

5-2004

May 2004

Inland Empire Business Journal

Follow this and additional works at: <http://scholarworks.lib.csusb.edu/iebusinessjournal>

 Part of the [Business Commons](#)

---

### Recommended Citation

Inland Empire Business Journal, "May 2004" (2004). *Inland Empire Business Journal*. Paper 192.  
<http://scholarworks.lib.csusb.edu/iebusinessjournal/192>

This Article is brought to you for free and open access by the John M. Pfau Library at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Business Journal by an authorized administrator of CSUSB ScholarWorks. For more information, please contact [scholarworks@csusb.edu](mailto:scholarworks@csusb.edu).

# Specials

Human Resource  
Guide

Women-Owned  
Businesses

# INLAND EMPIRE business journal

www.busjournal.com



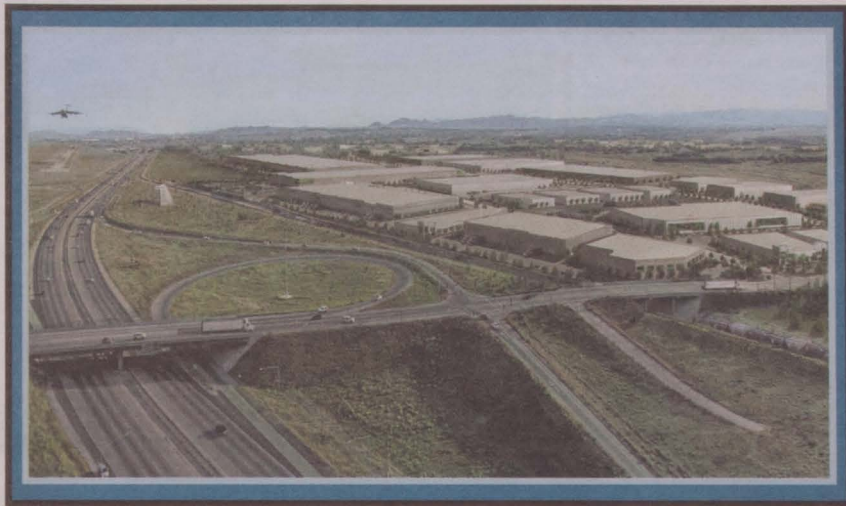
Larry Marina, host of "Morning Update" on KCTE 590 AM  
See Page 7

CLOSE-UP

VOLUME 16, NUMBER 5

MAY 2004

\$2.00



Lennar Partners introduces Meridian, an ambitious and visionary commercial real estate project sited on the wide-open plain that once supported the former March Air Force Base. Meridian is slated to become a modern commerce center which will comprise approximately 16 million sq. ft. of commercial/industrial buildings valued in excess of \$1 billion in real property value.

## AT DEADLINE

### Society for American Indian Elderly Adds San Manuel Band of Mission Indians to its Corporate Membership

The National Society for American Indian Elderly is pleased to announce its newest

*continued on page 47*

## Lennar Partners Introduces Meridian at Former March AFB

*Project Name Showcases Progressive Development Vision for Project; Lennar Partners Breaks Ground on First Phase Encompassing 250 Acres; First Commercial Buildings at Site to Include 600,000 Square Feet of Spec Construction Slated for Completion in January 2005*

Commercial real estate development in Riverside County at the former March Air Force Base has a new name – Meridian, a term showcasing the project's unique position in the global marketplace and its peak status

as a location opportunity for companies seeking a business friendly environment for commerce in Southern California, announced Michael Mor-

*continued on page 2*

## An Eclectic Collection of Historic Memorabilia – or the “Right Way to Write”

by Georgine Loveland

— Photos by Georgine Loveland

Depending on the era and the country, the “right way” to express oneself in a proper manner has certainly changed dramatically. In this country,

*continued on page 6*

## Special Sections

NEW BUSINESSES

page 46

CALENDAR

page 52

## More Than \$1,000,000 Distributed at Tribal Donation Ceremony

Hearts were overflowing and budgets were bolstered recently at the 9th Annual Tribal Donation Ceremony of the Agua Caliente Band of Cahuilla Indians.

A grand total of \$1,054,500 was distributed to 70 recipients in the show-

*continued on page 5*

# SURE-HIRE SOLUTIONS AT YOUR FINGERTIPS

(800) 564-5644 • www.appleone.com

• Temporary Staffing • Full-Time Placement • Temporary-To-Hire

appleone

## Lennar Partners Introduces Meridian at Former March AFB

continued from page 1

ris, vice president of development for Lennar Partners.

With this announcement, Lennar Partners revealed its specific plans for development at Meridian, offering visual renderings of the business park and unveiling plans for 600,000 square feet of speculative development with three independent developers during the project's first phase.

"Lennar Partners can now tie a name to the vision for its new development project and Meridian is the perfect title to communicate the project's position in this leading economic region," said Morris, who with Lennar Partners Vice President Jim Cottrell, is leading the development of Meridian.

"Meridian and its bold logo expresses many project attributes. Globally, it attaches value to the neighboring Global Cargo Port and our status as a Foreign Trade Zone. Locally, it indicates the project's leading status as we create what will be the epicenter of economic development in Riverside County in the years to come. We are very excited to embody this vision in one word," Morris commented.

Meridian is envisioned to be a modern commerce center, that when completed will comprise approximately 16 million square feet of commercial/industrial buildings valued in excess of \$1 billion in real property value. The nearly 1,000-acre, master-planned business community is a joint

effort under development by Lennar Partners and the March Joint Powers Authority.

Following groundbreaking in November of 2003, Lennar Partners has moved forward on site preparation and initial development for the first phase of construction at Meridian, a 250-acre portion of the former Air Force Base zoned for industrial, manufacturing, warehouse and office uses. Plans are currently moving forward on more than 600,000 square feet of spec development encompassing multiple product types, with the first buildings expected to be complete by January 2005.

According to Cottrell, "Meridian offers location solutions for any size of company looking for space in today's marketplace. We have interest from users across the board - from large corporate entities to small businesses - many involved in manufacturing, back office support services and global commerce. We have prepared sites capable of supporting build-to-suit facilities encompassing more than 1,000,000-plus square feet and the spec space will offer state-of-the-art design for companies seeking 5,000 to more than 200,000 square feet of space."

Meridian offers users multiple benefits, most importantly a fast-tracked approval process implemented by the March Joint Powers Authority, a board comprised of representatives from Riverside County and the cities of Riverside, Moreno Valley and

**Is this simply shrinkage?  
Or the beginning of a lawsuit?**

Jack of all trades, master of none. That's not what you need when you have a specific legal issue. Over the past years, each of us has diligently refined our particular areas of expertise. Our experience is unmistakable. Our results, undisputed.

**KRING & CHUNG**  
ATTORNEYS AT LAW

BUSINESS • LABOR & EMPLOYMENT • CONSTRUCTION • ESTATE PLANNING

3602 Inland Empire Blvd, Suite 8208, Ontario, CA 91764 Tel: 949.261.7700 • www.kringandchung.com  
San Diego • Irvine • Ontario • Chino • Las Vegas • Sacramento

Perris overseeing the adaptive reuse of March Air Force Base. The commerce center also offers Foreign Trade Zone designation, rail access and access to major regional transportation corridors, including freeways and the adjacent March Global Cargo Port.

According to Walt Chenoweth, a member of the CB Richard Ellis team responsible for marketing Meridian,

this project stands out in the region for numerous reasons. "Meridian defines the next phase of development in the Inland Empire. With attractively priced improved and entitled land for build-to-suit development becoming harder to find in many of the established markets, we are seeing more and more companies looking for space options like those at Meridian.

"We can provide companies the opportunity to create custom facilities. The Inland Empire is the only growth market that will make sense for the Southern California economy during the next 10 to 15 years, and with Meridian's global connectivity, we expect the project to capture a significant amount of interest from companies looking to take advantage of what Riverside County and an Inland Empire location can offer."

## What to do when the media calls

by Ross Goldberg

The mass media - newspapers, television, radio and now the Internet - is the single most powerful way for any company to tell its story and to build broad-based name awareness. Coverage through the media carries an inherent credibility that far surpasses direct mail or advertising and does so in a cost-efficient and immediate manner. At the same time, however, working with the media is a road sprinkled with many potential hazards if you're not careful.

The best way to increase your likelihood of getting a "good story" when the media calls is to follow some basic rules of the road. Although every reporter, every interview and every situation is different, here are 10 things to remember:

1. Determine whether this is a story in which you want to

participate.

Although it is flattering to be called by the media, not every story is one worth doing. Always find out the nature of the story that the reporter is pursuing by asking about the story angle and who else is being interviewed in addition to you. These and other basic questions will help you determine whether or not you are interested in participating in the interview. In all likelihood, unless the story is investigative in nature, chances are it represents an excellent opportunity to obtain free publicity for your organization. If a reporter is doing a story that is investigative in nature and it has the potential to be embarrassing or damaging, you may want to obtain professional PR counsel to determine how to proceed.

continued on page 6

# GLOBAL CTI GROUP

Welcome to true Communications Solutions

— this is where you go for all of your business communications needs.

Global CTI Group provides the complete array of communications solutions to help your business save and make money.

How? Call or log-on to find out. You'll be amazed at what you can do for your business.

Global CTI Group provides:

- Voice solutions - PBX, Hybrid, & IP Telephony
- Data networking - LAN, WAN, & Wireless
- VPN and Security solutions
- Carrier Services
- Network and IT Administration
- Maintenance
- Structured Cabling

Through June 30, Global CTI Group is offering

**25% off of a Baseline Network Assessment**  
OR  
**a free personal wireless access point with a Baseline Wireless Site Survey.**

Log on to [www.gcti.com/assess](http://www.gcti.com/assess) to register and learn more about these services.

We'll get right back to you to schedule this important step to improve your business.



41133 RAIN TREE • MURRIETA, CA 92562

KNOWLEDGE • EXPERIENCE • INTEGRITY • SERVICE

909.894.2002



© 2004 Global CTI Group, Inc. A subsidiary of 9881 Corporation. Cisco is a registered trademark of Cisco Systems, Inc. All other trademarks are the property of their respective owners.

COMMUNICATIONS TECHNOLOGY INTEGRATORS

**"Discover the Newly Renovated Doubletree Hotel Ontario... Innovative, Elegant, Memorable."**

**PORTER'S PRIME STEAK HOUSE**  
"Serving an extraordinary dining experience."

Porter's is proud to feature USDA Prime Midwestern Beef, the highest quality and most flavorful steaks available, along with exceptional Fresh Seafood and Chops. Experience Porter's specialty martinis and extensive wine list. After dinner enjoy your favorite cognac, port or a selection from our tantalizing dessert menu. Semi-private dining room available. Reservations required. Located in the DoubleTree Hotel Ontario. Serving lunch Tuesday through Friday, Sunday brunch, and dinner seven nights a week. For reservations call: (909) 418-4808

222 NORTH VINEYARD AVE. • ONTARIO  
PHONE: (909) 937-0900 • FAX: (909) 937-1999  
[www.ontarioairport.doubletree.com](http://www.ontarioairport.doubletree.com)

**walter's**

**Audi**

**2004 AUDI A4**

LEASE FOR 48 MONTHS ON APPROVED CREDIT **\$299** PER MONTH PLUS TAX  
**1 AT THIS LEASE**

MSRP \$27,722  
\$871.17 due at lease inception. \$325.00 security deposit required. Lessee responsible at lease end for mileage over 12,000 miles per year at 25¢ per mile over. All advertised prices exclude government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge. On approved credit. Offers good through 4/30/04.

**NOW IN RIVERSIDE!**

**RIVERSIDE AUTO CENTER**

Mercedes-Benz Audi PORSCHE

(909) 688-3332 • [www.waltsmb.com](http://www.waltsmb.com)

continued on page 13

INDEX

This May in the Inland Empire Business Journal!

News and Features

**Lennar Partners Introduces Meridian at the Former March AFB** Meridian, a unique commercial real estate development in Riverside, is designed to offer a perfect opportunity for companies seeking a business friendly environment for commerce in Southern California. ....1

**An Eclectic Collection of Historic Memorabilia** returns the observer to ages past and also honors modern professionals, including the autographs of show business and political figures. Businessman, traveler and historian David Grossberg has accumulated an amazing array of writing implements and autographs that speak to the history and culture of their eras. ....1

**More Than \$1,000,000 Distributed at Tribal Donation Ceremony** Hearts overflowed recently and budgets received a needed boost at the 9th Annual Tribal Donation Ceremony of the Agua Caliente Band of Cahuilla Indians. ....1

**What to do when the media calls** Oooh, that can be scary, but shouldn't be. Here are some suggestions on how to cope. Don't rush your thoughts and never, ever lie. (We will know.).....3

**Reach Communications Group Wins Four Polaris Awards** The Reach Team, including Echo Media Group, Winter Media, and Promethean Partners earns top honors for "Las Vegas Monorail Monster on Truck" campaign...Congratulations are in order! .....11

**Morongo Tribe's Topping-Out Ceremony Marks Major Milestone** The Morongo Band of Mission Indians and Perini Building Company celebrate the topping-out of the new Morongo Casino, Resort & Spa - with the hoisting of the highest piece of structural steel on the resort's rooftop. The resort is scheduled to be open in November 2004. ....21

**Nature Is Nurtured at Flowers for You in Riverside.** People are nurtured as well due to owner Robin Masiewicz's belief in the life-affirming nature inherent in the appreciation of the colors, shapes and perfumes of flowers. Free monthly flower talks are offered, but reservations must be made. ....22

Editor's Note:

"Spring has sprung, the grass is riz, I wonder where the flowers is?" My dad recited this happy jingle every year. We never minded, we were so happy the long Pennsylvania winter was over. This issue is full of new beginnings, appropriately. We need reminders of the constancy of renewal as so many of our countrymen and women and their families are sacrificing so much. We dedicate the warmth and hope and renewal reflected in this issue to them ... with the utmost respect and gratitude.

Complaints... Praise! Suggestions?

E-Mail us @

iebj@busjournal.com

Columns

Close-Up .....7  
 Corporate Profile.....8  
 Commentary.....10  
 Local News .....11  
 Human Resource Guide Supplement .....12-13  
 Computers/Technology .....14  
 Getting Organized .....15  
 Marketing .....16  
 Inland Empire Innovators .....17  
 Education .....18  
 Managing.....19-20  
 In the Interest of Women .....22  
 Investments & Finance .....23-30  
 Health .....31  
 Desert Business Journal .....35  
 Employer's Page.....36  
 Manager's Bookshelf.....40  
 Statler's Best Bets .....41, 45  
 Restaurant Review.....42  
 Executive Time Out .....43  
 Economic Development.....49-51  
 Calendar .....52

INLAND EMPIRE  
 business journal

PUBLISHED BY  
 Daily Planet Communications, Inc.

BOARD CHAIRMAN  
 William Anthony

MANAGING EDITOR  
 Ingrid Anthony

PUBLISHER'S ADVISORY BOARD

Julian Nava, Ph.D., Former U.S. Ambassador to Mexico  
 Stephen C. Morgan, President, University of La Verne  
 D. Linn Wiley, CEO, Citizens Business Bank  
 Barbara L. Crouch, Human Resource Consultant  
 Dr. Jerry Young, Former President, Chaffey College  
 Bruce Holden, Partner, Attorneys at Law  
 Cliff Cummings, Toyota of San Bernardino

CORRESPONDENTS AND COLUMNISTS

J. Michael Fay	Suzanne Caplan	Tom Smith	Brian Tracy
Michael Fleming	S. Eric Anderson	Joe Lyons	J. Allen Leinberger
Barbara Hemphill	Cliff Morman	Susan Aguilar	
Joe Takash	Roger Connors	Ross Goldberg	

STAFF

Editor: Georgine Loveland  
 Travel Editor: Camille Bounds  
 Art Director: Korey Nagel

Account Executive: Mitch Huffman  
 Administrator Asst.: Jessica Miller  
 Administrator Asst.: Sondra Olvera

BUSINESS PROFILE

Stephen Wagner, Director of the Mark Christopher Charity Classic

by Cliff Morman

Stephen Wagner, director of the Mark Christopher Charity Classic, presented by Adelphia, will preside over the event that occurs from Sept. 27 to Oct. 3 this year at Rancho Cucamonga's Empire Lakes Golf Course that will benefit numerous charities.

The event was originated in 1994, said Wagner, and will also be televised internationally on the Golf Channel, benefiting such charities as Loma Linda University Children's Hospital, Feed the Hungry and Shelter the Homeless, the Assistance League of Foothill Communities, and the Rancho Cucamonga Community Foundation - as well as the city's Library Foundation. A total purse of \$450,000 will be divided among the top 55

players, Wagner added, with \$81,000 going to the champion or winner.

A part of the PGA's Nationwide Tour, the event has over 100 sponsors, said Wagner, including Nationwide Insurance, the Mark Christopher Auto Center, Specialty Brands, Canon, the cities of Rancho Cucamonga and Ontario, GMAC, GM-Goodwrench, Arrowhead Water, Loma Linda University Medical Center, the DoubleTree Hotel in Ontario, and others.

The tournament raised a present total of \$139,061 for its 2003 session, Wagner said, and the goal for this year is to exceed \$200,000.

An asset to the tournament's economic performance is the concentration on the part of those involved on getting as many larger sponsors as possible, Wagner said. "When you get

big companies to sponsor the event," he stated, "you can do things you couldn't do before." As examples, Wagner cited the fact that the event once had only one skybox available whereas it currently has 30 to 35 and that 28 restaurant companies now provide food for the event compared to merely one, previously.

Multi-year sponsorship agreements with the Empire Lakes Golf Course, the Golf Channel, Nationwide Insurance, and the Mark Christopher Auto Center and Adelphia have been obtained as well, Wagner said, giving the event a firmer base on which to be organized than the previous one-year



James Oh, left, the 2003 champion of the Mark Christopher Charity Classic presented by Adelphia is congratulated by Stephen Wagner, director of the event

contracts.

The Mark Christopher Charity Classic is acknowledged as one of the top five events on the Nationwide Tour, Wagner said, though he hopes for it to eventually be recognized as one of the top three. A continued increase of sponsors and volunteers would also benefit the tournament, Wagner added, stating that this year's event will require the services of more

More Than \$1,000,000 Distributed at Tribal Donation Ceremony

continued from page 1

room of the Agua Caliente Casino in Rancho Mirage. Beginning the morning with a buffet breakfast, the representatives of the receiving organizations were welcomed by the tribal council and thanked for the outstanding work for the betterment of the entire community. Also in attendance were representatives from local cities and elected officials.

"We are proud to be able to contribute back to the community in this way," said Tribal Chairman Richard Milanovich. "This is our ninth Tribal Donation Ceremony, and it represents a very important day of giving for us all."

From the Cathedral City Youth Baseball League, a first-time recipient, to the Palm Springs Unified School District, the organizations apply for grants to support community programs. After a special committee of the tribal council reviews the applications, gift decisions are made. The applicants are notified that they will be receiving a contribution from the tribe, and that they should send a representative to a breakfast buffet called the Tribal Donation Ceremony.

The event itself has an element of suspense and surprise, because the recipients do not know the amount they will receive. At the recent ceremony, several representatives from the recipient organizations were moved to tears as they learned that the contribution from the tribe was several times more than they had requested.

One of the programs being supported in part by this giving program is the Palm Springs Rotary Club's "Shoes That Fit" program, which gives thousands of pairs of shoes to school children. Another is the Jeffrey Sandholm Memorial Community Crisis and Help Line, the only crisis intervention service operating in the valley and High Desert, offering free and confidential crisis intervention "24/7." A contribution was made to the Palm Springs Unified School District, which will use the funds to purchase science books for all 1,700 ninth-grade students in the district.

In addition to the donations distributed, Riverside County will receive \$10.6 million from the Special Distribution Fund of nearly \$100 million in contributions made by 28 California tribes. The Agua Caliente Tribe contributed approximately \$8 million to this fund. Senate Bill 621 designates a portion of the fund to the Coachella Valley



Jim Dillon, at right, accepts a check for \$15,000 from Tribal Chairman Richard Milanovich on behalf of the Jeffrey Sandholm Community Crisis & Hot Line (a first-time recipient).

for local fire, police and road maintenance.

Barbara Gonzales Lyons, vice chairman of the Agua Caliente Tribe said, "SB 621 provides additional funding for important services in our community and we are pleased to see this money being used to benefit everyone. We want to thank Police Chief Gary Jeandron, Fire Chief Bary Freet and State

Senator Jim Battin for their help and support of the passage of SB 621."

This is the ninth year the Agua Caliente Band of Cahuilla Indians has held its Tribal Donation Ceremony and the total contribution to organizations in the community now totals more than \$7.6 million.

## An Eclectic Collection of Historic Memorabilia....

continued from page 1

some of us remember the Palmer Method – a leftover from Victorian times which put little kids under terrible stress and strain (or so I have been told). The lower case 'r' had to be created into a form resembling "a rock with a squirrel's tail hiding in the back!" Please. And this had to be done using a straight wooden pen fitted with a

scratchy steel tip that kept splitting. In fact, after examining local businessman David Grossberg's amazing collection of historic and popular autographs and photographs and his accompanying and growing assemblage of writing paraphernalia, I realized that some of the older methods of communication were really pretty advanced and graceful.

An antique portable rosewood lap desk, circa 1830 and recently acquired by Grossberg on a trip to Dublin, Ireland, is a case in point. It is beautiful and extremely practical, even in this age of portable notebooks and laptops that require power sources. The only power source needed in times gone by, was the

scribe's own hand, some sort of paper and quill and ink. One of the earliest European writing materials was vellum, a fine parchment originally made out of calfskin and other animal hides. Vellum is also the name of any smooth writing paper that imitates the original. Of course, a pen wipe, goose feather quill pens, 19th century steel tip pens, pre-1820 quill cutters, and steel sanders to set the ink and wax and engraved dies for sealing a manuscript were also handy accoutrements, depending on the era.

The style of writing was very personal and often elegant and people were judged by not only content, but also by the quality of their penmanship, as it was the primary form of communica-

tion. Proof of this is a fascinating 19th century penmanship book in Grossberg's collection. Exercises were repeated over and over again. The gravity and importance of the art of writing was also evidenced in this lyrical poem by Christopher Morley, entitled:

"A Grace Before Writing"  
This a sacrament I think!  
Holding the bottle toward the light  
As blue as lupin gleams the ink;  
May Truth be with me as I write!

That small dark cistern may afford  
Reunion with some vanished friend,  
And with this ink I have just poured

continued on page 30

## What to do when the media calls

continued from page 3

### 2. Properly prepare.

Decide beforehand on three-four key messages or ideas that you want to convey to the audience. Develop talking points around those key messages and figure out how to weave those points into your responses. Try to package your messages as memorable quotes or phrases, or illustrate them with examples. Sometimes at the end of an interview, a reporter will ask, "Is there anything else you want to tell me?" That's your opportunity to state your key points once again.

### 3. Give brief but adequate answers.

Make your most important point first. Don't build to a conclusion. Speak in sound bites – concise, colorful, quotable sentences – particularly if dealing with broadcast media. The average television interview is 6.5 seconds – 26 words in duration. That doesn't give you much time to make your point. And once you've made your point, stop talking. The more you talk the better the chance that you will stray from your messages and say something you'll regret later on.

### 4. Control where the interview is going.

Take the initiative to bring up issues you think are important. Avoid technical jargon that may not be clear to either the reporter or the audience. Give examples or anecdotes that illustrate your points. Speak at a pace that will allow the reporter to take notes. Listen for signals as to whether or not what you are saying is being properly understood.

### 5. Remember that you're always "on the record."

Even before a reporter asks his or her first question, and long after he turns off the camera, never say anything you wouldn't be okay with seeing on the front page of the newspaper or on the evening news. Investigative journalists are sometimes actually taught to act as if the interview is over, but continue rolling the camera to see what might tumble out of the subject's mouth once he thinks the interview is over. In short, be on your toes.

### 6. Consider the reporter's perspective.

Editors look for stories that are unique, timely and dramatic. Reporters look for new information that has meaning, interest or

significance for their reader or listener. They also like a local angle or real life stories that help bring their piece to life. Television news reporters seek local events, activities or trend stories with visual appeal.

### 7. Question or challenge false or inaccurate information.

Don't feel intimidated about correcting false assumptions by the reporter. Set the record straight by stating the facts, but don't get lured into an argument. Such exchanges may damage the story as well as your future relationship with the media. Ultimately, they control what will get written or aired. As Benjamin Franklin once said, "Don't get into an argument with anyone who buys ink by the barrel."

### 8. Don't underestimate the power of body language.

Facial gestures, smiles and other non-verbal cues communicate confidence. No matter what you say, how you say it will carry much more weight. This may sound obvious for a TV interview, but it is also important when speaking with a reporter from a newspaper or magazine. Look the reporter in the eye when first meeting, when he or she is asking questions and when you are answering. Be friendly and conver-

sational. When doing a phone interview, keep your energy level high. (Some people find that standing during a telephone interview helps with this.) Engage the reporter with statements like, "good question," or "I'm glad you asked that."

### 9. Never forget your rights.

Be helpful and pleasant, but remember that you retain the ultimate right to what you do and don't say. If you don't understand a question, ask the reporter to repeat it. If you are given a laundry list of questions, choose which you want to answer first. Keep notes, statistics or simple charts in front of you (the reporter will have theirs) to be sure all of your important points are covered. If you can't divulge information, say so and explain why in a polite manner. Good reporters will understand and respect this. If you don't know the answer to a question, say so and volunteer to find the answer if the reporter wants it.

### 10. Never lie.

*Kevin/Ross is a Southern California-based full-service public relations agency. If you have questions about the information provided in this article, please contact Kevin/Ross Public Relations at 818-597-8453.*

## CLOSE-UP

# Inland Empire Gains Increased Presence on Radio

by Cliff Morman

Larry Marino, the host of "Morning Update" for the San Bernardino-based radio station KTIE 590 AM, has played a vital role in making air time more accessible to the Inland Empire and its residents during the station's past several months of existence. This is due to his belief that the region was being overlooked.

Marino's talk show, "Morning Update," is broadcast on weekdays at 5 to 6 a.m. on the Salem Communications-owned station that was once a satellite of Glendale-based KRLA before it became centered in the Inland Empire, Marino said. It features "Review From the Pew" in which a rabbi and priest provide film reviews, "Chef Talk," a culinary program, and periodic regional crime statistics.

The station counts such companies as Loma Linda University Community Medical Center, Jackson Bank, First Mutual Mortgage, Fram Dodge, and even the University of Phoenix as being among its clients.

Marino also provides local news and weather broadcasts for the Laura Ingraham Radio Program after his show ends.

His gravitation to potentially controversial subject matter is part of the reason for his becoming a talk show host, Marino said. "I enjoy politics and I enjoy finding out what people think about issues," he said. "I'm a talk show host who actually listens to other people."

Marino works well with other people also, said Michael Reichert, Salem Communications' general sales manager.

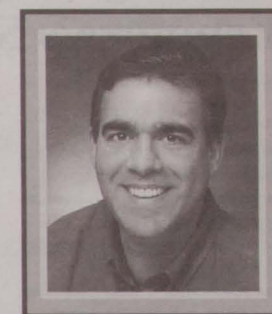
"He's a charm," Reichert said of Marino. "I love working with Larry. He's a can-do kind of guy. I think we'll keep him around for a while; he's a good man. Larry brings a lot of experience to the table."

Marino knew he wanted to be involved with radio since he was very young, he said. He was five when he toured the studios of a local station that broadcast from the basement of a church, according to www.larrymari-

no.com, and at age 11, he set up a wire between his and adjacent homes for broadcasts that were powered by a nine-volt-battery.

Having received his A.A. degree in telecommunications from Pasadena City College and his B.A. from the University of La Verne, his earliest professional experience was working as a technical assistant at KPCC. He later worked at various other radio and television stations in California and Texas, hosting different music programs, before working at an Ontario station where he remained until midnight and slept at the station before waking up at 6 a.m. the next morning. He would finally achieve his dream of becoming a newsmen when working at KTCE (KKHR) in Abilene, Texas, in 1988. He would then work as a television reporter for the NBC affiliate KRBC/KACB, covering politics and breaking news as well as the famously tornado-stricken region's weather.

However, the drawbacks of television made him decide to go back to radio. "In TV, you work all day to tell



Larry Marino, host of "Morning Update" on KTIE 590 AM

a story in two minutes," he said. "You spend too much time making sure your hair isn't blowing or that your tie is straight. I like talk radio because you have time to go beyond the sound bites and the headlines."

He was hired by the Independent Broadcaster's Network to be its production director in 1992 and two years later was chosen to host the organization's national morning broadcast. It

continued on page 32

## Law Firms

Ranked by Number of Attorneys in the Inland Empire

continued on page 9

Firm Address City, State, Zip	# Attorneys in I.E. # Partners in I.E.	Specialties	Clientele	# Offices in I.E. # Offices Co. Wide	Office Manager in I.E. Title	Local Managing Partner Title Phone/Fax E-Mail Address
1. Best Best & Krieger LLP 3750 University Ave. Riverside, CA 92501	110 52	Civil Litigation, Government & Natural Resource Law, Business	City of Corona, Riverside Community Hospital Foundation, Ontario Mills	4 5	Sandra Herber Firm Administrator	John Wahlh Chairman, Mgmt. Comm. (909) 686-1450/682-4612
2. Lewis, D'Amato, Brisbois & Bisgaard 650 East Hospitality Lane, Ste. 600 San Bernardino, CA 92408	25 14	Public Entity Defense, Insurance Litigation, Business & General Litigation and Appeals, Employment Law, Family Law, Bankruptcy	Various Cities, School Districts, and Numerous Insurance Carriers	1 6	Sandra Wray Office Manager	Kenneth T. Kreeble Managing Partner (909) 387-1130/387-1138
3. Gresham, Savage, Nolan & Tilden, LLP 600 N. Arrowhead Ave., Ste. 300 San Bernardino, CA 92401	24 16	Corporate Business, Real Estate, Mining, Taxation, Litigation, Estate Planning, Environmental, Labor & Employment	WND	2 2	Kate Myers Financial Administr.	John C. Nolan Chairman, Mgmt. Comm. (909) 884-2171/888-2120 info@gsnt-law.com
4. Thompson & Colegate 3610 Fourteenth St. Riverside, CA 92501	22 9	Civil Litigation, Real Estate, Construction, Estate Planning, Employment	Insurance Companies, Auto Companies, School Districts, Hospitals, Govt. Agencies	1 2	Linda Asam Office Manager	Jack Marshall Managing Partner (909) 682-5550/781-4012 jasam@thompson-colegate.com
5. Schlecht, Shevlin & Shoemaker 801 E. Tahquitz Cyn. Wy., Ste. 100 Palm Springs, CA 92262	18 4	Real Estate Law, Commercial & Business Litigation, Probate & Estate Planning, General Business Law, Family Law	WND	1 1	Charlene Trench Office Manager	Daniel T. Johnson Managing Partner (760) 320-7161/323-1758 ssslaw@ssslaw.com
6. Covington & Crowe, LLP 1131 West Sixth St., Ste. 300 Ontario, CA 91762	16 12	Municipal, General Civil Litigation, Real Estate, Tax, Employment, Estate Planning, Probate, Family, Business Law, Bankruptcy	Casa Colina Rehab. Hospital, City of Hesperia, City of Riverside/Redevelopment, Chaffey Joint Unified School Dist., Coach Sports, J. Filippi Winery, WUHS	1 1	Kim Navarro Holme Administrator	Donald G. Haslam Co-Managing Partner (909) 983-9393/391-6762 www.covcrowe.com
7. Varner, Saleson & Brandt LLP 3750 University Ave., Ste. 610 Riverside, CA 92501	11 4	Corporate, Business, Real Estate, Mining, Taxation, Litigation, Estate Planning, Environmental	Stater Bros. Markets, Yanger Construction, Match Construction	2 2	Lorie Hobday Financial Administrator	Bruce Varner Managing Partner (909) 274-7777/274-7770 sv@vslawyers.com
8. Redwine & Sherrill 1950 Market St. Riverside, CA 92501	11 7	Condemnation & Water Law, Civil, Business & Tax Litigation, Real Estate & Business Law, Tax, & Estate Planning, Probate	WND	2 2	Robert H. Matheson Administrator	Justin McCarthy Managing Partner (909) 684-2520/684-9583

N/A = Not Applicable WND = Would Not Disclose na = not available The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letter-head to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sandra Olivera. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

**GABRIEL ENVIRONMENTAL SERVICES**  
Reliable & Timely Service Nationwide  
866-4-PHASE I • 909-545-0250  
www.gabriel-environmental.com

- Phase I
- Phase II
- Phase III
- Asbestos
- Mold
- Lead

# CORPORATE PROFILE

## Making People Happy and Comfortable Is Sylvia Espinoza's Special Gift

by Georgine Loveland

Whether Sylvia Espinoza is working as a part-time real estate agent and broker or running one of her unique businesses, this local entrepreneur has always put other people's needs first, and that is why her clients love dealing with her. The former restaurateur listens, offers suggestions from her wide repertoire of experience in fashion, and design, and offers not only personal service, but also fine furniture at extremely reasonable prices.

Espinoza, whose furniture outlet, S&L Furniture Outlet in Ontario, is equipped with a showroom and reams of fabric samples, is a wise woman. She knows that life is more than just making a financial profit, it is the spiritual prof it she genuinely values.

"My mom (Margie Canez of Covina), inspired me," Espinoza stated. Her mom is a longtime employee of Rogers Furniture Center in La Puente. "I have always been in some sort of business," her daughter commented. "While working in real estate, I became involved in helping my clients deal with 'fixer-uppers.' We were always looking for appliances and furniture, so I asked my mom for some sources. Well, soon my garage looked like a warehouse after I had all the furniture shipped in."

Espinoza had opened Pandora's box and needed a way to control the merchandise, and the neighbors weren't too happy, either, what with all the trucks and goods and added traffic. Mom advised, "Open your own place." Her daughter started studying the furniture business, in addition to

her real estate and other inventions. She really does invent products to fit the niches in people's lives that large companies could care less about. But, that is another story.

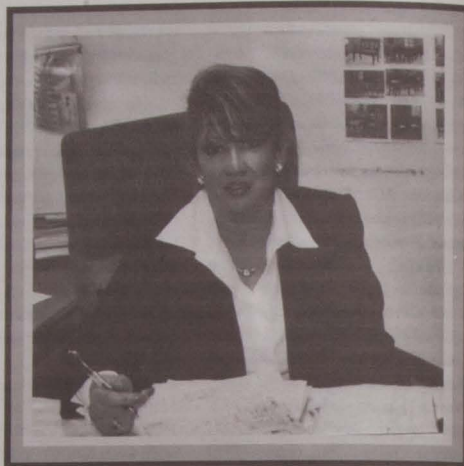
She ordered through catalogs at first and helped clients design just a living room or bedroom and along the way became familiar with the sources. She looked into various manufacturers' furniture and that opened up new possibilities. Espinoza is a true "people person," and explains that, to her, dealing with the public and helping them fulfill their dreams comes from her heart.

"It was a journey," she remembered. "We do something different and can sell in volume at the best prices. We offer a little bit of everything: model home décor, videos, we can go to the client's house - whatever is necessary. We take the time.

It takes a lot of time and effort to work with special orders, but Espinoza loves it. She keeps reams of swatches of fabrics to suit every taste, within arm's length, so she can show the clients just what they are ordering. Service is paramount, she knows. "They leave so happy, because they are getting exactly what they want and know they couldn't do it themselves."

S & L also services clients in Palm Springs. She ships the items from her warehouse in Ontario directly to her customers in the desert.

And her "secret weapon" all along was her mother, Margie, who



Sylvia Espinoza, Business Entrepreneur Extraordinaire  
Photo by Georgine Loveland

has worked for Rogers for 18 years, and could advise her daughter about what was selling and what was not, and the ever-changing trends in colors and styles. "She knew what people wanted and what their needs were," Espinoza said. Canez helps her daughter and friendly son-in-law, Louie Espinoza, in their store. Daughter, Sandra Canez and granddaughter Sara Espinoza are also part of this family enterprise. Canez is the mother of eight, and her life experience has been invaluable to her children, all of whom are successful. Sylvia and Louie are also the parents of Ruben, 25, who is the manager of a local video game business. Business sense runs in the family but Sara, 11, has plans to become a family law attorney, which could also be handy!

The Espinozas are residents of Ontario and volunteer in their community and support Little League and soccer and Bon View Elementary School events. The company aided in the relief efforts after the recent fires, along with many others. The Espinozas always try to make a difference. After all, they have a great mentor... Margie. S & L Furniture Outlet is located at 2132 S. Grove Ave., Ste. B in Ontario. Call 909-947-1906; fax 909-947-1874; 909-217-7725 in Rancho Cucamonga or visit S&L.furniture@aol.com

## MANNERINO LAW OFFICES



"Laws were made to be broken"  
Christopher North, May, 1830

"Had laws not been, we never had been blam'd; for  
not to know we sinn'd is innocence"

Sir William Davenant  
1606-1668

9333 BASELINE ROAD, SUITE 110 RANCHO CUCAMONGA CA 91730  
(909) 980-1100 • FAX (909) 941-8610

continued from page 7

## Law Firms

Ranked by Number of Attorneys in the Inland Empire

continued on page 14

Firm Address City, State, Zip	# Attorneys in I.E. # Partners in I.E.	Specialties	Clientele	# Offices in I.E. # Offices Co. Wide	Office Manager in I.E. Title	Local Managing Partner Title Phone/Fax E-Mail Address
9. Even, Crandall, Wade, Lowe & Gates 9483 Haven Ave., Ste. 102 Rancho Cucamonga, CA 91730	11 5	Insurance Defense, Corporate Defense, Medical Malpractice, Products Liability, Insurance Coverage	Insurance Companies, Auto Companies, County of Riverside, County of Los Angeles, Financial Companies	1 4	Kathi L. Lewis Office Administrator	Curtis L. Metzgar Director (909) 483-6700/483-6701
10. Law Offices of Herbert Haff 269 W. Bonita Ave Claremont, CA 91711	11 2	Civil Litigation, Commercial & Business Litigation, Wrongful Termination, Product Liability, Bad Faith Litigation, Personal Injury Class Actions	WND	1 2	N/A	Greg Haff Attorney (909) 624-1671
11. Elliot, Snyder & Reid LLP 101 E. Redlands Blvd., Ste. 285 Redlands, CA 92373	11 3	Civil Litigation, General and Professional Liability Defense, Medical Malpractice Defense, Sports and Recreation Defense	Large Medical Clinics, Physicians, Residential Care Facilities, Amusement Parks, Tracks, Recreation Assoc.	1 1	Julie Clancy Administrator	Scott Elliot Resident Managing Partner (909) 792-8861/798-6997 scott.elliott@esrlaw.com
12. Burke, Williams & Sorensen, LLP 3403 Tenth St., Ste. 300 Riverside, CA 92501	10 5	Business, Real Estate, Securities & Finance, Environment & Public Law, Civil Litigation, Education Law, Workers' Compensation Law	Health Care, Toxic Tort	1 1	April Van Wye Chief Adm. Officer	Geoffrey K. Willis Member-Mgmt. Comm. (909) 788-0100/788-5785
13. Bonne, Bridges, Mueller, O'Keefe & Nichols 3403 Tenth St., Ste. 800 Riverside, CA 92501	10 2	Litigation, Trial Work, Emphasis on Professional Liability and Employment Law	Counties of Riverside & San Bernardino, Kaiser, Farmers, Norcal SCPIE, NCMIC Insurance	1 6	Judy O'Neil Office Manager	Michael Lubrani Managing Partner (909) 788-1944/782-4666
14. Reid & Hellyer, P.C. 3880 Lemon St. Riverside, CA 92501	10 6	Litigation, Labor and Employment Law, Land Use, Zoning, Environmental, Media Law, Trademark Law	WND	1 1	Ron Hill Administrator	Richard D. Roth President (909) 682-1771/686-2415 roth@rhlaw.com
15. Rose, Klein & Marias 3633 E. Inland Empire Blvd., Ste. 400 Ontario, CA 91764	9 3	Workers' Compensation, Personal Injury, Asbestos Litigation	Individuals	2 8	Patti Melick Office Manager	Galperson/Sherwin/Vines Managing Partners (909) 884-6014/944-1722
16. Middlebrook, Kaiser & Popka 1411 North "D" St San Bernardino, CA 92405	8 3	Civil Litigation, General Trial; Insurance Defense incl. Personal Injury, Premises Liability, Product Liability, Empl. Law, Professional Liability, Med. Malpractice Defense	Regional & National Ins. Carriers, Municipalities, Self-Insured Gov. Entities, School Districts, Corporations & Professionals	1 2	Nancy Hillhouse Administrator	Michael Kaiser Managing Partner (909) 888-5751/888-7360
17. Cihogoyenche, Grossberg & Clouse 3602 Inland Empire Blvd., Ste. C-315 Ontario, CA 91764	8 4	Corp., Bus., Gen. Civil Litigation, Courts, Comm. Transactions, R.E./Condemnation, Municipal Law, Empl. Law, Construction Defect, Police Civ. Liab. Defense, Road Design/Defect Litig.	Cal. Joint Powers Ins. Authority, Inland Empire Utilities Agency, California Department of Corrections	1 1	N/A	Principals (909) 483-1850/483-1840 cgrossberg@hotmail.com
18. Gilbert, Kelly, Crowley & Jennett 3801 University Ave., #700 Riverside, CA 92501	8 3	Insurance Defense, Including Personal Injury, Product Liability, Premises Liability and Construction Defect, Family Law, Business Litigation, Bankruptcy, Appellate, Bad Faith	Regional, National and International Insurance Carriers, Self-Insured Corporations, Individuals, Municipalities	1 4	Kathy McCormick Supervisor	Peter Godfrey Managing Partner (909) 276-4000/276-4100
19. Lobb & Cliff 1650 Spruce St., #500 Riverside, CA 92507	7 2	Business/Real Estate Litigation and Transactions, Insurance Defense, Insurance/Employment Law, Probate, Corporate, Bankruptcy	Kentucky Fried Chicken Corp. Snow Valley, LLC, San Geronio Girl Scout Council	1 1	Susan Lawrence Office Manager	Paul Cliff Managing Partner (909) 788-9410/788-0766 paulcliff@email.msn.com
20. Fullerton, Lemann, Schaefer & Dominick LLP 215 North "D" St., Ste. 100 San Bernardino, CA 92401-1712	7 3	Business, Civil Litigation, Real Estate, Taxes, Estate Planning, Probate, Corporate, Insurance	Diocese of San Bernardino National Orange Show Bonadiman-McCain Eng. St. Bernardine Medical Center	1 1	Donald A. DeFrisco Office Supervisor	Wilfrid Lemann Managing Partner (909) 889-3691/888-5119 blemann@inlandbusinesslaw.com
21. The Miller Law Firm 237 W. Fourth St. Claremont, CA 91711	7 1	Construction Defect	Homeowners Associations Property Managers Home Owners	1 4	Rachel Miller Attorney	Thomas E. Miller CEO (800) 403-3332/(949) 442-0646
22. Bell, Orrock & Watase, Inc. 1533 Spruce St., Ste. 100 Riverside, CA 92507	6 3	Insurance Defense, Estate Planning, Med. Mal/ Nursing Home Mal, Public Entity, Construction Defect, Wrongful Termination, Toxic Tort, Appellate Practice	County of Riverside - Risk Management Div., City of Riverside	1 1	Cathy L. McDavitt Office Manager	Stanley O. Orrock President (909) 683-6014/683-0314 bellorrockwa@earthlink.net
23. Holstein, Taylor, Unitt & Law 4300 Latham St. Riverside, CA 92501	6 4	Personal Injury, Workers' Compensation	Insured Workers, General Public	1 1	Rick Bartko Admin. Svcs. Mgr.	Brian C. Unitt Managing Partner (909) 682-7030/684-8061
24. Ziprick, Cramer & Whitley, LLP 707 Brookside Ave. Redlands, CA 92373	5 4	General Business, Corporate & Non-Profit, Employment, Real Estate, Health Care, Insurance	Large & Small Businesses, Hospitals, Physician Groups, Not-for-Profit Organizations	1 1	Yvonne Palermo Office Manager	William F. Ziprick Managing Partner (909) 798-5005/793-8944 ypalermo@zcvlaw.com
25. Mugg & Harper, LLP 325 W. Hospitality Ln., Suite 110 San Bernardino, CA 92408	5 2	Insurance Defense, Personal Injury, Family Law, Civil, Business, General Litigation	Insurance Companies, Cities, Counties, Governmental Agencies	1 1	Diana Harper Office Manager	M. Mugg/L. Harper Managing Partners (909) 885-4491/888-6866
26. Wilson, Borrer, Dunn & Davis, LLP 255 North "D" St., Ste. 307 San Bernardino, CA 92401	5 3	Personal Injury, Insurance Defense, Civil Litigation, Civil Appeals, Estate Planning, Trusts, Wills, Probate	Travelers Ins. Co., Carl Warren & Co., Lawyers' Mutual Ins. Co., Lloyd's of London, Cities of Colton, Redlands, Upland, Chino, San Bernardino, Yucaipa	1 1	Thomas M. Davis Managing Partner	Thomas M. Davis Managing Partner (909) 884-8855/884-5161

N/A = Not Applicable WND = Would Not Disclose na = not available The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letter-head to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olvera. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

The Book of Lists available on Disk, Call 909-989-4733 or Download Now from www.TopList.com

## COMMENTARY

## “M” Is for the Many Things...

by J. Allen Leinberger

May is the month of Mother's Day.

Since I have already told you the story of my father, the fireman, let me now tell you of my mother.

She was a woman of what Tom Brokaw called “The Greatest Generation.” But she was a woman. She stayed stateside while my father went off to defeat Hitler. My father's sister, my Aunt Mary, was convinced that mom was one of those women who were marrying GIs just before they went off to war, in hopes of collecting a \$10,000 Army life insurance policy. But mom was there when dad came home.

They had met in the ER at St. John's Hospital in Cleveland. It was not uncommon then, as now, for the nurses to date the firemen. Shortly after the end of the war, I became one of the first of the baby boomers. Sometime after my sister was born in '48, mom contracted polio. The doctors said she would probably never walk again. She would definitely have no more children. But Mom was an R.N., a registered nurse. They never believed the doctors, so she walked again and had three more children — my brothers: John, Charles and Marty.

Then she took on the Jesuits. She attended John Carroll University in Cleveland. They only allowed women into the night school and only if they were nurses. Mom came in under that ruling, but those classes that were only available during the day. The nurses that I dated three years later owed my mom a debt they would never understand.

After graduation, she broke open the gender specific alumni association. She showed them her class ring and explained that that gave her the right to join.

Mom went on to head up an OB/GYN department and become head nurse at a teaching hospital for student nurses, who would follow her example.

She made more money than my father, worked longer hours and held higher positions of authority. Dad, however, had no problem with any of that and mom, in turn, never needed an ERA or affirmative action program to permit her success.

Her Irish-French roots gave her a beauty beyond most, but she smoked a pack a day, drank Southern Comfort and her language had a propensity for colorful and adult phrasing. Still, she held to her faith and was buried in the habit of the Third Order of St. Frances.

She was, in fact, a woman before her time. Her career started when nurses wore starched whites and ended in the scrubs and jeans era. Her five children might be defined as “latchkey” today, but they were raised to understand right from wrong. None have prison records or drug habits or any of the dark patches that people today write off as youthful folly.

In the end, it took about six debilitating diseases to bring her down, and even then she insisted on flying to Seattle to walk around Whidbey Island picking blackberries with her grandchildren.

In many ways, she spoiled me for other women. Weakness makes no sense to me. Women who need providers seem incongruous. Women who ask when Clinton or Bush or whomever, is going to do something to improve their lot in life look like slackers, by comparison.

It may be true that I expect women to be self-sufficient and self-actualizing. If so, I guess I have only my mother to blame.

## COMMENTARY

## Does Backing a Winner Go Against the Buy Low and Sell High Strategy?

by S. Eric Anderson, Ph.D., MBA

How much sense does it really make to cheer for a winning sports team? According to Jerry Seinfeld, the owners buy and sell teams, players are traded, coaches are fired, uniform colors change and franchises move from one city to another. So what are you really cheering for?

It seems that the only constant is that everyone loves a winner. Fans will continually talk about their team and buy licensed sports gear of the winning team so that everyone can see that they are backing a winner.

Fans want to jump on the bandwagon and don't seem to care that a winning team gets more attention and support — resulting in a significantly higher fan-to-athlete ratio. If there is support for an underdog, it typically has more to do with rooting against the favorite than cheering on a perpetual loser. Why not support a losing team who would be more appreciative of the support and provide the fan with more attention, due to a lower fan-to-athlete ratio?

Stock analysts seldom recommend buying a stock with high price-to-earnings ratio, so why support a team with a high fan-to-athlete ratio? Why sit in the nosebleed section when you can sit on the 50-yard line? Still, most prefer to be ignored by a winner than recognized by a loser. It is almost understandable as to why this phenomena exists in sports, since so many have their self-esteem wrapped up in it, but why does it continue in “Corporate America” and elsewhere?

Why do we support those who are on top and at times give presents to those who graduate from college, get married, get a job promotion or have a birthday? Most want to support a winner and the up-and-comers in order to benefit personally. However, supporting those on top makes about as much sense as investing in stocks when the financial markets are peaking. Those on top are keenly aware that the recent fair weather support is due to the fact that they are now on top.

Just as bargain hunters search for low-priced stocks, the smart money is being invested in those who are presently not on top, realizing that it would take much less of an investment to get their attention and appreciation.

Diversification is also a worthwhile strategy, so why not spread your investments around a little? Twenty-five dollar gifts to 10 people not on top will cost the same as a \$250 gift to one person presently on top. The law of regression suggests that the luck will eventually run out and a regression towards the mean will occur, due to complacency, fatigue and arrogance.

Wouldn't a better option be to invest in a below average scenario, so that when the trend line regresses towards the mean it is an up tick instead of a down tick? According to Tom Petty, even the losers get lucky some time. Buying low and selling high by investing in those who are not on top will provide more bang for your buck, since they will be more appreciative and more likely to return the favor than supporting someone who has already made it.

After a sharp rise in the stock market, most of the money that could have been made — has already been made. So why jump in? No one likes to overpay for stocks so why overpay for professional relationships? Still disagree? I bet you still remember well the time you didn't receive a thank you card for a gift that you provided.

Probably an oversight, since they had so many other gifts right around the same time.

## LOCAL NEWS

## Cultural Center Receives \$1 Million Pledge

Signing a \$1 million pledge to the Victoria Gardens Cultural Center recently, the Lewis family announced their plan to donate the money to the playhouse during a ceremony at Lions Center West community center.

The pledge is the first \$1,000,000 sponsorship of the project. Scheduled to open in spring 2006, the venue will be known as the Lewis Family Playhouse.

“Victoria Gardens Cultural Center will be a lasting treasure for our community,” said Richard Lewis, family heir to the Inland Empire-based Lewis Group of Companies. “It will provide decades of enjoyment for families throughout Southern California. We're honored to be a part of this tremendous project.”

The Lewis Family Playhouse is a vital component of the Victoria Gardens Cultural Center. The Cultural Center will be a major anchor of the Victoria Gardens Shopping District currently under construction at Foothill Boulevard and the I-15 freeway.

The shopping district is being developed as a joint venture between Forest City Enterprises and Lewis Re-

tail Centers, a member of the Lewis Group of Companies, which is slated to open in fall 2004. Construction for the Victoria Gardens Cultural Center, which includes the Lewis Family Playhouse, is also anticipated to begin in fall 2004.

The Lewis Family Playhouse will feature a 540-seat performing arts theater for community theater groups, local schools and dance academies, as well as serve as a professional theater for young audiences.

“This comes during a time where arts, music and dance have been stripped away from our schools,” said Rod Gilfrey, internationally acclaimed opera singer and Rancho Cucamonga resident. “This special place will inspire young people across the country to discover how exciting the performing arts can be and how much we can discover about the world and ourselves through it.”

In addition to the Lewis Family Playhouse, the Cultural Center will offer a 23,500-square-foot, full-service library and a 400-seat multi-purpose event venue. The Cultural Center will be built on three acres.



Artist's Rendering Provided by Wilkin Guge Marketing

The Rancho Cucamonga Community Foundation and the Rancho Cucamonga Library Foundation launched a program called Promoting Arts and Literacy (PAL) to provide monetary support that will enhance and augment library and arts programming at the new Victoria Gardens Cultural Center.

The PAL campaign has set a goal of raising \$3 million for the Cultural Center. With the Lewis family's donation, more than \$2.3 million has been raised by the joint efforts of the two foundations.

“It's a great honor for us to do this, and we hope it's the start of many more pledges,” said Lewis.

## Reach Communications Group Wins Four Polaris Awards

*The Reach Team — Including Echo Media Group, Winter Media and Promethean Partners, Earns Top Honors for “Las Vegas Monorail Monster on Track” Campaign*

Reach Communications Group, LLC, earned four Polaris Awards at the Public Relations Society of America (PRSA) Inland Empire Annual Awards on April 21 for its entry of the Las Vegas Monorail “Monster on Track” public relations campaign. Among the awards received was the coveted Best of Show Award, in which the team was the first in history to receive a perfect score. Reach Communications Group, LLC, is a conglomerate of marketing, public relations and branding professionals, including Tustin-based Echo Media Group, Laguna-based Winter Media and Promethean Partners. The Polaris Award is the top award devoted to

campaign entries.

The “Monster on Track” public relations campaign focused on publicizing Monster EnergyT, a beverage owned by Corona-based Hansen's Beverage Company, as the first official advertiser of the Las Vegas Monorail. The campaign also introduced the concept of experiential advertising, or “corporate-imagined environments” on the Las Vegas monorail trains and stations. Echo Media Group submitted entries in three categories:

\* **Marketing Communications** - for its campaign in introducing a product or service and successfully creating a buzz and brand

recognition

\* **Media Relations** - for efforts focused on enhancing overall awareness and providing educational or professional development with the media

\* **Special Event** - for commemorating a special opening or activity

PRSA Inland Empire President Tom Phillips presented the awards to Echo Media Group founder and managing principal, Kim Long, and her colleagues at the awards ceremony. The Polaris Awards are the Inland Empire's only annual awards program

exclusively recognizing the best public relations programs and tools created by professionals and those with clients from the area. The entries are judged by a panel of accredited communications professionals and evaluated on the merits of four criteria: research, planning, execution and evaluation among other programs from the Inland Empire.

“The [outside judging] chapter chose the ‘Unveiling of the Monster Energy Train — Las Vegas Monorail’ campaign as the ‘Best of Show’ for a variety of reasons,” said Phillips at the ceremony, reading from the judges’

continued on page 24

Subscribe Now! Call Today Inland Empire Business Journal (909) 989-4733

# HUMAN RESOURCE GUIDE

## SUPPLEMENT

### The Hot Tip in Corporate Security Management is the WeTip Anonymous Crime Reporting Hotline

From the smallest owner-operated restaurants in town to the largest corporations in America, there is one thing they all have in common, the need for security and safety solutions. The restaurant owner needs to ensure that internal and external crimes are not threatening the security of his/her small business, while the corporate security officers of a major corporation focus on eliminating internal and external crimes that result in major risk and security issues.

Businesses large and small encounter a wide range of criminal situations. The issues may be different, but in most cases, any security issue

that goes undetected could end up becoming the one incident that results in a lawsuit, property loss or perhaps loss of life.

Internal crimes committed by company employees have become a more prominent issue in today's business world. These types of crimes are perhaps the hardest to detect because, even though other employees may know about the existence of the crimes, or the people involved, they are too afraid of reprisal to inform their supervisors or the police.

As the chief executive officer of WeTip, I have spoken with many security officials who have adopted in-

ternal "hotlines" that employees can use to report crimes. Unfortunately, not all of these hotlines allow employees to remain completely anonymous. Some hotlines even use a voicemail for employees to leave their crime information on. These hotlines have proven to be ineffective in making employees feel secure enough to give their information.

The WeTip Corporate Ethics Hotline is the most successful internal hotline that businesses can adopt. WeTip provides a third party hotline that guarantees absolute anonymity to every single caller. The WeTip Corporate Ethics Hotline opens the door to

effective communication in the workplace by complying with current regulations and providing procedures for anonymous submission by employees concerning questionable corporate activity. The WeTip Corporate Ethics Hotline enhances employee morale, deters wrongdoing and promotes unbiased treatment in the workplace. Employees may be reluctant to talk to their immediate supervisors about questionable corporate practices, harassment, discrimination, theft, drug or alcohol use, threats of violence and safety violations or hazards in the workplace.

*continued on page 32*

### Women's Executive Forum Discusses Future of Leadership

*Discover Five Tips to Improve as a Leader*

Women around the world have made great strides in the workplace and the political arena, as evidenced by the number of women presidents, prime ministers and heads of government in countries worldwide. While the U.S. has yet to elect a woman as president, currently there are 73

women serving in Congress — 14 female senators and eight women governors.

Women have also long been proving their executive ability in positions of high authority in the workplace. It was to discuss these changing roles and strategies for leadership that lead-

ing career services company Lee Hecht Harrison recently held an Executive Women's Forum in Southern California. Here, attendees learned techniques for developing leadership power that can be implemented by men and women alike.

Laura Liswood, current senior ad-

visor and former managing director of

global leadership and diversity at Goldman Sachs, was the featured speaker at the forum, where she spoke passionately about the dynamics of leadership. In 1997, Liswood co-

*continued on page 36*

### Ten Lessons for Job Hunters From "The Apprentice"

*Some Hints for Getting the Job You Want*

Applicants can beat out competitors for a job if they follow these guidelines based on The Five O'Clock Club's job-search strategy. The contestants who didn't get the job on "The Apprentice" made some fatal mistakes, according to Kate Wendleton, president of The Five O'Clock Club ([www.FiveOclockClub.com](http://www.FiveOclockClub.com)), the nation's premier career-counseling and outplacement firm. "Arrogance and a misunderstanding of basic hu-

man nature were obstacles many contestants raised for themselves," notes Wendleton. "When you're on your job search, pay attention to what's going on with the people you meet, show consideration and compassion for others, and be professional in every, single way," she adds. Here are her guidelines:

1. Bosses often depend on their seconds-in-command to help them

with hiring decisions. Every Apprentice applicant played up to "the Donald," but they should have been paying more attention to his management. Trump's managers had a lot to say about who got to stay or go.

2. Bosses want to hire people who are like their current team. Trump didn't want to hire another Trump. For clues about the kind

of people the boss wants, look at who he has working for him. All of Trump's managers are low-keyed, smart and serious. None of them are flamboyant.

3. Pay attention to what the boss says are his/her company values. Trump says he wants loyalty, doesn't like back-stabbing or

*continued on page 18*

# HUMAN RESOURCE GUIDE SUPPLEMENT

## Setting Priorities

by Brian Tracy

In 1970, sociologist Dr. Edward Banfield of Harvard University wrote a book entitled "The Unheavenly City." He described one of the most profound studies on success and priority setting ever conducted.

Banfield's goal was to find out how and why some people became financially independent during the course of their working lifetimes. He started off convinced that the answer to this question would be found in factors such as family background, education, intelligence, influential contacts, or some other concrete factor. What he finally discovered was that the major reason for success in life was a particular attitude of mind.

Banfield called this attitude "long time perspective." He said that men and women who were the most successful in life and the most likely to move up economically were those who took the future into consideration with every decision they made in the present. He found that the longer the period of time a person took into consideration, the more likely it was that he would achieve greatly during his career.

For example, one of the reasons your family doctor is among the most respected people in America is because he or she invested many years of hard work and study to finally earn the right to practice medicine. After

university courses, internship, residency and practical training, a doctor may be more than 30 years old before he or she is capable of earning a good living. But from that point onward, these men and women are some of the most respected and most successful professional people in the United States. They had long time perspectives.

The essential key to success in setting priorities is having a long time perspective. You can tell how important something is today by measuring its potential future impact on your life.

For example, if you come home from work at night and choose to play with your children or spend time with your spouse, rather than watch TV or read the paper, you have a long time perspective. You know that investing time in the health and happiness of your children and your spouse is a very valuable, high-priority use of time.

If you take additional courses in the evening to upgrade your skills and make yourself more valuable to your employer, you're acting with a long time perspective. Learning something practical and useful can have a long-term effect on your career.

The key word, then, to keep in mind when you're setting priorities is sacrifice. Setting priorities usually requires sacrificing present enjoyment for future enjoyment. It requires giving up a short-term pleasure in the present in

order to enjoy a far greater and more substantial pleasure in the future.

Economists say that the inability to delay gratification — that is, the natural tendency of individuals to spend everything they earn plus a little bit more, and the mind-set of doing what is fun, easy and enjoyable — is the primary cause of economic and personal failure in life. On the other hand, disciplining yourself to do what you know is right and important, although difficult, is the highroad to pride, self-esteem and personal satisfaction.

So setting priorities begins with your deciding what you want most in life and then organizing your time and activities so that everything you do is the most valuable use of your time in achieving those objectives.

With your larger, long-term priorities in order, you can much more easily decide upon your short-term priorities.

You can say that the process of

setting short-term priorities begins with a pad of paper and a pen. Whenever you feel overwhelmed by too many things to do and too little time in which to do them, sit down, take a deep breath, and list all those tasks you need to accomplish. Although there is never enough time to do everything, there is always enough time to do the most important things, and to stay with them until they are done right.

Peter Drucker once said, "Efficiency is doing things right, but effectiveness is doing the right things." And this requires thought. Once you have listed your tasks, ask yourself this question: "If I were to be called out of town for a month, and I could finish only one thing on this list, which one thing would it be?" Think it through, and circle that one item on your list.

*continued on page 15*

## BOOK OF LISTS

Get a jump on your competition by securing your space in Inland Empire's premier reference tool **TODAY.**

Sponsorship Packages...\$5,650

Full Page...\$3,050 — Half Page...\$2,250

For details, contact your account manager at (909) 989-4733

**Inland Empire Business Journal**

**SUBSCRIBE NOW!** INLAND EMPIRE business journal

*You Are What You Know!*  
*Get the news you need*

**Yes!** I want to subscribe to the Inland Empire Business Journal

One year \$24 annual subscription     Two Year \$48 — Includes 2004 Book of Lists (A \$30 Value)

My check is enclosed

Charge to my credit card:     Master Card     Visa    Exp Date \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Signature \_\_\_\_\_

Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Make checks payable to: **Inland Empire Business Journal**

P.O. Box 1979, Rancho Cucamonga, CA 91729

Fax (909) 989-1864 For more info, call (909) 989-4733

### Lennar Partners Introduces Meridian at Former March AFB

*continued from page 2*

Lennar Partners is an operating unit of LNR Property Corporation (NYSE:LNR), a publicly-traded commercial real estate company with a diversified interest in acquiring and developing real estate, investing in the CMBS market, providing structured eq-

uity financing for commercial and residential properties, managing non-performing debt portfolios and developing affordable (Section 42) housing.

Founded in 1969, LNR Property Corporation was originally formed as the commercial property division of Lennar Corporation, the largest homebuilder in the United States. In 1997, Lennar Partners separated from Lennar Corporation, becoming an independent operating company. Although LNR Property Corporation is now a distinct company from Lennar Corporation, both entities continue to work together and complement each other's interests in mixed-use projects.



## COMPUTERS/TECHNOLOGY

## The World According to Google

by J. Allen Leinberger

In the beginning there was the World Wide Web. It was designed as a way for propeller heads from Cal Tech to talk to propeller heads from M.I.T.

Then Prodigy and America Online and CompuServe allowed the rest of us to access the Internet. A nifty idea on AOL called keyword let people reach certain sites, like "Star Trek," directly, without having to type in the entire HTML address.

As these systems became the gates or on-ramps to the Net, new systems came online to help us find the ever-growing number of sites to the "X-Files" or Elle McPherson.

Soon came such "search engines" as Jeeves and Lycos. To a limited degree they can find certain things out there for you. You must remember this, however, Web addresses are get-

ting longer and if you get so much as one letter wrong, you're lost. Just the other day for example, I discovered that the Rancho Cucamonga Chamber of Commerce Web site is ranchochamber.org. Not RC Chamber. And not dot com.

Get it wrong and you get nothing — or 10,000 choices.

Now comes Google. AOL even has a special slot for it. And it's included in their price. Type in a word or a name, even your last name, and see what you get.

My last name tells me that there is a high school in Germany named for my family. And a distant relative did a movie with "Batman's" Adam West that must have been pretty bad. You can buy the VHS from a Web site for \$1.95.

So what does Google do that others cannot? It can find most anything. If it's out there, Google will

find it for you. And it can even find things that you should have found by now anyhow.

Need directions from Mapquest? Google it. Can't find eBay or CNN? Google it. Wondering about that funny disease on last week's ER? Type it into the Google window and hit ENTER.

Just as the Web page has replaced the 800 number for convenient shopping, so too has Google given us the ability to research such topics as the "Curse of the Babe" or the "Wreck of the Mary Deere." There are other programs designed to help you find things. Apple's Safari and the MS Butterfly come to mind. But the one out front has to be Google. Like Xerox and Kodak before it, the name is designed to be like nothing else you know.

Maybe I should look up Google on Google.

On another topic entirely, Apple's

iPod may be the best thing they have ever come out with. I have mentioned before their failures, like the Lisa and Cube computers and the Newton, which came out about 5 years before the Palm Pilot. Now the iPod is so hot that there is reportedly a serious backlog of orders.

Success breeds contempt and Apple is facing a lot of that. Other MP3 makers are demanding that Apple make its iMusic Store, which feeds the iPod, compatible with other brands and the Beatles, of all people, are considering suing. It seems that the Apple name was agreed to by the "Fab Four" as long as it did not conflict with their record label.

That's right. Apple Records. (Check your White Album.)

How long will this one take to get resolved? Only the lawyers know for sure.

## Your Complete Mailing Solutions



MERCURY MAILING

Mention this ad and receive 20% OFF\* your first mailing service order!

\*20% Package limit of actual rate, or discount applicable.

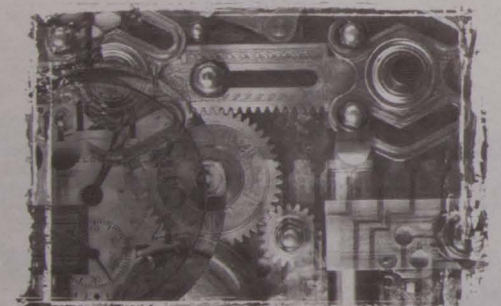
- |                      |                        |                                 |
|----------------------|------------------------|---------------------------------|
| • Data Processing    | • Stamp Affixing       | • Mail Design                   |
| • List Management    | • Tabbing / Wafer Seal | • Direct Mail Printing          |
| • Labeling           | • Hand Processing      | • Laser Printing                |
| • Ink Jet Addressing | • Barcoding            | • Full Bindery Services         |
| • Inserting          | • Pre-Sorting          | • Complete Fulfillment Services |

7101 Jurupa Ave., Suite #1  
Riverside, CA 92504

909.359.0599 • Fax 909.359.5008

## T&amp;V PRINTING

*From Concept to Completion... Creating Visual Masterpieces*



Full Service Commercial Printing  
FREE Pickup & Delivery

Proudly Serving The Business Community  
in Southern California Since 1988

(909) 353-8470 • (800) 576-8570

7101 Jurupa Ave., Suite 3 • Riverside, CA 92504

## GETTING ORGANIZED

## Stick to Your Resolutions With an Action-Based Plan

by Joe Takash

When someone says the word "resolution," what do you feel? If you're like most people, feelings of unrest accompanied by visions of change and unmet goals dance through your head. The fact is that year after year, most plans for self-improvement, whether they be in terms of habits or health, inevitably fail.

For example, let's say on Monday you vow to lose weight, but by Tuesday you're attacking the Nutter-Butter sandwich cookies with the aggression of a 10-year-old boy who knows that Wonka's golden ticket is inside the package. Or maybe you resolve to work out like a Marine, but you quickly find the first excuse you can sit on the couch. If any of these scenarios sound familiar, then your problem lies in your approach.

Everyone starts strong-willed on the first day of their resolution, but within a few weeks, most people are back to their old ways. In truth, these people miss their goals because they don't base their resolutions on behavior changes. For example, instead of saying, "I'm going to work out like a Marine," formulate a simple and easy-to-follow plan, such as, "I'm going to the gym four times a week."

What is the best way to set goals and achieve them? Starting with a behavioral-based plan is key. Motivational pioneer Earl Nightingale provided insight on this when he said that we are happier when we're setting out

upon a mission. People are always better off when they're climbing, thinking, and working toward improving themselves. Nightingale, who still motivates thousands of people every day, long after his death, defined success as "The progressive realization of a worthy goal." You are better when you're productive, and your self-esteem will increase as a result of achievement. Here are some suggestions to cross-reference with your own approach to goal setting and planning:

**Create a Laundry List**

Think of what you want to accomplish in the next year, personally and professionally. Maybe you want to lose weight, get a promotion, or save enough money to finance a new car. Whatever you want, make sure your goals are achievable, realistic, and measurable. Put a value on your goal. For example: "Lose 10 pounds" or "Save \$5,000 for a down payment." A measurable value gives you a method for keeping track of your progress. Compare your progress to your goal value periodically so you'll always know where you stand in terms of progress. A value can also serve as a limit. For example, limit yourself to one drink or one dessert per week. When you save that one treat for the perfect time, you'll keep yourself on the right track.

**Make a Plan**

Make sure you have a plan to back up each of your goals. Identify

each item on your list with an action. For example, if your goal is to lose 10 pounds, then walking to work can be your action plan. If your goal is to quit drinking, then staying out of bars can be your action plan. Keep the plan doable and reasonable because you have to keep it up for the rest of your life. Don't expect to start running five miles every morning at six if you're never up before noon and you haven't ran since your days on the high school track team. Similarly, if you're a bartender, then staying away from bars is not a realistic action plan. You must have the will power, ability, and motivation to back your plans up and stick them out through the long haul.

**Write Your Goals Down**

Most people don't realize how therapeutic writing can be. Not only does writing goals feel good, but it also sets a tone for the goal, even if it's a little motivation by guilt. When you write it down, you commit yourself to the plan and you can't let it slip your mind after a few weeks. Use a calendar to plan where you want to be in terms of your goal over the course of the year. If you know you want to save \$5,000 for a down payment on a brand new car by the end of the year, it would be realistic to say you'll have \$1,750 saved by March and \$2,500 saved by June. Write these mini-goals down so you can assess your progress through the year. Plus, having a solid plan in writing with all the steps outlined will help you sleep better, achieve peace of mind

and reduce stress.

**Seeing Is Believing**

Writing your plans won't help if you can't see them on a daily basis. Once you have your plans written down on a calendar, don't hide it in your drawer where you can ignore it. Instead, post it in a visible location where you'll see it whether you'd like to or not. This is a critical part of having a plan. When your resolution is visible, it's as fresh in your mind today as the day you wrote it. You'll automatically work toward the goal when it is right in front of your face. No Super Bowl champ goes out on the field without seeing a game plan. What's your plan?

Don't let your resolution end up like all the others: a big failure. Keep your resolutions this year by making realistic, behavior-based goals. Commit yourself to your plan by writing it down, and then post your goals in a highly visible location where you can't ignore it. Use these tips for keeping your resolutions and you'll reach your self-improvement goals this year and in the future.

*Joe Takash speaks at sales meetings and national conferences helping organizations with morale, productivity, and increasing profit. He also serves as director of corporate relations for Robert Morris College. Contact him at joet@joetakash.com*

## Setting Priorities

*continued from page 13*

Then ask yourself: "If I could do only one more thing before I was called out of town for a month, what would it be?" This then becomes the second thing you circle on your list.

Perform this exercise five or six times until you have sorted out the highest priorities on your list. Then number each according to its importance. With these priorities, you are now ready to begin working effectively toward the achievement of your major goals.

consequences if not completed."

"C" stands for "nice to do; but not as important as 'A' or 'B,' and no negative consequences for not completing."

"D" stands for "delegate, or assign to someone else who can do the task in my place."

"E" stands for "eliminate, whenever possible."

When you use the A-B-C-D-E method, you can very easily sort out what is important and unimportant.

This then will focus your time and attention on those items on your list that are most essential for you to do.

Once you can clearly see the one or two things that you should be doing above all others, just say no to all diversions and distractions and focus single-mindedly on accomplishing those priorities.

Much stress that people experience in their work lives comes from working on low-priority tasks. The amazing thing is that as soon as you start working on your highest-value activity, all your stress disappears. You

*continued on page 14*

# MARKETING

## Have No Fear of Public Speaking

by Joe Takash

According to studies of American adults, public speaking is the most common human fear—more common than death. In other words, most folks would rather be the person lying in the coffin than the one delivering the eulogy. Something is definitely wrong here!

Speaking and presenting to a group of people can be much easier than you think. A wise woman (who, incidentally, happens to be the author's mother) once said, "Act confident, and the audience will think that you are confident. When you see that they are confident in you, you will become more confident in yourself."

The ability to successfully communicate in public is a key determinant in the success or failure of many careers, not just those in the speaking industry. Whether you're addressing the boardroom at corporate headquarters or answering your boss's question at a weekly staff meeting, it's time for you to get some public speaking experience...and fear nothing.

### Let It Go!

The first thing you must realize

is that you have zero control over the audience's response, so why worry about it?

Granted, it's natural to want the audience to accept and respect you. But fretting about this deepest human desire is as fruitless as worrying about the weather every day. Think about it. What can you really do about the weather? The same thing you can do about the perception of those around you: absolutely nothing. Don't let it bother you.

Once you grasp this mindset and drill it into your head, a tremendous feeling of relief and satisfaction will follow. You may also want to consider practicing some relaxation exercises for added peace of mind. When you adjust the important part of your approach to public speaking—your attitude—you can focus on honing your craft.

### Solid Strategies

Successful presentation skills extend far beyond standing in front of a group and sharing information. Speaking effectively is about showing a natural enthusiasm and connecting with every group you encounter.

The following tips are the "little things that make a big difference" in speaking to a group of people. Incorporate these into your approach with every group you address—from the conference room to the podium, and you will elevate your success to a much higher level.

*Smile.* A warm and genuine smile has the power to loosen up any atmosphere. When you smile, you communicate that you are happy to be in front of the group to whom you are speaking. No matter how serious the subject matter of your

presentation, a pleasant smile is an outstanding tool for disarming every audience. Keep this in mind from the time you enter the room to the time you leave. You will be amazed at the difference a smile makes.

*Network beforehand.* Prior to your presentation, introduce yourself to attendees and thank them for coming. Network with as many people as possible and learn about who they are and what they do. If you already know your audience, for instance in a staff meeting, take some time to chat with your colleagues. Remember, they are people, just like you. Familiarity with your listeners will help you to relax and improve your effectiveness as a speaker.

*Learn and remember names.* Effective now, focus more energy on learning names than you ever have before. Learning names will accomplish a number of things: It increases your confidence, humanizing your audience, and makes others feel great. It's more personal to say to a group, "Joan, what do you think?" as opposed to, "That lady in the red dress with the big glasses has a question."

When you engage in your pre-speaking networking, try to develop associations and hooks that help you remember people's names. For instance, let's pretend you meet Ben Edwards, a gentleman who happens to have a blue ballpoint pen behind his ear. In your mind, repeat something catchy, like "Blue Pen Ben." Have fun with it! If you practice this technique, you'll greatly increase the number of names you remember, which will help you to further relax.

*Include everyone.* Now that you are familiar with your audience, try to involve everyone in your presentation. Communicate that they are all integral parts of the learning process. Make eye contact with everyone, and do so with "kindness"—a combination of confidence, courtesy, and respect.

*Tune in.* Read the body language of every audience. Try to get a feel for what they want. How do they feel? Are they absorbing your pres-

entation? Ask questions and refer questions to other audience members. Again, engage everyone, so that everyone feels significant.

*Use your creativity.* Everyone is creative. Take some chances and break the monotony of the everyday monotone approach. Tell personal stories and take chances on humor. Make it fun for your most important audience member: You! If a joke bombs, so what? If you can't take time to laugh at yourself, you leave the job up to other people.

*Be yourself.* Incorporating these skills does not entail changing who you are. There is no substitute for authenticity. If a certain approach feels too forced or contrary to your general nature, then consider a different tactic that fits better with your character. "What you see is what you get" is an attitude that everyone appreciates. Be the best "you" can be!

### Talk the Talk: GET EXPERIENCE!

We learn the fastest through practice and experience. Nothing beats it. Perhaps you are thinking, "Well, that sounds great in theory, buddy, but I don't have the experience." Guess what, friend? It's time to gather some.

Consider joining Toastmasters or another professional speaking group; do your research, though, to make sure the financial investment is worthwhile. Also, volunteer for a committee, speak at your church, participate in the school board, coach a team, or teach a class. Force yourself into situations where you can get repetition before groups. Familiarity is the fastest way to beat the demon of fear and ensure effective communication with any audience.

*A professional speaker, Joe Takash has delivered more than three thousand speaking programs throughout the country since 1988. He has been the keynote speaker for General Motors, Prudential, 3COM, Century 21 and other corporate giants. Contact him at 312 943 6627 or visit www.joetakash.com*

# INLAND EMPIRE INNOVATORS

## The Problem With e-Logistics

by Joseph Gioeli

Joseph J. Gioeli is co-founder and president of NovaPointe, an Ontario, Calif.-based supply chain infrastructure market leader that provides an integrated end-to-end e-commerce solution consisting of credit card processing transaction and order management, fulfillment, distribution, post-sale customer care and information services to any merchant executing a Web-based commerce strategy.

### Q: Fulfillment has turned out to be the Achilles' heel of many online merchants. Why is it so difficult to get it right?

**Gioeli:** The failure is less in the delivery aspect than in the way information flows to the fulfillment center. Many more people are ordering online, but often the Web sites are not set up to process credit cards in real time. They simply collect information and run it later that night or even the next day. This is extremely inefficient and costly because you are accepting orders – and allocating inventory – to sales that may later be declined. Then, once you have the online transaction information, you have to turn it into an order transaction, and that is a rather complex task. In our experience, this is where so much of the process goes wrong.

### Q: How can NovaPointe help? What is your value proposition?

**Gioeli:** We provide merchants with an integrated, real-time solution to bring their products from the Web to their customers' doors. We handle electronic payment transaction processing and interface software and services, integrated warehousing and fulfillment services for B2B, B2C and direct response and infomercial customers. Basically, we act as a customer's real estate operation, including storefront and warehouse, customer care and support staff, management information systems department and sales processing operations. In short, we

offer a seamless end-to-end solution for our merchants, without their needing to build out infrastructure.

### Q: What are the pros and cons of developing in-house capabilities versus outsourcing the logistics and fulfillment functions?

**Gioeli:** It is very costly to build in-house infrastructures to handle transaction processing, order management, credit-card processing, information management, fulfillment, distribution and customer care, so many companies outsource one or more of these functions. But unless that outsourcing induces an integrated end-to-end process, the companies are vulnerable to higher integration costs, as well as inefficient information, order and customer management. Other companies are trying to build their own supply chain infrastructures to maximize margins and maintain complete control of their operations. However, a recent Jupiter Executive Survey found that implementation time exceeded eight months at half commerce sites, largely due to the need to build new or adapt legacy infrastructures. An end-to-end solution provided by NovaPointe provides a compelling alternative to an in-house developed solution.

### Q: What makes you different from other companies that provide these services?

**Gioeli:** From the moment a customer clicks the 'buy' button and we verify the credit card information in real time, until the item is delivered, we handle the entire transaction through a seamless set of processes. That provides the customer with many competitive advantages. For example, the typical fulfillment center can take up to five days to get an order out once it is received. If you order online from one of the sites we support and choose next-day shipping, you will get the order the

next day. To the best of our knowledge, no other single vendor can provide all these services in a single, cost-effective package.

### Q: What makes you different from other companies in regard to online security?

**Gioeli:** SECURITY has been and is one of our major focuses. Security services is an area where a common portal platform is vitally important to support extranet connectivity for suppliers, and channel partners as well as remote access security for the mobile/remote user. Additionally, NovaPointe's Channel Support platform is flexible enough to support an enterprise's existing authentication mechanism, which may include LDAP, Windows NT, UNIX, RADIUS, x.509v3 certificates. Finally, single sign-on capabilities improve the user experience. Secure portal access allows an organization to integrate technologies and business processes across the value chain, enabling extended communication and collaboration beyond e-mail and calendaring. All credit cards are processed on a dedicated bank line that does not transmit any information over the Internet. We go as far as encrypting the credit card as customer service representatives assist you. No one can view or take your identity.

Joseph J. Gioeli, president of Nova-



Joseph Gioeli

Pointe, LLC is responsible for building an excellent management team, as well as for developing and implementing NovaPointe, LLC's product development strategies. He works closely with the technology team, assisting with the design of procedures and software for implementing the company's systems. Joseph also oversees the daily operations of NovaPointe, LLC, ensuring client satisfaction, fiscal accountability and employee motivation. Before the inception of NovaPointe, LLC, Gioeli was the business manager and a performer with an internationally recognized musical group and the president of a musical publishing company. He also was office manager at Seasholtz Metallurgy and was responsible for finances, human resources, schedules, negotiating new contracts (including government), and technically improved the production equipment, quadrupling the company's revenue. Gioeli also was a member of the technical team at Burnham, Inc.

NovaPointe, LLC is located at 2060 E. Francis Street, Ontario, CA 91761; Tel: 877-968-4628 x3006; Fax: 909-930-3030. Visit [rhaskins@nova-pointe.com](mailto:rhaskins@nova-pointe.com) or [www.novapointe.com](http://www.novapointe.com).

**For total protection, rely on the first name in security.**

- Skilled installation and service
- Our own UL-listed central stations
- Call us today for a FREE professional appraisal of your security needs.

We're a leading national security company with a strong local commitment to protect you through use of:

- Cost-effective security technology
- A full range of system capabilities

**(800) 238-4636**  
**ADT-INFO**

**INLAND EMPIRE business journal 2004 BOOK OF LISTS**

Get a jump on your competition by securing your space in Inland Empire's premier reference tool *today*.

Sponsorship Packages...\$5,650  
Full Page...\$3,050  
Half Page...\$2,250

For details, contact your account manager at  
**(909) 989-4733**

## EDUCATION

## Not-for-Profit Chela Education Financing Launches Financial Aid Hotline

Launch includes \$50,000 in scholarships for California college-bound high school seniors and college students.

In today's economic environment, it can be difficult to cover the rising cost of education. Families are faced with more challenges than ever before, and the financial aid process can be confusing and hard to understand. With that challenge in mind, California's leading not-for-profit education finance provider, Chela Education Financing, offers a unique financial aid answer center at a time when families must address how to pay for the upcoming academic year.

The new California Higher Education Answer Center (866-772-4352) is a free, not-for-profit service established to help students and families make informed decisions about paying for college. The hotline offers fast, informed, and unbiased answers to questions such as:

- How do I understand my financial aid award letter?
- What's the difference between Stafford and PLUS loans?
- How do I find the lowest cost student loans?
- What if my financial aid package doesn't cover all of my education costs?
- Where do I find scholarships?

To launch the hotline, The California Higher Education Financial Aid Answer Center is also offering a scholarship program open to all California students attending college in the fall of 2004. Ten \$5,000 scholarships

will be awarded through Chela, as their way of putting education within reach of California students.

For more information about the California Higher Education Answer Center or Chela Education Financing, please contact Kelly Carone at 415-242-0300 or kcarone@limeppromo.com.

For more than 25 years, Chela Edu-

cation Financing, a leading not-for-profit education finance provider, has had a single purpose—to provide students and their families with the best education financing solutions. Chela puts its money where it belongs—in the hands of students with interest rate discounts, rebate programs, year-round scholarships, and more. To learn more, call 866-34-CHELA, or log on to [chelastudentloans.org](http://chelastudentloans.org).

Subscribe Now. (909)989-4733

INLAND EMPIRE  
business journal

For Insight on Inland Empire Business...

## Ten Lessons for Job Hunters From "The Apprentice" Some Hints for Getting the Job You Want

continued from page 12

luncheon or seminar.

whiners or complainers; his managers must dress appropriately and be predictable—no loose cannons.

4. ALL companies want team players who pitch in. When someone fell asleep for even a minute or didn't pull their weight, you knew they were out.

5. You're always being interviewed. If you're rude to a receptionist or someone else that you may consider unimportant, remember that they can simply go to the boss and lobby against you. Everyone is interviewing you all the time—including your peers.

6. Along that same line, business parties are all business—they're not parties. This is no time to relax. Watch what you say or do if you are invited to a company

7. Show respect for your peers. Many of the early candidates who were dropped said things like, "I'm not here to make friends or even care what other candidates think of me." The first guy to be dropped from the running reassured himself that he had the highest IQ of anyone there. He saw himself as being above his peers.

8. In real life, the women who get ahead are professional looking, but still look like women. The women should have taken a clue from Carolyn in Trump's boardroom, but they were too busy flirting with Trump.

9. You have to fight to get the job. If a person didn't defend him- or herself, that person was gone. At The Five O'Clock Club, we urge job hunters to write proposals af-

ter the job interview to show how they would handle the job. This often requires research, or interviewing other people in the industry. It's a lot of work, but akin to the assignments the Apprentice applicants got. It proves you can do the job and separates you from the competition.

10. After you get the job, you get measured by results, but also by leadership style. You have to produce, but if you do it by alienating your peers or those under you, bosses will discount your win.

The Five O'Clock Club, 300 East 40th Street—Suite 6L, New York, New York 10016, is a national career counseling and outplacement firm. Comprised of branches that meet weekly across the country, the club's unique methodology—based on 20 years of research and managed by chief operating officer, Richard Bayer, Ph.D.—helps regular attendees find new po-

sitions, on an average, within 10 sessions. Professional counselors and peers provide insight, assessment, advice and contacts on both individual and group bases. Phone (212) 286-9332 Fax (212) 286-9571 E-mail: [PR@FiveOClockClub.com](mailto:PR@FiveOClockClub.com). Please visit [www.FiveOClockClub.com](http://www.FiveOClockClub.com).

Kate Wendleton, a nationally syndicated careers columnist and frequent media guest ("The Today Show," CNBC, CNN, etc.), is an authority on job search and career development. She has been a career coach since 1978 when she founded The Five O'Clock Club.

Dr. Richard Bayer is chief operating officer of The Five O'Clock Club. He is a frequent guest on radio and TV, having appeared on the "TODAY Show," CNN, "Good Day New York," and other major media. [Bayer@FiveOClockClub.com](mailto:Bayer@FiveOClockClub.com)

## MANAGING

## Nine Things to Know Before Selecting the Web Host for Your Business.

It may seem simple yet it is often overlooked. When it comes to choosing the right Internet hosting provider for their Web sites, the majority of business owners or companies know very little about making the best Internet/Web hosting decisions.

- What makes a good Internet/Web hoster for a business Web site? What makes a bad one?
- How can the wrong Internet/Web hoster help/harm your business?
- What are the different types of Internet/Web hosting services? Which ones are best for which industries?

Here are some tips to help you make the right decisions:

1. Understand the distinctions between shared, collocated, unmanaged dedicated and managed dedicated hosting so you choose the one that is right for your business.

It is crucial to understand the difference between the types of hosting offered. As the hosting industry has matured, hosting offers have split into a couple of distinct categories, each with its own strengths and weaknesses.

**Shared hosting** (sometimes called virtual hosting), means that you are sharing one server with a number of other clients of that company. The host manages the server almost completely (though you maintain your site and your account). They can afford to charge you little since many clients are paying for use of the server. However, companies other than yours are using the resources of that server. That means heavy traffic to one of the other sites on the server can really hammer the performance of your site. Also, you are typically not able to install special software programs on these types of machines, because the host will need to keep a stable environment for all of the clients using the server.

**Collocated hosting** means that you purchase a server from a hardware vendor, like Dell or HP for example, and you supply this server to the host. The host will then plug your server into its network and its redundant power systems. The host is responsible for making sure its network is available, and you are responsible for all support and maintenance of your server. Good hosters will offer management contracts to their collocation clients so that you can outsource much of the support to them and come to an arrangement similar to managed dedicated hosting. Most collocation hosts do not offer this service, however.

**Unmanaged dedicated hosting** is very similar to collocation, except that you lease a server from a host and do not actually own it yourself. Some very limited support (typically Web-based only) is included, but the level of support varies widely from unmanaged dedicated host to unmanaged dedicated host. This type of server can be had for around \$99 per month. Support levels are typically only provided in general terms. Ask the host to go into specifics about what support they will provide—will they apply security patches to your server?—before signing up. This service is typically good for gaming servers (like "Doom" or "Counterstrike" servers) or hobbyist servers, but not for serious businesses that need responsive, expert-level service.

**Managed dedicated hosting** means leasing a server from a host and having that company provide a robust level of support and maintenance on the server that is backed by quality guarantees. This maintenance typically includes that services such as server uptime monitoring, a hardware warranty, security patch updates and more. Be sure to make sure your managed dedicated host is specific about its managed services included so that you can be sure they are not disguising an unmanaged dedicated offering as a managed dedicated server. This

has been known to happen unfortunately, which is why it is important to do your homework and ask the right questions.

2. Ask If Your Potential Host's Network Has Blackholed Ips.

Many hosts care little about who is actually hosting on their networks, so long as the clients pay their bill. That means many hosters will allow porn sites, SPAMMERS and servers that create security issues on their network for the sake of the dollar. Even if you are to place ethical issues aside, this does have a negative impact on customers in general, however, when a network gets blackholed for spamming, for example. Getting blackholed means that other networks will refuse e-mail originated from IPs that are blacklisted. Some hosts have a number of entire class C (up to 256 IPs) networks blackholed and redistribute these tainted IPs to new clients. That means if your business relies on legitimate closed loop opt-in e-mail marketing to drive sales, being on such a network can severely cut response to your campaign because your e-mail may never get to its destination.

Check with any hosts you are considering to see if their networks are blackholed. Also, here is a link to a third party source that tracks blackholed networks and lists them: <http://www.spamhaus.org/sbl/isp.lasso>.

The following URL is a good resource to help you understand what is labeled SPAM and what isn't: <http://www.spamhaus.org/mail-inglists.html>.

3. Don't Confuse Size With Stability.

Just because a Web hosting company is big, does not mean it is stable and secure. In fact, many of the biggest filed for bankruptcy protection or were saved by being sold to some other company, in some cases causing uncomfortable transitions in service for their clients. How do you protect yourself? Ask some key questions:

• How long has the host been in business?

• Is current ownership the same as always?

• Are they profitable and cash flow positive from operation-generated revenue?

4. Don't Make Price Your Only Priority.

The old saying "you get what you pay for" applies to most things in life, and hosting is certainly one of those things. When you over-prioritize price, you run the risk of ending up with a host that will provide you with a connection to the Internet and little else in terms of support (and even that connection may be running at maximum capacity or have uptime issues).

5. Make Sure Your Host Has Fully Redundant Data Centers.

When dealing with smaller vendors, make sure that they have their own data centers and that those data centers are fully redundant in terms of power and connectivity. Here are a few questions to ask:

• How many lines do they have coming into the facility?

• What is the average utilization of their connections?

• (No matter how large the connection, it if is running at maximum capacity it will be slow.)

• Do they have redundant power to the servers?

• Do they have a generator on-site?

• How often do they test their generator?

What sort of security measures do they have in place for the network? What physical security do they have? What type of fire suppression systems do they have in place?

continued on page 24

## MANAGING

## Create a Culture of Accountability

by Roger Connors and Tom Smith

How do you feel when someone holds you accountable? Chances are you feel like you're in trouble, like you let your team down or missed an important item on the balance sheet. Unfortunately, most people view accountability as something that belittles them or happens when performance wanes, problems develop, or results fail to materialize. In fact, many think accountability only crops up when something goes wrong or when someone else wants to pinpoint the cause of the problem, all for the sake of pinning blame and pointing the finger. When things are sailing along smoothly and failure has not yet sunk the ship, people rarely ask, "Who is accountable for this success?" Only when the hull springs a leak does anyone start looking around for the responsible party.

Not surprisingly, most dictionaries present a definition of accountability that promotes this somewhat negative view. Consider Webster's definition: "subject to having to report, explain, or justify; being answerable, responsible." Notice how the definition begins with the words "subject to," implying little choice in the matter. This confession-oriented and powerless definition suggests what we all have observed—accountability is viewed as a consequence for poor performance; it's a principle you should fear because it can only end up hurting you. Since most people experience accountability this way, it's no wonder they spend so much time shunning it and explaining and justifying poor results. A more positive and powerful definition of accountability can do more to achieve outstanding results than all the finger pointing and blaming in the world.

Consider the following new definition of accountability: "A personal choice to rise above one's circumstances and demonstrate the ownership necessary for achieving desired results — to See It, Own It, Solve It, and Do It." This definition includes a mindset or attitude of continually asking, "What else can I do to rise above my circumstances and achieve the results I desire?" It involves a

process of seeing it, owning it, solving it, and doing it, and requires a level of ownership that includes making, keeping, and answering for personal commitments. Such a perspective embraces both current and future efforts rather than reactive and historical explanations.

Armed with this new definition of accountability, you can help yourself and others do everything possible to both overcome difficult circumstances and achieve desired results.

**Accountability in Action: The ALARIS Story**

As hard as he tried, Dave Schlotterbeck, CEO of ALARIS Medical Systems, just could not get the organization to perform. ALARIS Medical Systems, a company with \$500 million in revenues and 2900 employees worldwide, had resulted from the merger of two medical device companies, IVAC and Imed. While this combination should have produced strength and great potential, a huge debt load and under-performance stalled all efforts at realizing that potential.

Overall, ALARIS had missed both top and bottom line performance numbers for three years running. Nothing Schlotterbeck did made any difference. He described his frustration by saying, "These were problems that I was personally giving a lot of attention to, in fact higher levels of attention than I had given to anything in the company, but regardless of the approach I took personally, I really saw no improvement."

The breakthrough at ALARIS was the result of focused effort at every level of the organization. Through a series of cross-functional feedback sessions held between operations, sales, customer care, quality and service, individuals confronted the group with hard facts that many did not want to hear. These sessions helped everyone to "See It" and build greater cooperation. People recognized the problem and how they could personally change it. Employees overcame the natural barriers of functional expertise and preferences and aligned themselves for the common

good. Powerful forces went to work — forces that improved performance in dramatic ways. The common goal of getting Above The Line® to capture these advantages preoccupied every leader and team.

With the organization hitting and, in many cases, exceeding their quarterly numbers for the first time since the merger, Wall Street rewarded this impressive turnaround with an equally impressive increase in stock price — a whopping 900 percent. Capturing this success, in May, 2003, *Money Magazine* listed ALARIS as the top performing stock for the last 12 months on all three major stock exchanges. ALARIS had finally attained a culture of accountability in which everyone wanted to do and achieve more.

**Set Clearly Defined Results**

The first step towards Creating A Culture Of Accountability® is to define clear results within your organization. Whether you have a goal number to meet in sales, a specified delivery period for your product, or a minimum return on investment to achieve, make sure you know what result you need to reach. Once you've decided on a company-wide goal, make it clear to all your managers and employees from the bottom to the top ranks. Everyone must know what they're working for and how their job pushes the company forward.

Next, management must generate joint accountability for results. Joint accountability occurs when everyone in the company assumes accountability for the result. In an environment of joint accountability, it is impossible for anyone even to think, let alone say, that he has done his job if the team has not achieved its targeted result. It is also impossible for anyone to think or say that she has achieved her individual result if the company has not achieved its result. Leaders can create joint accountability by targeting a clear result, driving the result through the company, and holding everyone accountable for achieving the result and not just doing his or her job. Joint accountability demands that everyone become accountable for producing the results the company must achieve.

continued on page 25

**Achieve Results, Rather than Do the Job**

How many times have you heard a leader in real-life or fiction demand: "I don't care how you do it. Just get it done!" Many times, organization charts and job descriptions push people into boxes. They give people the idea that they are getting paid and using their skills to perform a defined function or set of tasks. The task-oriented mindset leads people to believe that if they perform their functions they've done what they're supposed to do, whether or not the result was achieved.

On the other hand, effective leaders operate on the premise that their people must focus on achieving the result. They lead people beyond the boundaries of their jobs and inspire them to relentlessly pursue results by creating an environment that motivates them to ask, "What else can I do?" over and over until the results are achieved. Rather than treating the circles as mutually exclusive, they manage their people so that their "job" is to achieve the results. The daily activities that comprise people's jobs must then be consistently in alignment with the targeted results. This mindset can become part of the culture only if people understand the results they are supposed to achieve in the job they are to perform.

**Accountable for the Future**

Remember, only when you assume full accountability for your thoughts, feelings, actions, and results can you direct your own destiny; otherwise, someone or something else will. It should come as no surprise that the real value and benefit of accountability stems from a person's or an organization's ability to influence events and outcomes before they happen. The customary view of accountability fails to recognize that people can gain more from a proactive posture than from a reactive one.

This new view of accountability can help revitalize the business character, strengthen the global competitiveness of corporations, heighten innovation, improve the quality of prod-

continued on page 25

## Morongo Tribe's Topping-Out Ceremony Marks Major Milestone

The Morongo Band of Mission Indians and Perini Building Company celebrated the topping-out of the new Morongo Casino, Resort & Spa with the hoisting of the highest piece of structural steel on to the resort's rooftop. Featuring four-star suites and rooms, multiple restaurant facilities, a nightclub, spa, ballrooms, convention facilities, retail space and a pool oasis, the 600,000+ square-foot hotel and casino is the largest economic development project undertaken by the tribe in its history.

According to Morongo tribal chairman Maurice Lyons, the project exterior is now 80 percent complete. "Our world-class casino, resort and spa is scheduled to open in November and will be the premier recreational gaming destination on the West Coast," said Lyons. "It is a beautiful and unique design inspired by the forces of nature. We believe the new resort will bring a piece of paradise to the desert."

Located 90 minutes east of Los Angeles and 20 minutes west of Palm Springs between the scenic San Geronio and San Jacinto mountain ranges, the destination resort will offer visitors a full range of entertainment and recreational options. Lush gardens, sandy beaches and extensive landscaping are among the design features of the property.

"With seven months of construction ahead of us, our crew will begin work on finer details of the 44-acre project," said Perini Building Company Chairman Dick Rizzo. "When complete, the resort will set a new standard for tribal casinos and gaming in California."

Expected to generate more than \$2.8 billion in new jobs and economic benefits within the next five years, the Morongo tribe is the largest private sector employer in the Pass Area and provides economic stability to the reservation and surrounding communities of the Inland Empire.

"As a prominent partner of the community and part of California's tribal gaming industry, the Morongo Band of Mission Indians is a major contributor to the seventh largest economy in the world," said Riverside County Supervisor Marion Ashley. "The new casino, resort and spa will serve as an economic driver for the county with the creation of more than 4,000 jobs and \$1.4 billion in new goods and services purchased over the next five years."

The current facility, Casino Morongo, hosts more than 1.5 million visitors annually. With the opening of Morongo Casino, Resort & Spa scheduled for fall 2004, patrons will soon enjoy an expansive 148,000-square-foot, state-of-the-art casino housing a complete selection of slot machines and table games. Rooms for bingo and poker will also be featured.

"With a seasoned Perini project team, 1,000 dedicated craftspeople

and precision planning, the project remains on schedule," said Tom Linton, Morongo's director of planning and economic development who is overseeing the project together with the tribal council. "Combining the work of Perini with the tribe's building representative, S&J Enterprise, we have been able to successfully maintain momentum while adhering to our budget."

Construction unions were among the first to endorse and support Indian self-reliance during Propositions 5 and 1A. Of the 20 major subcontractors working on the project, 19 are union shops.

Subcontractors include Cattrac, S.P. Pazargad, Valley Crest, Surina, Bomel, Fontana, SME, ASI, KHS&S, Alliance, D&H Management, Cookson, Walters & Wolf, Pro-Bel, RDC, OTIS, University Marelich and Bergelectric.

continued on page 38

## Professor's Longtime Investment in Economics and Academia Has Enriched Many

by Cliff Morman

Ahmed Ispahani, professor of business administration and economics at the University of La Verne's College of Business and Public Management, has taught at the university for 40 years while actively participating in international economics, due to the joy he takes in bringing economics to an academic setting.

Ispahani, 68, who received his B.A. in economics from the University of Karachi in his native Pakistan and his M.A. and Ph.D. from USC, began his teaching career at ULV in 1964 as an assistant professor for what was only supposed to have been one year. Having originally planned to pursue banking, finance, or international relations as a career, Ispahani said, he enjoyed teaching so much that he pursued that instead.

ULV is "a great place" to work, "a great environment," Ispahani said.

"You're surrounded with intellectuals as well as lots of young people."

Even so, Ispahani's involvement abroad is extensive, he said.

From 1968 to 1969, he went on sabbatical to serve as an economic advisor to the Central Bank of Iran while teaching part-time at the National University of Iran in Tehran. From 1971 to 1972, he was hired as a senior economist at Battelle Laboratories in Columbus, Ohio to work on the Fisk Five Year Plan of the Iran Project, an economic development initiative. He was hired by the Shah of Iran the next year to continue on the project and remained in Iran until 1976, the year he was promoted to a full professorship at ULV and continues today to be involved in global economics conferences in China, the Middle East, and Pakistan.

The College of Business and Public Management has seen much development as well, Ispahani said, hav-

ing had an enrollment of a mere 600 students when he first came to the university in contrast to its present 7,000.

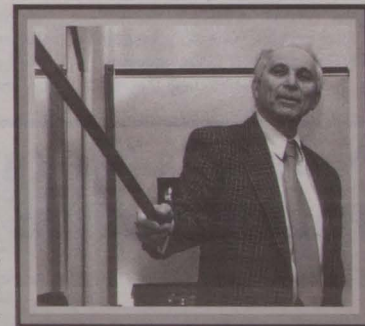
The school's small size has played a role in helping to make it the second largest provider of M.B.A.s in Los Angeles County next to UCLA, Ispahani said.

"We are small enough that we can adjust and make changes to what business and society wants in terms of curriculum and training," he said in reference to the university's lack of a cumbersome bureaucracy. "We are a student friendly campus. The student works very closely with the professor. We have small classes and students know the professor by name — they are not a number. Their offices are open."

Ispahani's office will remain open

as long as he is able to be a presence on campus, he said.

"I love my teaching and as long as I enjoy teaching, I will contribute my teaching to the university as long as I am healthy," he said. "The day I don't enjoy teaching, I will retire." An interesting aspect of his career at present is the enrollment of the children of former students in his classes, he said. "I tell them I will not quit until after I get the grandchildren."



Ahmed Ispahani

IN THE INTEREST OF WOMEN

# Financial Independence for Women!

## 5 Powerful Tips for Women to Open the Door to Financial Security Through Real Estate Investing

by Suzanne Caplan

In the past several decades, women have made significant strides toward leveling the economic playing field. But as the divorce rate climbs and a volatile economy continues, more women find themselves obligated to become providers and earners, many for the first time. Others become overwhelmed with financial pressures when a spouse dies, often with insufficient life insurance. While women have become better prepared for both single living and surviving after divorce or loss of spouse, far too many remain unprepared.

One particular field in which experts see vast potential for women is real estate investing.

"There are great opportunities for women in real estate investment, both as full-time professionals and as an area in which they can 'test the waters' at their own pace," explains Suzanne Caplan, co-author of the new book "Building Big Profits in Real Estate: A Guide for the New Investor." Caplan explains, "One of the keys to building profits is to buy property from motivated sellers, and this re-

quires trust between investor and seller. Most women are instinctively good at one-on-one negotiation, so this plays right to their strengths.

"Women too often miss this opportunity because they don't take advantage of their inherent talent and simply don't know there are proven ways to make a good living by buying and selling real estate," adds Caplan.

While she cautions that "diving" into the business unprepared is risky, she says the process simply requires time, education and some level of commitment.

**Some steps Caplan recommends include:**

- Do your homework: Don't just read one book, read multiple books. Tapes are also valuable because you can listen as many times as needed.

**Make self-education a priority.**

- Use your gender power! Most women are intuitively strong in many of the key facets of real estate investing, such as negotiation,

personal communication, and establishing trust.

- Attend seminars: These take place on many levels, from small, locally organized ones to more expensive ones spanning several days. Getting live information is a good educational tool and asking real time questions is very helpful.

- Find a mentor: This can be the most valuable tool, but also the hardest to find. An experienced investor willing to advise you on your early deals can really make the difference. If you choose to pay a professional mentor, be sure to screen them thoroughly.

- Seek other professional services: Eventually you'll need the services of accountants, lawyers, brokers, and potentially credit restoration professionals, and locating the right ones in the beginning is very valuable.

"New investors, such as women, may feel hesitant at the start," says Ca-

plan. "Whether a part time or full time participant, one can invest to increase personal cash flow and build equity for the future. The first deal is the hardest one to make, but you can't win if you're not in the game. And it is a game, anyone can play."

Caplan also points out that the infamous infomercial real estate gurus who promise the sky yet typically deliver far less, cater to quick fix dreams rather than realistic earning potential and long-term security.

"Real estate investing isn't an instant-miracle field," she notes. "But is a very viable and potentially rewarding one, particularly for women."

Suzanne Caplan is co-author of the book "Building Big Profits in Real Estate: A Guide for the New Investor" (John Wiley & Sons) which will be available in May 2004. She founded Success Productions, a firm which provides seminars and professional services to real estate investors, and is currently founder and partner in Crossroads Advisors, LLC, a small business consulting firm. Caplan is the author of nine books.

# Nature Is Nurtured and Blooms Abound at Flowers for You in Riverside

by Cliff Morman

Robin Masiewicz, the owner of Flowers for You at Riverside's Galleria at Tyler, provides conventional and alternative floral services through her 23-year-old company — due mainly to her belief in the affirming nature of an appreciation of flowers.

The company was founded by Masiewicz's mother in 1981, she said, and she began working there shortly after, when the athletic shoe store where she previously worked went out of business. Masiewicz began managing the company full-time in 1998 and describes it today as a

"thriving business" that has a varied list of clients, including La Sierra University, La Sierra High School, Harvest Christian Fellowship, Tarbell Realtors, and Toyota of Riverside, among others. The company provides services for such events as symposiums, conventions, and proms.

Flowers are spiritually uplifting, said Masiewicz, citing a passage from the Q'uran that states, "Bread feeds the body as flowers feed the soul."

Study of the metaphysical nature of flowers, or "flower wisdom" as Masiewicz refers to it, integrates the inherent messages of various flowers into bouquets for helping people to

communicate on a different, more sense-based level. "It's helping people to be more educated on what's being said with the expressions of flowers in an artistic way."

Masiewicz's devotion to flowers has not gone unnoticed by Sue Curtis, La Sierra University's dean of students. "I think they (the Flowers for You staff) have been creative in what they do," she said, "and they're very friendly. They've bent over backwards to do my work."

Stan Morrison, director of athletics at UCR, commented, "I think they are super. I can leave a phone message and have something delivered the next

day. They will call me the same day with the bill. The quality of their product is wonderful. I have to say thank you to a lot of people, including them, they're just the best."

Much of flower language and symbolism is rooted in feng shui, said Masiewicz, and in the more traditionally romantic ideas of flower language. "It's a kind of language of romance found more in the chivalric era," she said, "not like, 'hey baby, you're hot. Why don't you go out with me?' You could kind of carry on a tradition, it helps people to understand

continued on page 35

INVESTMENTS & FINANCE

# INLAND EMPIRE BUSINESS JOURNAL / Duff & Phelps, LLC STOCK SHEET

**THE GAINERS**  
Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Fleetwood Enterprises Inc	15.620	12.280	3.340	27.2%
National RV Holdings Inc	17.880	15.800	2.080	13.2%
Modtech Holdings Inc	7.860	7.390	0.470	6.4%
Channell Commercial Corp	4.260	4.190	0.070	1.7%
Watson Pharmaceuticals Inc	42.980	42.790	0.190	0.4%

**THE LOSERS**  
Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Pacific Premier Bancorp Inc	11.010	13.450	-2.440	-18.1%
HOT Topic Inc	22.510	26.450	-3.940	-14.9%
Provident Financial Hldgs	24.800	25.980	-1.180	-4.5%
Keystone Automotive Industries Inc	26.180	27.400	-1.220	-4.5%
PFF Bancorp Inc	36.510	38.130	-1.620	-4.2%

Name	Ticker	04/23/04 Close Price	03/31/04 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co	AWR	24.470	24.400	0.3	28.95	23.01	30.6	NYSE
Channell Commercial Corp	CHNL	4.260	4.190	1.7	6.42	2.10	21.3	NASDAQ
CVB Financial Corp (H)	CVBF	20.810	20.760	0.2	21.99	16.15	18.6	NASDAQ
Fleetwood Enterprises Inc (H)	FLE	15.620	12.280	27.2	16.06	4.75	NM	NYSE
Foothill Independent Bancorp	FOOT	21.100	22.000	-4.1	23.44	15.83	17.4	NASDAQ
HOT Topic Inc	HOTT	22.510	26.450	-14.9	32.30	15.03	23.1	NASDAQ
Keystone Automotive Industries Inc (H)	KEYS	26.180	27.400	-4.5	29.95	17.46	24.0	NASDAQ
Modtech Holdings Inc	MODT	7.860	7.390	6.4	9.75	7.08	60.5	NASDAQ
National RV Holdings Inc	NVH	17.880	15.800	13.2	18.85	3.75	NM	NYSE
Pacific Premier Bancorp Inc	PPBI	11.010	13.450	-18.1	15.25	4.25	15.5	NASDAQ
PFF Bancorp Inc	PFB	36.510	38.130	-4.2	40.61	23.54	14.5	NYSE
Provident Financial Hldgs (H)	PROV	24.800	25.980	-4.5	26.00	18.69	11.7	NASDAQ
Watson Pharmaceuticals Inc	WPI	42.980	42.790	0.4	50.12	28.43	22.5	NYSE

Notes: (H)-Stock hit 52-week high during the month, (L)-Stock hit 52-week low during the month, (S)-Stock split during the month, NM - Not Meaningful

## Duff & Phelps, LLC

One of the nation's leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 284-8008.

# Canyon National Bank Announces Two-for-One Stock Split

The Board of Directors of Canyon National Bank (OTC: BB CYNA) has announced it has proposed a two-for-one stock split of the bank's common stock, pending approval by shareholders.

According to Stephen G. Hoffmann, Canyon National Bank president and CEO, "We are extremely pleased with the positive financial performance and growth of our business during the past year and proud of the fact we can provide measured recognition for the continued confidence and support of our shareholders.

"Assuming the stock split is approved, shareholders of record as of April 26, 2004 will receive one addi-

tional share of common stock for each share owned on that date. It is anticipated the additional shares will be issued during the month of May," said Hoffmann.

Canyon National Bank recently reported record income of \$1.89 million for the year ended Dec. 31, 2003—a 40 percent increase compared to income of \$1.35 million in the previous year.

As a full-service commercial bank, Canyon National Bank is a member of the FDIC, with shares of its common stock traded on the Over the Counter Bulletin Board—symbol CYNA. Based in Palm Springs, the bank also has a branch office in Palm Desert.

Five Most Active Stocks		Monthly Summary 04/23/04	
Stock	Month Volume		
HOT Topic Inc.	23,220,861	Advances	7
Watson Pharmaceuticals Inc	20,478,400	Declines	6
Fleetwood Enterprises Inc.	14,726,100	Unchanged	0
National RV Holdings Inc	1,563,000	New Highs	4
CVB Financial Corp	878,926	New Lows	0
<b>D&amp;P/IEBJ Total Volume Month</b>	<b>64,215,870</b>		

# SUBSCRIBE NOW!

YOU ARE WHAT YOU KNOW

Subscribe for two years to the *Inland Empire Business Journal* and receive complimentary our:

2004 Book of Lists Resource Publication (value: \$30)

## Nine Things to Know Before Selecting the Web Host for Your Business.

continued from page 19

### 6. Find Out If They Have Actual Experienced Systems Administrators on Their Support Staff.

When you call in for technical support, it can be a frustrating experience to be stuck talking with a non-technical "customer service" representative when you really need to talk to a systems administrator who can resolve your issues. Find out the structure of their support department, how quickly you can get to an actual systems administrator when you need

to, and which systems administrators can help you when you need help.

### 7. Make Sure the Host Is Flexible.

It is important that the host understands how important quality servers are to their clients' businesses. Even most managed dedicated hosts will not go near supporting applications that are not part of their initial server setup. Find a host that has a vast amount of experience to support a wide variety of applications, and one that can bring that expertise to you through their services.

### 8. Find Out What Their Former/Cur-

### rent Clients Say About Them.

Can your prospective host provide you with success stories for clients with similar configurations to yours? Are they able to provide references from clients who can tell you about their experience using that company?

### 9. Make Sure the Host's Support Doesn't Include Extra Charges.

Make sure any host you consider provides you with a comprehensive list outlining the support they offer so that you can have an understanding of what is supported for free, what is supported at a fee, and what is not supported at all. Many hosts will try to hide a

sub-standard level of free support behind non-specific statements of high quality support, so make them get specific to win your business.

*Chris Kivlehan is the marketing manager for INetU Managed Hosting. INetU is an award-winning Allentown, Penna-based hosting provider that specializes in managed dedicated hosting for businesses nationwide in the online retailing, Web development, e-learning, financial services and online marketing industries, as well as for governments, non-profits and civic institutions.*

## Reach Communications Group Wins Four Polaris Awards

continued from page 11

notes. "Not only was the campaign creative, well researched, planned and effectively executed, it was one of the few entries that generated a buzz and extensive conversation among the group judging the awards. The success

of your efforts in pitching and generating an exclusive article in the *Wall Street Journal* show the originality of the campaign. Also impressive was the special event held in Times Square that brought the feeling of Las Vegas to one of the largest media markets in the world to promote your product

was a true showing of successful public relations."

The agency's results were far-reaching. Based on research conducted by independent media research firms, the two month public relations campaign generated 139,715,657 consumer impressions and an estimated

advertising equivalency of \$2,737,526 – a 6.3 times return on the total campaign budget/investment. The media coverage included 316 television news stories, 308 radio news stories, 236 Internet news stories and 100 newspa-

continued on page 32

## COMING IN JUNE!

**EDITORIAL FOCUS**  
Financial Institutions, 1st Quarter, '04  
Travel and Leisure  
Employment Agencies  
Home Health Agencies  
Economic Development  
(San Bernardino County)

**SUPPLEMENTS**  
Health Care and Services  
High Technology  
Golf Resorts

**LISTS**  
Hospitals  
Savings and Loan  
Motorcycle Dealers

## Encouraging imagination. Applauding innovation.

Those who march to a different drummer share our passion for creativity and out-of-the-box thinking. That's why Bank of America is proud to sponsor the 2004 Women In Business Expo where the innovative spirit and fresh, new ideas are helping expand all our horizons.

Visit us at [www.bankofamerica.com](http://www.bankofamerica.com).

**Bank of America Higher Standards**



Bank of America, N.A. Member FDIC.  
©2004 Bank of America Corporation.  
SPN-56-AD

## INVESTMENTS & FINANCE

# Calculating Your Monetary Needs in Retirement

by J. Michael Fay, CFP®

In my last installment concerning the Bull or Bear Market, I touched on the monetary and fiscal policies that, compared to the 1970's environment, were sowing the seeds of inflation. That is, of course, hard to believe in the current less than 3 percent inflation environment, but inflation is indeed a significant part of a CERTIFIED FINANCIAL PLANNER(tm) practitioner's future projections.

First, I will begin our discussion with a recap of the forces that create an inflationary environment and what my guess is for the future based on these forces, and then I will discuss what your capital needs should be, based on those assumptions.

Previously, I opined that petroleum was a finite resource. Since then, two very thoughtful columns in the *Los Angeles Times* addressed this issue in rather stark detail. James Flanigan, a highly regarded columnist in the business section of the *Times*, refers to a new book by David Goodstein, "Out of Gas: The End of the Age of Oil," who notes that we have run through half of the total proven reserves of oil, and that "The world will soon run out of conventionally produced cheap oil."

While Flanigan goes on to develop an argument that we are not above solving the alternative fuel problem, it will be an expensive proposition, and that \$2 per gallon gasoline may well look like a big time bargain.

In an Op-Ed piece by Paul Roberts, the article points out that we are running out of oil and time to solve the alternative fuel issue. He cites China and India, with over half the world's population, and rapidly changing from agrarian to industrial and technological

societies, as having an increasing demand on the declining oil supplies.

As a planner who assists clients in preparing for an increasingly long retirement period, I look at factors such as this, and the ever-rising costs of medicine and demands on capital infrastructure, to assume that we will go through our retirement years with increased inflation. Inflation is worse than a tax on retirement income, because it devalues the dollar. An inflation factor of 6 percent will devalue the dollar by approximately 50 percent in 12 years.

There is an old tired formula that suggests an individual will need to bring in at least 80 percent of his or her working salary in retirement. However, much like a fixed retirement annuity, this formula assumes no inflation. Therefore, as the years go by, income becomes insufficient if there is any degree of inflation.

My 'guesstimate' is that we will have an average of 6 percent inflation in the not too distant future. I base this on a similar period in the 1970s when oil went through an incredible inflationary spiral, and money was in short supply because of large government deficits.

Inflation actually went over the 12 percent mark. This was frightening because if it had continued, it would have devalued our dollar even more than half and plunge the nation's middle class retirees into poverty. This would hurt those on fixed incomes much more than working people who normally see their incomes rise with inflationary trends.

So, I base capital need projections on a 6 percent factor, hoping, of course, that I will be wrong. If we have more than 6 percent, those who plan their savings using this factor will be better off than those who do not. If

I am wrong on the low side, they will have more than enough to use for legacy potentials, or long term care.

By the way, long-term care (LTC) is the major growth sector in the retirement industry. In general, this sector, along with medical costs, seems to be inflating more rapidly than other service sectors of the economy. At \$150 a day for comprehensive care, LTC will blow up the retirement plan accumulation to over and above even what I am suggesting will be needed.

So with all this to factor in, how does one calculate the capital needs for retirement? In general, here is the formula: Take your budget today, subtract out the cost of children (who will presumably be on their own), subtract out a second car (which is not needed to produce a second income), subtract out power lunches and dressed-for-success parts of your spending habits, and you will have a number.

Now take this number, and subtract out what social security and a fixed pension should provide, and you should have another number, perhaps one-third less than the above. Take this number, multiply by 12 months, add a 0 to it, and you should have an approximation of the dollars you will have had to save on your own at retirement, assuming no inflation.

If we indeed have an average of 6 percent inflation, double the amount for every 12 years you plan to live beyond your retirement age. Of course that will be a guess too, based on your inherited genes, diet and exercise levels, cessation of smoking and regular medical physicals.

When you have this rough guess, you may find the capital requirement overwhelming, and perhaps non-plausible. If so, take the price of a middle-of-the-line American car. Look at today's price, and its suggested retail

price of 30 years ago. Then, calculate the average annual increase, and don't be surprised if the number comes out close to 6 percent.

If you think these numbers are an exaggeration, consider the cost of food for two:

- Two people @ \$5 per meal equals \$30 a day.
- \$30 a day x 365 days = \$10,950
- \$10,950 was 20 years = \$219,000

Of course, many individuals need to plan on 20 years of retirement due to the factors mentioned above.

In conclusion, much of retirement planning is guesswork based on numerous factors, but plan we should, for failing to plan is a plan for failure. You can always use your own assumptions, and they can certainly differ from mine, but they should be developed on thoughtful assumptions about the future. Ask any planner, be they corporate budget personnel, government personnel, or financial planners. If they are unbiased, objective, and not expected to develop rosy projections, almost all will concede that inflation is an important factor, and nobody, but nobody, can predict the future. That is why financial plans need to be updated regularly. Good luck with your retirement planning!

*J. Michael Fay may be reached at the Claremont Financial Group Inc., 464 N. Indian Hill Blvd. in Claremont. Call 909-624-9200. Fay teaches free investment courses through the Claremont Adult School. For more information, please call the above number.*

## Create a Culture of Accountability

continued from page 20

ucts and services produced by companies worldwide, and increase the responsiveness of organizations to the

needs and wants of customers and constituents. When you use these methods for Creating A Culture Of Accountability® in your organization, you will achieve the results you want

and everyone in your organization will be there to help you along the way.

*Roger Connors and Tom Smith are the principals of Partners In Leadership, LLC, an international management consulting and training company. They are the authors of two books, including the best-seller, "The OZ Prin-*

*ciple: Getting Results Through Individual and Organizational Accountability." For more information on their Accountability Training workshops, keynotes, and management conferences, you can contact them at: [www.ozprinciple.com](http://www.ozprinciple.com) or 1-800-504-6070.*

## INVESTMENTS & FINANCE

# Cerius Consulting Principals Elected to Boards of 13 Nonprofits

— *Cerius executive consultants are donating time and giving back to the community* —

Cerius Consulting, Southern California's leading executive management consulting organization has announced that 13 of its members are serving on the board of directors of nonprofit organiza-

tions throughout Southern California.

"Cerius Consulting Principals are engaged in the Southern California communities both professionally and personally. We are very proud to be associ-

ated with a diverse group of nonprofit organizations and to have the opportunity to give back to our communities," said Phil Nasser, president and cofounder of Cerius Consulting. "Nonprofit organi-

zations all around the country are recognizing how important it is to have dedicated individuals with business experience on their boards. We find that the financial, sales, marketing and organizational experience that Cerius consultants bring to our corporate clients are equally beneficial to nonprofit organizations."

Cerius executives currently serving on nonprofit boards include Pamela Wasley, chairman and W. Bruce Steever, treasurer and audit committee chairman, of Orange County Head Start; Richard Kain on the Laguna Beach Community Clinic board; William McMahon, Jr. president, acting CEO and board member of the Joyful Child Foundation; Gary Brewer and Helen Mitchell on the YMCA of Orange County board; Jan Northcutt, member of the Jenny Hart Early Education Center board and president of the Northwood Pointe Maintenance Association board; Feyzi Fatehi on the Capistrano Unified School District Foundation and the Corporate Investment and Strategic Alliance Conference boards; Lee Chapman on the Boys and Girls Club of Fullerton board; Richard Kain on the Laguna Beach Community Clinic board; Pauline Parry on the Canine Companions for Independence (Southwest region) board, Daryl Yeelitt on the Council of Aging Orange County board; Jeff Abbott on the Take Back the Neighborhood (Chino) board, and Jeannette Barsky on the Senior Meals and Services board.

Cerius consultants' proven business acumen and track record of success allows them to quickly assess business issues and offer proven solutions. The low-infrastructure business model of Cerius, a consortium of independent but affiliated consultants, allows very cost-effective service for its clients. Based in Orange County, The group supports clients throughout Southern California, including San Diego and Los Angeles counties and the Inland Empire. For more information about Cerius Consulting, please visit [www.ceriusconsulting.com](http://www.ceriusconsulting.com).

THE DOORS  
AND WINDOWS  
AT VINEYARD BANK  
ARE THOSE OF  
OPPORTUNITY

**VINEYARD**  
BANK

CHINO / CORONA / CRESTLINE / DIAMOND BAR / IRWINDALE / LA VERNE

LAKE ARROWHEAD / MANHATTAN BEACH / RANCHO CUCAMONGA

(800) 442-4996 [www.vineyardbank.com](http://www.vineyardbank.com)



# communamental

## FOOTHILL INDEPENDENT BANK

Member FDIC

A special community focused attitude found only at Foothill Independent Bank. It's just another way of saying Foothill has the best employees, service and products in town  
Chino • Claremont • Corona • Covina • Glendale • Glendora • Irwindale • Monrovia • Ontario • Rancho Cucamonga • Temecula • Upland • Equal Opportunity Employer • [foothillbank.com](http://foothillbank.com) • Call 1-800-500-BANK

## Community Bancorp Reports 66% Increase in 1st Qtr Net Income

Community Bancorp Inc. (Nasdaq: CMBC) a community bank holding company with \$502 million in total assets, recently announced financial results for the quarter ended March 31, 2004.

Net income increased 66 percent in the first quarter 2004 to \$1.9 million compared to \$1.1 million in the first quarter 2003. Earnings per share

(EPS) increased 33 percent in the first quarter 2004 to \$0.40 per diluted share compared to \$0.30 per diluted share for the first quarter 2003. These results include the impact of the shares issued in a private placement of company common stock during the third quarter of 2003.

The company's return on average equity (ROE) and return on average

assets (ROA) for the first quarter of 2004 were 19.43 percent and 1.55 percent, respectively, compared to 21.06 percent and 1.08 percent, respectively, for the first quarter of 2003. Total assets increased 18 percent to \$502.3 million as of March 31, 2004 compared to \$425.2 million a year earlier.

"Continued strong loan and de-

posit growth has led to the outstanding results in the first quarter," stated Michael J. Perdue, president and CEO. "Total average loans for the first quarter were \$406.7 million, an increase of 16 percent compared to the first quarter a year ago, and average deposits were up 14 percent to \$406.6 million

*continued on page 28*

Independent advice.

Independent thought.

Independent solutions.

Payden & Rygel, one of the largest independently owned investment managers, offers investment advice that is free from conflicts of interest. Founded in 1983, the firm is a leader in the active management of fixed-income and equity portfolios for a diversified client base. Payden & Rygel provides a high level of professional service and expertise to:

Corporations  
Foundations and endowments  
Colleges and universities  
Private, primary and secondary schools  
Non-profit institutions/charities  
Hospitals and healthcare organizations  
Individuals (including trusts and family offices)

• For a free proposal, please contact Rich Cowan at 800 644-9328.

**Payden & Rygel**  
Investment Management

Los Angeles • London • Dublin • Frankfurt

[payden.com](http://payden.com)

## Community Bancorp Reports 66% Increase in 1st Qtr Net Income

continued from page 27

for the quarter compared to \$355.8 million for the same period a year earlier.

The change in deposit mix has also contributed to our improved performance. Average demand deposits have increased 40 percent to \$73.1 million for the first quarter 2004 compared to \$52.2 million for the same

period in 2003. As a result of both our loan and deposit growth and change in deposit mix, our net interest income increased 26 percent in the first quarter 2004 over 2003, and our net interest margin increased 48 basis points from 4.79 percent in the first quarter 2003 to 5.27 percent in the first quarter 2004."

The company's efficiency ratio has continued to improve, decreasing

to 58.41 percent for the first quarter of 2004 compared to 64.31 percent for the first quarter of 2003. Gross revenues (net interest income plus non interest income) have increased 20 percent when comparing the first quarter 2004 to 2003, while operating expenses have increased only 9 percent for the same periods. The increase in gross revenue has mainly come from improvements in net inter-

est income and non-interest income sources other than gain on sale of loans, which has remained stable from period to period. As a percent of gross revenues, the gain on sale of loans has decreased from 17.7 percent in the first quarter of 2003 to 14.7 percent in the first quarter of 2004.

Loan production in the first quarter was very strong, increasing 15 percent to \$83.7 million compared to \$72.6 million for the first quarter 2003 (excluding mortgage loans). Of these totals, SBA loan originations totaled \$36.6 million for the first quarter 2004 compared to \$14.0 million for the same period in 2003.

"Both the SBA 7a and 504 units have increased production when comparing the first quarter 2004 to 2003," stated Perdue. "Even with the governmental restrictions placed on the 7a lending program in the first quarter 2004, our 7a production increased 66 percent to \$11.8 million in the first quarter compared to \$7.1 million generated in the same period a year ago. The 504 unit loan production has improved even more dramatically, increasing 259 percent to \$24.8 million in the first quarter 2004 from \$6.9 million in the first quarter a year earlier."

Community Bancorp is a bank holding company with \$502 million in assets as of March 31, 2004, with a wholly-owned banking subsidiary, Community National Bank, headquartered in Escondido, Calif. The bank's primary focus is community banking, providing commercial banking services including commercial, real estate and SBA loans to small and medium-sized businesses. The bank serves Northern San Diego County and Southwest Riverside County with retail banking offices in Bonsall, Escondido, Fallbrook, Temecula and Vista, and has additional SBA loan production offices that originate loans in California, Arizona, Nevada and Oregon. Visit [www.comnb.com](http://www.comnb.com).

## Chino Commercial Bank, N.A. Posts 61.5% Increase in Pre-Tax Earnings

The board of directors of Chino Commercial Bank, N.A. (OTCBB:CKNA) announced the results of operations for the first quarter of 2004 with income before taxes for the quarter of \$187,489, a 61.5 percent increase over pre-tax, net income of \$116,097 for the same quarter last year. Net income for the three months ended March 31, 2004 was \$117,755 or \$0.22 per share, a 1.4 percent increase from net income of \$116,097 or \$0.21 per share for the three months ended March 31, 2003. Net income per fully diluted share was \$0.20 and \$0.21 for the quarters ending March 31, 2004 and 2003 respectively. Dann H. Bowman, president and chief executive officer stated, "We are very pleased with the increase in quarterly earnings and the quality of

the balance sheet as the bank continues to grow."

Total assets increased by 41.2 percent to \$64.0 million, as compared with total assets of \$45.3 million at the end of the same quarter last year; and increased 9.3 percent or \$5.4 million as compared to \$58.6 million at Dec. 31, 2003. Total deposits increased 45.2 percent to \$58.2 million at the end of the first quarter, as compared with \$40.1 million at the end of the same quarter last year. Deposits also increased 9.7 percent during the first quarter as compared to \$53.1 million at Dec. 31, 2003. Total loans increased 31.1 percent to \$28.4 million at March 31, 2004 as compared to \$21.7 million at March 31, 2003

continued on page 30

## Real People Real Relationships

Foundation for the California State University, San Bernardino supports a variety of campus services that enhance the college experience for the students and their families.

Lois Carson, President of the Foundation, appreciates that the business services specialists at Citizens Business Bank take care of the cash management and financial needs of the Foundation. Real Relationship banking with the real people on campus.



Start a real relationship with Citizens Business Bank today!

Success Story #417  
[www.cbbank.com](http://www.cbbank.com)  
1-877-4-CBBANK

Lois J. Carson, President of the Board which governs the Foundation for the California State University, San Bernardino

MEMBER FDIC

Subscribe Now!  
Call Today  
Inland Empire Business Journal  
(909) 989-4733

global stride

Superior Outsourced Customer Service and Tech Support with Substantial Cost Savings

global stride

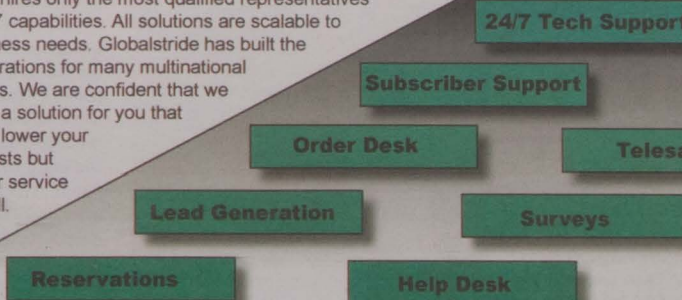
Globalstride is a premier customer service solutions company. Globalstride designs, builds and implements outsourced call center solution programs for our clients. We currently offer voice (inbound and outbound), live chat, and email management solutions. With full US support, our offshore service centers in Asia can generate significant cost savings for our clients. Typically, our customer service solutions save our customers up to 30% of comparable operating costs for customer contact centers based in the United States.

We can also provide assistance in script development, tracking and training. Globalstride can provide custom solutions as well.

SAVE UP TO 30%

We offer flexible pilot and testing programs to guarantee our initial service levels. At Globalstride, we are confident that you will find that we can offer world class customer service.

Globalstride hires only the most qualified representatives and has 24/7 capabilities. All solutions are scalable to fit your business needs. Globalstride has built the offshore operations for many multinational corporations. We are confident that we can develop a solution for you that can not only lower your operating costs but improve your service levels as well.



Contact:  
Elizabeth Randall  
Director of U.S. Sales & Marketing  
714.371.4035  
909.236.6634  
[elizabeth.randall@globalstride.com](mailto:elizabeth.randall@globalstride.com)



## INVESTMENTS & FINANCE

### Chino Commercial Bank, N.A. Posts 61.5% Increase in Pre-Tax Earnings

continued from page 29

and \$27.2 million at Dec. 31, 2003. To date, the bank has had no delinquencies greater than 60 days, non-accrual or non-performing loans or other real estate owned.

The increased earnings for the quarter were primarily due to an in-

crease in the net interest margin of \$109,724. The bank posted net interest income of \$662,680 for the three months ended March 31, 2004 as compared to \$565,426 for the same quarter last year. These increases in income were partially offset by an increase in general and administrative expenses of \$47,980 resulting from an

increase in salary and benefits expense offset by a decrease in the provision for loan losses of \$38,000.

Average interest-earning assets were \$52.8 million with average interest-bearing liabilities of \$12.1 million yielding a net interest margin of 4.74 percent for the first quarter of 2004 as compared to average interest-

bearing assets of \$40.5 million with average interest-bearing liabilities of \$11.1 million yielding a net interest margin of 5.10 percent for the three months ended March 31, 2003.

For more information, call Chino Commercial Bank, N.A. at (909) 393-8880.

### An Eclectic Collection of Historic Memorabilia...

continued from page 6

May none but honest words be penned!

A tidbit of history: President James A. Garfield (1831-1881) had been a



David Grossberg with one of his favorite pieces of Americana – a colorful cigar store Indian.

writing master who taught penmanship.

Grossberg has always been a political history buff and he began acquiring photographs and autographs and historical vignettes, almost without realizing he had cracked open a door to history that has been growing wider and wider, beckoning him to search further. What began as a caprice has become a passion. Every U.S. president is represented – some with accompanying photographs, and their manuscripts are varied in nature, including military appointments and commis-

continued on page 32



#### The bank of Allen

has known some clients since high school

understands the need to follow one's dreams

offers financing to expand his business

was once called Business Bank of California

is now called Union Bank.

Invest in you<sup>®</sup>



Commercial Banking - Chris P. Wilker, Senior Vice President, (626) 810-6551  
Small Business Services - Jim Thill, Vice President, (760) 729-4874

Visit us at uboc.com

©2004 Union Bank of California, N.A. Member FDIC

## HEALTH

### WATTS Health Foundation Inc./UHP Healthcare Offers Drug Discount Cards

As part of its far-reaching goal to provide financial assistance to low-income seniors who rely on prescription medications, the WATTS Health Foundation Inc./UHP Healthcare has announced that it now offers its eligible members new drug discount cards that will help seniors save 10 percent to 15 percent on prescription drugs. The discount cards with Medicare's seal of approval are available to UHP Healthcare's senior members who are based in the healthcare organization's service regions of Los Angeles, Orange and San Bernardino counties.

"Capitalizing on UHP's 30-year history of providing comprehensive healthcare benefits, we felt that it was absolutely necessary to offer this Medicare health card to our entire membership," said William Ayres, UHP Healthcare's vice president of marketing and sales. "By implementing this special discount program, it clearly demonstrates UHP's continued mission of offering competitive services within the healthcare industry."

UHP Healthcare was chosen by the Centers for Medicare and Medicaid Services to provide the Medicare-endorsed drug discount program, which starts on June 1, 2004. The program enables qualified low-income seniors to receive up to \$600 credit on prescription drugs until Medicare introduces prescription benefits in 2006. The program is made possible through such enacted legislation as the Medicare Prescription Drug Improvement and Modernization Act of 2003.

Eligible members can enroll beginning as early as May 2004 and continuing through Dec. 31, 2005. Qualified seniors with individual Medicare coverage will have access to more than 4,000 prescription medications. UHP Healthcare offers one of the most comprehensive medical

benefits of those healthcare companies in this program.

WATTS Health Foundation Inc./UHP Healthcare is a nonprofit, federally qualified and state licensed HMO. UHP Healthcare is dedicated to en-

sure access to quality-focused healthcare services that are sensitive to the needs of its members and the diversity of the communities it serves. The UHP network consists of approximately 100,000 members and

more than 5,200 physicians/medical specialists, 54 medical groups and 80 affiliated hospitals. UHP Healthcare's annual revenues are approximately \$227 million.

your family's health is our specialty

By choosing  
Loma Linda  
University Medical  
Center as your partner  
in health, you choose the  
Inland Empire's most preferred  
hospital\* with comprehensive  
services for you and every  
member of your family.

For more information, call  
**1-877-LLUMC-4U**  
or 1-877-558-6248

 **LOMA LINDA UNIVERSITY  
MEDICAL CENTER**

\*As determined by National Research Corporation for the year 2001.  
\*\*Only Level 1 Regional Trauma Center nationally accredited by ACCOS  
(American College of Surgeons)

Subscribe Now!

Call Today

Inland Empire Business  
Journal

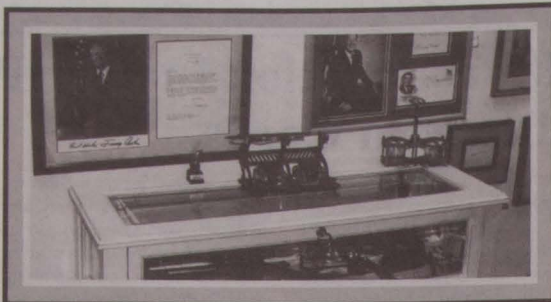
(909) 989-4733

## An Eclectic Collection of Historic Memorabilia...

continued from page 30

sions, consular business papers, personal letters, bookplates, and land grants which were signed by the presidents up to 1833. After that, their secretaries handled this chore.

"These are tangible pieces of exist-



An old ink well and writing implements from many eras are displayed in a cabinet against a wall decorated with the images of President Jimmy Carter and President Ronald Reagan.

## Inland Empire Gains Increased Presence on Radio

continued from page 7

aired on 80 stations nationwide, many in larger markets and his guests ranged from Jay Leno to Hillary Clinton. In 1995, the Sun Radio Network chose him to produce and host "Larry in the Morning," a national broadcast.

He returned to Southern California the next year to work for Metro-Net-

works in Los Angeles, where he would anchor KABC news and also began working for Salem Communications' KKLA, besides beginning to host KPCC's "Talk of the City" broadcast.

The company chose him to host KIEV's morning broadcast in 1998, after having bought 870 AM in Los Angeles. He began to host the afternoon broadcast in 2000 and became

director of operations the next year, before KTIE's formation in 2003.

The station has been active in many ways during its short period of existence, Marino said, having been involved in a blood drive for the Blood Bank of San Bernardino and a fundraiser called "Light Up the Night" for the Leukemia and Lymphoma Society.

Marino wants the company to con-

tinue to remain in touch with the Inland Empire as it expands and changes, he said.

"We obviously want to continue to grow with the Inland Empire," he said. "We want people locally to tune to us to hear what we think is compelling and interesting talk programming, both locally and nationally."

continued on page 45

## Reach Communications Group Wins Four Polaris Awards

continued from page 24

per and magazine stories with coverage appearing in every geographic target market.

As a result, the Las Vegas Monorail-Monster Energy train became recognized as the world's first "experiential" corporate-branded public transportation vehicle while positioning the

Las Vegas Monorail as a top attraction in the most visited city in the world and educated external audiences about Monster Energy Drink's \$10 million commitment to transform its train car into a total, immersive-themed environment for riders.

"These prestigious awards validate the importance of creating public awareness for the offerings of the Las

Vegas Monorail and the innovation behind Hansen's Beverage Company's involvement in this project," Long said. "This was a very detail-oriented and exciting campaign for our entire team, and it is a tremendous honor to be recognized amongst the competitive and talented competition in our industry."

Echo Media Group accepted the

award on behalf of Reach Communications Group, LLC, a conglomerate of results-oriented, full-service public relations, communications and marketing companies including Promethean Partners, Echo Media Group and Winter Media. The three entities joined forces for the campaign. To learn more about Echo Media Group, call (714) 573-0899.

## The Hot Tip in Corporate Security Management is the WeTip Anonymous Crime Reporting Hotline

continued from page 12

The WeTip Corporate Ethics Hotline gives a safe route directly to your company's top management so you can uncover and correct these problems quickly. Employees that call WeTip speak to operators skilled in interviewing techniques and trained to obtain the maximum amount of information possible to relay to investigators. The WeTip Corporate Ethics Hotline gives companies a persuasive defense against legal liability. It clearly demonstrates the company's determination to prevent and detect misconduct, fraud sit-

uations and corporate hazards. It also confirms your commitment to monitor for compliance and take corrective action. This has already weighed in favor of many companies in court.

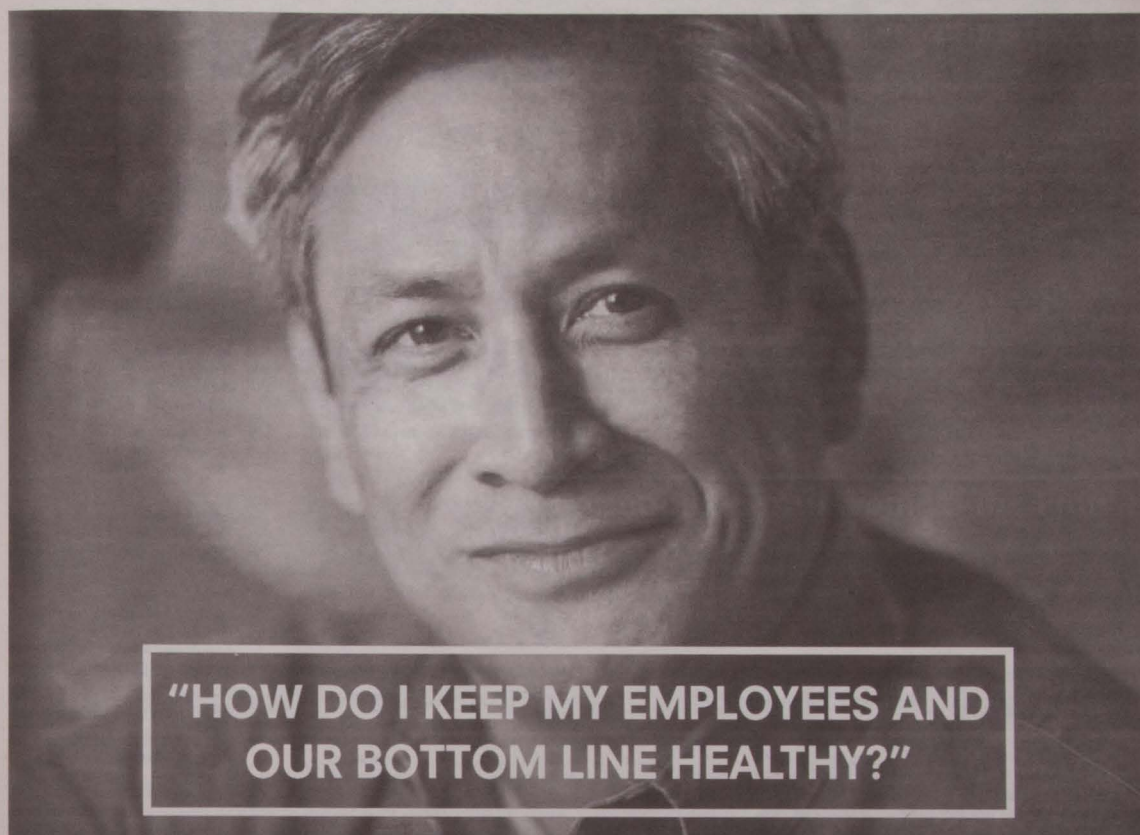
Preventing crimes from happening is the most effective way for companies to avoid possibly damaging situations. It makes sense — increasing the likelihood of corrective action reduces the risk that problems will occur. Knowing that fellow employees can safely alert management without risk of reprisal, enables your company to act decisively when claims prove warranted, and serves as

a powerful deterrent to improper actions and behaviors.

The WeTip Corporate Ethics Hotline provides an essential conduit of communication that has proven to reduce risk and increase a positive responsiveness between employer and employee. WeTip is a powerful tool for companies focusing on these key assets: WeTip is a neutral third party service; WeTip provides absolute anonymity to every single caller; WeTip takes anonymous tips via 800 toll-free hotlines and via <http://www.wetip.com>, 24 hours a day, 365 days a year; WeTip operators are bilingual. WeTip pays rewards up to

\$1,000 when information leads to an arrest and a conviction.

For more information on how your business can obtain the WeTip Corporate Ethics Hotline, please contact directly by calling (909) 987-5005 Extension 249, or e-mail Susan Aguilar at [SusanAguilarCEO@aol.com](mailto:SusanAguilarCEO@aol.com). To learn more about WeTip's corporate security programs, please join WeTip at the 31st Annual National Conference in Covina on May 7th, 2004. For more information on how to register for the conference, please visit [www.wetip.com](http://www.wetip.com) and click on the "Events" link.



"HOW DO I KEEP MY EMPLOYEES AND OUR BOTTOM LINE HEALTHY?"

### ✓ PacifiCare is your Total Solution

We understand that small businesses want the same choices and options in their health plan that large businesses get. That's why PacifiCare offers a Total Solution that makes quality health care affordable for almost any size business, including yours. So now you can offer your employees the health plan choices they want, all from one source, and all supported by a dedicated account team that will be with you every step of the way. That's the PacifiCare Total Solution. To learn more, call your broker, or PacifiCare at 1-888-313-1771 today.

PacifiCare offers many extra benefits your employees want:

- Life Insurance
- Dental and vision plans
- Prescription drug plans

And innovative programs that offer your employees extra value on health care products and services:

- PacifiCare Perks<sup>SM</sup>
- Women's Health Solutions<sup>SM</sup>
- Latino Health Solutions

**PacifiCare®**

Caring is good. Doing something is better.

PacifiCare products and services are offered by one or more of the following PacifiCare family of companies: Health plan products and services are offered by PacifiCare of Arizona, Inc., PacifiCare of California, PacifiCare of Colorado, Inc., PacifiCare of Nevada, Inc., PacifiCare of Oklahoma, Inc., PacifiCare of Oregon, Inc., PacifiCare of Texas, Inc., PacifiCare of Washington, Inc., PacifiCare Behavioral Health of California, Inc., and PacifiCare Health Insurance Company of Micronesia, Inc. Indemnity insurance products offered in California are underwritten by PacifiCare Life and Health Insurance Company. Indemnity insurance products offered in Arizona, Colorado, Nevada, Washington, Oregon, Texas and Oklahoma are underwritten by PacifiCare Life Assurance Company. Other products and services are offered by PacifiCare Health Plan Administrators, Inc., RSolutions, Inc., and PacifiCare Behavioral Health, Inc. PacifiCare® is a federally registered trademark of PacifiCare Life and Health Insurance Company. Specific health care coverage (including product and program availability) may vary by market.

## Dental Plans

Ranked by Inland Empire Enrollment

Company Name Address City/State/Zip	Enrollment: Inland Empire Companywide	Dentists: Inland Empire Companywide	Parent Company Headquarters Year Founded I.E.	Services Offered	Top Local Executive Title Phone/Fax E-Mail Address
1. <b>Delta Dental Plan of California</b> 100 First St. San Francisco, CA 94404	655,603 14.6 million	1,644 21,958 (CA only)	N/A5 San Francisco, CA 1955	HMO, PPO, Managed Fee-for-service	<b>Steve Spigarelli</b> Director, So. Cal. Sales (562) 403-4040/924-3172 ncasales@delta.org
2. <b>PMI Dental Health Plan</b> 12898 Towne Center Dr. Cerritos, CA 90703	126,449 1.3 million	300 6,277	Delta Dental San Francisco, CA 1968	DHMO Vision	<b>Tony Barth</b> Sr. Vice President (562) 924-8311/924-8039
3. <b>Hospitality Dental Plan</b> P.O. Box 6950 San Bernardino, CA 92408	124,000 Member/Patients	26	N/A San Bernardino, CA 1979	Network of Local Dentists, Can Assist with PPO's and Self-Insured Plans	<b>Dr. I.M. Feldcamp</b> Director (909) 888-6919/888-0468 buffeldcamp@hospitalitydental.com
4. <b>PacifiCare Dental and Vision</b> 14471 Chambers Rd. Tustin, CA 92780	98,836 1,126,633	693 5,729	PacifiCare Health Systems Santa Ana, CA 1972	HMO, Indemnity, PPO	<b>Harold Gornbien</b> Account Executive (909) 328-6319/274-3023
5. <b>WellPoint Dental Services</b> 5155 Camino Ruiz, Ste. A Camarillo, CA 93011	67,434 1,328,168	1,079 35,154	Wellpoint Health Networks Inc. Thousand Oaks, CA	HMO, PPO, Traditional Fee-for-Service	<b>Richard Ashcraft</b> Manager, Grp. Sales, S. Region (909) 888-8554/(818) 234-2848 wellpoint.com
6. <b>United Concordia Companies, Inc.</b> 21700 Oxnard St., #500 Woodland Hills, CA 91367	50,000 6,300,000	575 54,000	Highmark, Inc. Harrisburg, PA 1983	DHMO, PPO, ASO, Fee-for-Service	<b>Kevin M. O'Toole</b> Dir., Sales & Marketing (818) 710-5181/704-5033 kevin.otoole@ucu.com
7. <b>Ameritas Managed Dental Plan</b> 151 Kalmus Dr., Ste. J3 Costa Mesa, CA 92626	46,000 2,000,000	2,500 45,000	Ameritas Life Insurance Corp. Lincoln, NE 1886	HMO, PPO, Indemnity	<b>Richard Hines</b> President (800) 336-6661/(714) 437-5967
8. <b>Dental Health Services</b> 3833 Atlantic Ave. Long Beach, CA 90807	45,000 115,000	336 2,709	N/A Long Beach, CA 1984	Prepaid, Reimbursement	<b>Dr. Godfrey Pernel</b> President (562) 595-6000/427-0601
9. <b>Safeguard Dental Plans</b> 95 Enterprise Aliso Viejo, CA 92656	42,000+ 1 million+	800 15,000+	Safeguard Health Enterprises, Inc. Aliso Viejo, CA 1975	Dental HMO, Dental Indemnity, Dental PPO, Network Leasing, Administrative Services, Vision	<b>Robin Muck</b> V.P., Safeguard Health Plans (800) 204-0463/(949) 425-4308 robinm@safeguard.net
10. <b>Western Dental Services, Inc.</b> 530 S. Main St. Orange, CA 92668	38,300 323,999	260 2,073	Western Dental Services, Inc. Orange, CA 1985	HMO	<b>Samuel Gruenbaum</b> President/CEO (800) 417-4444/(714) 480-3001 www.westerndental.com
11. <b>Golden West Dental &amp; Vision</b> 888 W. Ventura Blvd. Camarillo, CA 93010	25,704 268,241	868 10,045	N/A Camarillo, CA 1974	HMO, PPO, Indemnity, Dual Choice, Vision, TPA	<b>Dena Allchin</b> Account Executive (888) 310-6140/(805) 987-2205 marketing@goldenwestdental.com
12. <b>Protective Dental Care</b> 3111 Camino del Rio N., Ste. 1000 San Diego, CA 92108	2,000 2 million	97 12,000	Protective Life Insurance Co. Birmingham, AL 1907	DHMO, Indemnity PPO Schedule, Discount Plans	<b>Grace Turney</b> Regional V.P. (800)619-6996/(602) 263-0187 grace_turney@protective.com
13. <b>Aetna U.S. Healthcare</b> 40 W. Cochran, #200 Simi Valley, CA 93055	na 13.6 million	1,400+ 16,000+	Aetna, Inc. Hartford, CT na	Fully Insured DMO <sup>®</sup> , Fully Insured or Self Insured PPO Indemnity Dental Plans	<b>Bryan Geremia</b> President (805) 955-2331/955-2330 www.bugeremia.com
14. <b>Smilecare Dental Group</b> 18101 Von Karman, Ste. 750 Irvine, CA 92612	na	12 65	CDS Irvine, CA 1993	HMO, PPO, Supplemental Insurance Plan	<b>Richard Baker</b> Dir., Sales & Marketing (909) 689-1462/(714) 708-5399
15. <b>Smile Saver Dental Plan</b> 22144 Clarendon St. Woodland Hills, CA 91367	na 375,000	418 5,000	GE Financial Assurance Schaumburg, IL na	HMO, PPO Dual Choice	<b>Mark Johnson</b> President (800) 333-9561/(818) 227-0412 mark.johnson3@gecapital.com

n/A=Not Applicable WND=Would Not Disclose na=Not Available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Jerry Straus. Copyright 2003. This List appeared in the May 2003 issue of the Inland Empire Business Journal.

## DESERT BUSINESS JOURNAL

### Parting of the Salton Sea Salton Sea Authority Adopts Restoration Concept

Decades of talk about ways to save the Salton Sea turned to action recently with the Salton Sea Authority's official selection of a restoration concept to restore the endangered lake in Southern California. The authority reviewed a final project report that identified a restoration project with an estimated cost of approximately \$750 million, a cost far below previous projections.

The authority project is based around an eight-mile causeway that would split the Salton Sea into two smaller bodies of water: an 85,000-acre North Basin that would be about as salty as the ocean and a southern section that would consist of wetlands areas as well as numerous recreational lakes ranging from fresh water to hyper saline.

"This concept, brought forward

by Congresswoman Mary Bono and others, puts all the pieces together at a much more affordable cost than we've ever seen before," said Authority Board Chairman Andy Horne.

"Unlike some of the more narrowly targeted suggestions that have been put forward, the project we are proposing accomplishes the broad environmental and economic goals that were first established by the Authority and federal law when this process began," he said.

Horne, a member of the Imperial Irrigation District Board of Directors, noted that action to identify a specific project came less than 18 months from the date when the authority stepped forward to take the lead in the restoration effort.

"We have done something that

neither the federal or state government has been able to do," Riverside County Supervisor Roy Wilson stated. "Now we need to work with the state and federal government to align our objectives, define joint work programs and identify funding to implement this project."

The authority board unanimously adopted the conceptual plan and instructed staff to seek and respond to input from the Technical Advisory Committee, Outdoor Recreation Task Force, Congress, the public and others all the while continuing to seek a formal cooperative agreement with the state and federal governments to expedite environmental review and implementation.

"We have been saying all along that there is no need to reinvent the

wheel and spend three years with more studies," authority board member Gary Wyatt said. "Our board has urged that this committee and the DWR adopt this as the preferred project and immediately start the legally required environmental review process. It's time to get on with it," he added. Wyatt is also a member of the Imperial County Board of Supervisors.

The Salton Sea Authority is proposing to enter into a memorandum of understanding with the state and the federal government to get the project completed.

The Salton Sea Authority is a joint powers agency made up of the Imperial and Riverside counties as

*continued on page 38*

### Nature Is Nurtured and Blooms Abound at Flowers for You in Riverside

*continued from page 22*

themselves a little bit differently. It's kind of a fun way of looking at yourself." Feng shui helps one to be in tune with his or her environment, Masiewicz said, to be balanced or unbalanced with what is occurring ... through the universal symbolism of flowers.

"Each flower has its own shape," she said, "and different personalities respond to it in different ways. It's like geometry, when you look into the numbers of different things. Every-

thing breaks down into numbers and shapes. When we look at a flower, we're not looking at that, we're just looking at the beauty of it. You could just be real simple and look at its beauty or you could look at it in a scientific way."

Colors play a role in this as well, she added. "They're something that we resonate to at different times in our lives and scientific studies have shown how people respond to a room that is mainly green or red. We have to ask, 'What are we doing to ourselves?' on

a subtle level. If you don't have spiritual health, you don't really have any health. People are going on Prozac and are stressed out and all these things. They're not in touch with nature; they can't see that there's a thing of beauty here to connect yourself with the earth and where we come from. It's kind of interesting when you look at the whole perspective of it."

Masiewicz cited a woman she met at a massage therapist's convention at the Riverside Marriott two or three years ago as an example of the

messages hidden within flowers. The woman's mother had recently died. Masiewicz was asked by some of the women present to arrange a discussion on flower language and when she saw a drooping lily in the bouquet arrangement made by the woman, she was able to discern that someone close to her had died. It turned out that the woman's mother's name was Lily and that lilies were her favorite flower.

"Sometimes, when we put stuff

*continued on page 39*



## The Natural Meeting Choice!

**A superb getaway venue for small group meetings and events**

**A Natural High!**  
PALM SPRINGS  
**aerial Tram**

**Top of the Tram offers complete banquet and meeting amenities, including video-conferencing, with spectacular views of the Mount San Jacinto State Park Wilderness Area.**

**For more information, call Group Sales today. (760) 325-1449**  
[www.pstramway.com](http://www.pstramway.com)

**Subscribe Now! Call Today Inland Empire Business Journal (909) 989-4733**

# EMPLOYER'S PAGE

## York Employment Services Is Known for Its Friendliness and Efficiency

Y.E.S. — York Employment Services, Inc., located at 990 Ontario Mills Drive in Ontario, is tremendously excited about its development in the last three years.

From the conception of York Employment, there was never a doubt in the minds of the founders that it would become a smashing success. Their philosophy was to create a company focused on providing high-end staffing solutions for the busy Ontario area. The company's location, a short distance from Ontario International Airport, was also a huge plus. York Employment Services' daily agenda has always been to provide customer service that is top rated, with a staff large enough and seasoned enough to respond and react quickly with the right staffing solutions.

The location of York Employment was a strategic element. Located across the street from one of the largest shop-

ping malls in the state, the visibility of the office is an important dynamic. Potential employers and employees call and visit simply because the office is so clearly visible and neighborhood-friendly. The Ontario International Airport has been incredible for the growth of the Inland Empire region, which is huge in distribution facilities that are increasing as more and more companies move into the area. The return on commercial real estate in this area is also one of the best in the nation because of this growth.

The York team is customer-driven and very dedicated to its clients, whom the staff serves with great pride. From its inception, York determined not to try to recreate the staffing wheel, but rather to take the attitude that "iron sharpens iron," and become the best it could be. The company's specialties focus on the clerical and administration fields, as well as distribution and manufacturing.

Safety is the firm's number one priority. With the state of California in the midst of one of the biggest workers comp crises of all time, it is vital to be very focused on anything related to safety in the workplace. The safety of its temporary associates is of the utmost concern to the staff. Therefore, clients' facilities are toured prior to placement—and then on regular intervals to stay abreast of any changes.

In spite of everything happening in the state in the last few years, with skyrocketing energy and insurance costs,

and the workers' compensation system in need of huge reform, York has remained committed to success and growth. It has also joined in grass root efforts to promote and demand change and transform the state of California back to a place that is small business-friendly and eliminate all the efforts to promote "job killer" bills that employers have been struggling with.

For more information, call York Employment Services, Inc. at 909-581-0181.

### INLAND EMPIRE business journal e-mail addresses

William J. Anthony (Board Chairman).....	williamj@busjournal.com
Ingrid Anthony (Managing Editor).....	ingrid@busjournal.com
Mitch Huffman (Account Manager).....	mitchah@busjournal.com
Georgine Loveland (Editor).....	iebj@busjournal.com
Web Site.....	www.busjournal.com

## Women's Executive Forum Discusses Future of Leadership

### Discover Five Tips to Improve as a Leader

continued from page 12

founded a program dedicated to electing a woman as president of the U.S. called the White House Project and co-founded the Council of Women World Leaders.

Through these experiences, Liswood has discovered that the best leaders have a sense of humor, are risk-takers and are able to listen while

asking the right questions. "Great leaders have great communication skills," she said. Stanlee Phelps, co-author of the self-help resource book "The Assertive Woman" and senior vice president and senior master coach at Lee Hecht Harrison, agrees with this sentiment and adds that success is all a matter of owning one's power. "Don't take the stance that is commonly held by others that 'I'm not

quite ready yet, I need to do one more thing to earn my stripes,' before taking on a new corporate advancement, for instance," says Phelps.

"The time is now!" Phelps also notes that often people will work hard, but in a position of low visibility, and hope to be noticed and credited for it.

"In the old days, bosses could pay closer attention to individuals' work styles," says Phelps. "But in today's

workplace, they often do not have time to monitor everything and mentor, and that's why we have coaching," said Phelps.

Phelps, who has coached hundreds of male and female executives over the years, suggests the following five tips to consider in improving one's leadership potential:

continued on page 39

## Employment Services/Agencies

Ranked by Number of Offices in the Inland Empire

continued on page 37

Company Name Address City, State, Zip	Offices I.E. Company Wide Yr. Estab. I.E.	Employees I.E. Prof. Recruiters 2002 Revenues	# of Searches/Year Search Area Type of Search Fee	Avg. Candidate Salary Range	Services	Top Local Executive Title Phone/Fax E-Mail Address
1. <b>AppleOne Employment Svcs.</b> 26580 Inez Road Temecula, CA 92591	10 3004- 1964	59 N/A WND	WND U.S., Canada None	Varies	Temporaries, Full-Time Clerical, Technical, Light Industrial, Payroll, Drug & Background Screening	<b>Gregg A. Hassler</b> Division Vice President (909) 296-5430/296-6733
2. <b>Labor Ready</b> 4439 Mission Blvd., Ste. G Montclair, CA 91763	15 850 1986	50 2 WND	N/A	Varies	Temporary, Temporary to Hire, Industrial, Construction	<b>Lisa Ackart</b> District Manager (909) 465-9092/465-6477
3. <b>Preferred Personnel</b> 710 N. Archibald Ave. Ontario, CA 91764	15 N/A 1991	100 50 WND	N/A	Varies	Temp & Perm. Industrial & Clerical	<b>Trisha Goodwin</b> V.P. Regional (909) 477-6644/477-6650

N/A = Not Applicable, WND = Would Not Disclose, na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olvera. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

continued from page 36

## Employment Services/Agencies

continued on page 40

Ranked by Number of Offices in the Inland Empire

Company Name Address City, State, Zip	Offices I.E. Company Wide Yr. Estab. I.E.	Employees I.E. Prof. Recruiters 2002 Revenues	# of Searches/Year Search Area Type of Search Fee	Avg. Candidate Salary Range	Services	Top Local Executive Title Phone/Fax E-Mail Address
4. <b>Adecco Employment Services</b> 5483B Philadelphia St. Chino, CA 91710	8 1,500	WND WND \$6 bil.	WND 14 Countries	Varies by Skill	Clerical, Light Industrial, Accounting, Management, Technical, Temp. & Direct Hire	<b>Lydia Torres</b> Branch Manager (909) 464-0810/464-0838
5. <b>Select Personnel Service</b> 2171 S. Grove Ave., Ste. G Ontario, CA 91761	7 50 1990	WND 60 WND	N/A	Varies	Industrial, Clerical, Management, Technical, Etc.	<b>Angie Lowrey</b> Manager, Ontario Branch (909) 930-0555/930-0561
6. <b>Manpower Inc. of San Bernardino</b> 998 N. "D" St. San Bernardino, CA 92410	7 7 1959	35 28 WND	WND	Varies by Skill	Temporary, Direct Hire, Training Assessment Services	<b>Evlyn Wilcox</b> President/Owner (909) 885-3461/885-9969 manpower@manpowersb.com
7. <b>Kelly Temporary Services</b> 1950 S. Sunwest Ln. San Bernardino, CA 92408	6 1,250 1965	35 N/A \$4 bil.	N/A	N/A	Temp., Temp. to Hire, Mktg., Lght. Ind., Clerical, Tech. & Tech. Support	<b>Linda Switzer</b> District Manager (909) 949-1895/949-1898
8. <b>Barrett Business Services</b> 1898 Business Center Dr., Ste. 103 San Bernardino, CA 92408	6 70 1951	62 35 \$386 mil.	WND U.S. Negotiable	Varies by Skill	Lt. Industrial, Clerical, PEO, HR/Loss Control Services, Payrolling, Technical, Consulting, Exec. Search	<b>Jim Donahue</b> Area Vice President (714) 754-1555/754-1565
9. <b>Staffmark</b> 9901 Indiana Ave. Riverside, CA 92503	5 23 1983	50 5 WND	N/A	N/A	Light Industrial/Clerical Transportation/Technical Information Systems	<b>Rosie Chambers</b> Manager (909) 351-4192/351-9941
10. <b>Thomas Staffing</b> 6700 Indiana Ave., Ste. 235 Riverside, CA 92506	5 25 1969	40 N/A WND	WND So. Cal. Negotiable	Varies	Clerical/Admin., Acctg., Technical, Light Industrial, Temp/Temp to Hire, Direct Placement	<b>Rhonda Beecher</b> Area Manager (909) 686-4111/274-0417 rhonda@thomasstaffing.com

N/A = Not Applicable, WND = Would Not Disclose, na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olvera. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

The Book of Lists available on Disk, Call 909-989-4733 or Download Now from www.TopList.com



The most powerful cancer treatment of all.

Hope.

You've just been diagnosed with cancer. No doubt, you feel afraid and alone, like your life just stopped. At City of Hope, we understand that.

As a National Cancer Institute-designated Comprehensive Cancer Center, City of Hope is renowned for its research and the extraordinary discoveries that have changed cancer treatment worldwide. And helped people get their lives back.

So if you or a loved one has been diagnosed, call us. Because it takes more than world-class treatment to fight cancer. It takes hope.

**City of Hope Cancer Center**  
Where the Power of Knowledge Saves Lives™

1-800-826-HOPE  
www.cityofhope.org

"As heard on the radio!"

## LIVING AIR

DOES YOUR HOME NEED A BREATH OF FRESH AIR?

ELIMINATES....

- PET AND COOKING ODORS
- PET DANDER AND POLLEN
- CHEMICAL SMELLS
- MOST BACTERIA/FUNGI

10-DAY, RISK FREE, IN-HOME TRIAL OPERATES FOR PENNIES A DAY COVERS A WHOLE HOUSE (UP TO 3,000 SQUARE FEET) 3 YEAR WARRANTY



TOLL FREE 866, 726-4909  
VISIT OUR SITE (PASSWORD GUEST)  
www.freshairliving.com/rkleppe  
Independent Distributor

A GREAT BUSINESS OPPORTUNITY!  
DISTRIBUTORS WANTED

## Parting of the Salton Sea - Salton Sea Authority Adopts Restoration Concept

continued from page 35

well as the Imperial Irrigation District, the Coachella Valley Water District and the Torres Martinez Desert Cahuilla Tribe.

The Salton Sea Authority voted in January 2003 to jump-start the Salton Sea Restoration effort by retaining its own engineers and designers to help

design a restoration plan. The plan recently approved, which is a product of that effort, takes into account the substantially reduced inflows created by water transfers and other factors.

Today's Salton Sea is currently California's largest lake," said Al Loya, Torres-Martinez, tribal council member. "Our project will greatly reduce the size of the sea, making it

California's second largest lake. However, what we lose in quantity, we pick up in quality," he said.

As the shoreline recedes, it would be replaced by new islands and marinas created by selective dredging and shallow water wetlands. This will enhance recreation and economic development around the sea. The series of shallow water wetland areas in the southern portion

of the current lake would become habitat for fish and the many bird species that populate the lake.

"This creates an enormous potential for ecotourism as well as geothermal expansion and even reclamation of some farmland that currently is under water," said Marion Ashley, River-

continued on page 42

## Morongo Tribe's Topping-Out Ceremony Marks Major Milestone

continued from page 21

Perini Building Company is known for its construction expertise in hospitality and gaming, corrections, health care, education, and sports and entertainment. For more information about Perini, visit: [www.perini.com](http://www.perini.com)

The Jerde Partnership was founded in 1977 with Jon Jerde's vision to make places that provide people with memorable experiences. The firm has designed Las Vegas landmarks like the Bellagio, Treasure Island and the Palms Casino Resort.

The Morongo tribe operates one of the largest and oldest tribal government gaming facilities in California. As a direct result of the gaming operation's success, the Morongo tribe has eliminated welfare dependency on the reservation. The tribe now pays for a wide range of its community services, including water storage and distribution systems, waste management, road maintenance, public safety, college education funding, recreational facilities, Headstart program assistance and more. The Morongo tribe is the largest private sector employer in the Banning-Beaumont region and a major contributor to the Coachella Valley economy. The tribe presently employs approximately 2,000 people in gaming and non-gaming tribal operations.

## NewsTalk 590 KTIE

Helping Inland Empire Businesses Grow



**Laura Ingraham**  
Mornings  
6 - 9



**Dennis Prager**  
9 am - Noon



**Hugh Hewitt**  
Afternoons  
3 - 5



**The Savage Nation**  
with **Michael Savage**  
5 pm - 8 pm



**Michael Medved**  
9 - Midnight



Call Michael Reichert at 909-885-6555 ext. 101

## Nature Is Nurtured and Blooms Abound at Flowers for You in Riverside

continued from page 35

together, I'll be like, 'Wow! I didn't know that. Whenever somebody creates something, there's a part of them stretching to express itself.' The spiritual nature of flowers becomes especially apparent then, she said. "It's like the other side trying to speak to us,"

she stated. "It's like angelic energy. It's a good thing to have an angel on your shoulder."

The provision of floral services is especially positive for Masiewicz, she said. "I recognize service is my number one thing," she stated, "giving people my full attention and being able to serve them to my best ability. It's the

way people treat you and appreciation of the fact that people come to you to be served - the sense that customers are happy people when they get what they need."

She cited bridal services as a particular example of this. "I want to make it to where they can relax and enjoy their day and have it be beauti-

ful. I like the fact that I can make even a small impact on somebody's life and make it better. I look at it sometimes as God's ministry of what he would want me to do on earth."

A continual moving forward has also played an essential role in form-

continued on page 50

## Women's Executive Forum Discusses Future of Leadership

Discover Five Tips to Improve as a Leader

continued from page 36

- 1) Take time to self-promote. There is a certain amount of healthy self-promotion that can be embraced without appearing arrogant. There is nothing wrong with being humble, but being too deferential can work against you, especially if you are in a higher position of authority in the office.
- 2) Don't be afraid to announce your successes. Learn how to discuss things that have worked for you in the past. For instance, saying, "I feel really good about the fact that my team and I were able to achieve our goals on the project, and finish with the winning for-

mulas," appropriately apprises people of your past accomplishments.

- 3) Be politically astute in the office. In order to even the playing field, one cannot view corporate politics as a dirty phrase - it is imperative to keep one's eyes and ears open. After all, political leaders around the world understand the importance of forming strategic alliances with powerful people. A company's dynamic isn't so different, so seek out and cultivate allies in a positive spirit.

- 4) Delegate more. Great leaders are able to communicate their ideas and flex their leadership style to accomplish what needs to be

done by coordinating teamwork. Communicate the goal while allowing your team to plan its own path to attain it.

- 5) Project confidence in yourself. While it may sound trite, it is a simple idea that is still difficult for many to execute. However, don't be afraid to have the strength of your own convictions - don't underrate yourself and your abilities. Those who are interested in expanding their leadership capacities should strive to be more strategic in their thinking, according to Phelps. "Often it's a matter of re-framing how you see yourself," she says. "and becoming more astute about creating your future."

Established in 1974, Lee Hecht Harrison is the leading global career services company specializing in providing outplacement, leadership development/coaching and career development services. Its focus is helping organizations and their employees deal with career transitions, career management and the effect of change on careers, work and employability. Lee Hecht Harrison is a division of Adecco S.A., the world's largest employment services company with more than 6,000 offices in more than 60 countries. The Western Region offices include Irvine, Los Angeles, Pasadena, Riverside, Sacramento, San Diego, San Francisco, San Jose, Walnut Creek, and Woodland Hills, California; Las Vegas, Nevada; and Phoenix, Arizona.

## REAL ESTATE NOTES

CT Realty Corp. of Newport Beach and Cargill Financial have acquired three buildings in the five-building Hutton Business Park in Riverside, in a joint venture agreement. Acquired from WLA Investments of Newport Beach for \$4.8 million, the commercial/office properties will be redeveloped into business condos in the immediate future. The three buildings are located at 1405, 1465 and 1485 Spruce Street and offer a combined total of 72,374 square feet of leasable space. Highgrove is on the verge of a new look. The unincorporated community just northeast of Riverside moved closer to getting a significant boost in rooftops and amenities such as hiking trails, retail shops and a new school, with the sale of Spring Mountain Ranch from Eastbridge Partners to RWR Homes. The 792-acre development calls for 1,461 homes, a K-6 elementary school, 300 acres of

open space and pocket parks, community trails and 11 acres of neighborhood retail development. Eastbridge Partners will retain control of the retail property and will eventually sell it to a builder of retail centers. Another Los Angeles County firm is relocating to Corona, with the announcement that Aqua Mix, a maker of care and maintenance products for tile, stone, grout and masonry, has paid \$4.4 million to acquire a 70,669-sq.-ft. industrial building in the community for its new headquarters, announced the Anaheim office of GVA DAUM. Chris Migliori, SIOR, executive vice president of GVA DAUM, reports that Aqua Mix schedules a July occupancy of its new headquarters located on a 4.7-acre parcel of land at 250 Benjamin Dr., Corona. Approximately 70 people will be employed at the site. Migliori and Brian Doner, vice president for GVA DAUM, repre-

sented Aqua Mix in its acquisition. Lawrence C. Null, SIOR, of Lee & Associates represented Concorde Fans, the seller. Con-Way Transportation Services, represented by Teresia Knight and Eric Powers of NAI Capital Commercial and Gerard Keating and Dan Leahy of NAI Hiffman has leased a 157,460-sq.-ft. industrial building at 13201 Dahlia Street in Fontana, from RREEF. The brokers are all part of the NAI Logistics team and focus on logistics-related clients as their specialty. The value of the five-year lease is \$2,550,852. Sperry Van Ness, one of the nation's premier commercial real estate investment firms, has completed the sale of the L'Horizon Garden Hotel in Palm Springs to Scharf Properties, LLC for \$2.8 million. The L'Horizon Garden Hotel encompasses 23 rooms on 3.55 acres and is located just south of the downtown area at 1050 East Palm

Canyon Drive in Palm Springs. Michael Kassinger and Cameron Hall of Sperry Van Ness represented the seller, Carl Johnson. Jamie Rook of Windermere Real Estate represented the buyer, Scharf Properties, LLC. Eucalyptus Partners, Ltd., represented by Gary Hauso and John Boyer of NAI Capital Commercial, has sold 3.42 acres of land at the SWC Eastridge Avenue and Box Springs Road in Riverside. The buyers, C. Jim Chen and Julie Y. Chen were represented by Warren Noack and Kimberly Noack also of NAI Capital Commercial. The value of the transaction was \$730,000. Litchfield Advisors Inc. and The Westminster Funds have announced the grand opening date of their Riverside Shopping Center. The center is in the midst of a \$60 million redevelopment project and will open Nov. 17, 2004, in time for holiday shopping.

# MANAGER'S BOOKSHELF

## “They’re Not Aloof...Just Generation X: Unlock the Mysteries of Today’s Human Capital Management,” by Michael R. Muetzel; Steel Bay Publishing, Shreveport, Louisiana; 2003; 182 pages; \$19.95.

Beware! Culture shock ahead! The youngest “Baby Boomer” is over 40 years old. The oldest member of “Generation X” is less than a handful of years younger than 40. All those mean-spirited things you’ve been saying about Gen Xers are more of a commentary about you than the Xers. Now, here’s the unkindest cut of all: Boomers are more like their parents than Xers are like theirs.

What does that have to do with business? Plenty! If you’re a Boomer in business, the odds are that you are an owner, executive or supervisor at this point. In other words, you are part of management and most of the people you manage are Generation X. And, that means the people you manage live on the far side of a vast cultural divide. You will either have to learn how to cross that divide to motivate them, or start recruiting people

of your parents’ generation. That is the basic assumption from which author Michael Muetzel hangs this book.

Muetzel has taken the related issues of trust and loyalty to demonstrate a key difference between Boomer and Xer managers. Early in the book he discusses his research among Xers and the quirks among their supervisors that drive them berserk. He notes:

“When I politely asked [a Gen Xer manager] to share with me a little bit about the issues of ‘trust,’ he responded as though he were relieved to hear the question. He quickly asked me if others I had interviewed had the same concerns about trust. But his response came from a much different perspective than I expected. “He suggested that his concerns regarding trust were about his intuition telling him that although

## Best-selling Business Books

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

1. “How to Work for an Idiot; Survive and Thrive...without killing your boss,” by John Hoover (Career Press...\$14.99) (2)\* Bring a sense of humor to work and avoid the insanity.
2. “First 90 Days: Critical Success Strategies for New Leaders,” by Michael Watkins (Harvard Business School...\$24.95) (1) Why the first three months on the job are essential.
3. “Trump – How to Get Rich; Big Deals From the Star of Apprentice,” by Donald J. Trump (Random House...\$21.95) \*\* It helps to have been born to a well-to-do father.
4. “The Five Patterns of Extraordinary Careers: The Guide to Success and Satisfaction,” by James M. Citrin (Crown Publishing...\$22.95) (5) What you can learn by studying how business leaders got that way.
5. “Moneyball: The Art of Winning an Unfair Game,” by Michael Lewis (W.W. Norton & Co...\$24.95) (3) The Oakland A’s profitable new approach to hiring and managing people.

\* (2)— Indicates a book’s previous position on the list.

\*\* — Indicates a book’s first appearance on the list.

he had performed well, his manager did not trust him. He went on to state that his boss was constantly checking on even the most trivial responsibilities.”

The author goes on to point out that Gen Xers are very different ani-

mals living in very different jungles. In the past, young managers served a kind of apprenticeship on the job, learning about responsibility in small bits. Muetzel then drives home his point:

“These new young managers

continued on page 47

continued on page 37

## Employment Services/Agencies

Ranked by Number of Offices in the Inland Empire

continued on page 44

Company Name Address City, State, Zip	Offices L.E. Company Wide Yr. Estab. L.E.	Employees L.E. Prof. Recruiters 2002 Revenues	# of Searches/Year Search Area Type of Search Fee	Avg. Candidate Salary Range	Services	Top Local Executive Title Phone/Fax E-Mail Address
<b>Interim Personnel</b> 11. 3633 E. Inland Empire Blvd., #133 Ontario, CA 91764	4 700 1986	32 5 WND	N/A	Varies by Skill	Lt. Industrial, Technical Accg. Div., Legal, Clerical, Health Care, On-Premise	<b>Sandra D. Bolger</b> Group Vice President (909) 948-7774
<b>Kimco Staffing Services, Inc.</b> 12. 601 S. Milliken, Ste. A Ontario, CA 91761	4 25 1986	52 35 \$100 mil.	15,000 S. Cal. Negotiable	Varies by Skill	Office/Light Industrial/ Technical/Financial/Temp/ Temp to Hire, Direct Placem.	<b>Victoria Adler</b> Area Manager (909) 390-7733/605-0554
<b>Winners Circle Personnel</b> 13. 4345 Lowell St., #F Ontario, CA 91761	4 5 1990	27 15 WND	WND S. Cal.	Varies by Skill	Direct Hire, Temp., Placement for Mgmt., Tech., Acct., Clerical, Ind.	<b>Jan Faulk</b> President (909) 974-4120/974-4133 janfaulk@aol.com
<b>Best Temporary Services</b> 14. 1410 Third St Riverside, CA 92507	4 6 1989	25 6 WND	WND S. Cal. 10-50% Sal.	Varies by Skill	Light Industrial, Heavy Industrial, Clerical, Technical	<b>Marty Ferguson</b> Vice President (909) 369-1111/369-8291
<b>Arrow Staffing</b> 15. 499 W. State St. Redlands, CA 92373	3 3 1972	25 4 \$5 mil.	N/A	Varies by Skill	Temporary, Permanent	<b>Matt Thalmyer</b> Managing Partner (909) 792-1252/792-0293 martin@arrowstaffing.com
<b>Diversified Executive Search</b> 16. 43533 Ridge Park Dr. Temecula, CA 92590	3 3 1984	150 9 WND	WND So. Cal. Contingency	\$18-300,000	Clerical, Accounting, Technical, Executive, Scientific, Management, Direct Hire	<b>Bonnie Renz-Hanna</b> CEO (909) 676-8077/699-1581 bhanna@tstonramp.com

N/A = Not Applicable, WND = Would Not Disclose, na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Overa. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

The Book of Lists available on Disk, Call 909-989-4733 or Download Now from www.TopList.com

# STATLER'S BEST BETS



Statler's Best Entertainment Bets — S. Earl Statler is the Inland Empire Business Journal entertainment critic and reporter and has been the entertainment editor of the “Inland Empire TV News” for the last five years. He has reported the Inland Empire entertainment scene for more than 30 years and is also an accomplished stage and TV actor, as well as an internationally-known magician and mentalist. Check out his entertainment Website at [www.Statler-associates.com](http://www.Statler-associates.com) & [www.cruisechallenged.com](http://www.cruisechallenged.com). You can hear Statler's Best Bets on KCAA 1050 AM on Saturdays, from 1 to 2 p.m.

## Off to the Mexican Riviera!

by S. Earl Statler

I have been producing and hosting two weekly and one daily radio broadcasts for more than a year now without a break. Well, on May 9, we are off for a seven-day Mexican Riviera cruise on the *Carnival Pride*. The *Pride* is just a little over a year old and is one of Carnival Cruise's newest super liners.

Although I have been to Mexico dozens of times via ship, I always look forward to the warm hospitality of the Mexican people. I have made many friends in Mexico while working for Princess

Cruises, Holland America Lines, and Cunard Lines and I long to rekindle old friendships. Mazatlan, Puerto Vallarta, and the twin Cabos bring back fond memories of warm beaches, good food, and spectacular sunsets.

My May romp will also be a working vacation. On May 9 and 16, I'll be broadcasting my Travel-Trends radio show from the bridge of the *Carnival Pride* and during that week I'll be doing my “STATLER At-Large” radio program from Puerto Vallarta, Mazatlan, and Cabo San Lucas on KCAA 1050 A.M.

## Setting Priorities

continued from page 15

begin to feel a continuous stream of energy and enthusiasm. As you work toward the completion of something that is really important, you feel an increased sense of personal value and inner satisfaction. You experience a sensation of self-mastery and self-control. You feel calm, confident and capable.

Here are six ideas that you can use, every day, to help you set priorities and to keep you working at your best:

1. Take the time to be clear about your goals and objectives so that the priorities you set are moving you in the direction of something that is of value to you. Remember that many people scramble frantically to climb the ladder of success, only to find that it is leaning against the wrong building.
2. Develop a long time perspective and work on those things in the present that can have the greatest positive impact on your future. Maintain your balance in life by setting priorities in the

## It's Orange Show Time Again!

Show off your stuff this month at the Inland Empire's oldest exposition, The National Orange Show Festival. My first time celebrating the orange in San Bernardino was in 1949. To a youngster, the fair was bigger than life. Everywhere you went in San Bernardino you saw green, yellow and orange bunting and flags. And, when we had an old-fashioned downtown, you could find a colorful booth on every corner selling tickets to the National Orange Show and the “Special Edition” of *The Morning Sun Telegram* and *The Evening Telegram*, our locally-owned newspaper. Times have changed and the orange celebration has been reduced to a glorified weekend event.

And, try to find something orange to eat? Nada! Some of the old things are still there; the carnival rides, scaled down orange exhibits, and a 4H animal area are signs of a dinosaur era. To a small child of the 2000's, it's still bigger than life, and that's good.

You can still find the old-fashioned crafts and food competitions. Those who have a special flair for baking, sewing, flower arranging, raising livestock, and growing produce can find solace at the fair. Are you really good at your hobby, or do you have an interesting collection? You'll find this year's winners on display. The festival runs

continued on page 45

your ability to make wise choices. You are always free to choose to engage in one activity or another. You may choose a higher-value activity or a lower-value activity, but once you have chosen, you must accept the consequences of your choice.

Resolve today to set clear priorities in every area of your life, and always choose the activities that will assure you the greatest health, happiness and prosperity in the long term. The

long term comes soon enough, and every sacrifice that you make today will be rewarded with compound interest in the great future that lies ahead for you.

*Brian Tracy is legendary in the fields of management, leadership, and sales. He has produced more than 300 audio/video programs and has written 28 books, including his just-released “Million Dollar Habits.” He can be reached at (858) 481-2977 or [www.briantracy.com](http://www.briantracy.com)*



Loma Linda Chamber of Commerce

## 16th Annual Scramble Golf Classic

WEDNESDAY, JUNE 23, 2004  
PALM MEADOWS GOLF COURSE

Registration: 11:30 - 5:00 P.M.

Shotgun Start: 1:00 P.M.

Awards Dinner: Following Tournament

Cost is \$85 per player.

Early Bird Cost \$75 prior to June 9th  
Includes dinner, gift bag and door prize ticket

For information on participation and sponsorship, contact the Loma Linda Chamber at 909-799-2828.



## RESTAURANT REVIEW

## Porter's, the Prime – Prime Steak House

by Joe Lyons

Porter's gets better every time I go there. I have been critical in the past, when rare came out medium, and well done was only mildly wounded. But Porter's has gotten its act together.

It's not as if they never knew. The menu proudly explains the standards for rare, medium, medium rare, medium well and well done. Right above that on the same page is their commitment statement. It appears that they have finally begun to read their own material.

The menu starts with nine martinis, including the trendy cosmopolitan, and an adequate wine list. The good news here is that your waiter knows what's on the list and just how good it is. Order the wrong one and he can correct you. There are no sommeliers here but the staff is catching on.

Starters include an adequate lob-

ster bisque and very good bacon-wrapped scallops in apricot chutney. I was more impressed with the award-winning tuna tartare than other members of the party but then I was one of the ones who judged its award in a competition last summer.

The Caesar salad might have been better, but then I was spoiled by the Caesar that used to be served there some two decades ago, when Porter's was called Misty's.

For our entrees, I sampled an excellent bone-in New York steak and then dived into a prime rib that I still can't get out of my mind. Understand, I prefer my rib overcooked, by most standards. Many say that a prime rib should never be served more than medium rare at the most. I would rather have it medium well, and that takes a little more time but I believe that the results are worth it. The baked potato that came with the rib was good but the real treat was the creamed grilled corn. Words fail



An exceptional prime rib dinner at Porter's Steak House  
Photo by Joe Lyons

me here.

The New York native in our party declared that the New York cheesecake was, in fact, correctly New York. The port wine that was offered was good, but our resident wine expert felt it had reached just about the end of its life span, so let's drink up now.

And as a special treat we discovered that, off the menu, 150 Grand Marnier was available.

A word must be added about the staff. Unlike past experiences, they welcomed us professionally, discussed the wines wisely and remem-

bered our names throughout the evening. They paid attention to detail. Watching them at other tables I could tell that this was not just an attempt for our benefit.

In short, Porter's is now everything that we have been hoping it would be from the get go. It took some time and three reviews here in the journal, but the results were worth it.

Porter's is located inside the Double-Tree Hotel, 222 North Vineyard, just south of I-10 in Ontario.

## Parting of the Salton Sea - Salton Sea Authority Adopts Restoration Concept

continued from page 38

side County Supervisor and Salton Sea Authority board member.

An Outdoor Recreation Committee, consisting of local Salton Sea enthusiasts and experts is currently developing a series of recreational recommendations. Their findings will be presented to the authority board in June.

I am thrilled that the authority has

stepped up to take the lead on this," said committee chair, Lea Anne O'Malley Miller, a member of the Calipatria City Council.

"This plan will allow the sea to realize its potential and will help spark economic development that is so drastically needed in our region," she said. "Most importantly, it will allow the sea to remain a viable resource for agricultural, environmental and recreational uses."

## EXECUTIVE TIME OUT

## Meadowood ... Nestled in Napa

by William J. Anthony

In trying to find that perfect word to describe Meadowood, and difficulty in finding that word in my mind, I therefore sought out the St. Martin's Press dictionary. No, excellent will not do; no, not grand; no, not superb ... Here it is, "Super-Duper!"

Yes, "Super-Duper" is in the dictionary and it is defined as "the greatest excellence" and yes, that describes Meadowood. It is a 250-acre private valley in the heart of Napa Valley and is one mile east of St. Helena.

Meadowood, a member of Relax

and Chateaux, a 45-year-old association of 427 privately-owned hotels throughout the world (71 in the U.S.A.) has 41 rooms and 44 suites, all in beautiful cottages. It offers a full-service spa; 25-yard lap pool; a family pool; seven tennis courts; two championship croquet lawns; a nine-hole executive golf course; resident sports professionals; a hiking trail; fine dining, and a wine center.

Speaking of dining, Meadowood offers among the finest culinary experiences in Napa Valley today in The Restaurant at Meadowood, which features California Wine Country Cuisine and a wine list on which nearly every

Napa Valley wine producer is represented. Guests in search of casual dining will be pleased to enjoy a meal in The Grill. Weather permitting, a table on the terrace of either restaurant will offer sweeping views of the gardens, fairways and surrounding wooded hillsides, which are the foundation of Meadowood's natural character and beauty.

### History of Meadowood

The private little valley known as Meadowood has a history steeped in the lore and the people of Napa Valley. Located near the intersection of the famed Silverado Trail and Howell Mountain Road, the adjacent area



was traveled in early decades by the Wappo tribe – original settlers of the area – as well as Mexican rancheros, European pioneers and Chinese craftsmen.

During the late 1800s, this natural bowl-shaped valley was farmed by an encampment of Chinese laborers who made their home here and grew rice in

the area of the present day golf course. The same Asians helped build the valley's railroad, mined quicksilver on Mt. St. Helena and worked in the local vineyards and wineries, frequently hand-chiseling wine caves into the local hills. Some of the stone walls around the Meadowood property are part of this Chinese heritage. There is also an 800-foot hand-dug tunnel, originally built as a water run-off that stretches from the golf course to the upper tennis courts.

In the early 1960s, Meadowood was designed and built as a small club for the local wine-growing community. The club changed hands and the current ownership purchased it in the late '70s, with the vision to develop the property into an elegant estate. The vision of the

new owners was to create one of the finest country resorts in the world. It has become a world-class destination as well as a gathering place for Napa Valley vintners.

Today, Meadowood's commitment is to the discerning traveler – both international and local.

Are you looking for a get-a-way? ...

three or four nights ... not too far from home ... not a four-, five-, or six-hour flight. Do you crave European luxury, a golf pro for a few pointers, a great wine tutor and wine experience, maybe even a little time with a horticulturist or a tennis session? Well, it's all at Meadowood.

Please, also remember that within 10 miles north

and 10 miles south of Meadowood, are not just one or two, but several of the very best wineries and restaurants in the entire world – that's right, the entire world! – Mustards, The French Laundry, and Pinot Noir, to name a few.

Meadowood is located at 900 Meadowood Lane, St. Helena. Please call 707-963-3646.



Meadowood Suite

## Employment Services/Agencies

continued from page 40

Ranked by Number of Offices in the Inland Empire

Company Name Address City, State, Zip	Offices I.E. Company Wide Yr. Estab. I.E.	Employees I.E. Prof. Recruiters 2003 Revenues	# of Searches/Year Search Area Type of Search Fee	Avg. Candidate Salary Range	Services	Top Local Executive Title Phone/Fax E-Mail Address
17. Princeton Corporate Consultants 420 W. Baseline Rd., Ste. C Claremont, CA 91711	3 3 1977	6 6 \$2.6 mil.	WND Nationwide Standard-33 1/3%	\$60,000	Medical Devices Pharmaceuticals Plastics	Steve Adams Sr. Vice President (909) 625-3007/621-0315
18. Link Staffing 2234 S. Mountain Ave. Ontario, CA 91762	3 5 1958	18 3 WND	500 L.I. Prof./Tech.	N/A	Technical Clerical Lite Industrial	Jude O'Niele West. Regional Manager (909) 467-3200/467-3206
19. Westaff 400 S. Ramona Ave. Corona, CA 92879	3 425 1989	15 8 \$600 mil.	WND I.E. WND	WND	Temporary, Temp-to-Hire, Direct Placements	K.A. Aguilar Area Manager (909) 898-2593/898-9124 cacorona@westaff.com
20. Robert Half Accountemps 3633 Inland Empire Blvd., Ste. 480 Ontario, CA 91764	3 250 1996	22 5 WND	WND Worldwide Contingency	Varies by Skill	Temp., Temp-to-Hire, Full-Time, Specialized Financial Staffing	Fred M. Capably III, CPC Area Manager (909) 945-2292/945-2299
21. Robert Half Accountemps 74-040 Highway 111, Ste. 228 Palm Desert, CA 92260	3 250 1996	7 6 WND	WND Worldwide Contingency	Varies by Skill	Temporary, Temp-to-Hire, Specialized Financial Staffing	Diane Samuels Branch Manager (760) 836-1826/836-1822 diane.samuels@rhi.com
22. Volt Services Group 1201 University Ave., #204 Riverside, CA 92507	3 350 1985	1,100 115 WND	N/A	Varies by Skill	Clerical, Accounting, Industrial, Assembly, Technical, Direct Placement	Kathi Rutherford Area Manager (909) 682-1932/275-0126 krutherford@volt.com
23. OfficeTeam 3633 Inland Empire Blvd., Ste. 480 Ontario, CA 91764	3 200+ 1996	22 4 WND	WND Worldwide Contingency	\$20-45,000	Temporary, Temp-to-Hire, Specialized Administrative Staffing	Fred M. Capably III, CPC Area Manager (909) 945-2292/945-2299
24. Spherion 3602 Inland Empire Blvd., Ste. A130 Ontario, CA 91764	3 1964	WND N/A WND	N/A	Varies by Skill	Full Service, Administration, L.I. Industrial, Office Support	Angela Bierman Branch Manager (909) 941-1600/941-1709 angelabierman@spherion.com
25. Initial Talent Tree 130 S. Mountain Ave., Ste. K & L Upland, CA 91786	2 180 1976	11 N/A WND	N/A	N/A	Clerical, Financial/Acctg., Light Industrial	Ellen Hendrickson Market Vice President (909) 982-6566/949-9691
26. The Culver Group 8599 Haven Ave., #205 Rancho Cucamonga, CA 91730	2 21 1979	16 N/A WND	WND Nationwide Contingency	Varies	Permanent Sales, Mgmt. and Marketing	John Breen Area Manager (909) 989-3333/989-3962
27. Cutting Edge Staffing 43533 Ridge Park Dr. Temecula, CA 92590	2 2 2001	6 N/A	N/A	\$7-100,000	Lt. Industrial, Medical	Lisa Fuess President (909) 693-9036
28. Olympic Staffing Services 1365 W. Foothill Blvd., Ste. 3 Upland, CA 91786	2 8 1983	12 28 WND	WND S.B./Riv. Cntys. None	Varies	Temporary Permanent Staffing	Mike Schell Vice President/Gen. Mgr. (909) 612-1588/612-1594
29. Amvigor Staffing Services 569 N. Mountain Ave. Upland, CA 91786	2 3 1988	30 6 \$2+ mil.	WND I.E., Orange/L.A. Cntys.	Varies by Skill	Engineering, Technical, Computer SW (Baan, SAP, Etc.), Administrative	Victor Teller Director (909) 920-5037/920-5040 amvigor@aol.com
30. A.S.I. 750 Terrado Plaza #31 Covina, CA 91723	2 5 1994	10 N/A \$12 mil.	N/A	N/A	Tech Support, Lt. Ind., Temp/Temp to Hire Clerical/Accounting	Marsha Malloy CEO (626) 859-2366/915-0330 malloyasi@earthlink.net
31. S & A Technical Staffing, Inc. 1150 N. Mountain, #101A Upland, CA 91786	1 2 1995	6 3 WND	WND California Negotiable	\$25-85,000	Telecommunications, Voice & Data, Assembly, Administrative, Elec	Anita Starks President (909) 931-4441/931-4445 starkstemp@aol.com
32. Helpmates Staffing Services 9267 Haven Ave., #180 Rancho Cucamonga, CA 91730	1 10 1972	13 2 WND	N/A	N/A	Clerical Accounting, Technical Light Industrial	Dan Struve CEO (909) 484-2688/484-2699
33. Mgmt. Recruiters, I.E. Agency 19 E. Citrus Ave., Ste. 201 Redlands, CA 92373	1 900 1986	4 3 \$600 mil.	200 International Contingency	\$50,000	Construction/Engr. Arch.	Maurice R. Meyers Manager (909) 335-2055/792-4194 maurice@mrredlands.com
34. Riverside Personnel Svcs., Inc. 3590 Central Ave., Ste. 200 Riverside, CA 92506	1 1 1978	10 4 WND	WND Inland Empire Employer Paid	\$20-75,000	Full/Part-Time Temporary Acctg./Office Support	S. Mitchell/Z. Beard Founders (909) 788-7900/788-1676
35. Search West 2151 E. Convention Ctr. Wy., Ste. 121B 5 Ontario, CA 91764	1 1982	14 12 WND	1,000 U.S. Contingency/Retainers	\$50-150,000	Administration-Financial Technical Sales	Rosalie Russell General Manager (909) 937-0100/937-0101 ontariosw@searchwest.com
36. Corestaff Services 3200 Inland Empire, #120 Ontario, CA 91761	1 4 1980	20 15 WND	N/A	\$5-15,000	Temporary & Permanent, Clerical, Light Industrial Accounting, Technical	Paris Gustin Area Sales Manager (909) 989-4818/948-1249
37. Ultimate Staffing Service 10681 Foothill Blvd., Ste. 210 Rancho Cucamonga, CA 91730	1 72 1994	WND 4 WND	WND I.E. Employer Paid	WND	Light Industrial, Clerical	Colleen Hooker National Director/Partner (909) 945-2191/945-3270 inland@ultimastaffing.com

N/A = Not Applicable, WND = Would Not Disclose, na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olivera. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

The Book of Lists available on Disk, Call 909-989-4733 or Download Now from [www.TopList.com](http://www.TopList.com)

## Statler's Best Bets: It's Orange Show Time Again!

continued from page 41

from May 27 through May 31.

Exhibit entries include agriculture, baked foods and confections; hobbies and collections; crafts, clothing and textiles; models, gems and minerals; 4-H and open youth exhibits; home furnishings, livestock, and horticulture.

Helm and Sons Amusements (H&SA) is a family business that is owned and operated by Dave and Debby Helm. H&SA provides the most complete and balanced carnival available - bringing, for the first time ever to the National Orange Show, festival rides including the Century Wheel, Cliff Hanger, Toon Train, Jurassic Jeeps, Turtle Race, Baby Eli Wheel, and Bees.

The Century Wheel is the icon piece of the H&SA show. It has 15, six-passenger tubs with classical music and is painted in bright colors. The Cliff Hanger is the closest thing to being "Superman!" This ride lifts pas-

sengers 30 feet in the air and allows them to soar just like the guy in the spandex blue suit. Entertainment for the kids includes: Jurassic Jeeps, which will send them on a Safari Adventure in a one-of-a-kind custom painted jeep; Bees, with happy music playing as the bees go up and down and around; Turtle Race is slow, hopping motion that takes children around a track while riding on a turtle; and the Baby Eli Wheel, which is the only mobile wheel of its size in the U.S.A.

H&SA proposes a new advance sale program that will introduce a new way to ride at the National Orange Show Festival. The pay-one-price, deeply discounted unlimited ride wristbands, will continue to be offered at the festival, in addition to the new mega pass program. Mega passes will be sold on-line prior to the festival and only for a designated time period. The pass will be billed as the "Best Value Ever" at the National Orange Show Festival and will

represent an approximate additional 40 percent discount on an already incredible carnival package value.

"This year's National Orange Show Festival will definitely offer the most fun families in the Inland Empire have had in a long time," said Bradley C. Randall, general manager of the NOS Events Center. "We're looking forward to working with the Helmses over the next three years."

The 89th National Orange Show Festival is scheduled for May 27-31. Gate hours are 1 p.m. to 10 p.m., Thursday and Friday, and 11 a.m. to 10 p.m.,



Take the family to the 89th National Orange Show Festival which runs from May 27-31!

Saturday, Sunday, and Monday. Admission is \$5. For general information, call (909) 888-6788, or visit the Web at [www.NationalOrangeShow.com](http://www.NationalOrangeShow.com).

For more information about exhibiting at the 89th National Orange Show Festival, please visit [www.NationalOrangeShow.com](http://www.NationalOrangeShow.com), or call (909) 888-6788 ext. 441.

## An Eclectic Collection of Historic Memorabilia

continued from page 32

Grossberg recently acquired a card signed by Albert Einstein (the writing is tiny and delicate) and the signature and photo of Napoleon Bonaparte. His collection is not centered on any one subject or genre, however. There are autographed photographs of Groucho Marx and John Wayne and Walt Disney; also Presidents Madison, John Quincy Adams and Jefferson and Washington, Kennedy and Nixon are represented in a variety of manuscripts and likenesses.

"There are four kinds of intentional forgeries, he explained: signatures written by secretaries; auto pen, which is difficult to tell as there are 20 varieties; printed signatures and photo

copies. Some examples look like they are not authentic, but they actually are. Grossberg has learned from trial and error, and through intensive study. "I prefer letters with inscriptions rather than photographs," he commented. "There are more words in their 'hand,' making it easier to authenticate." The rarity of the piece determines the price, he said. Many examples which one would consider prohibitive in price, such as certain kings and queens, politicians and celebrities, are very affordable, even when well-preserved and very old. They are not hard to find. This is not a hobby for those seeking a collection to fund their retirement, Grossberg said. It is, instead... a labor of love.

David Grossberg is available to speak to interested groups and share his hobby and love of the history of writing and the personalities he has learned so much about. He has spoken at Rotary Clubs and the Nixon Library and talks to groups of schoolchildren about the history and art of the written word and



The ancient and the contemporary hold sway on a polished table. In front is a letter made of vellum, a fine parchment prepared from animal hide, which was folded and sealed with wax. Groucho Marx, left, and Walt Disney represent the 20th century.

the various ways it has been used throughout the centuries. Please contact Georgine Loveland at the Inland

Empire Business Journal: 909-989-4733 or [iebj@busjournal.com](mailto:iebj@busjournal.com) for more information.

For Insight on Inland Empire Business —  
Subscribe Now! Call Today (909) 989-4733

INLAND EMPIRE  
business journal



# NEW BUSINESS

**JENNY'S SEWING STUDIO**, 41658 IVY ST APT 112, MURRIETA, CA, 92562-9407

92880-2041  
**AMERICAN RES CARE HM INC**, 3500 GARRRETSON AVE, CORONA, CA, 92881-0972

**CHOBEE LN LAKE ELSINORE**, CA, 92530-6398

**CHARDONNAY REALTY**, 33643 ROSEWOOD CIR, TEMECULA, CA, 92592-1838

**FROM THE DESERT TO THE SEA**, 42450 BOB HOPE DR # 153, RANCHO MIRAGE, CA, 92270-4470

**CRAWADEZ**, 39984 MILOS CT, MURRIETA, CA, 92563-6529

**MILLIONAIRES IN REAL EST**, 1082 FERNLEAF LN, CORONA, CA, 92881-3677

**AMERICAN RIDER INC**, 40310 BEAVER AVE, AGUANGA, CA, 92536-9584

**CK D**, 23800 OAK CIRCLE DR, WILDOMAR, CA, 92595-8830

**HILLCREST COTTAGE**, 1087 HILLCREST CT, CALIFESMA, CA, 92320-2400

**PERRIS VALLEY PRINTING CO**, 853 S RAMONA DR # 5, PERRIS, CA, 92570-2446

**WILD SHADE EYEWEAR**, 1149 CARTER LN, CORONA, CA, 92881-8673

**QUIGLEYS CONSTRUCTION**, 772 N STATE ST, HEMET, CA, 92543-1401

**OFF ROAD VIDEO PROD**, 34345 SUNRISE ST, WILDOMAR, CA, 92595-9191

**SOCAL REHAB ASSOC INC**, 3908 10TH ST, RIVERSIDE, CA, 92501-3522

**D & I HAUL & CLEANUP**, 568 EL REY CIR, PERRIS, CA, 92571-2834

**THE EXCLUSIVE DIE CAST**, CAST, 26703 SPOTTED PONY DR, CORONA, CA, 92883-6321

**MEGA CELLULAR**, 12540 HEACOCK ST STE 1, MORENO VALLEY, CA, 92553-3052

**AP ACADEMY**, 2200 VESPER CIR STE F5, CORONA, CA, 92579-3526

**PC TRONKS**, 4485 PERSHING DR, RIVERSIDE, CA, 92503-2651

**PROPERTY INVESTIGATIONS**, 710 CAMELIA DR, PERRIS, CA, 92571-3608

**RIPWARE SOFTWARE & CONSULT**, 22846 HUNTERS CT, CORONA, CA, 92883-9177

**D & D MENS WEAR**, 14920 PERRIS BLVD, MORENO VALLEY, CA, 92553-7152

**SEWING FUN**, 7167 CORONA VALLEY AVE, CORONA, CA, 92880-9023

**DMG FINANCIAL SVC**, 4724 SIERRA ST, RIVERSIDE, CA, 92504-2241

**ALLIANCE FOR EDUCATION**, 711 W ESPLANADE AVE STE D, SAN JACINTO, CA, 92582-4541

**SNR TILE & MARBLE**, 47395 MONROE ST # 258, INDIO, CA, 92201-6763

**UNLTD FINANCIAL SOLUTIONS**, 21500 CALLE MONACO, MORENO VALLEY, CA, 92557-8538

**DAKOTA FURNITURE**, 2035 CALIFORNIA AVE, CORONA, CA, 92881-3321

**DMG FLOOR CARE**, 8170 GARFIELD ST, RIVERSIDE, CA, 92504-3010

**CARLES COTTAGE**, 28949 AVENIDA ESTRELLA, CANYON LAKE, CA, 92587-8859

**PALM SERVICE**, 43300 ELKHORN TRL APT F2, PALM DESERT, CA, 92211-7582

**LEONESSE CELLARS**, 25170 WASHINGTON AVE # C, MURRIETA, CA, 92562-7237

**FORMULA ONE STEAM CLEANING**, 1872 RUSTRIDGE PL APT 206, CORONA, CA, 92881-6414

**SEVEN STAR SWIMWEAR**, 3845 POLK ST APT 58, RIVERSIDE, CA, 92505-1774

**BEST VALUE INN**, 41873 MORENO RD, TEMECULA, CA, 92590-1809

**SPICY NAUGHTY & NICE**, 60 SUTTON PL E, PALM DESERT, CA, 92211-9049

**MORGAN SHIELDS**, 21701 LAKE MATTHEWS DR, PERRIS, CA, 92570-6051

**PAPAS PRODUCE**, 1290 SHADY MILL RD, CORONA, CA, 92852-5838

**ADAMS**, 4581 LA SIERRA AVE, RIVERSIDE, CA, 92505-2900

**AMERICA ONE FINANCE INC**, 43180 BUSINESS PARK DR # A103, TEMECULA, CA, 92590-3608

**LA BOUNTY CONTRACTING**, 613 N 41ST ST, BANNING, CA, 92220-3413

**ALL-WAYS COVERED RD STORAGE**, 18240 SEATON AVE, PERRIS, CA, 92570-8718

**JOHN MEGAY & ASSOC**, 78661 AVENUE 42 # B, INDIO, CA, 92201-1303

**EVOLUTION MOTORSPORTS**, 7000 INDIANA AVE # 108, RIVERSIDE, CA, 92506-4113

**PINK CADDY HAIR SALON**, 27576 YNEZ RD STE H13, TEMECULA, CA, 92591-4632

**JOES AUTO REPAIR**, 9749 E HOBSONWAY, BLYTHE, CA, 92225-1862

**CM PARTS & KARTS**, 18700 LAKE PERRIS DR, PERRIS, CA, 92571-7018

**ANTOCI & ASSOC**, 80435 MUIRFIELD DR, INDIO, CA, 92201-2769

**WHIM PRODUCTIONS**, 5015 MONTE CARLO CT, RIVERSIDE, CA, 92507-5979

**THE LAWN RANGER**, 42200 MORAGA RD APT 33H, TEMECULA, CA, 92591-4710

**D & M PERFORMANCE AUTOMOTIVE**, 68416 PEREZ RD, CATHEDRAL CITY, CA, 92234-7211

**ARCHAEOLOGY OF SUCCESS**, 1079 AUTUMNWOOD LN, PERRIS, CA, 92571-9260

**OLDE COUNTRY CHEF**, 1666 N SAN GORGONIO AVE, BANNING, CA, 92220-2115

**MEDINA CONCEPTS CUSTOM FURNITURE**, 9646 MISSION BLVD, RIVERSIDE, CA, 92509-2639

**CONVERGENCE COMMUNICATIONS GRP**, 32208 CORTE MATARO, TEMECULA, CA, 92592-1251

**HARTWELL GLASS**, 74613 YUCCA TREE DR, PALM DESERT, CA, 92260-4540

**MAGIC TOUCH CARPET CLEAN**, 1212 N RAMONA BLVD, SAN JACINTO, CA, 92582-2563

**V & MAGUA**, 68477 E PALM CANYON DR, CATHEDRAL CITY, CA, 92234-5424

**GENIE ENTERPRISE**, 736 N STATE ST STE 206, HEMET, CA, 92543-1492

**MS PRODUCTIONS**, 30124 MIRA LOMA DR, TEMECULA, CA, 92592-2128

**AMAZON POOL SVC**, 73373 COUNTRY CLUB DR APT 2414, PALM DESERT, CA, 92260-8648

**LA BARATA FURNITURE & BOUTIQUE**, 720 S SAN JACINTO AVE, SAN JACINTO, CA, 92583-4613

**RAY & PAULAS BACKYARD**, 34750 DATE PALM DR, CATHEDRAL CITY, CA, 92234-6825

**WEST COAST XTREME**, 153 S HARVARD ST, HEMET, CA, 92543-4233

**VILLAGE FAMILY DENTAL**, 32140 STATE HIGHWAY 79 # 203, TEMECULA, CA, 92592-9509

**BEAR OCCASIONS**, 33330 ACAPULCO TRL, THOUSAND PALMS, CA, 92276-4050

**THE BILLING RX**, 30578 MEADOW RUN PL, MENIFEE, CA, 92584-8942

**MANGOS**, 34351 DATE PALM DR STE H, CATHEDRAL CITY, CA, 92234-6841

**AQUA TRIM POOL & LAWN SVC**, 4183 NORTHAM CT, HEMET, CA, 92545-5249

**MILES MOTORS**, 34885 MISSION TRL, WILDOMAR, CA, 92595-8441

**THE HOOKUP**, 4176 HEIDI RD, RIVERSIDE, CA, 92504-2917

**GARDEN APPEAL**, 27601 SUN CITY BLVD SPC 125, SUN CITY, CA, 92586-2203

**CASTLE KEEPERS**, 20975 SKY RIDGE AVE, DESERT HOT SPRINGS, CA, 92241-1509

**SCOTT BAKER & SON EQUIP RENTAL**, 24416 OAK CIRCLE DR, WILDOMAR, CA, 92595-8734

**KERRY'S SATELLITES**, 10621 BURTON ST, RIVERSIDE, CA, 92505-1677

**TRI-VALLEY LAWN CARE**, 22720 CANYON LAKE DR S, CANYON LAKE, CA, 92587-7562

**EL CHACALOSO DE SINALOA-LEON FONSECA**, 23421 CHALLIS CT, MORENO VALLEY, CA, 92553-3469

**MDC COMMERCIAL LANDSCAPING**, 400 RAMONA AVE STE 213, CORONA, CA, 92879-1443

**DT ENGINEERING**, 6605 PHEASANT RUN CIR, RIVERSIDE, CA, 92509-0701

**AT YOUR SVC INNSITTERS**, 41701 CORPORATE WAY STE 1, PALM DESERT, CA, 92260-1904

**LITTLE SERVANTS FAM CARE CENTER**, 2510 AZRA CT, PERRIS, CA, 92571-2576

**SAVAN ADVERTISING**, 723 LASSEN DR, CORONA, CA, 92879-5980

**NET PC**, 4901 GOLDEN WEST AVE, RIVERSIDE, CA, 92509-7215

**BLUE RIBBON PERFORMANCE**, 29670 BONANZA PL, CANYON LAKE, CA, 92587-7924

**ADVANTAGE HOME MORTGAGE**, 27765 JEFFERSON AVE # 108, TEMECULA, CA, 92590-2639

**EPISODE**, 5811 GREENS DR, RIVERSIDE, CA, 92509-7327

**WEEKEND RADIO NETWORK**, 32750 BRECHTEL ST, LAKE ELSINORE, CA, 92530-0417

**NYTEHK PRODUCTS**, 29512 GEORGETOWN LN, TEMECULA, CA, 92591-1895

**PALOMAR INN HOTEL**, 28522 OLD TOWN FRONT ST, TEMECULA, CA, 92590-2785

**BROOKLYN & CO**, 766 N MAIN ST, CORONA, CA, 92880-1439

**PATIOMAN**, 15711 SHADOW MOUNTAIN LN, LAKE ELSINORE, CA, 92530-5627

**KELLYS COFFEE**, 40820 WINCHESTER RD STE 1030, TEMECULA, CA, 92591-5532

**PROFESSIONAL FORD SVC**, 42387 AVENIDA ALVARADO STE 107, TEMECULA, CA, 92592-1032

**M K CONCRETE CUTTING & CORING**, 4511 FEATHER RIVER RD, CORONA, CA, 92880-1691

**AUTH MAC TOOLS**, 19360 OKEE-

**UNITED TRANSCRIPTION SVC**, 31715 SANDHILL LN, TEMECULA, CA, 92591-7928

**ESAV**, 32149 CAMINO GUARDA, TEMECULA, CA, 92592-1032

**Q & Q CASUAL MART**, 488 N MAIN ST # 610, CORONA, CA,

**K C SOUND & LIGHTING**, 44704 CALLE HILARIO, TEMECULA, CA, 92592-1438

**MR GUMBALL**, 1818 SANDCLIFF RD, PALM SPRINGS, CA, 92264-4815

## At Deadline: Society for American Indian Elderly Adds San Manuel...

*continued from page 1*

corporate member, San Manuel Band of Mission Indians.

The San Manuel Band of Mission Indians is an active contributor to a variety of projects and services that benefit Native Americans. The tribe operates the San Manuel Indian Bingo and Casino and the San Manuel Bottled Water Group, in addition to managing a variety of economic ventures. The San Manuel Band of Mission Indians Tribe has a history of active support and dedication to Native American causes and issues. The San Manuel Band of Mission Indians is a direct descendant of the Serrano Indians. The tribe is located on the San Manuel Reservation near Highland.

The National Society for American Indian Elderly (NSAIE) headquartered in Phoenix, Arizona was established in 1987 to assist tribes in identifying at-risk senior citizens and providing them with the services they desperately need. The organization provides services to under-served, on-reservation Native American senior citizens by supporting a network of tribally established and administered services. These quality-of-life improvements are provided through financial support to tribal senior centers for nutrition programs, transportation programs, socialization, recreation activities, and in-home services.

NSAIE currently services 22 tribes in 18 states. NSAIE aspires to add new tribes as funds are raised. NSAIE depends on private grants, donations, and memberships to operate and provide services to Native American elder programs.

To learn more about NSAIE, please visit [www.nsaie.org](http://www.nsaie.org), or call (602) 307-1865.

## 2004 Golf Classic Benefits I.E. Alzheimer's Association

Golfers and sponsors are invited to join the second annual Alzheimer's Association Benefit Golf Classic on Monday, June 7 at Redlands Country Club. The event is presented by Pfizer and Outback Steakhouse.

Tournament registration begins at 11 a.m., followed by lunch at 11:30 and a shotgun start at 12:30 p.m. Dinner, auction, and tournament awards take place at 5:30 p.m. The Redlands Country Club is located at 1749 Garden Street, Redlands.

Individuals at \$225, and team registration at \$800 must be made by Friday, May 28. Registration forms are available at the Alzheimer's Association office, 104 E. State Street, Suite B. Or call (909) 747-0348.

Sponsorship opportunities include Presenting Sponsor at \$10,000, Platinium at \$5,000, and Gold at \$2,500. Contest holes may be sponsored at \$150 and tee sponsorship is \$100.

Alzheimer's disease, a degenerative, progressive and terminal brain disorder, has a powerful impact on all members of the family. Contributions are a way to remind families affected by Alzheimer's disease that they are not alone and that the association is working to achieve their goal – a world without Alzheimer's disease.

Proceeds benefit programs and services for Alzheimer's patients, their families, and care partners served through the Inland Empire office.

For information, call (909) 747-0348.



**AmeriComp**  
Imaging Systems Group



*The leader in On-Site Service, Repair & Supplies For All Color & Laser Printers, Personal Copiers, and FAX*

- ★ On-Site Service & Repair
- ★ Free Delivery on all Products
- ★ Preventive Maintenance
- ★ Buy & Sell New & Used Printers
- ★ Annual Service Agreements
- ★ Toner Supplies

**Hewlett Packard Authorized!**

L.A. & Inland Empire  
2125 Wright Ave., Suite C-8  
La Verne, CA 91750  
(909) 392-4707  
FAX (909) 392-4712  
877-95-AMERI

## CSUSB Ranks High in U.S. for Hispanic Graduate Enrollment

California State University, San Bernardino ranks among the nation's top colleges and universities that enroll Hispanics in their graduate school programs, according to the April 5 edition of "The Hispanic Outlook in Higher Education." Cal State San Bernardino ranked

12th in the United States among four-year colleges for full-time Hispanic graduate student enrollment with 1,742 students. CSUSB also was 11th for part-time graduate student enrollment with 3,106 students.

With a full-time-equivalent enrollment of more than 30 percent Hispanic students, CSUSB is designated as a Hispanic Serving Institution by the U.S. Department of Education.

For more information, contact CSUSB's public affairs office at (909) 880-5007.

## Manager's Bookshelf "They're Not Aloof...Just Generation X..."

*continued from page 40*

have been managing responsibility since they were eight years old. They had more responsibility for their own safety, their own time, at age eight than you and I did when we were almost twice that age."


Ever seen a Gen Xer explode when he or she is being micro-managed? In almost all cases the supervisor hasn't the foggiest notion what triggered the event. The author's point is that we must give management

style a second or even third thought before we go blindly down the path of losing business continuity. That's because one fact is absolutely certain: Gen Xers will be the business leaders with a future that is even less certain than it was four decades ago.

Well-written, though sometimes approaching stridency, "They're Not Aloof..." is a clarion call for the need to address inter-generational differences in business.

— Henry Holtzman

## Statler's Best Bets



# KCAA 1050 AM

Saturdays & Sundays 6 AM & 1 PM




**LOOKING FOR SOMETHING TO DO? STATLER'S GOT THE ANSWER!**

- Civic Events
- Family Outings
- Movie Previews
- Theatre Scene
- Travel Tips
- Kids Korner
- Anthony & Lyon's Restaurant Review





KCAA...the station that leaves no listener behind.

Sponsored by

## KCAA 1050 AM

Talk, Local News & Entertainment  
Statler's Best Bets 909-885-3290

## Largest Credit Unions in the Inland Empire

Ranked by Assets

	Name of Credit Union Address City, State, Zip	Assets \$	Loans \$	Members	Employees	Branches	Key Executive Title Phone/Fax E-Mail Address
1.	Arrowhead Credit Union P.O. Box 735 San Bernardino, CA 92402	727,000,000	600,000,000	135,650	510	21	Larry R. Sharp President/CEO (909) 379-6280/379-6277 arrowheadcu.org
2.	Riverside County's Credit Union 2847 Campus Parkway Riverside, CA 92507	540,000,000	402,000,000	86,000	300	9	Mark Hawkins President/CEO (909) 571-5301/571-5829
3.	March Community Credit Union 23520 Cactus Ave. Moreno Valley, CA 92553	329,835,066	248,464,495	34,818	87	2	Bob Cameron President/CEO (909) 656-4411/697-8024 marchccu@marchccu.org
4.	Norton Community Credit Union* P.O. Box 10847 San Bernardino, CA 92423-0847	139,628,047	85,390,012	13,077	42	3	Debra Gannaway President/CEO (909) 382-7900/382-7901 norcomcu.org
5.	High Desert Federal Credit Union 15999 Kamana Road Apple Valley, CA 92307-1388	110,428,521	70,502,520	13,312	56	3	Thomas J. Brown President/CEO (760) 242-5646/242-5042 hdccu@gte.net
6.	The Members' Own Federal Credit Union* 14250 7th St. Victorville, CA 92392	76,000,000	45,295,829.15	9,780	36	1	Mary Kassel CEO (760) 245-0401/245-6714 mkassel@membersown.org
7.	Service Plus Credit Union 1209 University Ave. Riverside, CA 92507	75,693,782	37,493,801	7,489	29	1	Berneta Titus President/CEO (909) 680-1998/787-6699
8.	La Loma Federal Credit Union 11131 Anderson St. Loma Linda, CA 92354	56,290,000	25,068,589	10,393	27	2	Todd Murdoch CEO (909) 796-0206/799-6858 llfcu.org
9.	Ontario-Montclair Sch. Emp. Fed. Credit Union* 1520 N. Palmetto Ave. Ontario, CA 91762	42,244,130	23,979,871	6,343	18	0	Robert Hamm President (909) 983-1959/988-5130
10.	Chaffey Federal Credit Union* P.O. Box 660 Ontario, CA 91762	35,692,000	19,925	9,600	20	3	Catherine M. Randazzo President/CEO (909) 986-4552x222/986-3844 cathyr@chaffey.com
11.	United Methodist Federal Credit Union* 5405 E. Arrow Highway Montclair, CA 91763	32,452,468	16,472,743	8,050	11	1	Richard G. Ayala President/CEO (909) 946-4096/981-7055 umfcu@aol.com
12.	San Bernardino School Employees Federal* 2441 N. Sierra Way San Bernardino, CA 92405	27,676,651	17,868,476	4,807	14	1	Linda Foy CEO (909) 882-2911/881-4162
13.	Inland Empire Credit Union* 401 E. Second St. Pomona, CA 91766	27,000,000	16,000,000	7,800	17	3	George E. Kirschner, CPA President/CEO (909) 865-2655/469-1095 staff@inlandempirecu.org
14.	Inland Valley Federal Credit Union P.O. Box 547 Fontana, CA 92334-0547	37,000,000	13,500,000	5,700	12	1	Charles J. Papenfus Manager/CEO (909) 350-5500/357-3005
15.	Raincross Credit Union 8543 Indiana Ave. Riverside, CA 92504	32,000,000	17,000,000	7,300	17	1	Vernon Elliott President/CEO (909) 343-3280/343-1659
16.	San Bernardino Credit Union 401 West 2nd St. San Bernardino, CA 92401	29,000,000	13,000,000	3,900	14	1	Gregg Stockdale President (909) 889-0838 ext. 225/889-7973 gregg@sbccu.org
17.	Bourne Employees Federal Credit Union* 1200 Columbia Ave. Riverside, CA 92507	20,000,000	12,347,000	2,626	6	0	Dan Robertson Manager/CEO (909) 781-5600/781-5452 befcu@bourns.com
18.	Searles Lake Community Federal Credit Union* P.O. Box 247 Troy, CA 95392	13,188,784	9,294,088	2,358	13	1	Cynthia Hair Manager/CEO (760) 372-4001/372-4447
19.	Rafe Federal Credit Union* 6876 Magnolia Ave. Riverside, CA 92506	10,536,214	7,984,505	3,076	7	1	Bonnie Wann President/CEO (909) 682-1555/682-4252
20.	Printing and Publishing Credit Union* P.O. Box 1505 Riverside, CA 92502	7,900,000	4,750,000	2,900	4	1	Carlos Vasconcelos CEO (909) 781-0981
21.	Fontana Federal Credit Union* 17235 Arrow Blvd. Fontana, CA 92335	7,800,000	3,900,000	2,950	6	0	Nancy Beaudis Manager (909) 822-4487/822-2035
22.	Barstow Non-Ops Credit Union* P.O. Box 846 Barstow, CA 92312	7,520,342	5,661,290	1,203	2	0	Michael S. Ruffalo CEO (760) 256-2591/256-2504 nonops@hdhis.net

N/A = Not Applicable WND = Would Not Disclose na = not available. (\*Did not respond to request for updated data. Figures reported from 2002.) The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Sondra Olivera. Copyright 2003. This list appeared in the May 2003 issue of the Inland Empire Business Journal.

The Book of Lists available on Disk, Call 909-989-4733 or Download Now from [www.TopList.com](http://www.TopList.com)

## ECONOMIC DEVELOPMENT

### Hanson Beverage Company Taps Into Gen X Market

Hansen Natural Corporation (NASDAQ:HANS) has announced that its wholly owned subsidiary, Hanson Beverage Company, long known for its high-quality, all-natural beverages, has formed a potent partnership with surf industry icon, Lost International, Inc. ([www.losten-terprises.com](http://www.losten-terprises.com)). Hansen inked a deal to license the rights to develop, produce and distribute Lost® Energy™ — a new energy drink that has created a huge buzz with the hip 15-25-year-old demographic.

Lost has a worldwide following for its surfboards, surf/skate apparel and accessories. The tone for Lost was set with the launch of its clothing line beginning in 1992, followed by the release of surf videos in 1993 and later with the Lost logo on its new breed of surfboards.

"Hansen's alliance with Lost was a strategic move that instantly put us on the radar of the skeptical, hard-to-reach, Gen-X beverage consumer," Rodney C. Sacks, Hansen's chairman and chief executive officer, said. Lost® Energy™ Drink debuted, to rave reviews, at the Action Sports Retailers

(ASR) and Surf Expo earlier this year catching the attention of both retailers and consumers. In Southern California, the initial test market, Lost® Energy™ was an instant success. The company is now moving ahead with plans for a national rollout.

Mark Hall, Hansen's senior vice president, who heads up the new Lost Beverage Company explains: "We see tremendous opportunity to leverage the equity in the Lost brand, Hansen's already has an extensive national distribution network into which we can plug the Lost® Energy™ brand.

"From the very beginning, the Lost brand represented the attitude of people who didn't follow the mainstream — didn't fit into the typical groove," purports Joel Cooper, CEO of Lost. "The strong identification with our brand has created a dedicated following. When Hansen's proposed branding its new energy drink with the Lost persona, it seemed a great opportunity for both companies, one we could not turn down."

Hansen introduces Lost Energy™ "It was a way to get our name out to more people who might not

be exposed to the Lost brand. Lost Energy has the same irreverent tongue in cheek attitude as everything else we do," said Matt Biolos, co-founder of Lost.

Says Mike Reola the other co-founder, "Lost Energy seemed like a good idea to our friends and action sports accounts. It also presented a huge marketing opportunity for Lost in terms of brand awareness, Web site traffic and an ability to cross promote. So we went for it."

Hansen's was one of the original founders of the energy drink market in the U.S. with the introduction of their original Hansen's Energy in 1997. Hansen's momentum continued with the 2002 launch of the hugely successful Monster Energy™ — a 16 oz. energy drink nearly twice the size and packing nearly twice the punch. Consumer response has made Monster Energy™ one of the fastest growing energy drinks and a leader in the \$1-billion U.S. energy drink market.

Lost Beverage Company is wholly owned by Hansen's, a California-based brand with a reputation for delivering the highest quality beverages.

Hansen Natural Corporation markets and distributes Hansen's® Natural Sodas, Signature Sodas, fruit juice and soy Smoothies, Energy drinks, Energade® energy sports drinks, E2O Energy Water®, functional drinks, Sparkling Lemonades and Orangeades, multi-vitamin juice drinks in aseptic packaging, Junior Juice® juice, iced teas, lemonades and juice cocktails, apple juice, cider and juice blends, as well as nutrition bars, Blue Sky® brand carbonated beverages, Monster Energy™ brand energy drinks and Lost® Energy™ brand energy drinks. The company's subsidiary Hard e Beverage Co. markets and distributes Hard e malt beverages. Hansen's can be found on the Web at [www.hansens.com](http://www.hansens.com).

Certain statements made in this announcement may constitute "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, regarding the expectations of management with respect to revenues and profitability.

### Volvo Rents Targets Riverside and San Bernardino for Expansion

#### Nation's Only Franchising Construction Equipment Manufacturer Looks for Local Franchisees

The Riverside/San Bernardino market is the second largest market in California in construction equipment and rental spending, projected to spend more than \$9 billion this year in construction equipment rentals. It is just behind the Los Angeles/Long Beach area market, which is also being targeted for expansion and is projected to spend \$9.2 billion in construction equipment rentals in 2004. Volvo Rents plans to open five to 10 locations in the LA/Long Beach area in the next five years. Volvo Rents also plans to expand in Orange County, with five locations slated to open in the market in the next five years

(which is projected to spend about \$3.6 billion in construction equipment rentals this year).

Volvo Construction Equipment Rents, Inc. (Volvo Rents) (a division of Volvo Construction Equipment North America, Inc., a member of the Volvo Group which includes Volvo Trucks, Mack Trucks, Volvo Aero, Volvo Penta, Volvo Buses and Renault Trucks) has announced it is actively seeking multiple franchisees in the Riverside and San Bernardino Counties, with company plans calling for 5 to 10 locations to open within the next five years.

Volvo Rents stores rent construc-

tion equipment that can range from backhoes to pressure washers. The focus is on daily, weekly and monthly rentals to construction, industrial, commercial and homeowner customers.

"The construction equipment rental industry is growing, and this is a great time for entrepreneurs to join the Volvo Rents team," said Nick Mavrick, vice president of global strategy and marketing for Volvo Rents. "Our strong brand recognition, demand for construction equipment rental and Volvo Commercial Finance's ability to provide a comprehensive financial package to qualified

franchisees (including fleet financing, working capital and delivery vehicle financing) allow us to look to the future with great enthusiasm. The amount of financing for qualified applicants can be significant and averages between \$2 million and \$3 million per store."

Mavrick added that while capital is critical to the launch of a new franchisee, equally critical is a financial sponsor that understands the construction equipment rental industry and the needs of these types of entrepreneurs. Through Volvo Commercial

continued on page 51

## ECONOMIC DEVELOPMENT

## MDC Masters Mid-size Industrial Product in West Corona

A leader in developing affordable, market-responsive and value-driven industrial product for service-driven companies, Newport Beach-based Master Development Corporation (MDC), a real estate development and general construction company, announces successful sale transactions of its nine-building, 230,000-square-foot industrial campus at West Corona Business Park.

Immediately following the completion of construction in August 2003, the mid-size industrial product quickly secured nine companies within six months, all relocating from Los Angeles, Corona and Orange County. The immediate success is a testament to MDC's market expertise to deliver a high-quality product that today's manufacturing companies demand. Construction of the park began in August 2002, with sale transactions commencing in late 2003. Final sales of its mid-size industrial product closed in February 2004. Walter Frome and Bill Livesay of Trammell Crow Company's Irvine office represented the developer in all sale transactions on behalf of the Developer, MDC.

All told, the sale transactions totaled an estimated \$18 million. "This development is a perfect fit for companies that want to be close to Orange County and Los Angeles markets, but need industrial space at a reasonable cost," said Bryan Bentrott, vice president of Master Development Corpora-

tion. "The city of Corona, specifically West Corona, is an attractive market for industrial, manufacturing and service-oriented businesses, as it is the first industrial market on the eastern boundary of Orange County.

"In today's industrial market, companies need space that is flexible and efficient for their bottom-line and is centrally located to their labor force and target market," comments Walter Frome of Trammell Crow Company. "With the cost of living in Orange County rising, the work force is migrating inland to more affordable housing. The city of Corona is clearly the front-runner for today's companies who view all these aspects in connection with a lease or building purchase and want to be close to both markets."

Located in the western part of the city, the West Corona Business Park is strategically located one-mile north of Riverside (91) Freeway at Maple Street on 14 acres within a prime manufacturing, distribution and business service area. West Corona Business Park features nine, free-standing buildings totaling 230,000 square feet. All buildings feature dock-high loading and secured yard areas.

Bentrott further notes, Orange County companies have consistently expanded into Corona since the mid-1980s, due to the affordability of new industrial product and the inherent advantages of locating closer to their la-

bor force. In the last year, there has been a more noticeable trend of migration to Corona, and the West Corona area, predominantly from Orange County-based companies.

An apparent example of this trend is seen with the sale transactions by three local Orange County companies, which secured nearly 110,000 square feet in three of the largest buildings at the park. West Coast Fund Raising of Placentia, a family-owned school fund-raising company; The Board Dudes, Inc. of Irvine, a top-quality presentation board manufacturer; and Hydr-O-Seal of Lake Forest, a distributor of O-Rings, gaskets, oil seals and bearings, are all relocating and expanding their operations into the West Corona market, due to the affordability and investment value of the product.

"We were looking for a facility that was big enough for our needs, at an affordable price," said Ben Hoch of The Board Dudes, Inc. "We were not able to find a facility that met all of our specific needs in Orange County, so we looked eastward to Corona and found a



One of the nine brand-new buildings totaling 230,000 sq. ft., recently sold to relocating companies, at West Corona Business Park

facility that was not only affordable, but was close enough to Orange County so we can be within proximity of where the majority of our employees reside."

Newport Beach-based Master Development Corporation is a real estate development and general construction company specializing in the development and acquisition of industrial properties in Orange, San Bernardino and San Diego counties. Since 1996, Master Development Corp. has developed 4.7 million square feet of industrial space, in the above referenced markets. MDC is currently constructing 70 buildings in five projects located throughout Southern California. The largest of these is the 19-building Corona Commons Business Park at the interchange of the 91 and 15 Freeways.

## Nature Is Nurtured and Blooms Abound at Flowers for You in Riverside

continued from page 39

ing the business, Masiewicz said, referring to its beginnings during a recession in 1981. "It was a time of persevering and providing the best service value. A good business will still be there after everything is said and done."

Having received her associate's degree from Riverside Community College and her bachelor's degree in marketing from Cal State San Bernardino, Masiewicz was entirely unaware of the significance that flowers would play in her own life.

"I didn't really have a plan," she

said of her college years. "If somebody had told me at RCC I was going to be a florist and have my own business, I wouldn't have believed them." Things are different today, however, she pointed out. "Periodically, I'll go out of my way to make a few deliveries just to see the look on people's faces when they get the flowers. It's like being an artist, taking a vision and turning it into a creation."

Masiewicz, who has been married for 23 years, lives in La Sierra and has two teen-age daughters. Her hobbies include studying Chinese medicine, painting and gardening and she has two cats,

a dog, and periodic goldfishes. "They don't last long," she said of the goldfishes. "You always have to get a new one." She also has four sisters who help out during holidays at the shop and one, Kim, is a partner in the business.

The value of the role that flowers can play in bringing positive energy into people's lives has always played a significant part in her company, said Masiewicz.

"You just have to be true to what you believe and provide the best service you can," she said. "We just want to provide for the customers and make a difference in the community."

One of the monthly network groups for potential clients will be held on May 11 near the Mission Inn, from 6 to 8 p.m. Unplugged jazz performances will be featured. One of the monthly flower talks will be held on May 23 from 2 to 5 p.m., there is no admittance fee but reservations must be made. A bi-monthly wedding support meeting will be held at Coco's at Ontario Mills on May 19. The company's hours are Monday through Friday, 9 a.m. to 5:30 p.m., Saturdays from 8:30 a.m. to 2:30 p.m., and Sundays by appointment. Please call (800) 688-7887.

## ECONOMIC DEVELOPMENT

## Carvel Corporation Targets Southern California Nation's First Retail Ice Cream Franchise Offers \$75,000 Incentives to Prospective Franchisees

Carvel Corporation, the nation's first retail ice cream franchise, has announced it will target Southern California for expansion, offering a limited number of \$75,000 incentives to local entrepreneurs who want to "have their cake and eat it, too." Company plans call for 40 locations in Southern California within the next three years, employing more than 400 residents.

"This is the franchise opportunity of a lifetime," said Geoff Hill, senior vice president of franchise sales and development for Carvel Corporation. "There has never been a better time for Southern California entrepreneurs to join the Carvel team. Our strong brand recognition, high quality, freshly made products, and extensive corporate support will provide a successful business venture while serving the Southern California community."

Hill further noted that Carvel plans to open 110 new outlets and sign 200 new domestic franchise agreements, as well as two international development agreements, in 2004. Last year Carvel signed 160 agreements and opened 53 outlets — more than the last 10 years combined, putting the company on target to have more than 1,000 successful locations in the next three to five years.

As part of this aggressive growth strategy, Carvel has unveiled a dynamic new prototype store, the "Carvel of the Future." Designed to capture the whimsical spirit of Carvel's famous founder, Tom Carvel, this new model takes the best of Carvel's rich 70-year history, and blends it with innovations of the modern era. Features include: old-fashioned marquees for custom birthday and special occasion messages; visible cake-making stations; an

historic branding wall, and interactive toys for children.

The \$75,000 franchisee incentive includes \$30,000 in local marketing support for the store within the first 12 months, no royalty fees for the first two years of operation, and a two-year advertising contribution, valued at \$20,000. The incentive is contingent upon payment of the initial franchise fee.

The announcement of the franchise incentive offering in Southern California is part of Carvel's plan to create a strong market presence in prime suburban, family-oriented locations. Target locations include strip centers close to schools, parks, shopping and other recreation areas.

There are a limited number of incentives, and locations must be approved by Carvel. To receive the incentive, the franchise agreement must be signed by Dec. 31, 2004, and stores

must open within the standard six-month designated milestone in the franchise agreement.

The nation's first retail ice cream franchise, Carvel has become one of the best-loved and most recognized names in the industry. The 70-year-old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft-serve and hand-dipped ice cream products.

Carvel currently operates more than 460 franchised and food service locations and sells its famous ice cream cakes through more than 6,300 supermarket outlets. The company is based in Atlanta, Ga., with its super-market headquarters located in Rocky Hill, Conn. For more information, visit [www.carvel.com](http://www.carvel.com) or please call 1-800-227-8353.

## Volvo Rents Targets Riverside and San Bernardino for Expansion

continued from page 49

Finance, Volvo Rents franchisees have a financial partner that can support them in growth, versus a typical bank or other financial sponsor who may not understand or have the appetite. Volvo Commercial Finance has committed substantial dollars to financially assist qualified applicants.

Franchisees generally need a liquid net worth of at least \$500,000 per store and should have equipment rental experience represented in their management group, Mavrick said.

In 2001, Volvo Rents announced its history-making decision to enter the construction equipment rental business with a franchise model. Company executives saw franchising as the ideal growth model, creating a channel to bring the expanding line of compact equipment (such as backhoe and skid steer loaders, compact wheel loaders and compact excavators) to market sec-

tions nationwide, while offering opportunities for local entrepreneurs in the equipment rental industry.

By the end of 2003, Volvo Rents had grown from 16 to 40 locations in North America, selling more than 400 units of Volvo equipment through the rental channel and tallying 25,000 end-use customers. Today, projections call for adding around 50 locations each year.

For a one-time franchise fee of \$35,000, Volvo Rents franchisees receive use of the Volvo brand; a fleet purchasing program for both Volvo and non-Volvo products; proprietary business planning software; proprietary customer relationship management software; a proprietary point-of-sale operating System; training; facility design; operating manuals; and regional and local marketing, among a host of other benefits.

Volvo Commercial Finance will lend, to qualified applicants, a comprehensive financial package, including fleet financing, working capital, delivery

vehicle financing and leasehold improvement financing.

Franchisees agree to protect the Volvo brand, both visibly by adhering to an identity program (internal and external signs, etc.) and philosophically by upholding Volvo's reputation for superior customer service, safety, quality and concern for the environment. A unique mentoring program pairs experienced industry professionals with Volvo Rents franchisees, offering the support and guidance to enjoy the advantages of the Volvo brand.

For more information about franchise opportunities with Volvo Rents, call franchise development at (866) 387-3687 or visit [www.volvoce.com/rental](http://www.volvoce.com/rental).

Volvo Construction Equipment is a major international company developing, manufacturing and marketing equipment for construction and related industries. Volvo Construction Equipment is part of the Volvo Group, one of the



Kicking up clouds of dust with equipment rented from Volvo Rents, a worker gets the job done.

world's leading manufacturers of trucks, buses, construction equipment, marine and industrial engines, and aerospace components and services. The Group also provides complete solutions for financing and service. The Volvo Group, a publicly held company headquartered in Gothenburg, Sweden, had sales of \$22 billion in 2003. In the United States, Volvo shares are listed on the NASDAQ and are traded as ADRs (Symbol: Volvly).

Subscribe Now! Call Today Inland Empire Business Journal (909) 989-4733

# MAY 2004

**12** Industry Breakfast Series, "Providing Exceptional Customer Service." Riverside Community College District's Corporate Connection has developed a strategic partnership with Premier Service Bank in an effort to help local business professionals by providing bi-monthly business seminars on cutting-edge topics. Wednesday, Premier Service Bank lobby, 102 East Sixth Street, Corona. 7:30 a.m., continental breakfast and networking, 8 a.m., presentation by Roger Burgraff, Ph.D., 8:50 a.m., questions and answers. Fee: \$15 per person. For more information or to place a reservation please call (909) 571-6441.

**14** California Riverside Ballet presents its Third Annual Gala, Friday, 6:30 p.m. Cocktail reception/silent auction begins, 7:30 p.m. Formal dinner by The City Cuisine, 8:30 p.m. Live auction begins, 8:45 p.m. Act Two Cinderella/silent auction closes, 9:30 p.m. Successful bidders announced, \$100 per person, \$1,000 per table of 10. Black tie optional. Riverside Municipal Auditorium, 3485 Mission Inn Avenue, Riverside. For reservations please call (909) 787-7850.

**15** California Riverside Ballet presents "Cinderella." Choreography by David Allan, music by Sergei Prokofiev, accompaniment by Inland Empire/Riverside County Philharmonic. Saturday, 2 p.m. and 8 p.m. There will also be a performance on Sunday, May 16 at 3 p.m. The 8 p.m. and 3 p.m. performances will be with the philharmonic orchestra. Group rates available. For tickets and more information please call (909) 787-7850.

**15** Los Angeles Comic Book & Science Fiction Convention, Pasadena Conference Center, 300 E. Green Street, Pasadena. Saturday through Sunday, May 16. Hours, Saturday, 10 a.m. - 7 p.m., Sunday, 10 a.m. - 5 p.m. General admission, \$7.50 and up, children five and under are free. For more information, call (818) 954-8432 or visit [www.comicbookscifi.com](http://www.comicbookscifi.com).

**21** The 30th Original Pasadena Coin & Stamp Expo features more than 75 dealers displaying a variety of United States, world and ancient investment and collector quality coins and stamps. The expo offers a wide selection of hobby supplies, maps, bonds, stocks, currency, casino chips and other collectibles. Pasadena Conference Center, 300 E. Green Street, Pasadena. Friday through Sunday, May 23. Hours, Friday, 11 a.m. - 6 p.m., Saturday, 10 a.m. - 6 p.m., Sunday, 10 a.m. - 5 p.m. General admission \$2, seniors \$1, children under 12 are free. For additional information, call (818) 997-6496 or visit [www.bick.net](http://www.bick.net).

**22** The Mt. San Antonio College Small Business Development Center is offering the following two-hour workshop, "Effective Mail Advertising." Your business can grow through contacting key customers in your area. Learn how to obtain customers' address list and create a results oriented mailing piece. For information and registration call the Mt. San Antonio College Small Business Development Center at (800) 450-7232. Saturday, 10 a.m. - 12 p.m., 363 S. Park Avenue, Suite 101, Pomona. Fee: \$15 per person, reservations required.

**25** John Moran Auctioneers Antique & Fine Furnishings Estate Auction. This popular auction features more than 350 quality items, including antiques and fine furnishings, which have been removed from local estates and homes. Choose from clocks, carved furniture, silver flatware and services, paintings, tables, chairs, chests of drawers, figurines and more. Items are all sold to the highest bidder. Tuesday, preview is at 3 p.m.; auction is at 6 p.m. Pasadena Conference Center, 300 E. Green Street, Pasadena. Free admission, catalog \$10. For information, call John Moran Auctioneers at (626) 793-1833 or visit [www.johnmoran.com](http://www.johnmoran.com).

**22** The Mt. San Antonio College Small Business Development Center is offering the following two-hour workshop, "Effective Mail Advertising." Your business can grow through contacting key customers in your area. Learn how to obtain customers' address list and create a results oriented mailing piece. For information and registration call the Mt. San Antonio College Small Business Development Center at (800) 450-7232. Saturday, 10 a.m. - 12 p.m., 363 S. Park Avenue, Suite 101, Pomona. Fee: \$15 per person, reservations required.

### WEB SITES

Aviatar Communications, Inc.	<a href="http://www.aviatar.net">www.aviatar.net</a>
Agricultural Export Program (AEP), Calif. Dept. of Food and Agriculture	<a href="http://www.atinet.org/aep">www.atinet.org/aep</a>
Best Bets of Things to do.com	<a href="http://searstatler.com">searstatler.com</a>
Business Bank of California	<a href="http://www.businessbank.com">www.businessbank.com</a>
California State Government Home Page	<a href="http://www.ca.gov">www.ca.gov</a>
Center for International Trade Development	<a href="http://www.resources4u.com/citd/">www.resources4u.com/citd/</a>
City Business Guide CITTIVU Rancho Cucamonga	<a href="http://www.citvuu.com">www.citvuu.com</a>
Columbia Chino Valley Medical Center	<a href="http://www.cvmc.com">www.cvmc.com</a>
First Federal Savings of San Gabriel Valley	<a href="http://www.firstfederalsgv.com">www.firstfederalsgv.com</a>
PFF Bank & Trust	<a href="http://www.pffbank.com">www.pffbank.com</a>
I.E. Small Business Dev. Ctr.	<a href="http://www.iesbdc.org">www.iesbdc.org</a>
Marriage & Family Therapist	<a href="http://www.claremontoutscouting.com">www.claremontoutscouting.com</a>
Small Business Development Center	<a href="http://www.iesbdc.org">www.iesbdc.org</a>
U.S. President	<a href="http://www.whitehouse.gov">www.whitehouse.gov</a>

### E-MAIL ADDRESSES

Bill Leonard	<a href="mailto:senator.leonard@sen.ca.gov">senator.leonard@sen.ca.gov</a>
California Center for Health Improvement	<a href="mailto:cchmail@aol.com">cchmail@aol.com</a>
Inland Empire International Business Association	<a href="mailto:ieibtrade@aol.com">ieibtrade@aol.com</a>
U.S. Government Printing Office, GPO Access	<a href="mailto:gpoaccess@gpo.gov">gpoaccess@gpo.gov</a>
U.S. President	<a href="mailto:president@whitehouse.gov">president@whitehouse.gov</a>

### BULLETIN BOARD SERVICES (BBS)

*Information is subject to change without notice and some operators may charge fees.*  
 Alice's Wonderland: Amateur radio, Pison and Renegade support, CD-ROM, No Ratings, On-line games, active message bases; (909) 597-4469.  
 Apple Elite II: Networked messaging, on-line games, transfers for Apple II and Mac, 144 baud; (909) 359-5338.  
 The Blueprint Place BBS: CAD-plotting service; drop "DWG" Auto-CAD files, zipped and text file in CAD library, 144 baud; (310) 595-5086.  
 Mine and Yours BBS: WWIV Networks, Large File, MSG Base, Games, Internet e-mail and Local Echoes, Fees free; (760) 244-0826.  
 Etek - Business: Business management, labor laws, CPA issues, barron resources, employee benefits; 144 baud; 24 hours; (714) 239-6864.  
 InvestorLink: Stock, commodity prices, real estate, daily news, personal finance, mutual funds; 28.8 baud; (818) 331-4611.  
 Mommsville's BBS & Breakfast: Wash/Net, E-mail, Trade/Wards, Lord Scribble On-line; 144 baud; (310) 432-2423.  
 PC-Windowsmaker BBS - A.L.U.G.L.E.: Computer user group club BBS, supporting IBM, Atari and Mac downloads, on-line games, RIP menus; 28.8 baud; (909) 637-1274.  
 Park Technology Group: Networks, cabling, security online support, free downloads; 7 a.m. to 6 p.m. (909) 784-3475.

## RESOURCE DIRECTORY

**I Provide New Customers at a Cost of \$16 To \$30. Each \*Guaranteed\***  
**CALL 877-816-7950**  
 S.C. Marketing is a Result Producing Marketing Co.

### Need QuickBooks® Support?

- Stressed out by bookkeeping problems?
- Get more out of QuickBooks® with expert QuickBooks® training



Call Linda Russell  
 the QuickBooks® Queen

**QBO QUICKBOOKS PRO ADVISOR**

909.949.4930  
 877.553.4422

E-mail Linda [qbq@uia.net](mailto:qbq@uia.net)

## KCAA 1050 AM "Time Out" With Bill Anthony and Joe Lyons



They review gourmet foods, travel and world famous restaurateurs...



...plus guest interviews with award winning chefs, renowned wine connoisseurs and leaders in the hospitality industry each Saturday on "Time Out" at 2 p.m.

## BUSINESS TO BUSINESS COURIER SERVICE



Your Intra-County business mail will be picked up by courier **TWICE** a day and hand delivered on our next route.

### Services Available Include:

- Same Day Delivery
- Couriers
- Tailored Delivery Systems
- Parcel Delivery
- Special Messenger
- Bag Exchanges
- Overnight Letter Service



For Service in the Inland Empire call:

**1 • 800 • GO • 4 • ICBM**  
 Serving all of Southern California

## SUBSCRIBE NOW!

You Are What You Know!  
 Get the news you need

**INLAND EMPIRE business journal**

**Yes!** I want to subscribe to the Inland Empire Business Journal

- ★ One Year \$24 annual subscription
- ★ My check is enclosed
- ★ Charge to my credit card: ★ Master Card
- ★ Two Year \$48 — Includes 2004 Book of Lists (A \$30 Value)
- ★ Visa Exp Date
- Credit Card No. \_\_\_\_\_
- Signature \_\_\_\_\_

Company \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone # \_\_\_\_\_

## KCAA 1050AM

### Inland Empire Balanced Talk Radio!

**Don Imus**  
 Start your morning with IMUS in the Morning  
 Weekdays 6 - 9 AM

**G. Gordon Liddy "The G-Man"**  
 Weekdays 1 - 2 PM

**Rev. Barry Lynn**  
 "A Tireless Campaigner"  
 Weekdays 2 - 3 PM

**Chuck Harder**  
 "For the People"  
 Weekdays 3 - 4 PM

Lacey Kendall - Ray Peyton  
 Local News Up-Dates  
 Weekdays 8 AM - Noon - 5 PM

## KCAA 1050 AM Talk Radio

### Local News & Entertainment

...the station that leaves no listener behind!  
 909-798-9000 - info@KCAARADIO.COM



GET THE FEELING. TOYOTA.



toyota.com

### The '04 Camry Solara Convertible

Which is more fun? Pressing your foot into all 225 hp of the Solara's available VVT-I V6?

Or touching the sky with just the touch of a button? Solara indulges you in every way.

From luxurious interiors to a sleek and stylish design that's turning heads everywhere.

The all-new Camry Solara. As soon as you pull up, they'll like your thinking.

**IT'S IMPORTANT TO BE OPEN TO NEW IDEAS.**

**TOYOTA DEALERS  
OF SOUTHERN CALIFORNIA  
WE MAKE IT EASY.**





## Hospitable. Flexible. Negotiable.

(You can be so demanding!)



The **ONTARIO CONVENTION CENTER** is the ideal local choice for **MEETINGS, BANQUETS** and other **SPECIAL EVENTS**. Our beautiful, technologically advanced facility offers all the space, services and amenities you want at a **PRICE YOU CAN AFFORD**. Whether you're planning a video conference meeting for 10, a corporate gathering for 100, or a large trade show for 1,000, the Ontario Convention Center provides the **PERFECT VENUE**. Just give us a call and our friendly staff will answer any questions you may have. For more information or an online RFP, visit [www.ontariocc.com](http://www.ontariocc.com) or call us at 1-888-262-7121.



*The Affordable Advantage.*



Specialized catering by CenterPlate featuring an incomparable team of chefs and servers

Onsite video conferencing available seven days a week

225,000 sq. ft. of flexible exhibit, meeting and banquet space

Knowledgeable, friendly staff expertly trained in event planning

Most affordable convention rates in Southern California

Official venue of

**2004 WOMEN & BUSINESS EXPO**  
PRESENTED BY  
 DIVERSITY & INNOVATION

