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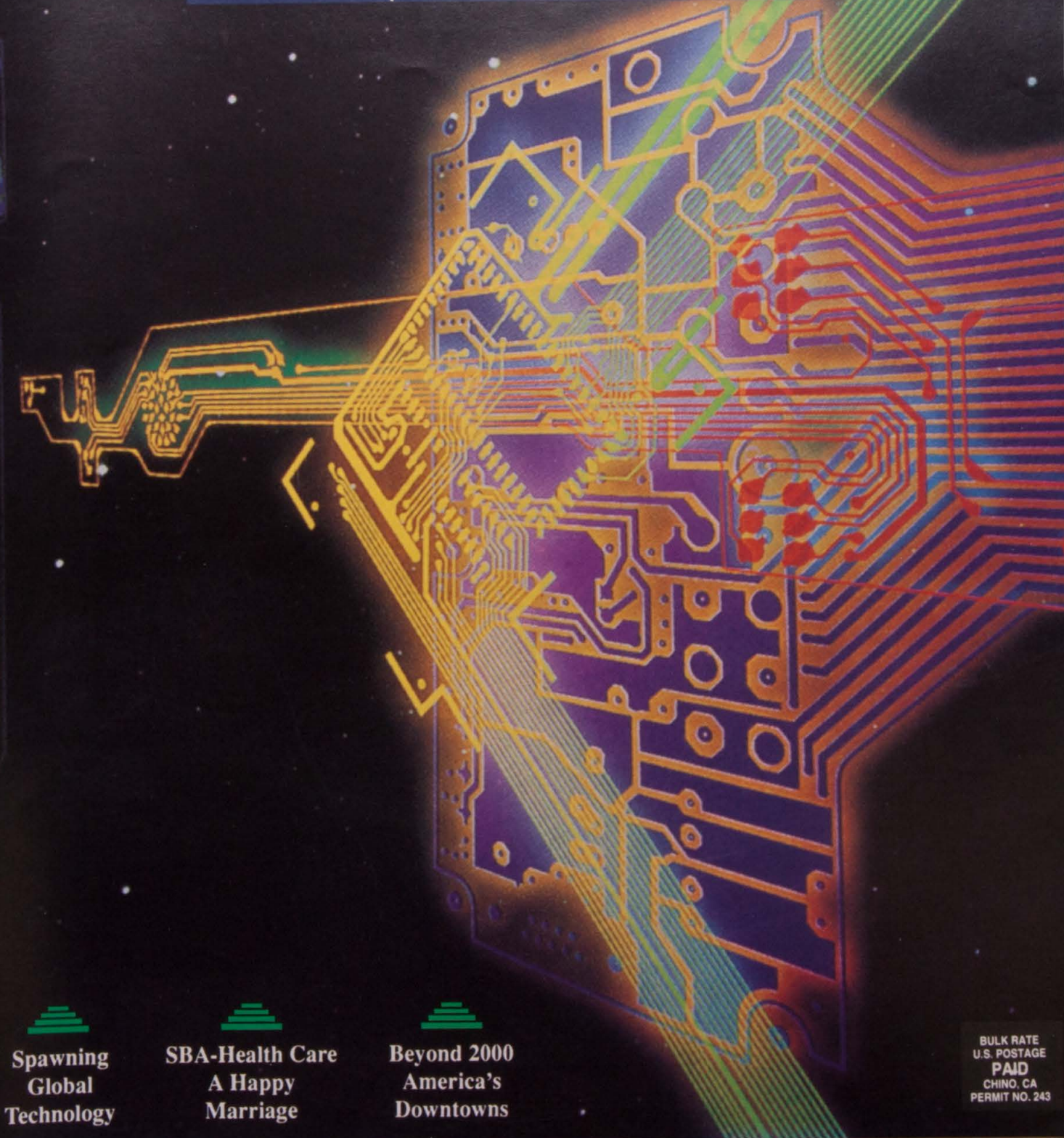
INLAND EMPIRE business journal

VOLUME 5, NUMBER 10

OCTOBER 1993


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HMOs Leading Women's Health Care Revolution

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There's been a gradual, positive change in recent years in the way women are treated by the nation's medical community.

One aspect of this change is that there are more women in medicine today than ever before. A second aspect is the evolution of Health Maintenance Organizations (HMOs), whose administrators and physicians have brought a sense of gender equality to every medical issue.

For centuries, health care problems unique to women were rationalized as unavoidable elements of growing older, becoming pregnant, or facing menopause. Historically, U.S. health care has tended to exclude women from clinical trials of new treatment strategies; researchers have rarely explored the ways in which healing processes and drug reactions differ between women and men.

Finally, the health care community has begun to listen. More and more HMOs, with their long-standing focus on preventive and primary care, have implemented programs which meet the specific needs of female members.

Fifty to 100 years ago, the medical community was almost exclusively male. Today, women physicians flourish in the HMO environment. Modern medicine, combined with the educational programs and literature offered by most HMOs, have brought new attention to women's health care treatment.

Pomona-based Inter Valley Health Plan, a non-profit HMO formed in 1979, has always placed special emphasis on women's health care issues. Its preventive programs promoting breast cancer screenings, pap smears and general wellness for women made Inter Valley a model of the medical community's goals to create a new awareness and legitimacy for women's health issues.

Alexander Bokor, M.D., Inter Valley's medical director, has led the HMO's efforts to focus on preventive care for women's unique health problems and, whenever possible, stop women's illnesses from occurring in the first place. Inter Valley regularly distributes educational literature to its members which reminds women to get

Pap tests, mammograms and colon cancer screenings and to seek medical advice at menarche, at menopause and when pregnancy occurs. Literature for members also includes up-to-date, easy-to-read information on reproductive issues, diet, exercise and reminders to seek medical advice before illnesses set in.

Inter Valley's new, state-of-the-art "Can Do" program is designed to empower members to make lifestyle choices that improve,

achieve or maintain overall quality of life. The classes focus on specific issues, such as prenatal care, smoking cessation, diabetes education, stress reduction and weight management and are free to Inter Valley members.

Two years ago, Dr. Bokor named Yolanda Williams, a health educator, to manage the HMO's Wellness Department. Williams formed the department after discussing members' health education needs with Inter Valley providers. Williams has

been instrumental in the implementation of several women's programs such as the prenatal care classes and literature on breast self-examinations.

Thanks to the many HMOs across the nation that have, like Inter Valley, implemented or begun implementation of programs which address women's health issues, the health care landscape for women continues to improve.

Mammography at HMOs is now
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What's in the Cards for California's Water Supply?

By Garry Hofer

Unroll your sleeping bag, iron your camouflage, dust off your rifle and take your best shot. It's open season on the future. But don't worry about missing opening day, the future's fair game any time of year. Always has been.

The late rock singer Jim Morrison once lamented in a song's lyrics, "The future's uncertain, the end is always near." Not exactly cheery, but compared to the way many writers and filmmakers treat time yet to come, Morrison's view bordered on optimistic.

"Science fiction reflects the times," says David Alexander, who is penning the authorized biography of Star Trek creator, the late Gene Roddenberry. "It's a model for social criticism, and post-modern events like World War II, the Cold War and McCarthyism pushed science fiction toward a dystopian view of the future."

Perhaps more than the rest of the United States, California's future has taken a beating. Dire predictions of population spinning out of control, highway gridlock, stifling air quality and insufficient water supplies have rubbed a layer of shine from the Golden State. These are blows coming not from science fiction writers and moviemakers, but from the state's top elected officials, demographers and business executives.

Such dire prophecies don't often go without unwelcome consequences. Recently, an American businessman from a southern state explained how he had lured Japanese investors away from California to his state. In the past, he said, Southern California was so appealing that there almost was no point in trying to convince Japanese companies to go anywhere else. Now, all he needed to do was quote the gloomy pronouncements of the region's public officials to steer the Japanese his way.

Indeed, "California bashing" has taken its toll. According to Elizabeth Hoag, a research analyst for the state Department of Finance, 13,060 more people left California than arrived in 1991-92. For years that trend had been the reverse. In 1989-90, about 84,000 more people moved to the Golden State than left. Of course total population continues to increase, driven by the growing number of births, and by immigration from other countries. This will continue to stress the state's boundaries and water resources.

And though few Californians would shed a tear over one or two fewer somnambulist car jockeys on the busy

highways, the questions, Why are people leaving California? and Who's leaving? take on paramount importance, especially given the economic morass the state is struggling to escape.

A 1991 study by Spectrum Economics, a San Francisco consulting firm, surveyed 212 manufacturing firms in 12 counties statewide about surviving a sustained 30% reduction in water use, which much of the state endured in 1990. Executives in about half the computer/office automation firms in Northern California and the same percentage of the food industries in both the southern and northern parts of the state indicated they would begin looking for sites outside California to run their operations. These industries—as are production companies statewide—are extremely water-dependent.

What this could mean, according to William Wade, the study's project manager, is the loss of 56,000 jobs in California, 89% in high-tech, defense and food industries if water supplies for these industries are unreliable in the future.

"Before heavy rains in March 1991 bailed out the city, San Francisco was looking at cutbacks of 45%," says Wade. "It would have been an economic disaster to the area's industry. The future of these companies depends on a reliable urban water supply."

When Jim Morrison told us the future was uncertain, he might as well have been addressing the state's water picture.

With California's various water interest groups—most notably environmental, urban and agricultural—all trying to secure a supply that will carry them for decades to come, it would take all the soothsayers, palm readers and tabloid psychics, and an unflinching crystal ball, to accurately predict how the state's waters will flow well into the next century.

Many believe the best way to look ahead is to first look back. The Water Education Foundation, a non-profit group that seeks to help Californians learn about water issues affecting the state, notes that the first group that really took control of the state's water was the mining industry. They maintained that grip until the late 1800s when a major court decision struck down hydraulic mining. California agriculture then established a foothold and held it until the mid-1900s, when cities began to grow up. Urban and rural interests coexisted for a couple of decades, until the environmental movement began to make headway with state and federal

legislators in the 1970s. The 1980s became known as the decade of stalemate. The big three—urban, agriculture and environment—were so ensnared in a water love/hate triangle that anyone who was an ardent supporter of either of the other two was considered the enemy.

Cities began to suffer drought-related water shortages, while fisheries in the problematic Sacramento-San Joaquin Delta continued to decline. And farmers—who use more than four-fifths of the state's developed water supplies—began looking over their shoulders, trying to catch either of the other groups jumping their claims. With three such strong factions punching and counter-punching, the potential for shared, beneficial water use looked bleak.

But with the '90s has come a new attitude. Words such as consensus and compromise are now being used with the same force that propelled conflict and individualism in the '80s.

Metropolitan Water District chief economist Dr. Timothy Quinn feels this is because all finally realized that isolated interests cannot achieve across-the-board victories. Without compromise, everyone becomes a loser.

But what this will mean thirty years

from now is still anyone's guess. According to economist Wade, the answer may lie in a recently passed federal water bill, the Central Valley Project Improvement Act.

This law redirects the focus of California's huge Central Valley Project, which delivers about 7 million acre-feet of water during normal years to farmers in the San Joaquin and Sacramento valleys. New attention is paid to environmental restoration and allowing the voluntary transfer of water from agriculture to California urban areas.

"The bill creates the potential for farmers to voluntarily farm their water instead of their land," says Wade.

Assemblyman Phil Isenberg has been quoted as saying that if agriculture saves just 5 to 10% of its water, enough already developed water would be available to meet growing needs of cities "for the foreseeable future, perhaps as long as 50 years."

Wade agrees, pointing out that California agriculture uses some 27 million acre-feet a year on its farms.

If even a small portion—as few as 1.5 million acre-feet—could be made available, cities would have plenty of water well into the next century, he

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This month's cover holds true to the theme of Future 2000. As society advances and progresses into the future, businesses must advance with it. With dawn of the 21st Century, computers, telecommunications, fiber optics and cellular interfacing will proliferate the office and change how we do business. For a company to compete, it will be essential for them to be knowledgeable about all of the options that are at their disposal and be able to master them.

Our cover graphically explores the horizons of space and technology as they blend together, from electronic communication to computer chip enhancement. The futuristic nature of our cover mirrors the technologically advanced century to come. Δ

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Robert Burton
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Where Will Water Come From in the Future? A3

Although California is out of the drought, plans must be made now for the next dry spell.

Space: The Final Frontier A8

Technological advances made in space can be applied to business today.

The Value of CD's Climbing A12

CD-ROM drives are allowing home computer users access to a lot more than music.

Up, Up and Away A15

Temecula-based Quick-silver gets the okay from the FAA to pioneer new sport-class airplanes.

Breaking Records With Electricity A20

A Fontana man plans to break the land-speed record for electric cars with his futuristic prototype.

Computers in the Palm of Your Hand A24

AST Computers and Grid systems release

new PalmPAD SL computer allowing computer users to go mobile.

Lock Out Long Distance Pirates A25

Pacific Bell releases findings that show long-distance thieves are making a killing. What can a business do?

Protecting Your Company's Assets A28

Find out what the latest concerns are for company security. You might be surprised that it's not all bells and whistles.

The Ultimate in Home Theater A27

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Beyond 2000, Where Does the Future of America's Downtowns Lie?

ADVERTORIAL

Trade and technology, not aesthetic considerations, have in the majority of cases dictated the form of urban design. Early populations planned their communities with defense in mind, resulting in walled cities and fortified castles. The advent of the Renaissance saw an explosion in the fields of science and technology, giving birth to the age of trade and exploration.

The Industrial Revolution, and the subsequent emergence of the railroads, freed the nation from its dependence upon waterways and ports for commercial transportation, cities now moved closer to

made "build to suit" new construction far more viable and attractive, leaving the traditional downtowns in a state of decline.

Main Street Projects across the nation have halted the deterioration of the traditional downtown, but the understanding of downtown's role in the community has also dramatically changed. Traditionalists may pursue a recreation of what downtowns once were, but this is not economically feasible in today's high-tech-

nology environment and sophisticated retail climate. Downtowns have emerged instead as governmental, civic, cultural and entertainment centers.

According to a think tank of downtown experts, sponsored by Hyett Palma Inc., and published in California's "Main Street," changes in public attitudes are again affecting the fortunes of central city regions. This group sees the role of downtown evolving to a "multi-faceted

center of the community rather than merely a center of commerce."

There are various reasons. Baby boomers are now seeking enrichment and quality-of-life opportunities, a reversal to the "shop till you drop" philosophy of the '80s. The sameness and the overbuilding of malls and industrial parks are assisting the return to traditional values, as is the "graying of America" with ever larger numbers of retirees

Please See Page 26



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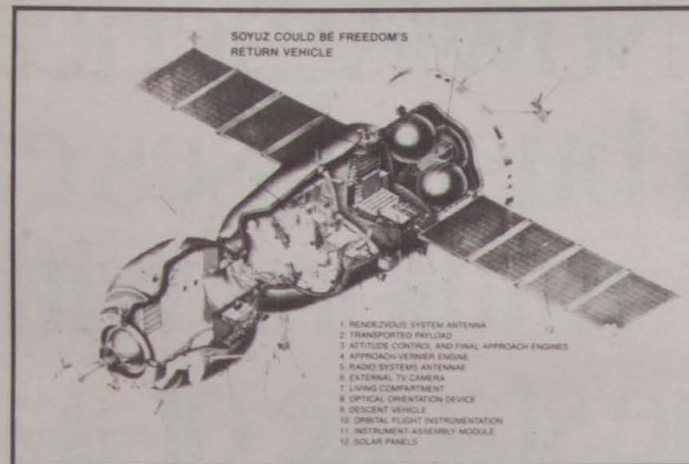
By Paul E. Teague and Sharon Machlis

While it may be years before the new, leaner Space Station Freedom achieves its potential as a celestial research lab, it has already spawned technology that could be used in a return to the Moon or here on Earth.

Specifically, the Environmental Control and Life Support System (ECLSS) that will ensure breathable air and potable water aboard the craft could be the basis for technology to do the same on the lunar surface or in the world's cities, say NASA engineers.

Likewise, technology such as digital radiography, developed for inspecting space-station components, could boost productivity in other industries.

And, the international partnerships forged during the project could set the stage for more sharing of technology resources in the future. Aside from joint efforts with the Canadian, European, and Japanese space agencies, NASA is now seriously considering tapping the vast knowledge Russia has gained from design and deployment of Space Sta-



tion Mir. Among the most likely initial steps: Using Russia's Soyuz spacecraft as the "assured crew return vehicle," to bring the space station occupants home in case of emergency.

Carrot for Innovation

"One of the major benefits of the space station project has been the incentive to invest in new technology that can be spun off to several other applications," says Douglas Shaffer, president of Astro International Corp., League City, TX.

Space station opponents in Congress and industry counter that unmanned space exploration and direct investment in Earth-bound research and development would provide the same benefits at a fraction of the cost.

Still, those working on the program point with pride to efforts they say have already borne technological fruit. Among their prime examples: ECLSS technology that NASA will launch with the station.

Engineers are developing special instruments to make sure the atmo-

sphere within the station itself is relatively germ-free and maintains the same levels of oxygen (21%), nitrogen (78%), and carbon dioxide (.03%) as on Earth.

All of those efforts hold promise of immediate benefit in other aerospace and non-aerospace applications, NASA says. For example, the Astro-water quality analyzer that will monitor recycled water on the space station will metamorphose later this year into Astro's Ultra-TOCT™ total organic carbon analyzer. With a new infrared detector and the ability to detect contaminants in water as low as one part per billion (ppb)—vs the 50 ppb of standard technology—it could help produce the ultra-pure water necessary for making computer chips, Shaffer says.

Detecting Germs

In another technological development, engineers at Pomona-based Perkin Elmer Corp. are designing a microbial monitoring device that could detect potentially harmful bacteria or fungi on the space station, at a lunar base, or on space flights.

Please See Page 14

HMOs Leading Women's Health Care Revolution

Continued From Page A1

considered routine patient care and the HMO approach to breast cancer screening has now been picked up by MediCare and other insurers.

The same is true for Pap smear tests which are also now a routine part of women's regular check-ups.

A 1990 study on the use of Cesarean section in relation to the payment source found that women with private insurance had the highest Cesarean section rates, with HMO patient Cesareans significantly lower.

Closely linked to women's health care issues is the HMO well-baby programs which provide regular examinations plus the appropriate vaccinations and inoculations for children from birth through the pre-school years. Similarly, emphasis

has been placed on providing health education to new mothers. Through fliers, newsletters and wellness classes, HMOs such as Inter Valley have always stressed the dangers of smoking during pregnancy and are bringing this message home to all mothers-to-be.

Women in their child-bearing years make up 28.6% of HMO enrollment and are the largest percentage of HMO enrollees. As part of the 38.6 million U.S.

members of HMO plans, they are receiving the best health care for women in history. They are feeling better, have healthier babies, and, with lower health care costs and effective illness prevention programs, may look forward to a life of optimal health and well-being. Δ

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A Taste of the Inland Empire

Because we realize that all executives, regardless of position, income, or gender need to relax and get away once in a while, we've compiled a list of some of the finest restaurants in the Inland Empire. Through the past year, critics for the Inland Empire Business Journal have been scouring the area to find the best food at the best prices, and following are some of the places they've discovered:

Frangipani's Fine Dining Room

During these hard economic times, finding a restaurant that serves quality food at reasonable prices can be a difficult task. Frangipani's restaurant, which has been open for four years, has had a rough time of making believers of Moreno Valley residents, but like a fine bottle of wine, it appears to have finally come of age.

Frangipani's is unique since it houses, under one roof, two completely separate restaurants. The "Front" restaurant features gourmet Italian and continental cuisine while the "Spaghetti House," which is located on the east side of the restaurant, serves a cornucopia of items from steaks and ribs to pasta at unbelievable low prices.

I have had the opportunity to dine in the fine dining room many times, and on each occasion, I found it to be very enjoyable. The menu offers a wide selection of fresh pastas, veal, poultry, beef, seafood and fresh fish entrees as well as eight daily specials. The decor is romantic yet casual, and I found the service to be attentive and professional. Dim lighting and soft romantic Italian melodies, which fill the air, makes Frangipani's one of the most upscale restaurants in Moreno Valley.

All of the dinners are served with a large mixed dinner salad which was served crisp and cold, along with two to three fresh vegetables, herb potatoes and terrific rolls and butter. All of the items on the menu are made fresh on the premises and only fresh herbs are used in the preparation of the food.

Some of the entrees, which I really recommend, include the rich and creamy spinach and cheese tortelloni with a delicate creamy cheese and ham sauce, \$7.95; chicken Sorrentino, \$13.50, which consists of

sauteed chicken breast layered with fried eggplant, prosciutto ham, mozzarella cheese with a sherry mushroom sauce; veal Boursin, \$16.50, medallions of veal with garlic and herbed cheese with a creamy wild mushroom, madeira and fresh thyme sauce.

If you still have room for dessert, the giant almond cookie tulip with French vanilla ice cream, fresh strawberries and raspberries and melba sauce ranks high on my list of "forget my diet" favorites.

The wine list features both domestic and imported wines with most priced between \$12 and \$22.

If you are looking for a first-class restaurant with third-class prices, then Frangipani's is the place. Over the years, I have heard a lot of grumblings from folks who complain that Moreno Valley does not have any quality restaurants. It is my belief that if the residents of Moreno Valley don't support this restaurant, then maybe Moreno Valley will continue to be the fast food and chain restaurant capital of the world.

Frangipani's is located at 23580 Sunnymead Blvd. in Moreno Valley. Their phone number is (909) 242-8023. Frangipani's is closed on Mondays. Δ

Red Lion Hotel

Throughout the ages, Sundays have traditionally been the "day of rest," but thanks to restaurateurs, this wonderful day is also known for Sunday Brunches.

The Red Lion Hotel offers a majestic spread of food that should please every palate. Like most lavish Sunday Brunches, the food is served in five stations. The seafood selection includes peel and eat shrimp, herring, smoked salmon (lox) and a wonderful smoked trout which had a delicate light smoky flavor.

If you enjoy salads, you can choose from more than 18 specialty and fresh fruit salads. I didn't spend much time at this table since I'd rather fill up on the rest of the "goodies," but judging from what I did manage to sample, the salads were good, but not all that exciting.

No Sunday Brunch would be complete without the popular hot entrees such as custom-made omelettes with 12 ingredients to mix with your eggs, fresh hot waffles with six yummy toppings, bread

pudding, and the usual sliced-to-order beef, turkey and ham. The waffles were crisp on the outside and held up great when the toppings were piled on, and the sliced beef was juicy and tender.

Now for the heavyweights of the brunch, the hot items. The list of savory items included: cheese tortellini, cheese blintzes with cherries, bacon, sausage, scrambled eggs, potatoes O'Brien, a robust pepper beef, rice pilaf, assorted fresh vegetables and two additional entrees that deserve special notice.

The chicken with Rosemary cream sauce and stuffing was a sensational dish! The chicken breast was moist and tender while the pungent Rosemary cream sauce was the perfect match.

Overall, I found the quality of the food to be exceptional while the service was cordial and professional. I also must compliment the staff who saw to it that the food was replenished before the pans were emptied. There's nothing worse than having to wait for a pan to be refilled or have to scrape the food out of the pan. There's a lot to be said for fresh food!

The beautiful spacious dining room as well as the little extras, like the ice carvings and fresh flowers, made this Sunday Brunch all that more "heavenly," and well worth the price. Δ

*Red Lion Hotel, 222 N. Vineyard, Ontario. (909) 983-0909
Sunday Brunch Hours: 9 a.m. to 2 p.m.
Price of brunch: Adults \$16.95 with champagne, \$14.95 without champagne.
Children: Under 3 are free, ages 4-12 yrs. \$6.95. All major credit cards and checks are accepted.*

Shalzar Restaurant

When people ask me about my most memorable meal, my top choices are the Dining Room at the Ritz-Carlton Hotel in Dana Point, Antoine's at the Le Meridian Hotel in Newport Beach and The Shalzar. Yes—the small, unpretentious restaurant located in a small strip shopping center behind Bullwinkle's Entertainment Center off the 10 Freeway by Central in Montclair.

The food served here is not only exciting and highly imaginative, but is of high quality, and the portions and prices cannot be matched anywhere in the Inland Empire.

For starters, I suggest the Borani (\$3.95), which consists of a pureed

eggplant mixture with garlic, onions and herbs, the Cashke Bademjan (\$3.95), fried eggplant with fried onions in a mild yogurt sauce, or the popular Dolmeh (\$3.95), grape leaves stuffed with ground beef, rice, tarragon, split peas, basil, onions and herbs. All of these items are excellent, and at these prices, you should order all three!

Choosing an entree is difficult. The dishes I dream about at night include the Chelo Kabab Soltani (\$10.95), a filet mignon cut into a large strip, marinated, and charbroiled along with a large ground beef kabab, a humongous portion of rice and a charbroiled tomato. The steak was tender and juicy while the ground beef kabab made my taste buds jump for joy.

Another first-class dish, the Shalzar Special (\$10.95), consisted of a large strip of chicken breast that was marinated and charbroiled and was as delicious as the steak.

My Number One dinner selection is the Fesengian, at \$6.95. This masterful dish consists of boiled chicken sauteed with an absolutely delicious fried walnut pomogranate sauce. The delicate walnut flavor paired with the sweet and tangy pomogranate sauce is a truly memorable creation.

For dessert, the Middle Eastern desserts, made with flour, honey, and rosewater are definitely different and worth a try with the special Shalzar coffee.

If the food isn't enough to bring you in, the belly dancing on Saturday nights at 8 p.m. and 9 p.m. should all but compel you to your phones to make your reservations.

I can't remember a more stimulating evening of dining out and hope that you try Shalzar soon, before everyone in the counties of Orange and Los Angeles find out about this Inland Empire savory secret. Δ

*Shalzar Restaurant, 5640 Moreno Street, Suite B, Montclair (909) 946-8481 Hours:
Mon.-Thurs. 11:30 a.m. to 9:30 p.m.
Fri. & Sat. 11:30 a.m. to 10:00 p.m.
Sunday 11:30 a.m. to 9:00 p.m.
Price Range: \$5.95-\$11.95
Visa, MasterCard Accepted;
Check Not Accepted*

All three reviews in this section were written by Allan Borgen. Borgen is a certified restaurant critic and co-host of "Table for Two" the Southland's only TV restaurant review show. "Table for Two" appears on KVCR-TV (PBS) on Tuesdays and Saturdays at 6:30 p.m.

SBA and Health Care Businesses—A Happy Marriage

By Joan Earhart

Today, there is something wrong with just about every industry. Manufacturers are troubled by high rent and labor costs. AQMD restrictions are driving many businesses out of state. The recession has all but killed the retail environment. And insurance costs—all types—are out of sight.

In the age of the so-called "credit crunch," banks are taking the heat for stiff regulations that tie their hands from making loans to deserving businesses who are less than perfect. And in the world of rising health care costs and decreased state and federal funding, service providers and recipients alike are becoming more and more frustrated by the lack of ability to get the aid they need.

Enter the SBA. The U.S. Small Business Administration is an agency of the United States Government, whose name has seen print more often in the last six months than in the last six years. The agency is the single largest lender to small businesses nationwide with a portfolio of over 20 billion dollars. The next largest lender, Citicorp, has a portfolio of only 11 billion.

So how can the SBA help the health care industry? The answers are as varied as the types of services. It is common knowledge that SBA will finance small businesses—start-ups, acquisitions, expansions; needs from working capital to debt refinancing—but there is a special niche that the SBA is filling when other lenders won't consider doing so.

Alzheimer's Disease. Heartbreaking to see, especially when it's your relative—and even more distressing when you realize you can no longer care for them at home. So, when a nurse experienced in Alzheimer's care decided to convert an apartment complex into a live-in care center, doctors and health care officials embraced the idea. Conventional lenders, however, did not. Armed with determination, a good business plan, and the support of patients and the medical community, the nurse convinced a lender and the SBA to finance the project. A long-term loan was obtained to refinance the existing 1st TD loan; start-up working capital; and funds for improvements to enclose the property and make it safe and secure for the patients. Now, they wake up in their own apartment and can walk through rose gardens instead of icy halls.

Another popular use of SBA financing in the health care field is the purchasing of residential homes for the 24-hour care of mentally and physically challenged individuals who do not require hospitalization, but cannot be adequately cared for at home. This requires trained and licensed personnel, and proper permits from the city. With SBA assistance, 90% financing can be provided for purchasing the property, as well as funds for furnishings and working capital. Conventionally, this project would be difficult, due to its high loan to value and business occupancy. For the SBA, though, this project gives caring professionals an oppor-

tunity to provide individualized care in comfortable surroundings, while allowing the owners to establish their businesses. These homes also fill a need for patients who neither desire nor can afford hospitalization.

SBA financing is not limited to small facilities. As long as annual sales do not exceed \$3.5 million dollars, a service business is considered eligible for 7a SBA financing. Larger companies can still qualify for real estate and equipment purchases under the 504 loan program. Recently approved was a loan for the purchase of a 58-bed facility housing mentally and physically challenged young adults requir-

ing round-the-clock care. Why was this so important? According to professionals in the field, the state is looking towards this size of institution to provide care at a reasonable cost, whereas larger facilities require substantially more supervision and thus higher salary costs. The result is a higher cost passed on to the patient. The extra layer of management is removed in facilities of 60 beds or less, thereby providing the same service in a less costly manner.

When people think of the SBA, they generally picture businesses who can't get financing anywhere else. That doesn't always mean

a project isn't creditworthy, it may simply not meet conventional lender standards. Higher leverage ratios and unusual properties will make most lenders turn and run. When you offset them with a viable business who will pay the loan back from its profits, and provide a needed service, the picture can change with the SBA.

The SBA may not be able to control the cost of health care, but it can help businesses offer affordable alternatives to some otherwise grim choices. Δ

Earhart is first vice president and manager, SBA Loan Department, Orange National Bank

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CD-ROM Brings Home Computers to Next Generation

It wasn't all that long ago that people were sitting at home in their bean-bag chairs, listening to Andy Gibb on their eight-track and plugging in their first personal computer. But, since the late '70s, when home computers first became a reality, a lot has changed.

Before Apple debuted their first home computer, the Apple II, the public's perception of computers generally consisted of something out of science fiction; a behemoth with blinking lights and reel-to-reel tapes clicking away. Gradually, as more manufacturers like Commodore, Atari and Texas Instruments began to enter the home computer market, people began to realize that the PC could be a valuable tool.

Although the first PC models were slow and only able to retain very small amounts of data, usually about 6K, the personal computer has gone through a number of changes and now, PCs are able to be used for just about any range of project. But, probably one of the most fantastic advances to come about for the home computer user has been the advent of the CD-ROM drive.

CD-ROM drives allow users to store reams of memory on a compact disc, making it possible to instantly access all forms of information, from an entire set of encyclopedia (including pictures) to the complete works of Shakespeare. The discs can also store sound, video and computer information giving the benefit of high resolution pictures, clear stereo sound and computer technology all on one disc.

CD-ROM technology, although it has been in use for years, has just recently advanced to the point where it is affordable and practical for use in a home system. And, as CD-ROM technology matures, more and more programs and uses are becoming available.

One of the most attractive features to a CD-ROM drive for home use is that it allows the individual to sort through and access information almost instantly.

For example, a user looking to find information in the encyclopedia on the Panama Canal could simply type in the title of their search and within seconds (if that) have access to an entire section on the Panama Canal. With the latest CD-ROM technology, it's also possible to watch a brief movie about the item you're looking up, right on your computer screen.

The New Grolier Multimedia Encyclopedia (Grolier Electronic Publishing/retail price \$395) offers the user the complete 21 volumes of the Academic America Encyclopedia along with video "QuickTime" and audio clips that enhance the program's written entries. With one click of the mouse, the user can access text, audio and video.

Three hundred and ninety-five dollars is a bit pricy for CD-ROM software, but when compared to the price of a standard set of encyclopedia, the figure isn't that bad.

Standard CD-ROM software runs from about \$30 to \$80 depending on the nature of the package and the amount of information it contains.

Among the more popular CD-ROM software items are those that offer direct interaction, where the user can react to and make choices about what is appearing on the screen.

This type of instant access opens up the doors for CD-ROM technology to offer home users something that, until now, has been impossible; complete interaction.

Through this interactive technology, CD-ROM users have the ability to take part in games, educational software, books and movies.

"Funny: The Movie in QuickTime," has to be one of the most uniquely entertaining software packages available on CD-ROM.

Ranked by *MacWorld Magazine* as the "Best Adult CD-ROM Entertainment," "Funny" allows users to instantly access volumes of jokes, as told by famous comedians and personalities in the 1989 full-length movie "Funny."

The user can pull up a joke from the program's catalog and have it told to them by a different celebrity, including jabs from Don Rickles, Milton Berle, Frank Zappa and Dick Cavett. The program, produced by Warner New Media, retails for \$39.95 and, for the laugh content, is

One of the most progressive things that CD-ROM technology offers its users is the wide range of educational programs that allow children to interact with characters that are appearing on the screen.

well worth the money.

But, while CD-ROM software is entertaining, not all of it is as funny as "Funny."

One of the most progressive things that CD-ROM technology offers its users is the wide range of educational programs that allow children to interact with characters that are appearing on the screen. Just imagine, when you were a child what it would have been like to talk



back to Bert and Ernie.

The software available for children includes a variety of educational packages that allow children to learn at the same time they read a story or look at pictures and video.

Broderbund Software has really taken the idea of interactive children's software to heart, and by doing so, produces one of the most entertaining and interesting series for children.

Broderbund's "Living Book Series" has a number of interactive adventures for children, all of which help kids to learn a lesson about life. The software in the "Living Book Series" retails at \$59.95, a little high for a storybook, but the entertainment value that children get through the interaction allows them to discover new things every time they slip the disc into the drive.

While home computer capabilities have come an incredibly long way since the early '70s, it's equally remarkable to realize that even such advanced technology like CD-ROM is still in its infancy.

So, what can PC users expect from the next generation of home systems. Well, currently, some companies like Nintendo Entertainment Systems are experimenting with linking home computer and entertainment systems to virtual reality, allowing home users to have a complete sensual experience taking the as-of-yet two-dimensional computer interaction to the next level.

Although no one expects computer technology to advance as quickly as it did through the '70s and '80s, there is still a good deal of experimentation taking place that will take home computer use into the 21st Century. Δ

Making Heads or Tails of Health Care Reform

ADVERTORIAL

Health care reform is one of the most widely covered issues in the news today. While Hillary Rodham Clinton has a full grasp of the terminology, many Americans are simply flustered by the acronyms — HMO, PPC, IPA. What does it all mean?

Riverside Community Hospital offers the following brief guide to some of the most commonly used terms:

HEALTH MAINTENANCE ORGANIZATION (HMO): An organization that offers a comprehensive set of health benefits on a prepaid basis. Unlike traditional insurance, the HMO provides services directly to its enrollees through contracted physicians and hospitals. A primary-care physician is selected by the patient or designated by the health plan as a "gatekeeper" to coordinate the enrollee's health care services. Those physicians can be in a medical group setting, private practice setting (IPA) or employed by the health plan (Kaiser is an example). All specialty care is coordinated by the primary care physician.

While Hillary Rodham Clinton has a full grasp of the terminology, many Americans are simply flustered by the acronyms — HMO, PPC, IPA. What does it all mean?

INDEPENDENT PRACTICE ASSOCIATION (IPA): A network of individual private practice physicians and small medical groups who contract with an HMO or PPO to provide services to enrollees. IPA physicians continue to see private pay and patients insured by various sources, along with HMO- or PPO-covered patients.

REFORM PREFERRED PROVIDER ORGANIZATION (PPO): A PPO is an organization that coordinates care through a network of independent practice physicians and medical groups. This structure offers the patient

greater freedom of choice of physicians. Physicians and hospitals within the PPO network typically are paid on a discounted fee-for-service basis. The insured receives increased levels of coverage when using the network providers for health care.

EXCLUSIVE PROVIDER ORGANIZATION (EPO): The EPO consists of a group of hospitals, physicians and other providers that have contractual arrangements with

an insurer, employer, third-party administrator or other sponsoring group to provide health care services to covered persons. It differs from the PPO in that it utilizes the gatekeeper concept and requires the enrollee to seek service from designated preferred providers exclusively in order to be eligible for benefits.

RCH as an Independent Practice Association
Long before health reform and

managed care were daily headlines, a group of Riverside area physicians organized one of the first medical groups in the area to contract with health maintenance organizations (HMOs) and preferred provider organizations (PPOs). The list of physicians participating in the Riverside Community Health Plan Medical Group, Inc. (RCHPMG) has been growing, and today features more than 200 private practice physicians.

As a provider to HMO and PPO
Please See Page A29

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Before you enroll in a health plan, make sure it includes Riverside Community Hospital. It's absolutely essential.

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Space: The Spawning Ground for Global Technology

Continued From Page A8

The Viable Microbial Monitor (VM2) is based on conductance microbiology, the ability of microorganisms to change the conductance of their growth media. "The system has been used widely in Europe, but we improved it for aerospace applications by designing a faster circuit and developing our own computer program," says company marketing executive Robert Cason.

The result, he says: Detection in hours, rather than the usual days, of bacteria in liquids, gases, or on surfaces that could cause sickness.

Perkin Elmer has also developed an Atmosphere Composition Monitor for the space station that might eventually find use in industrial clean rooms. The monitor is actually a system consisting of four separate instruments: two mass spectrometers, a gas chromatograph, an infrared spectrometer, and a laser particle counter.

"Our principal innovation is

adding automatic operation to those instruments," says William Niu, Perkin Elmer manager of system science.

A Breath of Fresh Air

For generating oxygen aboard Space Station Freedom, NASA has been experimenting with a static feed water electrolysis system developed by Life Systems, Inc., Cleveland. The system consists of a series of electrochemical cells, and pressure-control, thermal-control, and fluid-control assemblies. It breaks water into oxygen and hydrogen by hitting the hydrogen with electrons at a negatively charged electrode and removing them from the oxygen at a positively charged electrode.

Other applications for the process, says Life Systems' Franz Schubert, include oxygen-hydrogen propulsion systems and energy storage on the moon.

Industrial-Strength Technology

While Freedom's life-support system has given birth to new pollution-control-and-monitoring technologies, space-station efforts at Boeing's Defense and Space Group have yielded advances in manufacturing techniques. Among them:

- Digital radiography for real-time X-ray inspection.
- Restraint-age forming to produce tool curvature without adding the stresses typical with cold forming.
- Eight-axis robotic variable polarity plasma arc welding.
- Automatic laser seam tracking to keep the weld torch on the seam centerline regardless of distortion.
- Laser-based weld dimensional inspection, which is faster than manual inspection.
- And unitized composite racks for hardware and experiments, which cut 60 lbs from each rack.

"Our biggest innovation has been finding a way to use digital data instead of film in the X-rays to find weld leaks," says Paul Smith, Boeing's manufacturing manager.

Film X-rays are hard to read, and data storage and retrieval is difficult, he asserts. Digital data and a linear-array-based detector head yield better resolution of the image. Plus, White adds, they can use a radiation beam that's 0.04 (1 mm) thick and 4 inches (102 mm) wide, so "we can stand right next to it."

Potential spinoffs: Digital mammography without large doses of radiation, says White. "It would allow the medical field to more easily detect cancer in tissues early."

Two-Way Street

Technology spinoffs traditionally travel in two directions, some from NASA to industry and some from industry to the space agency. But in the case of Space Station Freedom, there's added synergy: technology developed by other nation's space efforts.

The European Space Agency, and Canadian and Japanese governments, have signed agreements to join the space-station program. Some in NASA advocate bringing the Russians aboard as full partners, particularly in view of their experi-

ence with Mir.

Most Russian technology, while already proven on Mir, would need to be modified to fit into Freedom's design. For example, they say, to use Soyuz as the assured crew return vehicle would require a redesign of the craft's cabin-pressure equalization and oxygen-venting systems so its passengers would not have to wear space suits.

In addition, Soyuz would need power, thermal data, and other interfaces to Freedom.

NASA engineers are also looking at the Russians' automated rendezvous and docking systems. "They've had over 60 dockings. It's very mature, very reliable, and should be very cost-effective. We should take it seriously," says Richard Russell, branch chief at the Space Systems Analysis Branch, at NASA-Langley.

Global Technology

In other international activity, the European Space Agency is developing a laboratory module for experimental work in materials science, fluid physics, and life sciences. The Japanese are also developing a module for conducting experiments.

Lynn Cline, deputy director of international relations for NASA, says that the European and Japanese contributions are technologically similar to what NASA could produce. "But the Canadian contribution is fairly unique," he adds.

Canada's Mobile Servicing System (MSS) will move equipment and supplies around the station, releasing and capturing satellites, supporting astronauts working in space, and servicing instruments and attached payloads. It will also be used for berthing the shuttle to the space station, and loading/unloading materials from its cargo bay.

Developed largely by Canada's Spar Aerospace, Ltd., and based on the remote manipulator system Canada developed for the U.S. shuttle program, the MSS will include: A large manipulator arm; a smaller, two-armed robot; sensors; controls; and artificial intelligence.

Its remote manipulator system will be able to lift weights as heavy as the shuttle itself, engineers say. A Special Purpose Dexterous Manipulator will incorporate machine vision and force feedback to handle deli-

Please See Page A19

Local Company Takes Off With New Hobby Idea



People have always seemed to have an uncanny knack for taking something that was originally designed for a practical purpose and turning it into a recreational activity. Take for instance, motorcycling, snow skiing, skydiving and now, airplaning.

Airplaning?

Thanks in part to the efforts of a local company, the Federal Aviation Administration has now classified an entirely new type of plane and established a licensing category specifically for sport aircraft.

The Temecula-based Quicksilver Enterprises Inc., after years of lobbying with FAA officials, became the first company to receive approval from the governmental organization to produce a plane designed for sport.

Although more than 38 different companies were vying for the certification, the FAA has so far, only given the nod to Quicksilver.

Because Quicksilver's main manufacturing only involves a slower aircraft, more geared to recreation, the FAA was more willing to grant them the certification, according to Lyle Byrum, Quicksilver CEO.

The plane that will be Quicksilver's bread and butter is called the GT 500. The GT 500 is an update on a one-seater prototype called the GT 400—the 500 is a two-seat aircraft that cruises at top speeds just under 100 miles per hour, has a range of about 130 miles and is designed to suit the recreational flyer.

According to officials from the FAA, there is a growing interest in recreational flying, and this new category of plane is designed to meet the needs of individuals whose idea of fun is going up and up and away.

The new classification is also supposed to help cut down on the number of companies who produce kit

planes, which are currently exempt from FAA licensing, that do not meet high standards of quality.

And, with the FAA giving the green light to Quicksilver, production of the two-seat GT 500 has already been increasing.

Perhaps no one is happier to hear this news than Byrum.

Quicksilver has been manufacturing the GT 500s for about four years now, but, with assembled sport planes not being sold in the U.S., the majority of Quicksilver's GT 500 customers were coming either from overseas or from individuals who would assemble the planes themselves.

"To properly build a plane, whether certified or not, you need to build it to a certain design standard. Part of being a responsible manufacturer is seeing that your plane meets or exceeds those design standards," said Byrum. "Quicksilver has always put a great deal of our efforts into designing a quality aircraft. Nearly half of our costs actually go into engineering and quality control."

FAA certification isn't the only factor in bringing the sport of flying to the U.S. Another major factor in the gaining popularity of the sport is the cost.

Most individuals who take part in travel-related sports, like motorcycling or boating, could not afford to purchase an aircraft just as a hobby. But, now, with the FAA clearing the way for mass production of low-cost small sport crafts, the prices for hobby flying should be dropping.

Currently, Quicksilver retails the GT 500 for about \$20,000 in a "do-it-yourself" kit and about \$25,000 for a completely assembled plane. While the cost of the GT 500 can vary depending on the extras purchased, the price is still comparable to other sport/transportation vehicles.

According to Byrum though, the law of supply and demand should drive the price of the planes down.

"We've already taken a number of new orders and we're hoping that the customers will eventually benefit from the boosts in production. Increased volume means that the costs should decline," said Byrum. Δ

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Farms, international produce growers and distributors. Mark Palmer Design developed an adaptable corporate logo which accommodated the unusual and extensive challenges which often occur in producing packaging, printed materials, signage, promotional items and an advertising campaign, in general. The Peter Rabbit Farms identity design effectively implements each aspect of the total program. Because of this creative achievement, the firm was awarded 4 ADDYS for Peter Rabbit Farms at this year's Desert Advertising Awards presentation and 2 "Best Of The West" honors at the regional ADDY awards (American Advertising Federation). The latter had never been bestowed upon a Coachella Valley agency. The Peter Rabbit Farms program will also be published in 4 categories in *American Corporate Identity*, the premiere showcase of the finest corporate design programs in America. As the President of Peter Rabbit Farms, John Powell, Sr. remarked, "The reaction to the new name and design has been overwhelmingly positive particularly in the important international markets."

Mark Palmer was raised in Seattle, attended the Art Center in Pasadena and joined his family in the Coachella Valley. Because he is highly motivated and singularly dedicated to adding new dimensions to his company, he has fashioned a creative environment which is on

the cutting edge of computer imaging, design and production. Curtis, Mark's youngest brother and Production Manager at Mark Palmer Design, is considered by his peers to be one of the nation's foremost Macintosh computer operators.

The firm utilizes the most modern technology as was shown in the award winning poster created for The Palm Springs International Film Festival. The "Film Tree" identity and poster were designed entirely on the computer by Mark and Curtis. For this extraordinary creation, Mark Palmer Design won innumerable prestigious honors; among them are awards given by The Western Art Director's Club, *American Corporate Identity*, and the Desert Advertising Awards "Best of the Year" as well as 2 ADDYS. The identity is also featured in the publication, *International Logos and Trademarks III*, published by Madison Square Press. From over 3,000 entries submitted from 29 countries, a total of 309 were finalists and 3 of these were from Mark Palmer Design.



Intensity, perseverance, and a consistent approach are important factors at Mark Palmer Design. In addition to being highly original, the team is motivated by the client assignment and devoted to bringing to fruition a beneficial campaign and universally appealing identity.

Mark Palmer Design was a major sponsor as well as the creator of all the identity and marketing collateral for the first annual Future 2000 Business-to-Business Extravaganza, held September 22 & 23, at the National Orange Show Fairgrounds, San Bernardino.

Future 2000 was host to five of the country's top business authors and speakers making an historic collective presentation: Og Mandino, Harvey MacKay, Dr. Laura Schlessinger, Brian Tracy, and Mark Victor Hansen.

The theme for this year's life and business improving event was "Master Your Future." The focal point of the overall visual identity is a stairway image ascending into the sky, representing the unlimited opportunities and possibilities for achievement and success which can be realized by anyone dedicated to applying the principals presented at the conference.

The intense research Palmer Design gives each project enables this group to provide sophisticated and realistic designs which offer viable solutions and provide special emphasis to all aspects of a corporate identity program. The design group has won several awards for the new image created for "Fun In The Sun" Candies. The label and packaging received special recognition and the approach capitalized on this company's presence in the desert.

Mark Palmer Design is ensconced in a high-tech space reminiscent of the remodeled Soho lofts so prevalent in the New York world of artists, designers, advertising agencies and publishers. This is a highly charged atmosphere of "creativity at work" and the results speak for themselves. Among the over 500 clients serviced, the following have received local, national and international recognition: the La Quinta Hotel, the City of Indian Wells, the Annenberg Center, the Evert Cup, Hyatt Grand Champions, Marriott's Desert Springs, The Westin Mission Hills Resort (Winner of the Hotel Sales and Marketing Association International Advertising Competition, Gold & Silver



Awards), Desert Orthopedic Center, Lyle Realtors, Orr Construction, Tour Precision (golf club manufacturer), Canyon Springs Hospital, Dorothy Hamill International and many more. A few of the firm's newest clients include the Palm Springs Regional Airport, The Prudential California Realty, The Newsweek Champions Cup, SunLine Transit Agency/SunBus, NiceLite Sportlight and World Watch (Computer Timepiece & Screen Saver).

Working within the parameters of client specifications, Mark Palmer Design has developed a sterling reputation and acquired a strong following of long-term clients with in-depth marketing and advertising



requirements. In order to fulfill the expectations of these clients in a professional and proficient manner, Mark Palmer Design has increased its staff to include specialists in all areas. The expertise each individual possesses completes the overall strength of the firm's results-oriented services.

When not totally engaged in the day-to-day involvements of a growing business, Mark takes advantage of the superb golf and tennis offered in the Coachella Valley and to broaden his outlook personally and also develop new ideas for his clients, traveling has become a treasured pastime. It is at Mark Palmer Design, however, where Mark feels his most productive. This electric atmosphere which is constantly being updated by modern technology and reaching new heights in creativity is a stimulating one in which to refine his talents and inspire those around him. Mark Palmer Design presents a confident look at the future of visual communications through an ensemble of talented and active achievers.

For more information, please call Mark Palmer Design at (619) 346-0772.

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Space: The Spawning Ground for Global Technology

Continued From Page A14

cate work such as replacing and repairing electrical connections.

Staying in Contact

Along with its technical challenges, the space station program faces the logistical hurdles of coordinating design teams from a dozen countries on three continents.

The international partners keep in contact through means ranging from computer mail to face-to-face meetings. "We have a very sophisticated e-mail system," says Jerry Walker, deputy manager for international programs at the Space Station Freedom office. The computer network allows the documents outlining Freedom technical specifications to be called up and read from anywhere in the world.

In addition, the engineers have teleconferences "day and night," he says. And, there's a lot of travel.

The partners also keep full-time representatives at each other's sites, to try to aid communications and prevent misunderstandings. "It keeps us on a convergent path, and the lines of communication are open," says Steve Brody, senior staff engineer at the Space Station Freedom program office, who served as European liaison officer in the Netherlands for four years.

In one case, Brody made sure that engineers on both sides of the Atlantic were using the same equations in the same way to calculate the size and weight of space-station cargo which would fit aboard the U.S. space shuttle. He also helped European officials find their appropriate counterparts in the States.

Beyond Technology

Any complex effort involving different countries is bound to run into cultural and other obstacles, and the space station is no exception. The squabbles over U.S. funding have unsettled the international partners, as have different management styles. The possibility of incorporating Russian technology has thrilled some while raising concerns in others.

For their part, some of the Russian space experts have expressed frustration that the U.S., although seeking to internationalize the space station, has not taken much

advantage of technology and experience from the former Soviet Union. Some in the Administration balk at relying on the Russians; they worry about political instability there, sharing sensitive technology, and limiting the ability of American industry to develop its own expertise.

"The main problem is not technical, but political," says Maxim Tarasenko at the Moscow Institute of Physics and Technology. "Political and economic problems could be

solved by merging efforts. That doesn't mean NASA should abandon its contractors, but negotiate joint ventures. America could acquire knowledge from Russia, and introduce the Russian technology in Western markets without hurting American manufacturers."

Frustration notwithstanding, preliminary discussions have brought engineers from the two countries closer to working together. About a dozen Russian experts were in

Washington this spring for a month, to meet with NASA experts and consult on the Freedom redesign effort.

"I've been with NASA 30 years, and this was my first face-to-face meeting with them," says NASA's Russell. "It was quite exciting for me. Over the years we have been in a race with them, and now we may be partners." Δ

Reprinted with permission from Design News.

Fender Guitars Revs Up Legendary Tribute



Two great American companies that have had a powerful impact on American pop culture for decades — Harley-Davidson and Fender — have joined forces to create the Fender/Harley-Davidson 90th Anniversary Commemorative Stratocaster.

Both manufacturers share similar success stories. In the 1970s, while under conglomerate ownership (CBS and AMF), Fender and Harley-Davidson lost tremendous market share. In the '80s, both companies were bought back through effected management buyouts and have emerged as great American institutions, inspiring millions of devoted music and motorcycle fans around the world to pursue their dreams.

Today, Fender and Harley-Davidson are known worldwide for their products, which represent a heritage of great prestige and value in their respective industries.

In celebration of Harley-Davidson's 90th anniversary, the Fender/Harley-Davidson Strat was created at the Fender Custom Shop in Corona. With only 109 instruments built, demand will quickly exceed availability of this unique collector's item which, in some areas of the country, already commands a five-figure selling price.

The guitar features a chromed-aluminum body with the Harley-Davidson name hand-engraved on its surface and a detailed, etched Harley-Davidson logo on the pick-guard. The neck is made from exhibition-grade bird's eye maple with each company logo combined and silk-screened on the peg head, and includes an ebony fretboard which is inlaid with hand-engraved stainless-steel markers.

"This guitar was built for the enjoyment of people with a passion for Americana," said Bill Schultz, Fender president. "This uniquely artistic instrument celebrates the essence of the American free spirit."

The Fender Custom Shop created 109 units, with 100 to be displayed and sold at selected Fender Diamond Dealer retail stores around the world and nine presented as an anniversary gift to Harley-Davidson.

The instruments are encased in an elegant black leather, fringed gig bag and supplied with a highly detailed, leather Harley-Davidson, hand-tooled guitar strap. The entire package includes a high-quality ATA-approved flight case for protection and preservation.

This limited-edition guitar is the first in a series of special-interest guitars that will be designed and built in extremely limited quantities for sale through Fender's Diamond Dealer network.

Fender, with corporate headquarters in Scottsdale, Ariz., is one of the largest electric guitar and amplifier companies in the world. U.S. manufacturing headquarters and the world-renowned Fender Custom Shop are located in Corona. Fender's Amp Custom Shop is located in Scottsdale, and Artist Relations offices are in London, Nashville and Los Angeles, where Fender's *Frontline* magazine is also published.

Fender manufactures and distributes acoustic and electric guitars, amplifiers, pro audio equipment, lighting equipment, strings and accessories. Fender markets under the brand names Fender, Summ, Floyd Rose, Rodriguez, Heartfield and Squier. —(BW) Δ

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Print Media Changing With the Times

In the publishing business there are a lot of trade secrets, but one thing that has not been hidden from anyone in publishing is that the market is thinning.

With the popularity of television and the electronic media growing and the advent of services like CNN, experts and owners in the print media have been scrambling to figure out what can be done to keep the printed word afloat.

There have been a number of dif-

ferent ideas, from USA Today's easily digestible "McPaper" to those publishers who have decided to go down with the ship rather than change with the times.

One of the most creative and palatable solutions to the problem facing print media is by integrating the printed publication with the immediacy and easy access of electronic information.

Bell and Howell has been pioneering this effort since the '70s and

now, with the introduction of CD-ROM, the print media may have found the life preserver it was looking for.

In association with UMI, an information access company, Bell and Howell has opened the door for printed publications to reach libraries, universities and businesses all over the world.

By creating a database of a number of widely-read publications like The Wall Street Journal, The New

York Times, The Washington Post and now, The Inland Empire Business Journal, B&H and UMI provide system users with instant access to any stories on any issues that have appeared in these publications.

The on-line and database services are available in a number of editions with thousands of titles that can either be broad or specialized, depending on the type of service the user is looking for. The systems allow individuals to immediately access current articles, periodicals or indexes of any subscriber publication.

Currently, the B&H and UMI systems are only available at libraries, businesses or universities, but in the future, home systems will be able to subscribe or go on-line with the system making information access simple and speedy. Δ

Fontana Man Races Toward Future

While the debate continues to rage over what can be done to clean up Southern California's polluted air, one man in Fontana is planning to prove a point about exactly how he feels it should be done.

Ed Rannberg, of Fontana is setting out this month to break a land speed record in an all electric car. The current record for speed in an electric car was set in the 1970s at 175mph, Rannberg hopes to best this mark by about 25mph.

The car Rannberg will be driving, Streamliner, was built by Arviatt Bros. in Fontana and is a mere 37 inches high and measures 24 feet in length.

Streamliner runs on 34 batteries, similar to those in a regular car's engine and is designed for sprinting for speed rather than everyday street travel.

Rannberg hopes that the notoriety he might gain with his electric car will increase the popularity of electric vehicles, and, thereby, reduce air pollution.

The average street model electric car would run on about half the battery power used by Streamliner and be able to travel up to about 100 miles without having to recharge the batteries. Δ

Setting the PACE in Southern California

ADVERTORIAL

PACE Membership Warehouse celebrates its tenth anniversary this year, and its sixth year in Southern California. Among the first warehouses opened in Southern California was its San Bernardino unit, located at 885 East Harriman.

PACE sells quality merchandise at warehouse prices to its membership, comprised of small businesses and qualified individuals. It is a true warehouse operation, without carpeting,

It is a true warehouse operation, without carpeting, lowered ceilings, sales people, displays or stockrooms. This "no frills" approach allows PACE to operate on gross margins of 8 to 9%, about a third the markup of traditional discount retailers.

lowered ceilings, sales people, displays or stockrooms. This "no frills" approach allows PACE to operate on gross margins of 8 to 9%, about a third the markup of traditional discount retailers.

Members can choose from a variety of products, including office supplies, clothing and even jewelry and tires. All items stocked are name-brand merchandise.

The San Bernardino warehouse features PACE's fresh foods department, with 300 product items in meats, bakery goods and fresh produce. PACE carries only USDA Choice grade beef, top-quality pork, and Grade A chicken. PACE's own butcher cuts

meat daily.

Joining PACE is easy. The Business Membership, available to businesses of all sizes, carries a \$25 annual fee. Cardholders shop at the posted prices. The Premier Membership, also carrying a \$25 annual fee, is available to qualified individuals. They also shop at posted prices.

The membership concept works for the members, according to Kelly Ricks, director of the San Bernardino warehouse. "It's like renting 108,000 square feet of climate-controlled warehouse space filled with merchandise for less than \$3 per month. The greatest benefit of membership to businesses is the ability to reduce

inventory and storage expenses, while dramatically lowering overall business costs in many cases."

Based in Englewood, Colorado, PACE operates 111 warehouses in 25 states and Puerto Rico, including 21 in California. PACE is a wholly owned subsidiary of Kmart Corporation. Δ

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"The Courtyard"...Palm Springs' Newest Destination Business Address

ADVERTORIAL

The Courtyard is located on beautiful Tahquitz Canyon Drive and is ideally situated near the Palm Springs Convention Center, within walking distance of five major hotels, including The Palm Springs Hilton, The Marquis Hotel, The Spa Hotel, The Windham Hotel and Las Brisas Hotel. It is also within walking distance of the renowned Palm Springs Desert Fashion Plaza, which is home to Sak's Fifth Avenue,

The Limited, Compadre Express, Mondri, and Victoria's Secret. It is surrounded by many fine restaurants and only a five minute drive from City Hall, the Courthouse, and the recently renovated Palm Springs Regional Airport.

Because of the convenience and style that are so easily accessible to Courtyard tenants, the beautiful facility has become Palm Springs' newest destination business address.

At this time, the former Shearson Lehman Brothers space, which fronts onto Tahquitz Canyon Boulevard is available as a 4,871 turn-key lease availability. It is one of the loveliest office spaces available in all of downtown Palm Springs

There is a second space available which provides a 3,271-square-foot build-to-suit opportunity. If you need special accommodations in your office facility, and want a prestigious



address, with very fair leasing rates, this location is ideal.

Formerly much of the ground floor space was designated retail, but it is being converted to store front office facilities which front onto the beautiful fountained courtyard or onto the lovely Tahquitz Canyon Boulevard.

Because the facility is catering to professionals, there is a need for certain support services to be located within the Courtyard complex. Some of these include a barber/beauty salon, and there is a perfect turn-key facility waiting to be occupied. Other opportunities include a novelty/stationery store, a graphic artist/photocopying/blueprinting facility. Ideally this facility would also have desktop publishing and typesetting capabilities.

There is a need for a Mail Box, Etc. facility or a mailing and expediting service. These are the types of office support services that are needed by the kinds of tenants "The Courtyard" is attracting. The operators of these businesses will have a built-in clientele.

With suites ranging in size from 5,000 square feet to 200 square feet, "The Courtyard" can meet the needs of a wide variety of businesses.

It is an especially good location for any business wishing to place a new office in the Coachella Valley because of its prestigious address and proximity to extraordinary support facilities.

"The Courtyard" was built to the highest design and quality standards and serves as an outstanding location for any business, law firm, accounting firm or manufacturing company. As the economy recovers and Palm Springs begins to reestablish itself as the commercial core of the Coachella Valley, this property will play an important role in the future of the entire Valley. Δ

the courtyard



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Daily Bulletin Expands Business Horizons

ADVERTORIAL

By Tom McAfee



Tom McAfee
Business Editor
Inland Valley
Daily Bulletin

Thousands of people turn to the business section of the Inland Valley Daily Bulletin each day to find out what's happening in the bustling business communities of western San Bernardino County and eastern Los Angeles County.

And readers are finding an improved section — one that now offers more local news and features, expanded stock and mutual fund listings, as well as news of importance throughout the state, nation and world.

The Daily Bulletin is the fastest-growing daily newspaper in California — and one of the top five in the nation — among all newspapers with at least 50,000 circulation, according to the latest Audit

Each Monday, readers receive valuable information and advice on a wide range of personal finance issues, including stock, bond and mutual fund investing; saving for retirement or for children's education; and tax tips.

Bureau of Circulations report.

"Part of that growth can be traced to the improvements we've made to the business section," said Publisher Michael Ferguson.

Local news is first and foremost in the Daily Bulletin, and that same hallmark holds true for the business section. A staff of three business reporters ferrets out the news of the valley's business community — in both large and small companies and in every industry sector: retail, real estate, banking, manufacturing, medical products and services, even agriculture.

Regional economic trends, from unemployment and housing starts to retail sales and gasoline prices, also are tracked

on a regular basis.

Interesting area business leaders and innovative local products and services are introduced through frequent feature stories and profiles. Important seminars and workshops held in the region that feature prominent business or government leaders are also covered when they occur.

And the business section


doesn't stop with local news. Expanded space in each day's section also gives readers a look at the major business stories from around California, the United States and the global community.

Each Monday, readers receive valuable information and advice on a wide range of personal finance issues, including stock, bond and mutual fund investing; saving for retirement or for children's education; and tax tips.

Monday's weekly Business Calendar spotlights dozens of meetings and seminars scheduled for the week ahead, and the Money Rates column gives the latest savings and loan rates of several area banks.

In addition, the Daily Bulletin recently expanded its daily listings of closing prices for stocks and mutual funds. More than 2,000 companies that trade on the Nasdaq Stock Market were added.

Please See Page 26



We Mean Local Business

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12 cities and 800,000 people make up the twelve cities of the Inland Valley. Only one newspaper covers this market with all the news that concerns Inland Valley residents.


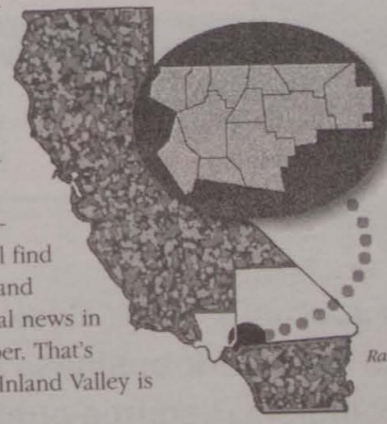
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AST Hoping to Palm Small Frame Computer Market

AST Computers in conjunction with Grid North America, one of the leading manufacturers in small frame computers, recently introduced a new pen-enabled handheld computer that will allow users access to uninterrupted two-way radio communication.

The PalmPAD SL, which will retail for between \$2,400-\$3,500 dollars, is the first product unveiled by Grid since the company was acquired by AST in July. Grid was a



former subsidiary of Tandy Corporation which was absorbed by AST in the acquisition.

The system, which weighs about 3 lbs., was designed to fill the need of service industry personnel who have to keep in touch with a central computer network.

PalmPAD technology is not new in itself, the small handheld computers have been used for a number of years with some success. What is new about the AST PalmPAD is that it has an option embedded on its motherboard that can provide users with direct two-

way communications from a number of different networks, according to Ken Roberts, spokesman for New Futures World Marketing.

"The PalmPAD SL is really targeted at a vertical market, service industry. Everything from meter readers to delivery truck drivers," said Roberts. "The computer is probably as powerful as anything you've got sitting on your desk but it is really intended to run software that is very specific."

In fact, the PalmPAD SL boasts a 386 microprocessor and 4 megabytes of RAM standard, a serial input port and a drive for the standard microcomputer software. This configuration is very advanced for a computer of the PalmPAD's size.

Prior to AST and Grid's introduction of the PalmPAD SL, handheld computers had to rely on an insertable card from radio communications. This card, however, created problems because the radio waves and frequencies would often disrupt the computer's functions.

Grid and AST decided to eliminate the problems associated with insertable radio cards by mounting the radio communications chip directly onto the motherboard and designing a system with the communications already integrated, said Roberts.

"With the built-in radios, it opens up new doors on the market that will be able to take advantage of the handheld computer, particularly service-related industries," said Lauren Baker, spokeswoman for AST Research.

Software for the system will be provided by Pen Write Development which has worked with Grid in the past on its other small frame computers.

According to Baker, some Grid customers have already expressed interest in purchasing the new version of the PalmPAD SL, but the complete marketing campaign is slated to begin this month. Orders will begin being shipped in mid-October.

Grid's North American and European sales were acquired by Irvine-based AST in July as part of the company's larger acquisition of Tandy Computers. The majority of the manufacturing, marketing and sales of Grid products is based in Texas. Δ

Long-Distance Crime Wave Hits California Businesses

Long-distance theft is on the rise, Pacific Bell warned today.

Since last fall, the number of remote-access fraud cases detected by the company has nearly tripled—up to about 24 per month statewide. Cases involve computer hackers who infiltrate business telephone systems, seize long-distance lines, and sell international calling to immigrants who may not be aware the telephone service is obtained illegally, or drug dealers who want to circumvent the billing records created by personal telephone service.

In the past nine months, thieves have rung up between \$1 million and \$2.5 million in fraudulent toll charges billed to California businesses.

Ironically, the surge in number of long-distance thefts is an indirect result of successful fraud protection programs like the Pacific Bell LockOn program.

"The good news is that our prevention, detection, and intervention efforts help ensure that theft is caught and stopped earlier, before losses escalate," said Brian George of Pacific Bell's Centralized Fraud Bureau. "The bad news is that the hackers simply target another business, so more companies end up being victimized."

"The good news is that our prevention, detection, and intervention efforts help ensure that theft is caught and stopped earlier, before losses escalate. The bad news is that the hackers simply target another business, so more companies end up being victimized."

George said the average loss per incident of fraud is approximately \$7,000, a reduction of more than 50 percent since Pacific Bell launched its LockOn program last fall. Most losses are long-distance charges assessed by interexchange carriers such as AT&T, MCI or Sprint.

"Given the increased chances of being hit by a hacker, it's more important than ever that businesses protect themselves," George said. "We offer a number of free safeguards through LockOn that can help businesses prevent long-distance theft, or detect and stop it quickly if it occurs."

Services available through Pacific Bell LockOn include:

Prevention—Pacific Bell Fraud consultants can provide companies with a free telecommunications risk assessment and advice regarding security improvements. Also available is a free guide, "Telephone Toll Fraud Protection."

Detection and Intervention—Pacific Bell's Centralized Fraud Bureau continually monitors the network for fraud warning signals, such as unusually high traffic levels to certain foreign countries. If fraud is identified, the company works with the customer, equipment vendor, and long-distance company to secure the customer's

system.

Prosecution—If suspects can be identified, Pacific Bell works with law enforcement agencies to prepare evidence for prosecution.

Customers who would like more information about toll-fraud protection services should contact their Pacific Bell account executive or their local Pacific Bell business office.

Pacific Bell is a subsidiary of the Pacific Tele- sis Group, a worldwide diversified telecommunications corporation based in San Francisco.

Ten Tips for Fighting Toll Fraud

Remote access fraud involves computer hackers who electronically infiltrate a company's telecommunications equipment in order to gain free access to long-distance lines.

Equipment that can be vulnerable include PBXs, automatic call distributors, auto-attendants, call diverters and voice mail systems. In addition, thieves sometimes break in through equipment

Please See Page A26

1993 A SNEAK PREVIEW of the Inland Empire Business Journal's Issues to Come 1993

Editorial Focus

	Month	Ad Deadline
• Retail Sales	November	October 20
• Industrial Real Estate	November	October 20
• Commercial RE/Office Parks	November	October 20
• Financial Institutions (3rd Quarter 1993)	December	November 20
• 48-hour Executive Get-A-Ways	December	November 20
• Profiles—Inland Empire	December	November 20

Lists

	Month	Ad Deadline
• Commercial R.E. Dev. Projects	November	October 20
• Commercial Real Estate Brokers	November	October 20
• Inland Empire Golf Courses	November	October 20
• Executive Get-A-Ways	December	November 20
• I. E. Chambers of Commerce	December	November 20
• Luxury Auto Dealers	December	November 20

Supplement

	Month	Ad Deadline
• Building & Development	November	October 20
• "Time-Out"	November	October 20
• Health Care	December	November 20

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Future 2000 Business to Business Special Supplement

Long-Distance Crime Wave Hits California Businesses

Continued From Page A25

features such as DISA (Direct Inward System Access) and remote maintenance ports, which are designed to allow employees and vendor repair personnel to use the system when they are not on company premises.

Ensure that operators and centralized answering points never automatically connect an internal call to the external network without proper authorization; it might be a hacker who has gained access to an internal station.

Here is a common scenario:

- * A hacker calls a randomly selected 800 telephone number.
- * The hacker's computer is programmed to dial various codes until it cracks into the customer's system.
- * The hacker obtains access to a second dial tone, transfers to an outside line, and can now place calls which will be billed to the host busi-

ness.

The following are fraud-prevention tips from Pacific Bell's free booklet titled "Telephone Toll Fraud Protection":

- * Limit the number of employees who are given equipment access codes and assign random codes on a need-to-have basis only.
- * Remove default pass codes installed by the manufacturer or vendor.
- * Change DISA and voice mail pass codes frequently and increase the number of digits to a minimum of eight.
- * Restrict after-hours and weekend access to DISA features.
- * Deactivate a second dial-tone feature with your voice mail system if you don't need it.
- * Screen or block calling access to foreign countries and area codes not relevant to your business operations.
- * Monitor call detail reports closely and promptly investigate any patterns that might indicate the likelihood of unauthorized calls.
- * Have your equipment vendor extend the answer cycle on DISA

numbers and program your system to disconnect any incoming calls after one or two unsuccessful attempts have been made to input the access number.

* Ensure that operators and centralized answering points never automatically connect an internal call to the external network without

proper authorization; it might be a hacker who has gained access to an internal station.

* Disable the maintenance port available to your equipment vendor so that it can be used only by authorized vendor personnel when your equipment requires service. Δ

Beyond 2000

Continued From Page A5

returning to their roots.

Technological changes are shaping the form of our social environment. Ever greater numbers of people are now able to do the majority of their work from home using PCs and faxes, environmental groups and the EPA encourage less use of the automobile and advocate such schemes as 10/40 or 9/80 work weeks, resulting in extra leisure days.

Through the work of Main Street Programs, traditional downtowns across the nation are experiencing an incredible renaissance, from the Knoxville, Tennessee Riverfront development to Pasadena

Old Town, from Old Sacramento to the Court Street development in downtown San Bernardino where the arts are flourishing. Shakespeare is read on the town square, new restaurants and clubs open on virtually a monthly basis, and the outdoor market and live concerts draw capacity crowds downtown.

Through an active Main Street Program and a far-sighted Economic Development Agency, a community can capitalize on this social evolution and utilize these changing trends to the profit and enrichment of the community. Δ

Through an active Main Street Program and a far-sighted Economic Development Agency, a community can capitalize on this social evolution and utilize these changing trends to the profit and enrichment of the community.

Daily Bulletin Expands

Continued From Page 23

Stocks of most of the companies trading on the New York and American stock exchanges also can be found each day.

Investors can also keep on top of their stocks throughout the day by calling the newspaper's new Bulletin Board hotline. A local phone number, 481-5555, puts callers in touch with the latest price for any stock traded on the major exchanges—24 hours a day. (Stock prices are delayed by 15 minutes during trading

hours.) Instructions for calling up stocks or any of the other many features of the Bulletin Board—including sports scores, news headlines, weather reports, horoscopes and much more—can be found each day in the related sections of the Daily Bulletin.

Even more changes are in store for the Business section and other sections of the Daily Bulletin as the newspaper continues to add readers. Δ

Investors can also keep on top of their stocks throughout the day by calling the newspaper's new Bulletin Board hotline. A local phone number puts callers in touch with the latest price for any stock traded on the major exchanges — 24 hours a day.

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New Advances in Home Theater Place Users in Cocoon of Sight and Sound

Recent advances in audio and video technology have brought about a new era in home entertainment, allowing for sophisticated levels of quality audio and video entertainment within the privacy of one's home. Today's home theater systems reflect state-of-the-art A/V technology, and deliver the excitement of a first-class movie theater into the home setting.

The proliferation of home theater is due in part to Dolby Pro-Logic Surround A/V technology, which allows an enhanced channel separation to produce what is commonly referred to as "surround sound." This advanced formula lets the listener experience the ambiance of a movie theater or live house via six separate stereo channels in a remarkably realistic way when used with Wide Screen, Live, or other surround modes. Dolby Pro-

Dolby Pro-Logic allows the listener to actually design and direct a personalized sound system.

Logic allows the listener to actually design and direct a personalized sound system; the high-tech IC microchip permits parameter adjustments for room size and effect to create a virtual cocoon of sound.

Denon's AVR-3000 is one such amplifier equipped with Dolby Pro-Logic, and represents the most advanced levels of A/V technology currently available. Surround sound has only come into the home setting within the past two years, and results when the simulated signal produced by a Digital Signal Processor (DSP) chip is combined with the directionally enhanced signal from the Dolby Pro-Logic IC chip.

These two chips produce a synthesis of direct and reflected sound while permitting the listener to create a personalized high quality sound system. Users can hook up as many as six speakers to Denon's AVR-3000; a set of front and rear speakers, and one or two center speakers.

Hometronics, Inc., located in Temecula, is one such electronics retailer to bring Dolby Pro-Logic surround sound technology to Riverside County. General Manager George Gugliotta cites the advent of six-channel surround sound as a real breakthrough in the marketing of integrated stereo components and home theater systems.

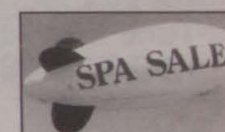
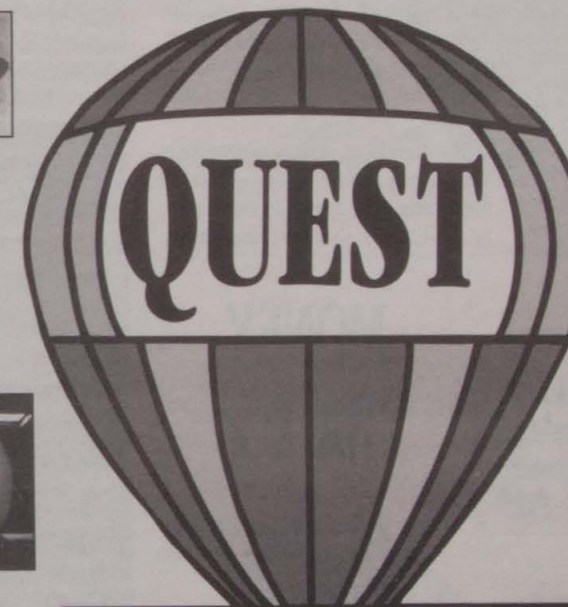
"We've seen an enormous proliferation in the home theater industry as a direct result of Dolby Pro-Logic technology. Dolby Pro-Logic repre-

sents the best of both worlds since it's adaptable for stereo or television use, and consumers can design their own home entertainment system based on their personal preferences, requirements and budget," he added. Gugliotta then cited the 13 surround modes available with the Denon AVR-3000. "The choice of four basic Dolby Pro-Logic modes are Normal, Wide, Phantom, and 3-Channel Logic. For Normal surround playback, there is an additional offering of Wide Screen and Live

for sources recorded in Dolby stereo — and also Mono Movies, Classic, Rock, Church, Jazz, Stadium and Matrix," he added.

For more information on Dolby Pro-Logic A/V technology, contact Hometronics, Inc. at (909) 308-1520. Hometronics, Inc. is an authorized dealer for Denon, Mitsubishi, Canon, Yamaha, Infinity, Panasonic, J.V.C., Toshiba, Sanyo, RCA, and GE. Hometronics, Inc. is located at 28011 Front Street, in Temecula. Δ

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Progressive Security Means More Than Bells and Whistles

By Steve Kaufer, CPP

A complete security program is comprised of more than locks, electronic alarms and other physical hardware. It also includes the policies and practices of your business.

Increasingly, the threat of being sued is encouraging employers to more carefully screen their job applicants. A dramatic increase in suits for negligent hiring and negligent retention have resulted in huge awards.

For example, consider this scenario: A furniture store advertises for a furniture delivery man. An applicant answers the ad and submits an application. Because he is big and strong and has delivered furniture in the past, the store hires him, without checking further.

A while later, the delivery man rapes a customer in her home. The store is sued for negligent hiring because it failed to check out the man's past. Had it checked, it would have found that the man was fired from his last delivery job because he made suggestive remarks to a female customer. And

he was fired from the job before that because he touched a female customer in a suggestive manner. Those incidents would have sent up a red flag.

Change the scenario a bit. Consider that the store hires the man, then receives complaints about him. But, the store owner decided to

How you screen prospective employees is just as important in protecting your assets as the security equipment that guards against break-ins.

keep him on despite the fact that a problem might be brewing. The man rapes the customer in her home and the store is now sued for negligent retention. In either case, the customer is given a huge award, one that all the security hardware in the world couldn't have protected against.

So, how you screen prospective employees is just as important in protecting your assets as the security equipment that guards against

break-ins. Finding good employees is not a simple task. Discovering who will work with you and who will work against you is difficult.

Pre-employment screening typically begins with the employment application. Astoundingly, many businesses rely on that application alone to provide insight into the background and qualifications of the job seeker.

But, unless you look deeper into the prospective employee's background, you will not have a true picture of this individual. Research has shown that more than 40% of the resumes submitted to snag a job are incorrect. Job applicants often overstate employment dates, salary and the reason why they left their former position, (often they were at odds with their employer.)

The interview is, perhaps, more important than the application, for it is here that you begin to dig into an applicant's past. A common procedure, more than 160 million per-

In a tight job market in this time of increasing unemployment, job seekers are being even more creative in their quest to find a job. But hiring the wrong employee can prove costly, whether it be in the cost associated with rapid turnover, theft by a dishonest employee or a judgment against the employer in a negligent hiring case.

sonal job interviews take place annually in the U.S.

Often the subject of criticism, the job interview is highly subjective and may provide an inaccurate and inconsistent screening. But if the shortcomings of a personal interview are realized, then the interview may provide an important part of the screening and selection program.

During the interview ask open-ended questions that demand more than the simple "yes" or "no" answers from the applicant. Moreover, it is extremely useful to provide a list of standard questions that all applicants are asked, ensuring that all candidates are compared consistently.

Use the interview to access the prospective employee's skills, aptitudes, ethics and personal characteristics. These are factors that don't come through on a resume or job application form.

Many employers are using outside agencies with access to national databases to supplement their in-house steps to screen applicants. These checks include criminal records, credit reports, verification of social security number and earning record.

Depending on the level of employee, these checks could help ensure that the information provided on the application and obtained during the interview is factual.

Consumer credit reports, like those provided by TRW, can give an insight into an applicant's integrity and ability to fulfill obligations. Credit reports also reveal current and previous addresses, other names used, verification of social security number and birth date.

Federal law doesn't require you to tell an employee that you are checking his credit report. But, if information obtained from the report affects your decision to hire the individual, you must reveal the name of the agency that supplied the information to the applicant.

Pre-employment tests are another tool used to screen applicants. The variety of tests currently available can test for honesty, job skills, past or present drug use or ability to deal with customers. Properly administered, these tests have proven to give insight into traits that could be important to the performance of the prospective employee.

In a tight job market in this time of increasing unemployment, job seekers are being even more creative in their quest to find a job. But hiring the wrong employee can prove costly, whether it be in the cost associated with rapid turnover, theft by a dishonest employee or a judgment against the employer in a negligent hiring case. These costs and the disruption caused by the constant stream of newly hired employees can be eliminated, or, at least, reduced through sound pre-employment practices.

Kaufer is a security management consultant based in Palm Springs and Las Vegas. He has had more than 19 years in the private security industry.

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YOUR ROAD TO SUCCESS

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Making Heads or Tails of Health Care Reform

Continued From Page A13

patients, an RCHPMG physician may be independent in a private practice setting or part of a small medical group. This type of structure is called an independent practice association. This structure, where you see physicians in their private practice offices at your convenience,

They make every effort to see their patients when they are sick rather than redirecting them to an urgent care center or to an unfamiliar physician as many clinic-based physician groups do.

RCHPMG's physicians, all of them board certified or board eligible, provide care to thousands of HMO and PPO patients through this physician network, according to Mike Lance, chief executive officer of the group.

And, they make every effort to see their patients when they are sick rather than redirecting them to an urgent care center or to an unfamiliar physician as many clinic-based physician groups do.

While RCHPMG features many

well-qualified family practice, pediatric, and internal medicine physicians (referred to as primary care physicians or "gatekeepers"), virtually all sub-specialty medical and surgical physicians are represented in the group.

RCHPMG is headquartered on the Riverside Community Hospital campus, however, the physicians have offices throughout the Riverside Community Hospital service area. All physician members practice at Riverside Community Hospital and admit their patients there. Together RCHPMG and the hospital pro-

vide high quality, patient-focused medical care in the most cost-efficient environment.

For additional information, please contact the Riverside Community Health Plan Medical Group, Inc. at (909) 788-3448. Δ

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Vegas Ups the Ante on Hotel Futures

It used to be that a hotel was just a place where a weary traveler could stop, get a good meal and a night's sleep before moving on with their journey. It must have been sometime back around the turn of the century when some ingenuitive hotel manager decided that, if they wanted to keep guests there for more than one day, they should make the hotel a nicer place than the traveler's end destination.

Maybe this quick-thinking hotel

manager decided to serve gourmet food or put in a swimming pool, but whatever they did, it worked. Since these early days, hotels have become resort destinations within themselves, and now, Vegas just upped the ante.

This month, Circus Circus Enterprises, Inc. unveiled the next generation in hotel design — Luxor Las Vegas. The Luxor Hotel is a 30-story, bronze reflective pyramid housing the world's largest atrium,

100,000 square feet of casino space, three levels of attractions and seven themed restaurants.

Sitting on about 47 acres, the Luxor cost about \$300 million to construct, and includes some amenities that take the old idea of adding a pool to the extreme.



"Luxor is the culmination of our work to blend architecture, technology and engineering into an upscale 'entertainment megastore,'" said Bill Paulos, senior vice president of Circus Circus Enterprises, Inc. and general manager of Luxor. "Our goal is to create a destination resort whose interior exceeds the promise of its one-of-a-kind exterior."

But, although the Luxor seems to be the state-of-the-art in concept and design, it is really just the tip of the iceberg in progressive resort building.

Walt Disney really started the ball rolling with the idea of incorporating themes into a hotel atmosphere with his Walt Disney World in Orlando, Florida. Disney took the concept of creating a whole theme within a theme by using characters and ideas from his world-famous theme park, at his hotel and, it worked.

Taking the lead from Disney, a number of hotels in Vegas decided to take the theme idea and run with it, some of the most successful to date are Circus Circus, Caesar's Palace and the Excaliber Hotel.

By creating a fantasy world, these theme hotels provide themselves with a built-in marketing tool that allows them to not only sell the hotel but the atmosphere.

For years, Caesar's was the king of the hill for theme hotels in Vegas—it attracted the most guests, the biggest events and the most dollars. However, with the idea of theme hotels taking off, hotels like the Mirage have begun to "Brute-lize" Caesar's lions' share of Vegas visitors.

With the addition of yet another theme hotel, the Luxor, and plans for Treasure Island, a hotel with a pirate theme in the future, the fight for tourist dollars could get hotter than the Vegas weather. Δ



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What's in the Cards for California's Water Supply?

Continued From Page A3

says.

Wade cites the 350,000 acres of land that are now being used to grow pasture as an example. "That sector uses about a million-and-a-half acre-feet of water a year and the value of the crops it produces amounts to about \$20 an acre-foot," he says. "Society has a higher purpose for that water."

Marc Reiser, a devout environmentalist, author of *Cadillac Desert* and a diarist of California water development, also believes the future holds farm-to-city water transfers. "A \$10 billion agriculture industry, dependent largely on local sources and groundwater doesn't need the kind of reliability that a \$450 billion urban (Southern California) economy does."

But, according to Wade, water transfers do not spell doom for the state's farming. "California agriculture will remain as vital as ever."

Jerry Butcher, general manager of Westlands Water District, the agency that serves water to approximately 568,000 acres of farmland in the western San Joaquin Valley and opposed the Central Valley Improvement Act, agrees, up to a point. "We're the only place in the nation that can grow certain crops efficiently, effectively and cheaply."

He notes, however, that today there are fewer crops being produced in the state than in years past. "We peaked in California agriculture in about 1960. It's been declining slowly and that will continue."

Looking down the line, Reiser predicts long-term sales of water from one state to another, possibly Arizona to California, merging of the federal Central Valley Project and the State Water Project, a smaller "peripheral" canal to transport Sacramento River water around the problem-plagued Sacramento-San Joaquin Delta, and a major push in conjunctive use programs.

The Metropolitan Water District is already active in conjunctive use. One such program is with the Semitropic Water Storage District in Kern County. Metropolitan has stored excess 1992 State Water Project carryover supplies in Semitropic's underground basins at a cost of \$80 an acre-foot. According to the plan, when Metropolitan needs the water (anytime before 2010), it will pay Semitropic another \$70 an acre-foot to pump the water back into the State Water Project for delivery to Metropolitan.

Duane Georgeson, Metropolitan assistant general manager, says a lack of trust among the three water-using groups must be overcome before major strides toward securing future supplies can be guaranteed.

With recent consensus organizations that have popped up in the last couple of years—notably the informally called "three-way process"—he sees a brighter future. "People are beginning to realize that they can't have it all their way and are looking to compromise. There will

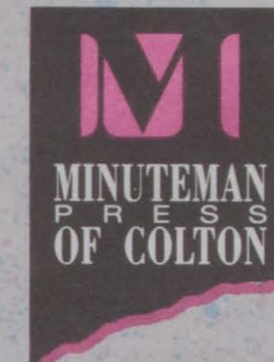
be no clear-cut winners, but there will also be no clear-cut losers."

With compromise the operative word, there is no reason to believe such draconian measures as outlawing lawns will be taken in the near future. But is it all that far fetched? A few years back, officials in Santa Barbara did just that. Plagued by the drought, the city was unable to keep stride with its residents' water demands. A ban that forbid watering outside landscaping was put into effect. Dead grass became a sym-

bol for social consciousness in Santa Barbara.

Still, Wade doesn't predict such an ominous outcome for the state. He sees the future shaping up less like the battles of years past. "The state's water interests will have to learn how to play the game together. In the next century they'll learn. That's my call. They'll learn."

Hofer is a writer for the Metropolitan Water District's Aqueduct magazine. This story is courtesy of Aqueduct.



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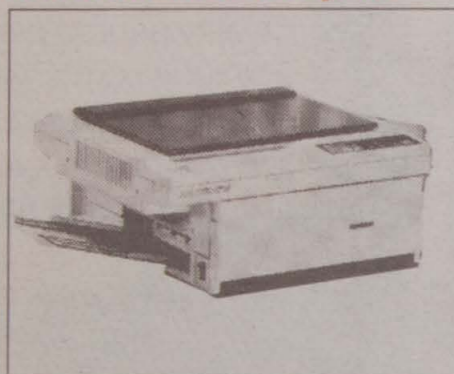
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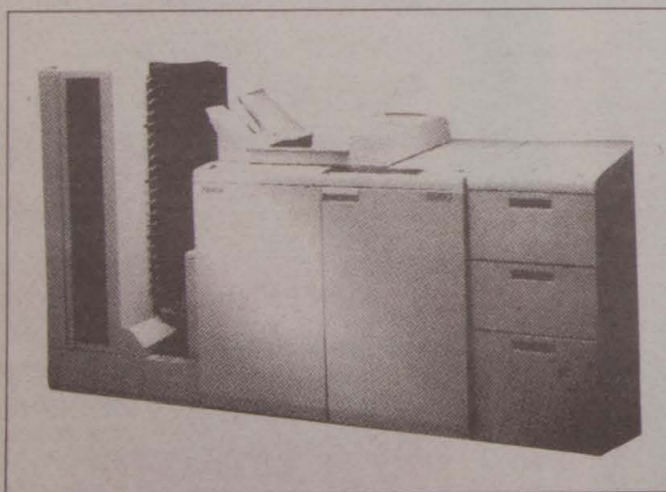
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