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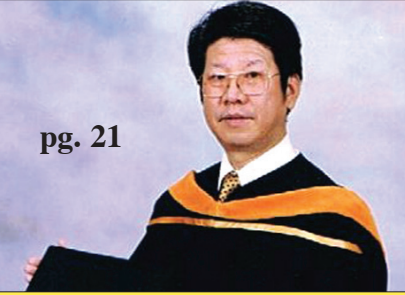
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**East Meets West With
Dr. Jing Chen**



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Opening Doors in Sacramento

Through a \$105,000 gift, former legislator Jim Brulte ('80, political science) established an endowment to support political science internships in Sacramento.

"The internship will help enhance their education by giving them up-close-and-personal experience dealing with people in government, seeing the governing process from inside out rather than outside in," says Brulte, who served 14 years in the California Legislature.

His goal is to fund three to five interns a year beginning in 2012 by raising \$1 million to \$1.5 million for an endowment.



Dedicated to education, Walter and Leonore Annenberg donated \$3 million toward the construction of the Indian Wells Center for Educational Excellence at California State University, San Bernardino in Palm Desert. Above: Betty Barker, U.S. Supreme Court Justice Anthony M. Kennedy, and CSUSB President Albert Karnig joined Mrs. Annenberg at the Annenberg Wing dedication.

Riverside Chamber Installs Officers, Recognizes Members at Inaugural Celebration



The Riverside Chamber's 111th Annual Inaugural Celebration brought together over 500 business and community leaders and recognized the outgoing and incoming officers of the Chamber's board of directors. The Chamber also recognized Tilden-Coil Constructors, Inc. with the 2010 Business of the Year award and Debbi Huffman Guthrie with the 2010 Citizen of the Year award. Other honorees included Bud's Tires and Wheels with the Small Business Eagle Award, Mike Vanderpool with the President's Award, and Craig Blunden with the Chair's Award.

SAN MANUEL BAND OF MISSION INDIANS CONTINUES SUPPORT OF STUDENTS THROUGH DONATION TO CRAFTON HILLS COLLEGE FOUNDATION

Continuing its commitment to education in the Inland Empire, the San Manuel Band of Mission Indians has donated more than \$189,000 to the Crafton Hills College Foundation to maintain the direct student support services for at-risk students through the Santos Manuel Student Success Partnership-Enhancing the Student Bridge, established in 2010 and named in honor of the first leader and namesake of the San Manuel Indian Reservation.

This donation will make it pos-

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Special Sections

**Get Hired
2011: Nine
Best
Practices**

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**Common
Sense of
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**Free at Last; The Verizon
iPhone is Here!**



Become part of the Driving Force that Impacts Lives

The American Cancer Society-sponsored Road to Recovery program provides transportation for cancer patients to and from their cancer-related appointments. The program needs volunteers from all areas of the county.

Hours can vary but the average driver volunteers for about four hours a week, Monday through Friday, 9 a.m. to 5 p.m. Volunteers can drive as often as they wish, once a month, or several times a month, as they are available. Dispatchers, who can volunteer from their homes, are also needed to coordinate rides for patients.

Volunteers are asked to fill out an application, and submit a copy of their driving record and proof of insurance in order for them to be covered by an ACS insurance policy secondary to volunteer's insurance. For more information or to volunteer, please call the American Cancer Society at (800) ACS-2345, or visit the website at www.cancer.org.

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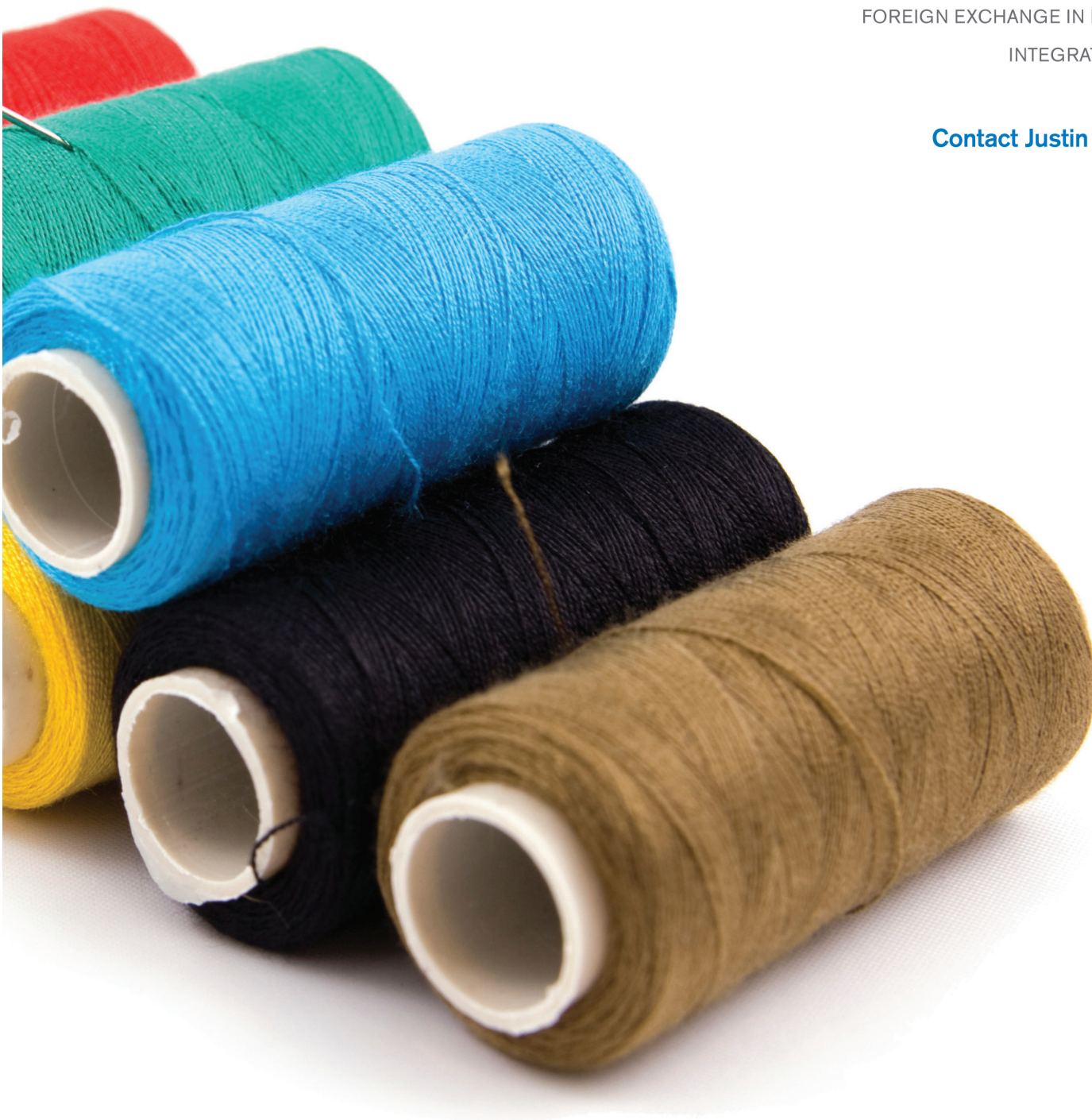
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CVB Financial Corp. Announces Sale of Notes

CVB Financial Corp. (NASDAQ:CVBF) announced the sale of six of seven notes previously held in connection with its former largest borrowing relationship. The sale was made to an unrelated third party and closed on March 25, 2011. The six notes, with a bank carrying value of \$42.9 million (and a legal principal balance of \$78.1 million), were sold for \$41 million. Summarized terms of the sale are as follows:

“We are pleased that this transaction substantially reduces our non-performing assets.”

- \$36 million in cash
- \$5 million in the form of a note secured by a first trust deed lien on an 80,000 +/- square foot office building located in Ontario. The office building is located across the street from CVBF’s corporate headquarters. The subject note matures in March 2016 and bears a market interest rate.

The seventh note, with a bank carrying value of \$2.3 million (and a legal principal balance of \$2.7 million) was not sold. This note is presently secured by a first trust deed lien on 26 residential lots in Oceanside. Though this loan has always been to a separate party, the note had been personally guaranteed by the principal of our former largest borrowing relationship. This loan remains non-performing, and we are actively pursuing collection.

The sale of the six notes resulted in an additional charge-off of \$1.9 million, which was taken in the current fiscal quarter. Together with the \$34.1 million in charge-offs taken previously in 2010, total charge-offs from loans in connection with our former largest borrowing relationship equal \$36 million or 44% of the ending legal principal balance (\$82 million) in July 2010. CVBF did not take any charge-offs with respect to this borrowing relationship before Sept. 8, 2010.

As part of the overall transaction, CVBF and its former largest borrower executed mutual general releases with respect to the six notes that were sold and, with respect to the seventh note that was not sold (with a carrying value of \$2.3 million), CVBF released the personal guarantee of the principal of the borrower.

“We are pleased that this transaction substantially reduces our non-performing assets,” said Christopher D. Myers, president and chief executive officer.

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Citizens Business Bank Earns BauerFinancial Inc. Five-Star Rating

CVB Financial Corp. (NASDAQ:CVBF) and Citizens Business Bank announced that BauerFinancial Inc. awarded Citizens Business Bank the highest ranking: Five Stars.

“We are proud to receive this Five Star Rating, especially considering the challenging times for our industry,” stated Chris Myers, president and chief executive officer. The rating was based on Dec. 31, 2010 performance data.

BauerFinancial Inc. star ratings classify each institution based upon a complex formula factoring in current and historical data. The first level of evaluation is the capital level of the institution followed by other relevant data including, but not limited to: profitability, historical trends, loan delinquencies, repossessed assets, reserves, regulatory compliance, proposed regulations and asset quality. BauerFinancial employs conservative measures when assigning these ratings.



HP Leases Entire 1.4 msf Inland Empire Industrial Complex

In a major SoCal industrial deal, Hewlett Packard Company (HP) has signed a seven-year lease for the entire 1.4 million square feet of space at Cajon Distribution Center in the Inland Empire, bringing the property to 100 percent occupancy. We’re told that the transaction represents one of the largest industrial leases in terms of square footage to have ever occurred in the Greater Los Angeles market. The deal value was not disclosed.

The two-building institutional-quality Class A industrial park is owned by a venture led by Westcore Properties and CT Realty Investors, which acquired the asset just six months ago. Built in 2008, Cajon Distribution Center is situated on a 63-acre site northeast of Los Angeles, at 7010 and 7140 North Cajon Boulevard. It is strategically located near to the 215, 210, 10 and 15 interstate freeways.

Cajon Distribution Center features a state-of-the-art cross dock configuration, ESFR, 30-foot clear heights, 52 x 50 bay spacing, secured truck court, skylights, and dock-high and grade-level loading doors. Corporate neighbors include FedEx, Target, Kohls, Mattel, Home Depot and Smuckers.

Westcore Properties and CT Realty were represented by Darla Longo, Jim Koenig, Dave Consani and Dan De la Paz of CB Richard Ellis. HP was represented by Alex Somerville, Kent Gilbert, Raul Campos and Grant Ross, also of CB Richard Ellis. The company expects to move into the space in June and July 2011.

Westcore Properties and CT Realty Investors acquired the property in August 2010 in partnership with PCCP LLC and Behringer Harvard. At that time, according to Carter Ewing, executive vice president of CT Realty, the joint venture partners said that they were attracted to the investment due to scarcity in the San Bernardino market for well-located, secure industrial space for larger users.

VOIT REAL ESTATE SERVICES DIRECTS PURCHASE OF 122,935 SQUARE-FOOT INLAND EMPIRE INDUSTRIAL PROPERTY

Voit Real Estate Services has successfully directed the purchase of a 122,935-square-foot industrial property for \$7.5 million in Murrieta.

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News and Features

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Healing Your Workplace: Powerful Prescriptions to Prevent Hardening of the Attitudes Among Your Employees Jack Singer gives us five powerful prescriptions for enhancing employee morale and job performance and minimizing job stress. 20

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TEMECULA-BASED COMPANY, DRIVEN MEDIA COMMUNICATIONS, SIGNS LANDMARK AGREEMENT AS CO-OWNER OF THE INLAND EMPIRE AUTO SHOW (IEAS)

DRIVEN Public Relations, an international public relations and creative marketing agency, announced that its parent company, DRIVEN Media Communications, has signed an ownership agree-

ment with the Ontario Convention Center and On The Edge Productions, to co-produce the Inland Empire Auto Show (IEAS). DRIVEN Public Relations has provided PR services in support of the

IEAS for the past four years and with the continued successes and growth of the show, DRIVEN's parent company joined IEAS to help drive greater interest from the auto industry, enhance brand

awareness, and generate even more excitement around all the best attributes of the show.

"We have worked to grow the Inland Empire Auto Show over the past four years through our public relations efforts and the results have been positive year after year. With media outlets based in the Inland Empire and the greater Los Angeles area covering this show, we wanted to take our relationship with the IEAS to a new level. Our goal in 2011 is to communicate to the greater automotive industry that participating in the IEAS adds value as we are the gateway in to Los Angeles," said Mike Caudill, president and CEO, DRIVEN Media Communications Inc. "The IEAS has the potential to really drive consumer traffic and help automakers sell vehicles. We also couldn't ask for better partners in the Ontario Convention Center and On the Edge Productions. With their experience and knowledge, we are poised to make the 2011 IEAS the best it has ever been."

The IEAS is scheduled for Aug. 19-21, 2011 at the Ontario Convention Center. The three-day event will showcase the newest vehicles available and several vehicles featuring the latest aftermarket trends and upgrades. With its proximity to both Los Angeles and Orange County, the show will be focusing on developing programs and features that will continue to make this show one of the hottest destinations in the Inland Empire for automotive enthusiasts. As part of DRIVEN's new role, the IEAS website will be newly developed and a social media marketing campaign will work to drive more interest in the

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Charter Offers Free Calls to Japan Through April 30

Responding to last month's devastation in Japan, Charter will waive all charges for direct dial long-distance calls to Japan from residential and business Charter Phone® customers through April 30. The free offer will be retroactive for calls placed to Japan from March 11.

"Seeing the horrific images on television and not being able to hear the voice of a family member, a business colleague or friend is unimaginable," said Jean Simmons, Charter's vice president and general manager for operations in California. "In times of staggering devastation such as these, what may seem small efforts to some can go a long way in easing the burden of others. We hope to connect friends and loved ones to help ease their pain, and will continue to keep the victims and rescue workers in our thoughts."

Charter has seen call volume to Japan decline from its peak on March 11, the day the earthquake and tsunami hit the country, although volume remains higher than normal. According to Simmons, about half of calls placed to Japan are being answered.

Charter phone customers will be credited for any calls placed to Japan from March 11-14. Calls made from March 14 through April 30 will be not appear on customers' monthly statements. Free calls can be placed to landline or mobile phones. Calls to operators or directory assisted calls will be charged at the usual rate.

Temecula...

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and working to generate more interest from key automakers.

"The Inland Empire Auto Show continues to be the foremost auto show for San Bernardino and Riverside counties," said Bob Brown, IEAS, co-producer. "As Mike mentioned, IEAS is the gateway to Los Angeles and we are excited to have formed this partnership with DRIVEN Media Communications. We are constantly looking for ways to broaden our audience and encourage consumers to support the automotive industry and we are equally excited to see so many new attractions and support for our show again this year."

Current automakers participating in the show will see greater involvement from this new management team and be prepared for the rollout of a revitalized Inland Empire Auto Show as well. Many of the features in the past will remain the same, but the show management will now be providing even more support on a marketing and PR level, along with developing all-new features.

show. DRIVEN's main focus will key in on the company's knowledge of the automotive industry

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Quote on Nuclear Plant Crisis

"If anybody should have nuclear plant neurosis it's the Japanese, as the atomization of Hiroshima and Nagasaki gave them a firsthand, horrific experience of what that war-head could do.....Yet in Japan today there are 16 atomic energy plants in operation and they have announced plans to build 19 more. As John Salisbury, KXL commentator in Portland, Ore., comments: 'The Japanese understand full well that the risks of atomic power are small compared to the risks of an energy-short Japan. Is anyone in energy-short America listening?'"

- Malcolm Forbes (1980)

SOCIAL MEDIA & EMPLOYMENT

Get Hired 2011: Nine Best Practices for Using Social Media to Win Your Dream Job

If you're one of the many Americans today braving the job market, you've probably learned that your social media presence can make you or break you. Relationship-building expert Maribeth Kuzmeski explains how to use your online presence to leave a great impression with potential employers.

In today's tough employment market, your social media presence can make you (as you tweet your way to a new job) or break you (as that regrettable Facebook photo sends your crumpled résumé sailing into the trash). Yes, like it or not, the "social" in social media is misleading: The phenomenon has now fully permeated our professional lives. And according to Maribeth Kuzmeski, that means if you're one of America's 13.9 million unemployed or if you're just looking to make your next career move, it's time to consider how to use that reality to your advantage.

"Of course, the Web has been an integral part of job searches for years now," notes Kuzmeski, author of "The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life" and "And the Clients Went Wild! How Savvy Professionals Win All the Business They Want." "But it's been in only the past couple of years that social media has gotten so important.

"I think many job seekers find out the hard way that it can be a double-edged sword," she adds. "If you have the right kind of online presence, it can greatly improve your chances of getting hired, but one wrong move and employers might shun you. You have to remember the connections you make online define you. When you're trying to get hired, you have to be careful of

what they say."

Kuzmeski knows all about making the right impression. An expert on the art of connecting, she teaches her clients how to connect with their customers in order to win business and build loyalty. These same relationship-building skills can help job seekers make the right kind of connections via social media.

Read on for Kuzmeski's advice on how to get hired (and avoid being fired!) using social media.

Value your social networking connections. You've got all those Facebook friends, LinkedIn connections, and followers on Twitter for a reason—use them! In your job search, you should always look to the fruit closest to the ground. Is anyone in your social network working for a company that would be a good fit for you? If so, ask them to keep you in mind the next time a position opens up, or pitch them on your experience and they just might put you in touch with their HR department. If you're currently employed but looking to go elsewhere, just be sure to keep your communication as private as possible. You don't want people posting job opportunities or job search well-wishes on your Facebook Wall where a coworker or your boss might see them.

"Also, keep in mind the focus of your networking—social and otherwise—should not be on gaining an immediate job offer from those in your network," says Kuzmeski. "In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.

"For example, maybe someone in your network is in a completely different industry from

you, but has a huge network of friends on Facebook," she adds. "He might not be able to help you get a job at his company, but someone in his network might have the perfect opportunity for you. Don't count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help."

Put your best Face(book) forward. According to Jobvite.com's 2010 Social Recruiting Survey, 83 percent of employers plan to use social networks to recruit this year. Will you be someone they hire or someone they avoid? To find out about the "real" side of potential employees, some employers are Googling them as well as checking out their Facebook and Twitter pages. Before you kick off your job search, make sure your Facebook page and other social media profiles are clean and professional.

"If you have any embarrassing or inappropriate material on your profile, it could be quite off-putting to your potential employer," Kuzmeski advises. "Do yourself a favor and remove those materials. And when you're engaging in social media activity, think of yourself as a public figure who may have your every word scrutinized.

"And if you think that simply making your profiles private will solve the problem, beware," she warns. "A twenty-something job searcher recently told me about a new tactic that some employers are using. The interviewer asks the candidate to pull up his Facebook page—right there in the interview, leaving him no time to clean anything up! Yes, social media is a lot of fun, but make sure if you're looking for a job that your social media sites help, not hurt, your cause."

Monitor your online reputation. As mentioned above, companies are checking up on people before they even invite them for an interview. And while you know what you've posted about yourself online, you might not know about what others have posted about you or your company. One of the easiest ways to monitor your reputation is by setting up Google Alerts that will inform you of anything that has appeared about you online. Just go to www.Google.com/Alerts and set up a free alert of your name and your company's name (if relevant). Whenever anything appears online that you or someone else has posted about you, an e-mail will be sent to you with a link to the online occurrence.

"Ultimately, the best way to manage your online reputation is by generating positive search results through your online posts and profiles that will rank as highly as possible on any list of search results," says Kuzmeski. "But by monitoring these search results closely, you can get out in front of any problems that might arise from something negative someone else has said about you or your current employer online. That way, at least you'll be prepared with an explanation. Bottom line, protect your most important assets—your brand and online reputation."

Use proactive posting to stand out online (in a good way). At a time when you're constantly warned about everything that can be used against you online, you might have an inclination to pull back altogether on your online presence. The reality is you should do whatever you can, when you can, to build your credibility. That's right: You can, and should, con-

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Regaining Conference Attendance and Maximizing Your Conference Experience

Trade Conferences—The Value Proposition

Smaller, Multi-Focused Strategy Events • Interactive Workshops and Presentations • Case studies • Targeted Group Focus • Small Business Virtual Expo

By Uwe Janssen

IBAglobal (who this year is holding their 18th Annual World Trade Conference and U.S. Department of Commerce Export Achievement Awards) like many conference planners is struggling with the decline in conference attendance, a result of a variety of factors such as corporate budget cuts, rapidly rising travel expenses, concerns over impact to productivity, and the emergence of Internet-based events.

In order to recapture attendance, rather than focusing on creating a true “Value Proposition,” many conference organizers have tried everything from the large-scale “one size fits all” conference, to advertising detailed agendas months in advance, to bringing in high profile speakers, and even not charging the attendees. The risks associated with these strategies can be significant.

Early detailed agendas do not take into account real-time political and socio-economic changes that affect the businesses of the attendees at the immediate time of the conference. Political agendas, significant costs and “canned” presentations that provide little information of immediate value and last minute cancellations are risks associated with many high profile speakers, whether public or private, and charging little to no fees to attend erodes any perceived value as well as the ability to charge fair rates for fair value in the future. Finally, polling of a wide variety of conference planners, attendees and industry experts shows that many recommend hosting smaller, multi-focused strategy events, bringing diverse groups together under common themes and tailoring event offerings to each group.

In putting together this year’s conference, IBAglobal has a multi-focused strategy—the primary goal of providing attendees with that “Value Proposition.”

Feedback from last year’s conference, attendees allowed IBAglobal to design the framework of an agenda which offers interactive workshops and presentations covering an array of general topics—each one overlap and tie-in with the others. As attendees register for the conference, IBAglobal utilizes the information gathered from the registrations to put together the final agenda—thereby providing targeted programs which include speakers and panelists that can bring to the attendees case studies which are based on the positive and negative experiences and challenges faced by others who have ventured into international business development, thus allowing attendees to identify with and gain practical insight and knowledge from their peers.

Targeted group focus provides another key component of the “Value Proposition.” Access to investment and business opportunities for foreign delegates, SBA certifications and sources class synopsis for veteran-owned businesses, economic diversification for Native Americans and cultural marketing, export regulations information and access to new markets, buyers and suppliers for manufactures are but a few examples. Providing programs tailored to these groups, while still providing general content that addresses the common themes of international business, regardless of the industry sector or country, offers several benefits. These common themes become

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MIKE MORRELL
★ REPUBLICAN for ASSEMBLY ★

Thank You for Your Support

It has been a busy few months since the November election. I want to thank you for all your support during my campaign and now, as an elected member of the Legislature. I have a lot to learn up there in Sacramento, but more importantly, we have a lot of hard work to do to turn our state around. Working together, I know that we can get California where it needs to be—a state that businesses, families, and freedom thrive.

My first priority in Sacramento has been keeping an eye on the state budget and Governor Brown’s proposal on how to fix this mess that politicians have created. I have some serious concerns about the state budget; there is no structural reform and it is filled with new taxes for our citizens. If you would like regular updates on what is happening in Sacramento, please go to my new website and sign up for my newsletter at www.assembly.ca.gov/morrell.

Join me in returning our state to the founding principals that made America great! I'll keep you posted....

--Mike Morrell

Recent Article in Fox & Hound Daily...

Budget Transparency Will Make California Accountable

By Assemblyman Mike Morrell

California State Assemblyman Representing the 63rd district

The next time you’re in the state capitol, come visit the Assembly Chamber and look for the assembly motto. It declares: “Legislatorum est justas leges condere,” Latin for, “It is the duty of the legislature to enact just laws.”

This noble pronouncement, the guiding rule passed down from our California forefathers, is a conclusion drawn from an inferred understanding of the meaning of justice. What, then, is justice? This question—What is justice?—is the driving question in the history of politics. It is the purpose of government to answer this question correctly. More importantly, it is government’s responsibility to see that justice is rendered to each citizen.

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THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Physicians Formula Holdings Inc. (H)	4.36	3.80	0.56	14.7%
CVB Financial Corp.	8.42	8.36	0.06	0.7%
American States Water Company	33.76	33.54	0.22	0.7%
Provident Financial Holdings Inc. (H)	8.26	8.37	-0.11	-1.3%
Watson Pharmaceuticals Inc.	54.92	55.99	-1.07	-1.9%

THE LOSERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Kaiser Federal Financial Group, Inc.	12.38	13.49	-1.11	-8.2%
Outdoor Channel Holdings, Inc.	7.43	7.83	-0.40	-5.1%
Hansen Natural Corporation (H)	54.89	57.55	-2.66	-4.6%
Hot Topic Inc.	5.16	5.35	-0.19	-3.6%
Watson Pharmaceuticals Inc.	54.92	55.99	-1.07	-1.9%

Company	Ticker	3/21/11 Close Price	2/28/11 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Company	AWR	33.76	33.54	0.7	39.61	31.24	20.4	NYSE
Basin Water Inc.	BWTR.Q	0.002	0.002	5.9	0.01	0.00	NM	OTCPK
Channell Commercial Corp.	CHNL	0.15	0.09	66.7	2.50	0.05	NM	OTCPK
CVB Financial Corp.	CVBF	8.42	8.36	0.7	11.85	6.61	14.3	NASDAQGS
Emrise Corp. (L)	EMRI	0.70	0.80	-12.5	1.35	0.20	NM	OTCBB
Hansen Natural Corporation (H)	HANS	54.89	57.55	-4.6	59.85	24.01	24.1	NASDAQGS
Hot Topic Inc.	HOTT	5.16	5.35	-3.6	9.96	4.58	NM	NASDAQGS
Kaiser Federal Financial Group, Inc.	KFFG	12.38	13.49	-8.2	14.70	7.26	22.5	NASDAQGM
Outdoor Channel Holdings, Inc.	OUTD	7.43	7.83	-5.1	8.50	4.31	148.6	NASDAQGM
Physicians Formula Holdings Inc. (H)	FACE	4.36	3.80	14.7	4.97	2.25	109.0	NASDAQGS
Provident Financial Holdings Inc. (H)	PROV	8.26	8.37	-1.3	8.70	3.30	7.5	NASDAQGS
Watson Pharmaceuticals Inc.	WPI	54.92	55.99	-1.9	57.52	39.34	37.1	NYSE

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

Soren McAdam Christenson LLP

Welcomes New Partner Charlie Lowenberg

Soren McAdam Christenson (SMC) announces that Charlie Lowenberg has been promoted to the position of partner. Lowenberg specializes in providing audits, reviews, compilations, and tax returns for commercial contractors. Commercial contractors consist of general contractors, as well as the various types of trade contractors. Additional areas of responsibilities include audits of employee benefit plans for contractors, subject to prevailing wage requirements.

"I assist contractors with the preparation of accurate financial statements they can be proud of, when presenting to their surety or financial institution, to improve and grow their business, of particular importance in this current economic environment." Charlie stated.

Roger Wadell, managing partner of the firm explains, "Charlie brings a depth of experience to our firm. At Soren McAdam Christenson, we actively seek team members with expertise in the key industries we serve, uniquely equipping them to provide the most comprehensive service to our clients. Ultimately, it makes our firm stronger and better positioned to serve our clients. With Charlie's proven expertise in the commercial contracting field, he brings valuable knowledge to our team, and we are pleased to welcome him as a partner at this time."

Lowenberg earned his bachelor's degree in business administration, with a concentration in accounting, from the University of California, San Bernardino. He has

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Five Most Active Stocks

Watson Pharmaceuticals Inc.	17,291,510
Hansen Natural Corporation	11,368,980
CVB Financial Corp.	9,831,680
Hot Topic Inc.	6,216,200
American States Water Company	1,311,570

D&P/IEBJ Total Volume Month 47,509,870

Monthly Summary

3/21/11

Advances	5
Declines	7
Unchanged	0
New Highs	3
New Lows	1

MANAGEMENT

I Made It to the Top! Now What?

By Jim Bain

It's been said that it's lonely at the top. But it doesn't have to be. Even the Lone Ranger wasn't alone. He had Tonto. Alexander Graham Bell had Watson. And Thomas Edison had William Hammer. So why is it that so many executives today feel so alone and disengaged?

According to a recent *Gallup Management Journal* (GMJ) survey of U.S. workers, there are three types of employees: engaged, not-engaged, and actively disengaged. The survey reported that 29% of the respondents were engaged, working with a passion and feeling a profound connection to their company. The not-engaged group, those who have mentally "checked out" of their jobs, made up 56% of the respondents. The remaining 15% are actively disengaged, not only unhappy at work but acting out their unhappiness and undermining what their more engaged co-workers are trying to accomplish.

Maybe even more surprising, the study found that the actively disengaged group includes as much as 10% of executive level employees. The Gallup study showed further that engaged employees are both more productive and more profitable. They tend to stay with their companies longer, are safer, and develop better relationships with the company's customers. It follows then, that actively disengaged employees are the "one bad apple" effectively spoiling the whole bunch. And, the effects are even more devastating if that bad apple is the person sitting in the executive suite.

What has happened here? Why are so many executives unhappy at work?

Experience with unhappy people tells us that, very often, their unhappiness is a result of feeling as if something in their lives is out of control.

While each individual case will vary, finding the part of your life that is not in control, not in balance, will help you to become more comfortable with your entire life.

Will Rogers once said that "if you're riding ahead of the herd, take a look back every now and then and make sure it's still there." Most top-level executives recognize that they didn't get to the top by themselves. They're like the turtle on the fencepost. He doesn't know how he got there. He just knows he had help. Here are some tips to find a little more peace in the corner office.

1. Recognize that no one works "for" you. They may work for themselves, they may work for their family, or they may work for your customers, but they don't work "for" you. They work "with" you. Developing a sense of team, shared responsibility for success, and shared accountability for non-success, will go a long way to make you a trusted part of the team again.

2. Develop a culture of caring. Make friends at work. Find your "Tonto." The Gallup survey showed that fully 76% of engaged employees strongly agreed with the statement "I have a friend at work who I share new ideas with." It doesn't matter what your position is in your company. People don't care how much you know until they know how much you care. Ask them about them. Then shut up and listen to the answers.

3. Create a controlled sense of urgency. Athletes understand this concept beautifully. Football players respond to the snap of the ball with a controlled sense of urgency. Basketball players, hockey players, and baseball players all understand the urgency that must accompany the missed shot, the face-off, or the crack of the bat. A controlled sense of urgency will energize both you and your team.

4. Persist. In his book, "Half Time—Changing Your Game Plan From Success to Significance," Bob Buford says that there is nothing in life less important than the score at half time. No matter what your age, your position, your success, or lack thereof, you have the opportunity to do new and exciting things with your life in the second half. Re-evaluate, re-invent, re-position, and go for it.

5. Have fun. Join the Compliment of the Day Club. Find somebody doing something right, every day, and celebrate it, publicly. It's easy to find people doing things

wrong. Change the lenses through which you view your company. Look for the good, not the bad. Change your perspective—and celebrate!

For anyone who has been there, the top spot in a company can be a lonely place. Typically they have worked hard, made sacrifices, and dedicated themselves to their job and their company. Then they get there and wonder, is this all there is? Now what?

Both personally and professionally, senior level executives need to repeatedly take stock of where they are. You must recognize and remember that you didn't get there alone. You must re-engage yourself in your life, both at work and at home. You must remember that your purpose lies in your service to others, to your families, to your employees, and to your customers. You must care. Do that, and it won't be so lonely at the top. Good luck.

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CITIZENS BUSINESS BANK TO INVEST \$100,000 TO CSUSB INVESTMENT COURSE

Students in a Cal State San Bernardino finance class will have the opportunity to learn how to research, invest and manage stock portfolios, thanks to a \$100,000 investment from Citizens Business Bank.

The money is essentially providing start-up funds for the university to launch its first Student Managed Investment Fund “to allow students to do their own investments,” said Jim Estes, an assistant professor of accounting and finance in CSUSB’s College of Business and Public Administration.

Citizens Business Bank Executive Vice President Chris Walters and bank vice president and private client adviser Bruce Branstein presented the investment check to CSUSB President Albert Karnig and College of Business and Public Administration professors Ghulam Sarwar, who is the chair of the college’s Accounting and Finance Department, and Estes during a meeting and lunch on March 17.

“The bank is pleased to be the founding investor for the student fund,” said Walters, who heads the bank’s investment division, CitizensTrust, and was involved in securing the investment for the university. “We are excited about the prospects of developing investment talent in the community and are eager to participate in the advisory council for the fund. Who knows, maybe we will find the next Warren Buffet.”

“We’re delighted with Citizens Business Bank’s generosity and its investment in our talented students and faculty in the College of Business and Public Administration,” said Karnig. “It’s regional programs like these that encourage and inspire our students to excel. We hope that as these young people go on to graduate and will join an increasingly educated workforce in the Inland Empire.”

The two-unit class, which will begin in April, will be divided into five groups of four students, with each group working on investments that they pick themselves.

Estes cautioned that the students will not be given money carte blanche to invest. They will research potential investments for their viability, then pitch the investment to the other student groups, with the final approval or denial coming from Estes and Sarwar.

“The old axiom in teaching is that 50 lectures equal 10 good exercises, equals one real experience. Investing real money, with real consequences, is an incredibly powerful in-class practicum for finance students,” said Monty Van Wort, interim dean of CSUSB’s College of Business and Public Administration, “Indeed, the students will be able to talk of this investment experience firsthand, in a way that will be similar to a full-fledged internship.”

For additional control, the class also will have an advisory board made up of actual bankers, financiers and investment brokers serving as an oversight committee, Estes said. Advisers from Citizens Business Bank and Merrill Lynch have agreed to serve on the advisory board.

Estes, who has worked in the financial services industry for more than 35 years and manages several stock portfolios valued at about \$40 million, said the students will learn by actual involvement in the stock market.

Van Wort praised Citizens Business Bank, calling it “a community leader in providing ‘smart’ assistance that will enhance the finance education of CSUSB students for years to come.

“All the leading educational institutions now give students direct experience in finance by providing investment funds to handle. CSUSB now joins the best institutions thanks to Citizens Business Bank,” Van Wort said. “The most

continued on page 39

Meeting Facilities

Ranked By Total Square Feet of Meeting Facilities

continued on page 15

Facility Address City/State/Zip	Meeting Rooms: Total Tot. Sq. Ft.	Largest Meeting: Sq. Ft. Capacity	Year Built Last Renovated	Owner Headquarters	# of Rooms # of Suites # of Banquet Rms.	Room Rate Range * May Be Seasonal	Amenities	General Manager Convention Contact Phone/Fax E-Mail Address
1. Fairplex 1101 W. McKinley Ave. Pomona, CA 91768	5 247,000	105,500 7,000	1948 2005	Los Angeles Fair Assoc.	N/A N/A	\$2,600-7,400	On Site Catering, On-Site Sheraton Hotel, New Restrooms, Ample Parking	Dwight Richards Melissa Tapia (909) 865-4042/623-9599 mtapia@fairplex.com
2. Palm Springs Convention Center 277 N. Avenida Caballeros Palm Springs, CA 92262	21 245,000	92,545 8,000	1987 2005	City of Palm Springs Palm Springs, CA	410	Facility Fees Vary By Size Of Space Requested	20,000 sq. ft. Ballroom on-site	Jamie Canfield Rick Leson (760) 325-6611/778-4102 rleson@palmspringscc.com
3. Marriott's Desert Springs Resort & SPA 74855 Country Club Dr. Palm Desert, CA 92260	33 210,000	24,816 3,050	1987 2008	Marriott Corporation Washington, D.C.	884 51 33	\$179-379	G,P,R,T,S,L B, FP, GS, H, I, N, RS	Ken Schwartz KC Kinsey (760) 341-2211/341-1872 kc.kinsey@marriott.com
4. NOS Events Center 689 S. "E" St. San Bernardino, CA 92408	11 130,000	40,000 4,450		National Orange Show Corp. San Bernardino, CA	N/A N/A 9	N/A	Satellite Tele-Theater, Computerized, Drop Down Screens, Wireless Internet Capabilities	Dan C. Jimenez Derrick Vasquez (909) 888-6788/889-7666 dvasquez@nosevents.com
5. Ontario Convention Center 2000 Convention Center Way Ontario, CA 91764	24 114,000	70,000 4,630	1997	City of Ontario Ontario, CA	N/A N/A N/A	N/A	Business Service, Concierge	Bob Brown Amita Patel (909) 937-3000/937-3080 apatel@ontariocvb.com

B=Business Service, C=Concierge, CB=Complimentary Continental Breakfast, CH=Complimentary Cocktail Hour, CR=Corporate Rates, F=Fitness Facility, FP=Free Parking, G=Golf Course, GS=Gift Shop, H=Handicapped Rooms, I=In-Room Movies, L=Lounge, N=Non-Smoking Rooms, OC=Outside Catering, P=Pool, R=Restaurant, RS=Room Service, S=Spa, SA=Sauna, SD=Senior Discounts, SR=Steam Room, ST=Satellite Television, T=Tennis, W=Weekend Packages, X=Transfers from Nearest Airport

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.

Visitors and Convention Bureaus

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Ontario, CA 91764
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General Manager: Bob Brown
www.ontariocvb.com

Big Bear

Big Bear Convention Bureau
630 Bartlett Rd., P. O. Box 2860,
Big Bear Lake, CA 92315
(909) 866-4607 • Fax (909) 866-5412
CEO: Sara Russ
sruss@bigbearchamber.com

Victor Valley

Victorville Visitors Center
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Victorville, CA 92395
(760) 245-6506 • Fax (760) 245-6505
Contact: Michelle Spears
mspears@vvchamber.com

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Tourism: Susan Esterling
sesterling@palmspringsusa.com

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Visitors Convention Bureau
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TREATING WOUNDS

Multi-disciplinary expertise and plastic surgeon distinguish Wound Care Center at Pomona Valley Hospital

Mention of the words plastic surgery and most people think of face lifts, breast augmentations and tummy tucks. But for the Wound Care Center (WCC) at Pomona Valley Hospital Medical Center (PVHMC) the skills of a plastic surgeon, combined with the expertise of the physical therapist staff, offer a multi-disciplinary treatment approach that forms the foundation of the WCC's success.

Every year since opening its doors in 1954, the physical therapy and rehabilitation department at PVHMC has successfully managed thousands of acute and chronic wounds at their multiple outpatient clinics. Staff use state-of-the-art, evidence-based techniques such as sharp debridement of devitalized tissue (the removal of dead tissue or foreign matter from a wound with

a scalpel or scissors), compression pumping and wraps to improve circulation, total contact casting (minimally padded, well-molded plaster casts that uniformly decrease pressure) and orthotic shoe modifications to off-load pressure areas (relieving pressure from surfaces of the foot affected by diabetic foot ulcers), and advanced dressings and negative pressure therapy (applying negative pressure via a pump to remove fluids from a wound) to heal even the most chronic and infected wounds and burns.

"We see a very wide variety of wound types in the WCC," says Physical Therapy Manager Marti Kunishima, PT. "Diabetic and venous ulcers, traumatic injuries and post operative wounds that have opened, thermal and chemical burns and arterial lesions all

present their own unique challenges to healing. Identifying the specific cause of the wound, and establishing a definitive diagnosis, are critical in getting the correct treatment plan in place. From the very first visit we work with the patient's physician to insure we are all coordinated in our efforts."

In 2008, Dr. Dev Wali, MD, joined the PVHMC wound care team to serve as its medical director. He brought his skills and expertise in caring for acute and chronic wound patients to the WCC. As both a board certified general surgeon and plastic surgeon, Dr. Wali has advanced training in wound care, including grafting and surgical flaps.

The treatment of wounds can be complex, says Dr. Wali. "What distinguishes the Wound Care Center at PVHMC is the coordinated approach and integrated aspect of its treatment." As a plastic surgeon, Dr. Wali understands the medical and surgical options of caring for a wound, which is why he often works in tandem with other medical specialists to treat wounds. Frequently, it is this multi-disciplinary approach and continuity of care that achieves proper healing, optimum outcomes and, ultimately, reduce the risks of potential wound complications."

Tom Teplir of Chino knows well the benefits of PVHMC's Wound Care Center. The

continued on page 26

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CORPORATE PROFILE

Liquidating Inventory the Sales Max Inc. Way

By Jonathan Siu

Presently, Frank Van Heule and his wife, Barbara, own and operate Sales Max Inc., located in Rancho Cucamonga. Sales Max Inc. buys groceries and various household supplies and then sells to secondary markets. Sales Max Inc. has been a family run operation that's been in business for 36 years.

They are in the closeout business which is a different kind of niche. Even in these economic times, their company has been steadily increasing its sales volume, and recently even hired four new employees. The company typically sells to customers in Canada, Washington, Texas, and Michigan.

Frank has been married to his wife for 50 years now, and they have lived together in Diamond Bar for 31 years. She was the one who originally came up with the idea for them to start their own company. Before this, Frank was a sales manager working for a brokerage house as a food broker. When the company decided not to accept his proposed profit-sharing pension and medical program, he decided it was time to start his own project. The company was formed at their headquarters located in their 17,000-square-foot location in Rancho Cucamonga. Frank does all of the buying and most of the sales himself. He has two daughters, a grandson, and a son-in-law that help him with the family business. His grandson has recently started in sales and is doing very well. A "family team" operation.

A year and a half after the new company was formed they started their own profit-sharing program. Frank says, "Lately, it's been very good for us...we are finding more



and more deals and closeouts. that owns the Dollar Tree.

People want to liquidate their inventory more quickly than they used to." For awhile, they were also the second largest stockholder in a company called Step Ahead Investments based out of Sacramento. They did very well and later

sold the company to the group sold. They only buy canned

"You never turn anybody down, because we build our business on the little guys... As the little guys came along, some of the big guys started coming in."

Frank says that for as many people that have been in this industry, there are probably 40 to 50 percent that are totally out nowadays—and the other half don't deal with food because they don't like it. Food is the majority of their products

goods and other dry goods. They also sell seasonal goods such as items that stores normally sell around Christmas, Halloween, Easter, and Valentine's Day. They buy a lot of seasonal goods because a lot of the major retailers pack it up and ship it back to their return warehouses as soon as the holidays are over. This is when Frank purchases them and repacks them. They might have 14 items in a box and he will make it one item per box and put them into packages of 24 or 36. When customers have a good size order, they can commend their own sized packages and Sales Max will do it for them.

One year, Sales Max sold 30,000 Christmas trees. Down the street, they were selling for \$40 to \$60—and his were being sold for \$9.98. The American Christmas Tree Association said that they sold one tree for every 30 seconds that they were open. Half of the time, the goods stored in his warehouse have already been sold.

Keeping with the Christmas spirit, every year at Christmas they donate food and purchase clothing, games, and gifts for the people in the U.S. Military and their families.

Frank says in all 36 years of being in operation, they have never advertised—this industry is all about trust. He said, "You never turn anybody down, because we build our business on the little guys... As the little guys came along, some of the big guys started coming in." Nowadays, the suppliers, big and small, seek him out when they need to liquidate goods.



Meeting Facilities

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Ranked By Total Square Feet of Meeting Facilities

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Facility Address City/State/Zip	Meeting Rooms: Total Tot. Sq. Ft.	Largest Meeting: Sq. Ft. Capacity	Year Built Last Renovated	Owner Headquarters	# of Rooms # of Suites # of Banquet Rms.	Room Rate Range * May Be Seasonal	Amenities	General Manager Convention Contact Phone/Fax E-Mail Address
6. Renaissance Esmeralda Resort 44-400 Indian Wells Ln. Indian Wells, CA 92210	45 100,000	16,500 1,992	1989 2002	CTF	560 22 N/A	\$149-300	B,C,CR,F,G,GS, H,I,L,N,OC,P,R,RS, S,SA,SD,SR,ST,W,T	Tim Sullivan Cora Geujen (760) 773-4444/773-9250 megan.zemnick@renaissancehotels.com
7. Trevi Entertainment Center 32250 Mission Andrew Lake Elsinore, CA 92530	0 92,000	7,067 3,999	2007	Mei & Michel Knight Lake Elsinore, CA	13 14 8	\$100-600 (an hour)	Bowling Facility, Private Rooms, Steak House, Sports Bar, Banquet Kitchen	n/a Rene Rolander (951) 674-6080 rene@trevientertainmentcenter.com
8. Hyatt Grand Champions Resort 44-600 Indian Wells Ln. Indian Wells, CA 92210	24 88,000	20,000 1,500	1986 1998	Grand Champions, LLC Denver, CO	530 78 24	\$99-859	B,C,G,P,ST,GS,R, RS,T,I,S,FF,L,SA, W,H,N,FP,OC,SR	Allan Farwell Avis Fillingham (760) 674-4046/674-4395 avis.fillingham@hyatt.com
9. Westin Mission Hills Resort 71333 Dinah Shore/Bob Hope Dr. Rancho Mirage, CA 92270	30 65,000	17,000 1,800	1991 2008	Starwood Hotels & Resorts White Plains, NY	512 40 30	N/A	C,F,FP,G,GS,H I,L,N,P,R,T,W,X B, RS, SD	Ken Pilgrim Teri Lockard (760) 770-2104/770-2138 ranch@westin.com
10. Riverside County Fairgrounds 46-350 Arabia St. Indio, CA 92201	3 55,940	33,080 3,181	N/A	Riverside, CA	N/A N/A 3	WND	B,R, 3 Outdoor Facilities, 15+ Acres Parking	Daryl Shippy Pamela Salazar (760) 863-8247/863-8973 www.datefest.com
11. Riverside Convention Center 3443 Orange St. Riverside, CA 92501	15 48,000	20,800 2,000	1976 1996	City of Riverside Riverside	N/A 15	N/A	B,FP,OC, Exhibit Facilities, 20 min. from Ont. Airp.	Sharon Sola-Ahluwala Pam Sturrock (951) 346-4700/346-4706 psturrock@rcc-ca.com
12. La Quinta Resort & Club 49-499 Eisenhower Dr. La Quinta, CA 92253	33 46,000	17,000 1,800	1926 2008	Morgan Stanley	800 24 33	\$175-415	5 Golf Courses, 23 Tennis Courts, 7 Restaurants, 9 B. Shops, 41 Pools, 53 Spas	Garey Sins Ivis Rose (760) 564-4111/564-7656 resinquiry@laquintaresort.com
13. Rancho Las Palmas Resort & Spa 41000 Bob Hope Dr. Rancho Mirage, CA 92270	29 40,000	12,900 750	1979 2006-2007	Marriott Hotels/Resorts/Suites Washington D.C.	444 22 29	\$99-299	G,P,GS,R,T,F, FP,N,C,H,I,W	Victor Woo Dan Keyser (760) 862-4554/862-4521 vwoo@rancholaspalmas.com
14. Indian Wells Tennis Garden 78-200 Miles Ave. Indian Wells, CA 92210	47 38,323	3,150 350	1999 N/A	Private Owners Indian Wells	3 44 N/A	Call for Quote	T,FP,L,F,N, Full-Time Tennis Staff, Pro Shop, 1,607-Seat Stadium	Charlie Pasarel Rolf Hoehn (760) 345-2505/772-2522 acabana@iwtg.net
15. Wyndham Palm Springs 888 Tahquitz Canyon Way Palm Springs, CA 92262	14 32,000	12,571 1,500	1987 2009	American Property Mgmt. La Jolla, CA	410 158 14	\$99-299	B,C,CR,F,FP,GS, RS, H,I,L,N,OC,P,R,S,SA	John Daw Elena Winkelmann (760) 322-6000/322-5351 dwagner@wyndham.com
16. DoubleTree Hotel Ontario 222 N. Vineyard Ave. Ontario, CA 91764	13 27,000	12,800 2006	1982 2008	Hilton Corp. Washington, DC	484 22 13	\$69-525	B,CR,F,FP,GS, H,I,L,N,P,R,W,X	Bassam Shahin Jennifer Carlson (909) 937-0900/937-1999 www.ontarioairport.doubletree.com
17. Radisson Ontario Airport 2200 E. Holt Blvd. Ontario, CA 91761	21 25,000	5,900 450	1986 2007	Prime Reding Ontario, CA	\$99-350 6 8	3	Restaurants, Full Service Health Club, Steam Room, Massage Therapy, Tennis, Basketball, Racquetball, Heated Pool & Spa Men & Womens	Charlie Prentice WND (909) 975-5000/975-5050 slee@sunstonehotels.com
18. Hilton Ontario Airport 700 N. Haven Ave. Ontario, CA 91764	28 24,000	5,300 530	1985 2008	Prudential Real Estate Parsippany, NJ	309 132 28	\$89-169	P,F,C,R,X,ST,GS,F, W,H,RS,CR,I,S, L,N,SD	David Hirsch Bette Gill (909) 980-0400/948-9309 bette.gill@hilton.com
19. Doral Palm Springs Resort 67-967 Vista Chino Cathedral City, CA 92234	15 23,000	7,000 650	1985 2004	Interstate Hotels & Resorts	285 13 15	\$99-249	CR,F,FP,G,GS,I N,P,T,R,X,H	Elie Zod Suzette Krause-Schmidt (760) 322-7000/322-6820 suzette.krause@ihrc.com
20. Mission Inn Hotel & Spa 3649 Mission Inn Ave. Riverside, CA 92503	7 20,000	2,332 275 (Theatre Style) 275 (Reception)	1902 2006	Duane Roberts	239 29	\$205-2954	Restaurants, Wedding Chapel, DSL Olympic Size Pool, Kelly's Spa, Wireless Internet, Airport Shuttle, Concierge	Jim McCullogh WND (951) 784-0300/782-7197 www.missioninn.com

B=Business Service, C=Concierge, CB=Complimentary Continental Breakfast, CH=Complimentary Cocktail Hour, CR=Corporate Rates, F=Fitness Facility, FP=Free Parking, G=Golf Course, GS=Gift Shop, H=Handicapped Rooms, I=In-Room Movies, L=Lounge, N=Non-Smoking Rooms, OC=Outside Catering, P=Pool, R=Restaurant, RS=Room Service, S=Spa, SA=Sauna, SD=Senior Discounts, SR=Steam Room, ST=Satellite Television, T=Tennis, W=Weekend Packages, X=Transfers from Nearest Airport

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBC.

Get Hired...

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sciously and deliberately craft an online image.

“For example, if you have a well-written blog about something you are passionate about or if you are a conscientious tweeter informing your followers about interesting news stories, you can actually build a very respectable reputation online,” says Kuzmeski. “You should also consider joining the commenting communities on the Web sites or blogs of companies that interest you. By doing so, you can add to their dialogue, and the suggestions and comments you post just might catch the right someone’s eye.

“Taking these steps shows you know how to use the Web wisely and that you are well rounded, well informed, and a great communicator—factors that every company wants in an employee,” she adds.

Build your online résumé using LinkedIn. If you aren’t already on business-focused social media sites like LinkedIn, take the time to set up a profile. In fact, LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to www.Linkedin.com, add your picture and a summary of your past job responsibilities, and state what you’re looking for. As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers.

“Think of it as creating your own living résumé and as a great way for people to connect with you!” says Kuzmeski.

Check out your interviewer. Social media isn’t all about what you do online. It’s also important that you know what your potential future employer is doing online. If you know who you will be sending a résumé to or who will be interviewing you, conducting a little research in advance of your communication can provide you with a big advantage.

“During an interview I conducted with a candidate for my company, the candidate began talking about how much he liked one of the books I had written,” recalls Kuzmeski. “He quoted from the book and offered a story of how he used the information in his career. He had me! I had spent a year writing that book, and the fact that he liked it and gave me information that proved he really read it made me remember him. And somehow he seemed smarter! After 10 interviews in one day, people can start to blur. He never did.

“We didn’t end up hiring him because he had little experience in the type of service marketing we needed, but I gave him a high recommendation to one of our firm’s clients, and he was hired within a week,” she adds.

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here’s how it works: Instead of just e-mailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a Webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:

1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview.

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THE COMMON SENSE OF BUSINESS GROWTH

By Robert H. Bloom

The Simple Truth of Growth: Common sense will more-likely-than-not translate into business success.

The best way to expand the size, scope, and profits of your business is to grow it from the inside, capitalizing on strengths that already exist within your company or brand.

Generating growth by doing what you are good at and doing it better than anyone else is common sense. It works because you are leveraging something you already own—profiting from your company's Inside Advantage.

If you have any doubts about a common sense approach to growth, take a look at the strategy that built the world's largest E-retailer:

"We start with customers; figure out what they want, and figure out how to get it to them." (Jeff Bezos, founder and CEO of Amazon, *New York Times*, Jan. 5, 2008).

The Harsh Reality of Growth: In today's intensely competitive, rapidly changing global marketplace, no enterprise can survive without growth.

Moreover, a flourishing business should double in size every five years. Yes, it's an ambitious goal, but it is achievable if the business leader has a sound strategic plan and the determination to implement it effectively.

Most business leaders have an abundance of determination, but all-too-many lack a disciplined strategic growth plan. Here are the most common reasons for the absence of a growth plan:

- Procrastination—"This is my busiest season, but I'll definitely put my plan in place next quarter—or maybe next year will be a better time."

- Self-delusion—"We're experiencing a little slow down

right now, but I'm confident I can turn things around very soon."

- Tried and failed—"I finally gave up because every growth process I tried was unbelievably complex and time consuming."

- Growth requires investment—"Jump-starting our growth will be expensive and I can't afford that kind of investment right now."

In previous generations, the lack of a sound growth plan resulted in a long, slow decline of a business. In today's world of high velocity technological and geopolitical change, category leaders—even entire categories—can disappear overnight if they fail to develop a strategic plan that anticipates and confronts the accelerated transformation in the marketplace.

Many business leaders who lack a sound growth plan decide to cover up the flaws in their company by investing in an aggressive advertising campaign. This expensive solution seldom delivers the intended results and always hastens the business' demise.

Other business leaders can't resist the seductive exhortation to "reinvent" their business. Of all the alternatives to a sound growth plan, "reinvention" is the surest way to self-destruction.

Common sense works: Focusing on the right customer will stimulate growth and enable a business to realize its full potential.

Every company has a variety of important customer segments such as distributors, dealers, stakeholders, vendors, and of course, the end users of the product or service. However, in today's business world, no enterprise has sufficient human and financial resources to mount an effective appeal to all of its customer segments. To grow

your business, you must focus on the customer segment that is most essential to your success. Lack of focus will prevent growth and it often leads to failure.

A number of years ago, Nestle USA assigned my advertising agency a promising small brand they had recently purchased. It was a juice product in a crowded category of "juice drinks" for young children. The previous agency was using animated TV commercials targeting young kids while they were watching cartoons. But, the Nestle brand—Juicy Juice—was not growing.

We discovered that Juicy Juice was made of 100% juice, unlike the competitive products that were made of water, coloring, and sugar. It was apparent that kids didn't care whether they were drinking 100% juice or colored water. Our solution was to change the target audience from young kids to moms who wanted their young kids to drink a product with nutritional value. This focus on the right customer and the right message fueled the brand's growth and it's one of Nestle's most successful products.

To remain relevant to your customer, keep this in mind—customers' needs and desires evolve much more rapidly than most business leaders perceive.

Common sense works: You don't have to be bigger or better than your competitors, but you do have to be different from them.

Your company has an undiscovered or underutilized strategic asset—it might be a different way of thinking or working, a proprietary process, or an uncommon ingredient or technology. It's something you already do and do better or differently than anyone else. It's your Inside Advantage.

Your Inside Advantage will set your brand or business apart

from competition with little or no investment because this special customer benefit must be well known to only one audience—your most important customer segment.

Does Tiffany's famous robin's egg blue box cost any more than any other colored box? Of course not—but to up-market gift givers all over the world, this little blue box stands for elegance and quality and it differentiates Tiffany & Co. However, don't think you can just create an "image" of difference—your company, like Tiffany, must be different and act differently than its competitors.

The magical moment in your business is when customers decide to buy your product or service because they admire and benefit from your Inside Advantage.

Common sense works: Every company has an Inside Advantage that's waiting to be discovered and exploited. Right now—somewhere within your business—there is an Inside Advantage waiting to ignite your growth.

Robert H. Bloom is a widely respected authority on business growth. As U.S. chairman and CEO of Publicis Worldwide, he helped craft and implement the growth strategies of some of the world's largest companies and brands, including BMW, L'Oréal, Nestlé, Southwest Airlines, T-Mobile, and Novartis' Theraflu and Triaminic. As an entrepreneur, he grew an advertising agency into a successful national business.

Bloom advises firms of every type and size on their growth strategies. He is the author of "THE NEW EXPERTS and THE INSIDE ADVANTAGE." For more information or to contact Robert Bloom, please visit www.thenewexperts.com.

Helping Chinese Companies Succeed in the U.S. Market

International Business Association's 18th Annual World Trade Conference Organizers Announces Special Session for Chinese Businesses in the U.S. "Branding Yourself for the U.S. Market"

Just like U.S. companies have to understand Chinese culture when doing business in China, Chinese companies have to understand American business culture if they want to do business in the U.S. The U.S. market, while offering many opportunities for Chinese companies, also presents a variety of significant challenges which include finding the right marketplace, networking, understanding the consumer, a totally different governmental system and regulatory scheme, branding and product perception.

While many Chinese companies have been successful in navigating through many of these challenges by focusing on how the system works, realizing how differently things are done here than in China, and wanting to learn to play by the business rules of the U.S., the primary cause of failure is the lack of proper branding and marketing. Many Chinese CEOs have developed their manufacturing firms and other businesses in a brutally competitive environment where cutthroat domestic and international competition leaves profit margins razor thin. Chinese company ownership, management and staff are technically savvy, and while they understand the details of say, finance or operations, they generally have little or no experience with marketing and branding. In most cases, the function doesn't even appear on their organization chart.

Further challenging Chinese companies are two additional facts: 1) foreign brands have taken much of the market's high end, forcing Chinese companies to compete on cost, leaving little room for investment in R&D or marketing and 2) many Chinese brands suffer from a "low quality reputation" which prevents Chinese brands from succeeding in the U.S. market. Chinese products account for more than

60 percent of U.S. recalls each year, according to the Consumer Protection Safety Commission. Chinese companies must understand that one recall, one reputation-damaging mistake can spell the end of a company's opportu-

nities in the U.S. market.

During this year's 18th Annual World Trade Conference and U.S. Department of Commerce Export Achievement Awards, which will be held May 3rd to May 5th, 2011, at the

Pacific Palms Hotel and Conference Center in City of Industry, California, International Business Association (IBAglobal) will feature:

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           	<p>18th ANNUAL WORLD TRADE CONFERENCE & EXPO & U.S. Department of Commerce Export Achievement Awards TUESDAY MAY 3RD THROUGH THURSDAY MAY 5TH, 2011 PACIFIC PALMS HOTEL & CONFERENCE CENTER, CITY OF INDUSTRY, CALIFORNIA</p> <p>OPPORTUNITIES FOR GROWTH THROUGH INNOVATIONS IN PRODUCTION BUSINESS TECHNOLOGY</p> <p>AGRICULTURE CONSTRUCTION ENERGY/WATER HEALTHCARE TRANSPORTATION LOGISTICS</p>	<p>Join attendees comprised of:</p> <ul style="list-style-type: none"> ➤ Exhibitors ➤ Investors ➤ International Trade Delegations ➤ Private Entities ➤ Government Entities <ul style="list-style-type: none"> • Trade Ministers • Ambassadors • Council Generals • Commerce Officials
	<p>Investment Opportunities (FDI) Local & International</p>  <p>Expo & Business Opportunities Gain direct access to decision making Buyers and Sellers through pre-scheduled one-on-one meetings & networking</p> 	
	<p>Presentations Gain insights from Discussions, Presentations and Debates on Emerging Technologies, Investment Vehicles, Global Opportunities and other Thought Provoking and Valuable Topics</p> <p>Workshops Cultural Marketing Finance Readiness Export Regulations Logistics International Business Development & Expansion Real Estate Investment Travel & Executive Protection Security</p>	<p>DON'T MISS THE SPECIAL CONFERENCE PREVIEW of the World's First All-in-1 Small Business Virtual Expo with Marketing Automation & Online Training</p> <p>Available to Conference Attendees</p> <p>Key Benefits</p> <ul style="list-style-type: none"> ➤ Expand global reach with less costs and time for higher return on investment (ROI) ➤ Instant lead generation response for each virtual event ➤ Personalize exhibit hall to suit your target audience ➤ Eliminate the loss of productivity and the costly expenses associated with traveling
	<p>Veterans in Business</p>  <p>Veterans in the Global Marketplace Government & Prime Contractor Marketing Strategies Learn how to be Successful in Government Contracting Joint Ventures Teaming SBA Certifications Sources Class Synopsis International Reconstruction and Reinvestment U.S. Department of State Reconstruction and Stabilization</p>	<p>Pre-Registration Required for all Events</p> <p>International Full Conference Pass: \$285.00</p> <p>Domestic & Local One Day Pass (May 4th) \$150.00 Includes: Breakfast – Lunch – Dinner</p> <p>May 4th - Breakfast Only Keynote + All Day Conference - \$75.00 May 4th - Lunch Only Keynote + All Day Conference - \$75.00 May 4th - Dinner Only Keynote + All Day Conference - \$75.00</p> <p>Expo Booths: \$1,500</p> <p>CONFERENCE & EXPO SCHEDULE</p> <p>MAY 3RD COCKTAIL RECEPTION MAY 4TH CONFERENCE & EXPO BY APPOINTMENT MAY 5TH TOURS, GOLF OUTING, ONE-ON-ONE MEETINGS</p> <p>Sponsorship and Advertising Opportunities Available For More Information & Details Contact: Uwe Janssen Ph: 702-506-0833 Email: uwe@ibaglobalinfo.org www.ibaglobal.org</p>
<p>Final Agenda with Specific Program and Speaker Detail will be available after April 15, 2011.</p> <p><small>IBAglobal reserves the right to change the agenda based on number of attendees and information received during exhibitor and attendee registration</small></p>		

Meeting Facilities

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Ranked By Total Square Feet of Meeting Facilities

Facility Address City/State/Zip	Meeting Rooms: Total Tot. Sq. Ft.	Largest Meeting: Sq. Ft. Capacity	Year Built Last Renovated	Owner Headquarters	# of Rooms # of Suites # of Banquet Rms.	Room Rate Range * May Be Seasonal	Amenities	General Manager Convention Contact Phone/Fax E-Mail Address
21. Kellogg-West Conf. Center & Lodge 3801 W. Temple Ave. Pomona, CA 91768	20 16,000	2,820 250	1972 2006	Cal Poly Pomona Foundation Pomona, CA	85 4 1	WND	Complete Meeting Packages, Full-Service Conference Center, B,F,H,I,N,P,R,RS,S,X	Cameron Edmonds Shelly Walsh (909) 869-2222/869-3026 kwest@csupomona.edu
22. Palm Springs Hilton 400 E. Tahquitz Canyon Way Palm Springs, CA 92262	10 15,000	5,400 500	1981 2008	The Walters Co. Beverly Hills, CA	260 71 10	\$79-249*	C,CR,FP,GS,H,I,L, N,P,R,T,W,X,F,S	Aftab Dada John Marshall (760) 320-6868/320-2126 john.marshall@hilton.com
23. Lake Arrowhead Resort 27984 Hwy. 189 Lake Arrowhead, CA 92352	10 11,000	4,004 450	1982 2007	Pacific Capital Roseville, Ca	162 11 11	\$149-299	CR,F,FP,GS,H, I,L,N,P,R,RS,T, OC,SD,ST	Steven Boswell Shelley Berry (909) 336-1511/744-3088 info@laresort.com
24. DoubleTree Hotel-Claremont 555 W. Foothill Blvd. Claremont, CA 91711	6 10,000	3710 400	1961 2006	H.W. All Starts, LLP N/A	190 4 6	\$129-229	BS, CB,R, P, J, F, GS, H,I, L,N, OC, RS, SD, W, X	Andrew Behnke John Gutzwiller (909) 445-1823/445-1829 jgutzwiller@doubletreeclaremont.com
25. Hilton San Bernardino 285 E. Hospitality Lane San Bernardino, CA 92408	14 10,000	5,000 600	1982 2008	S.B. Hotel Corp. Los Angeles, CA	251 13 14	\$119-495	P,GS,R,W,H,RS,CR,I,S, X,L,N,SD,FP,Mini Fridge Comp. AM Coffee	Tim Jenkins Dael Strange (909) 388-7910/381-2713 JSBHI-Salesadm@hilton.com
26. Holiday Inn Palm Springs-City Center 1800 East Palm Canyon Drive Palm Springs, CA 92264	5 9,000	3,128 350	1969 2008	Barney Hospitality San Diego, CA	249 20 5	\$75-110	Olympic Size Pool, 2 Therapy Jacuzzis, 5 Hole Putting Green, His & Hers Saunas, Massage Therapy	Charlie Robles Bill Forrester (760) 323-1711/322-1075 crobles@hipalms.com
27. Shilo Hilltop Suites 3101 Temple Ave. Pomona, CA 91768	13 8,363	5,500 570	1985 2008	Shilo Inns, Inc. Portland, OR	0 131 2	\$99-195	Complimentary Breakfast Buffet, Complimentary Pickup & Delivery to Ontario Airport, Free Highspeed Internet Access	Reuben Carrisquillo na (909) 598-7666/598-4627 rcarrisquillo@shiloins.com
28. Pharaoh's Water & Theme Park 1101 N. California St. Redlands, CA 92374	4 8,000	6,000	1996 N/A	Ayana Management Redlands, CA	N/A N/A 4		Audio, Video, Full Catering, Bar	na na (909)335-7275/307-2622 www.pharaohslostkingdom.com
29. Spa Resort Casino 100 N. Indian Canyon Drive Palm Springs, CA 92262	11 7,879	2,100 200	1953 2007	Agua Caliente Band Rancho Mirage, CA	228 24 4	\$89-299	CR,F,FP,GS,H,RS,R,N, P,I,S,X,F,SA,SD	na Mary Clark (760) 778-1579/7781521 mclark@srcmail.net
30. Indian Wells Resort Hotel 76-661 Hwy. 111 Indian Wells, CA 92210	7 7,000	4,800 380	1987 2008	L.R.K. West, Inc. Indian Wells, CA	126 29 7	\$79-329	G,GS,P,R,L,F,X,S,I, RS,T,CR,W,H, C,N,FP,CB	Brad Weimer Kristi Prieto (760) 345-6466/772-5083 kristi@indianwellsresort.com
31. Shilo Inn Hotel 3200 Temple Ave. Pomona, CA 91768	4 2,410	874 90	1985 2009	Shilo Inn, Inc. Portland, OR	160 0 1	\$99-195	B, CB, CH, CR, F, FP, H, I, L, OC, P, R, RS, S, SA, SO, SR, ST, X	Reuben Carrisquillo n/a (909) 598-7666/598-4627 rcarrisquillo@shinoinns.com
32. Best Western Heritage Inn 8179 Spruce Ave. Rancho Cucamonga, CA 91730	3 2,370	1,300 175	1994 2008	Great Western Hotels Corp. Orange City, CA	115 10 3	\$89-159	Heated Pool & Spa, Continental Breakfast, Premium Movie & Sport TV, Private Exec. Lvl's	Jenny Liu Cheryl Derrick (909)466-1111/466-3876 cderrick@bwheritageinn.com
33. Best Western Inn Suites 3400 Shelby St. Ontario, CA 91764	3 1,500	1,500 120	1990 2009	James Wirth Phoenix, AZ	N/A 150 3	\$89 -129	Comp. Brkf. Buffet, Comp. Social Hour, BBQ Wed., 50 Suites w/Jacuzzi Tubs, FP, P, S, F, X	Karen Montalvo Kathryn Barner (909) 466-9600/941-4374 kbarner@innsuites.com
34. Highland Springs Resort 10600 Highland Springs Ave. Beaumont, CA 92223	3 na	2,450 250	1971 2008	OnSite	91 2 1	\$60-150	Olympic Pool, Jacuzzi, Saunas, High & Low Ropes Course, Tennis Courts, Hiking Trails, Horseback Rides	Michael Ham Tom Chong (951) 845-1151/845-8090 info@hsresort.com

B=Business Service, C=Concierge, CB=Complimentary Continental Breakfast, CH=Complimentary Cocktail Hour, CR=Corporate Rates, F=Fitness Facility, FP=Free Parking, G=Golf Course, GS=Gift Shop, H=Handicapped Rooms, I=In-Room Movies, L=Lounge, N=Non-Smoking Rooms, OC=Outside Catering, P=Pool, R=Restaurant, RS=Room Service, S=Spa, SA=Sauna, SD=Senior Discounts, SR=Steam Room, ST=Satellite Television, T=Tennis, W=Weekend Packages, X=Transfers from Nearest Airport

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.

MANAGEMENT

“HEALING YOUR WORKPLACE: Powerful Prescriptions to Prevent Hardening of the Attitudes Among Your Employees”

By Jack Singer, Ph.D.

We live in a 24/7 stressful society, filled with uncertainty in the job market, the economy, competition, etc. A large percentage of employees admit to being unhappy with and psychologically disengaged from their jobs.

Recent research shows that among the least happy and least engaged employees, the annual per-person cost of lost productivity due to sick days is more than \$28,000, versus only \$840 among the happiest and most engaged employees! Furthermore, job stress alone is estimated to cost U.S. industry at least \$300 billion a year in absenteeism, diminished productivity, employee turnover and direct medical, legal and insurance fees.

Matt has been a manager for 16 years. Although his employees seem satisfied with their compensation, surveys conducted with them consistently show that their job satisfaction and morale are low and their stress levels are high.

Matt has been well trained, but seems at a loss regarding helping his employees to feel more engaged or happy with their jobs.

Because he feels helpless to change the job situation for his employees, Matt, himself, is stressed at work and is unhappy in his supervisor role. Can Matt regain his passion for his profession? Are there techniques he can use which will immediately enhance his employees' satisfaction and morale? Absolutely!

Below are five powerful prescriptions for enhancing employee morale and job performance and minimizing job stress.

- **Rx #1.** Provide your employees with empowering

goal setting strategies. People are 11 times more likely to reach a goal when they write it down, as opposed to simply thinking about the goal. Have regular meetings with your work team, where in addition to encouraging them to discuss their areas of discontent, join with them in writing down short and long-term goals that are specific and action-oriented. For example, “For this month, we will have four meetings where we will design and implement our new plan for developing a psychologically healthy workplace. Your goal is to bring an idea with you to each meeting.”

Next, ask your people to visualize themselves feeling wonderful once they have accomplished that goal. Ask them to imagine it as if they have already accomplished the goal.

Finally, perhaps most importantly, have them write down ways in which they can sabotage themselves so that they will not accomplish those goals.

Encourage them to be honest with themselves about the kinds of self-talk or self-defeating behaviors that they have unfortunately engaged in before, which contribute to not accomplishing their goals.

- **Rx #2** Provide your employees with a sense of control over their jobs.

Psychological studies of jobs are filled with examples of how important it is to give employees a genuine “say” in how to conduct their jobs. The perception that management truly cares about their feelings has a powerful impact on their morale and degree of job engagement.

Have frequent meetings

with your employees directed at genuinely listening to their issues and allow them to suggest resolutions. Finally, encourage workers to determine their own specific strengths and put them to use on their jobs. When this is done, employees are six times as likely to be engaged in their jobs and more than three times as likely to report excellent quality of life at their workplace.

Other examples of providing employees involvement in their work are:

- Self-managed work teams
- Employee committees or task forces
- Continuous improvement teams
- Participative decision-making projects

- **Rx #3** Provide growth and development programs for your employees, such as brownbag learning programs. Most employees desire the opportunity to gain new skills and knowledge, so they don't feel stagnant in their jobs.

Information provided by outside experts, which will help them on their jobs and in their lives can serve these needs. Providing lunchtime seminars and workshops on such topics as stress mastery, anger mastery, enhanced wellness, communications skills, as well as cross-training them with other job skills enhances organizational effectiveness and improves work quality.

- **Rx #4** Provide a variety of planned and spontaneous recognition events for your employees. It's a no-brainer for companies to provide world-class service for their customers and clients,

but they often forget that their most important assets—their employees—need the same. Why not make your employees feel as valued as your customers? By acknowledging their efforts—not just their productivity—you can increase employee satisfaction, morale, and self-esteem.

Examples of providing recognition:

- Give unpredictable rewards, such as movie tickets, gift certificates, etc. for a job well done

- Create a volunteer committee from across different departments to plan special events to show appreciation for your employees

- Provide free, healthy lunch options for employees (this also benefits by having them stay in the building to discuss work-related issues during lunchtime)

- List the births, birthdays and other news of interest about employees in the monthly newsletter. Have the CEO or president send out personalized cards to the families listed in the newsletter each month.

- **Rx #5** Provide a warm, accepting and fun workplace atmosphere, jest for the health of it! If you want your employees to look forward to Monday mornings, provide an atmosphere that includes fun, teamwork and camaraderie.

Acknowledging employee needs and allowing talent and creativity to flourish will keep employees motivated and happy.

Examples of providing an accepting workplace:

- Have a “Whine and Geeze” area where employees

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CLOSE-UP

OPINION

East Meets West With Dr. Jing Chen

Have you or a loved one been to a doctor's office and they told you, "Sorry, all we can do now is wait and see... we don't have any other options now."

Don't wait until Western medicine gives up on you to seek "alternative" medicine treatments. One should know the facts which can aid in treating and preventing ailments.

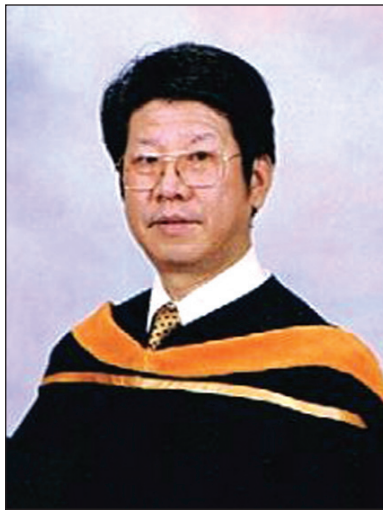
Presently, Doctor Jing Chen is the director of the American AAA Health Care Center, where he practices traditional Chinese medicine and Western medicine at his clinics in Monterey Park and Long Beach. He has helped countless patients overcome medical problems that could not be cured or diagnosed by Western medicine.

There are some big differences in the philosophies and

beliefs between modern Western medicine and traditional Chinese medicine that we should learn to recognize. Western medicine tends to wait for a problem to appear and then cure it. Scientists are constantly looking for breakthroughs that will fix multiple problems with one cure. This idea is very reactive—sometimes only the symptoms are cured and many ailments have similar symptoms making some patients hard to diagnose. The underlying causes often remain unseen and undiagnosed. Over time, treatments based around antibiotics

become less and less effective. Some drugs cause dangerous and unwanted side effects that are not even guaranteed to work because the whole system is too standardized and everybody's body doesn't always react in the same way.

Now in traditional Chinese medicine, instead of curing or blocking the symptoms, it tries to diagnose and treat the root cause so that the symptoms don't resurface. The roots of Chinese medicine go back a thousand years and the same principles that were founded then are still utilized today.



Dr. Jing Chen

When you see a traditional Chinese doctor, they use their experience and evaluate your personal situation to come up with a more individualized treatment plan. Chinese medicine views the body as one whole system and if one part is off balance, the doctor will help the patient to regain equilibrium. If somebody with a disease seeks help from a practitioner of traditional Chinese medicine, the doctor will try to determine the original cause of the patient's weakened immune system which, in turn, allowed the bacteria, virus, or other foreign intruders to enter. Traditional Chinese medicine mainly use acupuncture, and natural herbal supplements to treat patients.

Doctor Jing Chen is an amazing traditional Chinese *continued on page 34*



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Regaining...

continued from pg. 8

the language, the bonding of the conference around which all attendees can rally, acting as the initiative for these various diverse groups to come together and network. Initially networking around those “common themes” then delving into the specific needs and

wants of each group, each sector, creates real opportunity for today’s business.

While conferences and trade shows offer the highest potential to create new business opportunities, keep current on the latest industry trends, extend your professional network, and develop client and vendor relationships, many compa-

nies simply cannot afford the time or money to attend in person. Internet-based events offer attendees a more convenient and far less expensive experience including Web-based research and training.

To further enhance the conference “Value Proposition,” IBAGlobal, in partnership with International

Business Support Centers (IBSC), is this year unveiling and making available to conference attendees the “World’s First All-in-1 Small Business Virtual Expo” with marketing automation and online training. IBSC has taken the industry to the next level by offering capabilities as one of the most comprehensive virtual platforms available today. IBSC’s virtual events solution not only replicates the impact and effectiveness delivered by face-to-face events, but also provides an enhanced and measurable user experience over the web, so that you can: Generate and qualify leads faster with automatic follow-up, educate and motivate specific target audiences, create momentum around a cause, a topic, an activity or a product launch, capture actionable marketing intelligence in real-time to support immediate ROI requirements.

In summary, learning valuable world trade and economic insights from prominent business executives and government officials, networking and discussing potential sales and export financing with exporters, foreign buyers, trade finance lenders, export credit insurance brokers, and government and industry trade experts, and returning to your company with increased knowledge of the practices, techniques, and tools of technology will make you and your company more productive. That is the true “Value Proposition.”

Tips for maximizing your conference experience:

- Bring a schedule of your preferred sessions to avoid missing them
- Plan ahead and allow for the opportunity for serious business. Know how and where you’ll talk to a potential distributors, wholesalers, brokers or client (a “we’ll get back to you” attitude can lose

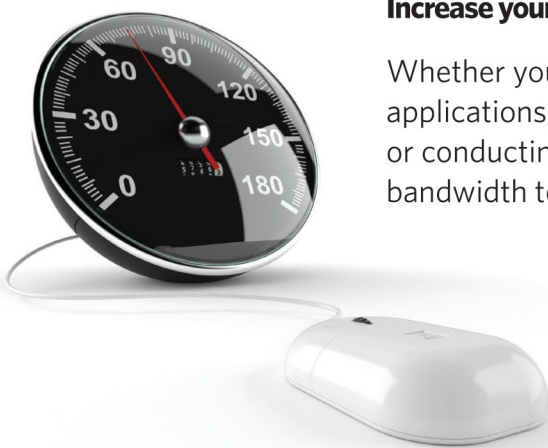
continued on page 24

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Real Estate...

continued from pg. 3

Fund – Alpha, LLC in this transaction.

“Our client’s acquisition of the property was completed as part of a lender facilitated short sale,” said Pekarcik. “Despite the distressed condition of the industrial market in the Temecula-Murrieta valley, the property is positioned for long-term rental and value appreciation and the Frome family acquired the property at a considerable discount to replacement cost.”

The property is located at 26305 – 26499 Jefferson Avenue in Murrieta near the 15 and 215 Freeways. The seller, Gateway Business Park, LP, was represented by Brandon Sudweeks and Matt Haskin of Sudweeks Commercial Real Estate.

Merlone Geier Partners Purchases Notes on 314k sf Inland Empire Retail Center

Merlone Geier Partners has acquired the notes secured by Village Walk Plaza, a 314k-square-foot community retail shopping center in Murrieta. The notes were sold by an unnamed national banking entity.

Completed in 2008, Village Walk Plaza is approximately 80 percent leased to a host of national tenants including Sports Authority, Bed Bath & Beyond, Babies “R” Us, Office Depot, PETCO, BevMo, Guitar Center and growing regional tenant, Jerome’s Furniture. Situated on 34 acres at the intersection of Kalmia Street and the main retail corridor of Madison Avenue, Village Walk Plaza has more than one-quarter mile of freeway frontage along the Interstate 15 Fwy.

An HFF team that included Senior Managing Director Ryan Gallagher and Directors Bryan Ley, *continued on page 24*

Alan Pekarcik, Dan Vittone, and Nick Frasco of Voit’s Irvine office represented the buyer, Frome Realty

Senate Republican Budget Vice-Chair Responds to Governor’s Statement Halting Budget Negotiations

Senator Bob Huff (R-Diamond Bar), who serves as Vice-Chair of the Senate Budget Committee, issued the following statement following the breakdown in budget negotiations with the Governor:


“I share the Governor’s frustration. It is sad the Governor can’t convince Democrat leaders and powerful public employee unions to sign off on pension, spending cap and regulatory reforms that are designed to save money, stimulate economic growth and create jobs.

The Governor pledged to take to the people any tax increase. There was no fine print saying except for taxes on corporations. The \$4 billion figure that the Governor cites in his argument flies in the face of his campaign promise, and is a smokescreen to hide the \$50 billion payoff that unions will receive under the Governor’s tax plan.

Senate Republicans believe that if the people deserve the right to vote for tax increases, they also deserve the right to vote for a much-needed cap in spending, and pension reforms.

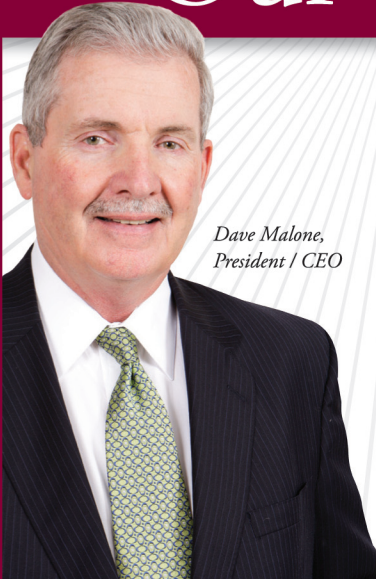
It’s our hope that the Governor and the Majority Party will ask the public employee unions to release them from the ‘spend till it hurts’ pledge so that California can move forward and avoid an all-cuts budget.”

Senator Huff serves as the Vice Chair of the Senate Budget Committee and represents the 29th Senate District covering portions of Los Angeles, Orange and San Bernardino Counties. You can follow Senator Huff on Twitter @bobhuff99.



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Real Estate...

continued from pg. 23

Draftsmen & Craftsmen

In recent construction news, Barnhart Balfour Beatty completed \$4.5 million in amenity upgrades to the clubhouse at Desert Willow Golf Resort in Palm Desert. Desert Willow Golf Resort offers two public golf courses and was selected one of the “Best Places to Play” by *Golf Digest Magazine*. Barnhart Balfour Beatty was construction manager on the projects, which were funded by the City of Palm Desert Redevelopment Agency.

The upgrades include an expansion of the Lakeview Terrace, adding new outdoor terraces to the entire north side of the building, an expansive outdoor bar with a structural steel canopy and skylights, a crushed-glass fire pit with seating area, and a large fireplace. The clubhouse now offers an additional 12k square feet of outdoor patio space with an increased seating capacity of 100 outdoor dining seats and increased banquet capacity of 250.

With exceptional views of the golf course and the mountain ranges surrounding the Coachella Valley, the clubhouse offers the flexibility of hosting multiple events simultaneously. The clubhouse interior has been expanded by 5.3k sf. The dining, ballroom and kitchen areas can now accommodate 312 total guests for larger banquets, weddings and special events.

Rancho Cucamonga Leased Parcel Bought by Foreign Investor for \$3.3 Mil

A 0.76-acre land parcel that is 100% leased to Comerica Bank and guaranteed by Comerica *continued on page 32*

Kelly Rohfeld and John Crump represented the seller in the deal.

Regaining...

continued from pg. 22

the opportunity)

• Utilize a venues set aside time for one-on-one meetings with entities you have interest in having further discussion with in a more intimate setting

• Utilize organizer facilitation services both at the conference and on an on-going basis to support the efforts of you and the company/individual you will be meeting with – event organizers such as IBAGlobal, have access to private and government resources that are vetted and taking advantage of these services can smooth the road in your international expansion plans

• Make sure you bring plenty of business cards to the event. You want to be able to give out your contact information to attendees, while getting theirs as well. The business card is the quintessential tool of networking and it is something that you should use extensively as a trade show attendee

• Stay for the whole conference. If you skip out early, the presentation you miss will be the one everyone raves about afterwards

• Network with your peers. You have unique knowledge and unique interests and are in a room with like-minded people. Take advantage of the opportunity to tap into the brain power of industry experts and ask questions and share ideas

• Look at new technologies that can allow better return on investment for your marketing efforts and dollars

• Advertise in advance—Contact via e-mail, phone and your website your clients, customers, suppliers, and other contacts letting them know that you’re participating in a particular trade show and invite them to attend

• Make a point of seeking

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COMPUTER

Free at Last; The Verizon iPhone is Here!

By J. Allen Leinberger

John Stewart, on *The Daily Show*, cried “Freedom.” Many others stood in line outside of the Apple stores as if they were waiting for the premiere of the next *Harry Potter* movie. At last the iPhone was available for the Verizon wireless network. Until Feb. 10th the iPhone only worked on AT&T.

Even though many of us have horror stories about the AT&T system, or its predecessor, Cingular, the iPhone opened up the smartphone wave. Unlike the iPod craze, in which Apple has been dominant from the opening gate, the iPhone has had to compete with many other models. You can name any carrier, AT&T, T-Mobile, Metro-PCS and others; they all have multiple models. Many of these work on Android, which some debate is an even match for the iPhone operating system.

OK. They all hold and play music, like any MP3 player. They all have clocks and other functions. They all have “apps” which do amazing things, turning the smartphone into everything from a stock clicker to a weather forecaster.

There are some 100,000 apps, although many are redundant and some are quite expensive.

True, you can download a lot of free apps; many only cost a buck or two. I did find a home architectural app that cost \$249.95 to download. Now that Apple has added an app library for its iMac, even the computer programs like the several iLife and iWork programs can be simply downloaded. No cardboard box. No wrapper. It must be a part of Apple’s GREEN program.

The new Verizon iPhone currently runs on the 3G network. The 4G network is com-



ing. These networks keep advancing. They simply refer to the speed of the wireless connection. Soon the hardware will advance as well. New technology will allow for smaller antennas with more power. Those big cell sites along the freeway, some disguised to look like palm trees, will soon be a thing of the past.

The new iPhone, however, is becoming ubiquitous. (That means it’s everywhere.) For me, the most amazing development is Face Time. This is it. A convenient videophone for the common man. It fulfills the promise of every sci-fi show from the *Jetson’s* to *Star Trek*. I can now call my daughters in Spokane and see them as we talk.

So the primary difference

between the AT&T version and the Verizon version is, simply, which service provider you use. Many people complained because they felt they had no choice. Some complained (including me) because they did not like the service of AT&T. Now little things are coming out.

AT&T claimed that Verizon would not be able to handle the demand of the new subscribers. Verizon’s Ken Muche of their public relations department denies that emphatically.

Can you talk and surf the net at the same time on Verizon? Apparently not, but everything else seems to work on the one I have. I expect an update any day now.

What about 3rd party cases for the iPhone? The volume

buttons on the side of the Verizon unit are slightly lower than the AT&T model. Chris Solis of Ontario’s Macally Company says that a new “universal” case will be out soon. It will fit both units.

What I find most amazing about the iPhone is that it makes itself indispensable almost from day one. It picked up my iTunes library. It syncs with my desktop calendar and contact info. Most of the apps I want are inexpensive, if not free. The Golf GPS can actually locate Inland Empire courses and direct you around them. I have two weather apps. One is set for Rialto. The other is set for Ontario. I have only to speak a name and the iPhone can call them. If I call The Rolling Stones, the phone finds their songs in the iTunes library and starts to play them.

The camera function is at least as good as the Canon digital that I have been happy with for some time. And the photos download to my desktop for e-mailing out, just like the Canon. Flick the switch and it becomes a video recorder.

Unlike the iPod Touch that I recently reviewed, the iPhone does not rely on Wi-fi locations. I can check e-mails or Facebook pages and make calls from just about anywhere. I can forward music, and photos that I receive to any e-mail address. I can do almost anything in the middle of the parking lot that I can do here at my desk. This is a freedom that Jon Stewart probably did not understand during his rant.

Will there be a demand for a Sprint or Metro PCS or Boost Mobile service? Could be. You can only please some of the people some of the time. For myself, I am pleased.



Treating...

continued from pg. 13

Monday after the 2010 Super Bowl, Teplir was assisting his next-door neighbor in putting items in the rafters when the ladder slipped from underneath him. He sustained a blunt force trauma to his knees when he fell to the cement floor but “didn’t break anything.”

Although his neighbor encouraged him to see a doctor right away, Teplir choose to sit with ice on his knees for about three hours. “But the swelling did not recess and ‘it hurt like hell,’” said Teplir.

At PVHMC tiny blisters began forming around his right ankle and then the left. Soon the small blisters were all over his right leg from his knee to his ankle. Soon after he was admitted to an in-patient unit at the hospital and his lower right leg turned black, blue and even purple. He worried about whether gangrene had set in during his five-day stay at the hospital.

Once discharged from the hospital Teplir was referred to PVHMC’s Wound Care Center. “I’d heard of their physical therapy and rehabilitation department but I thought a Wound Care Center was odd and unusual. But the WCC is a ‘great thing that’s

available,’” said Teplir.

Originally Teplir said he was seen in the WCC almost daily. “They changed the dressings, cleaned the wounds, and cut and trim the old, popped blisters and skin and treat them with antibiotic creams.”

The blunt force trauma had caused “compartmentalization” from the swelling of nearby muscles thereby cutting off blood supply to the area and the blood build up that occurs. “Blood built up in the knee,” said Teplir “and they had to go in and lance and drain it by squeezing the blood out; it looked like grape jelly. They packed the inside area with gauze.” Teplir continued saying it was “just amazing what the staff did in working with me. Dr. Wali continually checked on the wound, as well.”

Physical Therapist Lauren Rossman and Physical Therapy Assistant Victor DeRobles did “the heavy lifting” during Teplir’s treatment. “When one was out, the other stepped in, even other staff were there when needed,” claims the 67 year-old who retired in 2006 on his 64th birthday as a meat buyer for Ralph’s. “They provided instructions on using a walker as I was able to begin walking. And they helped also

continued on page 39

Top Travel Agencies

Ranked By Sales in the Inland Empire (2010)

Company Name/Address City/State/Zip	2010 Sales I.E. Only	I.E. Staff	Business Mix: Corporate Leisure	Systems Used	Specialties	Top Local Exec. Title Phone/Fax E-Mail Address
1. All-Ways Travel/American Express Travel 1271 W. 7th St. Upland, CA 91786	8 million	8	25% 75%	Sabre	Cruise Vacations, Customized Tour Packages	Jack Warshaw Owner (909) 981-8724/949-2750 jack@allwaystravel.com
2. Maxima Travel - American Express 3737 Main St., Ste. 101 Riverside, CA 92501	8 million	6	60% 40%	Galileo	Corporate, Incentives, Groups	Peggy Norton President (951) 784-9420/ 784-6918 peggy.norton@att.net
3. Sunward Adventures-Carlson Wagonlit Travel 14420 Elsworth St., Ste. 103 Moreno Valley, CA 92553	7 million	7	60% 40%	Apollo Galileo	Incentive Travel, Cruises, Mexico, Caribbean, Hawaii, Group, Corporate Travel, Government	Brian Kerr/Gary Davis Owners (951) 697-6895/697-6898 travel@sunward.com
4. Travel Leaders/University Travel 24899 Taylor St. Loma Linda, CA 92354	5 million	8	50% 50% 20% (Group)	Sabre	Hawaii, Mexico, Tahiti, Europe, Asia, Group Cruises, Family Reunions, Alumni, Business Incentives	Cheryl Harrison President (909) 796-8344/799-6757 utrael@travelleaders.com
5. Laura’s Travel Service, Inc. 298 E. Citrus Ave. Redlands, CA 92373	4,900,000	6	10% 90%	Apollo	Excellent Customer Service, Special Interest Groups, Incentive Travel	Lynda Schauf President/G.M. (909) 793-7551/793-9417 laura@laurastravel.com
6. Carlson Wagonlit Travel/Travel Xpress 212 Yale Ave., Ste. D Claremont, CA 91711	4 million	6	30% 70%	Sabre, Microsoft I.E., Outlook, Office	Preferred Sandals, Beaches Agency, Honeymoons, Cruises Hawaii, Mexico, Caribbean	Marsha Colling President (909) 625-4771/624-5000 sales@cwtravelxpress.com
7. Interworld Travel & Tours 6745 Carnelian Alta Loma, CA 91701	3.8 million	4	50% 50%	Sabre	Corp. Incentive, Australia, New Zealand Hawaii, Jamaica, Europe, South America, China, Cruises	Michael Parrish Vice President (909) 987-9000/987-4000 mike@interworldtraveltours.com
8. Surely You Travel, Inc. 24905 Sunnymead Blvd., Ste. B Moreno Valley, CA 92553	2 million	3	50% 50%	Sabre Amadeus	Corporate Travel, Incl. Cruises, Europe, Hawaii, Mexico	Shari Quinton Manager (951) 485-3387/243-0317 sharin.n@surelyyoutravel.com
9. The Travel Connection 1629 N. Mountain Ave. Upland, CA 91784	2 Million	4	10% 90%	Galileo	Hawaii, Mexico, Caribbean, Cruises	Carole Knudsen President (909) 985-9691/985-5172 travelconnect@aol.com
10. Golden Globe Travel Bureau 202 Inland Center Mall San Bernardino, CA 92408	1.8 million	4	5% 95%	Apollo	Hawaii, Europe, Mexico, Discounted International Air Fare, Discounted Student Air Fare, All Cruises, South Pacific Air Fare	Bilal Bangee President (909) 889-9924/889-1258 ggtbsb@aol.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.

RESTAURANT REVIEW

East Meets West in Diamond Bar at East 180°

If you haven't been to East 180°, you are missing out on a great Chinese dining experience. The executive chef Danny Wong creates authentic Chinese dishes from different regions of China with the majority of them being done in Cantonese style.

Upon entering, you are greeted by a friendly hostess—and to your right, you see an impressive bar that one may expect to find somewhere in Los Angeles. As you walk into the main dining room, you realize

the grill and then slicing it up and tossing it into the wok with onions and the house made sweet and sour sauce. When it arrives at the table, it is served with a side of salad greens garnished with a spring roll that has been cut in half.

Their Shanghai meatballs is also a very delicious dish. The meatballs are hand made then put into a clay pot with Chinese cabbage and clear glass noodles and steamed for many hours. The dish comes out sizzling, and

This rice dish includes beef, chicken, and shrimp that had been stir fried with scallions and eggs. The rice is not too greasy and has all the flavors of being cooked in a flaming wok. They also offer brown rice as a substitute for white rice.

In addition, East 180° features a lunch menu starting at \$6.95 and a happy hour menu for patrons sitting at the bar. You can try one of their signature cocktails such as the Red Dragon, Rickshaw Runner, or the East 180° Martini created by their friendly bartenders. Most Chinese restaurants are not known for their wine lists, but this restaurant has a wine list to be noted, featuring: Opus One,



Benziger, Beringer, Gloria Ferrer, and King Estate.

The menu can be a little intimidating at first, but I'm sure there is something for everyone. If you like Chinese food, then you'll love what East 180° has to offer.

East 180° is located at 23525 Palomino Drive, Diamond Bar, CA 91765. Call (909) 396-0180 for reservations.



how beautiful the interior is from its dark hardwood floors to the large copper pearl drapes separating the bar area. Lining the back wall are two floor-to-ceiling wine coolers. The outer wall consists of comfortable high back booths allowing guests to have some sense of privacy. It is almost impossible to find this sort of upscale ambiance in the greater Los Angeles/Orange County area which is perfect for meeting friends, a date, or first-time clientele.

The eclectic Chinese menu features signature items such as the Shanghai meatballs, Peking duck, salt baked chicken, and the best of American Chinese favorites, such as orange chicken and sweet and sour pork.

I recommend the East 180° beef which starts off with the chef searing a rib eye steak on

when you open up the clay pot, you see three giant meatballs that are very soft and flavorful; they almost melt in your mouth.

The salt baked chicken is also one of their signature dishes to be noted. They wrap a whole chicken in parchment and place it in a large clay pot surrounded by pebbles of sea salt. Then they place it into the oven and cook it for an extended period of time until all the natural flavors within the chicken is released and the moisture is retained within the chicken. The service waiter then brings the chicken to you for its presentation and carries it back to the kitchen to be sliced and plated. This is one of the top favorites of most people who have been to East 180°.

To accompany this, order the East 180° fried rice. It was everything fried rice should be.



909 / 987-1928

950 Ontario Mills Drive, Ontario
Mon / Thur 11:30 a.m. - 9:30 p.m.

Fri 11:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m.
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It's New York without the attitude! This award-winning restaurant is where famous fare 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 desserts, outstanding wine selection and entertainment to complement your dining experience - and discover our magnificent banquet rooms, perfect for hosting your next event.

Get Hired...

continued from pg. 16

Don't be overly friendly. It's important to think of your social media connections as just that—connections, not friends. Just because a potential employer responds to you using informal language in a Facebook post or via Twitter, does not give you the go-ahead to do the same. It is never okay to use texting shorthand such as LOL or TTYL in any communication with potential employers, no matter how informal your contact at the company is with you.

"Remember, just because your immediate contact has no problem sending informal e-mails to potential employees, doesn't mean that his boss won't mind it," Kuzmeski points out. "Other people at the company might be reading those e-mails. And for that reason, you should stay professional at all times."

Remember, you have to give to get. Social media requires that, regardless of what an individual has attained or achieved to this point in the real world, everyone starts off at the beginning in the social space. Each step up the social media ladder is earned by giving to the other members—whether that is in the form of a fresh, interesting piece of content of your own or by promoting someone else's content. But the underlying rule is that you must give to get.

"By adding value to the community, you are making more connections and, as a result, earning more friends, more followers, and more trust," says Kuzmeski. "So don't hesitate to post job opportunities or other information that your network will find useful. Connect those in your network who might be able to benefit from one another. Just having a network isn't good enough; you have to play an active role in it if you want to get anything back from those you're connecting with via social media."

"No matter what means of communication you prefer, relationships are the real secret to success," *continued on page 39*

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Business Summit Targets Businesses to Aid In Economic Growth

The Economic Development Corporation of Southwest California (EDC) announced that the 3rd Annual Business Summit will take place on Wednesday, April 27, 2011 at the new Temecula City Hall Civic Center from 8:00 am—2:30 pm. Last year over 200 local business owners attended the Summit. The event is expected to bring in over 300 registered attendees and 500 regional business owners/managers during the expo, as this year's theme focuses on "Business Making Business Happen"—helping to assist challenged and growing businesses transition into a new business climate. The Business Summit offers a range of presentations and workshops which include: finance opportunities, technology, business communication skills and human resource solutions. The event will also feature one of the biggest speed marketing opportunities in the Valley. You will have a chance to communicate on-on-one about marketing ideas, meet the different marketing companies from the area, and get real insight on your marketing needs.

The goal of the Summit, as stated by the EDC Executive Director Morris Myers, "is to encourage a stable economy by supporting local businesses in our region, and providing network links between diverse businesses for mutual economic development."

To **pre-register** for the EDC's Business Summit, a **\$40 admission fee** will apply before April 15, 2011. Admission will be \$50 after April 15th. The event includes: A series of presentations, business workshops, speed marketing, procurement opportunities, business to business expo, continental breakfast, and lunch. We encourage guests to bring business cards as the event is a great opportunity to network.

The Business Summit is a collaboration with the City of

Lake Elsinore, City of Menifee, City of Murrieta, City of Temecula, City of Wildomar Riverside County EDA, the Lake Elsinore, Menifee, Murrieta, Temecula, and Wildomar Chambers of Commerce, The Valley Business Journal, and On the Scene Magazine.

To register or for sponsorship and vendor information log on: www.swcbusinesssummit.org or call direct: 951-694-9800.

Join the event Facebook page: www.facebook.com/EDCBusinessSummit

About the EDC Business Summit:

The Annual EDC Business Summit is hosted once a year to help struggling or expanding businesses reach their market potential. A select group of speakers, presenters and govern-

continued on page 39



Today, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malnutrition, shame and isolation.

The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs as little as \$250. It gives desperate children not just a new smile—but a new life.

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www.smiletrain.org

*All nonprogram expenses, such as overhead and fund-raising, are paid for with start-up grants from our founding supporters. The Smile Train is a 501 (c)(3) nonprofit recognized by the IRS, and all donations to The Smile Train are tax-deductible in accordance with IRS regulations. © 2005 The Smile Train.

Nearby Resorts & Vacation Spots

Ranked By Number of Rooms

	Resort Address City/State/Zip	# of Rooms # of Suites # of Employees	Rate Range Year Built Last Renovated	Owner Headquarters	Amenities	Top Exec. Phone/Fax E-Mail Address
1.	Marriott's Desert Springs Resort & Spa 74855 Country Club Dr. Palm Desert, CA 92260	884 51 1,500	\$175-470 1987 2004	Marriott International, Inc. Washington, DC	36 Holes Golf (Special Package), 20 Tennis Courts, 5 Pools, Spa, 11 Food/Beverage Outlets, Shopping	Ken Schwartz (760) 341-2211/341-1872 desertspringsresort@marriott.com
2.	La Quinta Resort & Club 49-499 Eisenhower Dr. La Quinta, CA 92253	796 24 1,500	\$175-415 1926 2008	KSL Recreation Corp. La Quinta, CA	Shopping, 7 Restaurants, Spa, 41 Pools, 5 Golf Courses, Golf & Tennis Schools, 9 Boutique Shops	Gary Sims (760) 564-4111/777-5806 resinquiry@laquintaresort.com
3.	Arizona Biltmore Resort & Spa 2400 E. Missouri Phoenix, AZ 85032	738 86 1,200	\$195-1,850 1929 2004	CNL Resorts Florida	2 Adjacent Championship Golf Courses, 7 Tennis Courts, 8 Pools, Spa & Fitness Center, Lawn Chess & Croquet	Andrew Stegen (602) 955-6600/381-7600 reservations@arizonabiltmore.com
4.	The Phoenician 6000 E. Camelback Rd. Scottsdale, AZ 85251	647 119 1,000	\$185-1,725 1988 2006	Starwood Hotels & Resorts New York	27 Holes Golf (2 Special Packages), 12 Tennis Courts (Special Package), 9 Pools, Spa (3 Packages), Children's Program	Mark Vinciguerra (480) 941-8200/947-4311 www.thephoenician.com
5.	Renaissance Esmeralda 44-400 Indian Wells Ln. Indian Wells, CA 92210	560 22 na	\$149-399 1989 2002	CTF	Business Service, Concierge, Restaurant, Fitness Faculty, Golf Course	Tim Sullivan (760) 773-4444/568-1287 tsullivan@renaissancehotels.com
6.	Westin Mission Hills Resort 71333 Dinah Shore Dr. Rancho Mirage, CA 92270	512 40 635	\$99-349 1991 2008	Starwood Hotels & Resorts White Plains, NY	Weekend Packages, Transfers from Nearest Airport	Ken Pilgrim (760) 770-2104/770-2138 ranch@westin.com
7.	Hyatt Grand Champions Resort 44-600 Indian Wells Ln. Indian Wells, CA 92210	480 54 400+	\$150-500 1986 1998	Grand Champions, LLC Indian Wells, CA	36 Holes Golf, 12 Tennis Courts, 20 Private Villas	Allen Farwell (760) 341-1000/568-2236 allen.farwell@hyatt.com
8.	San Diego Paradise Point Resort & Spa 1404 W. Vacation Rd. San Diego, CA 92109	460 103 407	\$259-5,000 1962 2006	Noble House Resorts Kirkland, WA	18-Hole Putting Course, 6 Tennis Courts, Beach, 6 Pools, Spa, Fitness Center, Volleyball, Marina, Bicycle Rentals	David Hall (800) 344-2626/(858) 581-5924 www.paradisepoint.com
9.	Marriott's Rancho Las Palmas Resort & Spa 41000 Bob Hope Dr. Rancho Mirage, CA 92270	450 22 537	\$99-350 1979 2008	KSO La Quinta, CA	27 Holes Golf (Special Package), 2 Pools, Full-Service 25 Tennis Courts, European Spa	April Schute (760) 568-2727/568-5845 aschute@rancholaspalmas.com
10.	Wyndham Palm Springs Hotel 888 Tahquitz Canyon Way Palm Springs, CA 92262	410 158 250	\$99-249 1987 2008	American Property Mgmt. La Jolla, CA	Spa, Pool, Restaurant, Pool Bar, Kiddie Pool w/Water Features, Putting Green	John Daw (760) 322-6000/322-5351 jdaw@wyndham.com
11.	Palm Springs Riviera Resort 1600 North Indian Canyon Dr. Palm Springs, CA 92262	406 36 na	\$249-4,800 1959 2009	Noble House Resorts Kirkland, WA	Business Service, Pool, Restaurant, Room Service, Tennis	Jeoff Young (760) 327-8311/778-6650 jyoung@psriviera.com
12.	DoubleTree Paradise Valley Resort 5401 N. Scottsdale Rd. Scottsdale, AZ 85250	375 12 400	\$69-225 1984 1998		Golf Packages Available, 2 Outdoor Tennis Courts, 2 Pools, Health Club & Spa, Near Fine Shops	Doug Heaton (480) 947-5400/946-1524 www.doubletreehotels.com
13.	Doral Palm Springs Resort 67-967 Vista Chino Cathedral City, CA 92234	285 15 200	\$89-235 1985 1998	Meristan Hotels & Resorts Washington, DC	27 Holes Golf (Special Package), 10 Tennis Courts (Special Package) 18,000 Sq. Ft. Meeting Space	Elie Zod (760) 322-7000/322-6853 www.doralpalmsprings.com
14.	Holiday Inn Palm Springs City Ctr. 1800 E. Palm Canyon Dr. Palm Springs, CA 92264	249 20 200	\$129-219 1970 1995	KI West LLC Oregon	Pool, 2 Spas, Massage Facilities, Exercise Room, Saunas, 2 Restaurants, Gift Shop, Mini Refrigerators, Hair Dryers, Irons/Boards	Charlie Robles (760) 323-1711/322-1075 tvanwinkle@hipalmsprings.com
15.	Spa Resort Casino 100 N. Indian Canyon Dr. Palm Springs, CA 92262	230 20 200	\$195-1,800 1963 2007	Agua Caliente Development Auth. California	Spa Packages, Casino, 24-Hour Room Service, Nightly Turndown, Coffee, Refrigerator	David Fendrick CEO (760) 778-1500/778-1521 www.sparesortcasino.com
16.	Miramonte Resort 45000 Indian Wells Indian Wells, CA 92210	215 23 250	\$150-450 1998 2008	Destination Hotel Milwaukee, WI	36 Holes Golf (Special Package), 2 Pools, Spa, Restaurant, Shops	Stan Kantowski GM (760) 837-1642/568-0541 www.destinationhotels.com
17.	The Boulders Resort & Spa 34631 N. Tom Darlington Dr. Carefree, AZ 85377	160 Casitas 64 Villas 678	\$175-525 (Casitas only) 1985	Carefree Resorts Patriot American Hospitality Phoenix, AZ/Dallas, TX	36 Holes Golf (Special Package), 8 Tennis Courts (Special Package), Pool, Spa, 5 Restaurants, Desert Tours, Museum	Michael Hoffman (480) 488-9009/488-4118 www.theboulders.com
18.	Indian Wells Resort Hotel 76-661 Hwy. 111 Indian Wells, CA 92210	155 29 70	\$89-299 1987 2006	L.R.K. West Palm Desert, CA	27 Holes Golf (Special Package), 2 Tennis Courts (Complimentary), Pool, Spa, Fitness Center, Cont. Breakfast, Country Club Privileges	Brad Weimer (760) 345-6466/772-5083 brad@indianwellsresort.com
19.	Temecula Creek Inn Resort 44501 Rainbow Canyon Rd. Temecula, CA 92542	119 10 na	\$149-209 1968 2007	JC Resorts, LLC La Jolla, CA	Exec. Golf, Weddings, Business Service, Gift Shop	Jason Curl (951) 694-1000/676-8961 sjackson@jcreorts.com
20.	Two Bunch Palms Resort & Spa 67-425 Two Bunch Palms Trail Desert Hot Springs, CA 92240	28 24 125	\$150-575 1930 2005	King Ventures San Luis Obispo, CA	100 Spa Treatments (World Class Spa and award-winning restaurant)	Tony Calsolaro (760) 329-8791/329-1874 reservations@twobunchpalms.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2011 by IEBJ.

Regaining...

continued from pg. 24

• Create a follow up mailing list and follow up promptly, whether by just a call or sending additional literature and information. Your handling of requests for additional information will show potential clients you value their time and provide quality customer service.

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out and connecting with distributors, wholesalers, brokers and others in your distribution channel

Helping...

continued from pg. 18

Special Sessions for Chinese Businesses in the U.S.— “Branding Yourself for the U.S. Market”

These sessions will feature speakers and presenters who will focus on successful strategies in innovation, marketing and branding for Chinese companies such as:

- When entering the Chinese market, Western companies made the mistake of thinking that China was one homogeneous market. This mistake has been repeated by Chinese companies entering the U.S. market. The U.S. has very different cultural wants and needs by region that must be part of any branding and marketing effort.

- Americans tend to gather information more from TV and, increasingly, the Internet, rather than from newspapers, therefore it is critical to factor into the equation the rapidly emerging social or personalized media; blogs, mobile marketing, podcasts, Web sites and other emerging channels which allow people to individualize their media preferences.

- Chinese companies rely too heavily on phone calls and face-to-face meetings and must understand the value of technology as it relates to marketing. Web media is the number-one channel for information and news while Americans are in the workplace and number two when they are at home. Successful companies are marketing directly to the consumer through such venues as International Business Support Centers Virtual Marketplace, the World's 1st All-in-One Virtual Expo Marketplace with built-in marketing automation 24/7 and other unique features which will be made available to conference attendees.

- Every good marketer knows perception matters. How your product is perceived, how your company is perceived, can make the difference between just being a premium brand or a commodity stuck in the price war. Higher prices for branded goods translate into huge profits.

Over time Japan and Korea have developed strong brands in the U.S. market. By understanding the consumer and gaining a reputation for quality, innovation, service, transparency, and strong customer service and capturing this through proper branding and marketing, Chinese companies can be successful in the U.S. market.

For more information or to register at www.ibaglobal.org or contact Uwe Janssen, Chairman at 702-506-0833 or e-mail uwe@ibaglobalinfo.org



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NO ONE UNDER 21 WILL BE ADMITTED—Business Attire—No Jeans, No Shorts, No T-Shirts—Dress Code Enforced



Real Estate...

continued from pg. 24

Incorporated was purchased by a foreign private investor for \$3.3 mil, at a 5.09 percent cap rate. The property is located at 12035 Foothill Boulevard, just west of I-15 in Rancho Cucamonga.

The property is situated within the Victoria Commons master-planned project, on Foothill Boulevard, the primary retail corridor for the Rancho Cucamonga trade area. It is located adjacent to national restaurants and hotels. Located less than 1/8 of a mile from the subject property is Victoria Gardens Regional Town Center, one of SoCal's premier shopping, dining and entertainment destinations. It features over 150 specialty stores, restaurants, AMC Theatres (12 screens), the Victoria Gardens Cultural Center; and Bass Pro Shops Outdoor World (a 180k square foot sportsman's paradise).

Brandon Duff and Brad Feller of Stan Johnson Company represented the seller, a California private partnership. According to Duff, "This cap rate is one of the most aggressive I have seen in recent years. We are seeing similar activity on comparable properties we are

currently marketing and continue to see investors who are first time net lease investors enter the marketplace."

Duff went on to say that the buyer was looking for a passive, investment grade, net-lease property in the United States. There were multiple offers on the property and the buyer performed a five day due diligence period and closed seven days thereafter in order to win the deal.

OC Investor Picks Up Fontana Biz Park Property

Heritage Business Center Investment Group LLC, an Orange County-based investor, purchased a 66.8k-square-foot, multi-tenant biz park in Fontana for \$4.15 mil (\$62/sf). Built in 2009 and comprised of 18 condo units, the business park was 50% leased at the time of the sale. The property is located at 7888 and 7898 Cherry Avenue, just north of Foothill Boulevard.

Rick Nunez, senior associate, and Whit Gifillan, associate, with Colliers International, represented the seller, a Nevada-based developer, Shankle-Law, LLC. The buyer was represented by Windsor Investments.

"Besides its strategic location, one of the greatest advantages of this property is its commercial zoning which allows for a wide range of uses, including commercial activities such as wholesale / retail, distribution and even medical and administrative office uses," said Nunez.

Watson Breaks Ground on 600k sf Spec Building

In a positive indicator for *continued on page 39*

Save the Date!

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Dean of College of Engineering Announced

Mahyar Amouzegar, associate dean of engineering for research and graduate studies as well as professor of electrical engineering at Cal State Long Beach, has been named dean of Cal Poly Pomona's College of Engineering. His appointment begins on July 18.

During his tenure at Long Beach, Amouzegar managed and supervised the activities of more than 100 research projects, 40 research faculty and an annual budget of more than \$4 million; directed the Center for the commercial Deployment of Transportation Technologies; managed the university's joint doctoral program; and served

as chair of the electrical engineering department.

"It's an honor to join one of the nation's distinguished engineering programs,"

Amouzegar says. "Cal Poly Pomona has long enjoyed an exceptional reputation within both academia and industry. I look forward to working alongside an innovative community of faculty, staff, students and industry professionals as we elevate our research profile,

expand the graduate program and develop new career opportunities for our students."

Previously, Amouzegar served as senior analyst in the National Security Division of the RAND Corporation, where he managed dozens of research projects. He was also an assistant professor of mathematics at Massey University in New Zealand and a visiting professor at UCLA and Cal

State Los Angeles.

"The College of Engineering has an excellent track record of producing well-qualified graduates who make an immediate impact in industry," Provost Marten denBoer says. "Dr. Amouzegar's academic credentials, his experience in the public and private sectors, and his research experience will help the college provide new research and professional pathways for faculty and students."

Amouzegar has a Ph.D. in electrical engineering ('94, UCLA), a doctor of engineering in operations research ('91, *continued on page 43*)



Mahyar Amouzegar

For Planning 2011 Advertising, Marketing, and Publicity With The Inland Empire Business Journal

2011 EDITORIAL SCHEDULE

EDITORIAL FOCUS	SUPPLEMENTS	LISTS
May <ul style="list-style-type: none"> Economic Development (Riverside Cty.) Marketing/PR/Media Advertising Insurance Companies 	<ul style="list-style-type: none"> Women-owned Businesses Human Resource Guide Chambers of Commerce Who's Who in Law 	<ul style="list-style-type: none"> Environmental Firms Employment/Service Agencies Law Firms I.E. Based Banks
June <ul style="list-style-type: none"> Financial Institutions (1st Quarter, '11) Travel and Leisure Employment Agencies Home Health Agencies Economic Development (San Bernardino County) 	<ul style="list-style-type: none"> Health Care & Services High Technology Golf Resorts Senior Living Centers What's New in Hospital Care 	<ul style="list-style-type: none"> Hospitals Savings and Loans Motorcycle Dealers Medical Clinics
July <ul style="list-style-type: none"> Manufacturing Distribution/Fulfillment Credit Unions Event Planning High Desert Economic Development 	<ul style="list-style-type: none"> Marketing/Public Relations Media Advertising Casual Dining Building Services Directory 	<ul style="list-style-type: none"> CPA Firms Commercial Printers Ad Agencies/Public Relations Firms Largest Insurance Brokers SBA Lenders Staff Leasing Companies Serving the I.E.
August <ul style="list-style-type: none"> Personal/Professional Development Employment/Service Agencies Health & Fitness Centers Caterers 	<ul style="list-style-type: none"> Environmental Expansion & Relocations Women in Commercial Real Estate Who's Who in Banking 	<ul style="list-style-type: none"> Largest Companies Small Package Delivery Services Tenant Improvement Contractors Credit Unions
September <ul style="list-style-type: none"> Mortgage Banking SBA Lending Independent Living Centers 	<ul style="list-style-type: none"> Health Care & Services Airports Who's Who in Building Development 	<ul style="list-style-type: none"> Largest Banks Largest Hotels Golf Courses
October <ul style="list-style-type: none"> Lawyers/Accountants-Who's Who HMO/PPO Enrollment Guide Economic Development Temecula Valley Financial Institutions (2nd Quarter, '11) 	<ul style="list-style-type: none"> Telecommunications Office Technology/Computers International Trade Holiday Party Planning 	<ul style="list-style-type: none"> Internet Services Long Distance/Interconnect Firms Copiers/Fax/Business Equipment Private Aviation
November <ul style="list-style-type: none"> Retail Sales Industrial Real Estate Commercial R.E./Office Parks Educational Services Directory 	<ul style="list-style-type: none"> Human Resources Guide Executive Gifts Building and Development New Communities 	<ul style="list-style-type: none"> Commercial R.E. Development Projects Commercial R.E. Brokers Fastest Growing I.E. Companies Mortgage Companies Title Companies
December <ul style="list-style-type: none"> Financial Institutions (3rd Quarter, '11) Top Ten Southern California Resorts Temporary Placement Agencies 	<ul style="list-style-type: none"> Health Care Professional Services Directory 	<ul style="list-style-type: none"> 2012 "Book of Lists" Business Brokerage Firms

East Meets...

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born in Yantai, Shandong, China in 1951. He graduated from Shandong Medical University of Traditional Chinese Medicine and teaching at Shandong Traditional Chinese Medical College. He has been an instructor, professor, and director of orthopedics of Shandong Traditional Chinese Medical Hospital. Dr. Jing Chen is a premier doctor of traditional Chinese medicine who has been involved in clinical practice of traditional Chinese medicine, acupuncture, and herbal medicine for more than 35 years in both China and the United States. Dr. Chen has held professorships in TCM, acupuncture, and Chinese herbal medicine, and is the lead author of the "Anatomical Atlas of Chinese Acupuncture Points," a time honored, one-of-a-kind acupuncture reference text for which Dr. Chen was awarded the Chinese National Science Award (Class One) in 1982.

Dr. Jing Chen is also a highly accomplished calligrapher and artist. His work has been showcased in both China and America. He has presented lectures and demonstrations on the philosophy and technique involved in Chinese brush painting and calligraphy at various schools including: Art Center College of Design in Pasadena and Pitzer College in Claremont. In addition, Dr. Chen is a Tai Chi master. Tai Chi is a Chinese martial art that emphasizes power from within, improves health and is a great form of meditation. He studied under renowned master Chen Fa Kuo. He has taught Tai Chi and martial arts in China for more than 20 years. In June of 1993 he was awarded the gold medal as one of the top 10 outstanding kung-fu practitioners in the world. He currently teaches Tai Chi locally and is considered one of the most

doctor who not only believes in his craft, but also adopts its principles in his everyday lifestyle. He was

continued on page 39

A Maui...

continued from pg. 44

down the road to the Seven Pools and the tiny Palapala Ho'omau Congregational Church. It sits on a bluff over the sea where you will find, in its small cemetery facing the ocean, the grave of Charles Lindbergh.

Nature at her best

If you time your visit to Maui between November and April, you will be treated to one of the most exciting attractions the island has to offer. Whale-watching is a legendary part of the area, and if you are fortunate enough to be in the right place at the right time, you will view whales breaching and blowing just off shore—here is nature at her ultimate. Up close and personal (that the law will allow) whale-watching excursions depart from the wharves at Lahaina and Ma'alaea every day during the season. These splendid, endangered giants come to mate and birth in the warm Hawaiian waters. A better view of nature is hard to come by.

For the budget minded, a stay at a bed and breakfast can be found to be very affordable and charming. They are scattered throughout the island. Call the Maui Visitors Bureau for updated locations, brochures and general information at (808) 244-3530 or visit www.visitmaui.com.

Getting there

Nonstop and connecting service is offered from Los Angeles to Maui. Check with a knowledgeable, reliable travel consultant, they are kept up to date on the best packages and deals available.

Camille Bounds is the travel editor for Sunrise Publications and the Inland Empire Business Journal



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www.wrnafe.com

For more information contact Robbie Motter
888.244.4420 or RMotter@aol.com

INLAND EMPIRE People and Events



New Fairplex Conference Center Helps Pomona Business

Building 8's addition is under construction at the Fairplex in Pomona. This new conference center is expected to hold about 250 events a year—social events, trade shows, meetings, and much more. The conference center will consist of the existing 35,000-square-foot Building 8 near the Sheraton Fairplex Hotel and a 50,000-square-foot addition under construction. The center will have a series of meeting rooms ranging from 975 to 1,200 square feet. The ballroom will be the largest in eastern Los Angeles County. It is expected to be completed this August.



Goller Construction Management took home the first place trophy at the Montclair Chamber of Commerce Golf Tournament held at Sierra Lakes Golf Course



In Apple Valley, the grand opening for Exit Realty Blaine Associates.



Business networking mixer hosted by Costco Lake Elsinore—the Lake Elsinore Valley Chamber of Commerce and Costco held a successful business mixer. This was a great opportunity to meet other community members and showcase their business plus make great business contacts.

For more information about upcoming events visit www.lakeelsinorechamber.com or call (951) 245-8848.

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

GETTING BACK TO GOLDEN:
Jobs, Transportation & Sustainability
in Southern California

2011 SCAG REGIONAL CONFERENCE AND GENERAL ASSEMBLY

May 5 – 6, 2011
La Quinta Resort & Club
49-499 Eisenhower Drive
La Quinta, CA 92253

The 2011 SCAG Regional Conference & General Assembly “Getting Back to Golden: Jobs, Transportation & Sustainability” promises to be as exciting and informative as ever. This year, activities include a presentation of the Draft Economic Growth Strategy and the Compass Blueprint Awards Dinner. Hear transportation leaders discuss next steps on federal and state legislative actions impacting the region.

To secure your place, please register online at www.scag.ca.gov/ga2011 and send payment by April 29, 2011.

For more information, please contact Linda Jones at (213) 236-1912 or jonesl@scag.ca.gov

CWCI Research Tracks the Growth of California Workers' Comp Expenses

California workers' compensation medical expenditures fell sharply immediately after the enactment of the 2002-2004 reforms, but that decline was short-lived, and after rising steadily since 2005, average payments for treatment, pharmaceuticals and durable medical equipment (DME), medical management/medical cost containment and med-legal reports are back above pre-reform levels according to a new CWCI study.

For its study, the Institute examined data from more than half a million California workers' compensation indemnity claims with dates of injury from January 2002 through March 2010. The data included policy, claim, benefit and medical service detail based on payment and medical bill review transactions through June 2010, which were used to calculate average medical payments at six valuation points: 3, 12, 24, 36, 48 and 60 months post injury for claims from the nine different accident years. The results reinforce the findings of a 2010 Institute study, noting a decline in average medical expense payments per claim from accident year (AY) 2002 through AY 2005, followed by a steady escalation from AY 2005 through the most recent measurements. For example, after declining 14.1% from \$6,381 in AY 2002 to a post-reform low of \$5,480 in AY 2005, average first-year medical payments on indemnity claims have jumped 63.4%, hitting \$8,956 in AY 2009.

To understand the impact of various medical components on the medical cost trends, the authors also calculated the average amounts paid for treatment, pharmacy/DME, medical management and med-legal reports at 12 and 24 months. All four medical expense categories showed similar patterns at the 12-and the 24-month valuations, with average payments bottoming out in 2004 or 2005, then rebounding to new highs over the last five years. The break-

down of first-year payment data for the four medical expense categories shows that since the post-reform low, the average amount paid per claim for treatment has increased 48.9%; the average amount paid for pharmaceuticals and DME are up 106.5%; the average amount paid for medical management/medical cost con-

tainment is up 142.5%; and the average amount paid for medical-legal reports is up 73.3%.

Although medical treatment remains the dominant medical expense component in workers' compensation, accounting for about 73 cents out of every dollar paid in first-year medical expense on an AY 2009 claim, that is down from about 85 cents

in AY 2002. This decline coincided with the dramatic increase in payments for medical case management/cost control that occurred as the 2002-2004 reforms were implemented, requiring ongoing expenditures for items such as medical bill review, mandatory utilization review, and access fees to

continued on page 43

Recycle, Reduce, Reuse, Rebuild!

Donate



Pomona Valley
Habitat for Humanity

Volunteer

Shop

ReStore



The ReStore is a discount home improvement center, open to the public, that sells new and used building materials and furniture. All items sold at the ReStore are donated by local businesses and residents. All proceeds are used in funding the construction of Habitat homes.

For delivery or pick-ups call
909.399.0202

Visit the ReStore today at
4609 Holt Blvd. Montclair, CA 91763
Open: Tuesday–Friday, 10 am–6 pm
Saturday, 9 am–5 pm







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HESPERIA, CA 92345

A.V.I.P LANDLORD SUPPORT SERVICES
13236 PUEBLO RD.
APPLE VALLEY, CA 92308

ACCENTS WEDDINGS & EVENTS
22725 PONDEROSA DR.
CRESTLINE, CA 92325

ACCESS PROPERTY MANAGEMENT
215 N. RIVERSIDE AVE.
RIALTO, CA 92376

AMERICAN BLAST
10900 SAN MATEO PL.
ALTA LOMA, CA 91701

AMERICAWIDE MORTGAGE SERVICES
36134 SERAPE DR.
YUCAIPA, CA 92399

AQUA SUE'S
15184 HONEY PINE LN.
FONTANA, CA 92336

ARROWHEAD WELCOME CENTER
26816 HWY 189
LAKE ARROWHEAD, CA 92352

ARROYO CONSTRUCTION CO.
6743 DEL ROSA DR.
SAN BERNARDINO, CA 92404

B. ZEA' CONSULTING SERVICES
12798 CIMARRON WAY
VICTORVILLE, CA 92392

BIG SPLASH POOL SERVICE
5635 ARDEN AVE.
HIGHLAND, CA 92346

BRIGHTWAY JANITORIAL
3045 HS ARCHIBALD
STE. 130
ONTARIO, CA 91761

C&F MARKETING
6650 KAISER AVE.
FONTANA, CA 92336

CARL'S IMPORT- EXPORT MANAGEMENT SERVICES
9132 HELMS AVE.
RANCHO CUCAOMGA, CA 91730

CHAIRESZ ENTERPRISES
8796 LAUREL AVE.
FONTANA, CA 92335

CHOICE APPRAISALS
14035 HIDDEN VALLEY RD.
VICTORVILLE, CA 92395

CLEAR VISION REAL ESTATE AND FINANCIAL SERVICES
1431 N CHESTNUT AVE.
RIALTO, CA 92376

COMPETITION RESINS
1268 HOWARD ST.
UPLAND, CA 91786

CORNICE
17993 OUTER HWY 18
STE. 5
APPLE VALLEY, CA 92307

DAN D CONSULTING AND MAINTENANCE SERVICES
836 JACKSON ST.
COLTON, CA 92324-1928

DOLLARS 4 CHARITY
36072 MEADOW GROVE
YERMO, CA 92398

E & L DENTAL LABORATORY
7977 LIME AVE
STE. 3
FONTANA, CA 92336

EL CERRITO MEXICAN FOOD
7201 ARCHIBALD
RANCHO CUCAMONGA,
CA 91730

EL TAQUITO
1475 MT VERNON AVE.
COLTON, CA 92324

EL TEPEYAC #3
144 S ARROWHEAD AVE.
SAN BERNARDINO, CA 92408

EXPERT HARDWOOD FLOORING
940 S ROCHESTER
STE. C
ONTARIO, CA 91761

FAR HORIZONS TRAVEL
835 KIMBARK AVE.
SAN BERNARDINO, CA 92407

G. G. BEAUTY SALON
17389 ARROW BLVD.
FONTANA, CA 92335

HARRISON FUNDING SENIORS MORTGAGE NETWORK
215 N. RIVERSIDE AVE.
RIALTO, CA 92376

HOUSEPLANT HEAVEN
16537 WALNUT ST.
STE. 1
HESPERIA, CA 92345

HUMAN RESOURCES & CAREER SERVICES
611 LAKESIDE AVE.
REDLANDS, CA 92373

ICON
5648 SCHAEFER AVE.
CHINO, CA 91710

INDOOR COMFORT SOLUTIONS
13553 SIERRA RD.
VICTORVILLE, CA 92392

MAGNOLIA TOWN DENTAL
258 E. 9TH ST.
UPLAND, CA 91786

MOTIVATED MOMMY
1217 PARKVIEW CIR.
UPLAND, CA 91784

MOVING U
18794 WISTERIA ST.
HESPERIA, CA 92345

ORIENT EXPRESS TRANSPORT
1435 S GROVE AVE.
STE. 6
ONTARIO, CA 91761

PREMIER TAX SERVICE
1364 N WATERMAN AVE.
STE. 110
SAN BERNARDINO, CA 92405

REAL ESTATE VALUATION SERVICE
12223 HIGHLAND AVE.
STE. 572
RANCHO CUCAMONGA,
CA 91739

RELIABLE DOMAIN NAME REGISTRY
11832 FAIRWAY DR.
YUCAIPA, CA 92399

SAFISTICATED CUTS
14425 7TH ST.
STE. 5
VICTORVILLE, CA 92394

SIMON'S DESIGN GARDENING
1104 CONEJO DR.
SAN BERNARDINO, CA 92410

SUN CARE HOME HEALTH SERVICES
336 S WATERMAN AVE.
STE. S
SAN BERNARDINO, CA 92408

THE COMPUTER SHACK
29199 WHITEGATE LN.
HIGHLAND, CA 92346

THOMPSON INDOOR GARDEN CENTER
16537 WALNUT ST.
STE. 1
HESPERIA, CA 92345

UNITED HYDRAULICS AND MACHINE
9558 MARION AVE.
MONTCLAIR, CA 91763

A V SMOKE SHOP
20783 BEAR VALLEY RD.
STE. D
APPLE VALLEY, CA 92308-6974

AEGIS CREDIT SERVICES
853 WEST B ST.
ONTARIO, CA 91762

AJ CONSTRUCTION SERVICES - BOBCAT
56175 MOUNTAIN VIEW TRAIL
YUCCA VALLEY, CA 92284

ALL WEATHER SEAMLESS RAIN GUTTERS
536 E FAIRWAY
BIG BEAR CITY, CA 92314

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2215 S FERN AVE.
STE. M
ONTARIO, CA 91762

COMMUNITY DENTAL CARE
15165 SEVENTH ST.
STE. I
VICTORVILLE, CA 92395

CONTINENTAL RECYCLING
5082 MISSION BLVD.
ONTARIO, CA 91762

CREATIVE CARVINGS
1658 WEST 11TH ST.
STE. H
UPLAND, CA 91786

D & M INCOME TAX SERVICE II
303 E. FOOTHILL BLVD.
STE. B
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2189 2ND LN.
BIG BEAR, CA 92314

DXC
11493 RUSSET PL.
ADELANTO, CA 92301

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1835 BROOKSTONE ST.
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SAN BERNARDINO, CA 92407

GRG RACING
950 S RANCHO AVE.
COLTON, CA 92324

GXD LLC
14050 JURUPA AVE.
FONTANA, CA 92337
(909)915-5218

HESPERIA COUNSELING CENTER
12052 HESPERIA RD.
HESPERIA, CA 92345

HYE QUALITY MEDICAL SUPPLY
6421 SONTERRA CT.
ALTA LOMA, CA 91737

IHAVETOGOLF.NET IMUSTVACATION.NET
7410 ARBOR LN.
RANCHO CUCAMONGA,
CA 91739

INLAND VENDING
6098 VICENTE ST
CHINO, CA 91710

INLAND WEST APPRAISAL SERVICE
13599 CRESCENT HILL DR.
CHINO HILLS, CA 91709

INTEGRITY REALTY AND FINANCIAL SERVICES
2112 SUN RIDGE DR.
CHINO HILLS, CA 91709

J & T AUTO WHOLESALE
1035 N. E ST.
SAN BERNARDINO, CA 92410

L R B MACHINE SHOP
959 W STATE ST.
STE. E
ONTARIO, CA 91762

LUXURY COLLECTION
1801 S EXCISE AVE.
STE. 117
ONTARIO, CA 91761

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2175 N. LINDEN AVE.
RIALTO, CA 92377

MAN IN THE KITCHEN
13599 CRESCENT HILL DR.
CHINO HILLS, CA 91709

MERCHCONNECTION.COM
1180 E 9TH ST.
STE. B9
SAN BERNARDINO, CA 92410

MORO VINTNERS MOROVINO
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RANCHO CUCAMONGA,
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RAM PROPERTIES SERVICES
337 N VINEYARD AVE.
STE. 303
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61142 29 PALMS HWY
JOSHUA TREE, CA 92252

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15164 WILDROSE ST.
VICTORVILLE, CA 92394

ROBEKS JUICE #318
28200 HIGHWAY 189
STE. F-180
LAKE ARROWHEAD, CA 92352-0466

SAN SAI JAPANESE GRILL
345 S MOUNTAIN AVE.
UPLAND, CA 91786

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ONTARIO, CA 91761

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14926 VALLEY BLVD.
FONTANA, CA 92335

VIDA LUJO AUTO SALES
677 E MERRILL AVE.
RIALTO, CA 92376

WALLACE TRANSPORT
3239 ASHGATE PL.
ONTARIO, CA 91761

WIN-TEC ENTERPRISES
3057 BUCKHAVEN RD.
CHINO HILLS, CA 91709

XTR4X4
12277 APPLE VALLEY RD.
STE. 324
APPLE VALLEY, CA 92308

YARITZA PET SHOP
250 FOOTHILL BLVD.
STE. P2
RIALTO, CA 92376

Z PIZZA
3090 CHINO AVE.
STE. B
CHINO HILLS, CA 91709

ZOOM TITLE
12424 PARAMOUNT RD.
PHELAN, CA 92371

1ST J&E SERVICES
18382 JURUPA AVE.
BLOOMINGTON, CA 92316

MANAGER'S BOOKSHELF

Management in Print "Make Your Own Rules: A Renegade Guide to Unconventional Success,"

By Wayne Rogers with Josh Young; Amacom, New York, New York; 2011; 218 pages; \$23.00.

It's not often you can gain more than a bit of business insight from one of the original "pro's from Dover" in the television version of "M*A*S*H." Yes, the author is that Wayne Rogers! The same guy who owned the character of "Trapper John" for 11 years on TV. The one some people said was really a closet "leftist" (which he never really was), but who no one mistook for a "contrarian" entrepreneur (which he always was). While acting and producing, Rogers spent 40 years developing real estate, founding banks, owning a chain of convenience stores, a film distributorship, two hotels, and turned around Kleinfeld, one of the largest chain of bridal stores in the country.

What has any of this to do with having the credentials to be a guru for small- to medium-sized businesspeople? As the author puts it:

"This will surprise you, but the common threat to the various businesses in which I have been involved is that I had never previously been in them. Most people would think that the lack of previous experience in a particular business would be a sure formula for failure. For example, would you hire a salesman who had never sold anything before.... Previous experience can be valuable to someone who has chosen a career on the basis of his or her education and desire to work in a particular field. Because I didn't have a specific educational background, I was not predisposed to make choices based on that criterion. In fact, it was an advantage in that I had no rules to follow, no premade decisions, no 'books' to tell me how

to find success. This allowed me to take a creative approach rather than an administrative one."

Despite the title of Rogers' book, his philosophy is more of a situational contrarianism than it is a flat out lifestyle of making your rules (or breaking them) simply to suit yourself. It's more a matter of making your own rules when it makes more sense to do that than it does to follow them. He makes that case early in the book by stating:

"We all wish to have the freedom to do what we want, to fulfill our lives by making our own choices and not having to do things by force of circumstances beyond our control. In a free society, that translates into economic freedom. We work hard to support our families and ourselves. We try to save money so that we can become independent and retire. But independent of what? Retire to do what? These questions are derived from the fundamental one, the desire for individual freedom.

"The good news is that the theory behind economic freedom is rooted in history. It was good 100 years ago and now. Civilization requires the exchange of goods and services in a free market, which provides an opportunity to behave morally in the sense that you must think about and deliver what the other person needs if you are to get what you need. So free market exchange depends on moral values, such as honesty, cooperation, trustworthiness, and fairness. These are the guidelines when you're making your own rules. I have always tried to apply these values in my busi-

ness dealings as the basis for building financial independence."

During an era when it's all too easy to defame others for being pro-this or anti-that, the author makes the point that no one side has a lock on the complete truth. More often than not, as Rogers himself admits, "I have no step-by-step plan for success or surefire tips to becoming a millionaire. Instead, I will tell you what has worked for me in business over the past four decades, what has not

worked, and why."

The thrust of his book is that if we want to see small businesses thrive and grove in a free marketplace, we ought to see what makes sense about being contrary and why. These days that's not such a bad way of making sense out of a world that would prefer the so-called certainty of being in lock step with one another. There's something to be said for a concept of cooperative diversity.

—Henry Holtzman

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. **"The Millionaire Messenger: Make a Difference and a Fortune Sharing Your Advice,"** by Brendon Burchard (Morgan James...\$21.95(**))
How to succeed in business as a mentoring super consultant.
2. **"Strengths Finder 2.0: A New and Updated Edition of the Online Test from Gallup's Now, Discover Your Strengths,"** by Tom Rath (Gallup Press...\$22.95)(1)
Discover your strengths and integrate them with your career.
3. **"The Money Class: Learn to Create Your New American Dream,"** by Suze Orman (Random House...\$26.00)
Ms. Orman strikes again with old wine in new bottles.
4. **"The Accidental Billionaires: The Founding of Facebook: A Tale of Sex, Money, Genius, and Betrayal,"** by Ben Bezhich (Knopf Doubleday...\$18.12) (3)
A business book that's so juicy Hollywood made it a movie.
5. **"Endgame: The End of the Debt SuperCycle and How It Changes Everything,"** by John F. Mauldin (John Wiley & Sons...\$27.95(**))
Why the end of debt piled on debt changes how we buy and invest.
6. **"Win: The Key Principles to Take Your Business From Ordinary to Extraordinary,"** by Frank I. Luntz (Hyperion...\$25.99)(**)
How biggest slump in decades can help you increase market share.
7. **"Aftershock: The Next Economy and America's Future,"** by Robert B. Reich (Alfred A. Knopf...\$25.00)(3)
The last time so few people controlled the U.S. economy was 1928.
8. **"All the Devils Are Here: The Hidden History of the Financial Crisis,"** by Bethany McLean & Joe Nocera (Penguin Group...\$32.95)(4)
The 20 year road to financial meltdown.
9. **"The Big Short: Inside the Doomsday Machine,"** by Michael Lewis; (W.W. Norton...\$27.95)(5)
The reality behind The Great Recession.
10. **"Winners Never Cheat: Even in Difficult Times,"** by Jon Huntsman, (Wharton School Publishing...\$29.99) (6)
Why integrity is always a competitive advantage.

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

** -- Indicates a book's first appearance on the list.

Real Estate...

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SoCal's industrial real estate market, Watson Land Company has broken ground on a 616.5k-square-foot industrial building within their Watson Commerce Center Redlands. This is the first spec industrial building to break ground in the Inland Empire since 2009.

"The absorption rate for larger industrial buildings within the Inland Empire market has increased significantly in the past year," said Lance Ryan, vice president of marketing and leasing with Watson Land Company. "This has led to a supply constrained market for properties above 500k square feet, with continuing strong demand for new product among large corporate users and third party logistics companies."

The building will feature a cross-dock configuration with two spacious yards offering a 185-foot turning radius and up to 649 trailer storage spaces when combined with the adjacent land within Watson Commerce Center Redlands. Construction is slated for completion in the fourth quarter of 2011.

The property is located at 26635 Pioneer Avenue, near the 10 and 215 Freeways and the San Bernardino International Airport. It is part of Watson Land Company's Legacy Building Series, a class of highly flexible, Class A facilities featuring distinctive architectural detail, maximum efficiency and flexibility. The building will be constructed to obtain LEED Certification, featuring abundant clerestory glass for day-lighting and 100 percent concrete truck yards.

Citizens...

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valuable part about this investment is that it will be used by countless students as they manage money for their client fund account—and occasionally experience setbacks too."

Healing...

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can go to melt away stress

- Inject funny quotes and cartoons into company memos
- Have monthly theme contests where goofy prizes are awarded

If you begin to employ these five potent strategies into your workplace today, you will see amazing results quickly!

Visit www.drjacksinger.com or e-mail Dr. Jack Singer at: drjack@funsspeak.com or call him at: (800) 497-9880 for additional information.

Soren...

continued from pg. 9

been serving in the position of manager at the firm since July 2002.

He is a member of the California Society of Certified Public Accountants, an active member of the Associated General Contractors; he is a member of the Construction Industry CPAs/Consultants Association, and also a member of the Accounting Advisory Board at CSU San Bernardino. In addition to his professional affiliations, Charlie is a requested speaker for the Accounting Association and student groups at CSU San Bernardino and La Sierra University

Get Hired...

continued from pg. 28

says Kuzmeski. "If you can use social media to build strong relationships and connect with employers, you will get your piece of the proverbial pie. If you can't, you'll be scrambling for crumbs!"

For more information, please visit www.redzonemarketing.com.

East Meets...

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authentic teachers of this very special form.

All these activities help him maintain a balanced healthy lifestyle in order to help others achieve the same thing through his many years of scientific and philosophical experience and insight.

Business...

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ment officials provide attendees with up to date information on business trends, opportunities and changes in law to name a few.

About the EDC:

The EDC is a private/public partnership that promotes Southwest California regional economic development through business retention and development, job opportunities, and related economic growth. The EDC is dedicated to expanding the competitive position of the regional businesses in a global economy.

Treating...

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when I used a cane."

With a referral from a physician to either physical therapy for wound care, or to the WCC specifically, an evaluation is performed by a wound care specialist. For the patient's convenience, ongoing treatment can be done at any of the four PVHMC PT and Rehab locations.

Patients follow up throughout their care with either their primary care physician or Dr. Wali in the Wound Care Clinic on Wednesday and Friday mornings at the PVHMC PT & Rehab Dept. Ultimately, the goal of wound care is to reduce the risks of infection, promote healing, and ensure the comfort of patients through a pro-active approach to prevention and treatment.

"PVHMC has both the facilities, staff, and expertise to guide and support care for wounds," Dr. Wali says. "The Wound Care Center's multi-disciplinary expertise, efficient treatment planning and careful monitoring maximize and expedite wound healing."

According to patient Teplir "the Wound Care Center 'they know their stuff!' It's just amazing what they did in working with me. Now I feel fine, great. I only use moisturizers from the knee to the ankle because of the new skin. I use sun block when I'm out because that new skin is 'just like a baby's behind.'"

H-1B Visa Program Helps America Compete in Global Economy

The House Subcommittee on Immigration Policy and Enforcement held a hearing on “H-1B Visas: Designing a Program to Meet the Needs of the U.S. Economy and U.S. Workers.” The Asian American Center for Advancing Justice (Center for Advancing Justice) urged the subcommittee to acknowledge the positive impact the H-1B visa program has on maintaining America’s competitive edge in the global economy, and to also consider legislative changes that will protect H-1B workers.

“The H-1B visa program is an important tool in ensuring that America has sufficient numbers of skilled, specialized workers to keep our country competitive,” said Karen

K. Narasaki, president and executive director of the Asian American Justice Center. “H-1B workers are particularly important during this time of economic recovery.”

Research has shown that for each H-1B position requested, U.S. technology firms increase their employ-

ment by five workers.

“We know that immigrants, including H-1B workers, help create jobs and other economic opportunities for U.S. workers. The high-tech industry, in particular, has benefited tremendously from the talent and brainpower of H-1B workers,” said Tuyet Le, executive director of the Asian

American Institute.

Because of the problems with the current program and the slow economic recovery, a number of highly skilled workers have been terminated. These workers, after spending many years living and working in America, are faced with the harsh realities of not being

able to find work in their fields and are forced to leave the United States to return to their countries of origin to find work. This specifically impacts the Asian American community because the majority of H-1B workers come from Asian countries.

Titi Liu, executive director of the Asian Law Caucus,

said: “Congress should reform the H-1B program to make it easier for H-1B workers to change employers, and also give H-1B workers a grace period if they lose their job and need to find a new employer to sponsor them. These changes will be good for H-1B workers as well as

existing American workforce and fill important gaps in skill. Our economy would benefit from a more generous H-1B program that protects immigrant workers,” said Stewart Kwoh, president and executive director of the Asian Pacific American Legal Center.

U.S. workers and employers.” “H-1B workers complement the

ASIAN AMERICAN JUSTICE CENTER



MEMBER OF ASIAN AMERICAN CENTER FOR ADVANCING JUSTICE

21st Annual Chaffey College Foundation Golf Tournament



Presented by

BERNARDS
BUILDERS • MANAGEMENT SERVICES

Monday, June 6, 2011

**Western Hills Country Club
Chino Hills**

Tournament sponsorship levels and participation opportunities are available. For more information, call the Chaffey College Foundation at 909/652-6545.



SAVE THE DATE

NEW BUSINESS *County of San Bernardino*

1428 PROPERTIES
1030 N MOUNTAIN AVE
STE. 383
ONTARIO, CA 91762

ADVANCED BUILDING SYSTEMS
8296 CHAPPELLET PL.
RANCHO CUCAMONGA,
CA 91730

AMECI ITALIAN KITCHEN
8812 BASELINE AVE.
RANCHO CUCAMONGA,
CA 91730

AMERICAN FREE JOURNAL
56189 TWENTYNINE PALMS HWY
YUCCA VALLEY, CA 92284

AUTOMOTIVE TECHNICAL TRAINING
19030 VALLEY BLVD.
BLOOMINGTON, CA 92316

BLONDIES CLIP SHOP
13460 CENTRAL AVE.
STE. D
CHINO, CA 91710

BOTAS LEON
463 E FOOTHILL BLVD.
RIALTO, CA 92376

CARS WEST GLOBAL CWG MOTORS
1601 BARTON RD.
STE. 3612
REDLANDS, CA 92373

CRISTAL WATER
15885 MAIN ST.
STE. 270
HESPERIA, CA 92345

CT COMPANY
7189 SAN CARMELA CT.
RANCHO CUCAMONGA,
CA 91739

DEDICATED EXPRESS
1500 WEST RIALTO AVE.
SAN BERNARDINO, CA
91730

EPOCH SHOTS PHOTOGRAPHY
6548 OLIVE AVE.
SAN BERNARDINO, CA
92407

GRANDER CREATIONS
5786 BERYL ST.
RANCHO CUCAMONGA,
CA 91737

H.H. EXPRESS
7926 WILLIAMS RD.
FONTANA, CA 92336

HA GROUP
3934 ROSWELL CT.
CHINO, CA 91710

HI-LINE CONSTRUCTION
1200 NEVADA ST.
STE. 202
REDLANDS, CA 92374

HOUSE OF DRAPERIES
2141 E PHILADELPHIA ST.
STE. I
ONTARIO, CA 91761

HOUSE OF SOUND
1461 E FOOTHILL BLVD.
UPLAND, CA 91786

INLAND CENTER AUTO BODY
181 S ARROWHEAD AVE.
SAN BERNARDINO, CA
92408

INLAND VALLEY TRUCK REPAIR
18324 VALLEY BLVD.
STE. 6
BLOOMINGTON, CA 92316

INOTARY SERVICE
1940 SHORT ST.
SAN BERNARDINO, CA
92407

JTE TRUCKING
12060 VINTAGE DR.
FONTANA, CA 92337
(909)822-4511

LA CIRRUS INC
7061 GLASGOW AVE.
SAN BERNARDINO, CA
92404

LA VERANDA FAMILY RESTAURANT
1296 N MT VERNON AVE.
COLTON, CA 92324

LAND AMERICA ESCROW SERVICING
8338 DAY CREEK BLVD.
STE. 101
RANCHO CUCAMONGA,
CA 91739

LOS ANGELES CHINA TRAVEL SERVICE
1430 ALTA AVE.
UPLAND, CA 91786

M & A TRUCKING
7247 E RIVERSIDE DR.
ONTARIO, CA 91761

MAID 4-U
1720 S MOUNTAIN AVE.
STE. B
ONTARIO, CA 91762

MANDARIN BISTRO
14230 CHINO HILLS PKWY
STE. A
CHINO HILLS, CA 91709

MARKETWORKS
7189 BIRCH TREE PL.
FONTANA, CA 92336

NATURE CREATIONS
1250 KENDALL DR.
SAN BERNARDINO, CA
92407

NELSON WESTERBERG
1785 INDUSTRIAL PARK
AVE.
REDLANDS, CA 92374

NEW LIFE COMMUNITY CHURCH OF GOD IN CHRIST
123 W. D ST.
ONTARIO, CA 91762

RAUL GONZALEZ TRUCKING
640 E. SAINT ANDREWS ST.
ONTARIO, CA 91761

ROGER'S RECYCLING CENTER
1066 N MT VERNON AVE.
SAN BERNARDINO, CA
92040

SCOTT INKS CONSTRUCTION CONSULTANT
27621 VILLA AVE.
HIGHLAND, CA 92346

SILVER GRACE
16342 ORANGE ST.
HESPERIA, CA 92345

THE LESSON HOUSE
14568 CENTRAL AVE.
CHINO, CA 91710

WALTERS CONCRETE PUMPING
6038 MACLAY ST.
SAN BERNARDINO, CA
92407

A & A TRANSMISSION CENTER
1214 HESPERIA RD.
HESPERIA, CA 92345

A PREMIER TRAVEL SERVICE
1517 RANCHO HILLS DR.
CHINO HILLS, CA 91709

A-1 APPRAISAL SERVICE
8259 ENEVA LN.
YUCCA VALLEY, CA 92284

ABACAB ENTERPRISE
925 EVERGREEN CT.
REDLANDS, CA 92374

ABBA ETC TRAVEL & TOURS
4962 HOLT BLVD.
MONTCLAIR, CA 91763

ABEL'S ALTERNATIVE SERVICES
10251 SANTA ANITA AVE.
MONTCLAIR, CA 91763
(909)630-3062

CAFFE GELATO
13788 ROSWELL AVE.
CHINO, CA 91710

NEW BUSINESS *County of Riverside*

FALKENHAGEN, LONNIE DEAN
31263 HANOVER LN.
MENIFEE, CA 92584

DA LIN COMMUNICATIONS
19420 APPLEWOOD CT.
LAKE ELSINORE, CA 92530

BOWERS, DAVID LEE
19420 APPLEWOOD CT.
LAKE ELSINORE, CA 92530

DL COMMUNICATIONS
19420 APPLEWOOD CT.
LAKE ELSINORE, CA 92530

BOWERS, LINDA ANN
19420 APPLEWOOD CT.
LAKE ELSINORE, CA 92530

PROGRESSIVE SECURITY
24384 SUNNYMEAD BLVD.
STE. 250
MORENO VALLEY, CA
92553

ESHAK, SHERIF
37737 HACKBERRY ST.
MURRIETA, CA 92562

GROWTH PARADIGMS
45711 PHEASANT PL.
TEMECULA, CA 92592

PORTUGAL, RYAN LLOYD
45711 PHEASANT PL.
TEMECULA, CA 92592

TEMECULA VALLEY WEDDING PROFESSIONALS
41849 DEEP WOOD CIR.
TEMECULA, CA 92591

KEYS, CHARLENE
32485 SAINT MARTIH ST.
WINCHESTER, CA 92596

WEDDING PROFESSIONALS
41849 DEEP WOOD CIR.
TEMECULA, CA 92591

NIELSEN, ANNETTE LE
41849 DEEPWOOD CIR.
TEMECULA, CA 92591

RANCHO VISTA LAS ESTRELLAS INC
440 W MARKHAM ST.
PERRIS, CA 92571

RANCHO VISTA LAS ESTRELLAS INC
16191 ABEDELL ST.
MORENO VALLEY, CA
92571

M.B CONCRETE FOUNTAN
4333 N. WEBSTER AVE.
PERRIS, CA 92571

BARAJAS, MARIA DE LOURDES
4333 N WEBSTER AVE.
PERRIS, CA 92571

A BUYERS CHOICE
9215 ORCO PARKWAY
STE. G
RIVERSIDE, CA 92509

JOHNSON, MICHAEL DAVID
9886 WILLOWBROOK RD.
RIVERSIDE, CA 92509

AMADEUS PRODUCTIONS
26370 PALM TREE LN.
MURRIETA, CA 92563

MONDRAGON, JESUS CITLALTZIN
26370 PALM TREE LN.
MURRIETA, CA 92563

JEREMY MAHONY PARACHUTE SERVICE
34105 LIAN LN.
NUEVO, CA 92567

MAHONY, JEREMY EDWARD
34015 LIAN LN.
NUEVO, CA 92567

AL'S CARPET CLEANING
2430 EL RANCHO CIR.
HEMET, CA 92545

BASSETT, ALVIN LEE
2430 EL RANCHO CIR.
HEMET, CA 92545

AMERICAN TRUCK & TRACTOR REPAIR
23600 RAY CT.
NUEVO, CA 92567

NEREY, CARLOS ANGEL
23600 RAY CT.
NUEVO, CA 92567

AMERICAN TRUCK & TRACTOR REPAIR
23600 RAY CT.
NUEVO, CA 92567

NEREY, GEORGE LUIS
23600 RAY CT.
NUEVO, CA 92567

MINK PRINTING
41-905 BOARDWALK
STE. V
PALM DESERT, CA 92211

COACHELLA VALLEY PRINTING GROUP, INC
46167 VAN BUREN ST.
INDIO, CA 92201

BUDGET SELF STORAGE
815 WILLIAMS RD.
PALM SPRINGS, CA 92264

KOMER, JOHN WARREN
815 WILLIAMS RD.
PALM SPRINGS, CA 92264

DESERT MEDICAL TRANSPORTATION
49255 ORQUIDEA LN.
COACHELLA, CA 92236

SANCHEZ, ELIZABETH REYNA
49255 ORQUIDEA LN.
COACHELLA, CA 92236

IT'S SCENTSATIONAL
73130 EL PASEO
STE. J
PALM DESERT, CA 92260

MARCUS, MAXINE DONNA
38101 CROCUS LN.
PALM DESERT, CA 92211

TAI PEI CHINESE EXPRESS
34091 DATE PALM DR.
STE. B
CATHEDRAL CITY, CA
92234

SCURO, MICHAEL NICHOLAS
75465 MONTECITO DR.
INDIAN WELLS, CA 92210

B.STU ENTERPRISES A FRANCHISEE OF NAVTHAT
74-310 DE ANZA WAY
PALM DESERT, CA 92260

STUART,BRETT ALLAN
74-310 DE ANZA WAY
PALM DESERT, CA 92260

C B MOBILE CAR WASH
84640 ROMERO ST.
COACHELLA, CA 92236

AGUILAR, BENIGNO
84640 ROMERO ST.
COACHELLA, CA 92236

BILLY WILD'S BUFFALO WINGS
13112 PALM DR.
DESERT HOT SPRINGS, CA
92240

BRATTON, JAMES ALAN
9389 WARWICK DR.
DESERT HOT SPRINGS, CA
92240

LIFESTYLES NUTRITION CENTER
73-563 HWY 111
PALM DESERT, CA 92260

KATZ, AMIT
79-100 OCOTILLO DR.
LA QUINTA, CA 92253

BUENA VISTA POOLS AND SPAS INC.
37 VELVA LN.
RANCHO MIRAGE, CA
92270

NEW BUSINESS

County of Riverside

BUENA VISTA POOLS AN SPAS INC.
37 VELVA LN.
RANCHO MIRAGE, CA
92270

MERLE NORMAN COSMETICS
44491 TOWN CENTER WAY
STE. D
PALM DESERT, CA 92260

MNC, INC.
44-491 TOWN CENTER WAY
STE. D
PALM DESERT, CA 92260

R.P.S. JEWELRY SERVICES & REPAIR
73-896 EL PASEO
STE. R13
PALM DESERT, CA 92260

SHILLADY, RYAN PATRICK
49800 JADE WAY
INDIO, CA 92201

LAJ SERVICES
40970 SANPIPER CT.
PALM DESERT, CA 92260

JAEGER, LEE ALLEN
40970 SANDPIPER CT.
PALM DESERT, CA 92260

STRAIGHT FORWARD PRINTING
853 CIRCLE LN.
INDIO, CA 92201

HARMON, DEBORAH KAY
47385 VIA FLORENCE
LA QUINTA, CA 92253

JO AND DEB'S WRITING SERVICE
47385 VIA FLORENCE
LA QUINTA, CA 92253

WILLETTE, JO ANN
345 SWALL DR.
BEVERLY HILLS, CA 90211

YOUR PROMOTIONAL PRODUCTS
78165 SUNRISE CANYON AVE.
PALM DESERT, CA 92211

MY PILLS ON WHEELS
41801 CORPORATE WAY
STE. 10
PALM DESERT, CA 92260

PAUL'S AUTOMOTIVE FIVE STAR SHOP
52836 HAEDS RD.
STE. 2
TEMECULA, CA 92591

JESSE THE ROOFER
84503 CORTE CINDERELLA
COACHELLA, CA 92236

MENDEZ RODRIGUEZ, JESUS
84503 CORTE CINDERELLA
COACHELLA, CA 92236

PRESTIGE PARKING SERVICE
80771 HAYLEIGH CT.
INDIO, CA 92201

ROMERO, JOHN ERIC
80771 HAYLEIGH CT.
INDIO, CA 92201

RAZO GARDENING SERVICE
81-430 LILY CT.
INDIO, CA 92201

SANDOVAL, FELIPE GALLO
81-430 LILY CT.
INDIO, CA 92201

SCHOOL BOOKS AND SUPPLY CO.
526 CREST DR.
RIVERSIDE, CA 92503

SANDOVAL, VERONICA RAZO
81-430 LILY CT.
INDIO, CA 92201

J-PRO LOGISTICS INTL, LLC
1591 SHETLAND CIR.
NORCO, CA 92860

ARLANZA TIRE SHOP
5980 TYLER ST.
RIVERSIDE, CA 92503

MARTINEZ, RICHARD
6886 BISCAYNE
RIVERSIDE, CA 92503

CURT'S DIESEL REPAIR
21880 TEMESCAL
CANYON RD.
CORONA, CA 92883

THOMPSON, HARRY CURTISS
17121 MOCKINGBIRD
CANYON RD.
RIVERSIDE, CA 92504

THOMPSON, MARJORIE ANN
17121 MOCKINGBIRD
CANYON RD.
RIVERSIDE, CA 92504

ARTURO'S POLISHING
72189 VARNER RD.
THOUSAND PALMS, CA
92276

ANASTACIO, ARTURO RAFAEL
17989 CORKHILL RD.
DESERT HOT SPRINGS, CA
92241

IMPRESS REALTY
45725 CAMINO VISTA
LA QUINTA, CA 92253

ESCOBAR, ULISES
45725 CAMINO VISTA
LA QUINTA, CA 92253

PRO EQUINE SUPPLY
39675 CANTRELL RD.
TEMECULA, CA 92591

CHERAMIE, DEBORAH LYNN
39675 CANTRELL RD.
TEMECULA, CA 92591

CHERAMIE, MICHAEL WAYNE
39675 CANTRELL RD.
TEMECULA, CA 92591

LAW OFFICES OF CHARLES X. DELGADO
27555 YNEZ RD.
STE. 210
TEMECULA, CA 92591

LOAN MODIFICATION COMPANY
27555 YNEZ RD.
STE. 210
TEMECULA, CA 92591

CELEBRITY CARPETS
385 E. 6TH ST.
BEAUMONT, CA 92223

MENDOZA, WILLIE
11834 VILLA HERMOSA
MORENO VALLEY, CA
92557

AFFORDABLE DENTURES CATHEDRAL CITY, DENTAL OFFICE
69-040 EAST PALM
CANYON DR.
STE. F
CATHEDRAL CITY, CA
92234

MAI-AN THI PHAM DDS
9571 CAPILAND RD.
DESERT HOT SPRINGS, CA
92240

BUILDING ENERGY NETWORK
40847 CHEYENE TRAIL
CHERRY VALLEY, CA 92223

BENETWORK, LLC
40847 CHEYENE TRAIL
CHERRY VALLEY, CA 92223

JC'S PAINTING
10054 BERKSHIRE DR.
RIVERSIDE, CA 92509

CAMACHO, JESUS ALBERTO
10054 BERKSHIRE DR.
RIVERSIDE, CA 92509

CLEANING COMPANY JANITORIAL SERVICES
27080 FALLING CREEK CT.
TEMECULA, CA 92591

RAMIREZ JR., JOSE LUIS
27080 FALLING CREEK CT.
TEMECULA, CA 92591

MR. JANITOR CLEANING COMPANY SERVICES
27080 FALLING CREEK CT.
TEMECULA, CA 92591

RAMIREZ, LAURA BETH
27080 FALLING CREEK CT.
TEMECULA, CA 92591

THE LUCKY GREEK
2490 WARDLOW RD.
CORONA, CA 92880

MCINTOSH, JENNIFER KYONG
420 GREEN ORCHARD PL.
RIVERSIDE, CA 92506

MCINTOSH, ROBERT CHARLES
420 GREEN ORCHARD PL.
RIVERSIDE, CA 92506

PARK AVENUE WIRELESS
1670 HAMNER AVE.
STE. 7
NORCO, CA 92860

GONZALEZ, ALFRED "R"
10352 CENTRAL AVE.
MONTCLAIR, CA 91763

TONY'S TIRES
711 S. STATE ST.
STE. A-2
SAN JACINTO, CA 92583

ROMO, JOSE ANTONY
611 S. GRAND AVE.
SAN JACINTO, CA 92583

PAYTON'S PLACE
10485 MAGNOLIA AVE.
STE. 4
RIVERSIDE, CA 92505

PAYTON, FELICIA ANTRANETT
16121 LANDA LN.
RIVERSIDE, CA 92504

SIERRA VISTA DAIRY
32309 HOLLAND RD.
WINCHESTER, CA 92596

ELROD, JEFFREY RICHARD
32309 HOLLAND RD.
WINCHESTER, CA 92596

QUICK DRY
26347 LIDER RD.
CORONA, CA 92880

ELROD, VICKI ROCHELLE
32309 HOLLAND RD.
WINCHESTER, CA 92596

SOLO JEANS
45780 LAKE RD.
PALM DESERT, CA 92260

OOSTDAM, ARTHUR JOHN
1710 N WARREN RD.
SAN JACINTO, CA 92582

RAMIREZ SHOE CO.
8733 PIPE DAY ST.
MENIFEE, CA 92584

OOSTDAM, BETTY JEANN
1710 N WARREN RD.
SAN JACINTO, CA 92582

AFFORDABLE HAULING
33270 DAILY RD.
MENIFEE, CA 92584

BERMUDEZ, CARLOS ALONZO
33270 DAILY RD.
MENIFEE, CA 92584

MPH PROPERTY SERVICES
23450 VISTA WAY
QUAIL VALLEY, CA 92587

HENDRICKS, MICHAEL PATRICK
23450 VISTA WAY
QUAIL VALLEY, CA 92587

MERCADO'S INSTALLATION
14146 KNOWLWOOD CT.
CORONA, CA 92880

MERCADO MARTIN
14146 KNOWLWOOD CT.
CORONA, CA 92880

MOVE MY FAMILY
25145 PACIFIC CREST ST.
CORONA, CA 92883

WHITE, KIMBERLY JENEIL
25145 PACIFIC CREST ST.
CORONA, CA 92883

LUCULLAND TECHNICAL CONSTRUCTION SERVICES
13154 MARVALE AVE.
CORONA, CA 92879

AMEZQUITA, CLAUDIA
10044 CABERNET CT.
RIVERSIDE, CA 92509

LEGAL LOAN MODIFIERS
41655 DATE ST.
MURRIETA, CA 92562

NWBRANCH CORP
41655 DATE ST.
MURRIETA, CA 92562

FLEET COMPLIANCE
27552 VISTA RD.
ROMOLAND, CA 92585

VASQUEZ, TIM TROY
27552 VISTA RD.
ROMOLAND, CA 92585

RE GLOBAL
45204 SAINT TISBURY ST.
TEMECULA, CA 92592

JNG REAL ESTATE SERVICES, INC.
45204 SAINT TISBURY ST.
TEMECULA, CA 92592

SAVE A POLE.COM
2575 MAIN ST.
RIVERSIDE, CA 92501

FAUST, JERRY LEE
17289 MARIPOSA
RIVERSIDE, CA 92504

SAVE A POLE COMPANY
2575 MAIN ST.
RIVERSIDE, CA 92501

WHITE, BRYAN KEITH
17261 MARIPOSA
RIVERSIDE, CA 92501

DREAM & SPACE CONSTRUCTION
3741 MERCED DR.
STE. J
RIVERSIDE, CA 92503

DREAM CONSTRUCTION FRESNO, INC.
3741 MERCED DR.
STE. J
RIVERSIDE, CA 92503

FORBIDDEN LEAF HEMP SEED OIL LOTION & SOAP COMPANY
30823 CHIHUAHUA VALLEY RD.
WARNER SPRINGS, CA
92086

DWIGHT, DANA LYNN
30823 CHIHUAHUA VALLEY RD.
WARNER SPRINGS, CA
92086

ELITE PROPERTIES
19167 CAMASSIA CT.
RIVERSIDE, CA 92508

SOROKOWSKI, JONATHAN RICHARD
19167 CAMASSIA CT.
RIVERSIDE, CA 92508

CADET TIRE COMPANY, INC.
4026 ALAMO ST.
RIVERSIDE, CA 92501

CADET TIRE SUPPLY
6716 CAROBWOOD WAY
RIVERSIDE, CA 92506

RENAISSANCE REALTY
14755 GRANDVIEW DR.
MORENO VALLEY, CA
92555

JETER, BARBARA ROSANITA
14755 GRANDVIEW DR.
MORENO VALLEY, CA
92555

ROCKSTAR PRESERVATION
14755 GRANDVIEW DR.
MORENO VALLEY, CA
92555

DAWKINS JR, LUCIUS SOLOMON
12766 RAENETTE WAY
MORENO VALLEY, CA
92553

QUICK TACOS ON THE GO
8567 RODED ST.
STE. 148
MORENO VALLEY, CA
92555

JETER, MICHAEL DENNIS
14755 GRANDVIEW DR.
MORENO VALLEY, CA
92555

CREATING EXECUTIVE SUCCESS
28324 LONG MEADOW DR.
STE. 100
MENIFEE, CA 92584

SCOTT, BELINDA HEIDEN
28324 LONG MEADOW DR.
MENIFEE, CA 92584

WHOLE HOUSE ISRAEL, INC.
23580 ALESSANDRO DR.
MORENO VALLEY, CA
92552

WHOLE HOUSE ISRAEL, INC
12745 SOFTWIND
MORENO VALLEY, CA
92552

AMERICAN MATTRESS AND SLEEPERS
72074 HIGHWAY 111
RANCHO MIRAGE, CA
92806

Dean of...

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UCLA), a master's in electrical engineering in operations research ('89, UCLA) and a bachelor's in applied mathematics ('87, San Francisco State).

He serves on the executive board for the Center for Metropolitan Transportation

Research, the advisory board for the Center for the Commercial Deployment of Transportation Technologies, and the Military Application Society Council. He is the immediate past president of the Western Decision Sciences Institute, a fellow of the Institute of Combinatorics and its Applications, and a senior member of the Institute of

Electrical and Electronics Engineers.

Amouzegar will succeed Edward Hohmann, one of the university's most influential leaders, who retired in June 2010 after nearly 40 years of service. During the interim, the college has been led by Don Coduto, a 27-year member of the faculty and chair of the civil engineering department.

CWCI...

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Medical Provider Networks. As a result, these expenses climbed from 6.5% to 16.9% of the first-year paid medical dollar between AY 2002 and AY 2009. (To put this increase into perspective, prior Institute research estimated that these reforms saved between \$12.8 billion and \$25.3 billion in insured medical expenses between 2004 and 2008). At the same time, the proportion of the workers' compensation medical dollar going toward pharmacy and DME held fairly steady, ranging between 5% and 6.9% of the total first-year medical pay out during the study period, while med-legal payments rose from 2.4% in AY 2002 to 4% in AY 2009.

The Institute has released its study in a CWCI Research Update report, "Medical Development Trends in California Workers' Compensation, Accident Years 2002-2010." In addition to the detailed tables and analyses on indemnity claims, the report includes appendices showing results for all claims, including medical-only cases. The report is available to the public at no charge in the "Research" section of the Institute's website, www.cwci.org. CWCI members are subscribers may log on to the Institute website and download a summary bulletin as well.

San Manuel...

continued from pg. 1

sible for Crafton Hills College students to continue to receive additional academic and financial support to successfully continue and/or achieve their educational goals. The project improves the student retention, persistence and graduation rates by providing vital student services to qualified students—including at-risk emancipated foster youth, first-generation college students, single parents, re-entry students, the recently unemployed, and returning veterans.

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- Business Plan Development, Sales Coaching, Network & Referral Training, etc.
- Human Resource Services
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EXECUTIVE TIME OUT

A Maui Update—A Fascinating Island

By Camille Bounds

Travel editor

Moonlight follows a path from the beach at Ka'anapali. A stop for a dive at Molokini, the fresh smell of eucalyptus while passing through Makawao's ranch country, a huge, stunning 20-foot-long whale suddenly broaches off of Kihei, ride a horse in the Haleakala Crater, and explore the historical Hana coast. These are treasures to remember and dream about. This is Maui, the island that the natives call "no ka oi" (translation—"the best").

The legend of Maui

A fragrant breath from Honolulu or Hilo, the volcanic island of Maui rises from the spewing of the volcano Mauna Loa. Named for the mischievous demigod who, as legend tells, used his fish hook and cunning to pull up the ocean bed to form the islands—and who stunned and crippled the sun (so it would move slower) making the days longer so the natives of the legend could have more daylight to enjoy their already idyllic life even more. The legends of Maui, the maverick of the Hawaiian Gods, are fascinating and are recommended reading for anyone who enjoys delightful fantasy.

Isle of many facets

Maui, the most spiritual and magical of the Hawaiian Islands, has so many areas to discover that a minimum of a week should be set aside to explore the highlights of this fascinating land and, while you are at it, stay in some of the most comfortable, service-oriented accommodations in the islands.

An award-winning gem

The award-winning Ka'anapali Ali'i is an example of the ultimate in condominiums—sweeping ocean front views of

the Pacific. Included in the condo is a spacious, elegant living area that has a fully-equipped kitchen, living room, dining room, two full baths, two televisions and a complete laundry room with washer and dryer. Each condo offers all the servic-

ing wedding vows on a romantic sunset beach.

For rates, brochures and information for apartments and special packages call 1-800-642-6284 or you can also go to www.kaanapalialii.com for a 360-degree of detailed indoor



Lahaina, Maui

es of a resort hotel. Rated as Maui's "best" luxury condominium, the Ka'anapali lives up to its reputation and was rated as one of the 10 greatest places to gather the family. The only problem with these accommodations is you have to force yourself to leave the comfort and relaxing aura of the surroundings to do anything else.

Children's delight

Children can participate in the Ali'i Kids Club (seasonally at no charge). Those under 12 learn lei making and lauhala weaving while older kids 12 and older can enjoy complimentary tennis clinics and SCUBA orientation classes.

Ask and you shall receive

The concierge department is prepared to take your grocery list and stock your kitchen, arrange for a picnic, and even prepared to assist in any way from arranging tours to renew-

and outdoor views.

Historical Lahaina

About 10 miles south of Ka'anapali the historical, whaling town of Lahaina calls with her cobblestone streets crying out to tell her remarkable history; a stop at the Baldwin Home on Front and Dickerson Street will offer a delightful taste of the history of this interesting town. You can walk Lahaina's Front Street and enjoy her colorful shops and historical sites. Try and be by the Banyan Tree for a great sunset experience, and if you're looking for a rustic reasonable place to stay, make reservations at the historical Lahaina Inn—book early since there are only 13 rooms, (10 guest rooms and three suites) and they are in demand with their antique décor.

For reservations and information call (808) 661-0577

David Paul's Island Grill on

Front Street sits in the middle of the action on Front Street and offers what this ultimate chef calls his "New Island Cuisine." It is noted for serving the finest food on any of the islands. For reservations and information call 808-662-3000.

A winding, beautiful experience

The road to Hana is an experience that you should not be deterred from. Its winding road with 617 curves and 56 bridges encompasses 52 miles of historical beauty and adventure. The natives will zip by but the Hana Road is to be savored. It is edged by ferns, scampered across by small animals and splattered by falling mangos; it twists in and out of deep gorges on the East Maui coast. It passes beneath waterfalls and crosses streams on old concert bridges. It follows the coastline, shadowed by a green jungle canopy with views of the blue Pacific spread out below. It passes fields where King Kamehameha threw his first spear in battle. It passes the Seven Pools, and coconut groves. Then the road leaves Kiphulu for Kaupo where once stood the weathered store of Nick Soon, the old man who introduced electricity and the automobile to this coast, it then straightens out to run through the dry country beyond. There are markers to point out the historical and points of interest spots. Trust me this is an unforgettable experience.

Go to Hana

Be sure to go as far as Hana. The beauty of the drive, the history of the town, and the people will fascinate and delight you—and, if you are really adventurous, ask for directions 10 miles

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