over 11 years to raise funds and awareness to rid the world of landmines.
Heather has made a career out of voluntarily counseling people from around the globe
who have lost limbs in accidents, through illness, natural disasters and terrorist atrocities.
It is this work which earned her a 1996 Nobel Peace Prize nomination.

Susan McDougal
In the mid-1990s, Susan unexpectedly found herself facing federal prosecutors
who represented counsel Kenneth Starr during the Clinton Administration.
Frightened, depressed, and facing financial ruin, in an extraordinary act
of courage, she simply refused to testify and had served time in jail for 21
months. She tells the audience about the investigation and a moving expose
of what happens to women in prison. Her silence is finally broken.

Jackie Kallen
Jackie is the world's most successful female boxing manager and the inspiration for
the soon to be released film "Against The Ropes," starring Meg Ryan. At the podium
Kallen reveals her secrets to overcoming adversity in all forms: sexism, discrimination
and even life threatening illness. She has written a self-help book entitled, "Hit
Me With Your Best Shot: A Fight Plan for Dealing With All of Life's Hard Knocks."

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