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August 2006

Inland Empire Business Journal

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MISS TEEN USA® Returns to Palm Springs

On Aug. 15, the new MISS TEEN USA® 2006 will be crowned in Palm Springs at the Palm Springs Convention Center.

“We’re thrilled to have them back,” said Jim Dunn, Palm Springs Convention Center general manager. “They were with us in 2003 and 2004, before our expansion, but this is their first year in our new facility.”

And although the pageant itself is still two weeks away, activity is already bustling at the Palm Springs Convention Center, and next door at the Wyndham Palm Springs, which is the headquarters hotel for the event. “There’s always lots of advance activity,” noted Sunny McNair, the Palm Springs Convention Center sales manager who is working with the event promoters, the Miss Universe Organization. “The schedule is really quite hectic, with all the set-up, press activity, preliminary competitions, rehearsals, and such. And, of course, whenever something is going to be broadcast on national television, there is quite a bit of set-up involved.”

The MISS TEEN USA® Pageant will be broadcast live from the Palm Springs Convention Center during prime time on NBC the evening of Aug. 15, then be distributed internationally by NBC Enterprises to over 160 countries. All the MISS TEEN USA® 2006 contestants will be judged in three areas of preliminary competition (interviews, swimsuit competition, and evening gown competition). This part of the competition will not be televised due to time constraints. The contestants with the highest aggregate scores will be selected as semi-finalists. The winner will be named live on the air, and Allie LaForce, MISS TEEN USA® 2005, will be on hand to crown her successor.

Tickets are now on sale for the inaugural Art of Food & Wine festival to be held Nov. 9–12, 2006 in Palm Desert. Desert Springs JW Marriott Resort & Spa, in conjunction with the City of Palm Desert and Southern Wine and Spirits have teamed up to bring the best art, food, and wine together in a four-day festival. The long weekend is complemented by golf, music, and educational seminars and demonstrations.

“We are excited to be hosting an event of this caliber in our city, stated Palm Desert Mayor Jim Ferguson. “It’s a perfect opportunity to showcase all the unique qualities of our resort destination. We look forward to this becoming a signature event and welcoming food and wine enthusiasts for years to come.”

The event kicks off on Thursday, Nov. 9, with the dedication of the 2007/08 El Paseo Invitational Sculpture Exhibition, featuring 18 works of art lining the media of the famed El Paseo shopping district.
DISCOVER LIFE AT THE TOP WITH THE SUMMIT AT SUNSET DRIVE

Redlands, Calif. A limited new homeowner-ship opportunity in charming Redlands invites you to discover a “life at the top” for yourself. Offering a higher level of excellence, The Summit at Sunset Drive beckons to those who seek a community that moves the emotions and gratifies the senses. The Summit is far from the ordinary, yet absolutely close to every amenity imaginable with hillside lots that elevate you above the ordinary. You won’t want to miss out on this sumptuous new lifestyle here in one of the Inland Empire’s most thriving areas.

The Summit embodies all the space you need with the elegance you desire. Handsomely designed in distinguished architecture, every home is impeccably built with the utmost in luxurious comfort in mind. A special collection as rare as this is indeed worth discovering.

The Summit features three sights, pool and gracious floor plans that generously measure from approximately 3,878 to 4,959 square feet with up to six bedrooms and four baths. Each plan is offered in three inspiring exterior elevations. Added enhancements include designer decor, stainless steel appliances, master suite retreats, libraries, lofts and bonus rooms. Homes at The Summit are priced starting in the low $1,000,000s.

Residence One, with 3,878 square feet, is highlighted by an unforgettable foyer with a cascading staircase and a large library off the entry. A bay window breakfast nook offers a spacious retreat and a double-sided, see-through fireplace that fills both rooms. Also noteworthy is the mega bonus room offering extra flex space that today’s families need to accommodate their gaming needs, pool tables, a TV screening room or just a quiet place to study and do homework.

The extraordinary Residence Three will impress with its lavish 5,094 square feet of living space and five bedrooms. Comfort abounds with a super-sized family room plus formal living and dining rooms as well as a big loft. A voluminous foyer adds dramatic flair to this particularly spacious home. The master suite features an elegant “his and hers” spa bathroom with walk-in shower and soaking tub.

With its sophisticated touch of classic and local outstanding location near the 1-10 and 215 freeways, The Summit at Sunset Drive reigns as one of San Bernardino’s foremost address. Residents will bask in an extraordinary lifestyle that caters to every indulgence. A world of outdoor recreational opportunities offered by the neighboring San Bernardino National Forest makes day trips possible on a whim. Whether you’re looking for an invigorating hike or fun and frolic at Big Bear Lake or Lake Arrowhead, residents are sure to appreciate all the vast resources so close at hand.

Perhaps a weekend getaway for some pampering and relaxation is what you had in mind. Palm Springs, in all its glory, is only an hour away. Or head south on I-215 and take advantage of notable attractions along the southern edges of the Inland Empire and into Orange County. Of particular interest is the growing population of the Temecula wineries. Some of the state’s award-winning vintners find the countryside here simply sublime.

The Summit at Sunset Drive invites you to reach for the top, so visit today. The sales office is location at 708 Sunset Drive North. Take the Ford exit just past the 30 Highway. The sales office is open daily from 10:00 am to 6:00 pm.

For more information, please call (909) 794-8393 or visit www.SummitRedlands.com.

SUMMIT AT SUNSET DRIVE PLAN 1 – ENTRY Light-filled setting for Sunday’s leisurely coffee and newspaper. The master suite features a spa bath and walk-in shower.

SUMMIT AT SUNSET DRIVE PLAN 2 – FAMILY ROOM

August 2006

Welcome to the World of San Francisco Where Liberal Dreams Become Reality

by Tom Martin
Small Manufacturer Association of California (SMAC) Legislative Chairman

"San Francisco is 49 square miles surrounded by reality." - Paul Kantner, of the rock band Jefferson Airplane

San Francisco, home to the highest legally required minimum wage in the nation has mandated universal health care for all residents with employers paying a major part of the cost.

San Francisco Chronicle reporter Cecilia M. Vega reported, "The San Francisco Board of Supervisors unanimously gave final approval Tuesday, July 26 to a plan to provide health care coverage to the city's uninsured residents, but the ambitious effort is nearly a year away from becoming reality and still could face legal challenges.

An estimated 82,000 uninsured adults living in the city, regardless of citizenship, immigration status or pre-existing medical condition would be covered under the plan dubbed the San Francisco Health Access Program. It's a plan that industry experts have said could become a nationwide model.

It will cost about $200 million annually, or $2,400 to $3,128 per person, and be paid for through a combination of sources, including state tax dollars, local business contributions and individual premiums.

It mandates that employers with 20-99 employees will pay $1.06 per worker per hour worked ($2,040.90 per year or $183.73 per month) for each employee. Companies employing 100 or more employees will be required to pay $1.60 per worker per hour worked ($3,128.00 per year or $277.33 per month) for health care expenditures.

One irony is that employers in San Francisco will have to pay that certain amount for every working employee, even if the employ-ee lives outside San Francisco and is not covered by the plan.

Private businesses with 50 or more employees that do not currently provide health insurance to workers will be required to start paying into city coffers on July 1, 2007. Firms with 20-49 workers have until the following April to begin paying. Moreover, businesses that already offer insurance will also be required to pay the difference if the cost of coverage they currently provide is less per employee than the levels called for in the plan.

The Chamber of Commerce and many other business groups believe the plan is a violation of federally mandated and controlled ERISA and have stated there will be a lawsuit challenge.

If we have nicknamed San Monica the Union of Socialist Santa Monica for their government’s liberal laws and attitudes, then what do we call San Francisco?

Its nicknames, "Baghdad by the Bay," "The City by the Bay" and "The City That Knows How," do not recognize the unique liberal atitude of the fourth largest city in California and the fourteenth largest in the United States.

San Francisco may be the only U.S. community which accepted and pandered to a self proclaimed Emperor. In 1849 an irascible, bankrupt vagrant, Joshua Norton, declared himself Emperor of the United States. People immediately took to him (as San Francisco still takes to such odd folk). No one really believed he was Emperor of the United States, but they saw no harm in playing along for 12 continued on page 12

Artist Examines “What We Think Now” about Iraq

Opinions about Iraq war make up one of three exhibits at UCR/Columbia Museum of Photography on Aug. 4 through Oct. 8. A video installation begins the same night next door at the Sweeney

The focus is on the young in two of the three new exhibits opening at UCR/Columbia Museum of Photography on Saturday, Aug. 5.

Jonathan Hollingsworth uses large-scale digital prints of young Californians holding signs expressing opinions about U.S. involvement in Iraq, both for and against. That same night, Hollingsworth will launch his newly-published book of the collected pictures from 5:30 to 7 p.m. Signed copies will be available.

"His subjects deliver a surprising and diverse range of responses through remarks handwritten on poster board," said Ciara Ennis, curator at UCR/CMP. "The bold placards and slogans are immediately reminiscent of the protests and demonstrations that were seen during the deeply divisive Vietnam War over 40 years ago," she said.

The subjects are known only by their slogs, their first names and locations, but they represent a variety of opinions.

Jerry from Westwood, who is framed by the racks of colorful magazines, writes: “We Broke International Law, Punish Us.”

• "I think it’s good we’re in Iraq because it will start to bring more equality and freedom to the people," remarks Katrina from Huntington Beach sitting cross legged next to her surfboard.

• "I have an opinion...but I choose not to share due to my allegiance to the U.S. military," states Brian from Palmdale, pictured in front of his white sedan with window sticker supporting President Bush’s 2004 reelection.

The exhibition demonstrates how much is at stake in the current conflict in Iraq, and it underscores the importance of asking questions, and recording the answers.

Two other artists will also be featured at the museum.

Alex Soth’s “Sleeping by the Mississippi” is a highly-acclaimed photographic travelogue along the Mississippi River, from a frozen Minnesota to humid Louisiana.

Lise Sarfati’s “American Series” is a slide loop presentation of adolescents in suburbia, set to electronic music. She captures the isolated worlds of teenagers, filled with self-consciousness and longing.

Next door, the UCR/Sweeney Art Gallery will open video installations from Los Angeles artists, Ben Pruskin and Melissa Longenecker, that fuse text, imagery, sound to explore psycho-logical landscapes. Ben Pruskin will exhibit “Le Château Des Choses Sauvages.” Melissa Longenecker will exhibit “Harvest.”
The Natural Meeting Choice

TOP OF THE TRAM OFFERS COMPLETE BANQUET AND MEETING PACKAGES, INCLUDING VIDEO CONFERENCING, WITH SPECTACULAR VIEWS OF THE SANTORINO STATE PARK WILDERNESS AREA.
CLOSE-UP

One Woman's Efforts to Better San Bernardino

Dr. Mildred Dalton

Dr. Mildred Dolton is a woman who is very sure of her past and who works to develop a very clear future. Her family name goes back at least as far as her parents, Mr. & Mrs. G. Dalton II in the early 20th century in Arkansas. U.G. Dalton II, also known as U.G. Dalton, had founded the Negro Colony there and opened the general store and gin in the town of Tambo. Although there actually was in fact some contact in college between the Dalton family and that of "Mother Alex Haley,"

Dr. Dalton's motto is "Dare to Do the Impossible," and she embodies that concept. She is a member of five, who re-entered school at age 38 as a single parent.

She now holds a bachelor of science degree from Agricultural, Mechanical and Normal (AM&N) College, Pine Bush, N.Y., a master's degree in counseling education from Southern Illinois University in Carbondale, Illinois, a doctor of philosophy degree from SIU at Carbondale.

Daring to do the impossible,

Dr. Henry became the first African American to become terminal board chairman of the Board of Education at California State University, San Bernardino. She has taught at all levels, from given a class at the school to graduate level studies.

In addition to her faculty status at CSU, she has taught as an adjunct professor at the University of Southern California.

Dr. Henry arrived in San Bernardino in September 1963, and as she was concerned about school dropouts, she founded and became president of Provisional Educational, Inc. (PEI), a not-for-profit corporation, and the executive director of the Provisional Accelerated Learning (PAL) Center.

The original idea for PAL had begun back in Arkansas, but the idea went up, literally in flames, only to rise up again in San Bernardino.

The PAL Center is designed to complement and enhance the activities of the structured educational services in the community in a non-threatening environment that is easily accessible to area residents. It says so in the brochure.

The PAL opened today in the north end of San Bernardino in a series of mobile offices where nearly a dozen programs function in order to provide the "hand up" that is so desperately needed among low income parolees, youth in the urban environment.

Operation: Reform/PAL - Charter school offers a high school diploma through a computer assisted learning and a comprehensive California State Department of Education approved curriculum. It was started by Safe Harbor, funded by HUD, provides a pilot one-stop transitional housing and workforce training program for 18-21 year-old young people who have "aged out" of the foster care system and/or probation system.

The PAL Computer Institute provides training in computer operations in various program curricula.

Operation Recycle is funded by the San Bernardino County Office of Education, Council (PCE) and other programs in order to offer training in GED, Spanish, ESD, ESL and ABE.

Upward Bound identifies selected 9-12 grade, low-income, first generation college potential students, assisting them in the local secondary school and enrolling them in a post-secondary education program.

The PAL Comprehensive Child Care Center operates for pre-schoolers aged 2-5 and is funded by the county to focus on learning, tutoring, sharing, self-esteem and chronological development.

Substance Abuse Mobile, or SAM, was originally funded by the U.S. Department of Health and Human Services and is a multi-purpose traveling unit for substance abuse and gang intervention, utilizes and electric education and community outreach services.

Project Earth Learn is also funded by San Bernardino's Pilot People's 20-20 Workforce Development Act program that provides employment, academics, vocational training and job placement for 14-21 year-olds.

Adult Education through PAL Center is funded by the California State Department of Education and offers an English Learners Civic Program, GED, Adult Basic Education (ABE) English-as-a-second language and Vocational English-as-a-second-language.

Supplemental Educational Services provide tutoring and supplemental educational services, recruiting to children enrolled in selected schools in San Bernardino County.

Operation Outreach, funded by the County Probation Department, provides tutoring and extended services for youths on probation.

If that sounds a lot for one operation to take on, it is. The PAL Center is so impressed with the work and the leadership of their boss that they speak the name "Dr. Henry," in soft, sweet whispers.

The good doctor laughs when questioned about that by the Journal. And she spoke to us with pride about the job her people do to accomplish the goals of the aforementioned projects.

Respect is an important part of her operation, and each member of her staff refers to each other as mister or miss.

There are no "you hey" shouts down the hall, respect being the cornerstone making people who have arrived at the door due to criminal activity get called directly or for their respect.

Dr. Henry has received numerous prestigious national, state and local awards, including a 1990 "Woman of the Year" honor, along with accolades and honors for her advocacy toward dropout prevention, maintaining a strong unwavering stand on providing alternative education and adult education, and dedication, and her tirelessly vital energy and resources for the development of people of all walks of life together creating pathways for those less fortunate.

Her dream of a family such as PAL has not only come to fruition and touched the lives of many youths and around San Bernardino, but it has also just recently passed its 20th anniversary, having been serving our community for 20 years.

Chopping and picking cotton, milking cows, "shopping hogs," and attending inferior class continued on page 17
Apple’s iPod: The Next Generation

by J. Allen Leiberman

My video iPod has arrived. It has been backordered since June, but I had to wait just a little longer to have it. The wait has proven to be well worth it. I mentioned some time ago that I had a Casio handheld TV, but the picture reception was never very good.

There was a time when a Super Bowl or Christmas Mass from St. Peter’s Square in Vatican City if played on any 2.5-inch color screen, could not be missed at all.

Now, I haven’t seen a football game or High Mass on the new iPod yet, but I have watched clips from “Superman Returns,” “Late Night With Conan O’Brien” and a NASCAR promo. And quite frankly, I am stunned. To be fair, you can download such clips onto your own computer, but they seem to me to have a kind of gray, slightly unfocused haze to them. On the small screen iPod, however, they are amazingly sharp. And surprisingly this new unit, officially the fifth generation of iPod, holds your digital photo library, even the album cover art from the songs you download. The photos can be scaled to a slide show with graphic fades such as you would expect from a television show. I was actually able to do that on the flight back in the metal box and he had to load them, one by one, into the projector. Other as, they can be done back or back wards. Those in the iPod are always correct. And you can add music that you like.

You can also plug the iPod into your TV so that you can still bond neighbors just as my father did.

Of course, the iPod still plays music. The 30 GB iPod brings with it 3,000 songs! Superman’s sleeves slips right over my 30 GB iPod. And beside that I can imagine what will happen when we get into competition with the film companies. Henry Ford once bragged that his cars were only available in black. Jobs’ iPods are available in black or white. The iPod model dedicated to the rock group U2 “A "Harry Potter" edition has all of the available J.K. Rowling’s audio books preloaded.

Some companies make sleeves or protectors that are available in various colors, and the company I mentioned last month, Extreme Mats, makes powered sleeves with the images of Superman, Batman, Tweedly Bird and Speed Racer. My well with the unit. (Boze has just announced a new 3rd generation model.)

Now here is where things get strange. How can we watch TV is already changing. You don’t have to have to be born on Sunday night to catch “Desperate Housewives.” You don’t have to buy videotape or a TiVo machine. Two backs get the show into your computer on Monday morning and into the iPod as soon as you can load it. Airlines are already considering giving up flight movies since more and more passengers are bringing their own shows along with their own lunch. Those without iPods can load their favorite shows into their laptops, and laptops do play DVD movies as well. So why put up with Adam Sandler on your way back east when you can have Bruce Willis instead?

I have been told that the evolution of the computer is our revolution. Entertainment that attaches to our computer, that allows as to watch and listen to what we want and when we want and when we want it, we want it. Every radio station from the smallest AM to the new satellite companies are doing the same thing.

There are two sides to this story. First, the consumer is wanting and what will come next. Television and cable companies only think they know where they are headed. This little 4.8-ounce device that I hold in my hand represents the cutting edge in modern, computerized entertainment. It will probably be obsolete by Christmas. Sooner or later.

Generation 6 hits the shelves between now and then. I shouldn’t be surprised. And neither should you. It all began when I first brought my father home that 1-inch black-and-white set back in the ‘50s. It hasn’t ended yet.
CONSUMER CHOICE BENEFITS EVERYONE

by Bill Cheney, President and CEO of the CA Credit Union League

California businesses and consumers understand the importance of competition and choice in the marketplace. Whether purchasing a home or paying for college tuition, consumers want the most value for the best price. Competition and choice in financial services result in lower interest rates for loans, higher returns on savings, and lower fees that enable working men and women to maximize use of their hard-earned money.

Within the financial services marketplace, credit unions serve as a competitive balance to other providers—often helping consumers who are not served by traditional banks by providing access to better rates for loans, retirement accounts, and savings. Healthy competition among credit unions translates into benefits and savings in California if $1.53 billion annually—not just for the nearly 10 million credit union members, but for all California consumers who enjoy better rates as other financial services providers work harder to keep their customers satisfied.

The banking industry has launched a well-coordinated national campaign to eliminate competition by restricting credit unions' ability to serve consumers. This aggressive new difficulty is justified, as banks claim credit union members have an unfair advantage at the same time they have enjoyed year after year of record profits. Banks made profits of $134.2 billion nationwide for stockholders last year. Credit unions continue to provide services to millions of members across California and the nation.

While credit unions and banks provide many similar services, their structures are clearly different. Banks are for-profit institutions whose purpose is to maximize profits for stockholders. Credit unions are not-for-profit cooperatives that are owned by their members. They exist to provide services based on member needs.

Credit unions earn returns to members in the form of lower interest rates on loans, lower fees and higher dividends on savings. This has been especially beneficial for more than 76,000 credit union members in San Bernardino and Riverside counties, who have taken out more than $61 million in first mortgages and $757 million in new auto loans at their credit unions.

Credit unions operate in the best interests of members, and provide a full range of modern financial services. Their positive influence in the financial services marketplace has enhanced choices for all consumers. It's time the banking industry realized that fact and redirected its resources toward serving customers.

World of San Francisco continued from page 1

years until his death in 1871. S.F. Newspapers published to celebrate the proclamations of Emperor Norton I. He printed his own small denomination money ($1 and $2 bills) and bonds which merchants accepted, issued degrees dissolving the federal government, the Union and Congress (imagine what he could have done with Sacramento) and issued proclamations for or against the issues of the day, including the Civil War. He was given a free hotel room and the city reportedly paid for his colorful military uniform with epaulettes and side arm sword.

According to Wikipedia Encyclopedia: “In the years following World War II, San Francisco accelerated its transformation into a center of alternative culture and lifestyles. Movements instrumental in this change included the beat generation or beatniks, the San Francisco Renaissance in the 1950s, the hippie culture, women's liberation, gay civil rights, and the Summer of Love in the Haight Ashbury in the 1960s.”

The city’s board of supervisors regularly passes liberal resolutions such as banning U.S. military recruits on school campuses that have drawn the ire and ridicule of conservatives nationwide.

When term limits forced Willie Brown into the state legislature, he returned to become Mayor of San Francisco. But even the flamboyant Willie, the experienced politician had the goats to take the steps that the San Francisco Supervisors (which also is the city council) have taken since he left office.

In 2003 the voters of San Francisco were convinced to vote for the highest minimum wage in the nation. In February, 2004 that vote raised the minimum wage for many employers to $8.50 per hour. And, voters agreed that “inflation protection from salary increases” beginning on Jan. 1, 2005, and each year thereafter (the city) minimum wage shall increase by an amount corresponding to the prior year's increase, if any, in the Consumer Price Index for urban wage earners and clerical workers for the San Francisco-Oakland-San Jose CA metropolitan statistical area.

The temporary reprieve for small business and nonprofits only lasted 23 months. On Jan. 1, 2006 the indexed San Francisco City minimum wage was raised to $8.82. Effective Jan. 1, 2006 all employers, including small businesses and nonprofits are now required to pay the city minimum wage of $8.82 per hour. The wage requirement applies to adult and minor age employees who work two (2) or more hours per week.

The final question will be whether labor union controlled San Francisco will lead California into a bright future, or eventually price itself out of the world market.

CONGRESS APPROVES FEDERAL MINIMUM WAGE INCREASE

The Associated Press on July 28 reported that “Republicans muscled the first minimum wage increase in a decade through the House early Friday after pairing it with a cut in inheritance taxes on multimillion-dollar estates.”

Combining the two issues provoked protests from Democrats and was sure to cause problems in the Senate, where the minimum wage initiative was likely to die at the hands of Democrats opposed to the costly estate tax cuts. However some experts think the Democrats, after criticizing the bill might pass it. They argue they would be hard pressed to defeat a major minimum wage increase. The Senate is expected to take up the legislation next week.

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Inland Empire’s Largest Employers continued on page 15

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Celebrating the culture of cigars in Las Vegas

by Joe Lyons

The Big Smoke (which the Journal reports on annually) is nothing like the Retail Tobacco Dealers Association expo. The Smoke is a fan-based event. RTDA is a retail event where local tobacco sellers come to meet the dealers and manufacturers. In fact, RTDA describes its event as, "three days filled with purchases and networking... nights filled with receptions and parties!" I can attest to that. Rather than showcase a few of the most popular smokes from the best known makers, as the Big Smokes do, RTDA shows off brand new products, some not even available yet. This year in Las Vegas, Casa showed off its Vision and a new combination of its popular Brazilian and Italian cigars, the Brazilitas. Macanudo had its Jamaican 2000 Gurkha, which scored recently with The Beast, now has The Beauty.

Small flavored cigars were in abundance. These, however, face some legal problems in states like New Jersey. I don't understand why.

Regrettably, Carlos Torato told me personally that the much-anticipated Wilson Creek chocolate port infusion is still not ready for release, but the Casa Toro cigar is doing remarkably well.

In fact, many of the great names in the cigar industry were there: The Toratos, father and son; The Feuers, father and son; Eric Newman, president of the J.C. Newman Company; and Rocky Patel was in town with ladtes on both arms. I spent about 1 I / 2 hours with Rocky Patel, who told me his story and possibly even some not even available yet.

Impressions Gourmet Catering

"101 Ways to Select a Corporate Caterer" and a List of Contracting Suggestions

Corporate catering differs from private sector catering in that orders are generally placed within days, if not hours of the event, not months. In corporate catering, the caterer is concerned not so much with the size of the order as the frequency. Many caterers have specific menus geared to the executive meeting. These menus might consist of meals that provide smaller portions than what is offered on their regular menu. Working lunches and breakfast entrees are generally two to three ounces less in size. Consequently the price should be reflective of this, and again consideration given to the overall volume of orders placed over a certain period of time.

Your relationship with your corporate caterer will be ongoing and therefore should be consistent. Ask about policies regarding guarantees. When are they due, how long do you have to increase or decrease and if so, is there a penalty involved for last minute changes? Is there a minimum? How is payment expected? Do they accept credit cards and, if so, is there an additional charge involved? If you plan to order on a regular basis, would a monthly billing be an option?

Delivery fees, and if so, how much? What is the set up like? Do they provide china dishes to keep food warm? When will the dirty equipment be picked up, same day or next day? All the answers should be easily answered and possibly even already addressed in their contract or menu information provided.

Ask for proof of liability insurance and workers’ compensation coverage. If you are planning on using the caterer on a regular basis, you may want them to provide you with a policy which adds your company as an additional insured. This is a common request for corporate caterers.

Always ask for references and do check with your local Chamber of Commerce—they are a wonderful source for referrals.

Remember that you will never get a second chance to make a first impression. Now is the time to begin planning for the coming holiday season. Contact Sandra Forney for your needs at:

IMPRESSIONS GOURMET CATERING
1719 S. GROVE UNIT C.
ONTARIO, CA. 91761
PHONE: 909.923.8300
FAX: 909.923.8620

CORPORATE EVENTS
Leasing the inline Empire with over 15 years experience.
Holiday Parties - Christmas - July 4th - Ribbon Cutting
Ground Breaking
Company Picnics - Grand Openings - Seminars - Training Sessions

continued from page 13

Inland Empire’s Largest Employers

August 2006

21. Temecula Valley Unified School District

1900 S. Rancho Vista Road

TEMECULA, CA 92591

Enrollment: 36,000

Education: Yes

Staff: 3,500

N/A

Marketing Contact: Tanya Schmieding

Top Local Executive

George W. Bruck<br>
President

E-Mail Address: george@tvusd.org

22. The Smith Group

19100 South Western Avenue<br>
Inglewood, CA 90307

Healthcare: Yes

5,600

Bob Smith

(310) 530-8000

This information was compiled by the staff of the Inland Empire Business Journal. Additional details can be obtained by contacting the specific company or organizations.
Prop. 89 Spells Disaster for Business in Politics

The California Chamber of Commerce is helping organize opposition to a November ballot measure that virtually eliminates the ability of businesses to participate in the political process.

If approved by voters, Proposition 89, sponsored by the California Nurses Association and the Foundation for Consumer and Taxpayer Rights, a trial lawyer front group, will give anti-business forces such as the plaintiffs bar and nurses union, a big advantage in campaigns for or against candidates and ballot measures.

"Proposition 89 is step one — disarming the business community. Step two will be to pass every initiative the business community has fought in the last decade," said Chamber President Allan Zaremberg, who is co-chairing the No on Proposition 89 campaign.

"Unless we stop Proposition 89 now, we'll be facing excessive litigation, increased costs for energy and health care, and a rollback of the workers' compensation reforms that have reined in runaway premium increases. These would all be from bad initiatives we won't be able to fight. The result would be disastrous for the California economy and jobs," Zaremberg said.

"The business community would lose the ability to defeat bad proposals, sponsor needed reforms and overturn poorly considered laws passed by the Legislature," he said.

Taxpayer Funding for Negative Campaigns

Falsely touted by its supporters as a “clean money” measure, Proposition 89 increases the income tax rate on corporations, banks and financial corporations by 0.2 percent per year to fund a new public campaign financing system.

Many small businesses, even mom-and-pop shops that are incorporated, would be subject to the tax.

Candidates for office would be able to tap taxpayers to fund their campaigns, including paying for negative television ads and hit-piece direct mailers. The measure also expands on how the politicians spend the taxpayer-provided campaign funds.

Restrictions on Business

The new contribution restrictions on business include:

- A $10,000 limit on ‘corporate expenditures’ to support or oppose any given ballot measure;
- A ban on corporate contributions to political parties or political action committees;
- A ban on corporations making independent expenditures to support or oppose candidates or contributing to an independent expenditure committee;
- A $10,000 limit on corporate contributions to a candidate-controlled ballot measure committee;
- A ban on corporate contributions to candidates who opt to reject public financing.

The measure places practical limits on $100,000 during specified periods and only if they live in the district in which

continued on page 21
Cigars in Las Vegas
continued from page 14
show was what effect Prop. 86 is going to have if it does pass here in California. Many retailers were afraid to put in big orders and some suppliers were afraid to take big orders.
If Prop. 86 passes, it’s expected to severely damage the local retail cigar industry because the state has similar initiatives either pending or proposed. Everyone is holding their breath.
Still, there are others who believe that, like gas, we will complain about the tax hike and pay it if it’s necessary. Here in California, the RJ Reynolds Tobacco Company has actually joined forces in opposition to Prop. 86 with Phillip Morris to fight Prop. 86. While many professional cigar people would prefer to distance themselves from cigarette people, the general feeling here was that the "enemy of my enemy is my friend."
The enemy here is the man perceived as being "against the local tobacco tax hikes." Rob "Medallist" Rieners.
Cigars are so strong that there was actually a proposal announced to change the name of RTDA to eliminate the word "tobacco" and "dealers.
Rieners' most outspoken opponent is Charles Janijan, president of the California Association of Retail Tobaccos.
Prop. 86 is expected to pass with a large majority, thus removing the federal clause and drastically cutting taxes on tobacco products. Millions of children in developing countries are suffering with cleft lip and palate. Children are born with a lifetime of malformation. The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We encourage local stores to provide the life changing cleft surgery which takes as little as 45 minutes and costs as little as $250. It provides immediate care and not a lifetime of care.
100% of your donation goes toward programs — 0% goes toward overhead.

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continued from page 16

• a significant decrease in the amount a corporation may give to a non-publicly funded candidate for state office - only $500 per election for legislative and Board of Equalization candidates and $1,000 per election for statewide candidates, with a combined annual limit of $7,500 to all candidates for state office.

Referendum Essentially Barred

Californians enjoy the right of referendum to take laws passed by the Legislature directly to the people before they take effect. Under Proposition 89, businesses would in effect be barred from the referendum process due to the measure’s severe limits on the ability of businesses to contribute to issue and ballot measure campaigns.

Had Proposition 89 been on the books, SB 2, the $7 billion employer health care mandate, might well be the law today. The business community would not have been able to wage the successful campaign to place the Proposition 72 referendum on the November 2004 ballot, giving voters an opportunity to reject the mandate for a government-run health care system.

Similarly, insurers would not have been able to put before voters in March 2000 a referendum on the “bad faith” legislation, sponsored by trial lawyers and signed into law by Governor Gray Davis. Voters rejected the legislation, which would have added billions in costs to insurance bills.

Other Provisions

Not only does Proposition 89 give tax money to politicians to spend on their campaigns, it also permits publicly funded candidates to receive additional “matching funds” to offset contributions and independent expenditures beyond a certain level on behalf of privately funded opponents.

The measure also prohibits state contractors or anyone seeking state contracts from contributing to any candidate for or holder of an office with the contract or who seeks a contract. State contractors could not contribute to political party committees or independent expenditure committees to support or oppose candidates, or to legal - defense funds of candidates or office holders.

Join Opposition

Proposition 89 is a blatant effort to deprive California’s job providers of a voice in the political process. The Chamber urges members of the business community and their supporters to join the campaign to oppose Proposition 89.

For more information on how to get involved, please call the campaigns at (916) 448-4244.

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Volunteer for Victory

by Bill Leonard, State Board of Equalization

I have run for public office about a dozen times and those runs came after more than 20 years of volunteering for other candidates. I know that campaigns are hard work, long hours and great experiences. If you find yourself saying things like “there oughta be a law,” or “we need more of these kinds of volunters for other candidates,” then you need to join in to campaign to experience the hard work, long hours and great lessons for yourself. Candidates are already working hard to earn your vote in November, and if you have found someone you believe should be in public office, whether for governor or city council or community services district board, please volunteer to help them get elected. Everyone who is putting their name on the ballot and helping your friends and every campaign has much work to do. A lot of campaign work is tedious—stuffing envelopes or making follow-up phone calls. However, all of that work is doable and helps a candidate magnify his or her ability to reach as many voters as possible. So, whether you are comfortable hosting a small cookies-and-coffee reception in your home, or knocking on your neighbor’s doors to ask them to vote for your chosen candidate, or stamping envelopes, start working today. On behalf of all candidates, I thank you for giving your time to help make our democratic process work.

COMMENTARY

Boomers at 60

by Joe Lyons

The time has come. It has been six decades since Dad came home from the war and Mom was there to greet him. The leading edge of the bell curve on the birth rate started nine months later. This year the first of us turn 60. Bill Clinton. Cher. Sally Field. George W. Bush. And me.

We were the ones whose childhood demands pulled our parents out of the post-war depression with Frisbees and Hula-Hoops and diapers. We were the ones who bought the 45-RPM records and helped to greater the British invasion. We were high school seniors when Kennedy was shot, and not much older than that when we had to accept the shootings of Robert Kennedy and Martin Luther King. We bought the first Mustangs and we filled the college halls. We went to war in the mud of that Southeast Asian country and slept in the mud at Woodstock. Out interest in the post war development of television went from 5" black-and-white sets to 60" flat-screen. High Definition 16:9 ratio entertainment systems with Dolby 5.1 sound surround.

We went from four track open reel tapes to 8-track cartridges to CDs. Our movies went from cheap black-and-white drive-in fare to the sinking of the Titanic and the return of “Batman” and “Superman.” Even today, our old film and TV heroes keep returning in one capacity or another. They still call out to us. Why? Because we are more than just “People.” We are the oldest group of people to consider ourselves “middle-aged.” Many of us have no plan to retire. That’s for people much older than us. We have lost many of our numbers. Friends of mine have their names carved on that wall that keeps traveling the country. There is only one original Beach Boy left in the group. The Beatles have been cut in half. There are only two Bee Gees left. Many of our musical icons have passed on or are on their last leg tours. People we counted on to be, like Johnny Carson, are gone. Many of our childhood film stars are also gone. Some, like Sean Connery and Walter Cronkite have already retired, and yet we carry on.

Sixty, they tell me, is the new 40. We laugh when our grandkids rummage through the garage and find old albums like “St. Pepper” and “Tommy” and wonder about the times the old folks grew up in. We still wear the jeans and T-shirts we wore when we were young. Our women-folk don’t go around in cotton prints with lace collars. You won’t find me in Bermuda shorts with sandals over white socks. After all, 60 be damned. We’re still kids. Rock on.

Sparking among the lights of the famed Las Vegas Strip, the Stardust Resort and casino has built a loyal clientele for nearly 50 years for those seeking the “classic” Las Vegas gaming entertainment experience.

With its “Best in Class” strategy firmly in hand, Stardust offers a top, mid-sized, value oriented, comfortable, friendly, full-service property on the Strip, catering to those who enjoy visiting the mega resorts, but prefer the Stardust’s atmosphere. The 60-acre property includes a 2.5 acre outdoor complex, complete with tropical landscaping, tree-lined walkways, waterfalls and swimming pools. The property also includes more than 1,500 guest rooms and suites, six restaurants, a retail center, conference facilities, plenty of casino action, a race and sports book renowned throughout the country and top name entertainment.

The Stardust will cease operations October 2006, followed by demolition, and the new construction for the Echelon, which is expected to be fully operational in 2010.

A new casino resort destination anchored by a unique collection of amenities, Echelon will offer 3,300 keys of upscale hospitality. The 2,600-room Resort Tower and a Suite Tower with 700 suites will provide superior levels of luxury and accommodations. Two distinct spa experiences will be offered and both towers will have maximum connectivity to the gaming floor, restaurants and nightlife, as well as the other amenities of Echelon Place. Guests will enjoy access to lushly landscaped pools, gardens and cabanas featuring restaurants, bars, and retail, with Suite Tower guests enjoying access to a separate pool and cabana area. Access to the Las Vegas ExpoCenter from the towers will be optimized and user-friendly, and promote synergy with other Echelon Place elements.

Shangri-La

Synonymous with luxurious and comfortable hotel accommodations, fine food and caring service, the distinct nature of individual Shangri-La upscale properties demonstrate an exclusive charm and personality that large chains cannot approximate. Today, Hong Kong-based Shangri-La Hotels and Resorts is the largest Asian-based deluxe hotel group in Asia-Pacific. Shangri-La comprises 47 deluxe hotels and resorts in key cities of Asia and the Middle East.

Delano

The Morgans Hotel Group created the gold standard by which all boutique hotels are now judged. Delano attracts young, affluent, attractive frequent travelers who are able and willing to pay for exceptional hotel rooms, restaurants, bars and gaming. Delano carries the global recognition as a chic luxury resort.

Mondrian

During its 21-year operating history, Morgans Hotel Group has refined the creation, management and marketing of a unique breed of hotels, a class that did not exist until 1984 when Morgans Hotel first opened its doors in Manhattan. Mondrian is an urban oasis with a strong corporate following.

Las Vegas ExpoCenter

Las Vegas ExpoCenter will feature approximately 650,000 sq. ft. of exhibition and pre-function space. The combined meeting space of Echelon Resort and ExpoCenter will total over 350,000 sq. ft. with 200 high quality, state-of-the-art meeting rooms. With one million sq. ft. of capacity, these facilities will provide great opportunities for prospective customers to host their meetings and events in a bespoke yet expansive environment.

The Retail Promenade

Shopping is an integral part of the vacation experience for most Las Vegas visitors. Seventy-three percent of consumers consider the shopping prospects of a vacation as important as nightlife. Fifty percent of vacationers splurged on items for themselves that they wouldn’t buy at home. At Echelon, 350,000 sq. ft. of unique shopping will be defined by a well considered mix of luxury, affordable luxury and bridge retailers, as well as a variety of dining and nightlife alternatives.

Entertainment Venues

Echelon’s expansive 4,000-seat theater, with its spacious stage and stadium seating, is the ideal place for a production show, replete with the costume and choreography identified with Las Vegas. The intimate 1,500-seat theater, created to house touring acts, will offer the same clear acoustics and breathtaking visuals as its large-
Choosing the right health care coverage plan shouldn’t be a pain in the neck.

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While speaking to a group of CEOs, we asked many of them how they share their business plans with their advertising agencies. Only a small number raised their hands.

It's not surprising. It seems agencies and clients are equally at fault for this "separate camps" mentality. The important strategic business news you tell the corporate office, and agencies tend to get caught up in the creative execution of assignments and promotional sales. The result is that businesses seldom see their agencies as valued strategic partners.

What a waste, and here's why. A company's business strategy has a far greater chance of success if it is aligned with the company's brand strategy. The real great advertising gets together with their really great agencies and make really great brands. So why can't smaller advertisers and agencies benefit from this plan also?

Well, often the business doesn't have a written business plan. Or, the CEO, president, CFO, and EVPs shut themselves in a room and brainstorm a business strategy, then they pass it down to a plan and execution. What a waste of good perspectives. Most agencies can offer incredible insights and bring critical customer data into the mix to make a better plan.

Here's an example of a terrific business strategy perfectly aligned with a brilliant advertising brand.

The early seventies. BMW held a minuscule share of the European luxury car market and an even smaller share of that audience's mind. Mercedes Benz outsold BMW 3 to 1. Establishing its foothold on the U.S. market by promoting its "European Engineering." However, if you talked to BMW designers, they'd tell you car designers are much greater than Mercedes-Benz's cars. They would also suggest they designed and built cars with much greater responsiveness to a driver's actions, providing a better sense of the road beneath and enhanced driver control. Mercedes, according to BMW, had a smoother ride. However, BMW never reached and enhanced responsiveness gave drivers the sense they were in complete control, something no other brand of automobile offered. This handling advantage was greatly appreciated by sportscar aficionados and car enthusiasts.

Thus, a business strategy was developed. At Bayerische Motoren Werke, we will build highly engineered automobiles and market them to performance-oriented customers and distributors, customers, sales teams and marketers. And, add this with BMW's agency (Ammirati & Puris), we will build a better company's brand strategy. The outcome is a strategy that gives a greater chance of success. The new agency strategy was communicated to all of the company's employees, distributors, customers, sales teams and marketers. And, add this with BMW's agency (Ammirati & Puris), the company's internal and external brand communications' strategy. For all the reasons just mentioned, we always say, "Brand development is not a marketing initiative; rather, it is a corporate initiative. This message was then delivered to the same employees, strategic partners, suppliers, distributors and customers. In three decades, BMW's business strategy and brand strategy alignment have driven the company to the top of the category, and today, BMW outsells Mercedes-Benz 3 to 1.

This strategy alignment should never be ignored. That is, the two should never operate exclusively, nor should C-level execs and their agencies. We believe combined intelligence, know-how and experiences can be of great value to all.

Our brand discovery process provides the perfect link. When we facilitate a branding session, we help our clients' CEO, COO, VP of marketing, marketing managers, sales managers, and even BMW's operations and some top people in the field with a clear pulse on the buyer. Then, we spend half a day in an information-dispensing session—identifying simple facts to possible unique selling points and absolute USPs.

And, our proprietary process includes a built-in delivery mechanism to assure the company's newly discovered position and message delivery is consistently and consistently. The outcome is the new or revisited business strategy. To take this alignment even further, a BMW employee, salesperson, and even take a fresh look at the company's view (6). With this new USP, linear perspective, sales and growth can now increase, creating a smoother ride to greater success.

So remember, to propel your brand forward, share your business plan with your agency and collaborators—collaborate with them as your partner. You'll find the agency will bring a vital external perspective to your strategic thinking, and this team approach will lead your company to increased profits.

Wilkin Gage Marketing is located in Claremont, CA. Call (909) 622-2325 for further information.

August 2006

Gail Gage & Jim Hughes, Wilkin Gage Marketing, Inc.
Gonzo Marketers
by Angela Vasquez

After 25 years working in various scopes of the communications field, Gonzo Marketers, located in Rancho Cucamonga, is the brainchild of Tim Sunderland. Sunderland opened the doors of Gonzo in March of this year, because in his words, "It is time." Gonzo Marketers is a strategic advertising agency.

The goal of the agency is to seek long-term commitments with clients in which they can become active marketing partners. Gonzo Marketers works with clients to identify their marketing challenges, help them choose the correct plan to address those challenges, and then work to implement that plan.

That plan might include print advertising, radio, television, direct mail, electronic marketing, public relations, internal communications, or any other marketing solutions that exist.

Gonzo Marketers does not specialize in any specific industry because, as Sunderland explains, they draw on the energy that often comes from taking a solution we used successfully in one industry, making slight modifications, and then using it successfully in another industry.

Sunderland chose the name Gonzo because it was a term used to refer to a style in which the creator is intrinsically immersed with the subject action. Gonzo was first coined to refer to journalists who, rather than observing as neutral bystanders, became active participants. Both Hunter S. Thompson and George Plimpton were referred to as gonzo journalists because they chose to be right in the middle of what they were reporting about.

Sunderland felt the name appropriate because Gonzo Marketers chooses to become intrinsically emmbedded with their clients. The second reason Gonzo Marketers was chosen is because more often than not, people ask what the name means, and once explained, it becomes more memorable.

Sunderland started as a freelance journalist in 1982 and wrote a great deal about the Inland Empire for local business publications. In this capacity he was able to get a good feel for the growth that was going on, and continues to go on today.

In 1992, after having worked as a freelance copywriter for several advertising agencies, Sunderland joined the staff of a local agency as an account manager. During his 11 and a half years there he gained a lot of experience in overall advertising and account management issues, as well as media placement, print mechanics and other aspects. He left later to join another smaller agency which specialized in basing their client's advertising on a strategic approach, which he considers to be very important.

Like many other businesses, advertising and marketing are changing at breakneck speed. Traditional print advertising, and even television and radio, are being overtaken by interactive Websites, blogs, and numerous other forms of inter-active marketing that are much more accountable. With the influx of new people into the Inland Empire, Sunderland is utilizing other promotions such as buzz marketing and viral marketing, and continued on page 38

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Inland Empire Business Journal
Selling Is Everyone's Business—Including Yours. Six Tips for Becoming a Super Sales Coach and a Truly Valuable Employee.

by Steve Johnson

Want to make yourself valuable at work? Learn to sell, sell, sell. Want to make yourself indispensable? Teach and coach others. Here are some tips that can make you more valuable:

1. **Develop Sales Skills**: Your job is to help your team member develop the skills of the men and women they lead in your organization. The best way to do this is by becoming a super sales coach.

2. **Communicate Effectively**: One of the most important things you can do is to communicate effectively with your team members. This includes listening, speaking, and writing clearly and concisely.

3. **Set Goals and Objectives**: Help your team members set clear, measurable goals and objectives. This will help them focus on what they need to achieve.

4. **Provide Feedback**: Regular feedback is essential for growth and development. Make sure to provide both positive and constructive feedback.

5. **Create an Incentive System**: Create an incentive system that recognizes and rewards good performance. This will help motivate your team members to do their best.

6. **Lead by Example**: Your team members will look to you for guidance and direction. Make sure to lead by example and demonstrate the behaviors you want to see in your team.

By following these tips, you can become a truly valuable employee. Your team members will appreciate your efforts, and your organization will benefit from your expertise.

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MANAGER'S BOOKSHELF

Management In Print

"Internet Riches: The Simple Money-Making Secrets of Online Millionaires,"

Amacom, New York, New York, 2006; pages 220.

"Internet Riches" is one of the best books on the subject of business and sales. Fox persuasively makes the point that the boom of the 1990s was due to Internet entrepreneurs. Fox gives you the facts behind the figures and shows you how to profit from the success of the Internet. He covers changing the way you think about business, the Internet as a money-making tool, and how to put the Internet to work for your business. A go-to resource for anyone interested in making money online.

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BESTSELLING BUSINESS BOOKS

Here are the current top 10 bestselling books for business. If you're looking for something new to read, these are some of the best choices.

1. "The Art of War" by Sun Tzu
2. "The 7 Habits of Highly Effective People" by Stephen R. Covey
3. "Good to Great" by Jim Collins
4. "In Search of Excellence" by Thomas J. Peters
5. "The Lean Startup" by Eric Ries
6. "Sapiens: A Brief History of Humankind" by Yuval Noah Harari
7. "The 48 Laws of Power" by Robert Greene
8. "The Power of Habit" by Charles Duhigg
9. "Thinking, Fast and Slow" by Daniel Kahneman
10. "The 21 Irrefutable Laws of Leadership" by John C. Maxwell

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(1) Indicates a book's previous position on the list. **---** Indicates a book's first appearance on the list.

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**Selling Is Everyone's Business—Including Yours. Six Tips for Becoming a Super Sales Coach and a Truly Valuable Employee.**

by Steve Johnson

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California Foreclosure Activity Hits Three-Year High

Second quarter California foreclosure activity rose at the fastest pace in at least 14 years, the result of waning home price appreciation.

Lenders sent 20,752 default notices to homeowners statewide during the April-through-June period. That was up 10.5 percent from 18,778 the previous quarter and up 67.2 percent from 12,408 in the second quarter of last year. DataQuick Information Systems reported.

Last quarter’s year-over-year increase was the highest for any quarter since DataQuick began跟踪 defaults in 1992.

Notices of default are formal documents filed with the county recorder’s office and mark the first step in the foreclosure process.

Despite the second quarter surge, defaults remained below historically normal levels. On average, lenders filed 32,762 notices of default each quarter over the past 11 years. Last quarter’s total was the highest since 25,511 were filed in first quarter 2003.

“This is an important trend to watch but doesn’t strike us as ominous,” said Marshall Prentice, DataQuick’s president. “The increase was a statistical certainty because the number of defaults had fallen to such extreme lows. We would have to see defaults roughly double from today’s level before we would begin to impact home values much.”

We have a lot of talk about rising payments on adjustable-rate loans triggering borrower distress,” Prentice continued. “While there’s no doubt some of that is going on, as far as we can tell the defaults is mainly the result of slowing price appreciation. It makes it harder for people behind on their mortgage to sell their homes and pay off the lender.”

Other factors that contribute to higher defaults include the amount of equity owners have in their homes, the type of mortgage and how the mortgage has been handled.

DataQuick, a subsidiary of Vancouver-based MacDonald Dettwiler and Associates, monitors real estate activity nationwide and provides information to consumers, educational institutions, public agencies, lending institutions, title companies and industry analysts.

Foreclosure activity hit a low during the third quarter of 2004, when lenders filed 12,145 default notices. That year California home prices rose at an annual rate exceeding 20 percent. This year annual price gains have slipped into single digits in many of the state’s larger housing markets. Last month San Diego and Sacramento counties saw their median home prices dip about 1 percent compared with a year ago. Second quarter defaults shot up about 99 percent in San Francisco.

Demand for homes and pay off the mortgage.

Despite the second quarter surge, defaults remained below historically normal levels. Many times it’s the manager or office supervisor who are undeniably demotivating their employees.

Employees, particularly new ones, succeed in their jobs. When they sign on they’re psyches do well in the comin when they are experienced, they new to you and need to new to your company. If you haven’t made a conscious effort to show them the way you do business, they will do it their way and probably be less effective than if you had helped.

What happens next is they become unhappy – strike 1. You’re disappointed, which shows that you might have already probably tell them what they’re doing wrong – strike 3.

Here are 6 tips to keep your staffing agency happy.

1. Set The Expectations: Tell your people what you want and your method to get it. Nobody knows what you think they should know. Believe this or live in frustration. Never assume they know because of their intelligence or what you want.

2. Make your desires perfectly clear. Also, get over any concern that it would be insulting to them, or unnecessary. You will have to take the initiative because your employees are not going to ask you for your expectation or how you want them to work. They foolishly think this would make them look bad to you. Therefore, pull each aside quarterly and spell it out.

3. If your employee has a different approach, work with it together. Otherwise, even if successful, you will always be unsatisfied with the fall, and you anxious. This will come through in the employee. This causes self doubt which leads to failures and demotivation.

4. 2nd-Quarter: Employee is A Happy Employee: Employees – especially when new or entering a new area of business. Many times it’s the manager or office supervisor who is undeniably demotivating their employees.

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1. Set The Expectations: Tell your people what you want and your method to get it. Nobody knows what you think they should know. Believe this or live in frustration. Never assume they know because of their intelligence or what you want.

2. Make your desires perfectly clear. Also, get over any concern that it would be insulting to them, or unnecessary. You will have to take the initiative because your employees are not going to ask you for your expectation or how you want them to work. They foolishly think this would make them look bad to you. Therefore, pull each aside quarterly and spell it out.

3. If your employee has a different approach, work with it together. Otherwise, even if successful, you will always be unsatisfied with the fall, and you anxious. This will come through in the employee. This causes self doubt which leads to failures and demotivation.

4. 2nd-Quarter: Employee is A Happy Employee: Employees – especially when new or entering a new area of business. Many times it’s the manager or office supervisor who is undeniably demotivating their employees.

Employees, particularly new ones, succeed in their jobs. When they sign on they’re psyches do well in the coming when they are experienced, they new to you and need to new to your company. If you haven’t made a conscious effort to show them the way you do business, they will do it their way and probably be less effective than if you had helped.

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MBA/Executive Programs in the Inland Empire

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<th>MBA/GCE</th>
<th>EMBA/SEMBA</th>
<th>Part Time Fee</th>
<th>Fall Intake</th>
<th>Evaluation</th>
<th>Year Founded</th>
<th>Earl Warren Sch.</th>
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<th>Loma Linda U.</th>
<th>Top Level Executive</th>
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<td>Yes</td>
<td>11/18 Public</td>
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<td>$8,000 Per Year</td>
<td>Yes</td>
<td>NA</td>
<td>NA</td>
<td>Yes</td>
<td>Larry K. Shear (Pres)</td>
<td>(909) 562-7222</td>
<td><a href="mailto:Larry.K.Shear@calpoly.edu">Larry.K.Shear@calpoly.edu</a></td>
</tr>
<tr>
<td>San Bernardino</td>
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<td>Yes</td>
<td>NA</td>
<td>NA</td>
<td>Yes</td>
<td>Fred Davis (Pres)</td>
<td>(909) 562-7222</td>
<td><a href="mailto:Fred.Davis@calpoly.edu">Fred.Davis@calpoly.edu</a></td>
</tr>
<tr>
<td>University of La Verne</td>
<td>Yes</td>
<td>Yes</td>
<td>1/14 Private</td>
<td>$550 For Uncore</td>
<td>$0 Per Year</td>
<td>Yes</td>
<td>NA</td>
<td>NA</td>
<td>Yes</td>
<td>Alex Hoke (Pres)</td>
<td>(909) 562-7222</td>
<td><a href="mailto:A.Hoke@calpoly.edu">A.Hoke@calpoly.edu</a></td>
</tr>
<tr>
<td>University of Redlands</td>
<td>Yes</td>
<td>Yes</td>
<td>3/22 Private</td>
<td>$550 Per Year</td>
<td>NA</td>
<td>Yes</td>
<td>NA</td>
<td>NA</td>
<td>Yes</td>
<td>Peter Bogert (Pres)</td>
<td>(909) 562-7222</td>
<td><a href="mailto:Peter.Bogert@calpoly.edu">Peter.Bogert@calpoly.edu</a></td>
</tr>
<tr>
<td>Westernmost</td>
<td>Online</td>
<td>$1,500 Per Year</td>
<td>Yes</td>
<td>Yes</td>
<td>John Smith (Pres)</td>
<td>(909) 562-7222</td>
<td><a href="mailto:John.Smith@calpoly.edu">John.Smith@calpoly.edu</a></td>
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The bill would exempt $55 million of an individual's estate, and $10 million of a couple's, from estate taxes by 2015. Estates worth up to $25 million would be taxed at capital gains rates, currently 15 percent and scheduled to rise to 20 percent. Tax rates on the remainder of larger estates would fall to 30 percent by 2015.

The maneuver was aimed at defusing the minimum wage increase as a campaign issue for Democrats while using the popularity of the increase to achieve the Republican Party's longtime goal of permanently cutting estate taxes.

Besides the 10-year, $268 billion cut to the estate tax, the measure contains $38 billion in other tax cuts that enjoy widespread backing, such as the research-and-development tax credit.

As part of the plan, Congress would also pass a bill shorting up the U.S. trading system. That bill easily passed the House and appeared more likely to succeed in the Senate than the minimum wage-estate tax plan.

Inflation has eroded the federal minimum wage's buying power to the lowest level in about 50 years. Lawmakers have voted cost-of-living wage increases totaling about $35,000 for themselves over the last 10 years.

GOP lawmakers feared being pinned with 30-second campaign ads over the August recess that would tie Congress' upcoming $3,300 pay increase with Republicans' refusal to raise the minimum wage.

August 2006

Conquering Depression in the Workplace: How It Affects Morale, Productivity and Effectiveness by Christopher Knippers, Ph.D.

One way to do this is for the person doing the confronting to open with an admission of their own personal struggles, past or present, and how that affected a current situation. Then they can point out to the depressed person that some specific behaviors have got to stop, and if the depressed person avoids saying anything like, "Everyone is noticing..." The depressed person is embarrassed already and doesn't need to think that everyone is talking about him or her.

2. Be Empathetic

Empathy is the mental and emotional attitude of actually entering another person's experience, and standing 'aside' them in their feelings, rather than standing above them in pity, judgment or of being "above it all." Empathy says, "I've been where you are emotionally, and I know it's rough." This supportive attitude helps the depressed person immensely because they will no longer feel alone in their pain.

3. Listen to their story

A depressed person has a story that they are longing to tell, and it is a huge relief to him or her to know that someone cares to listen to their life experience. In fact, when a depressed person hears himself relating his story, he can often gain a new perspective on the situation, and sometimes he even reaches a new conclusion.

4. Provide a solution to the employee

A counselor needs to be made available at an affordable rate for that employee. There are some brief forms of therapy or counseling that are extremely helpful. In my opinion, the most highly respected form of brief therapy today is medication alone is not the answer.

5. Offer practical assistance within the workplace

There are some ergonomic concerns that can be addressed; or maybe they need a little temporary assistance with their duties to get back on track. A day or two off work or temporarily reduced hours can help.

An occasional friendly inquiry about how the person is doing is appreciated and helps the person feel supported. Support is key to overcoming and preventing depression.

7. Create a culture of support

Assign someone on your staff who can be trusted to listen non-judgmentally to any concern that an employee has. Very few employees would abuse such a privilege. Most people do receive fulfillment from accomplishing quality work. They just sometimes hit snags in life and need to vent.

Depression can affect a company's productivity, morale and effectiveness. Recognizing the signs and understanding what kind of help and support can be offered will be extremely helpful for dealing with a depressed employee. A little human kindness and compassion goes a long way toward attaining your organization's goals.

You can e-mail the author at drknippers@att.net. If you have any questions...
Mixed Feelings at Crabby Bob’s

by Joe Lyons

Not everyone in my party enjoyed our dinner at Crabby Bob’s. The restaurant next door to the Ontario Hilton has had a couple of different names over the years but it has been Bob’s for better than a decade.

Not much has changed. The Caribbean decor and the beer buckets for your crab shells have been a part of the place since it opened. But the night we visited last month, not everyone was happy. The biggest problem, quite simple, was the service since they were out of king crab.

This happened to me once before, on a trip to Seattle, when I took a friend around town to my old favorite seafood restau­rants from years ago. They had snow crab and they had Dungeness, but they had no king crab.

This was deja vu all over again. Worse, Crabby Bob’s has this display up front full of ice to display its fresh fish. It was empty.

I started by ordering the clam chowder. It wasn’t exactly potato soup but it could have had some more clams. One of my guests ordered more clams and got an extra spoonful or two heaped on top. Still, it wasn’t bad.

The hot fresh bread was very good. It comes with very smooth honey butter. The coconut shrimp wasn’t bad either although it also brought crumbs from across the table. Personally, I liked it along with the apple butter sauce that came with it for dipping. The seafood stuffed mushrooms weren’t bad either, but they could have had a little more taste to them.

Now I know that I should have had an order of crab something for my entree, but I just had to go for an order of blackened chicken. I have developed a taste for it over the years.

Crabby Bob’s is good, but it has a sarge topping that changed the taste. The PCH Combo was good enough to pass around to share with everyone. The baby back pork ribs really did fall off the bone just like the sign up front said it would. The coleslaw scored some big points. Crabby Bob’s grades it itself on its freshness. There isn’t a microwave on the premises.

I looked forward to the corn on the cob. I was promised that it would be crisp and hot. Most restaurants that serve such treats have it in the water too long and it gets soft and soggy. I was disappointed to find that this corn was almost as soggy. I was promised that the next time I come in they would do better.

It must be noted that the service is prompt and friendly. I have always believed that good service can overcome many disadvantages.

There are two Crabby Bob’s here in the Inland Empire. I hope to return to the Ontario one on the night that they have king crab and fresh, crispy corn on the cob.

Crabby Bob’s is located in Ontario (909) 944-7771 at 3600 Porsche Drive, and in San Bernardino (909) 381-3578 at 259 East Hospitality Lane.

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Eight years doesn’t seem like much, except in the restau­rant business. In the area between Ontario Mills and the Victoria Gardens there are new restaurants popping up every week.

Thus it is that the eight years that Tokyo Tokyo has been here is probably some kind of record. As with most Japanese restaurants, what seems like a simple small sushi bar can be a lot more filling than you would think. Order two or three dishes and you wind up taking a lot home. Of course, Tokyo Tokyo offers a simple $7.99 lunch, but I was a guest of Kim, the manager, and she was too happy to show off her best.

First, let us cover some basic nomenclature. Sushi is cut fish and vegetables with rice. Sashimi has NO rice. Got it? Next are the rolls. California and Ontario rolls are NOT genuine Japanese food. Cut rolls are simply cut into two pieces. Hand rolls are ice cream cone shaped. Now let me tell you about my light lunch at Tokyo Tokyo. I began with a seafood soup. It was served in a small teapot with an almost dainty cap. The seafood soup had an unusual sausage-like taste to it. But trust me, it was good. I kept coming back to it.

There was no way I was going to finish the sushi platter that they put down in front of me but everything that I tried on it was great. They even sprinkle some salmon caviar over some of it. I have mentioned before that I am developing a greater taste for sushi with every plate I try. The plates included a salmon sushi with a small slice of the fish skinned on it. I am told that many people like that little touch and have no qualms about eating it. In case you don’t want it, it slides right off.

The ginger on the plate had a yellowish tint to it. When I asked, I was told that that’s the real color. Those orange pieces you normally get have food coloring.

Next (actually while I was still working on the platter) they brought me salt and pepper lobs­ter that was incredible and, on the same plate, sliced-fry sole. This was a special dish that they had prepared for me but I am sure that you can ask for it if you like. Next came the fish boat roll. It has shrimp tempura with asparagus, topped with baked garlic and black pepper white fish, onion, sesame seeds, plus spicy dressed and squeezed lemon juice.

Every time that I have talked to who has visited Tokyo Tokyo loves the fire boat! And it didn’t stop there.

Prepared table side was an amazing filet dish. The meat is sliced into cubes, cooked to your order and served on a sizzling teppan plate with a remarkable, and sweet, house gravy sauce. After everything else I still found room for most of this dish.

There are actually four table side dishes. The filet, black tiger prawns, sir­zing scallops, and the yellow fish with a really good flavor lob­ster tail. As I was making excuses for the amount I was eating, Kim came back to tell me that the fish truck had just made a delivery and she wanted me to try the New England Tuna sashimi. It was as soft as butter.

There was one final treat, clearly not a Japanese dish. The same cook who had done the filet came back to prepare a tableside banana’s foster. That’s the famous New Orleans’ dish with rum and brandy, lots of rum and brandy. Now that’s quite a treat for lunch.

Speaking of which, I was pleased to note that my tour to Tokyo Tokyo pulls in a rather healthy crowd for lunch, especially for a Wednesday. And the demographic was mixed. It may not be easy to find, in the little strip center just east of the Ontario Mills Mall, but it’s worth looking for.

Be advised. The floor is a thick Plexiglas with live fish swimming underneath your feet. It is always fun to watch the expres­sion on people’s faces as they look down and jump back. The entire enter­tainment is well worth the price of admission. You need to make a point of visiting Tokyo Tokyo. I’m glad I did.

Tokyo Tokyo is located at 990 Ontario Mills Parkway, Suite H. You can call them at 909-987-7999

RESTAURANT REVIEW

The Historic GALLEANO WINERY

909 / 987-1928
50 Ontario Mills Drive, Ontario
Mon / Thur 11:30 a.m. - 3:00 p.m.
Fri 11:30 a.m. - 9:30 p.m. • Sat 4:30 p.m. - 10:00 p.m.
Sun 4:00 p.m. - 9:00 p.m. • Reservations Recommended

It’s New York without the attitude. This award-winning restaurant is where famous face is finely defined. Our menu features prime steaks, Australian lobster tail, garlic roasted chicken, rack of lamb, prime rib and fresh seafood specialties. Join us for jazz in our Manhattan Room where acclaimed artists have made us the Inland Empire’s most intimate jazz experience! We take care of every detail with innovative menu items, specialty dishes, dramatic dessert, outstanding wine selection and entertainment to complement our dining experience - and discover our magnifi­cent banquet rooms, perfect for hosting your next event.

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Business Journal • Page 36
August 2006

Business Journal • Page 37
August 2006
One Woman's Efforts continued from page 6 and unequal quality of public schools made Dr. Henry keenly and strongly sensitive to cultural variables, past experiences, and how these impact behaviors. Dr. Henry explained to the Business Journal that she attributes her strong educational interests to an education-oriented family, excellent role models, a strong extended family, and encouragement from many mentors. Dr. Henry states, "My pride in my parents and foreparents increases with each level of success achieved by a PAL Center student and with each "oh," "ah," and "I can do it."

MANAGEMENT continued from page 20
all have an inner clock that lets us know how long a negotiation should take. When a deal seems too easy, a kind of buyer's remorse can set in that leaves people with second thoughts about the outcome. One or both parties may be left with the feeling that if things had moved more slowly, they might have cut a better deal. Here's the bottom line: don't rush the dance or the negotiation will fail. Even when you know you can wrap things up quickly, it's to everyone's advantage to keep the negotiation proceeding normally, for a reasonable amount of time, before the inevitable settlement.

Finally, realize that every conflict can't be solved. What if you're tried and tried to help two warring factions find a fair solution and you just can't? It may sound odd coming from a mediator, but some conflicts just aren't winnable. Not every negotiation is going to have a win-win outcome. Not everyone can live together in harmony. Look at Israel and Palestine. There are times you just have to accept that both parties are going to leave the table equally unhappy. When you've meditated enough conflicts, you will know in your gut when that time has arrived, isolate the participants if possible and just move on. All this talk of well-paced dances, inner clocks, and gut feelings may seem alien to "just the facts" business types, but you'd better get comfortable with the idea that there are no hard and fast rules. Negotiation is all about going with the flow and seizing opportunities as they arise. You can familiarize yourself with the tools—indeed you must—but there's no substitute for jumping right in.

Improvisational negotiation is kind of like jazz. You have to know your chords, your scales, your patterns, your licks. But ultimately, these are building blocks, not formulas. The chords you use depend on the chords you hear from the other participants, and vice versa. It's a conversation. It's organic. There are no limits on what can come out of meditation, and that's what makes it such a powerful skill.

Gonz0 Marketers continued from page 29
rinking. This is the niche in which Gonz0 Marketers specializes—strategic planning. Sunderland also remains busy as the president of the board of CICAMA—California Islands Chapter of the American Marketing Association and also serves as president-elect of the CICA MA board, and Communications Chair.

Selling is Everyone's Business continued from page 30

It is possible to go to work every day and not feel anxious about your future employment. Frankly, the ability to help others become great salespeople is a skill that can be developed. It allows you to shape your own destiny. So mastering the art and science of sales coaching is not only a pathway to prosperity but to peace of mind. And there is no substitute for that.

About the Author: Steve Johnson is one of the most dynamic leaders in the sales and service arena. He is co-author of the 15 times Los Angeles Times and Amazon.com bestseller “If You’re Not Out Selling, You’re Not Being Sold.”
Oktoberfest All Year at Hofbrauhaus Las Vegas
by Ingrid Anthony

If you are yearding for a taste of New York and you’re in Vegas, go to the popular Hofbrauhaus Las Vegas. If you wish to travel much farther in your imagination, visit the Paris Hotel Las Vegas, or if the pyramids excite you, visit the Luxor. If Italy is your choice, stop by the Venetian Hotel Las Vegas. All these places, however, are just images of the cities and not very real—it is Las Vegas you know. However, if you want to visit a REAL Hofbrauhaus in Munich, stop by the Hofbrauhaus Las Vegas two blocks from the Strip on Paradise. It’s the real deal and is the authentic replica of the original Hofbrauhaus in Munich that serves imported Bavarian beer brewed from the original recipes handed down by Wilhelm V Duke of Bavaria over 400 years ago. As you pass by this impressive building, you believe it includes a hotel. It is just a restaurant but just a restaurant. It is built just like the original one in Munich. The murals were painstakingly painted to perfection so make sure it is duplicated exactly as the original one in Munich. When entering the Hofbrauhaus, you are surprised how much it is different from the place in Germany. The first room you enter is the gift shop and bar—you then proceed to the main dining room called “Schwaben” (beer hall) which seats 380 people. The long tables are crowded with eager customers enjoying the slightly landscaped beer garden in the typical German Hofbrauhaus. As Bavarian beers are served, live entertainment direct from Germany is entertaining the crowd as they sing along, pow the tables, toasts, stamp and dance. At the back chestnut trees and fountain. Only this beer garden is indoors and fully climate-controlled and seats 430 people. The Biergarten is also the perfect setting for private gatherings, bar events as well as conferences.

Mostly everything at Hofbrauhaus Las Vegas is imported from Germany. The beers are one of the main attractions. Some of their specialties include sauerbraten, pork cutlet (jagerschnitzel), varieties of bratwursts, potato soup, liver mousse, potato salad, beef goulash, Kasseler (a very special German noodle), and Kabeljaufilet (golden brown filet of cod). Try the fresh baked pretzels imported direct from Munich—which this is not to be missed.

You have never tasted pretzels like those served at the Hofbrauhaus Las Vegas—it is addictive. Of course, apple strudel, black forest chocolate cake, and a Bavarian cheese cake with raspberry sauce is a must for a gala dinner. A child’s menu is also offered which includes hot dogs and kid’s noodles with butter sauce and cheese.

Oktoberfest is every day here and starts as early as 11:00 a.m. The Hofbrauhaus Las Vegas is located 470 Paradise Road, across from the Hard Rock Hotel Casino. Check out their Web site at www.hofbrauhauslasvegas.com or call for more information at (702) 983-0089.
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