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INLAND EMPIRE business journal

VOLUME 8, NUMBER 4

\$2.00 APRIL 1996

ONTARIO
CONVENTION
CENTER
1997

Don't miss the
Women & Business Expo
May 17, 1996

see Page 30



CHEVRON CORP
DISPOSES of LAND

CLOSE-UP:
CLIFF CUMMINGS

CORPORATE PROFILE:
The KippGroup

TRAVEL AGENCIES
LIST

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you know us by a new name."



LARRY M. RINEHART
PRESIDENT,
CHIEF EXECUTIVE OFFICER

A new birthday? For Pomona First Federal Savings and Loan? Sure, but as of April 1, make that PFF Bank & Trust.

To celebrate a new name, expanded financial services offerings and the institution's conversion to a public stock company, PFF Bank & Trust is making a special gift to five lucky newborns who enter the world within designated areas served by PFF Bank & Trust.

With the sponsorship of newspapers in each area — the *San Gabriel Valley Tribune*, *Inland Valley Daily Bulletin*, *Riverside Press-Enterprise*, *Palm Springs Desert Sun* and *The Hi Desert Star & Trail*, — the five babies each will receive a complimentary account with an initial deposit of \$1,104.

"Why \$1,104?" you ask.

"One thousand dollars as a certificate of deposit, and the \$104 symbolizes 104 years of service to the community," said Larry M. Rinehart, President and Chief Executive Officer of PFF Bank & Trust (PFF).

"Opening the five savings accounts for our youngest customers is the perfect way to celebrate," Rinehart said. "In this way we can

celebrate the birth of a new, stronger and better PFF Bank & Trust, and the promotion reinforces our commitment to meet the financial needs of all ages."

One of PFF Bank & Trust's oldest customers, Norman Uebele of Pomona said, "They've treated us really good." He said his late father-in-law was a PFF customer before Uebele joined the institution in 1954, and his daughter is a current customer.

Uebele first became a PFF customer because its Garey Avenue branch was close to home. He said he took advantage of a government and mixed-securities savings program PFF offered during the 1960s to help fund his retirement. He paid in 10 percent of his income for 15 years while working as a tool and die maker at General Dynamics in Pomona. Uebele said he came out "with about \$50,000."

Founded Dec. 24, 1892, PFF Bank & Trust has expanded its branch network and product lines since its first home loan was made to a young Walter Knott — founder of Knott's Berry Farm — for a house located on Monterey Street in Pomona. That \$500 loan laid the

foundation for a savings and loan association that grew to serve the inland valley and foothill communities, the San Bernardino Valley, Orange and L.A. counties, and the western part of Riverside County.

PFF Bank & Trust has 22 branch offices and will open its newest branch as the official commercial bank of the Ontario Mills mega-mall. PFF acquired early last year its Trust Department, which currently manages approximately \$200 million in assets. PFF also has a state-of-the-art loan center in Rancho Cucamonga.

"We will remain basically a traditional thrift, a savings bank," said Rinehart, "but we will offer more commercial banking services. We're now a full-service bank and our customers don't have to go anywhere else."

PFF Bank & Trust provides business banking, auto loans, trust

and investment services, and insurance and non-deposit investment products — such as fixed and variable annuities and mutual funds, which are available through its subsidiary, PFF Insurance Service, and through Independent Financial

Securities, Inc., a registered broker dealer, member NASD/SIPC.

Kevin McCarthy, PFF Bank & Trust's Executive Vice President and Director of Operations, said, "We will continue to offer all the services that you expect from a community bank."

McCarthy said although the bank is expanding its options available to customers, including automated teller, online and telephone banking services, "Customers can still enjoy the personal attention of our tellers. ... You won't have to make an appointment unless you want to."



LARRY M. RINEHART, PFF Bank & Trust's
President and Chief Executive Officer

PFFB Shares Debut on NASDAQ Exchange in Heavy Trading

Price up 1 5/8, or 18 percent, in first hours.

PFF Bank & Trust, inaugurating a name change from Pomona First Federal Savings and Loan, converted from a mutually-held association to a public stock company March 28. The occasion was marked by relatively heavy trading in the stock issue of the bank's holding company.

President and Chief Executive Officer Larry M. Rinehart said, "The new name more clearly defines PFF's role as a community bank, since expanding our product line and acquiring the Trust & Investment Services Department from another institution. The stock conversion will enable us to further develop our business programs, expand banking technologies at PFF, and more effectively compete."

A holding company for the bank — named PFF Bancorp — was

formed during the six-month conversion period. Nearly \$197 million was raised during an initial public offering to depositors of record as of June 30, 1994. At \$10 per share, the offer was oversubscribed.

PFF Bancorp's stock is now being traded on the NASDAQ exchange and it is listed by the sym-

bol: PFFB. During the first hours of public trading the price reached a high of 11 5/8. More than 11 million shares were traded on this first public trading day.

Gregory C. Talbott, PFF's Senior Vice President, Chief Financial Officer and Corporate Treasurer, said, "The offer price and

reported heavy trading volume reflects the interest in the stock that we anticipated. We at PFF Bank & Trust are pleased with the level of subscriptions and the current market activity.

"Our feeling is that this reflects confidence in a sound, progressive institution that will be very successful."

PFF Bank & Trust Unveils New Logo

PFF Bank & Trust opted to update its logo during the process of converting from a savings and loan association to a bank; Pomona First Federal's familiar shield was kept to reflect the bank's heritage and strength, but three upward-pointing chevrons were added to signify its progress.

PFF's Executive Vice President and Director of Operations, Kevin McCarthy, said the new logo

"reflects the image of a progressive bank and trust, while retaining the character of our past as a community savings and loan."

"The six-month conversion process enabled us to take another look at who we were, especially since we acquired the Trust Department in early 1995," McCarthy said.

"The new logo reflects where we are now — a community bank —

and what we offer in the way of financial services."

PFF Bank & Trust's new logo was designed in-house by the bank's Advertising Specialist, Sherry Stanton. She said a stronger blue was chosen for the shield and the uppermost chevron to "show the bank's strength and solidity," while the two supporting chevrons signify "the progressive nature" of the \$1.9 billion institution.

Marcia Clark Speaks Out

FRIDAY MAY 17, 1996

Women & Business Expo

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Yes, it's time again!! You'll be sure to want to attend the *Inland Empire Business Journal's* sixth annual Women & Business Expo! Keynote speaker will be Marcia Clark! Over 4,000 were turned away when Ms. Clark spoke recently at the Long Beach Women's Conference sponsored by the Governor's Office.

Ms. Clark joined the Office of the Los Angeles District Attorney in March, 1981 and has tried over 20 murder cases, securing convictions in all but one prior to the Simpson case. Of the four cases prosecuted in which the death penalty was sought, two resulted in a sentence of death. She was assigned to the Special Trials Unit in 1985 which is given the most complex and high profile cases in the office.

Ms. Clark speaks on gender and justice.

Leadership 101: God Grant Me Patience and I Want It Right Now!

Opening the program will be Marianna Nunes, a humorist that captivates, educates, and motivates her audiences. Having survived cancer, Marianna has managed to rebuild both her life and her career using humor as a healing source. Today, she travels extensively, offering programs to Fortune 500 companies, hospitals, and universities across the country. Marianna is also known for her singles program, *The Art of Flirting*, in which her compassionate humor and effervescent personality delight audiences.

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A CENTURY OF WOMEN

APRIL 1996

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INLAND EMPIRE business journal

VOLUME 8, NUMBER 4

APRIL 1996

\$2.00

Chevron Corp. Sells Real Estate Holdings

In March 1995, the San Francisco-based Chevron Corp. announced that the company would sell all its real estate holdings through its subsidiaries — Chevron Land and Development Co., Huntington Beach Co., Pacific Coast Homes and other affiliated companies — and refocus business efforts on its traditional oil interests.

"Our land and development group has recorded a profit every year since its inception in the mid-1960s," said Chuck Hartquist, Chevron Land and Development president.

Up for sale are over 40,000 acres of California real estate. Chevron Corp. refuses to disclose the value of its holdings, but the properties generated \$184 million in revenue in 1994.

Morgan Stanley Real Estate Fund II L.P. — part of the investment bank Morgan Stanley & Co. — and Orange County builder Christopher Gibbs, bought more than 18,000 acres that Chevron owns throughout California.

"It's certainly one of the biggest deals we've seen in a very long time. Chevron has been wanting to get out of real estate for a while. The good

news here is that money is coming back into real estate in California," said Sanford Goodkin, a real estate consultant in La Jolla.

"Morgan's timing is excellent!" said Ken Aqid, a real estate consultant in Irvine. "At this point in time, Southern California is in the early stages of coming out of a severe real estate downturn, and we've got a short supply of land. So this is an intelligent decision."

The land deal includes major undeveloped properties, 2,200 acres in the master-planned community of Coto de Caza in Orange County, 480 acres in Huntington Beach, 85-acre Torrey Pines Science Park in La Jolla, 400 acres in La Habra, and more than 14,000 acres of ranchland stretching from San Diego to Calaveras County.

Also included is the Ontario Airport Hilton site, although the 250 acres that surround the Hilton will not be sold at this time.

"None of the remaining land we own in Ontario was involved, nor are we in discussions with anyone for the sale of the property," said Craig Rice, vice president with the Chevron Land and Development Co.

Although real estate specialists

said it was difficult to put a value on the land deal because of the varied holdings, the nearly 6,000 acres being sold in Orange County alone could be worth \$400 billion.

Chevron pulled some properties out of the deal which includes about 1,000 acres in Whittier, about 500 acres in Montebello and 500 acres in Fullerton.

"As we announced, we put these properties up for sale," Bonnie Chaikind, spokeswoman for Chevron Corp. in San Francisco said. She declined to elaborate.

Other real estate that has been sold are 3,000 acres of lush meadows, dense woodlands and stream-cut canyons in the heart of the proposed Santa Clarita Woodland Park. This is one of the largest parkland deals in recent Southern California history.

Another 3,035 acres sold to the Santa Monica Mountains Conservancy for \$4.9 million. Chevron Corp. officials were quoted as saying the property is worth \$7.3 million and they will seek a tax credit for the below-market sale.

"It is environmentally quite sig-

continued on Page 16

Republicans kick-off election campaigns

Presidential candidates stump the Inland Empire.

The San Bernardino County Republican Party Central Committee hosted its 1996 Presidential Kickoff Celebration to



Dr. Alan Keyes

raise funds for its primary and general election campaign war chests. The March 19 affair was attended by about 400 party faithful and elected officials who paid \$60 each, or \$100

continued on Page 28

AT DEADLINE

Effective April 1, March Air Force Base will be known as March Air Reserve Base. The scaled-back base is destined for joint use between the military and reuse officials who hope to establish some form of air cargo operations.

An official with the Air Force Base Conversion Agency at March said realignment, or scaling back operations is more difficult to effect than redevelopment after a full closure.

The community is wrangling with the Air Force over its role, authority and responsibilities in the conversion to shared use, not the least of which is police protection for the facility.

The Perris Auto Speedway opened March 30 to standing-room-

only crowds. Located on the Lake Perris Farmer's Fairgrounds, it is reportedly the first dirt track to open for auto racing on the West Coast in 25 years.

J.J. Yeley of Phoenix won the first main event before an audience of the more than 8,200 fans who came from as far away as Pennsylvania.

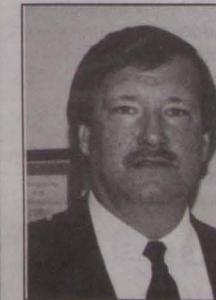
The public funding of art — displayed in Riverside's California Tower on Main Street Mall, and supported by tax revenues — has been caught in a crossfire of objections.

Three art projects in the building are funded by about \$100,000 from the Riverside Redevelopment Agency's renovation budget. Residents are objecting to use of public monies and subject matter.

CLOSE UP

Clifford Cummings, vice president/general manager, Chuck Obershaw Toyota

Will the Lincoln Club of San Bernardino be another tight-lipped, low-profile clique, such as exist in other counties?



See Close-Up on Page 9.

"That's exactly what we're not going to be. The San Bernardino chapter is a wide-open, diverse group of Republicans who agree on wide-ranging issues. Our members are builders, car guys, real estate and insurance people.

"While other chapters have taken very conservative stands, we will deal with issues we can do something about: the balanced budget amendment — the balanced budget period — tort reform and welfare reform. Let other groups deal with social issues."

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ABOUT THE COVER

The forthcoming Ontario Convention Center is gathering community support and attention. At least eight associations have booked conventions in what will be the Inland Empire's premier meeting center, and the nation's most technically advanced convention facility. The Ontario Convention Center is scheduled to open for business by the end of 1997.

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CLOSE-UP

Clifford Cummings has been successful in the industry of new car sales for 20 years. A partner with Chuck Obershaw in the San Bernardino Toyota dealership that bears Obershaw's name, Cummings is the company's vice president and general manager.

Cummings is particularly pleased with the performance of his dealership, which moved to the San Bernardino Auto Plaza from its original location on "D" Street north of the downtown area.

Sales at the dealership soared from \$19 million to \$50 million since Cummings bought into the partnership in November 1992. "We doubled in size and almost tripled sales in the worst auto sales recession in my lifetime."

Cummings said, "It has been an absolutely fantastic partnership. Chuck always says a partnership is tougher than a marriage. We have to work at it all the time."

Chuck Obershaw Toyota conducts a technician training program that "has a waiting list." The dealership is working on a pilot apprenticeship program with San Bernardino Valley College and San Geronimo High School that may be used by Toyota nationwide. It involves instructing 20 to 30 high school students in technical skills starting with service assistants, and then expanding to include parts persons and body shop workers throughout San Bernardino, Riverside Orange and Los Angeles counties.

The owners of Chuck Obershaw

"getting my people to believe in themselves, to understand what success is." He said he loves it when an employee can boast about having purchased his or her first home.

Developing a positive attitude is invaluable in being successful with people, Cummings said. "If you smile, your odds just went way up. If your first 10 words come out wrong, your next 100 don't matter."

The workplace success that Cummings has achieved has been a springboard for success in other areas. He and his wife, Bobbi, are active in the political and charitable work of the community. He said during a weekday interview, "Right now she is probably at a YMCA fundraiser."

Residents of Highland, the Cummings have two sons, Michael, 3, and Trevor, 18 months. After working in a number of different agency positions, Bobbi retired from the Central Intelligence Agency after Michael was born.

Cliff and Bobbi met while they were students at Lynchburg College in southern Virginia. He was a business major and originally intended to go to law school. Bobbi majored in political science with a government minor.

Cummings played rugby and golf. While in college, his physical skills for golf were so good that he considered playing on a professional level, but his temperament was not up to it. "Sometime later, that reversed."

Cummings said the life at college, away from home, taught him how to



Cummings and Chuck Obershaw of Chuck Obershaw Toyota have donated wall space in their dealership for the display of artwork by Lytle Creek students. The San Bernardino car dealers support students as part of an Adopt-a-School program.

Toyota are involved in developing leadership and positive action among students. In this instance, the dealership's adopt-a-school participation is helping inspire students at Lytle Creek Elementary School, 50 percent of whose parents receive welfare assistance.

Cummings said the best part of his job is being a cheerleader and

balance his checkbook, how to become responsible for his own actions — and he found out in a psychology class that he was not a liberal.

Cummings has been instrumental in founding the Lincoln Club of San Bernardino, one of 11 such chapters in California. He was a member of the Coachella Valley chapter, but moved with other inter-

ested San Bernardino Valley residents to form a revitalized Inland Empire chapter last fall.

When the reformers met with members remaining from the old Inland Empire Lincoln Club, they numbered 16. With some phone calls to prospective members, the chapter had grown to more than 40 members by the fourth monthly meeting.

"We thought that we'd get 30 members by the end of the year [1996]. We had slightly over 50 by March. Now we expect to have 100 members by May and 150 by the end of the year."

When the Lincoln Club is mentioned at all, it is generally projected as an ultra-conservative clique of business and political insiders. Cummings said the San Bernardino chapter costs \$500 per year in annual dues and it consists "typically of Republican business people, but there are some Democrats who are members."

"We're a Republican group," Cummings said, "but our views play well to conservative Democrats, moderate Democrats and Libertarians on business issues. We devote our time and effort to issues we can get results on."

Asked about the cliquishness and relative silence other Lincoln Club chapters have maintained, Cummings said, "That's exactly what we're not going to be. The San

Bernardino chapter is a wide-open, diverse group of Republicans who agree on wide-ranging issues. Our members are builders, car guys, real estate and insurance people.

"While other chapters have taken very conservative stands, we will deal with issues we can do something about: the balanced budget amendment — the balanced budget period — tort reform and welfare reform. Let other groups deal with social issues."

"There are now 11 Lincoln Clubs in California. We think we can become a network statewide that candidates can use; they can visit 11 counties in three days. Their audience is all Republican, and all contributors. Only 1 1/2 percent of U.S. voters of record contribute to political campaigns." He said building a base of conservative Republican contributors will help offset contributions made by liberals, such as "labor unions and CNN (Cable News Network)."

What's next for Cummings? He said he was hunting for a dealership that is a candidate for a turn-around in sales performance. He added that although Obershaw is due to "retire" from the Toyota dealership soon, — "he will never retire," Cummings said, what with his active interest in numerous other business ventures — Cummings would welcome his partner's participation in the new acquisition.

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CORPORATE PROFILE

The KippGroup - three companies working together

The KippGroup is a leading growth-oriented manufacturer of precision plastic components for the medical industry. The Ontario manufacturer's name may be less-than-familiar, though, because many of its products are sold under the nameplates of leading Fortune 500 health care companies. In this respect, the KippGroup can be likened to the valuable behind-the-scenes crew at a theater production — critically important, yet given little fanfare.

We try to create an environment where we can be competitively priced and offer superior service to our customers.

The company was founded in 1977 by brothers David and Jim Kipp. Over the past 20 years they have built the corporation from only two employees to 154 employees; they have increased sales from \$68,000 a year to become a multi-million dollar Inc. 500 corporation.

But KippGroup has received fanfare: in 1995, the company won the U.S. Senate Productivity Award for the state of California, and garnered the prestigious California Council for Quality and Service "Best in Class" award in the small manufacturing category.

David Kipp, KippGroup's president and chief executive officer, said, "The company's success in supplying products to Fortune 500 health care corporations demonstrates our capability to meet or exceed customer expectations in a highly competitive environment. The need to continue to improve all aspects of our business processes has become a requirement, not just an option."

The owners' long-term strategy is to position the company as a major medical devices supplier, using their existing proprietary product market position and product development capabilities. The KippGroup spends 3.5 percent of its earnings on research and development.



An inspector in KippGroup's clean room uses the "Smart Scope," an advanced video inspection device which magnifies parts up to 200 percent to ensure consistent quality.

A THREE-PLAYER TEAM

The KippGroup is made up of three companies working together, developing the technology to produce tomorrow's products today. The three companies are KippMold, KippMolding and KippMed.

"We do three things here: we make our own components for the health field, we build tools — machinery — for customers to use at their facility and tools for our own facility, and we do custom molding for customers," said General Manager Jonah Jimenez.

KippMold designs and fabricates injection molds for proprietary and custom applications. KippMolding provides custom injection molding of components — from prototype sample runs through full production quantities — for medical device manufacturers.

KippMed manufactures a line of proprietary components utilized by several major medical device manufacturers in the assembly of intravenous (IV) sets. Its products include plastic components, drug delivery devices, diagnostic components and components used in implants for companies such as McGaw and Baxter.

KippMed products are distributed throughout the United States and internationally. "A lot of the components we manufacture, are shipped to large medical manufacturers in Singapore, Puerto Rico and Costa Rica. Then they are assembled and shipped throughout the world," Jimenez said.

Above all, the company is committed to quality in products and

customer service. With a team of experienced engineers, mold makers and production specialists, they are able to provide their customers with devices supplied according to the same high standards that they expect.

The KippGroup manufactures under the "Good Manufacturing Practices" (GMP) standards, and is licensed in the state of California as a medical device manufacturer. Jimenez explained the GMP standard was established by the federal Food and Drug Administration for the manufacture of medical devices. He said the code is expected to be updated within a year and is referred to as "C-GMP"; it is moving closer to international standards as set by the Geneva-based International Organization for Standardization.

The company focuses its sales efforts on customers who require products manufactured in a clean room environment. One of the KippGroup's more unusual ongoing assignments is to design and manufacture molds for the interocular lens, marketed by Allergan. The interocular lens is used to replace the damaged eye lenses of cataract patients. It is among the most precise, exacting health care products manufactured, with incredibly close tolerances involved.

CHALLENGES AND REWARDS IN STRUCTURING FOR GROWTH

"About five years ago, we were at a size where there was so much activity going on that we could no longer be personally involved with

every detail of the company," said Kipp. "We had to move into a more structured, professionally-directed management. That was a difficult hurdle for us to get over; we lost three to four years of growth potential, getting the right team in place."

We lost three to four years of growth potential, getting the right team in place.

"We made some of the classic errors — giving good technical people promotions, rewarding them with managerial positions where they had difficulty producing acceptable results. Today, we have very little middle management. Now we have a very flat organization, with an executive leadership group, minimal middle management, and then there are the people who are hands-on, who meet the customer requirements daily."

Another goal that the KippGroup has set is to keep its jobs in California.

"We've been very reluctant to set up plants in Puerto Rico, like many of our competitors. We made the decision to stay here. We try to create an environment where we can be competitively priced and offer superior service to our customers," Kipp said. "We are always looking for ways to get our productivity level high enough and our cost down low enough that we won't have to find a facility elsewhere."

"We have a great incentive program for the employees where they can make up to eight percent of their annual salary by doing a good job. Each department has monthly meetings to discuss productivity, concerns, and complaints that customers may have."

The KippGroup operates 24 hours a day, seven days a week. It shuts down only six times a year. The company provides training programs for several of the local high schools. Students get hands-on training, and those who show potential above other students may be offered a job at the KippGroup after they graduate.

—by Robert W. Belsky

The KippGroup's corporate office and manufacturing facility is located at 930 Wanamaker St., Ontario, Calif., 91761. The company's phone number is (909) 390-9080.

COVER STORY

Ontario Convention Center will offer state-of-the-art amenities, new jobs

When the Ontario Convention Center opens in the fall of 1997, it will be one of the most technologically advanced meeting facilities in the nation.

With the help of telecommunications firm GTE, the center will have the distinction of being the country's first "smart" convention center, enabling clients to take advantage of unique service offerings.

State-of-the-art capabilities include: fiber optic ports stationed every 30 feet in the exhibit hall for computers, telephones and fax machines; uplink and downlink facilities for satellite communications; computer hookup availability in all meeting rooms and for all booth locations; in-house production facilities available for client use; and a 10-foot by 15-foot media wall featuring a bank of televi-

sion monitors used to display client information and advertising.

The location and floor space

The 225,000-square-foot Ontario Convention Center is being constructed in the center of the city's hotel district. Its 17.5-acre location on the northwest corner of Holt Avenue and "D" Street is just two minutes from Ontario International Airport.

The convention center's 70,000-square-foot, column free exhibit hall is designed to be divided into two smaller exhibition spaces and is suitable for approximately 375, 10-foot by 10-foot booths.

Twenty-thousand square-feet will be available for division into as many as 20 meeting rooms. A multi-purpose ballroom consisting of

20,000-square-feet will be divisible into three units.

The project team

The community project team consists of the city of Ontario, the Ontario Redevelopment Agency (RDA) and the Ontario Convention and Visitors Bureau.

Overall project director is City Manager Byron Ely. The Ontario RDA obtained financing, and the convention and visitors bureau acts as the convention center's marketing agency.

Turner Construction Company is building the center, which was engineered by HMC Group of Ontario. It was designed by HNTB Corporation, a national leader in the specialized area of convention exhibition, civic center and hospitality design.

Project budget and economic contribution

With the latest budget figure at \$63 million, the project has already booked \$3.3 million worth of activity from eight associations. The first convention is Nov. 15, 1997, and the others are slated for various dates through July 23, 1998.

Plans call for hosting an average of 74 events per year, attracting more than 230,000 attendees annually. The Ontario Convention Center is expected to generate a sales volume of \$53 million per year, with expenses of \$20 million. It will create an estimated 500 new jobs throughout the region and contribute an aggregate increase in residential income of \$9 million due to increased employment and visitor spending.

National Advertising Campaign Garners Awards, Recognition

The Ontario Convention and Visitors Bureau (OCVB) national print advertising campaign garnered a prestigious silver Adrian Advertising Award given by the Hospitality Sales and Marketing Association International (HSMAI).

The OCVB is a non-profit marketing organization which promotes Ontario as a meeting, convention and special event destination. "We are honored to have HSMAI recognize our first national advertising campaign with such a distinguished award," said OCVB Director of Sales and Marketing Beth Reed.

"Our goal with the advertising campaign has been to create an entertaining, distinctive image which stimulates interest in Ontario and leaves a lasting impression. The Adrian Award definitely affirms our success."

The convention and visitors bureau's national advertising campaign was launched in February 1994 and features a series of four ads, each displaying a California license plate with a message touting Ontario and its new convention center as "California's new meeting place." The ads were produced by Patrick SooHoo Designers, a Torrance-based advertising firm.

This year's Adrian Awards competition drew more than 1,500 entries from 47 countries worldwide. It is the only event of such magnitude in the entire travel industry.

The 39-year old Adrian Advertising Awards were created by Adrian Phillips, the first executive vice president of HSMAI and the first instructor of hotel sales at Cornell University's School of Hotel Administration. Today, HSMAI represents more than 6,500 members worldwide and is dedicated to educating marketers in the hospitality industry as a whole.

Late last year, readers of *Association Management*, the premier national publication in the meetings industry, ranked Ontario Convention and Visitors Bureau's campaign among the top three ads for the year.

The annual survey, which followed the July 1995 issue of *Association Management*, was sent to a random sample of readers. The readers were asked to list the three advertisements that interested them most. They were also asked to indicate which ads they recalled seeing and which ads they actually read. Ontario placed third overall, just behind The Walt Disney Company and the Salt Lake Convention and Visitors Bureau, respectively.

Association Management is published by the American Society of Association Executives and reaches over 23,000 executives a month. "Each of these association executives represents potential business for the Ontario Convention Center," Hunter said. "This is the most important public we can reach as far as bookings are concerned."

Three Inland Empire residents named to state tourism committee

Gov. Pete Wilson named three Inland Empire residents to the state's new Tourism Selection Committee last month. Anita Kramer, Richard Service Jr. and Timothy Skogen will serve on the committee, charged with constructing a referendum of the state's travel industry to finance a statewide tourism marketing program.

The nine-member selection committee will issue a report to the governor at the end of July. That report will be used to form the referendum.

"California is again being watched by the nation for its leadership in creating an innovative method of funding state tourism promotion," said Wilson. "If the selection committee referendum is approved, California will see dramatic growth in travel spending and job creation."

Kramer, 48, is a resident of Rancho Murrieta and served previously on the Governor's Task Force on Tourism Funding. She is executive vice president of the California Lodging Industry Association.

Prior to 1987, Kramer was vice president of sales and marketing for Days Inns of California. A Republican, she is the member of a number of travel and tourism associations.

Palm Springs resident Service,

also 48, is the co-owner and president of Las Casuelas Terraza Restaurant, which was ranked 11th in the state and 79th nationally among all independent restaurants by *Restaurant Hospitality Magazine*.

A Democrat, Service was chairman of the Palm Springs Convention and Visitors Bureau, the Palm Springs Desert Resorts Convention and Visitors Bureau, and was a delegate to the White House Conference on Small Business.

Skogen, 42, is a member of the Professional Golfers Association of America and has been the director of golf for Marriott Desert Springs Resort since 1986. He previously worked for Marriott's Rancho Las Palmas Resort in Rancho Mirage. Skogen is a Republican and is a resident of Palm Desert.



ALL PRO CHEERLEADERS DEBUT IN RANCHO CUCAMONGA

When people think of cheerleading, most don't think of it as a sport, but that's what Julie Loberg, a former Raiderette and Sea Gal, calls it.

"It's so much more involved than jumping and hooting and hollering," Loberg said. "Cheerleading involves a lot of practice time and strenuous activity. You perspire just as much as the football players do. Now colleges are offering scholarships for cheerleaders." She added that appearing at community functions and performing charity work are part of the professional cheerleader's scope of activity.

Loberg and partner Janelle Parsons of West Lake Village formed All Pro Cheerleaders of America, a cheerleading training camp program designed for adolescents — and the first proposed camp in the nation for aspiring adult professionals.

Both women were Raiderettes cheerleaders until the National Football League's Los Angeles Raiders returned to Oakland when the 1995-96 season ended last winter. All Pro Cheerleaders will debut in a fundamentals mini-camp for 10- to 18-year-old girls to be held in Rancho Cucamonga next month.

Parsons, 23, was born in Seattle, Wash., and grew up in the Alta Loma area of Rancho Cucamonga. She was a cheerleader through her school years and was first selected as a Raiderette for the 1994-95 season. Parsons met Loberg at tryout camp last year, and as a returning veteran, she was paired as Loberg's partner.

Loberg, also originally from



Julie Loberg, left, and Janelle Parsons are former Raiderettes who have formed All Pro Cheerleaders of America. The venture offers cheerleading camps for girls. The partners expect to offer the nation's first professional preparation camps for adult women who aspire to become professional cheerleaders.

Seattle, said she first had the idea for starting All Pro Cheerleaders four years ago. She worked as a Sea Gal with the Seattle Seahawks from the 1990-94. "I moved to L.A. to pursue acting and to try out for the Raiderettes," Loberg said. "I'm just a performer at heart."

While she and Parsons pursue individual careers in modeling, they share a joint career in their new venture and in other activities such as doing promotional work for Surf and Sun Tours in Cancun, Baja Calif.

The active entrepreneurs listed the benefits of cheerleading experience: accepting other people's creative differences; working as a team member; developing public speak-

ing skills, poise and self-esteem; keeping in shape; meeting new people; travel.

The mini-camp will be the warm-up to conducting longer camps and the professional camps nationwide the pair plan to establish later this year. Parsons said, "At \$45, it's very inexpensive compared to the \$250 to \$350 charged for three-day camps elsewhere."

"The community has been very supportive," said Parsons. "Having the support of people that trust us makes it easier. It would work anywhere, although it's never been done; it just would have been more difficult elsewhere."

She said one of the best things

about starting the venture in the Rancho Cucamonga area is that it will be good to share with her past friends — "and the friends of our younger brothers and sisters" — the outcome of a professional cheerleading career.

— Gary Brodeur

All Pro Cheerleaders of America's first mini-camp is scheduled May 11, from 9:45 a.m. to 5:30 p.m. at Rancho Cucamonga High School, 11801 Lark Drive, Rancho Cucamonga. Enrollment is due April 24. Parsons or Loberg may be contacted at (310) 726-9316 for registration and future camp schedules.

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Tour the Eight Desert Cities of Riverside County

They sparkle like gems, each one with their own color and luster, against a background of the Santa Rosa Mountains in the eastern part of Riverside County. From west to east, they are the cities of the Palm Springs Desert Resorts: Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and Indio.

Map in hand, begin 12 miles north of Palm Springs in the city of Desert Hot Springs, known as the "Spa Capital." Situated off the Interstate 10 freeway, on and around Palm Drive, the city is famous the world over for its hot mineral waters.

Visit Hot Springs Park. Choose from more than 40 spa resorts to test the waters and try some of the most exotic spa treatments around. Desert Hot Springs is also the gateway to Joshua Tree National Park, the home of Cabot's Indian Pueblo Museum and the site of a popular card room.

Traveling the backbone of the desert resorts — Highway 111 — you'll know you're entering Palm Springs when you see the Palm Springs Aerial Tramway. The city's landmarks include the Palm Springs Convention Center, Indian Canyons and Oasis Waterpark. Choose from over 100 hotels ranging from bed and breakfasts to full-service resorts.

Attractions include Palm Springs Desert Museum, the VillageFest staged on downtown streets each Thursday night, Moorten Botanical Gardens, the annual Nortel Palm Springs International Film Festival and the Fabulous Palm Springs Follies. Golf at Tahquitz Creek Resort, Desert Dunes, and Mesquite Country Club — in addition to the miniature golf featured at Bel Air Greens.

Cathedral City is the next place to see. As one of the state's fastest-growing cities, it's no wonder the city is home to plush resorts, country clubs, shopping plazas galore, and restaurants with fare ranging from gourmet to ethnic to fast food.

A central point is Camelot Park Family Entertainment Center, where visitors to Cathedral City enjoy three 18-hole miniature golf courses, bumper boats, go-carts and a 10,000-square-foot game pavilion with 150 state-of-the-art video games. Other community activities include hiking, boxing and golf.

Enter Rancho Mirage, the "Playground of Presidents," and home to exclusive country clubs, resort hotels shopping, championship tennis and golf facilities,

Eisenhower Medical Center and the Annenberg Center for Health Sciences. The city boasts several exclusive resorts offering spectacular desert views and impressive architecture.

Rancho Mirage is the site of the Bob Hope Chrysler Classic and the Nabisco Dinah Shore LPGA, among other special golf and sporting events. If you're lucky, you'll see bighorn sheep stopping traffic on Highway 111 or eating flowers at a nearby resort swimming pool.

A fast-growing community with the most golf courses of any desert city, Palm Desert features the McCallum Theatre for the Performing Arts, the Living Desert Wildlife and Botanical Park, College of the Desert and thriving retail centers: El Paseo, known as the Rodeo Drive of the desert; Palm Desert Town Center; and the newest, Desert Crossing. Hotels range from bed and breakfasts to full-service resort. Palm Desert hosts the nation's only Golf Cart Parade, and its Holocaust

Memorial and public art displays are city landmarks.

The population is just topping 3,100, but residents of Indian Wells enjoy one of the highest incomes-per-capita of any city in the United States, and it is the site of several world-class resorts. The city hosts the prestigious Desert Town Hall of Indian Wells lecture series, the Newsweek Champions Cup and the State Farm Event Cup, and one of

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THE EMPLOYERS GROUP

Health Insurance, Subpoena Laws Change

by Barbara Lee Crouch

CALIFORNIA COBRA

Senate Bill 761 — effective Jan. 1, 1996 — repeals California's previous mandate for employers to extend the federal Consolidated Omnibus Reconciliation Act (COBRA) coverage period. The new law maintains the mandate, but places the burden of providing coverage on insured plans and HMOs. Self-insured plans are not affected.

The California requirements allow continuation coverage beyond COBRA to a maximum of five additional years. It is available to terminated employees who are at least 60 years of age at time of separation and who accrued at least five years of service. The extension is also available to the spouse of such employees. Premium charges may not exceed 213 percent of group rate, or 102 percent of group rate if age-base rated.

Under this law, employers are required to notify eligible individuals of this extension right within 15 days of the termination of federal COBRA coverage. However, because of the Employer Retirement Income Security Act (ERISA) preemption issues, private employers may not have to fulfill this notice requirement. The legality of this notice requirement is suspect until it has been litigated; it is recommended that you seek legal counsel concerning compliance.

CHANGES IN SUBPOENA LAW

New Subpoena Law, Assembly Bill 617 — effective Jan. 1, 1996 — changes the law regarding some types of subpoena duces tecum (SDT) — an order to appear in court with requested documents.

If an employee's records are being subpoenaed, the employee must be served a copy of the SDT. Notice must indicate the employee may be protected by a "right of privacy" and may object, in writing, to

the court. If the subpoena cannot be limited or canceled, the employee may contact an attorney. The subpoena may be served personally at the last known address, or by existing methods under California Code of Civil Procedure, Section 1010.

The two most common methods of delivery are: 1) by personal of a copy of the summons and complaint to the person, to be served at that person's residence; 2) in lieu of personal delivery, a summons may be served by leaving a copy of the summons and complaint, during usual office hours, with the person who is apparently in charge of the office. A copy of the summons and complaint must then be mailed — by first-class mail, postage prepaid — to the person to be served at the place where it was left; the service will be deemed complete on the 10th day after such mailing.

Before the employer produces the employment records, the subpoenaing party shall serve the employer proof that the employee was properly served or give the employer a signed authorization from the employee.

The time limits for service, unless waived by the court, are:

- 15 days from issuance of subpoena for records to be produced;
- 10 days for service to the employee before the production of records is required;
- and, five days for service to the employer before the production of records is required.

Barbara Lee Crouch is the Riverside-San Bernardino counties regional manager for The Employers Group, formerly Merchants & Manufacturers Association and Federated Employers. The 100-year-old non-profit company is one of the largest U.S. employer representatives for human resources management issues, serving 5,000 member firms which employ approximately 2.5 million workers. Crouch may be contacted by calling (909) 784-9430.

Glossary

COBRA: The Consolidated Omnibus Reconciliation Act is a federal law that mandates that covered employers offer continuation of health care coverage to certain workers and/or their dependents ("qualified beneficiaries") when certain "qualifying events" occur. A qualified beneficiary may be required to pay for COBRA continuation coverage, up to 102 percent of the premium cost.

Federal COBRA applies to employers which have 20 or more employees, except for church plans and the federal government. Covered employees and/or their dependents may have from 18 to 36 months of continuation of health care coverage.

HMO: A health maintenance organization differs from health insurance in that it does not pay for medical care, but provides medical care. Employers that are approached by a qualified HMO to join, must, under the COBRA act, include in any health benefit plan offered to their employees the option of membership in any federally-qualified HMO that provides basic health services in geographic areas in which at least 25 of the employees reside.

The federal Health Maintenance Organization Law applies to virtually every employer which has at least 25 employees who are subject to the Fair Labor Standards Act, and to public entities, or state and local governments.

ERISA: The federal Employer Retirement Income Security Act is intended to protect the interests of workers who participate in employer-sponsored benefit plans. The law applies to two types of employee benefit plans: pension plans, which provide retirement benefits; and welfare plans, which provide health, accident and similar benefits. Federal law preempts states from mandating the areas covered by ERISA.



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Temecula Valley Balloon and Wine Festival Beckons with Balloon Glow

The annual Temecula Valley Balloon and Wine Festival returns for its 14th renewal to Lake Skinner with 50 hot air balloons, tethered and airborne rides, music, wine and cheese tastings, and the chance to view some of the region's endangered plant and animal species.

During the weekend beginning Friday evening, April 26, this premier family event will take place in

the 10,000-acre Southwest Riverside County Multi-Species Reserve, home to 16 "sensitive" animal and plant species and an additional 15 "special status" species.

The festival will begin about sundown with the iridescent spectacle known as a "balloon glow," when a dozen hot air balloons remain tethered and their pilots ignite the burners simultaneously,

causing the balloons' inflated canopies to form an illumination of remarkable colors.

About 50 balloons will be gathered for launch at 7 a.m. Saturday, weather permitting. Some balloons will remain tethered for late-arrivals' photo opportunities and for rides at \$10 per person. If you can manage to arrange a reservation for an untethered flight — which usually lasts

about an hour, but perhaps longer — the cost is \$150 per person.

Premium wines will be available for tasting from 13 local vintners Saturday and Sunday from noon to 4 p.m. Wines range from German-style whites, Italian-style reds, cream sherries, reserve ports and sparkling wines. There is a charge of \$3 for a souvenir glass, and \$1 for each tasting. The Wine Faire also features music provided by zydeco, calypso, blues and jazz bands.

The Kids Faire includes a circus, a bike and blade show, strolling clowns and a number of activities for lively children.

Just because it may be raining where you live does not mean Temecula will be wet. The valley has more balloon flying days than any balloon city in the country. Ideal weather is cool, with winds speeds no more than six to eight miles per hour, which are typical conditions just after sunrise.

Costs for attending
Balloon glow, Friday, 7 p.m.:
\$10 per carload.

chase price was given, but it is estimated that the property is worth about \$25 million.

Chevron hoped to sell all its real estate holdings in 1995. The company reported a 33.6 percent drop in profits in 1995 because of the one-time costs of putting its real estate business up for sale. The company now hopes to sell it all by the end of this year, which officials indicate should help Chevron increase profits for its fiscal year ending in 1996.

—Robert W. Belsky

continued on Page 33

Chevron sells off land ...

continued from Page 5

nificant, and it represents a significant partnership between the conservancy and a major corporate landowner in California," said Douglas P. Wheeler, secretary of the state Resources Agency.

"They don't happen like this every day! It's an extraordinary opportunity to protect for perpetuity a natural asset in the heart of one of California's most densely populated regions."

Wally Fassler, a regional vice president for Chevron Corp., called the deal "a great opportunity for the

general public because it takes a significant amount of land and preserves it for all sorts of recreational uses."

In June of 1995, Kendall-Jackson Vineyards & Winery, one of the nation's fastest growing wine labels, had acquired all of Chevron Corp.'s Sonoma County land holdings — about 5,500 acres, which include 1,000 acres of potential cropland for grapes, 4,000 acres that cannot be planted to grapes, and 417 acres of existing mountain vineyards above Alexander Valley. No pur-

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Team Up With a Convention Bureau: It's Always a Winning Choice

So you've got a meeting to plan! Many questions are undoubtedly going through your mind at this time: What location should you select? Which facility will match your meeting needs? Can you stay within your budget? How can you beef up your attendance? What about spousal activities, shopping and entertainment options? How accessible is the airport and ground transportation? Which restaurants have tasty food? And most importantly, why aren't there 25 hours in a day???

There is certainly no question about the fact that planning a meeting for 12 people or 1,200 people is a time-consuming, demanding challenge, but there is help available. To assist in making many aspects of a meeting planner's job easier, there are convention and visitor bureaus (CVBs) in almost all cities across the nation and abroad.

Designed as one-stop-shops for information and ideas, CVBs offer savings and service! From pre-convention planning to post-convention activities, visitor bureaus offer professional and efficient service for planners needing assistance in a wide range of areas. Well-versed on the city's hospitality industry, bureau personnel are the most effective resource for finding out the latest status of area facilities, attractions and local information.

Operating as a liaison between the meeting planner and the services of the membership and/or community, the bureau is poised to recommend reliable sources for services and provides valuable data on the area's facilities, thus saving the busy planner numerous phone calls — as well as a lot of time and energy.

Convention and visitor bureaus also provide vital contact names and pertinent information, while acting as a convention management consultant to the planner. By "teaming-up," CVB personnel and the meeting planner can achieve, and often exceed, the goals and objectives given the planner by his or her association, corporation or group. Both parties share a common desire: to ensure a smoothly-run, successful conference.

One of the major benefits a planner receives from the moment he or she calls a CVB is a one-on-one relationship with a professional consultant who has a wealth of information at his fingertips. From start to

finish, convention and visitor bureaus are dedicated to their clients and are anxious to offer a helping hand.

If a planner is undecided about a destination, the bureau is prepared to submit a detailed and informative proposal about the area. After the planner has booked the city, the relationship with the CVB staffer is extended.

Site inspection trips are encouraged and arranged on behalf of the client. These exclusive, coordinated tours allow planners to view a variety of hotel properties and gives them numerous options. And, especially for those who have other responsibilities besides planning meetings, pre-arranged site tours can be a critical time-saving procedure.

Once all the pre-convention details are set, a convention and visitor bureau continues its commitment to help ensure that your meeting goes off without a hitch.

Although CVBs operate under individual, pre-set guidelines, planners are invited to take advantage of numerous convention services available at little or no cost. Please note that the following options may differ depending on the bureau.

- Publications: highlighting area restaurants, attractions, events and facilities a CVB can provide a variety of brochures, guides and directories to convention delegates.
- Registration assistance: trained clerks may be engaged to help assist before, during and after the meeting.
- Registration supplies: typewriters for composing bulletins, name badges, program covers and other items are often made available.
- Tours and entertainment: convention and visitor bureaus can arrange tours and entertainment for an entire group or for spouses and guests.
- Contacting dignitaries: keys to the city, proclamations, and city officials may be engaged for welcoming events.
- Membership referrals: most CVBs maintain a membership roster consisting of businesses catering to the visitor industry. Bureau staffers can point planners to companies that are ready, willing and able to provide services to convention delegates.

These and other services — along with the day-to-day support which can make or break a convention — are provided so that the plan-

ner receives complete cooperation from all vendors.

The bottom line is that by working with a CVB, professionals are guaranteed professional treatment. Convention and visitor bureaus possess the knowledge, experience and adeptness to not only lighten the load for planners, but to help them excel in their efforts.

So the next time you start gearing up for an important meeting, call a convention and visitor bureau; join a team that will help you score!



Rita C. Arias

INLAND EMPIRE PROFILE

Occupation: Marketing manager for contract compliance with San Bernardino County.

Short biography: Born and raised in San Bernardino. Attended local schools. Happy marriage and three great children; founder and co-founder of numerous community organizations; have worked in government and had the opportunity to have my own businesses.

Family: Widow — was married to former Third Ward Councilman Jesse Arias Jr. Three adult children: Anna Maria, Marcos and Stephen.

Hobbies: Tennis; reading political and civil rights articles, and about women in positions of political authority.

Prior careers: Legal secretary; human relations assistant director; 10 years as equal opportunity officer; 13 years as a business owner of three employment agencies and a drug testing laboratory.

Affiliations: Kiwanis, League of Women Voters.

What is your greatest concern? The types of crimes — serious crimes — being committed by our youth.

Major accomplishments: Maintaining a strong and close family tie with my children during my business experiences and my political campaigns.

Personal accomplishments: Maintaining a strong spiritual strength for myself and my children during my husband's death and my daughter's deathly illness.

Best thing about the Inland Empire: The weather, its proximity and its citizens' spirit and desire to work hard at making it the best place to live.

Last book read: "The Feminine Force," by Georgette Mosbacher.

Favorite drink: Whole Sun Orange Juice.

Last vacation: Maui, Hawaii.

Favorite sport: Tennis, to watch and play.

Favorite restaurant: Market Broiler.

Last movie seen: "Dead Man Walking" with Sean Penn.

City of residence: San Bernardino.

PALM SPRINGS DESERT RESORTS ARE MORE ATTRACTIVE THAN EVER

The Palm Springs Deserts Resort area is a meeting planner's dream. It is a destination comprised of eight cities in Southern California's Riverside County — Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and Indio.

Start with the fact that meeting planners don't have to work very hard to convince delegates that they want to visit the Palm Springs Desert Resorts.

The area's reputation for luxury and glamour was begun by the community's founding fathers, who also happened to be Hollywood movie stars. Today, the name "Palm Springs" is known around the world for first-class golf and resorts and perfect weather, year round.



Golf in the desert.

Access to the Palm Springs Desert Resorts is easier than ever with non-stop service directly into the Palm Springs Regional Airport from Dallas-Fort Worth, Chicago, Denver, Seattle, San Francisco and other cities.

Delegates may board the plane with overcoats and umbrellas but, by the time they've reached baggage claim in Palm Springs, many have loosened their collars, rolled up their shirtsleeves and even hit a few balls on the airport's own putting green.

With 305 hotels and over 15,000 rooms, selecting a property can make planners feel like the proverbial kid in a candy store.

The Palm Springs Desert Resorts Convention and Visitors Bureau (PSDRCVB) has a professional sales staff to help meeting planners find the perfect match for their events, taking into consideration budgets, group size, meeting objectives, timing and other individual factors.

Choose from mega-resorts that are almost mini-destinations or mid-range hotels with nationally-known names; or more intimate lodgings perfect for incentive trips.

Or select a combination of centrally located properties, all within walking distance of the Palm Springs Convention Center. The PSDRCVB's housing bureau can coordinate reservations for groups using more than two hotels in the area.

Speaking of the convention center, few destinations can claim a 120,000 square foot facility that is at the same time centrally located, easily adaptable to many uses, capable of providing impeccable service and aesthetically pleasing.

Activities and events away from the meeting rooms include golf, tennis and croquet tournaments, balloon

rides, jeep or covered wagon adventures, horseback riding, a ride on the Palm Springs Aerial Tramway, a wildlife and botanical safari at the Living Desert, slipping and sliding at the Oasis Waterpark, a live performance at the McCallum Theatre and much, much more.

When the big day arrives and the meeting actually begins, the planner may find himself or herself more relaxed than usual. The staff at the award-winning hotels have seen and done it all, and special requests are the norm, not the exception.

It's no wonder that hotels in the Palm Springs Desert Resorts have

won so many awards that the Convention and Visitors Bureau is billing the destination as "The Valley of Winners."

For more information about meetings and incentive groups at the Palm Springs Desert Resorts, call the Convention and Visitors Bureau at (800) 967-3767, or (619) 770-9000. Or write to PSDRCVB, 69-930 Highway 111, Suite 201, Rancho Mirage, Calif., 92270.

Take a look at the Palm Springs Desert Resorts on the Internet at <http://www.desert-resorts.com>.

Visitors Bureau Inaugurates Tourist Origin Survey

by J. Robert Lundy, Ph.D.

Background

For 4 1/2 years the Rancho Cucamonga Visitors Bureau (RCVB) has operated a visitors center on historic Route 66 in Rancho Cucamonga. To better understand its growing tourist market, the RCVB commissioned CIC Research, Inc. to analyze the registration records of its 1995 visitors. The following results are conservative and under-estimates, since many visitors do not record their visit on the self-reporting guest registration forms.

As the first study of Route 66 visitors to Rancho Cucamonga, it begins the process of understanding, then shaping, this nearly forgotten traditional source of tourism revenue.

Findings

Nearly half, or 46.4 percent, of the 1995 visitors to the Route 66 Center were from the Los Angeles Metropolitan Area, including the San Fernando, San Gabriel and Pomona valleys, plus Long Beach. San Bernardino County residents accounted for 17.8 percent of visitors, Orange County for 4.1 percent and San Diego County accounted for 1.4 percent.

Overall, Southern California accounted for 71.2 percent of all 1995 visitors, while Northern California generated another 2.7 percent. The six European countries

listed accounted for three-fourths of the foreign visitors — 73.7 percent. Eighteen other countries accounted for the remaining 26.3 percent of foreign visitors.

The map graphically portrays the origins of the 89.3 percent of its visitors from the United States: 73.9 percent from California, 15.4 percent from other states across most of the country.

Implications

At least seven in 10 guests were not actually visitors, since their Southern California residences were closer than the 100-mile distance defined for visitors. Most of these



Rancho Cucamonga Visitors Bureau advertisers are the principal beneficiaries of Route 66 tourism, including The Wild Grape. Photo by Ryan Beck.

nearby residents were on day trips, a probable consequence of the enormous amount of Route 66 publicity that has been carried in Southern California media.

Approximately one-fourth of the guests resided more than 100 miles

away; these bona fide visitors' residences included the following areas: Northern California (2.7 percent); Oregon and Washington (1.4 percent); Arizona (1.2 percent); other states (10.1 percent); and foreign countries (8.9 percent).

The great majority of these out-of-the-area guests resided to the east, and were proceeding from east-to-west, the traditional direction of movement along Route 66. Unfortunately, west-bound visitors tend to have spent most of their discretionary budget during earlier phases of their transit from points east.

The underdeveloped markets in Northern California, Oregon and Washington, and the Pacific-Asia region particularly need to be targeted for development, since these east-bound visitors are ripe for greater spending as they commence their Route 66 travels while passing through Rancho Cucamonga.

Such expansion of more opportune origin areas should be achieved by marketing through the travel trade, as has been done so effectively in Europe due to the efforts of German tour operators.

Dr. Robert "Bob" Lundy, a.k.a. Dr. Route 66, is executive director of the Rancho Cucamonga Visitors Bureau and the Route 66 Center.

Riverside Visitors Place Bureau Ahead of Goal

The Riverside Convention & Visitors Bureau (RCVB) enters the final quarter of its fiscal year ahead of its annual target for visitor stays in the city.

With 21,935 confirmed room nights booked in the city of Riverside, the RCVB to-date goal is exceeded by 152 percent, and that figure is 102 percent ahead of the bureau's fiscal year goal of 21,562 room nights.

Additionally, sales managers at the convention and visitors bureau have qualified a potential pool of 69,104 room nights, which is 316 percent ahead of the annual goal of 21,875 potential room nights for the 1995-96 fiscal year.

The Riverside CVB operates on a fiscal year starting July 1 and ending June 30. Reformed in October 1994, and now in its first full year as a private independent association, the fiscal year budget for 1995-96 was set at \$709,000. In comparison, budgets of competing convention and visitors bureaus range from \$903,000 in Fresno, to \$1.2 million in Ontario and \$2.5 million for Palm Springs CVB.

Historically, CVBs offer a tremendous return on investment for

visitor-related collateral materials.

Competitive marketing pushed

Since restructuring, the Riverside Convention and Visitors Bureau, has been immersing itself in



Orange Blossom Express Trolley

an active role among its competitors in the industry. Bill Miller, well-known in the tourism industry for his leadership roles with the Long Beach Convention & Visitors Bureau and the Los Angeles Convention & Visitors Bureau, is now the chief executive officer and managing director of the Riverside CVB. Miller's extensive tourism background has been instrumental in developing programs to promote Riverside as a world-class city.

A sales team first

Miller's first step in restructuring the RCVB was to hire a team of qualified sales managers. The RCVB sales staff is comprised of Sherry Figueroa, with 12 years experience in the Delta Airlines meeting department; Linda McCoy, a former director in the sales and marketing effort of Disneyland; Charles Wilson, with sales experience at the Columbus, Ohio and Ontario, Calif., convention and visitors bureaus; and Paddy Hill, who was most recently a sales manager with the Maui Inter-Continental resort.



The Riverside Municipal Auditorium

their community in the form of tax revenue and through increased employment for unskilled workers at restaurants, hotels and retail organizations. That economic impact in a region causes stiff competition among bureaus, which usually perform a variety of roles, including convention and meeting development, tourism marketing, visitor center supervision and creation of

the city as a viable destination. Per Miller's marketing plan, the bureau initially updated its corporate image. This new corporate image was projected through a short-term direct-mail campaign, designed

Poling's duties include the completion of a series of publications that are currently in progress. These include a visitor directory, a "Citrus Heritage Visitor Map" and a Riverside heritage driving map. These publications will offer the visitor a wealth of information on the Riverside area, as well as being valuable to convention delegates.

Because of the importance of positive media coverage to any visitor and convention destination, Poling will also develop a travel publicity program. In fact, she has already met with the key meetings magazines, including *Successful Meetings, Meetings & Conventions and Meeting News*. A proactive publicity program directed at the travel press members of newspapers, electronic media and magazines is key in influencing public opinion of an area.

Other proposed short-term marketing programs include the creation of familiarization tours for media, meeting planners and travel industry professionals in order to give them an in-person view of Riverside.

In time for the Orange Blossom Festival, the RCVB will redevelop the downtown visitor center in order to assist visitors with questions on local points of interest. Additionally, the RCVB — in conjunction with the University of California, Riverside Extension Division — is planning a hospitality training program that will offer education on the importance of tourism to front-line staff in restaurants, hotels and retail establishments.

The Riverside CVB is actively working in conjunction with the city of Riverside, the Riverside Redevelopment Agency, and the chamber of commerce in marketing Riverside as a world-class city.

More additions to staff

With the increase in marketing programs, Miller hired a marketing manager to oversee the development of materials and to support the sales managers. Monica Poling joined the Riverside CVB after four years experience at the Los Angeles Convention & Visitors Bureau.



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Rising Travel Costs, Industry Expansion Ahead

Business travelers will find it harder to book a seat, room or car next year and travel prices will escalate 3 percent to 4 percent above 1995 levels, according to the American Express *1996 Trends & Forecasts* for the Business Travel Industry.

Rising occupancy rates in the airline, hotel and car rental industries are driving the cost increases, according to the recent American Express Travel Management Services (TMS) study.

"Corporate America will spend \$5 billion to \$6 billion more for travel and entertainment [in 1996] unless companies take a hard look at their travel management programs," said Ed Gilligan, executive vice president of American Express' travel division. "Travel and entertainment spending is the third-largest controllable expense at most companies, and with prices rising, companies should fine-tune their travel policies to encourage employees to book earlier and use negotiated corporate rates."

The travel division's 1994 survey revealed, from a poll using weighted-averages of individual industry segment forecasts, that the average company spends 43 percent of its

travel and entertainment budget on air travel, 25 percent on meals and entertainment, 21 percent on lodging, 8 percent on car rental, and 3 percent on other travel-related expenses.

Airline costs, ticket prices to rise

The average cost of an airline ticket for business travel will increase 3 percent to 4 percent in 1996, on top of a 5 percent increase from 1994 to 1995. Discount fares will be difficult for business travelers to obtain, as airline load factors were forecast to reach a record high of 67 percent by the end of 1995. There is no relief in sight for 1996, since passenger traffic is expected to outstrip supply growth, bringing fares back to nearly 1993 levels.

Airline labor costs rose 4.4 percent in 1995, and American Express predicts that if those costs continue to rise, overall cost reductions will be difficult for airlines to achieve this year. In addition, airlines face capital requirements from new aircraft of nearly \$76 billion over the next five years.

Challenges to travelers in hotel and car rentals

Hotels and car rental companies

will present similar challenges to business travelers as corporate prices continue to rise as availability tightens. American Express forecasts average domestic corporate hotel rates will increase 5 percent to 6 percent in 1996, and business travelers are advised to book early as occupancy rates climb above 67 percent.

Although demand is outpacing supply, occupancy rates will rise at a slower rate than in 1994 as hotels increase the pace of construction. In 1995, new construction was located almost exclusively in suburban areas and along highways. Room supply is expected to increase by 60,000 rooms in 1996. Most major hotel chains are also expected to expand overseas this year, particularly in Asia and Latin America.

Car rental prices are increasing and will outpace the rate of inflation as car rental companies are still recovering from huge fleet cost increases from the early 1990s. Availability of cars will begin to diminish as fleet growth is again expected to lag behind demand in 1996 and as the car rental companies focus on fleet management to improve bottom line results.

American Express forecast average corporate car rental rates to increase by 4 percent to 5 percent this year. Car rental companies are expected to push daily rates up and experiment with pricing alternatives, such as instituting cancellation fees, to offset rising fleet costs.

Nearly half of the car rental industry's growth in 1995 occurred in "local," or non-airport markets, such as insurance or repair shop replacement. Major companies are expected to shift their expansion focus to international markets beginning this year.

How about a break in meal rates?

The only break business travelers will encounter in the coming year is in the meal category, as independent restaurants and chains battle it out in a fiercely competitive market with price increases of only 2 percent to 3 percent.

Revenues in 1995 reached approximately \$298.7 billion, a 5 percent increase from the previous year; two-thirds of the total growth was contributed by limited-service, or fast-food, restaurant chains. Another 4 percent to 5 percent increase in revenues industry-wide is expected this year.

According to American Express, Internal Revenue Service documentation requirements for meal expenses were raised from \$25 to \$75 in 1995.

The company's travel division reports that 35 percent of firms require employees to produce receipts for all expenses above \$25, while 45 percent require receipts for all expenses and 18 percent require receipts for expenses of \$10 or more. The study indicated that a company's average meal costs peak somewhere just below its receipt requirement.

Group travel spending is expected to increase

Expenditures for business conventions, expositions, and meetings and incentive travel were estimated to have increased by more than 3 percent in 1995 to nearly \$86 billion; expenditures for corporate group travel — defined as 10 or more persons traveling to the same destination for the same purpose — represented three-quarters of that total, or about \$66 billion.

American Express forecast corporate group travel spending to increase 10 percent this year to \$73 billion. According to the company's Travel Management Service, firms are sending more employees to conferences sponsored by consulting groups and trade associations to keep abreast of fast-changing developments in their fields.

Small meetings with fewer than 50 participants represent the largest segment of corporate group travel. Workplace trends — such as the need for increased training and education seminars for corporations, conventions or associations — indicate that the demand for small meetings will continue to grow in 1996.

The average association meeting attendee was found to spend \$188 per day on hotel, meals, tips and incidentals.

Technology to play a larger role

Electronic commerce options will start to play a significant role in streamlining business travel services in the coming years. Travel agencies, airlines and computer reservations systems providers are introducing tools this year that enable one to book travel by e-mail or Internet, or by direct computer dial-up to reservation services. If not booked through a corporate-preferred agency, however, employees may find themselves paying 15 percent to 20 percent more than corporate rates.

These access tools, along with electronic expense-reporting software, are expected to reduce the administrative burden on travelers and streamline accounting and data management associated with travel.

Conference Demonstrates Increased Travel and Tourism Create Jobs and Generate Increased Revenues

Recognizing the enormous impact the hospitality industry has on the nation's economy, government officials and industry representatives met for the first-ever White House Conference on Travel and Tourism in Washington, D.C., late last year.

Delegates attending the conference approved a new national tourism strategy that includes four major goals: to demonstrate the economic power of the travel and tourism industry; to ensure an American travel experience that is second to none; to promote and facilitate travel to the United States as the international destination of choice; and to create a structural framework to implement this national strategy.

Travel and tourism has long played a vital role in the American economy. In 1994, domestic travel alone resulted in more than \$339 billion in expenditures nationally. At the same time, travelers pumped an estimated \$52 billion into California's recovering economy — an increase of 27 percent from 1992. Today, this growing industry ranks as the nation's second largest employer, providing over 6.3 million jobs.

Convention and meeting delegate spending also continues to rise each year, illustrating the growing importance of the meetings industry as an economic generator. In 1994, the meetings industry generated \$82.8 billion in direct spending — an increase of 10 percent since 1991.

The local picture

During the 1994-95 fiscal year, the Ontario Convention and Visitors Bureau secured 37 meetings and conventions for Ontario. These bookings represent more than \$5.3 million in potential revenue for the surrounding area. Of the 37 bookings, seven were for the new Ontario Convention Center which will open in the fall of 1997.

At its optimum, the Ontario Convention Center is expected to host 75 events a year which will attract 232,000 attendees. These events are projected to generate \$20 million in direct annual expenditures.

Tourism throughout the Ontario area is also expected to rise significantly when Ontario Mills, the 1.7 million-square-foot outlet megamall under construction, opens this fall. According to the International Council of Shopping Centers (ICSC), shopping is the top activity participated in by both domestic and international travelers within the

United States. The ICSC also reports that "factory outlets are growing in popularity, functioning as tourist destinations even when located in rural areas." Ontario Mills will be no exception with its anticipated 14 million to 18 million visitors passing through the mall each year.

"With major projects — including the Ontario Convention Center, Ontario Mills and the California Speedway — all scheduled to open within the next two years, we are going to experience a dramatic

increase in the number of visitors to the area which will produce an enormous economic impact," said Ontario Convention and Visitors Bureau Executive Director Sherry Hunter.

Local spending to improve

The Ontario area will also reap the rewards of indirect expenditures from these travelers. Dollars spent by travelers produce a ripple effect which is felt within every aspect of the community as well as the nation.

Indirect spending occurs as

travel industry businesses purchase goods and services from local suppliers, generating additional sales. These suppliers, in turn, purchase goods and services from their vendors as the chain of buying and selling continues. More than \$555 billion was earned nationally in 1994 from this indirect cycle.

"The Ontario area is experiencing an amazing metamorphosis, and the entire community, as well as the state of California, is going to benefit substantially," Hunter said.

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Ontario International Airport Braces for 21st Century

Officials of Ontario International Airport (ONT) are positioning the facility to fulfill the destiny that befits its name. The airport's governing agency — the Los Angeles Department of Airports — is launching the first phase of a \$250 million construction program aimed at achieving an eight-fold increase in passenger-handling space at ONT.

The project will initially place two new passenger terminals at the

southerly end of Archibald Avenue, and increase the number gates from 18 to 28. A third terminal is planned for sometime later. Dennis Watson, manager of public affairs at ONT, said two bidders remain in the construction award process which should be finalized by the end of May.

Airport officials have conducted talks with carriers based in England and Mexico to help expand passenger routes, and they are going to

more aggressively present their cargo-shipping capabilities to Inland Empire exporters. But to succeed in the investment of time and money, the airport needs the commitment and participation of the community.

"A lot of things are coming together at the right time," said Watson. "It's important for us this year to recognize that a lot of people in the Inland Empire must work together to let other states know

what growth is going on here. It is time for us to think regionally, to start thinking globally."

Watson said an airport-sponsored study indicates there is enough demand in San Bernardino and Riverside counties to schedule one daily business flight to Mexico City, and another daily vacation flight to Cabo San Lucas in Baja Calif. He said talks with the foreign commercial carriers are at a standstill because those airlines have heard from the airport, but not from the business community.

"They are waiting. Nothing is going to happen until some proactive regional group or committee

*"It's time for us
to ... start thinking
globally."*

goes to those airlines," said Watson. He added that the airport authority is waiting, too, for somebody to say, "We'll support you."

The public affairs manager said, "One of our business goals for 1996 is to make the Inland Empire more aware of the advantages of shipping cargo out of ONT. International and domestic cargo expos are planned for the near future."

Ontario International Airport ranks third in California for air cargo handled, Watson said. The airport ships 380,000 tons per year and that volume is exceeded only by the Los Angeles and San Francisco airports.

"We expect a lot of cargo growth in the Inland Empire due to Pacific Rim business," he said.

Ontario Welcomes Airport Manager



Lloyd Klefsad was officially welcomed to Ontario International Airport as airport manager last month. He began his duties at ONT in November, being assigned from Los Angeles International Airport where he was chief of construction and maintenance. More than 170 Inland Empire community leaders met Klefsad in person March 18 at an informal Ontario Airport Marriott reception.



Ontario International Airport's 1996 Economic Impact Report

- Each Round Trip Passenger = \$400
(6,405,097 Passengers in 1995)
- Each Ton of Cargo Shipped = \$600
(386,953 Tons in 1995)
- Number of Jobs at ONT: 6,000
- Number of Jobs Generated by ONT: 60,000
- Annual Economic Impact: \$5.5 Billion

And Coming Soon...

This summer ONT's \$300 million airport expansion project will continue with Phase II. Phase II will include construction of two 275,000 square foot passenger terminals for a total of 550,000 square feet—eight times larger than the current passenger terminal.

Los Angeles Department of Airports

San Bernardino Int'l Airport Aims for Passenger Service

The San Bernardino International Airport (SBIA) is continuing its infrastructure projects that, when complete, will enable the newest airport in the Inland Empire to handle commercial passenger flights.

The airport has completed \$2.1 million worth of airfield improvements necessary for Federal Aviation Administration (FAA) certification. Certification by the FAA is necessary before the airport can accept commercial airline service. The airport's certification requirements are ready for FAA inspection which is due to coincide with the airport's first commercial air service carrier.

San Bernardino International Airport is presently constructing a new \$3.5 million roadway and parking lot that will support the airfield's terminal building. This federally-funded project, scheduled for completion Aug. 15, is a key

development for scheduling passenger service. Upon completion, the road will carry passengers to the entrance of the terminal, providing passenger drop-off and pick-up lanes for vehicles — along with separate lanes for taxis, buses, and other courtesy vehicles. Parking for 500 cars will be provided in the first phase of this project.

The airport's terminal building is also scheduled for a face lift. The \$1 million interior improvement project is being funded with a Military Airport Program (MAP) grant the Airport received from the FAA. This project will update the look of the existing facility and provide the facilities necessary for the accommodation of airline activity within the building. With a completion date scheduled for this fall, San Bernardino International Airport will have the necessary infrastructure in place to handle new commercial service to the Inland Empire.

Troop flights, incentives shaping the future at SCIA

The former George Air Force Base in Victorville plans to expand its civilian operations to include military troop flights this month. It will have the same capabilities as Ontario International Airport, redevelopment officials said.

The U.S. Army will use the facility, renamed Southern California International Airport (SCIA), to transport 60,000 troops a year to Fort Irwin, 80 miles away, for war games training. The first arrival of 400 to 600 National Guard troops is scheduled to occur April 18.

The contract will bring new jobs to the airport which will include airport operators, fuel suppliers, control tower operators and food vendors, according to Ken Hobbs, development director at the Victor Valley Economic Development Authority which runs the airport.

Hobbs said the anticipated five-year, non-exclusive lease for use of the airfield's runway will provide new jobs and an expected increase in use of Victor Valley restaurants, hotels, and car rentals.

The former George Air Force base is

the first of the military bases to be developed under the Local Agency Military Base Recovery Act (LAMBRA) in California.

The recovery act was created to stimulate jobs in areas that were experiencing military base downsizing or closure. California lost 147,000 military and civilian jobs as the result of the closing of three military bases that now qualify for the LAMBRA certification and assistance. The other bases are Mare Island Naval Shipyard in Vallejo and Castle Air Force Base in Merced.

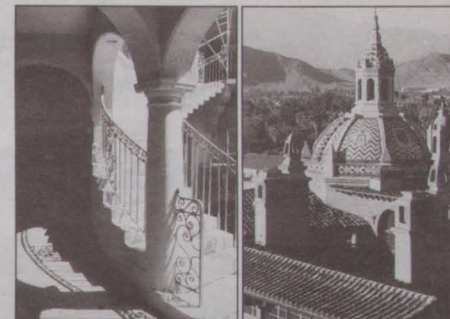
Companies that are located in a LAMBRA area may qualify to take tax credits for a 15-year net operating loss carryover, tax credits for sales and use taxes paid, hiring credits for wages paid, and various other business expense deductions.

Mike Pexton, the development authority's marketing director, said the base has attracted 20 tenants since the base closed in December 1992, providing work for 300 employees.

T R I V I A

- Americans made 295 million business trips in 1994, up from 222 million in 1990, according to the *Wall Street Journal*.
- In 1994, 481.3 million passengers traveled by plane within the United States, while 47.1 million passengers traveled by plane internationally.
- In 1994, the average flight length for domestic passengers is 787.1 miles; for international passengers, the average length is 2,980.7 miles.
- In 1994, the top 100 airports in the United States enplaned 97 percent of passengers, excluding foreign carriers.

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1. Fairplex 1101 W. McKinley Ave. Pomona, CA 91766	12 300,000	105,500 10,000	1938 1992	L.A. County Fair Association Fairplex	N/A 247 11	\$125	GS,R,W,CB,H,RS,CR,I, S,X,F,I,SAN,FP RV Park/ Exhibit Hall/Hold	Jim Hinwood Jean Kirkley (909) 623-3111/865-3602
2. National Orange Show 689 S. "E" Street San Bernardino, CA 92408	10 186,000	41,000 5,100	1958 1992	National Orange Show San Bernardino, CA	N/A N/A 5	N/A	8 Facilities to Choose From on over 200 Acres, Catering On-site	Corey J. Oakley (909) 888-6788/889-7666
3. Palm Springs Convention Center 271 N. Avenida Caballeros Palm Springs, CA 92262	13 80,000	66,000 4,000-9,000	1968 1992	City of Palm Springs	N/A N/A	N/A	In-House Audio/Visual, 400 Seat Lecture Hall, Food-Bev. Svc., Exhibit	Jim Dunn Teri Webb (619) 325-6611/322-6921
4. Westia Mission Hills Resort Danah Shore/Bob Hope Dr. Rancho Mirage, CA 92270	22 75,000	18,000 2,500	1987 1990	TLS Partnership Rancho Mirage, CA	512 44 22	\$149-329*	C,F,P,G,GS,H,LL,N,PR,T,W,X,B,RS,SD	Tom Cortabitarte Robert Atkins (619) 770-2101/770-2137
5. Marriott's Desert Springs Resort & SPA 74855 Country Club Drive Palm Desert, CA 92260	33 51,000	25,738 3,215	1987 1993	Marriott Corporation Washington D.C.	895 51	\$105-310*	G,P,R,T,S,L	Jim Sullivan Sam Garcia (619) 341-2211/341-1872
6. Palm Springs Riviera RRC 1600 N. Indian Canyon Drive Palm Springs, CA 92262	30 50,000	19,670 N/A	1959 1992	RPS Resort Corp. Palm Springs	480 36 30	\$75-475	FP,N,C,P,G,S,T,LR,FLX	Tim Ellis David Sullivan (619) 327-8311/778-2560
7. Riverside Convention Center 3443 Orange St. Riverside, CA 92501	14 43,730	20,800 2,000	N/A 1995	N/A	N/A N/A	N/A	Free Covered Parking, Catering, A/V, Exhibit Area	Robert Prevratil Karen Adams (909) 787-7950/787-4940
8. Stauffer Emeraldia Resort 44-400 Indian Wells Lane Indian Wells, CA 92210	31 33,000	15,000 1,200	1989 N/A	Stauffer Cleveland, OH	560 44 31	\$145-1200	B,C,CR,FP,G,GS,H,LL,N,CR,FP,RS,SSA,SD,SR,ST,W,T	Tim Tata Vicki Duestelkamp (619) 773-4444/346-9308
9. La Quinta Hotel Resort Club 49-499 Eisenhower Dr. La Quinta, CA 92253	28 30,000	17,000 1,500	1926 1994	KSL Recreation Corp.	613 27 27	\$95-5330	C,CR,FP,G,GS,H,LL,N,PR,RS,SSA,SR,ST	Scott Delcio Michael O'Hearn (619) 564-4111/564-7656
10. Wyndham Palm Springs 888 Tahquitz Canyon Way Palm Springs, CA 92262	14 25,000	12,500 1,500	1987 1992	Wyndham Hotels & Resorts Dallas, TX	410 158 14	\$79-240*	B,C,CR,FP,G,GS,H,LL,N,PR,SA,W,X	Guy Hensley Tom Lehner (619) 322-6000/322-5351
11. Red Lion Hotel 222 N. Vineyard Ontario, CA 91764	16 25,000	12,800 1,200	1981 1995	Red Lion Hotels & Inns Vancouver, WA	339 15 15	\$79 up	B,C,CR,FP,GS,H,LL,N,PR,W,X	Berman Haastrop Tom Leary (909) 883-0009/984-9776
12. Palm Springs Marquis Crown Plaza & Resort 150 S. Indian Canyon Drive Palm Springs, CA 92262	16 23,000	9,500 860	1985 1994	Princess Hotels Intl. New York, NY	163 101 16	\$69-305*	B,C,CR,FP,GS,H,LL,N,PR,T,X	John Federer Cindy Veale (619) 322-2121/322-2380
13. Ontario Airport Marriott Hotel 2200 E. Holt Ontario, CA 91761	18 20,795	5,900 700	1986 1996	Durriger Hotels Hawaii, HI	299 6 6	\$69-250	P,C,GS,R,W,H,RS,CR,I,S,X,F,I,SA,N,SD,FP,OC,SR	Jeffrey Brown Sue Grogan (909) 889-8811/291-6151
14. San Bernardino Radisson 295 N. "E" Street San Bernardino, CA 92401	8 19,000	12,996 1,300	1988 1996	Foster Hotels International Los Angeles, CA	233 13 8	\$90-210	B,C,CR,FP,GS,H,LL,N,PR,W,X	James Deakin Verlene Riddle (909) 381-6181/381-5288
15. Shilo Hills Suites Hotel 3101 Temple Ave. Fontana, CA 91768	12 18,000	5,500 700	1987 1991	Mark S. Hemstreet Portland, OR	300 130 12	\$79-135	B,P,C,T,W,CB,H,RS,CR,I,S,X,F,I,SA,N,SD,FP,OC,SR	Heinz Gehner Rita Cruz (909) 598-7666/598-5654
16. Hyatt Grand Champions Resort 44-600 Indian Wells Lane Indian Wells, CA 92210	14 17,000	7,900 1,000	1986 1992	Maruko Inc. Los Angeles, CA	336 336 14	\$119-925*	B,C,G,FP,GS,H,LL,N,PR,RS,SSA,SD,SR,ST,W,T	Barry Kaplan Noelen Selberg (619) 341-1000/568-2236
17. The Inn at The Racquet Club 2743 N. Indian Canyon Dr. Palm Springs, CA 92262	5 17,000	4,000 450	1935 1991	Racquet Club, Inc. San Diego, CA	72 4 3	\$79-395	B,C,CR,FP,GS,H,LL,N,PR,T,W,X	Rui Barros Julie Barros (619) 325-1281/325-3429
18. Marriott's Rancho Las Palmas Res. 41000 Bob Hope Drive Rancho Mirage, CA 92270	22 15,979	13,224 1,800	1979 1992	Marriott Hotels/Resorts/Suites Washington D.C.	450 25 25	\$70-240*	G,P,GS,R,T,F	Ronald Franklin Dan Carraher (619) 568-2727/568-5845
19. Palm Springs Hillton 400 E. Tahquitz Canyon Way Palm Springs, CA 92262	10 15,000	5,400 700	1981 1991	The Walters Co. Beverly Hills, CA	260 71 10	\$75-245*	C,CR,FP,GS,H,LL,N,PR,T,W,X	Alah Dada Eddie Voles (619) 320-6868/320-2126
20. The Claremont Inn 535 W. Foothill Blvd. Claremont, CA 91711	10 14,666	4,490 375	1962 1994	Outrigger Lodges Encino, CA	224 10 10	\$59-80	B,FP,N,D,GS,CR,LR,LL,H,W,X	Rusty Dalton Debbie Goates (909) 626-2411/624-0756
21. Doubletree Resort 67-967 Vista Camino Cathedral City, CA 92234	13 14,600	7,400 740	1985 1994	Double Tree Hotels & Resorts Phoenix, AZ	289 17 12	\$95-235	CR,FP,G,GS,I,LL,N,PR,HLX	Hans Schneider Mary Ann Rehak (619) 322-7000/322-6853
22. The Ritz-Carlton, Rancho Mirage 68-900 Frank Sinatra Dr. Rancho Mirage, CA 92270	9 11,642	8,400 700	N/A	Ritz Carlton Hotel Atlanta, GA	239 21	\$99-345*	B,C,CR,FP,GS,H,LL,N,PR,T,W,X	Scott Nassar Mark Podolski (619) 321-8282/770-7605
23. Sheraton Suites Fairplex 601 W. McKinley Ave. Pomona, CA 91768	13 11,519	6,400 800	1992	N/A	247 247	\$89-125	CB,FP 2 TVs in every Rm. Microwave	Ron Onorancedi Debbie Francis (909) 622-2220/622-5777
24. Lake Arrowhead Resort 27984 Hwy. 189 Lake Arrowhead, CA 92352	10 11,000	4,004 400	1981 1994	Arrowhead Joint Ventures Santa Monica, CA	261 18 10	\$99-395	CR,FP,GS,H,LL,N,PR,T,W,X,OC,SD,ST	Ray Serafin Walter Davis (909) 336-1511/336-1378
25. Ontario Airport Hilton 700 N. Haven Ave. Ontario, CA 91764	14 10,179	5,300 760	1985 1994	Chertom Corp. Huntington Beach	308 9 15	\$95-165	F,C,R,X,ST,GS,F,W,H,RS,CH,LS,LL,SD	Jeffrey L. Pichena N/A (909) 980-0400/941-6781
26. San Bernardino Hilton 285 E. Hospitality Lane San Bernardino, CA 92408	12 10,000	5,000 650	1972 1994	Carpenters Pension Trust Fund Los Angeles, CA	247 12 12	\$110-275	P,GS,R,W,H,RS,CR,I,S,X,LL,SD,FP,Mini Fridge Comp. AM Coffee	Tim Jenkins Beth Riley (909) 889-0133/881-4299
27. Highland Springs Resort & Conf. Ctr. 10660 Highland Springs Besamont, CA 92223	9 9,000	4,500 400	1984 1994	Highland Springs Resort Besamont, CA	94 3 6	\$45-up	FP,FP,GS,LL,PR,T	Chuck Kasli Group Sales (909) 845-1151/845-8090
28. Ramada Hotel Resort 1800 East Palm Canyon Drive Palm Springs, CA 92264	5 8,200	3,100 300	1970 1991	California Innskeepers Burlingame, CA	241 14 2	\$49-139*	CR,FP,GS,I,LL,N,PR,SS,AX	Moussa Rael John Compton (619) 323-1711/322-1075
29. Spa Hotel & Casino 100 N. Indian Canyon Drive Palm Springs, CA 92262	6 6,500	1,800 200	1963 1993	Agua Caliente Development Auth. California	230 20 4	\$59-189	CR,FP,GS,H,RS,R,N,FL,SC,FS,AS,SD	Ralph Thornton Bob Landry (619) 323-1461/325-3344
30. Indian Wells Resort Hotel 76-661 Hwy. 111 Indian Wells, CA 92210	7 6,000	4,800 380	1985 1992	L.R.K. West, Inc.	152 27	\$59-329	G,GS,P,LL,F,X,S,I,RS,CR,W,H,LL,CN,FP	Brad Welmer Susan Kiser (619) 345-6466/772-5083
31. Holiday Inn Riverside 3400 Market St. Riverside, CA 92501	9 5,600	2,100 290	1987 1994	Riverside Hotel Partners Ltd. Riverside, CA	286 5 9	\$88-145	P,GS,R,W,H,RS,TS,X,FP,N,FP	Robert Prevratil Rachelle Reutz (909) 784-8000/369-7127

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

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the facilities 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, 8560 Vineyard Ave., Suite 306, Rancho Cucamonga, CA 91730-4352. Researched by P. Swift. Copyright 1996 Inland Empire Business Journal.

Top Travel Agencies Serving The Inland Empire

Ranked by sales in the Inland Empire (1995)

Company Name/Address City/State/Zip	Sales I.E. Only	I.E. Staff	Business Mix Corporate Leisure	Systems Used	Specialties	Top Local Exec. Title Phone/Fax
1. Associated Travel International 2990 Inland Empire Blvd. Ontario, CA 91764	24 million	23	90% 10%	United Airlines, Apollo Focal Point, American Airlines Sabre	Corporate, Groups, Meeting Incentives, Leisure, Sports	Kevin Martin Vice President Operations/CFO (800) 969-2552/941-0714
2. Mega Travel Inc. 2410 Wardlow Rd. #110 Corona, CA 91720	7 million	20	50% 50%	Sabre	Open 7 days a week	Rose Mary Utesch / Jeanette Johnson President/Vice President (909) 371-MEGA/279-7798
3. Uniglobe Regency Travel/Cruise Vacations 701 N. Haven, #110 Rancho Cucamonga, CA 91730	6.4 million	13	70% 30%	Apollo Focal Point	Business Travel, Cruises, Incentive Groups	Jim M. Roberts President (800) 727-9227/(909) 941-0100
4. Uniglobe Crown Travel, Inc. 268 W. Hospitality Lane, Ste. 109 San Bernardino, CA 92408	4.1 million	8	70% 30%	Apollo Focal Point	Corp. Travel Mgmt., Cruises, Bus. Group Meet., Tours, Mun. Govt./Hosp., Schools	Norman H. & Eileen J. Monson Owners (909) 888-9650/888-4497
5. Uniglobe Maxima Travel 3711 Main Street Riverside, CA 92501	3.5 million	7	80% 20%	Apollo Focal Point	Corp. Travel Mgmt. Cruises Groups	Peggy Norton President (800) 333-9420/(909) 784-6918
6. VLP Travel 2012 N. Riverside Ave. Rialto, CA 92376	3.0 million	5	55% 45%	Apollo Focal Point	Small Business, Group, Cruise, Corporate, Incentive	Barbara Ott Owner (909) 874-1750/874-0926
7. Uniglobe Proficient Travel 14735 Ramona Ave, Ste. 104 Chino, CA 91710	3.0 million	7	65% 35%	Apollo Focal Point, Trams Southwest	Cruises, Packages Complete Corporate Travel Management, 24-Hour Service	Yeni Calf Owner (909) 393-5459/393-5464
8. Carlson Travel Network -I.E. Travel Bureau 402 S. Milliken Ave., Ste. E-1 Ontario, CA 91761	2.6 million	7	100% 0%	Apollo Focal Point	Corporate Government International	Theresa L. Bennett Owner (909) 390-3200/390-3206
9. Roadrunner Travel 74075 El Pasco Palm Desert, CA 92260	2.5 million	7	90% 10%	World Span	Corporate	R.B. Rickert President (619) 346-5665/346-5668
10. Carlson Travel Network/Bicknell Travel 27311 Jefferson, Ste 101 Temecula, CA 92590	2.4 million	5	40% 60%	Apollo Focal Point	Cruises, Tours, Groups International Air	Harry Jarvinen Owner (909) 676-6889/676-8579
11. Jones Travel Associates Inc. 2335 W. Foothill Blvd., Ste. 20 Upland, CA 91786	2.3 million	7	10% 90%	Apollo Focal Point TS2000XL	Cruises/Getaway Vacations, Tours	Mary N. West, CTC, MCC President (909) 920-9093/920-0339
12. INTERWORLD 6745 Carnelian Alta Loma, CA 91701	2.1 million	6	60% 40%	Sabre	Groups/Incentives, Corporate, Leisure, Cruises	Linda Parrish, CTC President (909)987-9000
13. Rancho Travel, Inc. 27491 Ynez Rd. Temecula, CA 92591	1.6 million	5	20% 80%	Sabre	Leisure, Vacations, Cruises, Tours, Fts, International	Susan Cohen President (909) 676-4141/676-4227
14. CTN Bonnie's Travel Service 12125 Day St., Ste. V213 Moreno Valley, CA 92557	1.1 million	3	25% 75%	System One	Tours & Cruises Full Service	Kim Barneb President/Manager (909)274-0820/274-0829
15. Julie Potts Travel Co. 1333 E. Foothill Blvd., Ste. 5 Upland, CA 91786	1.3 million	3	5% 95%	Apollo Focal Point	World Travel, Honeymoon Registry	Julie Potter Manager (909) 946-4333/946-6571
16. Escape Travel 9000-106 Foothill Blvd. Rancho Cucamonga, CA 91730	WND	4	50% 50%	Apollo Focal Point	Full Service Free Delivery	Jane Forsyth Owner (909) 980-3631/980-6178
17. Anderson Travel Service 700 East Tahquitz Palm Springs, CA 92262	WND	50	10% 90%	AA, Sabre	Travel, Cruises Groups	Lois Anderson Owner (619) 325-2001/325-5127
18. Tradewind Cruise & Travel 73425 El Pasco, Ste. 24A Palm Desert, CA 92260	WND	N/A	N/A	Apollo	Cruise, Hawaii, Europe, The World	Patricia Patzner Owner (619) 340-1111/340-6525
19. Corona Travel Service Inc. The Coast of Business Centre 98 E. Grand Blvd. Corona, CA 91719	WND	8	40% 60%	Sabre	Air, Rail, Tours, Cruises, Corporate Group/Incentive Complete Travel Management	Mark W. Costa President (909) 737-7000

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Convention and Visitors Bureaus

Lake Arrowhead

Lake Arrowhead Communities
Chamber of Commerce
P. O. Box 219
Lake Arrowhead, CA 92352
(909) 337-3715 • Fax (909) 336-1548
Mktg. Director: Leslie Saint McLellan

Victor Valley

Victorville Chamber of Commerce
14174 Green Tree Blvd.
Victorville, CA 92392
(619) 245-6506 • Fax (619) 245-6505
Contact: Michele Spears

San Bernardino

Convention and Visitors Bureau
201 N. "E" St. Suite #103
San Bernardino, CA 92401
(909) 889-3980 • Fax (909) 888-5998
Exec. Director: Dan Stark

Rancho Cucamonga

Visitors Bureau
Thomas Winery Plaza
7965 Vineyard Ave., Suite #F-5
Rancho Cucamonga, CA 91730
(909) 948-9166 • Fax (909) 599-5308
Exec. Director: Bob Lundy

Ontario

Convention and Visitors Bureau
421 N. Euclid Ave.
Ontario, CA 91762
(909) 984-2450 • Fax (909) 984-7895
Exec. Director: Sherry Hunter

Big Bear Lake Resort Assoc.

Big Bear Chamber of Commerce
P. O. Box 2860
Big Bear Lake, CA 92315
(909) 866-4607 • Fax (909) 866-5412
Road Condition (909) 866-ROAD
Contact: Rosemary Rehfuss

Palm Springs Desert Resorts

C. V. B.
69-930 Highway 111, Suite 201
Rancho Mirage, CA 92270
(619) 770-9000 • Fax (619) 770-9001
President: Michael E. Fife

Palm Springs

Visitors Information Center
2781 N. Palm Canyon Dr.
Palm Springs, CA 92262
(619) 778-8418 • Fax (619) 325-4335
Contact: Howard Jacobs

Temecula

Temecula Valley Chamber of Commerce
27450 Ynez Rd., #104
Temecula, CA 92591
(909) 676-5090 • Fax (909) 694-0201
Exec. Director: Alice Sullivan

Riverside

Convention Center
3443 Orange St.
Riverside, CA 92501
(909) 787-7950 • Fax (909) 787-4940
Pres: Joseph Prevratil
Exec. Director: Bill Miller

ADVERTORIAL

San Bernardino Hilton Launches "Directors Level" May 1

"Without a doubt the San Bernardino Hilton is the city's leading hotel," says General Manager Tim Jenkins. "Mid-week is especially buoyant and we reach sell-out situations frequently. Our small meeting rooms are also in such demand we often turn them over three times a day!

Jenkins attributes this success to constantly upgrading services and adding new facilities in response to market demand. The new "Director's Level," open May 1, will offer greater comfort, security, and pri-

vacy for the discerning traveler. The Polinere Restaurant and Courtyard has also seen sales soar with a new dinner menu featuring regional American cuisine and a California wine list second to none.

"Our Courtyard has to be the most romantic spot for dinner on Hospitality Lane," he says. Jenkins is generous with his praise: "Our success is due to a totally dedicated team and the cutting-edge research and technology provided by Hilton, the most respected name in the hotel industry."

WE WON'T MEET YOU HALFWAY!



Our dedicated team will go the whole distance to meet your needs. Whether it be a three-day convention for three hundred or a three-hour meeting for thirteen, you know the details will be in good hands. Call Beth Riley (Catering) or Dael Strange (Sales) to book your next meeting. (909) 889-0133 or 1 (800) 446-1065.

San Bernardino
Hilton

285 E. Hospitality Lane
San Bernardino, California 92408

The Perfect Travel Agent

by Jim M. Roberts

Finding the Right Advisor

As a travel agent, I acknowledge my bias in favor of the hard-working men and women of that calling. These are the people who assume the task of arranging your trips, leaving you to chart itineraries of business or fancy. Since a travel agency's commission is built into the airline ticket, cruise or tour price, hotel and car rental and does not increase the price of your trip, many of a travel agency's services are still free ... or are they at your expense?

Why use a travel agency if you can pick-up the phone or dial into a modem to reach United, American, Delta, Southwest, Hertz, Avis, Hyatt, Marriott, Carnival Cruise Lines, Princess Cruises, etc., etc.? For that very reason! Who has so much time on their hands to be able to make that many calls, discuss that many options and evaluate that many fares? If you or your secretary do, you need to get more business and stop wasting your time on the phone making travel reservations.

The professional travel agent will research, without bias, travel information from each supplier or airline and present you with the best options that meet your needs. And remember, the price of your trip is not affected. You can't call United and cut a better deal. Let your travel agent give you the options.

While the performance of a good travel agency can immeasurably enhance a trip, that of a marginal one can hurt it. Free service is no consolation when you arrive in Orlando, only to find your reservation at Walt Disney World's Grand Floridian Resort canceled, because your travel agency mishandled the confirmation. The trick is to select an agent intelligently.

Finding a Travel Agency

Don't ever assume that the agency with the largest *Yellow Pages* ad is best. Most agencies run ads because "the other guy" runs ads, and for most small agencies this is their only way of securing new customers. Just because they pay for an ad does not mean they can design or budget your travel.

Have you been contacted by a travel agency lately, either directly or in the mail? If they are aggressive for your business, most likely they'll be aggressive with your business. For personal and vacation travel suggestions ask a secretary at work

which one your company uses for its business travel arrangements. You may assume if your company continues to use this travel agency, its agents must be reliable and courteous with their service. Call them and ask if they have a leisure travel department.

To find a good business travel agency, solicit recommendations from friends and associates at other companies. Ask not so much whether the trip was enjoyable, but whether it was competently arranged. It is, after all, not your travel agency's fault that American Airlines canceled their flight, that it rained unseasonably in Maui, or that the waiter aboard their cruise was rude.

A simple phone inquiry may help you bypass the travel hobbyist, and proceed directly to the business travel professional or vacation specialist. A telling mark of a good outfit is the agent's ability to ask you questions about the business trip or vacation you are arranging, interviewing you before they plunge into a travel brochure or their computer reservation screen.

Professional agents want you to be comfortable with them and their services. "Travel supplier reputation," "cruise and vacation value," and "past client experiences" are all in their vocabulary. This type of agency will focus on a few key reputable travel suppliers — airlines, cruises, tour companies, car rental companies, hotel chains, etc. — in each area of the world. You can be more confident in that agency's recommendation for the success of your trip because these are travel suppliers they will use frequently and that have served their customers well.

If possible, visit the likely agency and judge its atmosphere. Is the office decorated as if it were a giant brochure rack, indicating that the agents are jacks-of-all-trades and a masters of none? While the world is our inventory, the professional travel agent has already narrowed down his or her field of expertise.

An agent cannot possibly know about all of those brochure destinations or about the reputation and financial stability of each travel supplier. Would you trust the agency's ability to competently coordinate your company's business travel, or your family's cruise vacation, amid this swap-meet clutter and chaos?

Selecting a Travel Agent

Be aware that below the level of manager, the only requirements for

becoming a travel agent are those the agency imposes. Thus, standards of competency and professionalism vary widely. The travel agency industry has been plagued for too long by travel hobbyists who were in "the travel business" instead of in "the business of travel." It's important to set your sights for the latter.

For example, at UNIGLOBE Travel and other fine agencies, ongoing formal travel agent training continues, simply because the travel industry changes daily and so do our client's business travel and vacation travel needs.

Don't hesitate to ask how long the travel agency has been in business. What is the experience level of the agent booking your business trip or dream vacation? Have they visited your destination, or booked your destination with some frequency so that they are familiar with your type of needs? Don't be offended if your agent has not been to the destination you are requesting, as long as you are confident with

their abilities. Despite the perception, not all travel agents can travel at their every whim, though we love to travel as much as you do.

The Travel Agency and You

The ideal agency-client relationship is grounded in rapport, a sense of shared understanding of your style, tastes and personal or company budget. State what you want and how you feel. Credibility works both ways, and as a repeat customer, you are likely to elicit from your travel agency and travel consultant a dependable, consistent performance trip after trip.

Jim Roberts is president of UNIGLOBE Regency Travel & UNIGLOBE Cruise Vacations, a large professional travel agency serving clients nationwide from its office in Ontario, Calif. He is a 13-year veteran of the travel agency industry and speaks nationwide on travel industry issues.

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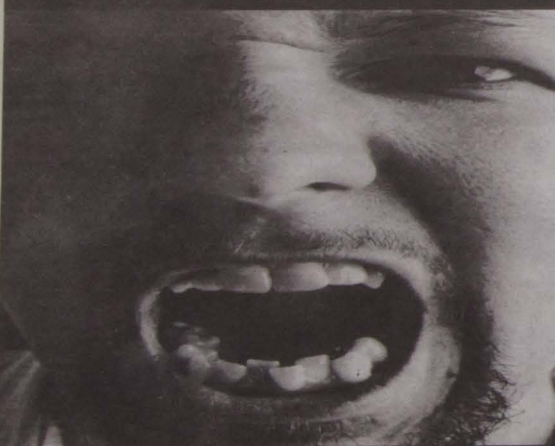
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Republicans kick-off campaigns ...

continued from Page 5

per couple, to hear Dr. Alan Keyes at the Ontario Airport Marriott.

The subjects of party unity and how to beat President Bill Clinton, a Democrat, in the November general election was the theme of Keyes' speech. A Baltimore talk-show host and former ambassador to the United Nations under former President Ronald Reagan, Keyes said his party could not defeat Clinton on the issue of the economy.

He told reporters earlier, "If we fight on economic grounds, we will not succeed. It's not the kind of economy that defeats an incumbent president. We're not in a recession, not in a depression, the economy is not in a bad condition."

Keyes told the campaign kickoff audience that the party's chosen candidate — which now appears to be U.S. Sen. Bob Dole of Kansas — must run on the issue of morality and the value of the family.

Keyes told his listeners the country is in "a moral crisis," involving loss of discipline, disrespect for others, and a precipitous rise in violent crimes committed by adolescents:

"We are seeing the result of our loss of control," said Keyes. "That's

the crisis right there, that's the face of our future."

Keyes said the moral crisis is punctuated politically by the Clinton Administration's pro-abortion stance. He said abortion's social



Patrick Buchanan spoke to supporters and the nation from Rancho Cucamonga.

dilemma is "the most important issue we face, it is the one that represents most clearly to us our moral destiny. ... It goes right to the heart of the family."

Speaking to reporters earlier in the day, Keyes endorsed the "flat tax" concept, and went so far as to say he favors repealing the 16th Amendment and abolishing a national income tax altogether.

Because "fiscal responsibility is essential," Keyes said he favors a

balanced budget amendment.

Keyes took exception with the international trade policies or the leading Republican contenders. "This economy is a diverse reality," he said, with agricultural and retail

sectors that are dependent international markets for success.

Another Republican hopeful, Patrick Buchanan, arrived in Rancho Cucamonga March 19 to stump for primary votes. Speaking before an estimated 600 enthusiastic supporters and a busload of national campaign trail reporters, Buchanan insisted his campaign had focused attention on the issues that will become the Republican platform at the nominating convention in San

Diego. His appearance was broadcast live on national television from the parking lot of the Best Western Heritage Inn.

Buchanan blasted Clinton and the United Nations for trying to impose a "New World Order" that subjects American citizens to international regulations, including the North American Free Trade Agreement (NAFTA) with Canada and Mexico, and the General Agreement on Tariffs and Trade (GATT) with European nations.

"They're not just trade agreements," Buchanan said, "they entail the surrender of the sovereignty of the United States."

Buchanan vowed that one of his first acts as president would be to "walk in with the Secret Service and shut down and fumigate" the National Endowment for the Arts; he said it is a federal agency that wastes taxpayer money by promoting and displaying what he termed are "dirty pictures."

Running second behind Dole until the California primary, Buchanan said his campaign was gaining ground for the party nomination. He conceded defeat after Dole won the state's Republican delegates.

Temecula Valley Promotes Tourism With Guidebook, Web Page

With the recent release of our new *Visitor's Guide*, we have experienced overwhelming response from the community to distribute the guide to visitors and prospective residents.

Several retail and tourist-related businesses are distributing the guides as well as local real estate offices. The real estate offices are providing a marketing research questionnaire that will be used by the city marketing team to focus its marketing efforts.

More than 25,000 guides are in the hands of visitors or are available at area businesses ready for distribution. In response to a recent advertisement in the *Los Angeles Times*, the chamber sent more than 1,000 guides within a two-week period.

Another information publication is being prepared. JSA Publishing is producing an official city map which will be available at the chamber office this month.

HOME PAGE TO PROMOTE TOURISM

The Temecula Valley chamber is also in the process of setting up a Web page that will give visitors and travelers instant access to information on accommodations, rental cars, recreation and attractions in the area. The Web site will also feature information on relocation, shopping centers, local organizations, and general information about local transportation, events, and government.

Visibility on the Internet will also benefit chamber members; a directory of members will be accessible for anyone interested in Temecula. The chamber and EDC's Web pages will be conveniently linked page-to-page so that potential residents and business prospects can easily move from each on-line area to retrieve information that will help them decide in favor of making Temecula home for their businesses and residences!

As more and more people go on-line, they find that they conduct much of their personal — and professional — business through the computer. So it makes sense that for a nominal charge and a few key-strokes, you can expose your business to thousands of potential customers by adding a home page to your chamber listings.

Here's how it works: as a member of the Temecula Valley Chamber of Commerce, you and your business will automatically be listed in the directory section of the chamber's web page. You can give your business extra exposure by purchasing your

own home page through the chamber's site. Your home page can advertise your company, product information, e-mail address, price lists, or whatever assets you can fit into this 50k page. With just a simple click next to your listing, browsers will be taken directly to your home page.

In addition, your home page can be linked to two other pages. That means if you have your own Web site, users will have even greater access to your company. Get your company on-line at a fraction of the regular cost by subscribing through the Temecula Valley chamber.

For more information, contact

CONNECTNET at (909) 693-3252, or the Temecula Valley Chamber of Commerce at (909) 676-5090.

CUSTOMER SERVICE IS ACCENTED

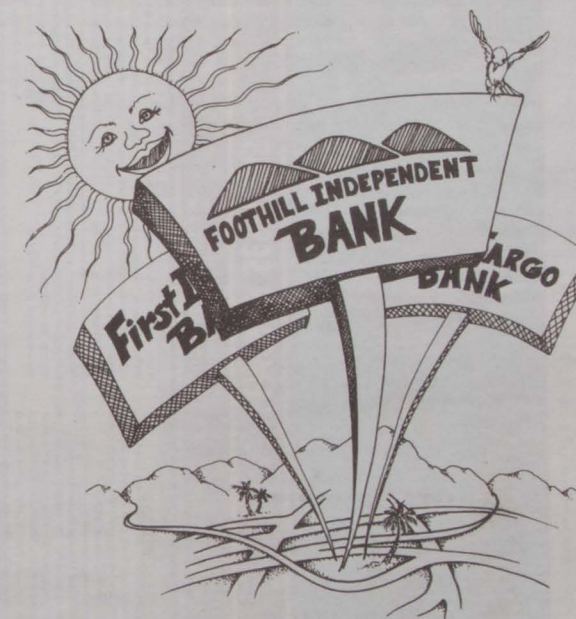
After attracting tourists, new businesses and residents, businesses need to keep customers. To that end, the Temecula Valley chamber's board of directors voted to implement an exciting new program called the "Customer Service Evaluation Program."

Each participating chamber member, at no cost, will receive a

one-hour introductory workshop. This workshop will explain how an on-going professional shopper program can increase a business' awareness of the needs of their customers, how to retain those customers, and how to measure levels of customer service and satisfaction.

In addition, after the workshop, chamber members will receive a personalized professional shopper visit to their businesses.

A report showing the results and analysis of the visit, including the evaluation criteria used during the visit, will be provided to the chamber member.



QUITE A FEW BIG BANK CUSTOMERS HAVE BEEN SEEN HEADING FOR THE HILLS.

Thank you to all big bank customers who have recently moved their accounts to nearby Foothill Independent Bank branches. It's no surprise because not only does Foothill provide the highest personalized service, but many of our branches are literally across the street from those big banks. Mergers can be very disconcerting and certainly can take a toll on customers. Now's the time to consider

moving your accounts. We want you to know that the Foothill Team guarantees the best personalized service, leading edge products, and immediate transfer of all your accounts. So if your bank has been or is about to be merged, purged or is losing its identity, call Foothill Independent Bank now at 1-800-500-5000. We'll help you find out why so many people are heading for the hills. Member FDIC

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1996 WOMEN & BUSINESS EXPO

FRIDAY, MAY 17

FEATURED SPEAKERS



Stacey A. Hilton, and Karen Blessing
Karen Blessing, R.N., is director of Cardiac Services at Pomona Valley Hospital Medical Center's Small Heart Center. Stacey Hilton, M.S., is coordinator at the Stood Health and Fitness Center at Pomona Valley Hospital Medical Center. Both speakers will motivate and inspire listeners to be proactive regarding their health. They will cover stress management issues and guidelines for basic health screenings.

Gloria Boileau



Gloria is an internationally recognized communications and image expert specializing in persuasive techniques. Her programs are based upon research verifying the powerful effects of subliminal and nonverbal communication which can have a profound impact on the performance of executives and responsiveness of clients.

Christine Bozar and Cheryl Marshall



Chris is the program administrator for the M.S. degree program in human resources design at the Claremont Graduate School. Previously she ran her own consulting company. Cheryl is an organizational development consultant. At Cal Poly, Pomona and at the Claremont Graduate School, she teaches undergraduate and graduate courses in organizational behavior.

Andrea Brandt



Andrea Brandt is a guest lecturer and has been a guest expert on the "Lezza Show," "Michael Jackson Show," and "Larry King Live," on the topic of women's roles and the psychological struggles between women in the workplace. Andrea is a licensed psychotherapist in private practice. Her partner will be Karen Kaye who has appeared on several talk shows, including "The Tonight Show" and "A.M. LA." with Regis Philbin.

Debbie Carroll



Debbie Carroll is an accomplished speaker and teacher who has founded her own training and consulting firm in an effort to help educate people to their purpose, potential, and the need to spend the necessary time developing a mental toughness for changing times.

Phyllis Clark



Phyllis has been an educator, lecturer and consultant in the fashion industry for over 10 years. In 1991, Phyllis joined the select staff of professionals for Nordstrom's Personal Touch. Her achievements include "1988 Woman of the Year" (ABWA), 1987 outstanding Women in Fashion, and 1980 Who's Who in America.

Steve Edgar



Called "Mr. Terrific," Steve Edgar is a dynamic motivational speaker. Steve works for Dow Jones & Company, publishers of The Wall Street Journal and Barron's. Steve speaks around the country, has appeared on television and has hosted his own radio talk show.

Sheri Dorn Giarmoleo

Sheri Dorn Giarmoleo is the community educator for the House of Ruth a domestic violence agency committed to contributing to social change through intervention, prevention, education and community awareness.

Erica Jagger Ph.D.



A top saleswoman, author of forthcoming book, "Soul of Success," a professional speaker, Dr. Jagger combines psychology, science, communication techniques and metaphysics to bring you a new paradigm for successful selling.

Ruth Klein



Ruth is the owner and president of The Marketing Source, an award-winning marketing and public relations firm. She is the author of "Where Did the Time Go? A Working Woman's Guide to Creative Time Management" and her latest book "Manage Your Time/Market Your Business."

Dr. Joyce Kupsh



Dr. Joyce Kupsh is the director of the multi-media design center and professor of operations management at California State Polytechnic University at Pomona.

Ruth Luban, M.A.



Private counselor and consultant, Ruth Luban, M.A. specializes in issues related to mid-life transition and professional burnout. An author and lecturer, she has over 25 years experience working with individuals, corporations and healthcare facilities. Her lively workshop offers solutions to the problem of burnout and strategies that can be implemented for immediate relief.

KEYNOTE SPEAKERS

MARCIA CLARK SPEAKS OUT ON GENDER AND JUSTICE



Marcia Clark



Marianna Nunes

SEMINAR SESSIONS

SESSION 1
9:50 AM - 10:50 AM

SESSION 2
10:55 AM - 11:55 AM

SESSION 3
2:15 PM - 3:15 PM



"I Didn't Mean What You Saw." Your visual impact can make or break your career. For a company to succeed, its staff must look, act and feel successful. Naturally, as a company's credibility increases, so will business and profits. *Gloria Boileau*



"Personal Time Management—Taking a Business Approach": By applying basic business principles, participants will learn to analyze their time expenditures that result from the many roles they play. *Christine Bozar/ and Cheryl Marshall*



"Developing Mental Toughness Amid Chaos & Change" Develop the ability to think clearly and pro actively while in the midst of "routine" stresses. *Debbie Carroll*



"Envisioning Sales for Super Success" This revolutionary approach to successful selling will empower you to nurture your client and yourself while producing extraordinary results with more ease, expertise and excellence. *Dr. Erica Jagger*



"Loving Yourself Healthy: How to Develop a Healthy Lifestyle and Create a Positive Body Image Without Gimmicks, Diet or Pills." *Barbara Whorley*



"Is It Burnout, or Am I Just Whining?" How to recognize burnout vs. stress, who burns out and why, and creative strategies for burnout prevention. *Ruth Luban, M.A.*



"Entrepreneurial Excellence" Learn the 10 secrets of highly-effective salespeople and successful entrepreneurship. How to get your customers to send you more customers. *Ann Sadakane*



"Adventures in Attitudes" Workshop shows participants the power of positive attitudes that can lead to greater productivity and success. *Mary L. Murshedi*



"Cybersmarts—Understanding the Information Super Highway": What is the Info Super Highway, and why is it important to me? How to make money in Cyber-Space. *Erik Phelps*



"How to Stay Motivated When Life Gives You Lemons": In this session you will be given the tools to handle the "lemons" in your life and make positive changes NOW. *Sue Podany*



"The Power of Health" The importance of taking control of your health and learning how to apply techniques for a proactive, consistent approach to personal wellness. *Karen Blessing & Stacey A. Hilton*



"What is a Woman Worth?" How is the feminine portrayed in the media and what does the media image of women promote? How are products sold to women vs. men. *Emily Teipe*



"Expect the Best and Get It" Learn how to remove the negative blocks in life that hold us back. Learn to be the best that you can be. *Sabrina Samuels*

"How to Assertively Communicate With Difficult People": Self-esteem and confidence—building techniques for communicating and coping with difficult people. Control emotions and assertively express your feelings and thoughts. *Sheryl Roush*

"Women and Power: An Emotional Perspective." Understanding feelings of envy, competition and anger in the workplace. *Andrea Brandt & Karen Kaye*

"Relaxing Your Business Wardrobe" The right business attire on "casual" days. *Phyllis Clark*

"Seize the Day and Make a Difference" Get the most out of life, take full advantage of every opportunity, and do it with a positive and enthusiastic attitude. *Steve Edgar*

"Domestic Violence: Reality, Rights and Why?" Over half of the women in the U.S. will be in a battering relationship at some point in their lives—power and control—what is it all about? *Sheri Dorn Giarmoleo*

"How to Create High-Impact Business Presentations": Learn how multi-media can improve your presentations. Expand your knowledge of creation and design principles for developing high-impact presentations. *Dr. Joyce Kupsh*

"The Glass Ceiling: An International Perspective." An examination of attitudes toward professional women in the U.S., Japan and Mexico. *Dr. Shanthi Srinivas*

"Esteem Yourself to Success" Get excited to make positive changes in your life! Goal setting to a higher self-esteem! *Marilyn Sherman*

"Adventures in Attitudes" Workshop shows participants the power of positive attitudes that can lead to greater productivity and success. *Mary L. Murshedi*

"Organized for Success!" Tips for taking control of your time, your space and your life. *Nanci McGraw*

"How to Stay Motivated When Life Gives You Lemons": In this session you will be given the tools to handle the "lemons" in your life and make positive changes NOW. *Sue Podany*

"Where Did the Time Go?, How to Make Time to Market Yourself & Your Business": This workshop will show you how to uncover hidden reserves of time to increase marketing and profits. *Ruth Klein*

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"Cybersmarts—Understanding the Information Super Highway": What is the Info Super Highway, and why is it important to me? How to make money in Cyber-Space. *Erik Phelps*

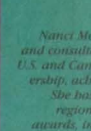
"What is a Woman Worth?" How is the feminine portrayed in the media and what does the media image of women promote? How are products sold to women vs. men. *Emily Teipe*

"How to Assertively Communicate With Difficult People": Self-esteem and confidence—building techniques for communicating and coping with difficult people. Control emotions and assertively express your feelings and thoughts. *Sheryl Roush*

"Loving Yourself Healthy: How to Develop a Healthy Lifestyle and Create a Positive Body Image Without Gimmicks, Diet or Pills." *Barbara Whorley*

"Organized for Success!" Tips for taking control of your time, your space and your life. *Nanci McGraw*

FEATURED SPEAKERS



Nanci McGraw
Nanci McGraw is a speaker, broadcaster and consultant who speaks throughout the U.S. and Canada on communications, leadership, achievement and professionalism. She has won more than 100 national, regional, state and local broadcasting awards, including two "Golden Mike" and six "Mark Twains." She is the author of "Organized for Success"



Mary Murshedi



Mary Murshedi has been an active member of Toastmasters International for five years. Mary is the author of "Five Habits of Highly Successful Toastmasters" published in the December issue of The Toastmaster. She is the community activities coordinator for the Los Angeles County Office of Education. She conducts self-esteem and motivational workshops for welfare recipients.

Erik Phelps



Erik Phelps is currently a regional manager for GTE. Mr. Phelps began his career as an associate engineer, having assignments in GTE Fiber Optic Products, GTE Laboratories Inc., and GTE Telephone Operations. As CDC Administrator for the Cerritos Project, he was one of several spokespersons for the five-year fiber optic field trial.

Sue Podany



Sue is the former director of "Shape" magazine's fitness camp and knows that personal fitness is a mind-body connection. With years of experience in sales, management and teaching people how to communicate, Sue brings a unique approach to her seminars. She is president of S.K. Podany and Associates and past president of the Greater Los Angeles Chapter of the National Speakers Association.

Sheryl L. Roush



Sheryl was one of the featured session speakers at the 1995 Women & Business Expo. She is an international trainer on managing negativity and assertive communication skills for women. Sheryl is one of four females accredited speakers worldwide through Toastmasters International and member of the National Speakers Association.

Ann Sadakane



Ann Sadakane is the president of Success Systems International. A sought after author, keynote speaker and seminar leader, Ann has performed over 800 hours in seminar time, keynote speeches and workshops for companies such as AT&T, Xerox, Prudential and ARCO since 1991. She is the author of "New Year's Resolutions: How to Make Them—How to Keep Them."

Sabrina Samuels



GEO of the Beckman Image Development Company, Sabrina specializes in image development and has been in business since 1981. Executive producer and host of the "Sabrina Samuels Show," she has been hosting her own talk show since 1990 in Oakland.

Marilyn Sherman



Marilyn Sherman has been speaking professionally for 10 years, and for the last 3 years she has been speaking for SkillPath Seminars.

Dr. Shanthi Srinivas



Dr. Srinivas is a professor of management and human resources at California State Polytechnic University. Her major field of study is organizational behavior.

Emily Teipe



Emily Teipe is a history professor who also teaches women's studies at Fullerton College.

Barbara Whorley



Barbara runs her own business Positive Body Images—a philosophy on developing a healthy lifestyle and body image. She teaches a seven choice program so you can stop diet mentally, cut the yo-yo string for good, get fit and healthy without purchasing high priced DIET products that don't work. She gets you moving with humor and sensitivity.

PROGRAM

7:00 AM	Registration Booth Display - Networking	10:55 - 11:55 AM	Session 2
8:30 - 9:40 AM	Keynote - Marianna Nunes	Noon - 2:00 PM	Lunch - Keynote Marcia Clark
9:50 - 10:50 AM	Session 1	2:15 - 3:15 PM	Session 3
		3:15 - 4:00 PM	Network Reception Booth Display

REGISTRATION

Registration fee includes: Lunch, three learning workshops, keynote speakers and networking reception.

PRE-REGISTRATION REQUIRED: The full-day pre-registration cost is \$89 per person prior to April 25, thereafter \$99. (Groups of 8 or more may purchase tickets at \$85 per person until April 25.) You may pay by check or Visa/MasterCard.

RIVERSIDE: Friday, May 17, 1996, 7:00 AM - 4:00 PM

LOCATION: Riverside Convention Center
3443 Orange Street, Riverside, CA
(behind the Holiday Inn Riverside Hotel)

MAIL PAYMENT AND REGISTRATION FORM TO:

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Please charge my (circle one) MasterCard Visa			
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Cancellations: In the unlikely event that you are unable to attend, we are willing to accept a substitute in your place. All cancellation requests must be in writing and received by May 1, 1996 for a full refund less \$25 cancellation fee. No refunds can be granted after May 1, 1996.			
Indicate below the letter of your first, second and third choices for each session.			
	SESSION 1	SESSION 2	SESSION 3
Choice 1			
Choice 2			
Choice 3			
Advisory Sponsor (If Any)			
Marketing Sponsor (If Any)			

Airlines

Ranked by Passengers Carried 1995 • Ontario International Airport and Palm Springs Regional Airport

Airline Address City/State/Zip	Passengers Carried 1995 Ontario Palm Springs	Growth 1994 vs 1995 Ontario Palm Springs	Reservations Headquarters	Top Local Exec. (Ontario) Title Phone/Fax	Top Local Exec. (Palm Springs) Title Phone/Fax
1. Southwest Airlines, Co. 265 S. Randolph Ave. #125 Brea, CA 92621	2,786,535 N/A	10.59% N/A	(800) 435-9792 Dallas, TX	Sheryl Hoban Area Marketing Mgr. (714) 256-4911/670-3051	N/A
2. United Airlines 1200 Algonquin Rd. Elk Grove, IL 60007	918,972 109,802	4.88% 7.03%	(800) 241-6522 Elk Grove, IL	Al Turner General Manager (909) 359-8600/359-8621	Peg James General Manager
3. American Airlines Ontario International Airport Ontario, CA 91761	527,175 252,957	-36.82% 12.22%	(800) 433-7300 Fort Worth, TX	Carl Perriello General Manager (909) 391-8440/391-6450	Jim Obeker General Manager
4. America West Airlines 4000 E. Sky Harbor Blvd. Phoenix, AZ 85034	609,630 34,947	0.06% 20.51%	(800) 235-9292 Phoenix, AZ	James Mog Station Manager (602) 693-5732/(602) 693-5546	N/A
5. Alaska Airlines 6033 W. Century Blvd., Ste. 560 Los Angeles, CA 90045	464,018 139,955	49.52% 28.63%	(800) 426-0333 Seattle, WA	Maria Rosenberg Director of Sales, So. Region (800) 426-0333/(310) 337-0202	Maria Rosenberg Director of Sales, So. Region (800) 426-0333/(310) 337-0202
6. Delta Air Lines 6150 W. Century Blvd. Los Angeles, CA 90045	475,183 32,567	-1.71% -16.26%	(800) 221-1212 Atlanta, GA	Kevin Smith Regional Director of Sales (310) 216-2200/417-2800	Ken Talley Station Manager
7. Skywest Airlines Ontario International Airport Ontario, CA 91761	n/a	n/a	(800) 453-9417 St. George, UT	Marilyn Lekkerkerk Station Manager (909) 983-1228	Ken Talley Station Manager
8. Reno Air Ontario International Airport Ontario, CA 91761	183,067 N/A	13.84% N/A	(800) Reno-Air Reno, NV	Dennis Madden Station Manager (909) 467-2501/467-2506	N/A
9. Northwest Airlines 5101 Northwest Dr., Bldg. A St. Paul, MN 55111	153,549 N/A	-11.61% N/A	(800) 225-2525 St. Paul, MN	N/A	N/A
10. United Express 3400 E. Tahquitz Canyon Way Palm Springs, CA 92262	N/A 102,679	N/A 20.76%	(800) 631-1500 Chicago, IL	N/A	Peg James General Manager (619) 778-5690/778-5966
11. Trans World Airlines Ontario International Airport Ontario, CA 91761	67,555 N/A	N/A	(800) 221-2000 St. Louis, MO	Bob Wade Manager	N/A
12. American Eagle P.O. Box 619616 DFW Airport, Texas 75261	N/A 51,656	N/A -17.12%	(800) 433-7300 Fort Worth, Texas	N/A	Jim Obeker General Manager
13. US Air Express One Terminal Way Ontario, CA 91761	18,740 26,807	-24.52% 18.28%	(800) 428-4322 St. Louis, MO	Erica White Customer Service Manager (909) 988-2840	Rhonda Sellars Station Manager
14. United Express/ Mesa Airlines 2325 30th St. Farmington, MN 87401	34,192 N/A	19.64% N/A	(800) 241-6522 Farmington, MN	Al Turner General Manager (909) 359-8600/359-8621	N/A

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the airports and airlines 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, 8560 Vineyard Ave., Suite 306, Rancho Cucamonga, CA 91730-4352. Researched by P. Swift. Copyright 1996 Inland Empire Business Journal.

New Garment Bag Offers Business Travelers Convenience and Flexibility

Evetti's launch of its pullable garment bag with a revolutionary "green button" and A-shape design has made business traveling easier at the touch of a button, according to Dr. Brian Lee, chief executive officer, chairman and founder of Evetti Inc., a luggage and travel accessory manufacturer in Irvine, Calif.

"Busy travelers will appreciate Evetti's pullable garment bag that combines the convenience and flexibility of a carry-on with the stability and practicality of a heavy-duty suitcase on wheels," said Lee. "Travelers can now save significant time and hassles."

At the press of Evetti's green button, a sturdy A-shape design deploys to provide the user with exceptional maneuverability and stability of the bag to negotiate crowded airport terminals and walkways. The bag easily closes back to a lean profile by simply lifting the shoulder strap.

The Evetti pullable garment bag is specifically designed for the wear

and tear needs of the frequent traveler. It features double-reinforced zippers, genuine leather handle and four heavy-duty wheels for travel over a variety of surfaces that range from carpet to asphalt. The casing is made from sturdy ballistic nylon that



Designed for frequent travel, the garment bag features a unique A-shape design that deploys at the press of a green button.

can withstand even the most rugged of baggage handlers. The entire bag

folds to a height of approximately 23 inches, making it easy to store in an overhead compartment of a plane.

Designed as a garment bag, busy travelers can actually pack for a week; storing numerous suits, shirts and pairs of shoes, along with the



The Evetti pullable garment bag's rigid edges offer more room for clothing with less wrinkling for up to a week of travel.

usual traveling accouterments. Ample storage areas include pockets

for shoes, shirts and toiletries as well as a wide, shallow zippered compartment for passports, tickets and luggage straps.

The Evetti patent-pending pullable garment bag was designed by Young Kim of INNO, a Gold Industrial Design Excellence Award (IDEA) winning designer.

With business ventures in the United States and abroad, Evetti's principals, Lee and Kim, travel extensively; together they have flown more than four million miles. The result of their travel frustrations with existing baggage options is the Evetti pullable garment bag design. Founded in 1994, Evetti provides the frequent traveler with solutions for luggage and travel accessory needs.

The bag is black, retails for \$229 plus shipping and handling; it is available directly from the manufacturer by calling (800) 4-EVETTI [or (800) 438-3884]. For corporate information, call John Sunu, vice president of sales and marketing at (714) 859-8426.

Tour the eight desert cities ...

continued from Page 13

the premier musical events of the desert, and New Years Jazz at Indian Wells, a four-day festival each New Year's Eve weekend.

La Quinta may be the youngest of the desert resorts, incorporated in 1982, but it's also home to the oldest resort in the Coachella Valley. The city has developed an international reputation for world-class golf at PGA West.

Spring and fall bring editions of the La Quinta Arts Festival, nationally acclaimed art events. Sculptureland is a community garden of art. Rugged natural landscapes, lively restaurants and nightclubs, and hot air balloons floating overhead add to the local color.

Nestled at the base of the Santa Rosa Mountains, the city enjoys the warmest winter climate.

As the oldest, and now largest desert city with a population of 45,000, Indio is home to the National Date Festival and Riverside County Fair — celebrating its 50th

year — two Indian gaming centers, polo fields, an equestrian center and date gardens galore.

Indio is a fascinating blend of city life and small town flavor, with local culture alive and well in the community.

Indio's annual International Tamale Festival on the first Saturday in December can spice up anyone's holiday season, and the yearly Southwest Arts Festival and California Desert Circuit Horse Shows can enrich any visitor's perception of the desert.

Indio is also your stop for grapefruits and dates.

For more information on the Palm Springs Desert Resorts — Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage — call the Palm Springs Desert Resorts Convention and Visitors Bureau at (800) 417-3529, or visit the bureau on the Internet at <http://www.desert-resorts.com>.

Temecula Balloon & Wine Festival ...

continued from Page 16

Saturday admission, gates open at 6 a.m.: \$12 per adult; juniors from seven- to 12-years-old, \$3; children under six are free.

Sunday admission, gates open at 6 a.m.: \$10 per adult; juniors from seven- to 12-years-old, \$3; children under six are free.

Concerts: Saturday:	3 p.m.	The Guess Who
	5 p.m.	Blood Sweat and Tears
Sunday:	11 a.m.	Little Chris and The Nightcrawlers
	1 p.m.	Hotel California, a tribute to The Eagles
	3 p.m.	Eddie Money

Tips for attending

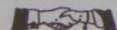
- Arrive early — the balloons launch at 7 a.m., weather permitting, and remain airborne until dusk when they gather for the evening balloon glows.
- Dress in layers — mornings are crisp and the afternoons usually warm up to about 80 degrees.
- Bring a blanket — the entire festival is held within the Southeast Riverside County Multi-Species Reserve at Lake Skinner County Park. Concert seating and balloon glow seating is on grassy lawns of the park. No chairs or coolers are allowed, except for those with qualified medical needs.
- Stay for the weekend — The festival site is a beautiful place to camp. Full recreational vehicle hookup sites are available within the Lake Skinner campgrounds. Reservations open in January and close fast. For information, call (800) 234-PARK [234-7275]. For ticket and event information, call (909) 676-4713.

MAY 17

WOMEN & BUSINESS EXPO

World Wide Web Home Page/Site Addresses

- Bank@Home, Union Bank's Internet Banking Center
<http://www.tdmi.com/union>
- City of Ontario
<http://www.ci.ontario.ca.us>
- Coldwell Banker Online™
<http://www.coldwellbanker.com>
- Enterprise for Economic Excellence, San Bernardino
www.eee.org
- LA TRADE, TradePort, U.S. Department of Commerce
<http://tradeport.org>
- Palm Springs Desert Resorts Convention and Visitors Bureau
<http://www.desert-resorts.com>



BARTER EXCHANGE

(The Personal Touch)

Additional Business through Bartering

Why lay out hard earned cash for your business expenses when you can be bartering and paying for them with additional business we send you?
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Sunkist Posts Record Sales

Sunkist Grower's Inc., a worldwide leader in the production and distribution of citrus fruit products based in Ontario, posted record sales in 1995 and named its leading "brokers of the year."

Mark DeBellis, associate director of Sunkist Consumer Brands in Ontario, said the company posted record sales levels due to the efforts of brokers such as Apex Sales & Marketing, Cutler-Howell, and Wyum Brokerage. DeBellis said, "These firms have achieved incredible levels of success. We look forward to working with them in 1996."

Apex Sales & Marketing earned Sunkist's award for sales performance in the refrigerator juice category. The brokerage firm, located in Phoenix, increased Sunkist's market share on its new Premium and Growers' Blend

juices by 80 percent in 1995. Those products include orange juice, grapefruit juice and lemonade.

Cutler-Howell of Dublin, Calif., won the award for sales in the frozen juice category. According to Glenn Llopis, senior manager of consumer sales for Sunkist, Cutler-Howell attained 100 percent distribution of frozen orange juice in northern California, and increased frozen lemonade sales by 30 percent from the prior year.

Las Vegas-based Wyum Brokerage was honored for top sales in Sunkist Consumer Brands' food service category, reaching 100 percent of sales plan. DeBellis said the 33-year-old produce broker solidified Sunkist's entry into the Nevada market area, and achieved new item distribution objectives there.



Sunkist honored Cutler-Howell of Dublin, Calif., as its "Retail Broker of the Year" in the frozen products category. From left, Glenn Llopis, senior manager, and Chris Anderson, retail manager, with Sunkist Consumer Brands; Bob Cutler, president of Cutler-Howell; and Mark DeBellis, associate director with Sunkist Consumer Brands.

Prisons: A growth industry ...

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Federal Prison Proposed for Victorville

The U.S. Department of Justice, Bureau of Prisons plans to open a federal corrections complex on 1,900 acres of land that was part of the former George Air Force Base. The complex will have two prisons: a 1,100 bed medium-security facility, and a women's work camp. The complex is due to open in 1998.

"One of the advantages of having a federal prison over a state prison is the direct cost to operate the prison," said Mayor Terry Caldwell. "They don't use local funds. It is a tremendous shot in the arm for the Victor Valley. It will help the Victor Valley to get back on its feet after the closing of the air base.

"It will help the local economy — with the prison buying materials here to build the prison, hiring local construction workers to build the prison — and after it opens, the prison will hire 850 full-time people," Caldwell said. "It will also attract people to move to the Victorville area because the cost of buying a house here is a lot less, in the low \$100,000s."

Mike Rothschild, Victorville's mayor pro tem, said, "The long-term benefits look very, very promising. We can only win. When the Air Force base closed, there were 4,000 jobs lost. But now, with the opening of the federal prison, the Victor Valley is in the top 10 for growth rate in the country and is leading in the recovery in the state of California. This is one of the best

things that has happened to the desert in years. It will bring a lot of new businesses to the valley."

Debbie Ream, public information officer for the city of Victorville, added, "It is a boost to the economy and it has been proven that federal prisons make good neighbors because they are not a problem to the city that they are in."

The costs of incarceration

With over thirty prisons statewide and more than 130,000 inmates, California has, by far, the largest prison system in the United States. The prison system is a growth industry in California. This is why the state is turning to privately-owned and operated prisons as a way to cut costs. The prisons in California cost \$120,000 per cell per year to operate, which amounts to about \$300 million for each new facility that is built.

"They are going to have to cut the cost of prisons or there will not be new prisons built in California," said state Senator Daniel E. Boatwright, D-Concord. "We have to look for alternate ways to pay for the prisons, even if it is the private industries or the federal courts that have to take over the state prisons, then so be it."

Private industry alternatives

With 22 states allowing private prisons, the industry has caught the

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Office 95: Is it worth the upgrade? Part 2 of 2

by Carlene Jones

For those of you with computers which have Pentium processors, more than 12 MB of RAM, are on a network and/or utilize remote access, and you are already using Microsoft products as an integrated system, Office 95 does offer new capabilities that you may want to look into.

Not that the product has truly been enhanced, but the one book that comes with the program is geared toward showing you how to use Office 95 in more of a group environment. No longer are there technical reference manuals.

The publisher does suggest which one of its reference books you should purchase, if you want to know anything in-depth about the products. The *Getting Results* manual is easy to read and understand. It assumes you already know how to use each of the products and only skims over basic instruction. It is specifically geared toward achieving a finished product using the program. Many of the sections walk you through "wizards" that come with the program.

Wizards are small programs that walk you through the process of setup and design. Office 95 is packed with them. Access 7.0 offers a variety of wizards that create databases for you, including ones to track your music collection, inventories and contracts. These take a while for the computer to generate, but they can be somewhat modified and take all the work out of creating your own original databases.

For those who import data from other sources into Access, there is a new Table Analyzer Wizard. If you choose "I Would Like a Wizard to Analyze My Table After Importing the Data," the analyzer will analyze the data and suggest how it should be broken into smaller tables. It will set up relationships for those tables, and give you the opportunity to correct repeated data. The command will also design queries for viewing and updating the data.

If you keep your data in Excel, but would like an Access front end, you can now use Access Forms and

Reports right from Excel. This is a nice feature. Although Access is a great program, it isn't the place for heavy math — Excel is — and the Data Form feature has always been lacking in functions. This new combination brings the power of both programs together and is far more efficient than the older version.

Staying true to its effort to display Office 95 as an integrated system for groups, Microsoft has updated Excel so that more than one person can work on a list or database at one time. The programmers have even included a "Template Wizard With Data Tracking" that creates electronics forms. You may use them to gather data from your co-workers that is automatically sent to the specified database. The old version of Word offered Form Fields, but you weren't able to disseminate the information collected; this new feature in both Excel and Word is something we have been waiting for.

PowerPoint also has a new feature that is long overdue. This new version offers animation effects that can be applied to individual objects. Now instead of simple text-builds, you can have a single object slide onto your page or slowly appear. Sound can be incorporated into the animation and you get to choose whether the object appears automatically or with the click of a mouse.

Of all the programs that came with Microsoft Office, PowerPoint needed the most upgrading and it appears it has gotten it. A new feature called Pack and Go lets you take all of the files with you, including linked and multimedia ones, by compressing them and saving them on multiple disks. You can review your presentation across the network with Presentation Conferencing or access your speaker's notes, capture audience comments, and keep track of time while controlling the presentation on a second computer with the Stage Manager Tool.

Word also has a new Pack and Go-like feature called Viewer, minus the compression function which is found on the CD version only. This is a stand-alone utility that lets you send a Word document to someone who doesn't have Word. Non-Word users may not be able to edit the document, but they can view and print it.

You can also now edit, write, format, and mail messages via e-mail using Word as your word

processor. If you use the Internet, Internet Assistant will convert Word documents into Hypertext Markup Language and let you switch between "editing" and "browse" modes with its built-in Web browser.

If you are just sharing your work internally on a network, Word has included a few new features to enhance the group effort. One feature, although relatively small compared to some of the wizards, is the varied-color highlight pens. Now you can mark text you want reviewed with an actual highlight pen in the color of your choice. Of course it doesn't print, but when you have something you want to make sure your electronic reviewers will see, you can drag a bright yellow pen across it. This doesn't replace annotations, especially voice ones, but it does prevent reviewers missing certain sections.

Typos are easier to catch now, too, with the new spell checker in Word. As you type, all misspelled words are underlined in red. A quick click of the right mouse button lets you fix them at once. If you need to change a word completely with Find and Replace, the Word upgrade will not only change that word but will also change all variations of the word. So, if you need to change the word "sell" with "buy," it will also change "sold" to "bought" and "selling" to "buying." This may seem minor to many readers, but to writers and editors this is a long-awaited upgrade.

Basically the improvements in Office 95 are not major, but if you buy the CD version, there are numerous utilities, images, PowerPoint templates — including textured backgrounds — clip art and multimedia files that you don't currently have which can enhance your working experiences, especially if you are working within an electronic group.

That's the focus of Office 95: application, integration and group working. If you are on your way to full automation and love Windows 95, go out and upgrade. If you're still struggling with getting out a single document and think Excel is for accountants, then master what you have.

Microsoft Office is the best suite of products on the market, but as with everything else, if you don't utilize its potential, then it isn't worth the price you paid. Look at how you operate now and put together a plan that will minimize paper output, repetitive tasks and in-basket slack time.

With the way things are moving, many of us will soon be working remote locations and will be required to know more than just how to type. So, get into it now and be prepared for the next upgrade which will surely be a Gates'-ward into the 22nd century.

Carlene Jones is the training director at Word Comp Associates in Rialto. She is available to schedule training sessions for your business and may be contacted at (909) 877-9310.

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Spay, Neuter and Leash Your Computer

by Steve Heaton

If you have family pets, such as dogs or cats, you know you need to take care of them and control them. If you run a business, a lawsuit could be headed your way if you do not have control of your PC (personal computer) population.

Nowadays the PC is almost considered part of the work crew; a few years ago *Time Magazine* voted the PC as "man of the year." But the PC is not totally tame — it is critical in these days of high-tech equipment and new legal rulings to keep the wild personal computer under control.

The issues of PC control are varied: protecting against viruses; software copying and piracy; hardware inventory; physical security and earthquake safety and control. Each one of these has legal ramifications.

If you don't have control of all of these factors as an employer, you could be headed for trouble. The remainder of this article will show you some ways to help manage the safety and security of your computers.

VIRUSES

The virus problem is becoming very well known. Viruses have wiped out critical programs around the world, and many thousands of work-hours have been used trying to get rid of them, and to recover lost data. If you are in charge of important information stored on a hard disk, and if you don't back it up or check for a virus, you could be liable for the loss.

Because of the common and widespread problems caused by computer viruses, software manufacturers have been including virus detection enhancements in a lot of programs. Now even operating systems like DOS — the IBM platform's basic disk operating system — have virus detection programs in them. The wise thing to do is check all the PCs under your control at least once a week for viruses.

LICENSE AGREEMENTS

After being in the personal computer business since the beginning, and after spending over 10 years at a cutting-edge management information systems (MIS) department in the aerospace industry, I would say that violating license agreements is actually the biggest problem — for two reasons.

First, it is very easy to violate the software's license agreement, even

with the best intentions. In most cases, if you put one piece of software on two computers, you have just violated its license agreement.

Second, with the ease of violating a software license agreement, there is a big fine that may come with it. Most software manufacturers are members of the Software Publishing Association in Washington D.C., which has an anti-piracy group that publishes advertisements advising against software piracy. It also aggressively seeks prosecution for those who violate license agreements.

All it takes is one disgruntled employee, or ex-employee, to blow the whistle and your company may be served with a legal instrument (like a subpoena) that requires you to show that you have a software package for each computer using it. If not, you get a lawsuit which may be criminal as well as civil.

To keep problems from accruing, you may institute a corporate policy that mandates some type of disciplinary action or termination for any employee found violating license agreements. Another avenue of protection is to have employees sign a statement that they will not violate the license agreements when being issued new software. After that, you must constantly audit the PCs to find out what software is on them.

With early legal decisions like *Backus v. Finkelstein* — 23 F.2d 357, 364 (D. Minn. 1927) — and many after that, it is clear that corporate officers are responsible to keep clear and accurate records on corporate assets to prevent fraud. In the legal climate today — with all the lawsuits — if anything goes wrong because you do not have accurate records on your PCs, you may have opened your door for an unwanted lawsuit.

INVENTORY

When you need to upgrade your computers, you need to know what you have so you also may know what is needed. With that information, you can present a clear plan to the chief financial officer and give him or her cost figures to make informed decisions. You need to go to each PC to get its serial number, that of its CRT (cathode ray tube, or video monitor) and the keyboard. Then find out what types of hardware are appurtenant and keep records on them.

HARDWARE SECURITY

There are other aspects that need to be considered when taking care of your computers, such as the security of the physical computer. Things here that need to be considered are anti-theft security and earthquake security.

One is theft of the computer; to prevent this you must attach the computer to a chain or a cable and anchor it to a desk. Anti-theft cables are available from catalog computer suppliers.

Another security item is a special security screw that can be used to prevent internal memory cards, or other special processing cards, from being stolen. Once you inventory the computer, you will want to keep it in the same configuration — these security screws will prevent people from opening it up and changing things at will. This type of screw is available from special suppliers and machine shops.

There are also earthquake devices that attach the computer to the desk so it will not fall off during an earthquake. These are different from the anti-theft devices. The anti-earthquake devices have no special anti-theft security features.

Putting all your business information into a database, and keeping

up software and hardware, are large and ongoing tasks that take a lot of work-hours. But the effort and result is like an insurance policy.

If you have current records and you are asked to show proof of ownership of your software or hardware, you can. When you produce this information, as well as a list of the things that your company has done to prevent fraud or piracy, your company is in a very strong legal position to defend itself before a software company or in court.

It is well worth the effort of keeping control of your PCs. It helps prevent lawsuits and keeps you out of jail. If you can't control your wild PCs, have it done by a company that offers this service.

Steve Heaton is the owner of Crown Business Systems, a consulting firm that audits, inventories and secures PCs for companies. This article is from the presentation "How to Spay, Neuter and Leash your PC," which is available free to qualified groups. To book speaking engagements, contact Center Stage Productions at (909) 371-2361. Heaton may be reached by voice-mail at (909) 512-1374.

FILM PRODUCTION CONTRIBUTES \$34 MILLION TO INLAND EMPIRE ECONOMY

The Inland Empire Film Commission hosted more than 400 productions in 1995 — feature-length films, television shows, commercials, music videos and still photography shoots. That number is larger than what most other states and foreign countries produce in a year.

Based on a Peat Marwick study of average daily expenditures for location production in California, the film industry contributed at least \$34 million to the Inland Empire's economy last year.

"According to research between 1993 to 1995, Inland Empire Film Commission projects have increased a phenomenal 700 percent in just two years," said Brian Collins, president and chief executive officer of the Inland Empire Economic Partnership (IEEP). "In San Bernardino County alone, there were 262 completed projects resulting in 913 days of filming, which contributed at least \$23 million to that county's economic development in 1995."

The Inland Empire Film Commission was formed under the auspices of the IEEP to provide free services to the entertainment industry in order to promote economic development within communities of Riverside and San Bernardino counties. The IEEP functions as an economic development group with membership including the two counties, 27 cities, and 120 private companies.

"The Inland Empire has become Hollywood's largest backlot because of our diversity," said Sheri Davis, film commission director. "From green wilderness to snow-capped mountains and picturesque deserts; from small towns to bustling big cities or foreign look-alikes."

Davis said that she used to tell people that the Inland Empire had every possible feature within its 27,000 square mile area except an ocean. "Then, a location manager called to tell me I shouldn't say that anymore because the Salton Sea is frequently used as a 'double' for an ocean," she said. "Not long ago, a

crew had an urgent need for a desert with a river running through it. We showed them the Colorado River."

The Inland Empire's diverse location attributes have been used for scenes in classics like *Gone With the Wind*, *Magnificent Obsession* and *Duel in the Sun*. More recent location shots include *Broken Arrow*, the current box office hit, as well as *Nixon*, *Terminal Velocity*, *Black*

Sheep, and *A Weekend in the Country*. In all, 407 completed projects were shot in 1995, compared to 129 in 1994, and 54 in 1993.

"The success of the film commission has been due to a cooperative team effort by the region," said Davis. "People from city and county staffs have welcomed and embraced the film industry, and the diversity of our area has made the job easier."

CinemaStar Announces Improved Earnings

CinemaStar Luxury Theaters announced financial results for the three months and nine months that ended Dec. 31, 1995. Total revenue and net income exceeded the same period last year.

"The results for the quarter show that we can continue to grow our business while holding down cost," said CinemaStar Luxury Theater President John Ellison Jr.

Total revenue for the three-month period was \$2.99 million, compared to \$2.54 million for the same quarter in 1994. Net income was \$64,814, or 1 cent per share, compared to a loss of more than \$535,000 the previous year.

The nine-month figures showed reductions in net losses for 1995 over the previous year's figures for the same period.

Ellison noted that the revenue and expense results include three months of operations at the Chula Vista 6 Theater that his company acquired

from United Artists in August 1995.

He said, "Over the next six months we will more than double our number of screens, and we are committed to seeing that the new theaters have a positive impact in their markets, as well as on the company's operations."

CinemaStar opened its largest theater March 21 — a 14-screen Ultrplex at the Mission Grove Plaza in Riverside. Two 10-plexes are scheduled to open this summer — one adjacent to UC Riverside at University Village, and another in Buena Park.

The San Diego-based company's film theaters incorporate high-quality projection and audio systems, including digital sound and LucasFilm's THX Sound environment, high-back reclining seats and extra-wide aisles between rows.

CinemaStar Luxury Theaters (NASDAQ: LUXY) completed an initial public offering of common stock and warrants in February 1995.

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Safariland Meets International Standard

Safariland Ltd. Inc. — an Ontario-based maker of body armor, holsters, police duty gear and specialty automotive products — received certification that its manufacturing procedures met the ISO 9001 Quality Standard.

"It's the Olympic Gold Medal equivalent in the competitive world of international business and industry," said company President Scott O'Brien. "This is a milestone that opens a new chapter of growth and global competitiveness for Safariland."

"We're the only U.S. maker of law-enforcement body armor to have qualification for ISO 9001 registration. We're expecting ISO registration to trigger an increase in orders, both in domestic and international markets."

ISO 9001 is a comprehensive quality standard issued by the International Organization for Standardization (ISO) in Geneva, Switzerland. It covers quality aspects of product design, manufacturing, installation and service.

O'Brien said Safariland's ISO certification provides the company, its employees, its clients, and the Ontario area significant added benefits. He said the certification enables the company to better meet stringent

automotive standards, expands its opportunities in the global marketplace, and provides additional quality assurance for federal, state and local agencies that might adopt the ISO standard in the future.

The president said meeting the international standard benefits Safariland employees by requiring an effective and aggressive internal quality auditing system which may result in corrective actions in the manufacturing process that become part of a systematic routine, reducing the time workers devote to recurring problems. O'Brien said the more structured work methodology will enable employees to concentrate on customer service.

The company also expects to benefit its workers and the community through enhanced international prestige. "Simply by being more competitive, job security for our workers will be increased," O'Brien said. "We're forecasting substantial growth for Safariland in both domestic and international markets. This can result in more jobs, more secure employment for our workers and more business for ourselves and our suppliers."

For the last 10 years, the manufacturer conducted a total quality

management (TQM) program aimed at achieving continuous improvements in manufacturing, inventory management and other processes. The ISO on-site audit was conducted by SGS International Certification Services Ins. Safariland will be listed in a registry identifying it as an ISO-certified manufacturer. In compliance with ISO guidelines, periodic audits will be conducted to ensure that the company's quality system is being maintained.

Safariland Ltd. Inc. is a \$50 million, privately held company that was founded in 1955. Aside from being the largest domestic manufacturer of personal gear for law enforcement professionals, the company also produces vehicle nose covers, spare tire covers, and other specialty sewn products for automakers. Safariland also innovated light-weight vehicle armor and computerized graphics for police and public safety vehicles.

ONTARIO FIRM GAINS JOB GROWTH ALONG WITH QUALITY CERTIFICATION

Metric Machining of Ontario, one of the world's leading manufacturers of automatic precision parts, increased its workforce 20 percent while achieving ISO 9000 certification.

The company earned the certification and added 50 employees after working with consultants from the California Manufacturing Technology Center (CMTC), located in Hawthorne. The additional workers bring Metric Machining's number of employees to 250, according to President Alan Aylor.

The CMTC made an assessment of the company in December 1993 that listed various recommendations for improvement, including ISO 9000 certification and expanding primary manufacturing operations. Metric Machining began implementing the recommendations in early 1994.

The certification is an internationally recognized standard of excellence in manufacturing production and quality control procedures as administered by the International Organization for Standardization in Geneva, Switzerland.

In addition to those projects, the company worked with the technology center to develop a gain-sharing program for employees that was completed in mid-1995. Gain-sharing rewards workers with quarterly pay-outs for exceeding company-wide goals. Aylor said there have been two pay-outs under the program since it was begun.

"We've exceeded our goals each of the last two quarters and we were able to make cash payments to employees because of that," Aylor said. "We're very happy that we have a payout program. We appreciate the CMTC's assistance in making this happen."

Metric Machining makes a wide variety of screw machine and computer numerical control (CNC) products used in the commercial

plumbing, irrigation, sprinkler and automotive industries.

Among other results from implementing certain recommendations made by CMTC consultants, the company improved on-time delivery, enhanced machine maintenance and undertook a more thorough quality program.

"We want to be the best screw machine company in the world," Aylor said. "The CMTC helped improve our operations in several critical areas, which is helping us achieve our goals."

The California Manufacturing and Technology Center, a nonprofit organization, helps small manufacturers improve operations with services that include process improvements, quality control, facility layout, equipment selection, pollution prevention and MRP/MRP II — materials resource planning, and the computer equipment dealing with that planning.

The CMTC also provides access to workforce training programs at community colleges and through public-private partnerships, and it provides access to national information on available technologies.

An affiliate of the National Institute of Standards and Technology's (NIST) Manufacturing Extension Partnership (MEP) program, the center offers consulting services through funding provided by NIST and the state of California.

According to the center, small manufacturers especially need this kind of help. Although they have accounted for the majority of manufacturing sector job growth in California and the nation during the last 25 years, they have approximately 30 percent slower productivity growth than large manufacturers. The type of assistance the CMTC provides is generally not available from private consulting firms.

EXPORTING

International Trade Resources

by Susan Thomas

Manufacturers today recognize that international trade is not a trend — it is a fact of doing business. Experienced exporters have learned that the world wants what America produces, and they want to deal with Americans.

The impact of international trade cannot be minimized. Fred Luperissa, director of the Department of Commerce Inland Empire District Export Assistance Center in Ontario, outlined that the region has 2,112 manufacturing firms. In 1993 these firms had export sales totaling \$3.5 billion. Inland Empire exports increased by 259 percent during the 1987-93 period.

This is an appropriate time to learn more about exporting and international business. World Trade Week starts May 20, and many organizations in the Inland Empire are offering resources in every aspect of international trade.

World Trade Week was originally established by the Los Angeles Chamber of Commerce in 1927. Seven years later, the United States Chamber of Commerce assumed official sponsorship. A Presidential proclamation selected the week which includes National Maritime Day, May 22. This commemorates the departure date of the *S.S. Savannah* from Savannah, Ga., in 1819, on the first successful transatlantic voyage under steam.

The Inland Empire International Business Association (IEIBA), headquartered in Moreno Valley, has

selected May 23 to offer its third annual "Passport to Opportunity," which is the major world trade event in the Inland Empire. IEIBA is sponsoring this conference in conjunction with Riverside Community College's Center for International Trade Development, the Department of Commerce Inland Empire District Export Assistance Center, Southern California Export Council, World Affairs Council of Inland Southern California, and Chaffey College's Office for International Trade.

The international business association's First Vice-President Bill Chaddick, said, "World trade is becoming increasingly important to the business growth in the Inland Empire. Manufacturers, exporters and importers are realizing the ideal geographical advantage the area enjoys, with major multi-directional highways, rail lines and airports, and the close proximity of large seaports. There are a vast number of resources available now to assist businesses and communities engaging in international trade."

The first meeting of the expanded IEIBA chapter in Palm Desert was held in February. Of 15 guests, 10 represented manufacturers who are currently exporting, or interested in expanding, into international markets.

Riverside Community College's Center for International Trade Development (CITD) is another resource for exporters. The mission statement of the CITD is: "International trade provides growth for the regional economy."

Richard Powell, international trade consultant, announced that

CITD recognized the importance of expanded trade growth and initiated additional export outreach counseling programs in Barstow, Palm Desert and Temecula to meet the needs of manufacturers located in those areas.

The Department of Commerce offers basic recommendations for successful exporting:

- obtain qualified export counseling; develop an international marketing plan; secure a commitment from top management to overcome initial difficulties and financial requirements;
- establish a basis for profitable operations and orderly growth;
- take sufficient care in selecting overseas distributors, and treat them on an equal basis with their domestic counterparts;
- devote continuing attention to your export business, even when the U.S. market is booming;
- do not assume that any one market technique or product will automatically be successful in all countries;
- be willing to modify products to meet regulations or cultural differences;
- publish or print service, sale and warranty messages in locally understood languages;

The Department of Commerce advises exporters to provide readily available customer service because a bad product without the necessary service support can quickly acquire a bad reputation.

Those companies in the Inland Empire which are already exporting realize international trade benefits employers and employees, the city and the county, the state and the country.

California Exports Soar

Exports by California companies soared 18.9 percent to \$96.6 billion during 1995, Gov. Pete Wilson announced. The growth was attributed to strength in key Asian and European markets.

A \$7 billion increase in exports of electronic and electrical equipment accounts for about 50 percent of the growth, Wilson said.

"Exports support approximately 290,000 jobs in California and highlights the importance of international trade in America's largest state," the governor said. "Our exports of electronics and electrical equipment accounts for nearly half the total growth, which exemplifies California's competitive advantage

in industries which create high-wage and highly skilled jobs."

The 1995 numbers were an increase of \$15 billion from 1994 levels and \$26 billion more than exports in 1993. Nationally, U.S. exports grew by 13.8 percent, or \$71 billion. Growth in California exports accounted for about 21 percent of the national total.

Among the factors contributing to the larger-than-expected increase in sales abroad include \$68.8 billion in products going to the 18-member Asia Pacific Economic Cooperation (APEC), which represents 71 percent of the total exports. Implementation of the General Agreement on Tariffs and Trade

(GATT) with European nations began last year, reducing tariffs by one-third. Growth in state exports to North American Free Trade Agreement (NAFTA) partners Canada and Mexico amount to \$2.8 billion since NAFTA became effective in January 1993.

Among the state's leading markets in 1995: Japan received \$16.6 billion in products from California, which represents a 25.2 percent increase; Canada registered a 14.3 percent increase, receiving \$9.7 billion in products; South Korea registered a \$3.7 billion, or 41 percent, increase since 1993; exports to Mexico declined \$300 million; but, Taiwan gained 10.9 percent.

Innovative Export Assistance Debuts

United States Department of Commerce Secretary Ron Brown officially launched TradePort™, a new comprehensive electronic, interactive export assistance program available on the World Wide Web at <http://tradeport.org>. The secretary announced the international debut of the TradePort™ program at a special on-line demonstration at the World Trade Center in Long Beach in mid-March.

With the goal of providing trade services to businesses of all types and sizes, increasing the nation's exports, and ultimately creating jobs, TradePort™ is made possible through a unique partnership between various public and private sector entities.

The project is funded by the U.S. Department of Commerce and is managed by LA TRADE, a multi-service trade organization under the direction of the Los Angeles Area Chamber of Commerce. LA TRADE serves the counties of Los Angeles, Riverside, San Bernardino, Orange, and Ventura.

Its counterpart, BAYTRADE, is a similar program managed by the Bay Area Economic Forum and serves the 12 counties surrounding the San Francisco Bay area. BAYTRADE and LA TRADE participate with the Department of Commerce' commercial services offices in the state to help exporters gain access to markets worldwide.

"Expanding exports and providing an environment that facilitates job creation and economic growth has been one of the principal objectives of the Clinton administration," said Brown. "As one of the premier on-ramps to international trade information on the Internet, TradePort™ is a valuable tool for businesses seeking to enter into, or expand market share in, key foreign markets."

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TradePort debuts . . .

continued from Page 39

Trade and Commerce Agency, and information from several other entities, TradePort™ features an interactive tutorial, company profiles, market research, trade requirements and details about trade events throughout the state and the nation.

"International trade is the backbone of our economic recovery and TradePort™ will equip California businesses with the tools to be even more competitive in today's global marketplace," said Ray Remy, president of the Los Angeles Area Chamber of Commerce. "TradePort™ is not just a home page on the Internet — it's an encyclopedia rich with information that com-

panies need in order to be successful exporters."

LA TRADE is a regional export program dedicated to promoting international trade in Southern California and providing export counseling, marketing support, financial assistance and on-line trade and assistance through TradePort™. Under the management of the Los Angeles Area Chamber of Commerce, LA TRADE targets industries for which the region has a competitive edge, including computers and related electronics, telecommunications, multi-media and information technologies, environmental and biomedical technology, agriculture and processed foods.

MANAGER'S BOOKSHELF

MANAGEMENT IN PRINT

"Company of Heroes: Unleashing the Power of Self-Leadership," by Henry P. Sims Jr. and Charles C. Manz; John Wiley & Sons, Inc., New York, New York; 1996; 262 pages; \$24.96.

A simple concept that takes 50 pages to explain and another 150 pages to elaborate is not a simple concept. That may be the problem in establishing the new model for management teams advocated by the authors. According to the authors' theory, everyone on the team is an independent leader of all the other independent members of the team.

In other words, everyone's a leader, which means that no one is a leader. However, the co-authors acknowledge that this really isn't true because every team has a leader, even though he or she may be called a "facilitator" or a "coordinator."

Confused? As the authors point out, you're not alone. ... "In our own research about self-managing teams, we have found widespread ambiguity and confusion about the role of appointed external leaders. We believe this issue is commonly a very trouble-

some point of implementation. While executives and workers who have direct experience with self-managing teams are generally pleased with the results, questions about the role of the external leader continue to be particularly bothersome. For managers who must select, train, counsel, and evaluate these external leaders, the questions are not ones of leisurely theory but of immediate pragmatic applications."

In other words, you're not the only manager concerned about team leaders and how they get appointed. The real problem — one only touched upon by Sims and Manz — is a type of mutual suspicion between senior managers and the bottom-up management style that teams represent. When a team leader is appointed by a senior manager, the members of the team suspect that the configuration of management may have changed, but not the substance. The team will be asked to recommend decision options, but not implement them.

On the other hand, when a team elects its own leader, senior managers suspect that they have created another "committee" wherein nothing important happens and the responsibility for poor performance is diffused.

Sims and Manz correctly point out

that there are many situations in which the team approach can and does work. They cite case histories and give examples where teams have made companies more productive and effective. They believe that the real stumbling block lies in the differing cultures between and within organizations.

Where the corporate culture has traditionally looked upon a charismatic leader as the main pillar of the organization, it may be difficult to establish the bottom-up management style represented by teams. These "visionary leaders," as the authors call them, share the same flaw as the earlier "strongman" and "transactor" leader. They are leading "dependent followers."

The new model of leadership is the "SuperLeader" who leads independent followers. The result is that the organization rests on many pillars instead of a single support. The trouble is: the authors may have been carried away by their pillared metaphor.

The problem with the theory and the book is not that teams don't work — in many situations they clearly do. However, one problem really is two-fold. First, many chief executive officers (CEOs), with some justification, would prefer not to leave key manage-

ment decisions in the hands of six or seven people who have never in their lives been responsible for meeting a payroll.

Second, in today's downsized world, motivating people to truly work as a team has become difficult. It's hard to "act with integrity, be fair, have fun, and be socially responsible," as Sims and Manz urge. That's especially true when the CEO announces his plans to move the company to Boca Raton, Fla., and states that only one person on the team will be joining him.

By attempting to extend the concepts they first presented in their excellent book "Business Without Bosses," the authors may be shedding more light on the limits of teams than they intended. "What is the goal?" should be the first question a CEO might ask before adopting a team approach to management. The second question should be, "How will teams help achieve it?"

In their eagerness to advocate teams as a powerful and viable approach to business survival and growth, Sims and Manz may be overstating their case.

—Henry Holtzman

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MANAGING

In Pursuit of Management... Mastery: Making Mistakes Meaningful

by Marc Hardy

There are many reasons companies are forced into bankruptcy, but often the damage is self-inflicted. Such is the case of "Company X," for which I worked in sales and management. The company had been around for a long time and was one of the largest in its industry. Having worked for this company, I witnessed one important factor that assisted its demise: its management was highly intolerant of anyone who made the occasional mistake or stumbled in their judgment.

Company X had a well-written training program and policy manual, but management gave very little authority to employees to make judgment calls. Highly critical of anyone who failed — and mercilessly berating employees, often in front of their peers — managers dehumanized the learning process.

They expected people to master their positions without personal experimentation, without experiencing the sense of accomplishment that comes with overcoming a difficult obstacle on their own. However, this process — which psychologists have called "manageable difficulty" — is necessary to develop the wisdom and confidence that leads to mastery.

Many managers are frustrated because employees don't read operations and policy manuals. They believe that if everyone would just follow the guidelines, which are often hundreds of pages long, there would be little error in job performance. They assume that because they know something, everyone else should also know it; or, conversely, that they know it all and no one else knows anything, so others can't be trusted to make decisions.

Time for a reality check. People are human. Humans make mistakes and we always will. We do not commit to memory hundreds of pages of any written material. According to Albert Mehrabian of UCLA, we forget 90 percent of what we have learned within 30 days unless it is repeatedly reinforced. Only with

proper, consistent training are our retention rates increased. Even then, research by adult-educators has also revealed that we retain knowledge best when it becomes important to us, not when someone else thinks it's important.

As a result, when difficult situations arise, employees often don't remember what they've learned or were told. Many times there are no obvious answers and, to add even more confusion, the rules change constantly. The manuals we consult are continually made obsolete by our fast-paced, high-tech world, an environment in which taking risks and being innovative are the only ways to stay ahead of the game. We are squeezed by the opposing pressures of producing, at break-neck speeds — and with little or no training — products that must pass high-quality standards set by companies and customers.

In such a high-stress atmosphere, intolerance toward imperfection can easily escalate into destructive criticism. That kind of intolerance may benefit an organization in the short term, but the long-term effects are subtly devastating. They slowly eat away at the spirit of innovation and improvement, destroying companies from the inside out.

In my 15 years of management in for-profit and not-for-profit organizations, I have come to believe that one of the important principles of working with, training and motivating people to achieve a common goal is this: if you lead through fear, you will have little to respect; but if you lead through respect, you will have little to fear.

The problems arising from the use of fear and intimidation were pointed out in a study of 108 managers and white collar workers as cited by Robert Baron in the *Journal of Applied Psychology*. When asked about causes of conflict on the job, inept criticism was chosen over mistrust, personality clashes power struggles and pay. When we degrade the shortcomings and errors of others, each cruel and thoughtless reprimand makes people a little more wary of taking risks, of using their own judgment and worst of all, of being honest.

Every careless word erodes the foundation of trust that must be present for the long-term health of every organization.

Which brings us back to Company X. Simply observing one of its vice presidents in action was a

lesson in short-sightedness. On some days he was a teddy bear; on others he made the Tasmanian devil look like a teddy bear. I witnessed him unleash his wrath upon many a good and loyal employee as he verbally beat them into submission in his attempt to "motivate" them to sell more. I know now that fear can be a powerful temporary motivator. As soon as he left, the victim usually pulled out his or her own verbal bull whip and "motivated" the rest of the crew. And sales would go up. For a while.

Funny thing though — the good sales people started leaving, those who had a healthy sense of self-respect. Which left only the people who had limited options or were too incompetent to get hired anywhere else. As long as the maniac was there to constantly intimidate his subordinates, sales were good. But as soon as he moved on to another division, the sales in his previous region would drop severely. As a result, the corporation thought he was invaluable, and anyone who tried to lay a foundation for long-term continual growth was thought a fool.

Actually, he and many others like him helped destroy the company by the low morale they created and through the attrition of talented, capable people with great potential. That manager never taught anyone how to sell because he couldn't sell. His shortcomings and insecurity were manifested in his resorting to threats instead of education. He didn't understand that becoming good at something like sales is an individual process — one manual does not fit all.

Just as we make choices about how we live or who we will be, based on the infinite information and influences that surround us, there are many ways to sell or to do anything, but people have to try on many styles before they find a fit. In the short term this takes time, patience and what author Daniel Goleman calls "Emotional Intelligence," the

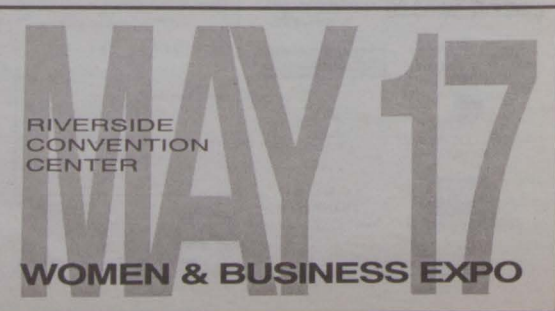
title of his book which I highly recommend. Emotional intelligence is the ability to react to a challenging situation with a sense of empathy and respect for others, a skill that Goleman convincingly argues is often more important to success than intellectual brilliance.

The point is this: The only way to master anything is to pick from the huge menu of options we have available and try items until we discover what works for us. It is a process in which mistakes are inevitable. If we truly wish to help others pursue mastery so that they may contribute to the strength of an organization, we must learn how to better manage our responses to their mistakes. We must engage our emotional intelligence and use these incidents as an opportunity for educating and imparting wisdom and empowerment.

If we project a positive perspective of what a mistake is, we may soon discover that employees will become much more interested in their jobs and the products they create. They will feel more comfortable about offering ideas that sometimes will not work, but at other times will lead to a breakthrough.

It is not the mistakes companies make that lead them to bankruptcy, but the reluctance to see them as a necessary part of the process of creativity, innovation and improvement. Business and history are filled with examples of goofs that eventually laid golden eggs. But that's another article.

Marc Hardy is an award-winning humorous motivational speaker and trainer who has spoken to thousands of people throughout the United States and Canada. Hardy encourages his audiences to embrace adversity, look forward to failure and make their mistakes meaningful. Hardy presents seminars in leadership, customer service and presentation skills; he may be contacted at (800) 850-6509.



EXECUTIVE TIME OUT



Entering a lock; a magnificent view of the Panama Canal from the Star Princess.

The Panama Canal: A Shortcut Between Two Oceans

Man's battle with Nature has never been more dramatically told than through the true story of building a canal across the Isthmus of Panama, the southern-most country of Central America.

The dream of linking the oceans — a dream as old as Balboa's discovery of the Pacific — was first attempted by the French. Lucien Bonaparte Wyse had a great idea: why not build a canal along the existing railroad route? Wyse obtained the original concession to build a canal and, in 1878, sold his concession to Ferdinand de Lesseps, the builder of the Suez Canal.

When de Lesseps formed a company to construct a canal across Panama, thousands of citizens rushed to invest their life savings. But he underestimated the obstacles of climate, disease and terrain. Nearly 30,000 men lost their lives in this venture. (One of the surviving workers during this period was a then-unknown French painter named Paul Gauguin.)

Shady financial manipulations and misleading cost estimates got the Panama Canal Company into trouble almost from the beginning. When a young politician got up in the Chamber of Deputies to announce that dozens of civil servants, newspapermen and politicians had been put on the canal company's payroll in exchange for their favors, the resulting scandal rocked France.

The company collapsed, politicians were disgraced, de Lesseps' officials were sent to jail and hundreds of small investors were plunged into poverty.

In June 1902, the United States agreed to buy the French company's concession for \$40 million, if the controlling Columbian government would cede the strip of land crossing the isthmus. A treaty to that effect was signed in 1903, but officials in Columbia were reluctant to ratify it.

The reluctance to sign angered company agents and Panamanian businessmen, who plotted the area's secession from Columbia. With the support of the United States, the Panamanians revolted against Columbia and declared Panama a republic. Two weeks later, the United States signed a treaty with Panama, agreeing to pay the country \$10 million plus \$250,000 a year for the use, occupation and administration of a 10-mile wide strip along the canal — five miles on each side. The area became known as the Canal Zone. Needless to say, fees for all crossing activities have inflated exorbitantly since that time.

Twenty-five years after the French attempt, a handful of heroic engineers from the United States — armed with what was advanced technology for the time, and waging an effective campaign against the *Andes calopus* mosquito which was responsible for Yellow Fever — persevered against incredible odds to finally achieve the dream of a trans-isthmus canal. The canal was built across the narrowest part of the Panamanian isthmus.

U.S. Army Col. William Gorgas of the medical corps led the battle against disease, and U.S. Army Col.

George Goethals, chief engineer, succeeded where the French had failed. The United States took possession of the canal property on May 4, 1904. The first 2 1/2 years were devoted to the careful preparation that brought health and efficiency to the operation; the actual construction began in 1907. Goethals was not only the chief engineer for the project, but he was appointed governor of the Canal Zone.

On Aug. 15, 1914, the S.S. *Ancon* became the first ship to cross the isthmus via the canal. The canal handles about 37 ships per day, and all fees must be paid in cash 48 hours in advance. Today, the average cost to travel the canal is a little more than \$21,000. Up to the time of the crossing by the Princess Cruise Lines' *Star Princess* in May 1989, the *Queen Elizabeth II* held the record for the highest toll paid — \$97,696.38. The *Star Princess* paid a whopping — and record-breaking — \$116,000. The lowest toll was 36 cents, paid by Richard Haliburton to swim the canal.

The 51-mile long Panama Canal changed the trade routes of the world, bringing the U.S. coastlines of the Atlantic and Pacific oceans closer by thousands of miles. A ship traveling from San Francisco to New York saves about 8,000 nautical miles by not having to round the tip of South America.

Ships travel through the canal by a system of lock enclosures that fill up with water to raise a ship high above seal level and then empty to lower it. The canal follows the Chagres River Valley on the Caribbean side and passes through the Continental Divide at the Gaillard Cut. The upper Chagres River is dammed to form Gatun Lake, one of the world's largest artificial lakes. The lake is reached by a set of three locks; it is about 85 feet above the Atlantic Ocean and serves as part of the Panama Canal. A hydroelectric station at Gatun Dam supplies the electricity to operate water pumps and gates at the locks.

The descent to the Pacific Ocean is along the Rio Grande Valley. There are three sets of locks: two at Pedro Miguel, and one at Miraflores. All the locks are double, or in pairs, allowing ships to pass in opposite directions at the same time. However, at Gaillard Cut, safety considerations require larger ships to cross one at a time.

Approximately 660,000 vessels

have traversed the canal since it was first opened. The total time for crossing still takes a little less than 24 hours. A team of highly-trained professionals provide the many intricate services necessary for a safe, expedient crossing.

Improvements on the canal continue year-round. More than \$5 million a year is spent to train the 8,500 canal workers, 80 percent of which are Panamanians. Four hundred million dollars are spent annually for canal operations, of which \$90 million is earmarked to maintain and improve the canal.

A tall mast lighting system is now in place and provides for safer night transits than in the past. A huge computer center control all the operations of the canal, and each ship is monitored from a control center through closed-circuit television. There is talk of widening the narrow, eight-mile stretch of Gaillard Cut to allow unrestricted two-way traffic, and adding a new sea-level canal so that it can receive the larger ships that are being built today.

Treaties approved by the people of Panama in 1977 and ratified by the United States in 1978 provide for the gradual turnover of the Canal Zone and its waterway to the Republic of Panama by the year 2000.

Considering the waterway currently brings more than \$300 million per year into the local economy, it was no wonder the government in power during the turmoil of May 1989 did nothing to impede ships going through the Panama Canal. I was on the *Star Princess* traveling through the canal on that May day when U.S. dependents were ordered to return home. The only evidence that something was unusual was the presence of a small contingent of Marines sunning themselves on one side of the locks, and a couple of Army helicopters hovering overhead on what looked like a practice maneuver. And 1,300 cruise passengers waved. We watched the locks open, to fill and raise the huge ship up and over into a man-made lake, and then gently lower us back into the Pacific again.

After experiencing the wonder of the Panama Canal, you can really come to believe that all dreams are possible.

Camille Bounds is the travel editor for Inland Empire Business Journal and the western division of Sunrise Publications.

CORNER ON THE MARKET

INTERNET: TOO HOT TO STOP

In the last several months, this column has focused on changes in marketing brought on by changes in technology. I have referred to this trend as "techno-marketing." This month, my intent is to return to other more traditional marketing subjects. In these last four months, one top story continues to explode: the Internet. In this brief period, it seems every major magazine has run an article on the Internet. Barely a day goes by without another story breaking on the subject in the *Wall Street Journal*. This story and the possibilities it represents is unlike any other development I have witnessed in over a quarter of a century of following marketing news.

However, in the last few weeks, the excitement and upbeat reporting surrounding this craze has turned just a touch cautious and sour. Stories such as "Net Still Waiting for Sales," "Are We There Yet?" and "Net-Hype" question the real marketing benefits of the Web.

Asking tough questions of such a powerful new medium is useful in balancing the rhetoric. Many of the questions, which are critical of the more enthusiastic hoopla, are not well-grounded. For example, some point out that the incredible rise of companies with home pages on "The Net" is a fad with no proof of sales. In most cases, this is certainly true. I'd bet that only 5 percent of all the sites have actually sold products on the Net. However, its uses extend well into the full context of marketing: communications, public relations, company and product information, traditional advertising, and customer relations. The incredible impact of the Internet should not be overlooked just because its sales potential is not yet fully understood.

One story in the *Wall Street Journal* states that a U.S. company's site had received hundreds of requests for its catalogs from all over the world, "but has yet to actually get an order on the Internet." The story could have just as easily had the headline: "New Internet Site Provides Qualified World-Wide Leads to U.S. Company."

As a marketer, I'm happy indeed to find a way to increase catalog requests from interested people who are the likely decision makers! What is the value of Net access to a successful marketing plan? A new mailing list, a few calls from good sales people, and

a new customer will result. No one medium alone is as effective as an integrated marketing plan using multiple media. The Internet is not an island that stands alone.

Another story points out the demographics of current Internet users as being only 10 percent of the population. Peter Krasilovsky observes in his timely article, "Indifference on Main Street,"* that users fall into four different groups: High Brow Achievers; Info Strivers; Info Laggards; and Low Brows. We're concerned with the first two groups.

High Brow Info Achievers represent 10 percent of the population. They are the most highly-educated and affluent consumers. Their intensive use of information has translated into monetary success. They tend to be major executives of business owners. High Brow Info Achievers are the people who spend the business dollars and make the real decisions commercial! Even if the majority of Americans never use the Internet, with this group surfing, a profound effect is being made on our future.

Krasilovsky designates the next group of users as the Info Strivers. This mainstream group commands 26 percent of the market. He observes that "while highly successful, they tend to be younger and have not yet

achieved the same degree of financial success as Info Achievers. They tend to serve as professional, rather than top executives."

The Internet does have a downside. If businesses create expectations that are too lofty, then unsatisfied goals may indeed cause a backlash. It is important to be reasonable about what the present Internet can accomplish — just as it is important not to be left behind your competitors in gaining the experience.

Most sites are reasonable enough in price so that direct sales are not needed to justify the expense. As an advertising tool, it can be very expensive if your target market includes the current set of browsers. If you sell bolts to truck drivers, you would probably waste your time.

Much of the criticism of the Net comes from reporters who seem to think that success means replacing TV or becoming the consumer shopping mall. This is already happening in a small way. Yet, what is important now is the linking of business around the globe. The Internet will be the story of the decade if the only thing it accomplishes is linking businesses to each other.

Much of the marketing function of the Net will be to connect manufacturers to suppliers, wholesalers to retailers, and publishers to advertising agencies, etc. One Internet consultant I was visiting with recently

said, "The Internet will become a necessity to millions of business people long before it replaces the retailers of the country."

While its graphic power will provide a great tool for consumer interest in the future, the Internet will immediately be a huge commercial success without broad-based consumer participation.

The incredible impact of the Internet should not be overlooked just because its sales potential is not yet understood.

* Excerpt from Market Tools, January/February, 1996. Survey Source, Find/SVP.

Ron Burgess is a marketing and merchandising consultant specializing in integrated planning and marketing systems. A consultant for more than 12 years, Burgess has developed numerous automated marketing systems and founded STRATUS, a full-service marketing and graphics agency. He may be contacted at (909) 335-8111.

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Prisons: A growth industry ...

continued from Page 34

attention of big-time investors. There are eight privately owned low-security prisons in California under Bill 1591, which allows a series of privately-owned prisons.

Arthur McDonald is the former owner of Eclectic, a company that ran two private prisons in California and a dozen halfway houses. He said, "Crime pays! I hate saying that, but it really does." McDonald has left the industry and retired to South Dakota.

One of the "1591" prisons operating in this region is the Adelanto Community Correctional Facility which opened after the closure of George Air Force Base. The facility is owned and operated by the city of Adelanto which built the prison on a certificate for a 20-year lease and a per-diem, per-prisoner bond. The inmates that are incarcerated at the Adelanto prison are there due to drug-related offenses and have 18 months or less to serve on their sentences.

"Most inmates have only five to six months to go," said Acting Warden Thelma Jillson. She said the prison has an active drug rehabilita-

tion program that includes therapy and drug education. Most inmates ship from the Chino Institute for Men and are transferred back for release into society.

"The prison has several programs to help the inmates. They can get their G.E.D. (General Equivalency Diploma). We have a print shop where inmates can learn a skill, and we have a work program where the inmates do work in the community — they do weed abatement, tumbleweed removal and other work in the community. They are an asset to the community. The prisoners get paid through fees paid into the Inmates Welfare Fund," Jillson said.

"The savings that the prison saves the city by doing the work is between \$100,000 to \$200,000 a year," said Mary Scarpa, former mayor pro tem. "We are totally pleased with the prison. It provides 100 jobs to the community. The prisoners do landscaping and clean-up after baseball games, pick-up trash on city property, etc."

On the work crews, Jillson said, "In the five years that we had the

work program, there has been only one inmate turned back, we had no escapes because sentences are too short to make it worthwhile. We have one guard and one driver to every 12 to 15 inmates."

Past Mayor Judith Crommie stated, "We are very pleased with the prison; the inmates help out tremendously with working in the city. There is an active support group at the prison that helped over 300 families in Adelanto at Christmas. [The inmates] assemble toys and put baskets together for those families that need help.

"Also," Crommie continued, "when the prison first started, the senior citizens thought that there would be a problem with the prisoners when they worked in public, but you will see senior citizens and the prisoners talking when they have a break. The prisoners are willing to help any senior citizen if they can.

"The inmates are counted as part of the population of Adelanto for census purposes; as a result, this has increased the amount of state funding that the city receives by about 3 percent."

"Prisons are very good facilities," Scarpa concluded. "They don't pollute, they create jobs. If anyone asks us if we want another one, the answer is 'yes.' They're good neighbors."



ADVERTORIAL

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Computers, fax machines, cellular phones and pagers — improved access to advanced technologies is changing the way we conduct our daily business, whether at the office or at home.

"People are generally more pressed for time and are therefore redefining convenience," said Frank Han, vice president of interactive markets at Union Bank. "At the same time, acceptance of new technologies has really taken off. The number of home PCs has exploded in the past two years."

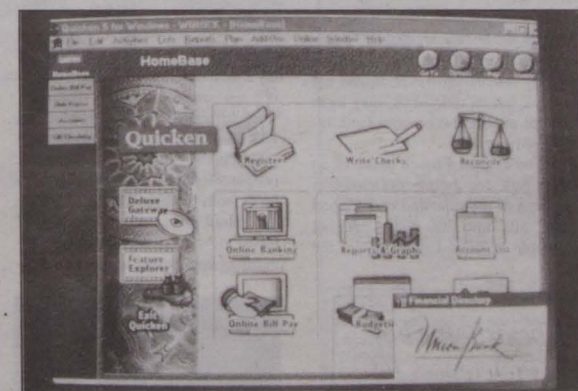
This finding is consistent with the Bank Administration Institute survey results which show customers are reducing their dependence on bank branches in favor of electronic services.

Union Bank has responded by introducing Bank@Home (pronounced "Bank-at-Home"), a PC-based banking system which offers customers unprecedented access, convenience and control over their personal and small business finances.

"Our customers have said they want to be able to do their banking when it's convenient for them, that they'd like to pay bills electronically and balance their accounts automat-

ically," added Terry Gray, Union Bank's regional vice president for the Inland Empire. "We've answered those needs with Bank-at-

Home. By combining the best parts of banking and technology, we've taken some of the headaches out of personal financial management."



Home. By combining the best parts of banking and technology, we've taken some of the headaches out of personal financial management."

Union Bank customers who sign up for Bank@Home now have immediate access to their accounts by using either the Intuit Quicken 5 for Windows or Microsoft Money

for Windows 95 personal financial software packages, their personal computer and a modem.

To introduce the Bank@Home

service, qualifying Union Bank customers can receive it free of monthly charges for 12 months, along with a \$50 rebate after two months of use. The rebate covers the purchase of either Intuit Quicken 5 for Windows or Microsoft Money for Windows 95 personal financial software pack-

ages. In addition, customers receive free access to virtually any automated teller machine (ATM) worldwide, free basic checking until the year 2001 and other benefits. Restrictions may apply.

With Bank@Home, Union Bank customers can pay bills, transfer funds, check balances, manage investments, and check the stock market through their personal computer and a modem. Both Quicken and Microsoft Money allow Bank@Home users to download account information automatically, eliminating the need for customers to update the information themselves.

To learn more about Bank@Home features, consumers may call (800) 796-5656, or visit a local branch for more information. Internet users can obtain more information about Bank@Home by visiting Union Bank's Internet Banking Center at <http://www.tdmi.com/union>.

Based in San Francisco, Union Bank is the fourth largest commercial bank in California with approximately \$19.5 billion in assets. It has more than 200 branches statewide and five overseas facilities.

Inland Empire Restaurant Review

by Robert Bledsoe

A WALK ON THE PLANK

I don't fish mainly because I don't like to eat fish. Think about it: would you work in an automobile factory for zero pay if you didn't even drive cars? That's the way I think about it: no pay, no work.

So anyway, I went to this seafood place in Corona called TB Scott's Seafood Landing and, before going, I was less than thrilled. But I do like shrimp and must admit I was pleasantly surprised with the place.

I started with the clam chowder (\$2.95). They have it in white and red, depending on what color your tie is. Actually, white is from Boston and red is from Manhattan. Both were good, but the white was great. The chowder went very well with the fish and chips (\$7.95). Although I certainly wouldn't recommend going out of your way to get the fish and chips, they were good; it's hard to screw them up.

Then the shrimp bonanza began. A large shrimp cocktail was had (\$7.95), followed by stuffed shrimp (\$14.95), which was seasoned with crab meat and cheese stuffing, all topped with hollandaise sauce. Needless to say, it ranked high on my cardiometer food scale (I believe eating should be like a roller coaster: the more dangerous, the better.) Then we had the eastern curry "Bombay style" (\$11.95). This was nothing short of excellent. It was shrimp and crab meat blended with Major Grey's Chutney, shredded coconut and sliced almonds.

The only problem with ordering shrimp is that the cost is so high, but you invariably don't get all that much. It's not like ordering steak, you know.

If seafood is your thing, I would definitely check out TB Scott's Seafood Landing, located right off the 91 freeway at Lincoln. You can't miss it. The address is 103 N. Lincoln Ave., Corona. For reservations, call (909) 340-FISH [340-3474].

THE MEAT UP PLACE

I love ethnic foods, and I make no qualms about it. However, when we think of "ethnic foods," we somehow think of Middle Eastern, Asian, or South American. But what ethnicity am I? As luck would have it, I'm part of that great genetic experiment that occurred when Hitler rolled his tanks into France and the French "resistance" said, "Welcome neighbor, here's our art and women." So it should come as no surprise that I believe French food to be every bit as ethnic as a Filipino baked dog.

So, while dining at Le Rendezvous in San Bernardino, I had as much an idea of what I was eating while I slurped the chilled vichyssoise as when I dined with the Katchewa tribe in a remote part of the Serengeti — if you do ever make it there, I strongly recommend the grilled dung beetle.

Anyway, I started my dining experience at Le Rendezvous with the chilled vichyssoise. I know you all look to me for guidance in culinary translation. As well you should, since I am half French. "Chilled vichyssoise" ... translation: cold soup. It takes a little getting used to, but it's good.

I was personally worried that the owners of Le Rendezvous would become offended if I asked them to heat it up in the microwave. So if you're worried about it, just order the French onion soup. That's hot. Trust me.

As appetizers, you can't go wrong with "escargots de bourgogne" (translation: snails in a grubby sauce). However, if you are a weak-willed individual, they have scampi au Pernod en cote (translation: shrimp).

The reason French food is so notorious for being delicious is because of the time and care a good chef puts into his dishes. As an example of what I mean, order the

spinach salad flambé. This needs no translation, as it is just as it sounds. Marvel at the French masters as they burn your salad.

For the entree I can't recommend highly enough "Canard Montgomery" (translation: roast duckling in cherry sauce). This is incredible and cannot get a higher rating!

However, it is now time for ol' Rob to stand on his soapbox and give his commentary. It's the same thing you've heard before: I want more food! I want bigger portions and more meat. I'm not messing around here. I have the same complaints with fast food chains as well. You just don't get enough. When you're 5-foot 2-inches, 350-pounds like I am, less than 10 escargots aren't gonna do much for you. I wanna start seeing words like "in quantity" and "a gross of" on menus, or else I'm gonna have to start kicking some rump roast or pork butt.

Now, I'm not saying that Le Rendezvous serves small portions because ... if truth be told, for a French restaurant they're probably considered large. You have to remember that French people in general are quite healthy without very much incidence of obesity. Yet, all they do is pound wine and eat cheese and super-rich foods that would make an American clutch their chest and scream, "saturated fat!"

Well, this situation has perplexed scientists for years and all kinds of theories have been proposed. I'm no Linus Pauling, but I'd lay a nice little wager on the fact that it's the smaller portions they eat. You can eat as many Big Macs as you want, as long as you don't want them on the same day. Moderation, people — that's what we have to learn from the French.

["Join me next week when I travel to Arizona to bring you a truly exiting, innovative, and completely

unique dining experience. One that mankind has drooled over for some time now. It boggles the mind and defies all laws of physics. I'm speaking of: All-You-Can-Eat McDonald's."]

Le Rendezvous is located at 4775 N. Sierra Way in San Bernardino. For a good time, call (909) 883-1231.

Robert Bledsoe is producer of the Inland Empire Television News' weekly "Restaurant Review" segment, airing Thursdays.



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MORE WINE WINNERS

We began our report on the winning wines from the New World International Wine Competition (NWIWC) last month. As a quick recap, let me say that NWIWC is open to wines produced anywhere in the "New World": North America, South America, Australia, New Zealand and South Africa. Wines are judged against price peers in three or four separate price classifications; judges are professionals; gold, silver and bronze medals are awarded; and trophies are presented to the best of each important variety and type. The official awards book is available for \$6 by writing to: New World Wine Winners, P.O. Box 1598, Carson City, NV 89702; or by calling, (800) 845-9463.

TROPHY WINNERS

The Geyser Peak/Trione Family Trophy for "Best New World Meritage Red" goes to Stonestreet 1993 Alexander Valley Legacy (\$40). The 1992 vintage also won a gold medal, which, if not the top award, says something about consistency.

"Best New World Meritage White" honors go to the new upscale label from Geyser Peak, Venezia 1994 Alexander Valley Meritage (\$20). It's a dramatic debut for a first release from a brand new label.

The Australian Wine Importers Association (AWIA) sponsors two trophies, and this is the first year that an Australian winery hasn't won at least one of them.

The AWIA Trophy for "Best New World Shiraz/Syrah" — synonyms for the same grape — went to another premier release. This is the first bottling, from the first crop, of the estate at Indian Springs Vineyard for 1994 Nevada County Syrah (\$15). Very limited, it's a lush, ripe wine with plum and black cherry fruit.

The AWIA trophy for "Best New World Semillon" was picked up by Kendall-Jackson 1994 Vintner's Reserve (\$12).

For that hottest-of-all red wine varieties — Merlot — the Chateau Ste. Michelle /Andre Tchelistcheff Memorial Trophy for "Best New World Merlot" went to De Loach 1994 Russian River Estate (\$15). This is a substantial wine, not one of those fruity lightweights.

The Zinfandel Trophy (for the real red stuff, of course) was

awarded to a winery which won it once before, a couple of years back: Greenwood Ridge 1994 Sonoma-Scherrer Vineyard (\$14.50).

The Trincherro Family Trophy for "Best New World Barbera" did not go to a wine from Amador County for the first time in several years, going instead to Sebastiani 1992 Sonoma (\$11).

In some of the smaller categories, wines are named "best of the variety," but there are no actual trophies: "Best New World Malbec" is Geyser Peak's 1994 Alexander Valley (\$18). Malbec is a red grape that is usually blended to Cabernet Sauvignon or Merlot.

"Best New World Rhone-Style Blend" to Le Mistral 1993 (\$15), a delicious and complex proprietary red produced by Joseph Phelps Vineyards. Phelps had the "Best New World Meritage Red" in 1995.

With the champs out of the way, we can get into some serious gold medal reporting.

For Sauvignon (Fumé) Blancs priced up to \$7, a pair of golds: Fetzer 1994 North Coast Fumé (\$7), and the amazing Canyon Road 1995 Sauvignon Blanc (\$6). I use the term "amazing" because this very modestly priced wine has been the medal-winningest wine of its type for two previous vintages, and it is off and running again in 1996.

Another pair of winners in the moderate price range, from \$7.01 to \$9, including the "Best New World Sauvignon Blanc," Concannon 1994 Livermore, made by 1995 "Winemaker of the Year" Tom Lane; the other gold to Clos Du Bois 1994 Sonoma.

In the top price range for this variety, \$9.01 and above, three gold medalists to consider: Pepperwood Springs 1994 Yorkville-Mendocino Fumé; Grgich Hills 1994 Napa Fumé, and Kenwood 1994 Sonoma Sauvignon Blanc.

That's one gold for each of three North Coast counties. I may have to scold the White Zinfandel panel for having a case of the "stingies"; they only gave two gold medals to the second-most popular wine type in America. Both were from the moderate priced \$4.51 to \$6 range: Bel Arbors 1994 and Rutherford Estate 1994.

Because so many wines were mentioned, I'm unable to provide addresses and phone numbers for all the vintners. If you need to track a wine down, you may reach me, or one of my staff at (800) 845-9463. We'll try to help.

WINE FOR THY STOMACH!

For any who have questioned the old Biblical proverb, "A little wine for thy stomach's sake." ... Shame on you unbeliever!

Research conducted in the U.S. and reported in the *British Medical Journal* show that red and white wine prove superior to all other solutions against the three bacteria tested: salmonella, shigella and E. coli. The wine even worked better than bismuth salicylate (Pepto Bismol) against the common bacteria that cause traveler's diarrhea.

This research validated historical faith in wine for such purposes, dating back to the Bible as an aid in fighting a 19th century cholera epidemic, and as part of the secret of Rome being able to rule the world — by traveling with wine, Roman soldiers were able to avoid the dysentery that had defeated other would-be conquerors.

The results are also consistent with the popular belief that drinking wine with raw oysters and sushi can help protect against bacterial infection.

By the way, the wine worked three to four times as fast as the Pepto Bismol, as well. So next time you're doing the "Tijuana Two-Step" or some other form of traveler's discomfort ... have a glass of

wine, but it's best to take it with your food.

It's anecdotal, to be sure, but this could explain why, in my personal experience of 30 years of international travel to several continents, I only had one bout of the "tourista."

For a copy of a more complete report on the study — including the name of the leader of the research team, the university conducting the research and more — send \$1 to cover printing and postage to: Wine & The Tummy, P.O. Box 880281, San Francisco, CA 94188.

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Wine Selection & Best Values

—by Bill Anthony

California Wines

Chimney Rock - The 1993 Chardonnay Napa Valley has the attractive aromas and flavors of apple, citrus, vanilla, toast and smoke. The bright palate has good depth, elegance and structure and a long, creamy finish. \$15

Conn Creek - The 1991 Cabernet Sauvignon Limited Release Napa Valley is both scented and flavored with cherry, currant, cocoa, vanilla and spicy cedar. The rich, clean palate has good depth, and balanced tannins (17). \$18 1990 Merlot Barrel Select Napa Valley (15) \$14

Duckhorn Vineyards - The 1993 Sauvignon Blanc Napa Valley is both scented and flavored with citrus, apple, melon, pear, vanilla and spice. The crisp palate has very good depth and balanced acidity (17). \$14 The 1992 Merlot Napa Valley has ripe aromas and bright, fresh flavors of red-fruit, spice, vanilla and cigar box. It is full-bodied and forward with a long fruity finish (16⁺) \$23

Dry Creek Vineyards - The 1992 Zinfandel Old Vines Sonoma County has aromas and tastes of blackberry, raspberry, black pepper, cassia, lavender, mint, smoke and tobacco. It is clean, fresh and balanced with ripe fruit (16). \$13

Ferrari-Carano - The 1991 Chardonnay Reserve California is strongly perfumed with tropical fruit, spice and vanilla. The similar flavors also offer citrus and honeyed toast. The wine has good depth and complexity, followed by a soft, round, easy finish (17⁺) \$27

Camelot - The 1993 Chardonnay Central Coast has fragrances and flavors of tropical fruit, citrus, melon, peach, pear, lemon, vanilla and toast. It is rich, round and slightly sweet, with a medium-long finish—delicious \$9.

The Wine Journal contributed to this column.

Never apologize for, or be ashamed of,
your own taste in wine. Preferences for
wines vary just as much as those
for art and music. —Hubrecht Duijker

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PEOPLE, PLACES & EVENTS

Doten Named Trust Officer at PFF Bank & Trust



DAVID F. DOTEN

David F. Doten was appointed as the executive trust officer for the Trust & Investment Services Division of PFF Bank & Trust. The announcement was made by Larry M. Rinehart, president and chief executive officer of the Pomona-based, \$1.9 billion association, which was formerly called Pomona First Federal Savings and Loan Association.

Doten joined PFF after 25 years of experience in the financial services industry. He last served as vice president and manager of Riverside National Bank's Financial Services Group. Prior to that, Doten was employed by Seafirst National Bank — a subsidiary of Bank of America — as vice president-manager of its Employee Benefit Services Group. He also served Security Pacific National Bank as chief operating officer of Corporate Investment Services and vice president-trust manager of the bank's Inland Empire Region.

Doten earned his master's degree in business administration from Pepperdine University and a bachelor's degree from the University of Washington. He is an active member of Rotary International (Riverside Downtown), and serves the Mission Inn and UCR Athletic foundations as director and treasurer of both organizations.

Chamber taps Holley as director

William L. Holley was named executive director and chief administrative officer of the Rancho Cucamonga Chamber of Commerce. Holley will head the chamber which serves nearly 6,000 businesses in Rancho Cucamonga and he replaces Judy Clayton who resigned in February.

Holley, a resident of Rancho Cucamonga since 1975, has 20 years of experience in the public service sector. He served as director of administrative services for Chino Hills from 1991 to 1994, and as director of community services for Rancho Cucamonga from 1977 to 1987. He also has five years of experience in private industry as owner of a management and consulting company.

Vicenti, Lloyd & Stutzman completes review by peers

The LaVerne CPA and business consulting firm, Vicenti, Lloyd & Stutzman, successfully completed an independent peer review of its accounting and auditing practices.

The review concluded that the

firm complies with the quality control standards set by the American Institute of Certified Public Accountants (AICPA), the national professional organization of CPAs.

The peer review is conducted by a team of CPAs from the Sacramento firm of Cornelius & Company. The reviewers made an independent assessment of Vicenti, Lloyd & Stutzman's quality control policies and procedures, and inspected the working papers and reports on a representative sample of accounting and auditing practices.

A firm's enrollment in one of AICPA's practice-monitoring programs is required for continued membership in the institute, said Carl Pon, Vicenti, Lloyd and Stutzman's managing partner.

Assemblymen honor women of the year

Upland resident Cheryl Karns was named 1996 Woman of the Year for the 63rd district by Assemblyman Jim Brulte, and Janet Gless was named Woman of the Year from the 64th district by Assemblyman Ted Weggeland. Both women were honored during a March 18 luncheon in Sacramento.

Karns is currently regional manager at Southern California Edison for the communities of Ontario, Rancho Cucamonga and Upland.

Her most notable achievements include serving as 1994-95 president of the Upland Chamber of Commerce, Chairwoman of the Upland Chamber's Government Relations Council, past secretary for the San Antonio Community Hospital Association and past member of the boards of directors for the Rancho Cucamonga Rotary Club and the Chaffey Community College Foundation.

Gless served on the Parent Teacher Association board for 25 years. She also served as Girl Scout Troop Leader for her daughter and as team mother for her sons' little league teams.

After one of her sons was diagnosed with juvenile diabetes, Gless joined the Juvenile Diabetes Foundation (JDF) board of directors to help find a cure for the disease. She is currently vice president of the organization and served two years as president. Her seven-year leadership of the annual JDF "Walk for a Cure" has produced a 10-fold increase in funds raised — from \$15,000 to \$160,000.

Gless and her husband of 37 years, John, manage the family busi-

ness, Gless Ranch. The couple has four children and six grandchildren.

Accountemps appoints division director

Barbara Bowlby has been appointed division director for the Ontario office of Accountemps. She joined the firm in late 1995 and has three years experience in the staffing industry.

Bowlby has a bachelor's degree from Biola University in La Mirada, a master's degree from the University of Arizona in Tucson, and holds an accounting certificate from California State University, San Bernardino.

Webb Schools students win science award

A group of students from The Webb Schools in Claremont was selected as one of 12 regional high school teams in the 1996 Toshiba/National Science Teachers Association ExploraVision Awards program, the world's largest student science competitions.

The team members, all seniors, are: Ewurama Ewusi-Mensah of Phillips Ranch; Christopher Maffris of Upland; and William Marshall of Lummi Island, Wash. The team was the top finisher in a region comprised of California, Nevada and the Pacific Islands — including Hawaii and American Samoa.

More than 18,000 students entered the competition that asks them to envision what a selected form of technology would look like in 20 years. The Webb Schools team designed an artificial heart of the future which would be composed of flexible surgical plastic or rubber and which would not require external battery packs, as they currently do.

Pizza Proprietor Named to Temecula Chamber

Tony Turski, owner of Stadium Pizza and Home Run Pizza, was appointed to the Temecula Valley Chamber of Commerce, group president Joan Sparkman announced.

Turski, who lives with his wife, Heather, and their two children in Murrieta, is heavily involved with community projects. They include Promising Christmas — a food drive receiving and distributing 6,000 cans — raising scholarships at local schools, sponsoring little league and softball teams, and membership in Kiwanis. Turski is a 1984 graduate of California State University, Chico.

DESERT BUSINESS JOURNAL

Cathedral City Family Learning Center Opens

The Riverside City and County Public Library and Cathedral City announced the opening of the Cathedral City Family Learning Center. The two entities have joined in a unique community partnership to create an innovative education project to provide lifelong learning opportunities for low-income families.

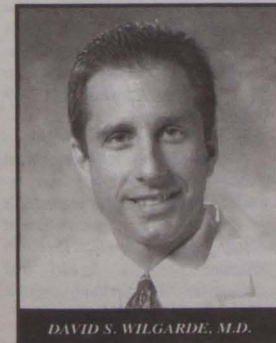
Services to be offered include tutorial and homework assistance, computer workstations, adult literacy and ESL (English as a Second Language) classes, and parenting classes. Other services will include providing voter registration, income tax and immunization information, as well as reading programs and an on-site bookmobile for children and adults.

The Cathedral City Family Learning Center, funded by the Federal Library Services and Construction Act grant, will be open Tuesday and Thursday afternoons 2:30 to 6 p.m., and Saturdays 10 a.m. to 1 p.m. The center is located in the former Cathedral City library building, 68-707 E. Palm Canyon Drive. Volunteers will provide homework assistance, computer training and bookmobile services.

For information regarding volunteer service, contact Charlotte Cano, project coordinator at (619) 324-0125, or Lynn Malloto, crime prevention specialist with the Cathedral City Police Department, at (619) 770-0311.

Physiatrist recognized, spinal specialist joins staff

David S. Wilgarde, M.D., of Desert Orthopedic Center in Rancho Mirage, was recently named a

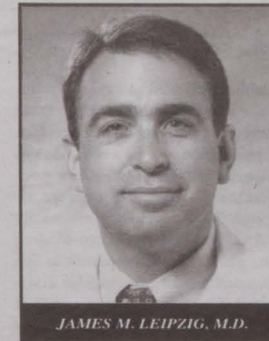


DAVID S. WILGARDE, M.D.

Diplomate of the American Board of Electrodiagnostic Medicine. He specializes in physiatry, a non-surgical

approach to pain management; he treats patients with disabilities resulting from stroke, brain and spinal cord injuries, and those with acute and chronic neck and back pain.

Wilgarde was recognized for his work in electrodiagnostic medicine, a medical subspecialty which applies neurophysiologic techniques to diagnose, evaluate and treat patients with impairments and/or disabilities of the neurologic, neuromuscular and/or muscular systems.



JAMES M. LEIPZIG, M.D.

Spinal specialist James M. Leipzig, M.D., a resident of Rancho

Mirage, joined the staff of the center. Leipzig's specialties include hand and microsurgery, foot and ankle care, treatment of acute and chronic back and neck pain, spinal surgery, joint replacement, arthroscopic surgery, sports medicine and orthopedic trauma.

Coachella Valley's future to be discussed

Six of the Coachella Valley's leading city officials will discuss the future of their cities at the April 12 regular breakfast meeting of the Coachella Valley Chapter of Community Associations Institute (CAI).

Palm Springs Mayor Pro Tem Jeanne Reller-Spurgin, Palm Desert Mayor Walt Snyder, Cathedral City Mayor David Berry, Indian Wells Mayor Pro Tem Walter McIntyre, La Quinta Community Development Director Jerry Herman, and Rancho Mirage Mayor Jeanne Parrish will be available to answer questions. The meeting will be held at Mission Hills Country Club, dining room 3, in Rancho Mirage.

This is the first time the association has sponsored such an event. Every homeowner, association board

member, and property manager will benefit from this chance to meet the people in charge of their city.

The program starts at 7:30 a.m. and costs \$20. Reservation questions will be answered by Terry O'Brien at the CAI offices at (619) 341-0559.

Rancho La Quinta announces latest opening

Developers of the Rancho La Quinta Country Club community have announced the opening of their most recent homes.

The newest products are being marketed as The Tarrazas and The Palacios, a 59-unit phase expected to generate sales of \$25 million to \$30 million in the Coachella Valley.

Already 10 of the 59 homes have been sold, at prices ranging from the high \$200,000s to \$600,000. Overall, 100 units have been sold, with 50 percent being purchased as primary residences. One-third of the buyers are between the ages of 30 and 50 years, and 80 percent have come from metropolitan areas of Southern California. The average sale price is \$400,000.

Major church projects bloom in Coachella Valley

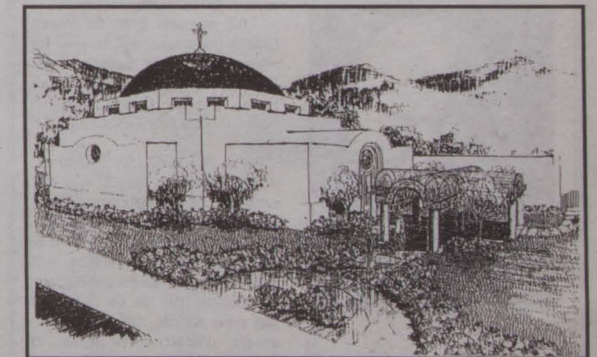
Two major church projects are underway in the Coachella Valley, and they promise to uplift the community spiritually and economically.

Church members and county officials broke ground on Southwest Community Church's new 40-acre sanctuary site at the corner of Fred Waring and Washington Street early this year. The \$23 million project will include a family life center featuring lighted tennis courts, baseball fields, a swimming pool, and educational center and a glass chapel.

With 2,500 seats, Southwest Community Church will be the largest auditorium in the Coachella Valley. What makes this facility especially unique is an outdoor amphitheater which will add an additional 1,600 seats and share the interior stage of the auditorium.

The church campus is being planned by nationally known designer Darrell Howe of Darrell Howe and Associates Inc. Born and reared in Palm Springs, Howe has constructed 30 churches throughout the country with an assessed value in excess of \$200 million.

"I'm really excited about



The elevation drawing for 210-seat Saint George Orthodox Church of the Desert, a \$1.5 million Palm Desert project due for completion by June.

Darrell Howe's creativity," said Senior Pastor David T. Moore. "He has the ability to capture the feeling for our culture and our church and package it all together."

The new church campus will also have a significant impact on the local economy through the creation of construction jobs and other employment opportunities. The pro-

ject will require 12 to 18 months to complete and will complement the surrounding residential neighborhood.

Southwest Community Church was founded in 1982 with a membership of 42 people and a mission to build bridges to all generations

continued on Page 51

Women
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REAL ESTATE FOCUS

Coldwell Banker
kicks-off online
technologies ...

Coldwell Banker residential sales associates throughout the Southland were introduced to the company's new Internet capabilities at a recent technology "kick-off" seminar held in Orange County.

The real estate firm's website includes two on-line services. Coldwell Banker Online™ is a public access website that displays property listings with photos and descriptions, in addition to other services available to Internet users worldwide. The website address is <http://www.coldwellbanker.com>. The second service, CBNNet, offers inter-office communication capabilities and networking opportunities for Coldwell Banker employees.

Orange County Regional Manager Johnson said: "Coldwell Banker Online is just the latest in a long list of innovative services which we have pioneered during our 90-year history."

The company's residential real estate service division has over 252 offices in the state and employs more than 6,800 sales associates and staff — first of its kind national order center.

After providing national lenders with title services on residential properties in California for more than a year, First American Title Insurance Company's Lenders Advantage division (First American/Lenders Advantage) is expanding its boundaries by establishing a national order center.

Clients are able to place orders via electronic links, facsimile or by a toll-free telephone number. Dennis Gilmore, senior vice president of First American/Lenders Advantage said, "With our advanced technology, we are able to offer our unique services nationwide."

Chuck Niethold, management information systems director for the division, said, "We are moving quickly in the direction of establishing the most efficient and cost saving system for exchanging title information electronically." Order information is available by calling (800) 976-OPEN [6736], and Niethold may be reached for technical information at (800) 540-8485.



Bob Le Fever, left, president of Coldwell Banker Southern California Company, and Regional Manager Charlie Johnson demonstrate the company's Internet services at a kick-off meeting.

Lubin takes post at Lewis Homes

Paul Lubin has been named director of property management for Upland-based Lewis Homes Management Corp. In his new position, he is responsible for approximately 3,000 apartments and nearly 1.5 million square feet of existing and planned retail properties in San Bernardino and Los Angeles counties. Lubin, who oversees a staff of nearly 100, will also have charge of future developments totaling about 500,000 square feet.

Prior to joining the Lewis organization, he headed regional West Coast operations for Related Management Company. In supervisory positions at other major firms, his duties extended to more than 20,000 apartments and well over 2 million square-feet of retail and office space. Lubin holds the CPM designation and is a licensed real estate broker with 25 years experience in the industry.

Alhadeff appointed to commercial law chair

Samuel C. Alhadeff, a senior partner of Lorenz, Alhadeff, Cannon & Rose LLP, was appointed co-chair of Commercial Law Affiliates' (CLA) real estate practice section. CLA is the world's largest international affiliation of independent business and commercial law firms.

Alhadeff received his bachelor's degree from Claremont Men's College and his juris doctor degree from the University of San Diego. His concentration is in real estate, mortgage banking and commercial transactions. Alhadeff's firm has offices in Riverside, Temecula and San Diego.

Sales and Leases

CB Commercial Vice President Nelson Wheeler closed transactions

in Upland that reportedly comprise 60 percent of the city's total shopping center retail real estate transactions for the previous year. CB Commercial represented both buyer and seller. Agent: Wheeler, of the firm's City of Industry office.

Property: Mountaingreen Shopping Center, less than 203,756-square-foot, \$9 million. Wheeler was assisted by Bill Corridan, formerly of the Riverside office, and Bill Dennis of Anaheim.

CB Commercial of Riverside announced several completed deals, including the representation of buyer and seller in a 4.95-acre, \$500,000 transaction that will result in several build-to-suit structures. Oak Properties purchased industrial property on Railroad Street in Corona from OMA La Corona Properties. Agents: Gerry Harvey, Riverside, and Bill Milligan, Anaheim.

Lambert Smith Hampton represented Breevast in the sale of a one-year-old Rancho Cucamonga building to R & M Veedy, Inc. The retail unit is leased to Taco Bell Corporation for 20 years. Agent: Terry Marks. Transaction amount: \$1,001,000. Address: 12789 Foothill Blvd.

Lee & Associates Commercial Real Estate Services in Ontario represented Mission Land Co. in the lease of a 31,454-square-foot industrial building in Corona to Hood Precision Machine products. Agent: Ray Schumaker. Transaction amount: \$800,000. Address: 515 Rincon.

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Water talks halted ...

continued from Page 9

To prevent the similar loss of water in the future, and to make a portion of it available to Southern California, the MWD is asking the Department of Interior Bureau of Reclamation permission to implement water banking, or storage for future use, on the Colorado River. This would give Southern California a lesser dependence on water from Northern California and from the environmentally beleaguered delta of the Sacramento and San Joaquin Rivers.

In an attempt to clear up any present or future controversy over

state water supplies, Assemblyman Fred Aguilar, R-Ontario, introduced legislation in February which would prevent the sale or exportation of domestic water to outside states.

That legislation includes Colorado River water and authorizes only the governor to allow the sale or exportation of California water, "if it is in the best interests of the people of California," according to Aguilar. He said, "We should never sell or transfer water outside of the state, when we have trouble meeting our own needs."

Church projects ...

continued from Page 49

with the message that God still cares. The church is currently one of the nation's fastest growing churches and is expected to reach 5,000 members by the end of the decade.

Saint George Orthodox Church of the Desert is expected to complete construction of an 8,360-square-foot sanctuary estimated to cost \$750,000. The Palm Desert structure, in keeping with ancient Byzantine white-washed walls and a blue dome, will include seating for 210 worshippers and is the first of its kind in the Coachella Valley.

Architect and general contractor Charles Martin said the building

"will visually capture the vernacular of those small [Greek] island churches. It is proportionally correct in scale as well as to traditional design while accommodating the future needs and vision of its parishioners."

The new church building, located on Larrea Drive, is more than triple the size of the previous one. While the building is expected to be complete by late next month, phase two of the \$1.5 million project — the installation of interior-mounted stained glass and iconographic artifacts — should be finished by spring, 1997.

T R I V I A

• Chicago O'Hare is the busiest airport in the United States, enplaning six percent of the nation's passengers; that's 29,970,255 enplaned passengers in 1994.

• There are approximately 635,000 pilots in the United States and more than 280,000 registered airplanes.

SOURCE: U. S. Department of Transportation except where noted.

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All proceeds from the Proton Charity Invitational will be used for research and will be deposited in the Loma Linda University Ken Venturi Proton Therapy Cancer Research Endowment, solely for the benefit of patients.

The Proton Charity Invitational will open Monday, May 20, with registration and a continental breakfast at The Club at Morningside in Rancho Mirage. The event's host, former U.S. Open champion Ken Venturi, will conduct a golf clinic for participants.

Golfers will vie for individual and team awards, and a closest-to-the-pin contest offers a set of Callaway Big Bertha metal woods. An exciting hole-in-one contest offers prizes of a 1996 Cadillac from Plaza Motors of Palm Springs, a 1996 Toyota from Chuck Obershaw Toyota of San Bernardino, and round-trip tickets for two to Hawaii, compliments of T. Milford Harrison of University Travel in Loma Linda.

Information on participating in the Proton Charity Invitational or becoming a major sponsor may be obtained by calling (909) 824-4277.

An appreciation golf tournament for sponsors of the Sixth Annual Proton Charity Invitational will be held Sunday, May 19. The Proton Charity Invitational is scheduled the following day to support the Proton Treatment Center at Loma Linda University Medical Center.

Various levels of sponsorship participation in the event are available, and the special Sponsor Tournament is open to major sponsors — those who contribute \$5,000

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1st Addition, 43-879 E. Buena Cir., Palm Desert, CA 92260 Judy R. Carl-Lorono

3D Real Estate, 611 E. Maywood Ave., San Bernardino, CA 92404, Janis Lee Dustin

7th St. Pawn Shop, 15136 7th St., Victorville, CA 92392, Tim J. Bussey

98¢ Store, 4050 Phelan Rd. #5, Phelan, CA 92371, Sambo Kan

A God Sent Janitor, 7644 Buckingham Ct., R. Cucamonga, CA 91730, Dorothy Louise Sannes

A Rae of Flowers, 2015 E. Florida Ave., Hemet, CA 92544, Althea Miller

Accu Printing, 5044 Highland St., Montclair, CA 91767, Rosemarie Aunarie

Advantage Construction, 10660 Hill Grass Rd., Moreno Valley, CA 92557, Michael Hartig

Advantage Health Education, 4245 Lindsay St., Riverside, CA 92509, Ellen Riley

After Hours Care, 555 N. Central Ave., Upland, CA 91786-4241, Patrick A. Loya, DDS

Air Bag Replacement, 1475 N. Linden Ave., Rialto, CA 92376, Sharon Garrett

All Skill Auto Cntr., 1125 W. State, Ontario, CA 91767, Cheng Yong Shi

All West, 10551 Limonite, Mira Loma, CA 91752, David Dailey

Allwaste Container Svc., 1940 Carlos Ave., Ontario, CA 91761, William L. Fiedler

American Carbon, 6584 Victoria Ave., Highland, CA 92346, Leighton Jayasekera

American Shutter Co., 1117 Anthony St., Redlands, CA 92374, Andrew George Altuchow

AMS Casual Living Cntr., 67990 Hwy. 111, Cathedral City, CA 92234, Alice Mayo

Animal Care Hospital, 1221 W. Acacia Ave., Hemet, CA 92543, Douglas Bower

Annie's Nails, 22500 Town Cir. #2212, Moreno Valley, CA 92553, Danny Le

Apex General Contracting, 49-174 Aspen Dr., Morongo Valley, CA 92256, John Edward Cunningham

Auto Haus Alemania, 1668A Juanita St., San Jacinto, CA 92583, Stefan Reindl

Back to The Basics, 1900 W. Redlands Blvd., Redlands, CA 92423-1522, Shelby J. Harris

Ball Plastic, 14310 Ramona Ave., Chino, CA 91710, George A. Sissel

Barely Worn Child Resale, 10060 Arrow Rte., R. Cucamonga, CA 91730, Johnnie Marie Monroe

BC Discount Groceries, 3936 Phelan Rd. B15, Phelan, CA 92371, Carlene Ann Payne

Bear Necessities, 14400 Bear Valley Rd. C-3, Victorville, CA 92392, Cathy Hoshabekian

Belgian Waffle Works, 28200 Hwy. 189 #E140, Lake Arrowhead, CA 92352, Robert/Mary Baker

Brunner's Tiny Time Shop, 864 E. Williams St., Barstow, CA 92311, James Brunner

CA Bugs, 20210 Gaston Rd., Perris, CA 92570, Kathleen Barcinas

CA Furniture Outlet, 976 E. Baseline Ave., San Bernardino, CA 92410, Nuri Sakiri

Cal Roses, 78-605 Kings Rd., Thermal, CA 92274, Severiano Mora

Cardiac Rescue, 33198 Castle Ct., Barstow, CA 92311, Daniel V. Tellez

Carlson Wagonlit Travel, 3663 C Canyon Crest Dr., Riverside, CA 92507-4695, Sally Ann Ringdahl

Casa Blanca Investigation, 4195 Chino Hills Pkwy. 520, Chino Hills, CA 91709, Patrick O. Caras

Casa Bonita, 10520 Campbell Ave., Riverside, CA 92505, Alfredo/Maria Garabito

Certified Automotive Specialists, 68-435 Ramon Road, Cathedral City, CA 92234, David Goodall

Chelsea's Bridal, 35051 Yucaipa Blvd. #A, Yucaipa, CA 92399, Teresa M. Martinez

Chino Valley Invest., 3233 Grand Ave. #N205, Chino Hills, CA 91709, Bruce R. Janis

City Curb & Can, 78080 Calle Estado, La Quinta, CA 92253, Denis Dubarry

College Yes, 6941 Bear Creek Ave., Alta Loma, CA 91701, Cathy McKinney

Colton Legal Clinic, 415 W. Valley Blvd. #14, Colton, CA 92324, Raul A. Mata

Concept Enterprise, 1438 E. Cottonwood St., Ontario, CA 91761, Maurice A. McCullough

Consumer Watch, 23675 Iride Cir., Murrieta, CA 92562, James Freeman

Cotterell Dist., 44-489 Town Centre Way D257, Palm Desert, CA 92260, Brian Leslie Cottrell

Country Club Nails, 50355 Washington St. A2, La Quinta, CA 92253, Mathew D. Tran

Country Farms, 25980 Hwy. 243, Idyllwild, CA 92549, Carl L. Vince

Country Line Framing Inc., 525 West Ave. L, Calimesa, CA 92320, Amelia P. Dickinson

Critter Korner, 15208 Bear Valley Rd. #D28, Victorville, CA 92392,

Carol L. George

Cutting Edge, 11371 Winey Dr., Fontana, CA 92337, Michael Ray Smith

D&D Protective Svc., 16701 Main St. #186, Hesperia, CA 92345, David Foster

D&M Drum Co., 480 N. Main St., Riverside, CA 92501, Linda Gibbs

Dan E. Harris Grp. Inc., 7201 Haven #E 402, R. Cucamonga, CA 91730, Dan Harris

Danielle's, 285 N. Palm Cyn. Dr., Palm Springs, CA 92262, Arthur C. Hopson

Deadman's Point, 12691 Apple Valley Rd., Apple Valley, CA 92308, John A. Schaffer

Desert Christ Park Found., 57898 Joshua Dr., Yucca Valley, CA 92284, Wolfgang Maschler

Desert Woodcraft, 680 Oleander Rd., Palm Springs, CA 92264, Michael Tucker

Drew Graphics, 9052 Sunflower St., Alta Loma, CA 91701, Darrell Lawren Walter

Duke & Duchess Beauty, 73920 El Paseo #1, Palm Desert, CA 92260, Patrick K. Fleming

Eagle Ministries, 365 S. Forest Ave., Rialto, CA 92376, Johnnie Simmons

Eagle Mt. Construction, 917 Anita Ave., Big Bear City, CA 92314, Shana D. White

Eclipse Window Tinting, 1440 3rd St. #1, Riverside, CA 92507, Michael Hodges

Educational Solution Providers, P. O. Box 488, Apple Valley, CA 92308, Elizabeth Anderson

Emergency Security, 657 N. Hemet St., Hemet, CA 92544, Marc Sullivan

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Empire Steering Columns, 1161 S. Lilac, Rialto, CA 92376, Angelo Juan Perez

Ernie's Appliance Repair, 1942 Danube Way, Upland, CA 91784, Ernest P. Munoz Jr.

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Fantastic Decks, 45-820 King St., Indio, CA 92201, Eduardo Garcia Leija

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Fiesta Mexican Food, 14400 Bear Valley Rd. #759, Victorville, CA 92392, Ishak R. Ibrahim

Food Hotline, 4987 Ginger Ct.,

Alta Loma, CA 91737, William E. Hawkins

Friedrich Construction, 9020 Ramona Ave., Montclair, CA 91763, Larry A. Friedrich

Friendly Info., 6738 Jerome, Riverside, CA 92504, Larry Smith

Fritz's of Bel Air Greens, 1001 El Cielo, Palm Springs, CA 92262, Jeffrey Fritz

Furniture Forum, 40284 Big Bear Blvd., Big Bear Lake, CA 92315, Timothy S. Blyler

Future Folk Music, 7771 Jemez Trail, Yucca Valley, CA 92284, Betty Curtis

Future Footsteps, 58967 Business Cntr. Dr. #H, Yucca Valley, CA 92284, Frances H. Gray

G Family Bunnyland, 80-784 Dartmouth, Indio, CA 92201, Lynn Ralston Gillis

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Haagen Daz Shoppe, 2007 Montclair Plaza Ln., Montclair, CA 91763, Michael D. Perkins

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Happy Trails Stables, 1435 E. Big Bear Blvd., Big Bear City, CA 92314, Michael D. Allen

Hard N' Floppy, 56139 29 Palms Hwy., Yucca Valley, CA 92284, Tery Fields

Hesperia Royale Manor, 16077 Juniper St., Hesperia, CA 92345, Cieofe B. Clopko

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Hud Computer Svc., 9544 Summit Dr., Forest Falls, CA 92339, Paul Richard Huddleston Jr.

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I Think We Can, 14676 Pipeline Ave., Chino Hills, CA 91709, Julie Cannataro

Ice Cream Co. of Palm Desert, 42575 Melanie Pl. #S, Palm Desert, CA 92211, D. L. Freeman Inc.

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Juarez Masonry, 12657 Hickory Ave., Victorville, CA 92392, Angel Patrick Juarez

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Jump, 165B Celadon Ct., Chino Hills, CA 91709, Mary Gonzales Cummins

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KC's Cafe, 68-625 Perez Rd., Cathedral City, CA 92234,

Judith M. Henkens

Khalis Fashions, 57230 29 Palms Hwy., Yucca Valley, CA 92284, Debbie J. Hirschfield

Kinetic Sports Med. Clinic, 4200 Chino Hills Pky. #885, Chino Hills, CA 91709, David L. Martin, DC

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Lollipop Uniforms & Wear, 882 E. Margarita, Rialto, CA 92376, Lewis Hopkins

Los Sembradores Ministries, 83-583 Tourmaline Ave., Indio, CA 92201, Jesus Barrera Jr.

Lynfield Ent. & Construction, P.O. Box 1841, Temecula, CA 92590, Jon/Deborah Butterfield

M&M Auto Touch Up, 8701 Arrow Rte. 109H, R. Cucamonga, CA 91730, Mark K. Malone

Mai Thai Restaurant, 71-900 Hwy. 111, Rancho Mirage, CA 92270, Sompob Visajinam

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McKenzie & Associates, 10086 Hershey Way, Riverside, CA 92503, David/Maria Roderick

Mecca Svc., 88-465 Ave. 66, Mecca, CA 92254-0237, Todd G. Bucher

Med. Consult Svc., 7460 Quail Run Dr., Highland, CA 92346, Michael Berschinski

MFT Products, 71418 Hwy. 111, Rancho Mirage, CA 92270, Marion Sylvia Fleuriau

Midsummer Investments, 42555 Stardust Pl., Indio, CA 92201, Jeannie M. Niles

Migsy's, 5222 Arlington Ave., Riverside, CA 92504, Robert Christensen

Mike's Materials, 1120 North 2nd St., Colton, CA 92324, Michael Joseph Rossano

Mobile Memory, 54-570 Avenida Diaz, La Quinta, CA 92253, Anthony T. Velasquez Jr.

Mobile Physicians Svc., 441 S. Calle Encilia #2, Palm Springs, CA 92262, David Lawrence Neumann

Mom & Pop's Frame Shop, 27886 Moonridge Dr., Sun City, CA 92585, Douglas M. Harwick

Mountain Masonry, 718 N. Bonita Ct., Ontario, CA 91762, John Simon

Murrieta Vly. Cntr., 25405 Hancock #218, Murrieta, CA 92562, Douglas J. Cast, DDS

My Sister's Attic, 6635 Magnolia Ave., Riverside, CA 92504,

Lauren Kinchen Whitsey

N Zone, 54700 Ave. Diaz, La Quinta, CA 92253, Jose Aguayo Jr.

Naeoya Health Spa, 10848 Central Ave., Ontario, CA 91761, Chae Sun Romine

Nat'l Orange Racing, 5940 Guthrie St., Box 5325, San Bernardino, CA 92412, Lynda Steinbeck

National Svc. Auditors, 1456 E. Philadelphia 188, Ontario, CA 91761, Eric S. Horner

Noah's Ark, 23819 Sunnymead Blvd. #C, Moreno Valley, CA 92553, Allan/Elizabeth Wiebe

Noah's Ark Animal Supplies, 22500 Town Cir., Moreno Valley, CA 92553, Taryn Hefler

Northwind Distributors, 46-585 Washington St., La Quinta, CA 92253, Laura Fitzgerald

Novelty N' Things, 4501 National Trails Hwy., Newberry Spgs., CA 92365, Karijean Ward

Oasis Beach Club, 1500 Gene Auntry Trail, Palm Springs, CA 92264, Joshua W. Ludwick

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Oro Mktg., 88-200 Ave. 58, Thermal, CA 92274, Oscar Ortega
PS Orangeo Inc., 127 S. Euclid Ave., Upland, CA 91786
P&J Janitorial Svc., 2004 Flara Vista, Needles, CA 92363, Phillip C. Baker

Pac. Coast German Janitor, 395 Stillman Ave. #D, Upland, CA 91786, Staff Siegfried

Pacific Horizons Prop. Maint., 79-675 Ave. 38 #5, Bermuda Dunes, CA 92201, Beverly A. Viramontes

Pacific Stix, 3737 Main St. #106, Riverside, CA 92501, Lian Y. Lee
Page Me, 9530 Sierra Ave., Fontana, CA 92335, Bill L. Shermett

Pain in The Glass, 14655 Cashew St., Hesperia, CA 92345, Gary R. Kirkham

Palm Springs Graphics, 1059 N. Palm Cyn. Dr., Palm Springs, CA 92262, Steve Schmit

Palm Sticks, 81-944 Hwy. 111, Indio, CA 92201, Steve Chen

Parsnet Communications, 1400 Barton Rd. 2412, Redlands, CA 92373, Arshiz Zarrabi

Pendell Associates, 27475 Ynez Rd. #274, Temecula, CA 92591, David E. Rosenthal

Personal Protection Product, 420 McKinley #111-267, Corona, CA 91719, Manny Rodriguez

Pescado Mojado, 401 N. Euclid Ave., Ontario, CA 91762, Juan G. Corona

Pet Paradise, 34-010 Date Palm Dr., Cathedral City, CA 92234, Linda Diane Thompson

Petals N' Bows, 26200 Redlands Blvd. #94, Redlands, CA 92373, Sharon L. Diaz

Pooh Corner Daycare, 68-260 Bella Vista Rd., Cathedral City, CA 92234, Jenene Nicole Pope

Pride of Italy, 627 S. San Jacinto St., San Jacinto, CA 92583, Bettie Lou Rolf

Prinel Communications, 1194 Via Miraliste, Palm Springs, CA 92262, Jose A. Ibarra

Pro Pose, 68300 Bella Vista, Cathedral City, CA 92234, Timothy Whalen

Proven Products Int'l., 26868 Girard St., Hemet, CA 92544, John Williams

PSC, 2172 Callaway Dr., San Jacinto, CA 92583, Stephanie/Geral Nostadt

Quality First Roofing, 1617 Zinnia

St., Corona, CA 91720, William Leinenweaver

Quality Software Solutions, 4380 Wilson St., Chino, CA 91710, Linda Forbes

Qwik-Dry Custom Carpet Care, 12336 Yuma Ct., Moreno Valley, CA 92557, Enrique Rodriguez

R&F Calves, 981 Kirby St., San Jacinto, CA 92583, Phil Rodriguez

R&J Construction, 13206 Winona Rd., Apple Valley, CA 92308, Ronnie M. Motley

Rae Com., 72700 Desert View Dr., Palm Desert, CA 92260, Ronald A. Erickson

Rainbow Cab Co., 594 S. Camino Real, Palm Springs, CA 92264, Kenneth W. Tolson

Raise Up Entertainment, 2733 S. Parkside Dr., Ontario, CA 91761, Todd Anthony Carline

Redlands Annual Orange, 31986 Avenue E, Yucaipa, CA 92399, Marianne Lowe

Rent A Wreck of Ontario, 931 W. Holt Blvd., Ontario, CA 91762, Kristyn Spanos

Resorts Mktg., 333 N. Palm Cyn. #114, Palm Springs, CA 92262, Paul S. Berst

Reyco Specialty Contrac., 4313 Walnut Ave., Chino, CA 91710, Richard Reyes

RF Construction, 8353 Lucite Ave., R. Cucamonga, CA 91730, Ronald E. Franklin

Rojas Meat Mkt., 25036 Filaree Ave., Moreno Valley, CA 92557, Sergio Q. Rojas

Roy's Auto Repair, 8955 Central Ave. #B, Montclair, CA 91763, Khosrow Noora Hani

Salsnaks, 9400 Nolina Dr., Hesperia, CA 92345, Saliy Mae Fullmer

Seebaran Construct., 7945 Locust Ave., Fontana, CA 92336, Dexter Seebaran

Service One, 6224 N. Beechwood, San Bernardino, CA 92407, Robert John Rodello Jr.

Set in Motion, 2150 Gratton Ave., Riverside, CA 92504, Sharon E. Tavaglione

Shalimar Apts., 1959 North F St., San Bernardino, CA 92405, Patrick Galentine

Silver Falcon Studios, 1024 S. Main St., Corona, CA 91720, Joane Shamna

Southwest Automotive & A/C, 29950 Ave. Maravilla, Cathedral City, CA 92234, John Nicolazzi

Southwest Machinery, 7550 Rudell Rd., Corona, CA 91719, James Morton

Specialty Threads, 11542 Lomello Way, R. Cucamonga, CA 91730, Monica Gonzalez

Monica Gonzalez

Spotlight On Safety, 953

Cowhide Rd., Corona, CA 91720, Don Nelson

Steigner Trucking, 3311 Fanwood Ct., Riverside, CA 92503, Jeff Steigner

Sterling & Assoc., 6155 Palm Ave. #1903, San Bernardino, CA 92407, Robert J. Sterling Sr.

Stitch Pro, 27570 Commerce Center Dr. 3116, Temecula, CA 92590, Adrian Halmagean

Sunrise Hobbies, 32800-4 Old Woman Spgs. Rd., Lucerne Valley, CA 92356, Frank Paul Ridrigue

Sweetheart Swings, 4240 B Riverside Dr., Chino, CA 91710, James B. Earickson

Sweetwater Products, 13951 Monte Vista, Chino, CA 91710, Roland J. Clark

T&T Complete Landscape, 82-460 Lemon Grove, Indio, CA 92201, Antonio Gonzalez

T&T Glass, 640 Texas St., Redlands, CA 92376, Terry Van Arsdole

Taco Ruidoso, 7990 Tippecanoe, San Bernardino, CA 92410, Dudley Stella Rue

The Green Team, 2298 Calle Conejera, Palm Springs, CA 92262, Peter B. Muir

Tidy Dog Clean Up Svc., 42815 Tennessee Ave., Palm Desert, CA 92211, Janet Johns

Top Hat Barber Studios, 3971 Chicago Ave., Riverside, CA 92507, Gaye Garside

Transport Adv. Group, 78-150 Calle Tampico #210, La Quinta, CA 92253, Russell Luce

Treasure Chest, 80-425 Hwy. 111, Indio, CA 92201, Cassie Shiegtani

Tree Crowns Furniture, 13757 Arapahoe Pl., Chino, CA 91710, Kent Anderson

Turner & Assoc., 43535 Corte Benisa, Temecula, CA 92592, David C. Turner

U Save Brand Name Merch., 38010 Whitmore Rd., Anza, CA 92539, Roger/Valerie Burgess

Uniworks So. Cal., 10446 Mangrove, R. Cucamonga, CA 91730, Kathryn Paulett Harden

Upland Tile Co., 929 Seaboard Ct., Upland, CA 91786, Michael Hawkins

Valley Business Service, 33-447 Date Palm Dr., Cathedral City, CA 92235, Larry Quilon

Valley Computer, 77-854 Calypso Rd., Palm Desert, CA 92211, Sharon Frey

Valley Pntg. & Maint., 14330 Burning Tree Dr., Victorville, CA 92392, John Frank Beneda

VH Booking Svc., 1500 S. Palm Canyon Dr. #3, Palm Springs, CA 92264, Vicky Jean Hanson

Victory Sportswear, 9733 Sierra Ave. #B1, Fontana, CA 92335, Woo Song

Vivere, 78-365 Hwy. 111 #243, La Quinta, CA 92253, Colleen L. Hodson

VP Enterprise, 23290 Ocotillo Way, Apple Valley, CA 92308, Vanancia M. Milina

Warehouse of Big Bear, 501 Big Bear Blvd., Big Bear City, CA 92314-0278, Karyl Mayeda

Watermill Thriftstore, 444 S. Waterman, San Bernardino, CA 92408, Adoracion Tud Benton

Wayda B., 18080 Gilman Spgs. Rd., Moreno Valley, CA 92555-9710, Wendy Nicholson

We Can Do It, 43-740 Acacia Dr., Palm Desert, CA 92260, Esperanza G. Ramirez

Wes & Don's This & That, 768 N. Palm Cyn., Palm Springs, CA 92262, Wesley G. Blizzard

Westcom Technologies, 1511 W. Holt Blvd. #P, Ontario, CA 91762, Joseph Hughes

Western Way Saddlery, 23231 Palomar St., Murrieta, CA 92562, Jeannette M. Johnson

What's in Stock II, 15800 Main St. #250, Hesperia, CA 92345, Vernoo C. Martin

Where Palm Spgs. Resorts, 74940 Hwy. 111, Indian Wells, CA 92210, Charles L. Knoll

Wild Women Arts, 49-760 Little Big Horn Cir., Palm Desert, CA 92260, Deborah Malotte Loeser

Wildflowers, 331 N. Sunset, Lake Arrowhead, CA 92352, Sheryl Davis

Winchester Surrey Real Est., 45465 E. Florida Ave., Hemet, CA 92544, Ralph E. Slater

Wood's Wheels & Accessories, 12360 Orangemont Ln., Riverside, CA 92503, Christopher Wood

World Wide Travel, 6352 Blossom Ln., Chino Hills, CA 91709, Marza A. Verdugo

Xcel Int'l., 1898 Belding Dr., Palm Springs, CA 92262, Kathleen E. Donnell

Xs Merchandise, 134 W. Madrona St., Rialto, CA 92376, Collette Gaskin

Y Rent Realty, 6956 Indiana Ave. #2, Riverside, CA 92506, Benito Asperas

Yankee Pacific Svc., 8851G Central Ave., Montclair, CA 91763, T. D. Andros

Yau Yee Trading Co. Inc., 16818 Valley Blvd., Fontana, CA 92335, Joshua View, Yuca Valley, CA 92284, Shelley L. Hettig

Zapata's Burritos, 24757 Alessandro Blvd. #7, Moreno Valley, CA 92553, Virgilio Sarmiento

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Thursday, April 25, 1996, 3-7 p.m.
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Ontario, CA 91762
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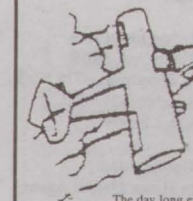


Wednesday, April 17, 1996
Whispering Lakes Golf Course

Foursome - \$300 • Individuals - \$85
Business/Organization Sponsorship \$375

For information call (909) 624-4569

GRAND PRIZE - "McDougal Golf Extravaganza"
"Hole-In-One" prize - 1996 Nissan



Redlands Chamber of Commerce

The Redlands Airshow '96
Saturday & Sunday, June 1 and 2
Showtime 12-3

featuring
Bob Hoover

The day long event will include a static display, pancake breakfast,
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General Admission \$5.00, 5-12 years old \$3.00, under 5 free.
Gates open at 7:00 am.

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"Good Business
Builds a Better
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WAKE UP MORENO VALLEY!
live news magazine format breakfast
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BUSINESS IN ACTION • Networking
Thursdays at 7:30 a.m.
MONTHLY MIXERS

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POWER UP '96

A Business Resource Expo
for the Inland Valley

MAY 15, 9 - 3 pm

An opportunity for you to promote your business...

Vendor/Exhibitor spaces:
\$25 for Montclair Chamber Members & Non-profits
\$50 for all other businesses

POWER UP '96 features exhibitors from financial & educational
institutions, governmental agencies, and other businesses serving
small & home-based businesses

Joe Lyons (Inland Empire TV News) will MC
a series of speakers panels discussing:

• Business Planning • Cost effective Marketing
• Financing • Customer & Employee Relations

with keynote speaker Bill Cortus, District Governor of the Inland
Empire Toastmasters International & Marketing Director for
the Inland Valley Daily Bulletin

Hosted by the Montclair Chamber & the City of Montclair
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BANKRUPTCIES

Jamie Alejandro Albornoz Sr., Gisela Astrid Albornoz, fdba Foxy's II, 15719 Firethorn Road, Fontana; debts: \$245,743, assets: \$163,858; Chapter 7.

Siroos Amricachi, Loures Amricachi, fdba Advance Auto Sales, Primo Auto Sales, Carnaval Motors, 5081 Via Paraiso, Alta Loma; debts: \$595,331, assets: \$6,700; Chapter 7.

David Harold Barousse, Mary Ernestine Barousse, the CQ Ultimate Perk, Dog Beach Deli, 1610 Margarita, Drive, Redlands; debts: \$282,588, assets: \$190,230; Chapter 7.

Sylvain M. Bellemare, dba Bel-Mar Construction, Chateau Construction, Datow Software, 26812 Cherry Hills Blvd. #216, Sun City; debts: \$261,200, assets: \$3,750; Chapter 7.

Richard Charles Boudreau, Leiana Lynn Boudreau, dba Rich Boudreau Painting, 42560 Ballinger Road, Hemet; debts: \$299,171, \$199,700; Chapter 7.

Karen Joy Bowers, fdba Knickerbocker Mansion Bed & Breakfast, 40293 Lakeview Drive, Big Bear Lake; debts: \$913,025, assets: \$705,375; Chapter 7.

Jilberto Guillermo Cancino, Adeline Stella Cancino, fdba The Welding Shop, 761 West Citrus St., Colton; debts: \$326,792, assets: \$78,647; Chapter 7.

David Raymond Caron, Kathryn Marie Caron, fdba Rancho Heights, a General Partnership, 13508 Mohawk Road #3, Apple Valley; debts: \$858,841, assets: \$157,415; Chapter 7.

Tod Martin Curry, aka Tod M. Curry, Mary Beth Curry, aka Beth M. Curry, J-Mat Publications, Rancho Magazine, Upland Magazine, 9420 19th St., Alta Loma; debts, assets schedules not available; Chapter 7.

Steve DeForrest, Mickie DeForrest, aka Mickie Erickson, fdba A-1 Lock & Safe, A-1 Entry Systems, Corona Security Plus, 15348 Regatta Way, Lake Elsinore; debts: \$259,245, assets: \$197,470; Chapter 7.

Gregory James DeRepentigny, Lynda Sue DeRepentigny, dba Mountain Printing, 24761 Basel Drive, Crestline; debts, assets

schedules not available; Chapter 7.

Charles Patrick Emery, aka Chuck Emery, Stephanie Ann Emery, fdba Quality R.V. & Truck, 1455 Constitution Drive, Corona; debts: \$96,033, assets: \$9,350; Chapter 7.

Richard Wayne Ferryman, LaDonna Ferryman, fdba Ferryman's Plumbing, 4715 Wade Ave., Perris; debts: \$267,890, assets: \$9,500; Chapter 7.

Albert A. Gauna, fdba Equanimity Home Health Agency, 345 Crestview Drive, Palm Springs; debts: \$144,567, assets: \$660; Chapter 7.

Alice Rebecca Gomez, fdba Images Hair Salon, 9172 Pepper, Fontana; debts: \$585,338, assets: \$403,010; Chapter 7.

Beverly Blaisdell Gray, fdba Antiques and Collectables, 1095 Kendall Drive, B-107, San Bernardino; debts: \$24,016, assets: \$10,300; Chapter 7.

Patricio Elias Hadad, Helen B. Hadad, dba Pat's TV & VCR Service, 23624 Vista Way, Quail Valley; debts, assets schedules not available; Chapter 7.

Gerald Raymond Heard, dba Studio Hair, 7754 Warwick Courts, Rancho Cucamonga; debts: \$166,758, assets: \$145,060; Chapter 7.

Andres (NMI) Hernandez, Maria Edaligia Hernandez, aka Maria E. Hernandez, dba A & Sons Auto Electric, 7440 Laurel Ave., Fontana; debts: \$166,223, assets: \$139,033; Chapter 7.

Hector Horacio Hernandez, Rosa Maria Hernandez, fdba La Escondida Restaurant, 16348 Parkside Lane, Moreno Valley; debts: \$168,026, assets: \$136,618; Chapter 7.

Frederick J. Hill, Christina Hill, aka Christina Delgado, dba It's a Hit, Chris Cuts, 2140 Mentone Blvd., Space 24, Mentone; debts: \$39,195, assets: \$11,195; Chapter 7.

Maurice Raymond Hoffman, Nancy Ann Hoffman, dba Hoffman Consulting & Development, 73-171 Cabazon Peak, Palm Desert; debts: \$107,686, assets: \$43,602; Chapter 7.

Garry Ray Hook, aka Garry R. Hook, Lynda Marie Hook, aka

Lynda Marie Gonzales, dba Fritz Auto Sales, 387 Cabrillo Circle, Corona; debts: \$234,795, assets: \$159,840 Chapter 7.

International Architecture, Michael B. McWhirter, International Architecture, 2743 North Indian Canyon Drive, Unit 637 and 638, Palm Springs; debts, assets schedules not available; Chapter 7.

Stephen Carl Irby, Shear, Locks N' Combs, 275 La Paloma, San Jacinto; debts: \$46,994, assets: \$4,785; Chapter 7.

Robert Edward Kirby, Jo Rowe Kirby, aka Josephine Rowe, Jo Rowe Burnside Kirby, Josephine V. Kirby, dba RK Systems, faw Industrial Lighting Supply of Pasadena, Inc., dba Robert & Rowe Lighting Company, 6155 North Palm Ave. #2601, San Bernardino; debts: \$103,728, assets: \$32,845; Chapter 7.

Joseph Anthony Lewis, fdba Joseph A. Lewis, 14532 Sultana, Hesperia; debts: \$229,361, assets: \$142,910; Chapter 7.

Debbie L. Linderman, Richard D. Linderman, Individual & fdba L. & M. Pools, 17442 Paine St., Fontana; debts: \$174,629, assets: \$161,820; Chapter 7.

Carolyn Diane Lofton, aka Carolyn D. Lofton, Carolyn Lofton, Mark Edward Lofton, Truly Remarkable, 387 Desert Holly Circle, Palm Springs; debts: \$129,014, assets: \$132,885; Chapter 7.

Joseph Martin Jr., Patricia Martin, dba Continental Cleaners, Mike's Cleaners, 25440 Lone Mesa Trail, Moreno Valley; debts: \$364,284, assets: \$208,750; Chapter 7.

Jose R. Mata, Betsy Mata, fdba BAJ Interiors, 25298 Clemente St., Homeland; debts: \$313,273, assets: \$250,630; Chapter 7.

David Craig McFate, aka D. Craig McFate, dba Law Enforcement Management Advocates, fdba Sterling's Coffeehouse, 6806 Shadowwood St., Riverside; debts: \$301,560, assets: \$261,550; Chapter 7.

Dave Mildred, fdba Mr. T's Family Restaurant, 26363 Potomac Drive, Sun City; debts: \$801,100, assets: \$486,200; Chapter 7.

Farhad Mohandessi, aka Fred

Mohandessi, Nooshin Mohandessi, fdba Rimrock Shell, 38850 Elna Way, Cathedral City; debts: \$227,311, assets: \$176,450; Chapter 7.

Murich, Inc., Desert Rose Inn, Pioneer Point Motel and Apartments, 84368 Trona Road, Trona; debts: \$10,503, assets: \$6,682; Chapter 7.

Esther Luevano Pacheco, fdba Junior's Restaurant, 12431 Snapdragon St., Rancho Cucamonga; debts: \$121,007, assets: \$114,970; Chapter 7.

Michael Jayme Paden, Anna Pelino Paden, fdba Celestial Vending, 1121 Dickenson Court, Upland; debts: \$495,148, assets: \$344,673; Chapter 7.

Thomas A. Perry, Rosita B. Perry, fdba Perry Auto Repair, 12624 Main St. W., Hesperia; debts: \$100,821, assets: \$34,400; Chapter 7.

George Alan Pierce, Jennifer Lynne Pierce, dba Pierce Precision Products, fdba Pierce Mold & Die, 14561 Longview Drive, Fontana; debts, assets schedules not available; Chapter 7.

Richard Reynolds, Virginia Susan Reynolds, aka Virginia S. Reynolds, fdba Harris and Reynolds Motor Car Sales, 4361 Mission Blvd., Sp. 71, Pomona; debts: \$356,990, assets: \$26,750; Chapter 7.

Mark Allen Shelton, Deborah Susan Shelton, fdba Shelton Management Service, a General Partnership, 14660 King Canyon Road, Victorville; debts: \$200,321, assets: \$98,755; Chapter 7.

Arthur A. Soto, aw Langenwalter Carpet Dyeing of Rancho California, 40490 Calle Torcida, Temecula; debts: \$418,623, assets: \$437,513; Chapter 7.

James P. Stafford, fdba JP Auto & RV Repair Center, 35510 Champagne Drive, Space 99, Calimesa; debts: \$69,086, assets: \$48,755; Chapter 7.

Patsy Lou Stahley, fka Patsy Lou Perkins, fdba West Sundial Inc., 12012 Marigold Ave., Moreno Valley; debts, assets schedules not available; Chapter 7.

Varela & Son Inc., 1313 East Phillips Blvd., Pomona; debts: \$2,116,726, assets: \$87,297; Chapter 7.

MARCH IN REVIEW

2ND Thirty residents were evacuated from 16 apartment units after San Bernardino police discovered the fourth methamphetamine drug manufacturing laboratory in that city within a week. Two men were arrested on suspicion of manufacturing narcotics after police responded to reports of toxic fumes emanating from the complex.

7TH Presidential candidate Dr. Alan Keyes addressed 400 Republicans at the San Bernardino County Republican Party Central Committee's campaign kickoff in Ontario. Keyes said the party could not defeat the incumbent president — Democrat Bill Clinton — on the issue of the economy; he said the party must unite and challenge the administration on "moral and social issues."

11TH A delegation from Turkey visited with officials of the Inland Empire District Export Assistance Center in Ontario. The foreign delegation was in the area through March 15 on a "reverse trade mission," interviewing suppliers of agricultural products — especially citrus crops — processing and irrigation equipment, and new technology.

12TH The San Bernardino County Board of Supervisors voted 5-0 to oppose five state senate bills which would alter the composition of the South Coast Air Quality Management District's (AQMD) governing board and some of its policies. One bill would eliminate the district's revamped ride-share rule which allows companies several choices for reducing air pollution. Supervisor Jon Mikels, chairman of the AQMD, was quoted as saying the authors of the bills — state Senators John Lewis and Robb Hurr of Orange County — were undermining air quality policies which

already had been "embraced by the business community."

19TH The Best Western Heritage Inn, Rancho Cucamonga, hosted a gathering of 600 Patrick Buchanan supporters as the Republican presidential candidate addressed the nation live via television. Buchanan made the campaign stop to boost his prospects in the party's March 26 California primary; Senator Bob Dole took the party's vote for delegates.

21TH Fugitive Rudy Alcalá, former superintendent of Ontario's Utilities Division, was arrested in Los Angeles in connection with the alleged embezzlement of \$300,000 of city property, along with a co-worker who was arrested in December. Alcalá had been at-large since then; he was booked into West Valley Detention Center in Rancho Cucamonga on a \$1 million embezzlement warrant and a no-bail federal warrant. Police said they traced his evasion route through Central America, Florida and South Carolina before getting tips on Alcalá's presence in L.A.

CinemaStar Luxury Theatres held a grand opening for its 14-screen Ultraplex theater in Mission Grove Plaza, Riverside. The 45,000-square-foot complex is North America's largest all-Lucas Film THX Sound-equipped motion picture theater.

22ND A delegation from Riverside's sister city — Ensenada, Baja Calif. — celebrated 20 years of cultural ties between the two cities. Among the presentations, Riverside Mayor Ron Loveridge made a gift of the city's flag to Manuel Montenegro Espinoza, the mayor of Ensenada. Dignitaries from both communities called for increased business exchange opportunities.

april CALENDAR '96

9 Congressman Lewis to speak at Rotary and Kiwanis Clubs. The Rotary Club of San Bernardino and the San Bernardino Kiwanis Club will host Congressman Jerry Lewis, R-Redlands, at a special combined luncheon at the Radisson Hotel, 295 North "E" Street, San Bernardino.

Lewis will up-date the group on current legislation and the political climate in Washington, D.C. Admission is \$10 at the door for members and their guests. Advance tickets may be ordered from Ann Atkinson by calling (909) 889-8561.

17 "Learn discipline in the Workplace." Stu Lerner, a human resources consultant from Orange County, will speak on progressive discipline and documentation in the workplace at the Inland Empire Employers Advisory Council luncheon at the Radisson Hotel San Bernardino, 295 "E" Street, San Bernardino, at noon.

Admission is \$25 at the door for members and \$30 for non-members. Advanced tickets may be purchased at any local California Employment Development Department office. For hotel information, call (909) 381-6181.

17 Business Showcase sponsored by the Temecula Valley Chamber of Commerce is an opportunity for businesses to showcase their products or services. Free to the public for maximum exposure, the Business Showcase will be held in the building next to Gold's Gym on Ynez Road, 5 to 8:30 p.m.

Spaces will be reserved on a first-paid, first-served basis. Fees to participate are \$125 for members, \$225 for non-members. Fees increase by \$25.00 after April 5. For information, call the Temecula Valley Chamber of Commerce at (909) 676-5090.

17 Banking fraud prevention dinner — Dana Turner of American Business Resources will speak on "Fraud Prevention in the Banking Industry" at The Inland Empire Bankers Network monthly dinner, 7:30 p.m. at the Radisson Hotel, 295 "E" Street, San Bernardino. Tickets are \$30 at the door for members and \$35 for non-members. Advance ticket information is available from Manny King, vice president of marketing for the network, by calling (909) 276-8810.

18 to June 20 "Management Skills for Successful Supervisors," 9 a.m. to 4 p.m. Members \$450; non-members \$560; \$430 for each in a group of three or more. Presented by The Employers Group, Mission Financial Center, 3600 Lime Street, Suite 422, Riverside. (909) 784-9430.

24 401(K) Plans and Profit Sharing Plans, 9 a.m. to 4 p.m. Members \$195; non-members \$245; groups of three or more, each registrant \$175. Sponsored by The Employers Group, Mission Financial Center, 3600 Lime Street, Suite 422, Riverside. (909) 784-9430.

26 to 28 The Temecula Valley Chamber of Commerce is working with the Temecula Valley Balloon & Wine Festival to host the festival's Tourism Tent. The tent will feature golf courses, wineries, Old Town, and various aspects of the community to entice festival-goers to return to visit, or relocate to Temecula.

Tourism Tent participants will have the opportunity to speak with visitors and promote the area using the theme, "Another Beautiful Day in Temecula." The tent will feature "Temecula" as a destination. The Temecula Valley Chamber of Commerce Tourism Committee has big plans for this festival venue including on-going video presentation, wine country representation, Old Town information, interactive games, Internet access and entertainment that will depict the future Old Town Entertainment Project.

26 to 28. Temecula Valley Balloon & Wine Festival. For event schedule and ticket information, call the festival office at (909) 676-6713.

26 to 28. The 1996 Triple Crown Horse Show in the Temecula area. For information, contact Kathy Green at (619) 742-1215, or Gwen Tubach at (619) 742-1264.

4 May Cinco de Mayo celebration and scholarship fundraiser at City Park in Corona.

A Healthcare Community For The Community



Back in 1903 local community residents established Pomona Valley Hospital with the goal of providing hospital services to a growing area. While the people and the needs of the community have changed over the years, the Hospital's mission remains the same: to operate a not-for-profit, regional Medical Center dedicated to providing high quality, cost effective health care services to residents of the greater Pomona Valley.

Today, more than 90 years after its founding, Pomona Valley Hospital Medical Center and its "healthcare community" of more than 2,300 employees, 550 physicians and 800 volunteers uphold their responsibility to the Pomona Valley as "the region's leading medical center." Offering the most extensive list of healthcare services available 24 hours a day, and a staff dedicated to meeting the needs of each individual patient, PVHMC is the choice of more residents than any other healthcare provider.

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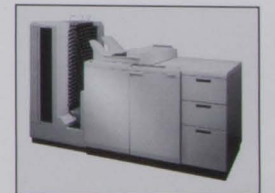
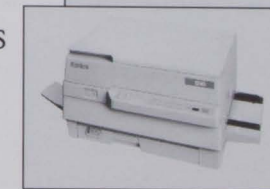
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