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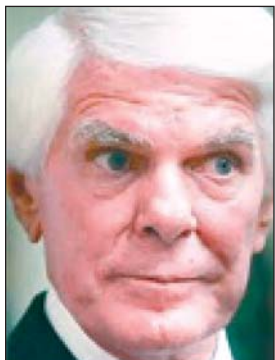
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## AT DEADLINE

### Lewis Seeking Rebirth as Political Kingmaker

Former Congressman Jerry Lewis, who left the House of Representatives after a 34-year Congressional career that peaked with his chairmanship of the House Appropriations Committee, is seeking to reassert himself as a political player with the formation of political action committee dedicated to electing candidates to federal office.

His role as a legislator now behind him, Lewis is testing whether his reserve of leftover campaign cash and his cachet as one of the steady rocks of his party will allow him to don the mantle of kingmaker.



Jerry Lewis

Within the last fortnight, Lewis converted the now-defunct Lewis For Congress Committee, the campaign committee he had utilized to finance his 16 runs for reelection to

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## MAIL TO:

### Rancho Cucamonga Mayor Joined First Lady Michelle Obama to Celebrate Achievements in Let's Move! Cities, Towns and Counties

First Lady Michelle Obama hosted Mayor L. Dennis Michael at the White House, celebrating the outstanding efforts of Rancho Cucamonga and other communities to complete health and wellness goals over the past year for Let's Move! Cities, Towns and Counties (LMCTC). LMCTC calls upon local elected officials to adopt sustainable and holistic strategies that improve access to healthy, affordable food and opportunities for physical activity.



Mayor L. Dennis Michael

"Rancho Cucamonga's partnership with Let's Move! Cities, Towns and Counties has sparked a cultural shift, putting health at the forefront and transforming the way the city does business. We encourage healthy lifestyles and a healthy community by addressing the environmental influences that contribute to obesity," said Mayor L. Dennis Michael.

Since joining LMCTC, Rancho Cucamonga has adopted several innovative strategies to increase access to healthy food and physical activity including a Complete Streets Policy ranked top ten (10) in the nation, a Community Gardens Policy that modified zoning to include all residential areas and waived city fees, and a Farmer's Market Policy that requires seventy-five percent (75%) of all products sold meet healthy food guidelines. These efforts earned Rancho Cucamonga four (4) gold medals in the various LMCTC categories and ranked the city first in the nation, a standing shared with four (4) other cities.

"The League of Cities appreciates the support and energy of the First Lady for her tireless efforts to

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### Ontario-based Gold Star Foods, Inc. Feeds 400 School Districts in U.S.

Gold Star Foods ([www.goldstarfoods.com](http://www.goldstarfoods.com)), based in Ontario, is the leading School Nutrition Food Distributor in the U.S. Gold



Star Foods services millions of school meals daily to area schools. That includes Los Angeles Unified School District, the second largest school district in the coun-

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## Special Sections

ARE YOU PAYING THE IRS TOO MUCH MONEY IN TAXES?

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FINANCIAL PRODUCTS FOR THE AGES

Page 7

Executive Time Out  
THE JERSEY SHORE  
SO, HOW YOU DOIN'?



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### CSUSB students create Toyota commercial By Joe Gutierrez

Students, in thinking of their future, often wonder what it would be like working in their chosen field. A group of communication studies students at Cal State San Bernardino got that taste of the real world of public relations, marketing and more as they pitched, created and filmed an actual 30-second television commercial that aired for a real client.

And more than just a class project, the group also received \$2,000 from the client, long-time CSUSB supporter Cliff Cummings, the Toyota of San Bernardino owner.

For its winning efforts, the team of CSUSB students, seniors Wesley Davenport of Moreno Valley, Amy Wassing of Long Beach, Tavon Harris of Rancho Cucamonga, Renne Barlin of Riverside, David Nguyen of Orange, Saumee Mehrdady of La Habra Heights

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## CORPORATE PROFILE

### Cable Airport

Cable Airport is the largest privately-owned airport open to the public in the country and was started in 1945 by Dewey and Maude Cable. It is presently owned and operated by their children and grandchildren.

In the beginning, as World War II marched to its conclusion, Dewey set about making his dream of having his own airport a reality. He considered several different locations in what is now the Inland Empire area, finally settling on 80 acres of rocks and shrubs north of Foothill Boulevard, between Upland and Claremont.

Dewey talked the owner into selling it to him for \$8,500, which was much less than he had been asking originally. This took all of Dewey and Maude's savings, and the banks wouldn't loan them money to develop the airport because the property, being watershed, was subject to flooding. Being the resourceful person he was, Dewey turned around and sold 12 acres to the Holliday Rock Company for \$8,500, which gave him the money he needed to start construction. Another 40 acres was purchased in 1948 and the final 20 acres in 1956.

When it came time to start runway construction, Dewey was again frustrated by uncooperative banks and unwilling contractors. Contractors, looking at the rugged terrain with deep gullies, huge boulders, and rocks of all sizes, said it would cost a fortune to build the runways and quoted accordingly. That didn't stop Dewey. He went ahead and built them himself.

He rented two bulldozers and a carryall, and bought an old pull grader. With the help of his wife, two children, and some hired help he began construction on the first runway in March 1945. Thirty days later (for a fraction of the cost one contractor wanted) the first 1,200 feet of runway was completed.

Dewey had chosen to fill one of the eroded north-south ravines first, because it was the easiest to do. This became runway 1-19. Of course, it did have a steep 3.5% gradient, and the prevailing winds were across the runway instead of parallel. But that wasn't a problem for an experienced pilot like Dewey. Besides, the important thing was that he could use it now, while the other longer runway was being built!

Dewey used the dozer to clear the boulders and the grader to level the runways. Maude, his wife, drove a truck and hauled equipment. Roger, who was seven, marked outlines for the runway, which was no easy task because he was not tall enough to be seen from one point to another. Many times he had to stand on the top of the old Model T truck. Millie was 13 and kept track of topsoil being delivered from the nearby rock quarry at 50 cents a truckload.

#### The First Landing

Dewey was not a patient man and was anxious to be the first to use his airport. As soon as he had cleared 1,200 feet, he went over to Brackett, where he kept his Porterfield, took off and headed home for the first time. The date was May 23rd, 1945.

It was a short flight to the strip he and his family had carved out of the San Antonio Wash. It looked small from the air, but he saw the future and it was huge.

Everything appeared fine as he came in on final. But the runway had just been watered and he didn't see a large rock that had been upended by the water truck. He flared expertly and had just touched down when one wheel hit the rock and was sheered off. The plane kept going, finally skidding to a stop. Upset but undaunted, he moved the plane out of the way and continued construction of the runway.

There was no stopping now. The family reserves had been spent and the only way to survive was to get the airport operational. Dewey, Maude and the kids worked from sun-up to sun-down seven days a week to finish the runway. It wasn't long before it was 1,500 feet long and improved to a point where other

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## COMPUTER

### Apple Gets Back in the Game

By J. Allen Leinberger

(With assist from the IT Pro website)

After months worth of doldrums from Silicon Valley, Apple's yearly iOS upgrade is now official and iOS 7 will launch this fall. Several websites including IT Pro now confirm that iOS 7 will be made available to everyone via free download on Sept. 18.

So far Apple has released three beta versions for developers, and it is rumored that the fourth beta is due before the official release. Reports from developers using the beta code have reported that the



main issues so far include poor battery life, especially on older devices such as the iPhone 4S, and random crashes.

There's also talk of the next-generation iPhone, the iPhone 5S, being unveiled around the same time—so excitement is building over what additional features we could see in the new hardware. The iPhone 6 is still being tipped for a 2013 arrival too. This is a part of the reason that Apple's stock has dropped so radically. With a two year contract from phone service companies, most consumers are going to buy a "6" when it's time to renew. Thus there is no point in looking at a "5" or "5S".

Many computer writers have published their wish list of what they'd like to see in the latest version of the Apple iOS. Soon they will know if they got it right. The biggest difference to iOS 7 lies in the user interface. It certainly looks and feels very different from previous generations of the OS. That said, Apple says it has tried to keep things familiar, but users no doubt will be the best judges of that when it's widely available. There's a flatter home screen, with layers that make icons appear as if they're floating. A new Control Centre means commonly used features such as Airplane mode, Wi-Fi, Bluetooth, brightness and music play/pause/stop are there with a mere swipe. There's also a new Notifications Centre, meaning users can see what has happened during any period of inactivity right from the lock screen, such as messages or e-mails received.

AirDrop makes it easier to share content with other users without having to bump phones together and an enhanced Siri with male and female voices in English, French and German (with other languages to follow) will help add mass appeal. (Personally, I don't get along well with Siri. Any change will be an improvement.) What's more, in-car controls will make for safer driving for many iOS users too. The mobile version of Safari has also been enhanced and iCloud key-chain tweaks will ensure greater security, especially should the worst happen and your iOS-based device falls into the wrong hands.

So, what are some of the improvements that we can hope for in "7"? In inverse order, they would be as follows.

**7. Refreshed interface/customizable skins** The iOS interface has been the same since day one and

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### QUOTATIONS ON “PERFECTION”

Aim at perfection in everything, though in most things it is unattainable. However, they who aim at it, and persevere, will come much nearer to it than those whose laziness and despondency make them give it up as unattainable.

*Lord Chesterfield*

Perfectionism is a dangerous state of mind in an imperfect world. The best way is to forget doubts and set about the task in hand. . . . . If you are doing your best, you will not have time to worry about failure.

*Robert Hillyer*

The feeling of having done a job well is rewarding; the feeling of having done it perfectly is fatal.

*Donley Feddersen*

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## THREE WEEKENDS OF ROYAL TREATMENT

Big Bear Renaissance Faire Expands to Three Weekends and Adds New Tea Pavilion, Warriors Table and Royal Gallery

Kate Middleton and Prince William's newborn baby is not the only news focused around royalty these days. In fact, the Big Bear Renaissance Faire has expanded to three consecutive weekends starting Aug. 3, and has added three new ways to get royal treatment at the 12th annual event.

For those who want to rub elbows and enjoy a cup of tea with Queen Elizabeth I, you can join her and her special guests from other queen realms such as Queen Victoria, The Fairy Queen, and Queen of the Gypsies at the queen's new Tea Pavilion. Guests are served a delicious treat with a hot or cold beverage of choice. Guests will learn about the renaissance period from the queen herself and her special guests in the utmost entertaining fashion. Royal dignitaries and tableside entertainers such as jesters, pirates and Scots will differ each time making it a different experience each time. There is one seating each day of the faire for the Queen's special tea parties, which are private affairs with limited seating. Sir John Smythe of the Queen's Royal Court is also hosting a similar gathering each day at the faire called Warrior's Table. At this assembly guests get the chance to rub elbows with Knights of Mayhem, King of the Gypsies, pirates, Wilds, Scots and more. Each seating is \$10 per person for either get-together.

Also new this year is the Royal Gallery at the jousting arena that gives guests an opportunity to sit with Queen Elizabeth I and her royal court courtside at the 1 p.m. joust or join the visiting royalties at the 4 p.m. joust. The Royal Gallery is available for a limited number of guests. Each guest receives a commemorative photo and the cost is \$5 per person.

"This is royal treatment at its best!" said Lynda McGinnis, CEO and founder of Big Bear Renaissance Faire. "This gives our guests a good feeling of what it might have been like to meet the queen and other dignitaries in those days. It's a real treat indeed!"

In addition to the new royal treatment activities, The Big Bear Renaissance Faire celebrates its enchantment with musical troupes, singing groups, comedy acts, belly dancers, strolling street performers and full-contact joust matches. There are six stages of continuous live entertainment including three general stages, an aerial performance stage, a children's stage, and a NC-17 stage. Note: Children under 17 should not attend the NC-17 stage performances. Scalawags Cove is a designated area with an array of games and activities for all ages and is hosted by lively pirates. Some of the more notable games include Battle on the High Seas, Splatter the Platter, Soak a Bloke and Drench a Wench. Other activities and entertainment on the slate include patron interaction battles, The Queen Quest, and living history encampment with demonstrations such as renaissance period tailoring and candle making. Also, expect to experience "a ripple in time" facet to the faire with time-traveling characters from both the past and future.

One of the highlights of the faire is a crowd favorite Knights of Mayhem who provide bone-crunching, no holds barred competitions that are 100 percent authentic, which means no scripts and preplanned winners. Each knight is out to win, and spectators should expect to see a contest with full-blown body contact. The jousting competitions occur twice daily at 1 p.m. and 4 p.m.

Of course, the festival would- *continued on page 29*

## An Industry Shindig in Downtown Los Angeles

A "Celebrate California" fundraiser brings in more than \$500,000 for the Collins College of Hospitality Management

By Shelly Levitt

When guests—some 680 in all—gathered at the JW Marriott Los Angeles L.A. Live for the Hospitality Uncorked gala in late March, the theme was "Celebrating California." And the pre-dinner reception did indeed pay luscious tribute to the Golden State.



*Collins College of Hospitality Management at Cal Poly Pomona*

There were beautiful displays of bounty from Southern California farmers and artisan cheesemakers. Some of the most acclaimed SoCal chefs were on hand to share their signature bites. Scott Leibfried of Santa Monica Seafood offered Mexican shrimp ceviche, and Andrew Sutton of Disneyland Resort's Napa Rose restaurant plated roasted beef tenderloin with apricot mustard. Dean Grill of Gladstone's presented shimmering ahi tuna, while Eric Branger, executive chef at L.A. Live's Ritz-Carlton and JW Marriott, won wows with his (almost) too-pretty-to-eat mini-Mason jars of fresh crab, artichoke purée and citrus gremolata.

California winemakers were featured at a Sunset magazine Vintner Tasting table, and two lively cocktails were mixed with Charbay blood orange artisan vodka, an award-winning spirit made in Napa Valley with organic fruit. What guests didn't know was that the event was also taking into consideration another well-known element of Southern California life: the highway. When event organizer Joan Wrede heard that the local exit for U.S. Route 101 had been shut down, she made an instant decision to extend the reception so guests who had been delayed would have time to mingle. "You don't want guests to arrive and have to go straight into dinner," she explains.

That nimble response was a lesson for the dozens of volunteers at the event: students of the Collins College of Hospitality Management at Cal Poly Pomona. The only hospitality college on the West Coast, the 40-year-old Collins was the beneficiary of the evening's festivities. With more than two-thirds of the college's 1,000 students receiving some form of financial aid, the annual fundraiser "is a huge event for us," says Andrew Hale Feinstein, Collins' dean. But it is also, he adds, "a party to celebrate California's hospitality industry as a whole." Wrede agrees. "Hospitality is the No. 1 industry in Southern California," she says, "and the event is an opportunity to acknowledge this vibrant industry."

Each year the event honors someone with the Robert Mondavi Wine and Food Award, named for the first year's honoree in 1999; other recipients have included Julia Child and Alice Waters. This year the winner was Caroline Beteta, CEO of Visit California, the industry-led nonprofit organization that promotes California as a travel destination. After a dinner of family-style "farm-to-fabulous" appetizers and a main course of grilled beef tenderloin and braised veal cheek, Beteta was feted with a video that highlighted her dual lives: a globe-trotting exec and wife, mother and horsewoman, who spends weekends on a remote *continued on page 33*



## SUCCESS IN BUSINESS

### The Summertime Tune-up: Seven Reasons to Perform a Half-Year Review and Let the Sun Shine on Your Business This Summer

*If you're a business owner and you're thinking about kicking back and taking it easy this summer, think again, says Bill McBean. He recommends using the season to do a half-year review of your business and take advantage of emerging opportunities while your competition rests.*

Summertime and the livin' is easy...or so the song goes. But as the days grow longer and warmer, small business owners might want to be careful about taking it too easy during June, July, and August. The reality, says successful entrepreneur and author Bill McBean, is that the season is actually a great time to do a half-year review and make some smart moves for your business while some of your competitors are in a summertime lull. "I'm not saying you have to work yourself to death this summer," says McBean, author of *The Facts of Business Life: What Every Successful Business Owner Knows That You Don't*.

"I'm suggesting you work smarter, not harder. Often, business owners think they can just wait and review their business or implement needed changes after they've enjoyed the summer. But what happens is, owners come back from their vacations and they are 'slammed' trying to catch up and dealing with past problems, instead of looking for market opportunities or getting ready to ramp back up after Labor Day.

"They end up trying to succeed with the same troubled systems, processes, and/or employee(s), so nothing changes; suddenly the year is almost finished, and valuable opportunities have passed them by. But trust me, there are many benefits to taking the time to do a half-year review right now—before time runs out to adjust to the market and make conquest sales to improve your bottom line."

According to McBean, summertime is a great time to

"mash the gas" on improving your strengths and eliminating any weaknesses that have cropped up since the beginning of the year.

"The key here is to identify what can be done quickly and implemented easily," he says. "The more difficult challenges begin once you get these initial improvements in place. It's also important to check in on the goals you made earlier in the year and make adjustments as needed."

Read on for a few tips from McBean on why you should do a summertime check-up on your business:

**Some important changes will take a while to fully implement.**

If you want to make changes in your operation, like ordering new inventory, hiring and training new employees, or putting a new marketing campaign together, it will take time to really get them rolling. "You might think, Oh, as long as we get this or that going by fall, we'll be good to go for the rest of the year," says McBean. "But why wait until fall? You probably have a little extra time right now to make things happen. So take advantage of it!"

**You can take action while your competitors are procrastinating.**

Most owners and their managers say, "Thank God we got through the winter months, and we are now in the meat of the market! Things should get better now...at least, I hope!" Then, they kick back and wait to see what happens during the next few months. But not you.

"The important thing to understand is that while your competitors are taking this

approach, you have a market advantage and an opportunity for conquest sales and more profit," notes McBean. "But only if your changes are smart and you begin the preparation now. Set a goal to take action on at least one or two important goals. Do it while your competitors are sitting on their hands, and there will be conquest sales and a bigger payoff for you and your business."

**Now you know what you didn't know in December/January.**

Hopefully you did an end-of-the-year or beginning-of-the-year review back in December or January. That review probably raised some important questions. For example: What will the hottest products be this year? Will my biggest competitor's expansion gamble pay off? What's my biggest threat? And so on. "Now, almost halfway into the year, you should have answers to some of those important questions," says McBean. "Most importantly, now that you know what you didn't know, you can look at what it means for your business and make decisions accordingly."

**You have the opportunity to regrip the reins.**

As a business owner, you must take control of your business. Owning and managing a business is not a democracy—it's more like a dictatorship. When you aren't ruling over your business, chaos will reign, and you will have upset employees and customers. "Success begins with great leadership," explains McBean. "That means you and your appointed leaders—managers, department heads, and team leaders—must operate and

stick to the processes you put in place every day, all day. If employees aren't following your processes, you must get them on board. But if they won't, the employee has made a decision for you—unfortunately, you will have to let them go."

**Nothing good comes from waiting to look at your numbers.**

Are your sales up or down compared to last year and what you had forecasted for this year? Why or why not? Is your overall local market economy doing better than last year? If it is up, what products or services can attract this added disposable income in your market? If it is down, what do you need to do to protect your business? Is your industry up nationally and regionally? Sure, sitting on a beach somewhere will be a lot more fun than running these numbers, but when you've owned up to them, you'll have the peace of mind of knowing where your business stands and what you need to do to get it (or keep it) on track.

"One important thing to note: Most business owners look at sales revenues, expenses, and bottom-line net profit," says McBean. "But don't forget the importance of gross profit and the products and services that generate it. In reality, gross profit is what creates your net profit and provides meaningful measurement of sales and expenses. It is a factor that every business owner should be studying in detail."

**It's a great time to go after new opportunities.**

New opportunities are always presenting themselves.

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## EVENT PLANNING TECHNOLOGY MAKING IT EASIER

### 'Jetson'-Age Tools Click With Big-Event Planners

*Trade Shows Expert Shares 3 Cutting-Edge New Technologies*

Most of us think about technology on a mostly two-dimensional plane as we flick our way from screen to screen on touch glass. But today's tech includes applications that are far from flat, says major-events expert Ann Windham.

"What if you could control all primary aspects of major events like trade shows, big weddings and awards ceremonies through your iPad or smartphone; imagine shutting everything down at the end of a long and exhausting night by pushing one button on your phone – that's just some of what's possible with today's software," says Ann Windham, president and CEO of Imagine Exhibits, Inc. ([imaginexhibits.com/events](http://imaginexhibits.com/events)).

Lights, climate control, projectors and monitors, curtains, fountains and much more can be controlled with an app, and the data that you take away from trade shows can be used to quickly follow up on sales leads, says Windham, who showcased this cutting-edge technology July 9 at Trade Show Technology Summit 2013, held

at the Irving Convention Center at Las Colinas in Irving, Texas.

The summit showed attendees how to manage technology such as QR codes, mobile apps, virtual trade shows, social media, on-line asset management, interactive media and live stream video on electronic devices as simple as a mobile phone, she says.

"We showed planners the newest event management tools for efficiency and streamlining tasks before, during and after their event. We also have hands-on, educational workshops to show them how to use management," she says.

Windham shares three of her favorite new technologies:

- **Pre-show — Event Management Software:** This one-stop source for managing every detail about your event – from Fed Ex tracking numbers to vendor contact information to photos from the show – even allows you to manage multiple events from any location. "In the past, we carried all the details for each show in one huge binder. If you were at a

show in Texas and someone called with a question about the show in Oregon, you wouldn't have that information handy," Windham says. Event management software relies on cloud storage, so members of your team can access it from their smartphone or iPad no matter where they are. Another benefit: You've got just one place to input all that data.

- **During the show — Remote Sensors:** Sensors built into the walls of an exhibit allow you to control all of the electronics from your smartphone or iPad. Not only does it save time, it's an easy way to add valuable theatrics during a demonstration. "Say you're standing at the back of the room and you realize the speaker can't be heard, you just turn up the volume on his mike, right from your iPad," Windham says. "Or, if you want to create special effects using lighting and room temperature, you can dim the lighting and drop the temperature." Her favorite feature? At the end of a long day, rather than walking from one device to the next,

shutting off each, you press just one button and turn everything off while walking out the door.

- **Post-show — Sales Leads Follow-up:** Seventy percent of exhibitors who capture sales leads at trade shows don't collect qualifying information, according to the Center for Exhibition Industry Research (CEIR). Scanners collect only the most basic data from visitors to each booth – there's no way of knowing whether they were a "hot" lead ready to buy, or someone who stopped by for the free T-shirt, Windham says. Now, however, event management software allows exhibitors to include qualifying information every time a visitor's badge is scanned. "At the end of the event, you can quickly see who your hottest leads were and send them an email or postcard before you've even left the event," Windham says.

For planners who've been hamstrung by personnel cutbacks in recent years, these new tools are lifesavers, she says. "The days of 'The Jetsons' has arrived."

### Inland Empire Economic Partnership Launches Yearlong Program

The Inland Empire Economic Partnership, the region's largest economic development organization, is getting ready to launch a year-long program that will help train a next generation of business and civic leaders for the area, according to a statement.

The Regional Leadership Academy is an exploratory program that will be culled from private- and public-sector employers in Riverside and San Bernardino counties. Staff members of these entities and others who want to learn more about the issues affecting the region, and how Inland

Southern California fits into bigger regional and state pictures, are invited to participate.

Paul Granillo, president and CEO of the IEEP, said some of the participants could end up holding positions of authority in government or private industry one day. This is a chance for them to be indoctrinated into the issues that include public policy and the perception of the Inland area in other parts of California.

"A region of 4.3 million people should always be investing in its future public and private sector leaders," Granillo said in a statement.

The academy will consist of daylong sessions once a month starting with an introduction to the program and a history lesson on the Inland Empire's history and its economy on Sept. 13 at the IEEP's offices in San Bernardino. It includes excursions to several locations in the area as well as trips to Los Angeles, Orange County and San Diego and a two-day excursion to Sacramento.

Letters explaining the program were sent out to companies and public agencies two weeks ago. Granillo said in an interview that ideally the lead-

ership academy has room for about 45 participants because that's how many people the buses that will take them to various locations can accommodate.

If there are more participants, preference may have to be given to people who work for entities that are IEEP members, he said.

*More information is available by contacting Olivia Crowley-Sancrant, the IEEP's coordinator of constituent services, at [ocrowley@ieep.com](mailto:ocrowley@ieep.com).*



# DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL

## STOCK CHART

### THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
American States Water Company (H)	60.93	53.67	7.26	13.5%
CVB Financial Corp. (H)	13.29	11.76	1.53	13.0%
Provident Financial Holdings, Inc.	17.17	15.88	1.29	8.1%
Monster Beverage Corporation	64.63	60.83	3.80	6.2%
Simplicity Bancorp, Inc.	14.71	14.50	0.21	1.4%

	Ticker	7/22/13 Close Price	6/28/13 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Company (H)	AWR	60.93	53.67	13.5	61.09	39.75	20.5	NYSE
CVB Financial Corp. (H)	CVBF	13.29	11.76	13.0	13.48	9.43	18.0	NASDAQGS
Monster Beverage Corporation	MNST	64.63	60.83	6.2	69.65	39.99	35.4	NASDAQGS
Simplicity Bancorp, Inc.	SMPL	14.71	14.50	1.4	15.74	13.50	22.7	NASDAQGS
Provident Financial Holdings, Inc.	PROV	17.17	15.88	8.1	19.69	11.25	7.5	NASDAQGS

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

## ARE YOU PAYING THE IRS TOO MUCH MONEY IN TAXES?

By Edward Allen: MBA,  
California Independent Broker

Several economic uncertainties which have taken place within the past 12 years, when it comes to your savings and retirement planning goals, have not been as favorable as we would have hoped. For example, the dot.com bubble of 2000, the financial - real estate collapse of 2008, and let's not forget the hopes and dreams that fell short when Facebook's IPO didn't perform as well as expected. Nonetheless, when it's all said and done, it appears the only reliable guarantees left and remain constant, is a guaranteed increase in the cost of living, along with a surge in taxes and tax rates.

Accordingly, the 2013 tax season generated an additional tax (surtax) on already taxed income, for high-income earners who are now required to pay a 3.8% surtax in correlation with un-earned income, earned interest and dividends, rents, capital gains and more. However, the 3.8% surtax will only effect singles earning \$200,000 and those married filing jointly earning a \$250,000 modified adjusted gross income. As a high income earner or business owner, the aspect of increasing taxes whether on the federal or state level, can be unnerving. However, when it comes to weakening Uncle Sam's grip from your retirement planning savings or from minimizing your business tax write-offs, consider the last tax saving caveat known as a Section 79 plan.

In general, Section 79 is a tax-code introduced by the IRS in 1964, and intended to provide an allowable benefit, that would offset the growing concerns of increasing group life insurance term policies that were being issued on corporate executives. However, after several modifications, current provisions allow for adding a permanent life insurance benefit to a group term policy, which defines a Section 79 plan as a value-added option that builds substantial cash value on the chase of a properly structured permanent life insurance policy.

Unlike traditional retirement

continued on page 33

### Five Most Active Stocks

Monster Beverage Corporation	17,246,460
CVB Financial Corp.	10,221,850
American States Water Company	1,672,090
Provident Financial Holdings, Inc.	545,870
Simplicity Bancorp, Inc.	377,820
<hr/>	
D&P/IEBJ Total Volume Month	30,064,090

### Monthly Summary 7/22/13

Advances	5
Declines	0
Unchanged	0
New Highs	2
New Lows	0

### Duff & Phelps, LLC

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## SALES

### The Bootstrapper's Dirty Dozen: Twelve Not-So-Obvious Tips to Help Small Business Owners Prosper

*Starting a small business is hard work. Joseph Callaway has been there, and he shares twelve unexpected tactics—all centered on putting clients first—that will help your company to succeed.*

So, you're building a small business from the ground up, with only the proverbial wing and prayer to keep you aloft. What are you most intensely focused on? If your response is "stretching my shoestring budget," "establishing processes that work," or (the biggie) "making money," you're not alone. But according to Joseph Callaway, all of those answers are wrong. Anything that takes your focus off the customer, he says, puts your fledgling business in harm's way.

"Whatever industry you're in, success boils down to this: attracting enough customers, and keeping them coming back—with interest!" says Callaway, who, along with his wife, JoAnn, is the author of the New York Times bestseller, "Clients First: The Two Word Miracle." "When you're growing a small business, you can't afford to disappoint customers, or even offer them a good-enough experience. You have to 'wow' them every time, which means giving them the first fruits of your time, energy, creativity, and focus.

"And here's the payoff," he adds. "When you succeed in putting your clients first, you will find that everything else—growth, a positive reputation, and financial security—all fall into place."

Callaway speaks from experience. He and his wife built their thriving business—Those Callaways—in a tough industry that's had more than its share of challenges. To date, they've sold over a billion dollars' worth of homes. Their book describes their late-in-life entry into the world of real estate, how they had their "Clients First" revelation, and how it has impacted their professional and personal

lives. It also gives readers step-by-step advice on how to put their own customers first, as well as why each one works.

"Living and working this way is not easy," Callaway admits. "Putting your customers' interests ahead of your own—every time—will seem counterintuitive, risky, and sometimes even frightening, especially at first. Eventually, though, keeping your commitment to Clients First will start to feel more natural. And by that point, the benefits, rewards, satisfaction, and success will be rolling in—and you'll be proud of the person and professional you've become."

Here, Callaway shares a "dirty dozen" tips that might not be obvious...but that will help you to put clients (and competitors, and employees!) first so that your small business can grow and prosper:

**Change your thinking about why you exist.** If you go into work thinking, How do I make money? you're already off on the wrong foot. As Callaway has pointed out, what you need to be thinking is, How do I serve others? Callaway admits that taking your focus away from the bottom line may feel uncomfortable at first. Yet, ironically, it changes everything for the better.

"Consciously putting your own best interests in second place goes against the grain of human nature," admits Callaway. "But you will find that when you focus on how best to serve clients, tough decisions make themselves. If it serves the client, you do it. If it doesn't, you don't. This neutralizes moral dilemmas and really simplifies your life. And it almost always has a miracle effect on your growth and success."

**Take your business personally.** Never let the words "it's just business" cross your mind (and certainly not your lips). This old standby phrase is simply not true, especially to a client who feels as though he has been belittled, treated coldly, pushed away, or used. Remember, to truly serve, you have to care. When you keep yourself at arm's length, you can't give your clients 100 percent...and you give them an incentive to take their business elsewhere.

"Do you see your clients as sources of income, or do you see them as actual human beings with likes, preferences, quirks, and stories?" Callaway asks. "People want to do business with individuals they like—and they like people who like them! Make a deeper connection with your clients by asking about their kids, their pets, their hobbies, and their jobs or businesses. You'll find that most of them are just like you: filled with worries, hopes, and dreams. Once you get familiar with and invested in these things, you'll work that much harder on each client's behalf, and you'll earn their loyalty in the process."

**Little things matter more than you think.** Especially when you're trying to get a small business off the ground, it's easy to get caught up in pursuing the "big" goals: growing your company, expanding your client base, hiring more employees, and making a profit, for example. But don't become so fixated on the forest that you fail to see the trees. In other words, stop being so distracted by the "big grand ideas" and start getting the small details right. Promises kept, deadlines met, little extra flourishes, and small acts of kindness add up to happy

clients.

"This principle definitely includes the simple act of communication," Callaway comments. "One of the things we do with clients in escrow is to call or email them every day, even if nothing is happening. This simple message of 'nothing happening, wanted you to know,' is a huge stress reliever and an even bigger business builder."

**Hard times don't justify stinginess.** We've all heard the expression "The more you give, the more you get." And you may be willing to put it into practice when it comes to giving your clients things like honesty, competence, and care. But if you give away your expertise, time, energy, and (gasp!) money, won't you just go broke? Not necessarily, says Callaway. It may take time, but whatever you give will usually come back to you with interest.

"I remember being very apprehensive about donating a large sum of money to build a Habitat for Humanity house as a Christmas gift for our clients. I thought I'd never see that money again. But in the years since, I've learned that new clients chose us—and even that a bank gave us all of their foreclosures to sell—because they had learned of that donation. Now, you might not always give and get on such a large scale. But the principle works for all amounts of money, and it also works when you're giving over-and-beyond service."

**Don't lie—even if it makes you look better, makes you rich, or keeps a client from walking.** Sometimes, it's tempting to tell white lies, exaggerate, misdirect, omit, and cut corners to make life easier. Generally, it's also easy to justify these

*continued on page 31*



# Inland Empire's Largest Employers

(Ranked by Number of Inland Empire Employees)

continued on page 15

Company Name Address City, State, Zip	# Employees (IE) # Employees (Nationwide) Yr. Est. IE	Nature of Business	Employee Services: Van or Carpool Health Club on Site Daycare on Site	Marketing Contact Title	Top Local Executive Title Phone/Fax E-Mail Address
1. <b>County of San Bernardino</b> 385 N. Arrowhead Ave. 5th Floor San Bernardino, CA 92415-0110	19,000 N/A 1853	Local Government	Yes No No	Paula Nowicki Chief of Staff 1st District	<b>Gregg Devereaux</b> CEO (909) 387-5417/387-5430 www.sbcounty.gov
2. <b>County of Riverside</b> 4080 Lemon St., 4th floor Riverside, CA 92501	18,400 N/A 1893	Local Government	Yes No No	Bob Howdysshell Director, Purchasing & Material Services	<b>Jay Orr</b> County Executive Officer (951) 955-1100/955-1105
3. <b>Stater Bros. Market</b> 301 S. Tippecanoe Ave. San Bernardino, CA 92408	18,221 N/A 1936	Supermarkets	Yes No No	Dennis McIntyre Group Senior V.P. Marketing	<b>Jack H. Brown</b> CEO (909) 733-5000
4. <b>United Parcel Service</b> 2930 Inland Empire Blvd., Ste. 110 Ontario, CA 91764	8,600+ 358,000 1907	Transportation	No No No	Mario Archaga Middle Market Manager	<b>Scott Davis</b> CEO (800) 742-5877/877-1508
5. <b>S.B. City Unified School District</b> 777 North F St. San Bernardino, CA 92410	8,574 5,000 1964	Education	No No No	Linda Hill Director of Communications	<b>Dr. Dale Marsden</b> Superintendent (909) 381-1100/885-6392 www.sbcusd.kiz.ca.us
6. <b>Ontario International Airport</b> 1940 E. Moore Way Ontario, CA 91761	7,695 1940	Aviation	Yes No No	Mark Thorpe Air Service Marketing Director	<b>Jess Romo</b> Airport Manager (909) 937-2700/937-2743 info@lawa.org
7. <b>University of California Riverside</b> 900 University Ave. Riverside, CA 92521	7,618 N/A 1954	Higher Education	Yes Yes Yes	Marcia Mc Quern Associate Vice Chancellor, Strategic Communications	<b>Timothy P. White</b> Chancellor (951) 827-1012/827-3866 www.ucr.com
8. <b>Loma Linda University Medical Center</b> 11234 Anderson Ave. Loma Linda, CA 92354	6,147 6,147 1905	Medical/Health Care	Yes Yes (Close by) Yes (Close by)	Tammy Veach Administrative Director	<b>Ruthita Fike</b> CEO/Administrator (909) 558-1000/558-0308
9. <b>Kaiser Permanente Medical Center</b> 9961 Sierra Ave. Fontana, CA 92335	6,000 156,000 1943	Health Care	Yes No No	John Gustafson Dir. Sales & Marketing, I.E.	<b>Greg Christain</b> Executive Director (909) 427-5269/427-7193
10. <b>Riverside Unified School District</b> 3380 Fourteenth St. Riverside, CA 92501	5,500 1871	Education	No No No	Dianne Pavia Mgr., Comm. & Public Relations	<b>Dr. Rick Miller</b> District Superintendent (951) 788-7135/788-5668 www.rusd.k12.ca.us
11. <b>Corona/Norco Unified School District</b> 2820 Clark Ave. Norco, CA 92860	5,147 4,926 1893	Education	No No No	Tom R. Pike Executive Services	<b>Kent L. Bechler, Ph. D.</b> Superintendent (951) 736-5000/736-5015 www.cnusd.k12.ca.us
12. <b>Pechanga Resort &amp; Casino</b> 45000 Pechanga Pkwy Temecula CA 92883	4,800 1995	Casino/Resort	No No No	N/A	<b>Rudy Prieto</b> General Manager (951) 693-1819/303-2571 www.pechanga.com
13. <b>Fontana Unified School District</b> 9680 Citrus Ave. Fontana, CA 92335	4,700 N/A 1956	Education	No No No	Dr. Richard Stedry Deputy Superintendent of Business	<b>Cali Olsen-Binks</b> Superintendent (909) 357-5000/357-5012 www.fusd.net
14. <b>Verizon</b> 112 S.Lakeview Canyon Rd. Thousand Oaks, CA 91361	4,519 82,000 1953	Telecommunications	Yes No No	Dave Sorg Regional Marketing Director	<b>Sussan Rose</b> Area Manager/Customer Ops. (760) 327-8600/327-4105
15. <b>Abbott Vascular</b> 26531 Ynez Rd. Temecula, CA 92591	4,500 1983	Medical Device Manufacturer	No No No	N/A	<b>Ken Carlisle</b> VP (951) 914-2400
16. <b>Moreno Valley Unified School District</b> 25634 Alessandro Blvd. Moreno Valley, CA 92553	3,784 N/A	Education	No No No	Scott Johnson Public Information Officer	<b>Dr. Judy White</b> Superintendent (951) 571-7500/571-7574 www.mvusd.kiz.ca.us
17. <b>Riverside Community College</b> 4800 Magnolia Ave. Riverside, CA 92506	3,753 N/A 1916	Higher Education	Yes Yes Yes	Jim Parsons Assoc. V.P. Public Affairs	<b>Dr. Gregory Gray</b> Chancellor (951) 222-8000/222-8670 www.rcc.edu
18. <b>Pomona Unified School District</b> 800 South Garey Ave. Pomona, CA 91766	3,462 N/A 1954	Education	No Yes No	Tim McGillivray Program Administrator, Communications	<b>Richard Martinez</b> Superintendent (909) 397-4800/397-4881 www.pusd.org
19. <b>San Manuel Band of Mission Indians</b> 26569 Community Center Dr. Highland, CA 92346	3,271 1986	Indian Tribe	WND WND WND	N/A	<b>Romney Mastandrea</b> GM (909) 864-8933/864-3370 www.sanmanuel-nsn.gov
20. <b>Kaiser Foundation Hospital - Riverside</b> 10800 Magnolia Ave. Riverside, CA 92505	3,200 149,000 1953	Acute Care Hospital	Yes No No	James Travis Area Marketing Director	<b>Vita Wilett</b> Executive Director (951) 353-4600/353-4611

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2013 by IEBJ.

## Activist Marina Schuster Speaks at University of La Verne Bhutto-Ispahani Lectureship Series

German Parliament member Marina Schuster's presentation titled "Human Rights and International Justice: A Common U.S. European



Agenda?" was the topic in May for the sixth annual Benazir Bhutto and Ahmed Ispahani International Lectureship, which addressed the state of several international issues of social injustice.

"Never get tired of challenging assumptions of what you hear, see and read," she said in a message that was stern and clear.

From the state of the Euro to Russia's

*German activist Marina Schuster exhorted her audience to speak out long and strong any time they encounter what they believe to be a violation of human rights.*

*Mark Vidal image*

perceived passivity regarding problems in the Middle East, Schuster's expertise in foreign policy and human rights provided an influential perspective on international social issues and the importance of maintaining a bond between the U.S. and Europe.

"The goal of attaining lasting peace in Europe is tied to the principles of international justice," Schuster said. "I think we share a common agenda that attaches human rights to every issue to foreign affairs."

Schuster, who has been a member of the German Bundestag since 2005, is a leading figure of foreign policy and human rights in Germany. She sits on the boards of five major human rights groups, including the United Nations Association of Germany and the German Africa Foundation.

Sponsored by the university's International Studies Institute, the Benazir Bhutto & Ahmed Ispahani Lectureship series is named for the late Benazir Bhutto, two-time

*continued on page 33*

## REAL ESTATE NOTES

### INLAND EMPIRE EAST VALLEY INDUSTRIAL MARKET CONTINUES STRONG PATH TO RECOVERY

The Riverside office of Lee & Associates has released its second quarter 2013 Industrial Market Summary for manufacturing/distribution buildings for the East Valley Market in Southern California's Inland Empire. They've provided us with a summary of that report.

The summary reports that the second quarter, following stabilization in 2012, shows exceptional activity and absorption figures to continue, comparable to those of the previous quarter. Both activity and gross absorption remain strong in the second quarter continuing the stabilized market trends. Absorption in 2012 of just over 12 million square feet surpassed the figures seen in 2011, a trend that is expected to continue throughout 2013, with 4.4 million square feet of absorption in the second quarter, and year-to-date absorption at almost 7.8 million square feet.

Gross activity in the second quarter was over 8.2 million square feet, with investment purchases and lease renewals accounting for 47 percent of the total. Investors will remain active in the market, while existing tenants will be proactively negotiating lease renewals and seeking expansions. Many tenants consolidated during the recession and made improvements to existing space to house more goods. With buildings at capacity, a gradual improvement in the economy, growth from the ports and a resurgence in the housing market, tenant expansions will become more prevalent.

The report, which was prepared by Caroline Payan, marketing and research director of Lee & Associates Riverside, also shows absorption in the 100k square foot range remains extremely active as Inland Empire industrial buildings reap the benefits of the Enterprise Zones and the Inland Ports. In addition, the report indicates that a surge in imports during 2013 is having a positive effect on warehouse space.

Vacancy rates decreased in the second quarter to 5.7 percent, and vacancy rates have now been on a declining path for almost four years from when it reached its peak at almost 20 percent in the second quarter of 2009. The report

*continued on page 13*

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## Cable Airport...

*continued from pg. 3*

planes started coming in.

One of the first to arrive was Everett Bronson, who became their first tenant. He flew his Aeronca Chief in shortly after Dewey made his first landing, and stayed through the years. He has changed planes, but not airports. Bronson was Cable's first tenant and is still there today. He is 88 years young and now has a Piper Comanche.

Maude made sure everyone was greeted with a smile. No one could turn down the Cable hospitality and welcome they got at the airport. They had rocks for tie downs and rattlesnakes for security, but it soon became known as the friendliest airport in the West.

Thus Cable-Claremont Airport, as it was known then, was open for business in June 1945 with three aircraft being based there. "Claremont" was dropped from the airport name in 1961.

It took another six months of hard work from daylight to dark to finish the main runway, 6-24, which was originally 2,000 feet long. It was on nearly-level ground and had headwinds 90 percent of the time, which was ideal. By 1947 it had been lengthened to 2,350 feet and was 110 feet wide.

Building the runway was not easy because the whole place was nothing more than a huge pile of rocks, deep ravines, and washed out gullies. The more beautiful rocks were set aside for later use as building materials. Huge boulders, some bigger than the dozer, were used to fill the deep ravines. The rest of the rocks were dumped on top of the boulders, which gave the runways a solid rock base.

After all the rocks were leveled out and compacted, the runways were covered with topsoil, surfaced with a two-inch coating of "Desert Mix," and packed to a hard surface. Dewey had discovered the mixture, which consisted of fine gravel and oil, during one of his numerous trips to the desert. This construction method more than met CAA standards and added substantial longevity to the runways.

During construction of the main runway, Walter returned from his short stint in the service and went right to work with his brother, Roger, and sister, Millie. At night everyone was bone tired but they all pitched in and got the house chores done. Roger and Millie were back at the airport the next day as soon as school was out and worked until dark with their dad and mother.

Paul returned from the war and pitched in to help his parents and the rest of the family build the airport. Ruth Maxine, Paul's wife, started the first restaurant. The Cable's would complete one project and move on to the next. Dewey loved riding on the grader and never stopped using it even when he was 80, much to Paul and Walter's consternation. Fifty-seven years later the Cable family is still improving the airport one project at a time. They used the rocks cleared during the runway construction whenever possible. They were available, plentiful, and fitted in with the area decor. They built the airport administration building, cafe, flight school, office, and shop with these granite rocks. Dewey designed the buildings, and the family built them. They are still being used today, which attests to their sound construction. Dewey was a genius at improvising. He needed runway lights, so he used surplus heavy-duty electrical cable he found in a junkyard. The cable had originally been bought by the government for use in a battleship. The airport needed a beacon and the CAA had a surplus airways tower near Porterville. Walter and a friend rented a flatbed truck and hauled it back to the airport. They needed a beacon to put on top of the tower and the CAA donated them one, but first they had to take it down from a hilltop near Palm Springs, which was no easy task. Dewey had his share of problems with both the City of Upland and San Bernardino County over building permits. A case in point was when he built the seven-sided maintenance hanger. It was completed before the paperwork was. When confronted with that fact, he pulled a recruiting poster off the wall and sketched the plans for the building on the back

of it, and handed it to the inspector. He then proceeded to draw up the blueprints and required paperwork, which was approved. This sort of thing happened often enough that Dewey got quite a reputation for his individualism. In 1949, Dewey wanted to build some hangars, so he designed and built the first nestled T-hangars. He found students who were willing to work in exchange for flying time. With their help and using salvaged material where possible, he kept the cost down to \$272 per hanger. The fact that he didn't have a building permit didn't come up until after the project was finished. Dewey went to court to show that, at the time of construction, none was required. He won!

In the beginning the City wouldn't let him hook up to the city water, so he dug his own well. When the City wouldn't issue the proper permits and convinced Edison not to hook the airport up to electricity, he put in his own power plant. Problems with the City went on for years, and Dewey attended all the city council meetings to keep tabs on what they would be trying to do to him next. Edison's power line, which ran up Benson Avenue on the approach end of runway 24, was a hazardous obstacle. Edison wanted \$60,000 to bury 300 feet of the line underground. Dewey thought that was ridiculous, and after four planes hit the lines, he turned to the press. In a series of articles, Dewey got the message out about the power company's apparent lack of interest in safety. Negotiations began and the power company soon buried the power line. The final bill, \$7,500.

Dewey McKinley Cable was born Nov. 19, 1897, at Dysart, Iowa, to Norman N. and Millie V. (Lewis) Cable, both of Iowa. He had two sisters and four brothers. After graduating from Waterloo School, he did farm work and took engineering courses at Hawkeye Technical University in Ames. He married Maude Lazemby of Dewar in November, 1920.

In 1923 Nathan Northey, a wealthy neighbor who owned several enterprises including Herrick Refrigerator Company,

asked Dewey to come to California to manage his ranching interests in Spadra. Dewey and Maude jumped at the opportunity. Dewey was so successful with the walnut and orange groves in Spadra that Northey asked him to also manage his grape vineyard, hog ranch, and truck farm in San Joaquin Valley. Dewey managed these properties until 1938 when Northey's son decided to sell the properties.

In addition to the oranges and walnuts, Maude and Dewey raised four sons and one daughter. Arthur, the eldest, was tragically killed in 1939 at the age of 17. It was one of those foggy Southern California spring mornings when it was difficult to see across the street. He was waiting for the school bus, which stopped for him. A large truck came along, but the driver didn't see the stopped bus until it was too late. The truck impacted the bus so hard it ran over Arthur.

Paul, born Sept. 3, 1923, joined the Army Air Force in 1943 and served in the South Pacific during World War II. He married Ruth Maxine Koontz, and they live in San Dimas. They have one son, David, who soloed and got his driver's license on his 16th birthday. They have one daughter, Diane, who also soloed at a tender age.

Walter David, born Aug. 7, 1926, had barely started his Army Air Force flight training when the war was over and he was sent home. In 1951 he married Marilyn Valentine of Pomona and they live in Claremont. They have one daughter, Debra Jo, and one son, Robert (Rob) Young. Debra started taking flying lessons when she was 13 and soloed on her 16th birthday. Rob also soloed on his 16th birthday, which is somewhat of a tradition with the Cable clan.

Millie, born Nov. 3, 1931, was licensed to fly at 17, and worked at the airport until she married Wilburn Coy Stewart of Marysville. They had two sons, Michael and Craig. Millie passed away on May 29, 1999. Roger, born Feb. 11, 1938, soloed in seven different aircraft on his 16th birthday. After serving in the Navy, he married Barbara

*continued on page 20*

## Real Estate...

*continued from pg. 11*

illustrates that 2013 will show more steady decreases in vacancy as the market remains stable and construction completions in the smaller building sizes are limited. There are currently no buildings under construction under 200k square feet in size.

“This second quarter report has provided positive information that indicates that the market continues on the road to recovery. As we eagerly look forward to the rest of the year, there does not appear to be any indication that this industrial market will falter in the East Valley,” said Lee & Associates Riverside President David Illsley.

### LA AND OC OFFICE OCCUPANCY RATES REMAIN STEADY SINCE END OF 2012

Office occupancy levels across Greater Los Angeles, Orange County and the Inland Empire remained steady, having not wavered much since the end of 2012, according to preliminary second quarter market statistics compiled by CBRE Research. Industrial activity varied across the region in the second quarter, with activity in Los Angeles County falling in the first half of the year compared to the year prior—a trend that can be partially attributed to low inventory levels which has created fewer options for tenants.

#### Office Market

Overall asking lease rates flattened in the first half of the year in Los Angeles, but are expected to gradually increase over the next 18 months. The majority of the tenant activity is occurring in Class A properties as companies continue to take advantage of favorable market conditions. In Orange County, market fundamentals remain healthy in terms of low vacancy and steady lease rates. On average, more tenants are growing and leasing space rather than downsizing and vacating space.

“Although the Southern California office market has been fairly flat during the past couple of quarters, performance continues to be highly localized from market to market with suburban office markets showing the strongest activity,” said Gary Baragona, director of research and analysis for CBRE. “We expect all of the key real estate indicators to continue to improve in the second half of this year, while strong projected job growth should result in more impactful changes to lease rates and vacancy rates beginning in 2014.”

Across both LA and Orange County, the demand for creative office space continues to be a trend, with West Los Angeles, a hotbed for technology companies, continuing to lead this segment of the market. Throughout the first half of the year, West LA outperformed other markets in terms of net absorption and asking rents. Asking lease rates in this submarket are approximately 38% higher than the average overall Greater Los Angeles asking lease rate, and vacancy levels continue to dramatically decline.

#### Industrial Market

“There is about 15.7 million square feet of industrial development underway, which is a strong vote of confidence from owners and developers regarding the near-term health of the market,” said Baragona. “We expect these positive trends to continue through the rest of 2013 and into 2014, especially in the Class A distribution sector where demand is being fueled by ecommerce distribution companies.”

Asking lease rates continue to improve and are expected to rise by 6%-7% over the next 18 months in Los Angeles County. On the development front, new industrial space in the LA infill markets is being driven by demand for functional Class A space. The bulk of the new construction is located in the South Bay submarket and the majority of under-construction product is expected to be delivered to the market the second half of the year.

In the Inland Empire, landlords

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## Lewis Seeking...

*continued from pg. 1*

Congress and which had \$856,408 left in it when he left office, into a new political action committee. The newly-created PAC will enable him to endow the campaign committees of federal candidates and other committees as Lewis deems fit.

Lewis’s reborn political engine has been dubbed the Jerry Lewis Political Action Committee.

Despite the consideration that Lewis opted to not seek re-election in 2012, in the 2011-12 election cycle, the Lewis For Congress Committee nevertheless took in \$517,353 in donations.

Lewis served in Congress from 1979 through 2012 and was the godfather of a powerful Southern California political dynasty that promoted the candidacies of several politicians, including former Assemblyman Bret Granlund, District Attorney Mike Ramos, former Supervisor Dennis Hansberger and former Assemblyman Russ Bogh. Long the ranking member and later the chairman of the House Defense Appropriations Committee, Lewis eventually acceded to the position of chairman of the House Appropriations Committee when the Republicans achieved majority status in 2005. He stayed in that position through 2006, achieving notoriety as a strong supporter of earmarks.

Lewis’s political career fell into eclipse in 2007, when the U.S. Justice Department initiated an investigation into a number of his votes on the Defense Appropriations Committee relating to weapons systems and defense contracts and his relationship to defense contractors and a lobbying firm, Copeland, Lowery, Jacquez, Denton & White, which worked on behalf of those defense contractors. Copeland, Lowery, Jacquez, Denton & White served as a major fundraiser for Lewis and employed one of his former House colleagues, Bill Lowery, as well as at least two former Lewis staffers after they left Lewis’ office. At the heart of the investigation were votes Lewis made in support of certain weapons systems and contracts which he had not initially supported but which he later voted to approve after the lobbying firm or the defense contractor directly provided money to Lewis’s electioneering fund. Lewis had intentions of retiring from Congress as early as 2008 but delayed that retirement as the Justice Department’s investigation intensified, even after the law firm representing Lewis – Gibson, Dunn & Crutcher – moved to successfully hire the U.S. Attorney in Los Angeles, Debra Wong Yang, who was heading up the Lewis investigation by providing her a \$1.5 million signing bonus.

Lewis utilized over \$2.7 million from his electioneering fund to pay Gibson, Dunn & Crutcher to represent him with regard to the U.S. Attorney’s investigation. In 2011, after the Justice Department closed out its investigation, Lewis was able to surrender the leverage he held as one of the senior members of Congress without disadvantage, and the following year he retired.

While Lewis was not the most prolific of fundraisers during his tenure in Congress, he did raise a respectable \$10.6 million, including \$5.7 million from PACs, which was used to sustain the Lewis For Congress Committee as well as a political action committee he founded, the still-extant Future Leaders PAC, which currently has \$45,150 in its coffers.

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## TIME MANAGEMENT

### Work With Intention

#### *The 3 Components of Performance Time*

*By Brian Moran*

Everything you want to accomplish in life requires an investment of your time, so when you want to improve your results, you must consider the fact that your supply of time is limited.

Even in this era of innovation and technological advancement, time, more than any other resource, is the limiting factor. Let's face it, everything requires time. It is the one truly universal condition. Even more vexing is the fact that the supply of time is completely inelastic. No matter the magnitude of demand, the supply is fixed. Moreover, it's perishable. And yet, time is perhaps the most squandered of all personal resources.

To become great, you must choose to allocate your time to your greatest opportunities. You will have to choose to spend time on the difficult things that create your biggest payoffs. To be great you will need to live with intention. This will require you to be clear on what matters most, and then to have the courage to say no to things that distract you. You will need to guard your time intensely, delegating or eliminating everything possible that is not one of your strengths or does not help you advance your goals.

To be your best, you must intentionally align your time and activities with your strengths and your unique capabilities. When you do, you will also experience a new and ever-increasing level of performance and satisfaction. To achieve this level of performance will require that you carve out time for the strategic—those actions that are important, but not necessarily urgent. Strategic activities don't typically have an immediate payback, yet they create substantial returns in the future. To stay focused on your strengths, you will need to man-

age your interruptions and keep the low-payoff activities to a minimum.

In spite of the priceless value of time, many people engage each day on its own terms. In other words, they satisfy the various demands of the day as they are presented; spending whatever time is needed to respond without giving much thought as to the relative value of the activity. This is a reactive approach in which the day is controlling you thus preventing you from performing at your best.

#### **Time Blocking**

The key to successful time use—intentional time use—is not trying to eliminate these unplanned interruptions, but instead to block out regular time each week dedicated to the strategically important tasks. We call this Performance Time and find that it is the best approach to effectively allocating time that we have ever encountered. Performance Time is an easy-to-use system that allows you to operate like the CEO of your business and life by spending your most valuable asset—your time—with intention. It utilizes a simple time-blocking system to regain control of your day and maximize your effectiveness.

There are three primary components of Performance Time: strategic blocks, buffer blocks, and breakout blocks.

#### **STRATEGIC BLOCK**

A Strategic Block is a 3-hour block of uninterrupted time that is scheduled in advance. During these blocks you accept no phone calls, no faxes, no e-mails, no visitors - no mental interruptions. You focus all your energies on the preplanned items - the strategic and money-making activities. Doing so concentrates your intellect and cre-

ativity and produces breakthrough results. You will be astounded by the quantity and quality of the work you produce. For most people, one strategic block per week is sufficient.

#### **BUFFER BLOCK**

Buffer blocks are created to deal with all of the unplanned and low-value activities—like most email and voicemail—that arise throughout a typical day. Almost nothing is more unproductive and frustrating than dealing with constant interruptions, yet we've all had days when unplanned items dominated our time.

A buffer block allows you to take what would otherwise be inefficient activity and make it more productive by grouping it together. In this way you can handle each item expeditiously and move through the list with some momentum. This allows you to stay focused throughout the day on the important activities.

For some, one 30-minute buffer block a day is sufficient, while for others, two separate one-hour blocks may be necessary. The power of buffer blocks comes from grouping together activities that tend to be unproductive so that you can increase your efficiency in dealing with them and take greater control over the rest of your day.

#### **BREAK-OUT BLOCK**

One of the key factors contributing to performance plateaus is the absence of free time. So often, entrepreneurs and professionals get caught up in working longer and harder. This approach is an energy and enthusiasm killer. To achieve greater results what's necessary is not more hours. On the contrary, often it is more free time.

A break-out block is a minimum 3 hour block of scheduled

time that is devoid of any work related activities and thoughts. It is time set aside to rejuvenate and replenish. Use this time for fun. Enjoy the hobbies in your life. Spend time with family and friends. Play golf. Go shopping. Get some exercise. Go fishing, or sailing...whatever you like to do that is non-work related. You need this time to rebuild your reserves and to open yourself up to fresh ideas and perspectives.

Benjamin Franklin said, "If we take care of the minutes, the years will take care of themselves."

Everything that we achieve in life happens in the context of time. The reality is that if you are not purposeful about how you spend your time, then you leave your results to chance. While it's true that we control our actions and not our outcomes, our results are created by our actions. It stands to reason that the actions that we choose to take throughout our day, ultimately determine our destiny.

To realize your potential, you must learn to be more mindful about how you spend your time. Living with clear intention goes against the powerful natural tendency to be reactive because it requires you to organize your life around your priorities and consciously choose those activities that align with your goals and vision. When you use your time intentionally, you waste less of it and spend more of it on your high-value actions. Intentionality is your secret weapon in your war on mediocrity.

The key to successful time use is not necessarily in eliminating unplanned interruptions but in regularly blocking out time for the important activities. Just gaining control over a few hours each week often has a dra-

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# Inland Empire's Largest Employers

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(Ranked by Number of Inland Empire Employees)

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Company Name Address City, State, Zip	# Employees (IE) # Employees (Nationwide) Yr. Est. IE	Nature of Business	Employee Services: Van or Carpool Health Club on Site Daycare on Site	Marketing Contact Title	Top Local Executive Title Phone/Fax E-Mail Address
21. <b>Pomona Valley Hospital Med. Ctr.</b> 1798 N. Garey Ave. Pomona, CA 91767	3,086 3,086 1903	Acute Care Hospital	Yes Yes Yes (not on site)	Kathy Roche Director of Marketing, Public Relations	<b>Richard E. Yochum</b> President/CEO (909) 865-9500/865-9796 www.pvhmc.org
22. <b>Vons A Safeway Company</b> 618 Michillinda Ave. Arcadia, CA 91007	3,082 200,000 1906	Grocery/Retail	Yes Yes No	Gary Rocheleau Vice President	<b>Steve Burd</b> President (626) 821-7000/821-7934
23. <b>Chino Valley Unified School District</b> 5130 Riverside Dr. Chino, CA 91710-4130	3,000 N/A 1860	Education	Yes Yes Yes	Julie GoBin Marketing Director	<b>Edmond T. Heatley, Ed. D</b> Superintendent (909) 628-1201 edmond_heatley@chino.k12.ca.us
24. <b>Colton Joint Unified School District</b> 1212 Valencia Dr. Colton, CA 92324	3,000 1966	Education	No No No	Casey Cridelich Assistant Superintendent of Business	<b>Jerry Almendarz</b> Superintendent (909) 580-5000/876-6395 www.colton.k12.ca.us
25. <b>Morongo Casino, Resort &amp; Spa</b> 49500 Seminole Dr. Cabazon, CA 92230	3,000 1984	Casino & Resort	No No No	WND	<b>David Brent</b> General Manager (800) 252-4499/849-3781
26. <b>Arrowhead Regional Medical Center</b> 400 N. Pepper Ave. Colton, CA 92324	2,945 1999	Acute Care Hospital	Yes No No	Jorge Valencia Dir. Business Dev./Marketing	<b>Patrick A. Petre</b> Director (909) 580-1000
27. <b>City of Riverside</b> 3900 Main St. Riverside, CA 92522	2,842 N/A 1870	Municipal Government	Yes No No	Austin Carter Public Information Office	<b>Scott Barber</b> City Manager (951) 826-5311/826-2514 callcenter@riverside.ca.gov
28. <b>Temecula Valley Unified School District</b> 31350 Rancho Vista Rd. Temecula, CA 92592	2,834 N/A	Education	No No No	Danielle Clark Community & District Information Specialist	<b>David B. Allmen</b> Superintendent (951) 676-2661/695-7121
29. <b>Ontario-Montclair School District</b> 950 W. D St. Ontario, CA 91762	2,583 N/A 1884	Education	No No No	N/A	<b>Dr. James Hammond</b> Superintendent (909) 459-2500/(909) 459-2542 www.omsd.k12.ca.us
30. <b>Desert Sands Unified School District</b> 47-950 Dune Palms Rd. La Quinta, CA 92253	2,472 N/A 1965	Education	No No No	Nancy Lavrusky Director of Purchasing	<b>Dr. Sharon McGehee, P.H. D.</b> Superintendent (760) 777-4200/771-8505
31. <b>Eisenhower Medical Center</b> 39000 Bob Hope Dr. Rancho Mirage, CA 92270	2,300 N/A 1971	Acute Care Medical Center	Yes Yes No	Lee Fowler Director, Marketing & P.R.	<b>Aubrey Serfling</b> President/CEO (760) 340-3911/773-1850 www.emc.org
32. <b>Hemet Unified School District</b> 1791 W. Acacia Ave. Hemet, CA 92545	2,270	Education	No No No	WND	<b>Dr. Phillip Pendley</b> Superintendent (951) 765-5100/765-5115
33. <b>Moreno Valley Campus Med. Ctr.</b> 26520 Cactus Ave. Moreno Valley, CA 92555	2,215 N/A 1893	Hospital	Yes No No	Ellie Bennett Chief Operating Officer	<b>Douglas Bagley</b> CEO (951) 486-4470/486-4475
34. <b>Jurupa Unified School District</b> 4850 Pedley Rd. Riverside, CA 92509	2,100 N/A 1963	Education	No No No	Matt Hahn Network Manager	<b>Elliott Duchon</b> Superintendent (951) 360-4168/360-4194 www.jusd.k12.ca.us
35. <b>Hesperia Unified School District</b> 9144 3rd Ave. Hesperia, CA 92345	2,049 N/A 1987	Education	No No No	N/A	<b>Mark Mckinney</b> Superintendent (760) 244-4411/244-2806 www.hesperia.kiz.ca.us
36. <b>Alvord Unified School District</b> 10365 Keller Ave. Riverside, CA 92505	2,000 N/A 1896	Education	No No No	N/A	<b>Paul Jessop</b> Superintendent (951) 509-5000/509-5070 www.alvord.k12.ca.us
37. <b>California Institute for Men</b> P.O. Box 128 Chino, CA 91710	2,000 N/A 1941	State Prison	No No No	Mark Hargrove Public Info. Officer	<b>Michael Poulos</b> Warden (909) 597-1821/393-8699
38. <b>California State Univ. San Bernardino</b> 5500 University Parkway San Bernardino, CA 92407-2397	2,000 N/A 1960	Higher Education	Yes Yes Yes	Cynthia Pringle Director Public Affairs	<b>Tomas D. Morales</b> President (909) 537-5000/880-5901 www.csusb.edu
39. <b>Murrieta Valley Unified School District</b> 26396 Beckman Ct. Murrieta, CA 92562	2,000 N/A 1989	Education	No No Yes	Karen Parris Media Communications Spec.	<b>Stan Scheer, Ed. D</b> Superintendent (951)696-1600/304-1536 www.murrieta.k12.ca.us
40. <b>Riverside County Office of Education</b> 3939 Thirteenth St., P.O. Box 868 Riverside, CA 92502	2,000 N/A 1893	Education	No No No	N/A	<b>Kenneth Young</b> Rvsd. Cnty. Superintendent of Schs. (951) 826-6530/826-6199 www.rcoe.k12.ca.us

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## BUSINESS OF SOCIAL MEDIA

### Return on Networking—the ROI of Social Media

By Marsha Friedman

I was never a fan of the cocktail party-variety networking scene. I will never be one to dart around a room shoving business cards into people's hands. I prefer meaningful conversations with people, getting to know them and vice versa.

But social media networking? That's something different altogether. Done right, it's never a hit-and-run. Rather, it consists of building relationships over months and even years by sharing information—both professional and personal—through posts, comments and responding to questions in various online communities.

What's the return on investment, the ROI, for putting that kind of time into social media? Actually, it's called the RON—the “return on networking.” And for me, it's huge. I've been on Facebook for five years; I also have Twitter, Google+ and LinkedIn accounts, among others. All totaled, I'm now approaching 100,000 friends, followers and connections. Those followers expose my name and message to their audiences every time they “like” one of my posts or share one of my

links. Recently, someone retweeted something I'd shared on Twitter—he had 130,000 followers! That's a potential audience of 130,000 people I likely would have never reached otherwise.

Talk about exposure! Who knows how many of those people may someday become my clients? Who cares? I'll still consider the exposure a good return on networking. Here's why. The RON of social media isn't always tangible, not immediately, anyway. By establishing a continued presence online through regularly sharing content of use to my followers, I'm building my platform and my reputation as an expert. That grows in surprising ways—and it lives in surprising places.

A recent case in point: Late last year, I got a call from a prominent New York City hair stylist, the director of a salon in one of that city's premier department stores. He wanted to talk about some publicity needs and what my company could do to help him.

When I asked how he got my name, he explained he'd written some books over the

years with a co-author, and she'd heard me at a speaking engagement.

Well, that made sense. Speaking at conferences is still a great way to get your name out while also building credibility. But the next thing he said came as a complete surprise. “So, then I contacted the corporate office (of the department store chain) and asked what PR agency they would recommend.” And they recommended me and my company! I don't know a soul in the corporate offices of that high-end retail chain. I can only guess they learned of me through social media.

Just being on Twitter or Google+ isn't enough, of course. You have to make a diligent effort to regularly post content that people find valuable, including links to informative articles, tips relevant to your topic, and/or informed insights on topics in the news.

You also have to “be a human,” as our lead social media strategist, Jeni Hinojosa, likes to say. She and our other social media producers encourage clients to send photos when they go on vacation, celebrate

milestones or engage in hobbies. Posting those photos with a comment adds a personal touch that allows followers to connect on a more emotional level.

Our social media producers also make sure clients' personalities shine in their posts, showing their sense of humor and letting followers in on the other things they care about, whether it's victims of a natural disaster or a favorite charity.

Interaction is equally important. Strive to respond to every comment or question posted on your networking sites. Interacting is engaging, and people who are engaged tend to be happy followers. The more you take part in conversations via comments and responses, the more lively and visible your presence becomes. The RON includes increased traffic to your website; increased trust in your brand and what you're selling; and greater word of mouth than you could ever hope for by attending a cocktail party or even a speaking engagement.

For more information, visit web site [www.emsincorporated.com](http://www.emsincorporated.com).

## HUMAN RESOURCES AND HIRING

### Wanted—A (Rare) Team Player: Seven Interview Tips to Make Sure You're Hiring a Grad Who Plays Well With Others

*The job market is flooded with brilliant, high-performing new grads. Unfortunately, says Bruce Piasecki, growing up in an era that celebrates the individual (think Facebook and Twitter) doesn't tend to make one a coachable, loyal team player—and that's the kind of employee your company needs the most.*

*Here's how to find him or her.*

It's that time of year again. All across the country, promising young (and increasingly, not-so-young) individuals are entering the job market with shiny new college diplomas in hand. If your company is hiring (and even if you're not), you can bet that you'll be flooded with their résumés. Sure, many

of these newly minted graduates will have impressive credentials...but according to Bruce Piasecki, one of the most important attributes you should be looking for is actually somewhat rare—especially these days—and chances are it won't be evident on paper.

That attribute? The ability

to function well inside a team.

“Of course, it's not universally true, but many young people are fierce individualists,” says Piasecki, author of the new book “Doing More with Teams: The New Way to Winning.” “It's not surprising that the generation of Facebook and Twitter cares deeply about

self-expression, but ironically, this mindset is the exact opposite of what the global economy demands.”

Collaboration and innovation are how work gets done these days, and the complexity of that work necessitates a dizzying array of skill sets.

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# Inland Empire's Largest Employers

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(Ranked by Number of Inland Empire Employees)

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	Company Name Address City, State, Zip	# Employees (IE) # Employees (Nationwide) Yr. Est. IE	Nature of Business	Employee Services: Van or Carpool Health Club on Site Daycare on Site	Marketing Contact Title	Top Local Executive Title Phone/Fax E-Mail Address
41.	<b>San Antonio Community Hospital</b> 999 San Bernardino Rd. Upland, CA 91786	2,000 N/A 1907	Hospital	No No No	Cathy Rebman Manager	<b>Haris Koenig</b> President/CEO (909) 985-2811/985-7659 www.sach.org
42.	<b>Valley Health System</b> 1117 E. Devonshire Ave. Hemet, CA 92543	1,984 N/A 1942	Health Care	No No Yes	Fred Harder Executive Director of Media Communications	<b>Jole Bergenfeld</b> CEO (951) 652-2811/925-6323
43.	<b>Southern California Edison</b> 2244 Walnut Grove Ave. Rosemead, CA 91770	1,934 15,884 1963	Electric Utility	Yes No No		<b>Theodore Craver</b> President/CEO (626) 302-1212 www.sce.com
44.	<b>Coachella Valley Unified School District</b> 87-225 Church St. Thermal, CA 92274	1,892 N/A 1973	Public Education	No No No	N/A	<b>Foch Pensis</b> Superintendent of Schools (760) 399-5137/399-1008
45.	<b>Fleetwood Enterprises, Inc.</b> 3125 Myers St. Riverside, CA 92513-7638	1,875 13,500 1963	Recreational Vehicles Manufactured Homes	No Yes No	John Ables, R.V. Group Bob Jordon, Housing Group	<b>Elden Smith</b> President (951) 354-3000/351-3373
46.	<b>Patton State Hospital</b> 3102 E. Highland Ave. Patton, CA 92369	1,875 N/A 1890	Forensic Hospital	Yes Yes Yes	Cynthia Barrett Assistant to Executive Dir.	<b>Octavio C. Luna</b> Executive Director (909) 425-7000/862-5730
47.	<b>Redlands Unified School District</b> 20 W. Lugonia Ave. Redlands, CA 92373	1,815 N/A N/A	Education	No No No	N/A	<b>Lorl Rhodes</b> Superintendent (909) 307-5300/307-5312
48.	<b>ESRI</b> 380 New York St. Redlands, CA 92373	1,800 2,500 1969	Geographic Information System Software	No Yes No	Leslie Roundy Marketing Communications Mgr.	<b>Jack Dangermond</b> President (909) 793-2853/793-5953 info@esri.com
49.	<b>Chaffey Community College</b> 5885 Haven Ave. Rancho Cucamonga, CA 91734	1,800 N/A 1883	Higher Education	No No Yes	Marisa Navarro Public Information	<b>Henry Shannon</b> Superintendent/President (909) 652-6100 www.chaffey.edu
50.	<b>Desert Regional Medical Center</b> 1150 North Indian Canyon Dr. Palm Springs, CA 92262	1,700 N/A 1951	Health Care	Yes Yes No	Don Brady Director of Marketing	<b>Karolee Sowle</b> CEO (760) 323-6774/323-6187
51.	<b>Jerry L. Pettis Memorial Veteran</b> Affairs (VA) Medical Center 11201 Benton Street Loma Linda, CA 92357	1,608 215,648 1977	Health Care	Yes No No	Annie Tuttle Public Affairs Director Executive Office	<b>Dean R. Stordahl</b> CEO (909) 825-7084/422-3107
52.	<b>Lake Elsinore Unified School District</b> 545 Chaney St. Lake Elsinore, CA 92530	1,600 N/A 1989	Education	No No No	Roy Southwick Media & Information Officer	<b>Frank W. Passarella</b> Superintendent (951) 253-7035 ext. 5220/245-5252 www.leusd.k12.ca.us
53.	<b>Marriott's Desert Springs Resort &amp; Spa</b> 74855 Country Club Dr. Palm Desert, CA 92260	1,600 N/A 1987	Resort Hotel & Spa	No Yes No	Matt Stewart Director of Sales	<b>Ken Schwartz</b> General Manager (760) 341-2211/341-1872
54.	<b>Riverside Community Hospital</b> 4445 Magnolia Ave. Riverside, CA 92501	1,600 N/A 1901	Hospital	No No No	Tracy Dallarda Vice President of Marketing	<b>Mark Brilliant</b> President/CEO (951) 788-3000/788-3201 www.riversidecommunityhospital.org
55.	<b>BNSF Railway</b> 740 E. Carnegie San Bernardino, CA 92506	1,500 40,000 1800's	Transportation	WND	N/A	<b>Mark Kirschinger</b> General Manager (909) 386-4140/386-4170
56.	<b>St. Mary Medical Center</b> 18300 Highway 18 Apple Valley, CA 92307	1,500 N/A 1956	Acute Care Hospital Not for Profit	No No No	Randy Bevilacqua A.V.P. Marketing	<b>Allan Garret</b> President/CEO (760) 242-2311/242-2994
57.	<b>US Postal Service Proc. &amp; Dist. Ctr.</b> 1900 West Redlands Blvd. San Bernardino, CA 92401	1,495 797,795 1853	Mailing Service	Yes No No	N/A	<b>Jim Lance</b> Plant Manager (909) 335-4303/335-4414
58.	<b>City of San Bernardino</b> 300 N. D St. San Bernardino, CA 92418	1,475 N/A 1810	Municipal Government	Yes No No	Jim Morris Marketing & Public Affairs Office	<b>Andrea Miller</b> City Manager (909) 384-5122/384-5138
59.	<b>San Manuel Indian Bingo &amp; Casino</b> 5797 N. Victoria Ave. Highland, CA 92346	1,462 N/A 1986	Bingo & Casino	No No No	Jill Eaton Marketing Manager	<b>Ron Mastandrea</b> General Manager (909) 864-5050/862-8890 www.sanmanuel.com
60.	<b>California Rehabilitation Center</b> 5th Western Ave. Norco, CA 92860	1,400 N/A N/A	Department of Corrections	Yes No No	Lt. Michael Brownell Public Information Officer	<b>Synthia Tampkins</b> Warden (951) 273-2920/736-1488 michael.brownell@cdcr.ca.gov
61.	<b>California Department of Transportation</b> 464 W. 4th St. San Bernardino, CA 92401	1,400 22,000 1923	Design, Build & Maintain State Highway Systems	Yes No No	Rose Melgoza Chief, Public & Leg. Affairs	<b>Paul Lambert</b> GM (909) 383-6477/383-6822 www.dot.ca.gov

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# Largest Credit Unions in the Inland Empire

Ranked by Total Assets

	Name of Credit Union Address City, State, Zip	Assets \$	Capital \$	Capital Ratio % (mils)	2011 YTD Income \$	Star Rating 7/30/2012	Key Executive Title Phone/Fax E-Mail Address
1.	<b>Schoolsfirst Federal Credit Union</b> 1209 University Ave. Riverside, CA 92507	9,415,701,000	925,009,000	11.14	21,324,000	*****	<b>Mike Faulwell</b> President (951) 680-1998/787-6699 www.schoolsfirstfcu.org
3.	<b>Arrowhead Credit Union</b> P.O. Box 735 San Bernardino, CA 92320	715,439,000	49,725,000	12.26	6,946,000	***	<b>Steve Becker</b> President/CEO (909) 379-6522/379-6996 www.arrowheadcu.org
2.	<b>Altura Credit Union</b> 2847 Campus Parkway Riverside, CA 92507	708,213,000	57,557,000	11.92	7,039,000	***	<b>Gerry Agnes</b> President (888) 883-7228
4.	<b>USA Federal Credit Union</b> 9999 Willow Creek Rd. San Diego, CA 92131	666,705,000	36,860,000	5.520	-8,248,000	*	<b>Toni Clark</b> CEO (800) 220-1872/(858) 831-8192 services@usafed.org
5.	<b>Visterra Credit Union</b> P.O. Box 9500 Moreno Valley, CA 92552-9500	340,797,000	23,175,000	9.27	1,311,000	***	<b>Robert Cameron</b> President/CEO (951) 656-4411/697-8024 bcameron@visterracu.org
6.	<b>Alta Vista Credit Union</b> 444 S. Waterman Ave. San Bernardino, CA 92408	145,785,000	10,815,000	8.54	19,000	***	<b>Larry Palochik</b> President/CEO (909) 382-7900/382-7985 www.altavistacu.org
7.	<b>Chaffey Federal Credit Union</b> 410 N. Lemon Ave. Ontario, CA 91764	104,382,000	7,887,000	8.88	-3,000	***	<b>Catherine M. Randazzo</b> President/CEO (909) 986-4552/986-3844 cathyr@chaffey.com
10.	<b>United Methodist Federal Credit Union</b> 5405 E. Arrow Highway, Ste. 104 Montclair, CA 91763	85,618,000	5,493,000	7.07	123,000	***	<b>Ramon Noperi</b> President/CEO (909) 946-4096/981-7055 memberservices@umfcu.org
8.	<b>Members' Own Federal Credit Union</b> 14250 7th St. Victorville, CA 92395	85,259,000	-038,000	-0.040	-5,429,000	*	<b>Mendy Daughert</b> Manager (760) 245-0401/245-6714 mendyd@membersown.org
9.	<b>Ontario Montclair Schools Federal Credit Union</b> 1520 N. Palmetto Ave. Ontario, CA 91762	85,232,000	6,609,000	9.69	-5,000	****	<b>Robert Hamm</b> President/CEO (909) 983-1959/988-5130 rhamm@omsefcu.org
11.	<b>La Loma Federal Credit Union</b> P.O. Box 1097 Loma Linda, CA 92354	66,650,000	4,195,000	7.10	10,000	***	<b>Garey Nelson</b> President/CEO (909) 796-0206/796-2233 www.llfcu.org
12.	<b>San Bernardino School Employees Credit Union</b> 2441 N. Sierra Way San Bernardino, CA 92405	61,997,000	8,920,000	16.20	358,000	****	<b>Debbie Barrera</b> CEO (909) 882-2911/881-4162
13.	<b>Bourns Employees Federal Credit Union</b> 1200 Columbia Ave. Riverside, CA 92507	36,236,000	3,015,000	15.72	86,000	**	<b>Elizabeth L. Lipke</b> Manager/CEO (951) 781-5600/781-5452 befcu@bourns.com
14.	<b>Inland Empire Credit Union</b> 435 W. Mission Blvd., Ste. 100 Pomona, CA 91766	40,506,000	3,069,000	9.64	-45,000	***	<b>Rick Hoffman, CPA</b> President/CEO (909) 865-2655/469-1095 rhoffman@inlandempirecu.org
15.	<b>Inland Valley Federal Credit Union</b> 9389 Cherry Ave. Fontana, CA 92334	37,229,000	2,664,000	8.95	4,000	***	<b>Charles J. Papenfus</b> Manager/CEO (909) 822-1810/357-3005 info@ivfcu.org
16.	<b>1st Valley Credit Union</b> 401 West 2nd St. San Bernardino, CA 92401	36,126,000	4,178,000	12.25	25,000	*****	<b>Gregg Stockdale</b> President/CEO (909) 889-0838/889-7973 gregg@1stvalleycu.com
18.	<b>Rafe Federal Credit Union</b> 6876 Magnolia Ave. Riverside, CA 92506	21,780,000	1,967,000	11.93	57,000	***	<b>Bonnie Wann</b> CEO (951) 682-1559/682-4252
17.	<b>Desert Valleys Credit Union</b> P.O. Box 367 Ridgecrest, CA 93556	21,632,000	1,298,000	6.73	11,000	***	<b>Erik Bruen</b> CEO (760) 446-3500/446-6904
19.	<b>Fontana Federal Credit Union</b> 17235 Arrow Blvd. Fontana, CA 92335	12,780,000	1,626,000	13.65	65,000	*****	<b>Judy Hodson</b> Manager (909) 822-4487/822-2035 www.fontanafcuglobal.net
20.	<b>Printing Industries Credit Union</b> P.O. Box 1505 Riverside, CA 92502	24,908,000	1,077,000	6.39	15,000	*	<b>Susan Conjuarski</b> CEO (951) 781-0981/781-6225

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 Stone & Youngberg / SNL Securities. Copyright 2013 by IEBJ.

## Gold Star...

*continued from pg. 1*

try. Serving only K12 School Nutrition Programs, Gold Star offers comprehensive supply programs to over 400 school districts throughout California, Arizona, and Nevada. Distribution services include:

- Frozen and refrigerated grocery
- Fresh and frozen bread
- Fresh produce
- Paper and supplies
- USDA commodities



Sean Leer, VP of Gold Star Foods

- Supper and breakfast in the classroom programs

Gold Star has been instrumental in the sourcing and supply of items compliant with new healthier school food regulations. These new products are mandated by the USDA and featured with The First Lady's Michelle Obama's Let's Move Campaign. These require increased consumption of fruits and vegetables and healthier whole grain options. In order to meet this soaring demand, Gold Star has worked to source produce locally and partner with Southland food manufacturers. The result is up to 72% of the produce served to millions of school children and is sourced within 200 miles of their distribution facility.

Many local small businesses *continued on page 27*

## St. Bernardine Medical Center Named Blue Distinction Center+ for Knee and Hip Replacement®

St. Bernardine Medical Center has been designated as a Blue Distinction Center+ for Knee and Hip Replacement® by Blue Shield of California. The Blue Distinction Centers for Specialty Care® program is a national designation awarded by Blue Cross and Blue Shield companies to medical facilities that have demonstrated expertise in delivering quality specialty care. In 2013, the criteria for designation was expanded to include more robust quality measures focused on improved patient health and safety, as well as new cost efficiency measures.

“We are very pleased that our orthopedic services are recognized by one of the largest health care insurers in the country for providing exceptional quality care,” said Steven Barron, Dignity Health senior vice president, Southern California East and president, St. Bernardine Medical Center. “This designation is a tribute to the dedicated nurses, affiliated physicians, physical therapists and support staff who collaborate to provide our patients with the most comprehensive services in knee and hip replacement available,” Barron added.

St. Bernardine Medical Center is one of 32 hospitals in California to receive the Blue Distinction Center+ designation for knee and hip replacement. Annually, over 650 patients receive a hip or knee replacement through Orthopedic Services at St. Bernardine. Focusing on positive patient outcomes and surgical experience are the foundation for the hospital's high standards of care and distinguished performance through its *continued on page 27*



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<sup>1</sup> Wells Fargo Merchant Services, L.L.C. ("WFMS") is doubling a \$50 credit (valid July 1, 2013 – December 31, 2013) during an introductory period for qualifying customers who open a new WFMS account. Qualifying customers who open a new WFMS account during the introductory period July 1, 2013 – September 30, 2013 will receive a one-time credit of \$100. To qualify, customers must (1) open a new WFMS account during the offer period; (2) direct deposit their WFMS transactions to a Wells Fargo deposit account; (3) activate their WFMS account by processing at least \$50 in Visa®, MasterCard®, or Discover® transactions (excludes PIN debit processing) within 30 days of account open date; and (4) submit the completed online offer fulfillment form ([wellsfargo.com/merchantreward](http://wellsfargo.com/merchantreward)) within 30 days of WFMS account approval date. The applicable credit will appear on the customer's merchant services statement within 60 days after customer has submitted the required fulfillment form and met offer qualifications. Offer limited to one credit per Tax ID. Account must be open, active, and in good standing at the time of credit. Not valid with any other WFMS offer, Payment Suite, or Association/Franchise Programs. Offer subject to change at any time.

<sup>2</sup> Funds from most transactions are available the next business day when they are deposited to a Wells Fargo deposit account.

<sup>3</sup> Subject to approval by individual card associations.

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## Cable Airport...

*continued from pg. 12*  
lives in Hawaii.

Jean Barnard, and they had one son, Bob, and he has a daughter, Lori. They have since divorced, and Roger

Dewey's brother, John, was 19 when he started flying in 1923 and was hooked on flying from the beginning. His flying career reads like an adventure story. He barnstormed all over the mid-west and started Waterloo, Iowa's first airport. He flew airmail from 1931 to 1933. In 1935 he started ferrying aircraft for Douglas Aircraft Co. Later he joined TWA and flew for them until Douglas asked him to return as their test pilot in 1937.

On Sundays when he could borrow a plane, John would circle Cable's Spadra home and then land at the nearby landing strip on W.K. Kellogg's ranch. He would take Dewey and the rest of the family up for a ride in the open cockpit biplane. These rides sparked Dewey's interest in flying.

John was selected as the test pilot for the Douglas DC-4. At the time it was the most advanced airliner in the world.

He was killed the following year on Jan. 23, 1939, while demonstrating an A-20 Havoc for the French Air Ministry. The plane went into a flat spin and crashed in the parking lot at the Santa Monica Airport. John bailed out before the aircraft crashed but his parachute failed to open in time. His passenger, Capt. Paul Chemidlin, was pulled from the burning wreckage with severe injuries.

The crash made headline news across the country. Congress even got into the act, because the U. S. was neutral and the presence of a French pilot implied otherwise.

At John's funeral, Dewey met Donald Douglas and was offered a job. He started working at the Santa Monica facility shortly thereafter. Later he was made lead man in the A-20 engine department at the Long Beach facility. When Paul turned 18, he too started working for Douglas Aircraft, converting DC-3s to C-47s.

In 1943, Paul went into the Army Air Force, and Dewey started working at the Ontario Airport as foreman of the P-38 overhaul repair facility. Within a year, Dewey took over the military depot at the Los Angeles County Fairgrounds in Pomona, where military vehicles were reconditioned. This turned out to be a fortunate move for him, because

Brackett Field was located just across the street.

During the war, civilian aircraft were not allowed to fly within 150 miles of the coastline and all aircraft had to be dismantled and locked in a hanger. Brackett, being a civilian field, was closed, and the Civil Air Patrol was used to keep watch on the aircraft. Dewey joined the Old Baldy Squadron, which was the local unit based there.

Dewey then bought a dismantled 1940, 50 hp Porterfield and took it to his hilltop home and restored it. His next problem was to figure out how he could fly it with all the war-time restrictions.

As the newly elected Commander of the local Civil Air Patrol unit, Dewey persuaded the Western Air Defense Command to allow private planes to fly from Brackett Field to a zone outside the metropolitan area. "This," he said, "would let civilian pilots maintain their proficiency if they are needed in the war effort." Under this arrangement, a plane could fly into and out of the area after a flight plan had been filed weeks in advance. The flight plan had to specify the date of the flight and the time of day. No night flying was allowed. Consequently Brackett became the only private airfield in Southern California that was operational during the war.

He and others in the Civil Air Patrol flew their aircraft out to Silverlake for practice. They also used Quartzsite and Lone Pine. Thus Dewey finally received his pilot's license in 1944 at age 46.

He remained at the military depot until late 1944. As the war started to wind down, some restrictions on flying were being lifted. Arlington Airstrip, which is now Riverside Municipal Airport, was the first airport in the area released by the military. Dewey took advantage of the opportunity and started a flight school there. It didn't take him long to realize his lease arrangement wasn't what he had expected, and so he pursued his dream of having his own airport.

He flew all over the Pomona and San Gabriel Valleys looking for suitable locations. He checked out *continued on page 22*



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## Toyota...

*continued from pg. 1*

and Kimberly Charlie Treloar of Valencia, who all graduated in June, and Scott Marinis of San Bernardino, who graduated in December 2012, were presented a check by Jim Stark, the Scion auto brand manager for Toyota of San Bernardino and manager of Grassroots marketing. The group turned right around and donated \$500 to the CSUSB department of communication studies. The runner-up team, which consisted of CSUSB students Inez Gonzalez, David Chaidez, Ben-Christopher David, Vanessa Arevalo and Mario Orellana, received \$1,000.

“Quite frankly they did a very good job,” Stark said. “This was not cookies and cream, but a taste of the fast-paced environment of marketing in front of one of the most influential men in Toyota, my boss Cliff Cummings.” The dealership wanted to do something different in working with Cal State San Bernardino. “We wanted to be more interactive with the campus and students than rather just sponsor an event or donate money,” said Stark.

It all began last fall when Stark approached university officials to create a contest in which communication studies students would compete against each other to make a commercial for the Toyota auto dealership. But the dealership and the communications department wanted more than just a class project. They wanted to create a real world experience in the fast-paced environment for the students, who would be critiqued in their presentation. “The students were given carte blanche,” said Michael Wichman, a CSUSB communication studies faculty member. “They weren’t given too many parameters; they were pretty much told to come up with their own ideas.”

Stark added, “Our intent was for the students to provide a storyline, time table, story-

boards and commercial. We wanted a professional quality commercial.”

More than 40 students responded, and at a meeting last fall were told they would have to come up with a concept for a 60-second commercial, write a script, create storyboards for each part of the commercial and prepare to film it with finished

*continued on page 33*



*Jim Stark (third from left), of the Cummings Auto Group, presents a check to five of the eight CSUSB communication studies students who produced the winning Toyota commercial. From left to right the students pictured with Stark are Tavon Harris, Renee Barlin, Kim Treloar, Amy Wassing and David Nguyen. (Photo by Robert Whitehead)*



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## Cable Airport...

*continued from pg. 20*

Pasadena, Pomona, Chino, Riverside, Diamond Bar Ranch, San Bernardino, and Ontario. He found several locations but they were either too expensive or had restrictions which made them unsuitable. He finally settled on a site north of Route 66 in the San Antonio Wash between Upland and Claremont and began work in April 1945.

Dewey Cable was an active member of California Airport Owners and Operators Association, the San Bernardino Aviation Department, the Civil Air Patrol from 1942 and was the Old Baldy Squadron Commander from 1942 to 1946. He was a member of the Pomona Moose Lodge #650 from 1928, and for 13 years had perfect attendance at the Upland Lions Club.

Dewey Cable was a “get the job done” type of person. He was a dreamer and more importantly, one that made his dreams come true. He always said, “The most important thing is to get up each day and get something done. Don’t sit and dream about it, or draw pictures, get out and do it.” That was his legacy, he didn’t believe in plans or permits, just build it. This caused many problems over the years, but somehow it all seemed to get resolved.

Paul Cable was born in Dysart, Iowa, on Sept. 3, 1923 and was only six weeks old when his parents moved to Spadra, California. Spadra was a small village in the western part of Pomona. Paul attended Spadra Elementary School, Emerson Junior High School in Pomona. He attended one semester at Pomona High School before moving to San Dimas and attending Bonita High School, in LaVerne, where he graduated. He also attended a welding and Metal Trade School.

Paul worked at Douglas Aircraft in Long Beach converting the DC-3 Aircraft to a C-47 (The Military Version). He designed the upholstery; hung the wings; engines; and propellers on the C-47 aircraft.

Early in 1943 he joined the Army Air Force to be a pilot; but was unable to pass the physical. He attended several military schools and ended up in the South Pacific. He was trained as a mechanic and worked as a crew chief on the P-40’s, P-38’s and P-51’s throughout many of the islands from Australia to Japan. He crewed for many great pilots that included two aces, Richard Bong and Tom McGuire. Paul was attached to the 5th Air Force, 49th Fighter Group, 9th Fighter Squadron. He came home from Japan in 1947 and was discharged at Fort McArthur in San Pedro, California.

Dewey Cable, founder of Cable Airport, and Paul’s father, asked Paul for his help as the airport had grown into a major operation. Paul’s part-time help turned into a

*continued on page 29*

## Apple Gets Back...

*continued from pg. 3*

is due an upgrade. While I don’t think Apple will carry out a complete overhaul of the interface, refreshed icons and new ways of navigating could be more likely. I’d also like to see Apple offering users different themes that can be applied without having to go to the App Store, so users can customize their handsets.

**6. Widgets/Interactive icons** Apple has been an opponent of widgets, claiming they are not necessary when you have apps. The firm is unlikely to start rolling them out. Perhaps, it is more realistic that it will introduce interactive icons—where a long press will bring up a preview of the app so you can quickly glance at the latest e-mail, for example.

**5. Quick settings in the notifications menu** One item, which is far superior in Android, is the notifications’ menu. Apple has already “borrowed” the drop down list to show e-mails, texts and other notifications, and it would be a good idea to add a quick settings portion to this. This would prevent users from having to go into the “Settings” menu to execute simple commands such as turning on/off Wi-Fi, Bluetooth and GPS connections.

**4. Improved multitasking** iOS doesn’t quite have full blown multitasking, which is also available in Android. Apple has stuck with “app switching,” which allows users to cycle between open apps after double tapping the home button. This isn’t that intuitive and we should see Apple offering up full app previews. Apple could also offer ability to run two apps side-by-side on devices such as the iPad. Being able to browse the Internet and read e-mail, for example, would be an invaluable feature.

**3. Actionable notifications** Instead of having to open up full applications when you receive a notification such as a text message, it would be great to be able to tap a “reply,” quickly fire off a response and get back to what you were doing. Similarly it would be good to have an “accept” button in the notification.

**2. Battery saver mode** The battery life on the iPad has generally been strong, but the iPhone has been plagued with issues.


A battery saver mode that automatically kicks in when the level hits the 20 per cent mark would be ideal. Better yet, would be a system that allows users to optimize performance when the battery is low.

**1. Enhanced keyboard** The

*continued on page 33*

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Thrivent Financial has put together the following high-level financial overview for you to consider during the various stages in your life. Please note: this is intended to be informative only. Your needs will vary based on your personal situation. Be sure to always seek advice from a licensed professional when considering the purchase of financial products.

#### 20s

In your 20s – a time when you're usually just starting your first job and struggling to make ends meet – building a financial portfolio is probably not at the top of your to-do list. However, this can be a critical time as you set your financial foundation for the rest of your life.

Building an emergency savings account to help you get through an unexpected job loss or a large, unexpected financial obligation should be a top priority. This account should be separate from your normal savings and should only be drawn from under extraordinary circumstances. Also consider looking into disability income insurance to make sure your income and savings are protected if you are ever unable to work due to a long-term illness or injury. Disability income insurance will serve you well throughout your career, and the sooner you purchase it, the better off you'll be.

Your 20s can also be a time to think about starting an investment portfolio, if you have the means to do so; the longer you're invested, the greater the potential for long-term growth. Be sure to work with a financial professional to ensure your investments align with your appropriate level of risk for your specific situation.

#### 30s

Your 30s are prime time to continue building a solid financial future. By now, you're likely comfortable in your career. Perhaps you have married and may have started a family. During this decade, your financial options begin to open up and you may want to think about life insurance to protect your family in the event of an unexpected death and loss of income. Term insurance for you and your children is usually affordable, easy to obtain, and can offer additional financial protection for you and your family.

Your 30s are also a time to get serious about your savings plans. Retirement savings should be at the top of your list as you start to make more money and become more comfortable navigating your bills and expenses. IRAs, 401(k)s, annuities and other retirement savings tools are important for you at this stage, since the earlier you start saving, the more you'll accumulate. And, it's never too early to start thinking about college savings for children.

#### 40s

In your 40s, you may have teenage children at home. You also may be experiencing new challenges and opportunities in your professional life and have an income you can comfortably rely on. This is the time to start working with

*continued on page 28*

### Real Estate...

*continued from pg. 13*

are confident about rent growth and there continues to be strong activity from tenants for requirements of all sizes. New construction in the region should create an increase in vacancy and availability, which currently remain at historic levels. Buildings in the 500k square foot and above range are still outperforming all other size ranges. Lease rates for 300k square feet and below buildings remain low, but given the recent activity and decrease in vacancy, rents are expected to improve in the next 12 months.

In Orange County, industrial building sales are extremely active and sale pricing is up 25% since the end of 2012. At the same time, vacancy levels have stabilized and are expected to remain that way in the foreseeable future. As a result, lease rates should begin to increase by the end of the year.

#### PAIR OF RECENT INLAND EMPIRE MULTIFAMILY SALES TOTAL OVER \$55 MILLION

A Bay Area-based private investment group recently completed the sales of two Inland Empire apartment communities totaling 384 units and totaling \$55.75 million in price. The properties, located in the cities of Riverside and Moreno Valley, were sold by Hendricks-Berkadia's Dean Zander, Vince Norris and Spencer Scott on behalf of the same seller in both transactions.

In the more recent sale, which closed escrow July 12th, DLPG Real Estate Investment Fund, a private San Diego-based investor bought the View Pointe Apartments located in the residential submarket of Canyon Crest in the city of Riverside for \$32 million (\$153.8k/unit). The highly amenitized, 208-unit asset, built in 1998 by AG Spanos Companies, consists of 18 two-story residential buildings and retains a recorded condominium map. View Pointe's exceptional location one mile from the University of California Riverside with visibility from 60/215 Freeway and close proximity to Downtown Riverside and Meridian (1,280-acre business park) made the property very attractive to several potential investors.

In the other deal, this past April, The Reserve Apartments L.P., a private San Diego investment group, paid \$23.75 million for the Reserve at Moreno Valley Ranch Apartments, a 176-unit, resort-style community overlooking the 27-hole Moreno Valley Ranch Course. The property was completed in 2005 by Alliance Residential and is situated within Moreno Valley's new Rancho Belago submarket. Margie Molloy of Hendricks-Berkadia's Inland Empire office repped the buyer in this deal.

Zander and Norris point out that "both transactions represent the strong and continued demand for all well-located multifamily assets across Southern California's landscape." Together with Scott, year to date the veteran Hendricks-Berkadia team is seeing record-setting levels of buyer interest in all geographically desirable assets spanning the Inland Empire, Los Angeles County and most recently in Orange County with their listing of The Charter, 403 units in Irvine.

#### CBRE LANDS MARKETING ASSIGNMENT FOR THE RIVER IN RANCHO MIRAGE

Grosvenor Fund Management Inc has awarded the marketing assignment for The River, a 227k square foot, premier lifestyle and entertainment center in Rancho Mirage, to CBRE. Senior Vice President Jim Crocenzi, Associate Marco Rossetti, and Associate Annika Riphagen will serve as the leasing team for the high-profile center, and will work closely with the CBRE Property Management team that has been managing the asset since the ownership acquired the property in 2007.

Beginning immediately, Rossetti will be based at The River, working at the on-site management

*continued on page 28*



## Wanted...

*continued from pg. 16*

This means it's better to hire a team-oriented, coachable, and loyal "smart enough" individual than to hire a super-talented high performer who prefers to go it alone. "Look for good team players and not future MVPs," advises Piasecki. "Even the most brilliant individual is less powerful than a cohesive, well-orchestrated team."

As Piasecki's book explains, the near future will be all about innovation for sustainable value creation, led by teams. The days when a larger-than-life personality is allowed to steamroll over the rest of the company are over. This destroys morale, which destroys results. (And without the ability to get results—and quickly—no company can survive in a swift and severe world.)

"Especially with recent graduates, keep a sharp eye out for prospective hires who may think the rules don't apply to them, or who think they'll become superstars inside your organization," Piasecki warns. "Untested young people who found it easy to excel in school often assume the same will be true in the professional realm. They may be resistant to 'paying their dues,' so to speak."

Companies can't afford to teach new hires how to work with others. They have to be able to distinguish team-minded individuals in the interview process. Piasecki offers the following hints on the qualities you should look for and the questions you should ask:

- **Conduct interviews in a team of four or five leaders.** This will replicate the dynamics of the team setting the new employee will be working in, explains Piasecki. "Good team players tend to do well in settings of four or five people asking an avalanche of questions," he observes.

- **Look for an intrinsic ability to "bond" with interview team members.** Even more important than dress, training, or résumé, says Piasecki, is the candidate's ability to "bond" instantly to at least three to five members of the interview team. This doesn't merely mean an affinity for small talk or schmoozing. The bond we're discussing here must translate to action in a "reliable, sustained way" with those people—and it will reveal itself in the specific points the candidate makes.

- **Also, look for a comfort level with the rapid-fire give-and-take of the interview team.** Piasecki explains that people who work well in teams do certain things well in interviews. For example:

- They don't get ruffled. They answer your pointed questions with calm and with precision, without being terse. Like a captain, they do not have performance anxiety. They demonstrate grace under pressure, know when to exert force, and overall provide your team with a sense of respect and fascination for more. "If you feel they have nothing to say to the team, they should not be your finalist," notes Piasecki.

- They enjoy interviews that involve more than one "boss." The true team player, the true potential project leader, or the true divisional captain is someone who shoots straight but understands the culture. That is, they know precedent, but they demonstrate an ability to work fast and past the impediments of budget, rules, and competition.

- They relate one person's question to another, and they answer to the group by relating the questions as "pieces of an overall composite" of a whole. "Team players know individual questions are merely a part of the mosaic of the culture that runs a firm," says Piasecki. "They are 'looking' to get a sense of that culture and articulate how they anticipate fitting into that culture and how they wish to perform within its norms."

"In other words, team players understand that the group asks

questions in a sequence for a reason, and that the questions are not arbitrary but often related to a larger issue," he adds. "They seem to understand that what you're really asking is, Are you trustworthy? Can you work for our benefit? Will you share shoulder strength? Their answers will reflect this deeper understanding."

- **They show respect for the team they are seeking to join.** Fierce individualists might focus on their performances in previous jobs, internships, or academic programs, and on why your company should put their ideas into practice. Team-oriented candidates, on the other hand, will never display such arrogance. "Team players understand the legacy of the team, the coaching approach, and the reasons to improve in the current season," says Piasecki. "They live with the past legacy before them and demonstrate respect for it."

- **They demonstrate a desire to work with you for a long time.** As a player in the global economy, your quest is to generate revenue through respect, relationships, and long service. That kind of well-paid loyalty requires a team player, says Piasecki. You are always looking for a longer-term player, someone who is coachable in a matter of seasons, not just individual project events.


"Fierce individualists tend to 'make their mark,' then move on," he explains. "But in our swift and severe world, we need people who have a deep craving for the kind of team connections that grow stronger over the years."

- **Good team players look for feedback.** In fact, they long for it. It's not that they want the praise, but that they want to get a feel for the path of improvement available to them. They will expect it to be a two-way conversation, whereby you are able to interact with their responses, not just a Q & A session. The way they behave in the interview will mirror the way they'll behave on the job.

- **Be sure you have a "captain" making the final hiring decision.** Captains, as opposed to plain old "leaders," are skilled in the art of teambuilding. While an entire book could be written on the subject of captains, says Piasecki, in general they have the ability to recognize key capabilities in employees, to put the right people into the right roles, and to create a certain "magic" that transforms a group of individuals into an interconnected whole.

"You may never have a candidate who does everything on this list 'right,' or answers every question the exact way you want it answered," Piasecki says. "But if you approach your interview with an awareness for a teamwork attitude, you probably won't go wrong."

*For more information, please visit the book's page on [www.wiley.com](http://www.wiley.com).*

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## MANAGER'S BOOKSHELF

### “Real Influence: Persuade Without Pushing and Gain Without Giving In,”

By Mark Goulston and John Ullman; AMACOM, New York, New York; 2013; 258 pages; \$24.95.

There are dozens of business books that address issues of leadership, motivation, and influencing others. From selling to team building, the number of authors on these subjects stretch back nearly a 100 years. Co-authors Mark Goulston, M.D., a business psychiatrist, author, consultant, and John Ullman, Ph.D., a well-known executive coach, have come to the conclusion that there may be good reasons why old ideas about persuading customers and company teams don't seem to be working well any longer. As they put it:

“Today we live in a post-selling and post-pushing world. As people grow more aware of manipulative tactics, their guard goes up. The Internet, television, advertising, and wall-to-wall marketing have made us cynical about deceptive tricks and hard sell approaches. Your customers, your co-workers, and even your kids can all recognize ‘pushy’ influence...and when they use it, they'll push back twice as hard.

“Yet, most of the books and business school courses that teach persuasion skills emphasize manipulative tactics and techniques. They conceive of influence as something that you ‘do’ to someone else to get your way. And they focus on short-term gains rather than long-term consequences. We call this outdated strategy disconnected influence.”

The authors believe that on its face ‘disconnected influence’ makes sense. That's because your agenda places its influence on things you have to get done. Your own priorities are what matters most, especially if you're the owner or senior manager of a business. There's just

one problem, according to Drs. Goulston and Ullman: “Your people [or customers] aren't inspired by your vision, and they're not willing to share your goals. And here's why: Most people, most of the time, aren't motivated to do what you want them to do. They don't feel your urgency, they're busy with their own priorities and crises, or they have hidden reasons for rejecting your ideas.”

At this point early in the book the authors seem to be confusing. On the one hand they believe that ‘disconnected influence’ appears sensible, but isn't. If that's so, why do so many business schools and motivation experts teach this method. Co-authors Goulston and Ullman try to straighten us out. Their view is that ‘disconnected influence’ doesn't work because it encourages the people you're trying to influence as objects, targets, and things to be pushed or pulled. They're not hearing the other people's message. In other words, the person you're addressing “either recognizes this immediately or—even if you get temporary compliance—resents it later.”

The opposite of ‘disconnected influence’ is connected influence, state the co-authors. According to their view, people don't always notice when connected influence is taking place. That's because no one feels like they're being pushed, misunderstood, ignored or threatened, so there's no need to get angry, frustrated, or disappointed. The authors go on to state: “As a result, we don't push back. Instead, we willingly lean into the influence because we implicitly trust the person who's influencing us. This makes con-

nected influence as powerful as it is subtle.”

The book is surprisingly non-technical in style, and (once you're past the first chapter) easily understood. Chapter 8 is one of the most interesting in the book. Titled “Master Level Four Listening,” the chapter offers several techniques that permit you to really listen to the people you want to connectedly influence by truly conversing with them. That way you can avoid the result that Mark Twain once noted, “Most conversations are

monologues in the presence of witnesses.”

“Real Influence” takes a different tack on persuasion, team building, and motivation. Most importantly, it makes you think about these important areas and offers a different way to creating a true team with your co-workers and customers. Best of all, it offers a full course banquet of fresh ideas for the price of a modest dinner.

—Henry Holtzman

### Best-selling Business Books

Here are the current top 10 best-selling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

- \*1. **“Lean In: Women, Work, and the Will to Lead,”** by Sheryl Sandberg (Knopf Doubleday Publishing...\$24.95) (1)\*  
Why women's progress in achieving leadership roles has stalled.
- \*2. **“Doing More With Teams: The New Way to Winning,”** by Bruce Piasecki (John Wiley & Sons...\$25.00) (2)  
Why and how teams offer greater flexibility when used properly.
- \*3. **“Smart Tribes: How Teams Become Brilliant Together,”** by Christine Comaford (Portfolio Hardcover...\$26.95) (6)  
How top managers keep their teams involved and moving forward.
- \*4. **“Start: Punch Fear in the Face, Escape Average and Do Work That Matters,”** by Jon Acuff (Lampo Press...\$22.99) (3)  
Finding the courage to rise above being average.
- \*5. **“The Power of Habit: Why We Do What We Do in Life and Business,”** by Charles Duhigg (Random House Publishing...\$16.18) (4)  
A new view of human nature and our ability to change.
- \*6. **“The New Digital Age: Reshaping the Future of People, Nations and Business,”** by Eric Schmidt & Jared Cohen (Alfred A. Knopf...\$26.95) (5)  
Two of Google's leaders offer their view of the future.
- \*7. **“The Wolf of Wall Street,”** by Jordan Belfort; (Random House Publishing...\$16.00)\*\*  
From Wall Street executive to federal convict in 10 years.
- \*8. **“The Challenger Sale: Taking Control of the Customer Conversation,”** by Matthew Dixon and Brent Adamson (The Penguin Group...\$27.95) (5)  
Why selling is about challenging customers.
- \*9. **“The Five Dysfunctions of a Team: A Leadership Fable,”** by Patrick Lencioni (Jossey Bass, an imprint of Wiley...\$24.95) (8)  
An analysis of what makes teams work effectively.
- \*10. **“To Sell is Human: The Surprising Truth About Moving Others,”** by Daniel H. Pink (Penguin Group...\$13.90) (9)  
Why all of us participate in selling.

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

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



## RESTAURANT REVIEW

### 140 Bottles of Beer on the Wall

By Nancy Powell, IE Weekly

The Back Abbey in Claremont offers posh eats and cool drinks in a cozy and casual environment.

Claremont denizens sure are a lucky bunch. Not only do they have one of the most vibrant, Mayberry-esque tree-lined downtowns in Southern California to boast about, but they've got great eats, great colleges and arguably one of the snazziest one-room bars in The Back Abbey. Housed in a renovated, early 20th century mission-style icehouse, the restaurant happens to be the brainchild of former chimney sweep John Solano, who put his carpentry skills and well-heeled global food knowledge into developing this replica of a rustic Bavarian alehouse with communal seating, decorated tastefully with black and white photographic images of various spots in Europe (courtesy of Chef Leslie O'Quinn), bottles of custom brews you can see but not touch (a six-pack of Trappist) and posters of some really hard-to-find Belgian brews. Oh, and along the way Solano has managed to snag best burger accolades from the L.A. Times as well as yours truly.

In fact, it's the Back Alley Burger (\$13) that seems to cement Solano's reputation on this sizzling Saturday afternoon as much as the 140 beers his pub carries—90% Belgian ales and the rest a scattered melting pot of German, English, Spanish, French and Canadian brews—appearing on almost every table. It's a dry-aged burger seasoned simply with salt and pepper and gussied up with pungent aged gouda, super sweet caramelized onions, crisped bacon and a bed of micro greens. The meat is so juicy that it literally dissolves in my mouth. Despite the intensity of conflicting flavors that peppers each mouth-watering bite,



the burger is completely approachable and definitely among the best I've ever tasted. It marries magnificently with an ice-cold glass of the rare, but fragrant and strong Klokke Roeland (\$8), the house beer of the Waterhuis Bar in Belgium (and according to Solano, The Back Abbey is only one of 10 restaurants to carry this Belgian ale).

Even better than the burger is Chef Leslie's version of Schnitzel (\$12), a fork-tender piece of pork tenderloin ponded out to a thickness of a quarter inch, dredged in a super-secret panko crumb mix and fried decadently in duck fat. Chef Leslie adds another dimension by topping the crispy patty with a salad of sauerkraut, red grapes, endive, arugula and frisee. Capturing all the elements in a single bite yields a pleasing symphony of complex textures and tastes, alternating notes of sweet and tart. There is a lot of magic to Chef Leslie's artistic presentation, which skirts the divide between being almost too pretty to eat, but too enticing also to leave behind. The Bistro

Frisee Salad (\$9) offers an elegant introduction to Chef Leslie's culinary brilliance and a healthier alternative to the decadent duck fat fries. Julienned strips of apple, lardons, toasted walnuts and Fourme D'Ambert (an old French cheese that dates back to Roman times) are tossed together with a bed of frisee lettuce, dressed in sweet, apple cider vinaigrette and topped off by a soft-boiled egg.

Finally, Solano and Chef Leslie's rotating menu of seasonal specials pays homage to the whole concept of sustainability. I sample Grilled Sea Bass (\$16) on a bed of corn, black-eyed peas and

roasted pepper succotash. The fish is cooked perfectly, succulent to the bite and brightened considerably by a bright, spicy and acidic Moroccan salsa that Chef Leslie paints onto the bass itself.

Solano's love of food and wine shows, and while his menu offers an upscale twist to traditional European favorites, it never veers onto pretentious grounds. Solano has worked hard to combine familial comfort with his fine dining experience. Good food, good wine, good times. The Back Abbey is one chimney-sweep's dream come true and the gastronome's ultimate reward.

*The Back Abbey, 128 N. Oberlin Ave., Claremont, (909) 625-2642, [www.theback-abbey.com](http://www.theback-abbey.com). AE, MC, V.*

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## University of California Riverside Nanotechnologists Help Launch New National Center Devoted to Microelectronics

Roland Kawakami, a professor of physics and astronomy; Ludwig Bartels, a professor of chemistry; and Cengiz Ozkan, a professor of mechanical engineering, are members of a new national research center—the Center for Spintronic Materials, Interfaces and Novel Architectures (C-SPIN) — focused on developing the next generation of microelectronics. All three are part of the Materials Science and Engineering Graduate Program at UCR.

C-SPIN is aimed at developing technologies for spin-based computing and memory systems. Unlike today’s computers with their electrical charges moving across wires, the spin-based computing systems will process and store information through spin, a fundamental property of electrons. Spin-based *continued on page 33*

## St. Bernardine...

*continued from pg. 19*

comprehensive knee and hip replacement services.

As a Blue Distinction Center+, St. Bernardine has demonstrated its commitment to patients as well as its expertise in providing specialty care. “As more individuals seek treatment and surgical intervention for knee and hip conditions, it’s important for them to be able to identify facilities that offer expertise in the specialty backed by evidence of exceptional care. Designations such as the Blue Distinction Center+ help them find the facility best suited to their needs,” said Barron.

Since 2006, consumers, medical providers and employers have relied on the Blue Distinction program to identify hospitals delivering quality care. The selection criteria used to evaluate facilities were developed with input from the medical community, and include general quality and safety metrics plus program specific metrics. “We’re proud to have met the rigorous selection criteria set by the Blue Distinction Centers for Specialty Care program and pleased to provide exceptional orthopedic care through the efforts of a highly competent multidisciplinary team,” added Barron.

According to Marcus Thygeson, M.D., senior vice president and chief health officer at Blue Shield, Blue Distinction Centers set themselves apart by adhering to best practices in patient safety and surgical care and producing consistently strong outcomes with fewer complications. “Blue Shield of California is pleased to recognize the high-quality care that Blue Distinction Centers and their affiliated physicians deliver.”

Research confirms that the newly designated Blue Distinction Centers+ demonstrate better quality and improved outcomes for patients, with lower rates of complications and readmissions than their peers. Blue Distinction Centers+ are also 20 percent more cost-efficient. The program provides consumers with tools to help them make better informed healthcare decisions. These results will also enable employers, working with their local Blue Plan, to tailor benefits to meet their individual quality objectives.

## Gold Star...

*continued from pg. 19*

have had the opportunity to gain access to new markets and volume through these initiatives through

Gold Star’s guidance and support. Sean Leer, vice president of Gold Star Foods, recently has been selected by the national non-profit School Nutrition Association (SNA) as the eleventh recipient of SNA’s prestigious National Industry Member of the Year Award.

Throughout his 19 years of service in school nutrition, Leer has worked tirelessly to help school nutrition programs increase efficiency, maximize the value of their USDA Foods entitlement dollars, serve the freshest, most nutritious food available and improve food safety and sanitation. Leer helped lead Gold Star’s initiative to increase local sourcing, link school meal programs with the farms supplying their foods and minimize the company’s carbon footprint. He has worked with farmers, wholesalers and processors to provide local produce to over 1.5 million students each day.

With Leer’s help, Gold Star has also overhauled its bakery products, switching to 100% sustainable, California grown wheat flour, which is milled and baked locally. The company now prepares all whole grain, low sodium bread products meeting both Alliance for a Healthier Generation and Healthier U.S. School Challenge standards at no price increase for school districts.

Prior to his work with Gold Star Foods, Leer spent 14 years as a leader in food safety and sanitation. He worked closely with SNA in the development of the HACCP Education Plan and Task Force to provide food safety training to school nutrition personnel nationwide.

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**Financial...***continued from pg. 23*

your children to investigate the various higher-education financing options (savings, aid, loans, grants, etc.). It also might be time to purchase additional life insurance, as your assets and protection needs may have grown as you've prospered, personally and professionally. Since you're about halfway through your career, start keeping an eye on your retirement horizon and your overall retirement strategy to ensure it aligns with your goals and dreams after your career ends.

**50s**

Your 50s can be an exciting time. Your children may have left the nest and retirement is likely just around the corner. Now is the time to think about establishing a floor of guaranteed income, possibly by purchasing an annuity or insurance product, to help fund expenses that will continue into your retirement. Consider how you want to live in retirement and beyond. What level of income would you like after you retire and how do you intend to maintain your standard of living? Have you protected your savings from the high costs of extended care? Whether or not you intend to purchase long-term care insurance, this is the time when you should discuss your extended care plans with loved ones.

**60s**

By now, retirement has likely arrived or is right around the corner. This is when managing assets, investments and financial strategies are critical. At this stage of life, it is important to have some of your financial assets invested in a portfolio that's carefully managed for growth consistent with your risk profile. Meeting regularly with your financial representative at this life stage will help you stay on track with your financial goals.

This is also the time to consider leaving a legacy through life insurance that designates your children or favorite charity as beneficiaries. Life insurance proceeds can help to ensure that your spirit of generosity will live on and the causes you care about will be supported. You may also want to consider purchasing Medicare supplement insurance to help pay for medical bills not covered by Medicare. This protection can help safeguard your retirement assets from additional, costly medical bills.

No financial journey is the same. We all have different needs and goals at different stages of our lives. However, with a solid financial program in place along with the support of a financial professional, you can be prepared to make a lifetime of wise financial choices.

**About the Inland Empire Financial Consultants**

*Thrivent Financial is represented in the Inland Empire by the Inland Empire Financial Consultants, which includes Bill Cortus at 3333 Concourse St. Building 8 Suite 8100 Ontario, CA 91872, phone: 909-945-4996, website: [www.thrivent.com/plg/inlandempire](http://www.thrivent.com/plg/inlandempire).*

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**Real Estate...***continued from pg. 23*

office in order to enhance collaboration with the management team and assist prospective tenants touring the property.

"The River is the dominant center in the Coachella Valley for dining and entertainment, but it also offers a unique shopping experience and a complimentary mix of personal services. Over the next few months, we will be remerchandising the center to further improve the overall shopping experience, working in close coordination with the ownership and property management team," said Rossetti.

Located off Highway 111 and in the center of Coachella Valley, the center features a 1.7 million gallon "river" water feature, extensive landscaping and parking for up to 1,700 vehicles. Anchors include a 15-screen stadium-style Century Theatre cinema; seven full-serve restaurants including Cheesecake Factory, P.F. Chang's, Yard House and Fleming's Prime Steakhouse; and Forever 21. There are more than 1,900 hotel rooms nearby, including the Ritz Carlton and Westin Mission Hills.

**ALERE PROPERTY GROUP LANDS HAUTELOOK-ING TENANT FOR 600K-SQUARE-FOOT SAN BERNARDINO FACILITY**

HauteLook inked a 10-year relocation/expansion lease for an entire 604k-square-foot facility in the city of San Bernardino. HauteLook, the Nordstrom-owned, online shopping destination hosting daily limited-time, limited-inventory sale events, will more than double its space when it relocates from its existing 300k-square-foot Fontana location. HauteLook's new facility is located at 17335 Glen Helen Parkway, within the Glen Helen Distribution Center, on the west side of the confluence of the I-15 and -215. The company plans to be fully operational in its new space by September 2013.

Completed by developer/owner, Alere Property Group in mid-2012, the newly constructed property includes approximately 2k square feet of office space and is situated on 30 acres of land. The state-of-the-art building features 32' clear heights, ESFR (Early Suppression, Fast Response) sprinklers, and high-profile I-15 Freeway visibility. The space will be used for HauteLook's inventory storage, fulfillment and returns processing.

"There is a growing trend within the County of San Bernardino for major retail brands and e-commerce companies to expand their operations, taking advantage of our quality stock of industrial real estate and in some cases building new, high quality developments," said Kelly Reenders, economic development agency administrator, County of San Bernardino. "Our focus is to bring new companies here as well as work closely with existing firms to provide them with the resources to help them to thrive, add to their workforce and further build upon their success."

In addition to HauteLook, Amazon.com moved into a 950k-square-foot warehouse late last year and is planning on adding another 515k square feet to its facility. Some of the other significant relocations and expansions in the County include Trident Case, BMW, MCS Industries and Lollicup USA, Inc., among many others.

**PAIR OF PALM SPRINGS RETAIL CENTERS SELL FOR OVER \$42 MILLION**

Two premier grocery-anchored, community retail centers in Palm Springs recently traded hands for a combined value of \$42.45 million. The properties, Smoke Tree Commons and Smoke Tree Village, sold for \$32.45 million and \$10 million, respectively.

Smoke Tree Commons, located at 2465 E. Palm Canyon Drive, is a 175k-square-foot institutional quality neighborhood center with a superior tenant line-up. Currently *continued on page 29*

**Real Estate...***continued from pg. 28*

96 percent eased, Smoke Tree Commons is a grocery-anchored shopping center that includes a number of national tenants including TJ Maxx, Cost Plus World Market, Michaels, Petco and Big 5 Sporting Goods.

Smoke Tree Village is located at 1733 E. Palm Canyon Drive (0.3 miles from Smoke Tree Commons). This established, recently remodeled, 110k-square-foot neighborhood shopping center also offers an exclusive national tenant mix including Ralph's Fresh Fair, Native Foods, and Smok'n Burgers. Located along Coachella Valley's main retail corridor (Hwy 111) Smoke Tree Commons and Smoke Tree Village were designed and constructed to the highest of retail industry standards.

Cushman & Wakefield's Southern California retail brokerage team of Pete Bethea, Rob Ippolito, and Glenn Rudy, represented the seller, Donahue Schriber Realty Group L.P. They also procured the buyer in the investment sale. "The acquisition of Smoke Tree Commons and Smoke Tree Village provided the buyer the opportunity to own and control the premier shopping centers in Palm Springs," said Bethea. "It also represents not only a flight to quality, but a growing appetite by the buying community to own the best retail centers in not only primary but secondary markets as well."

**TWO RANCHO CUCAMONGA OFFICE BUILDINGS GO FOR \$3 MILLION**

In a recent Inland Empire office comp from Rancho Cucamonga, two office buildings sold for \$3.074 million. The buildings, which contain a total of 18.3k square feet of space, are located on Haven Avenue, a few blocks north of the I-10. One of the buildings, located at 9373 Haven, is a two-story, fully built-out office building containing just under 11k square feet. It has an existing tenant on the first floor and frontage on Haven Avenue. The second building, located at 9401 Haven, is a one-story shell office building totaling about 7.3k square feet. Gus Andros, Dan Foye, Rick John and Diana Saldana of DAUM Commercial Real Estate Services' Inland Empire office represented the seller, Rockefeller Development Group. Naser Noor of Southwest Investment Group repped the buyer in the deal.

**\$5 Million in Sales for Three 7-Eleven Locations**

Three single-tenant 7-Eleven stores—in Upland and Anaheim, CA and Denver, CO—traded hands in recent deals totaling over \$5 million.

In Upland, a 3k-square-foot 7-Eleven located at 2416 W. Arrow Road sold for \$1.9 million (\$633/sf). Built in 2013, the 7-Eleven building is situated on a 0.46-acre parcel. The buyer, a private investor from La Verne, was represented by Jeremy S. McChesney of Hanley Investment Group. The seller was a developer from San Juan Capistrano who was repped by Jeff Stanley of Lee & Associates in Riverside. "This sale exemplifies the type of demand for credit-worthy single-tenant assets, here in Southern California. This 7-Eleven was a pre-sale, with the buyer closing escrow all cash, at a 5.22% cap rate before the tenant occupied the space," said McChesney.

**DDI Distributions Leases 225k-Square-Foot Moreno Valley Facility**

In a recent industrial lease comp from the Inland Empire, DDI Distributions Inc signed a \$3.7 million deal for a 225.5k-square-foot building in Moreno Valley for over five years. The property is located at 16875 Heacock Street, north of Ramona Expressway and east of I-215.

The building is owned by CT Realty, who acquired it in 2011 from March Philmar LLC as part of the company's aggressive campaign to acquire Class A distribution *continued on page 38*

**Royal Treatment...***continued from pg. 5*

n't be complete without a food and beverage court that serves everything from plump, juicy turkey legs to scrumptious chowder served in a bread bowl.

The Bear Bones & Dragon Ale Stand serves Dragon's Blood red wine and Unicorn's Breath white wine and a full array of ales and meads including Dragon's Breath, a blend of wheat beer and pomegranate mead. Guests should also expect to see full-costumed vendors and crafters hawking everything from plume-feathered hats to leather goods, and replicated medieval swords to fine crafted jewelry.

*The 12th Anniversary Big Bear Renaissance Faire has expanded to three weekends, August 3-4, August 10-11 and August 17-18. Location: Pedersen Sawmill in Fawnskin at 39115 Rim of the World Drive; Time: 10 a.m. – 6 p.m.; Adults: \$15; Adult weekend pass: \$26; Adult season pass: \$73; Seniors, military, students and children (age 6-12) \$12; Seniors, military, students and children weekend pass: \$20; Seniors, military, students and children season pass: \$55; Children 5 and under: FREE. Advanced tickets and lodging packages can be purchased by calling 1-800-424-4232 or online at [www.bigbear.com](http://www.bigbear.com).*

**Cable Airport...***continued from pg. 22*

full-time job, and after 26 years as airport manager, decided to semi-retire. His son, David, and his daughter, Diane, both work for the airport. David is the assistant airport manager, and is now married to Sandy, and between the two of them share six children; Ryan, Steven, Jenny, Wayne, Allan and Dennis. David and Sandy live in San Dimas.

Walter David Cable, born Aug. 7, 1926, earned his pilot's license in 1944 before he entered the Army Air Force. He joined the CAP when Dewey was the local commander and helped his dad at Brackett Field. He helped ferry the Porterfield from Brackett out to Silverlake on weekends for student training. The plane didn't have enough gas to make the trip non-stop so they had to land on the highway on the way out to gas up.

Walter had barely started his Army Air Force flight training in 1945 when the war was over and he was discharged shortly thereafter. He immediately went to work for his father on the airport and has been there ever since.

First, he got his instructor's rating and flew as a flight instructor for a number of years before becoming a flight examiner. During those early years he logged over 6,000 flying hours and has been the leading force behind the flight school and the airport itself.

Walter is a natural pilot and could fly almost any aircraft. He was always being called upon to test-fly homebuilts for the first time and even taught himself how to fly helicopters. Over the years he has owned a Stearman, an AT-6, a Staggerwing Beech, and two Bonanzas.

Walter was also in charge of aircraft sales, and when Lynn Person left, he took over aircraft maintenance as well. His son, Rob, is now in charge of Foothill Aircraft sales and service where he runs the maintenance department. Rob and his wife, Joyce, have two sons named Curtis and Kevin who are now working at Foothill Aircraft. Walter and Marliyn's daughter, Debby, is a teacher in Ohio and she has two sons Jonathan and Jason.

On Jan. 11, 1966, Walter set the single-engine altitude record of 39,334 feet using a stock 1966 Cessna turbo 210 Centurion. He broke the previous record of 35,070 feet set three months earlier by Marvin Smith of Long Beach in a modified 210.

Walter took off from Cable Airport a little after 10 and his brother, Roger, was flying a twin engine Aero Commander chase plane. Walter circled Cable Airport and then over Ontario as he continued to climb. When he received clearance from Los Angeles control he headed for Catalina Island and shuttled between *continued on page 30*



## Cable Airport...

*continued from pg. 29*

As he passed through 25,000 feet, the windows frosted over and he had to fly on instruments. As he climbed higher, some of these instruments became inoperable due to the altitude and eventually he was left with only the turn and bank indicator to maintain level flight.

Walter stayed above 39,000 feet for 45 minutes and maintained the peak level for about 18 minutes. Running low on fuel he started his descent and landed at Cable at 1:30 pm, 3 hours and 9 minutes after he had left.

The following year, on May 13, he shattered his own record by flying to a height of 43,699 feet. This time he was flying a 1967 TurboSystem Cessna 210 Centurion, powered by a 285-hp Continental Airesearch turbocharged engine.

Roger again flew chase plane duty, but this time he flew a twin-engine Cessna Skymaster. In addition to serving as Walters communications link to various ground stations, he broadcast live to the listening audience of KKAR radio. Walter was still climbing 100 feet per minute as he passed through 40,000 feet. By the time the plane reached its maximum altitude, it was in such a steep attitude that he was literally "hanging on the prop" clawing for every foot of height. The outside temperature was 60 degrees below zero and the cabin heater going

Catalina and Long Beach as he continued to climb. Roger stayed at 22,000 feet and acted as a communications link between Walter and the various ground stations.

full blast gave little relief. One hour and 45 minutes after takeoff, Walter had reached 43,699 feet setting a new world Class-I.c altitude record for light aircraft, which still stands today.

Roger Cable, born Feb. 11, 1938, was only seven when he started helping his father build the airport. He was young and short but he did a man-size job and grew up on the airport. He learned to fly before he knew how to drive and soloed in seven different aircraft on his 16th birthday.

Later he joined the Navy, and during his tour of duty, he was introduced to that tropical paradise, Hawaii. Later he married Barbara Jean Barnard, and they had a son, Bob, who is now maintenance foreman of Cable Airport. Roger's daughter, Lori, lives in San Francisco and is activity manager for Hyatt Hotels. Roger has since divorced and lives where his heart is, in Hawaii.

Upon his return from the Navy, he took over operation of the flight school and made it very successful. Like his father, he was a doer and a talented businessman. He started the Cable Air Taxi service using Cessna 402s and Beech 18s making it a profitable charter business. But he had even bigger dreams.

On March 28, 1968, he launched Cable Commuter Airlines with an inaugural flight from Ontario to Los Angeles airport. That was just the beginning. Their fledgling fleet soon grew to include 12 De Havilland Twin Otters. Their business grew rapidly and was providing commuter service from Lancaster and the

*continued on page 39*

## Top Tenant Improvement Contractors

*Listed Alphabetically*

Firm Address City, State, Zip	Comm. Bldgs. (in I.E.) Indstr. Bldgs. (in I.E.) (Sq. ft. completed)	# of Licensed Contractors Company Headquarters	Specialties	Clientele/Projects	Top Local Exec. Title Phone/Fax E-mail Address
1. <b>Al Shankle Construction Company</b> 3309 Grapevine St. Mira Loma, CA 91752	775,000 2,125,000	1 Mira Loma	Concrete Tilt-Up, Industrial & Office, Tenant Improvements, Schools	Farmer Bros. Coffee United Parcel Service Santa Ana Unified School District	<b>Al Shankle</b> CEO/President (951) 727-8882/681-7599 www.alshankleconstruction.com
2. <b>Capstone Construction Co., Inc.</b> 3651 Third St. Riverside, CA 92501	200,000 75,000	3 Riverside	Office Tenant Improvements Ground up Division Hospital Division	Tri-City Corp. Center Riv. Comm. Hospital University of Phoenix	<b>Bruce T. Heiliger</b> President (951) 682-6225/682-6406 bheiliger@capstone-company.com
3. <b>Fullmer Construction</b> 1725 South Grove Ave. Ontario, CA 91761	8,854,420 (comm. & indus. total) 1,760 Bldgs	N/A Ontario	Commercial, Industrial & Office, Tenant Improvements	Riverside Comm. Investors Stirling Capital Burlington Coat Factory	<b>Bob Fullmer</b> President (909) 947-9467/947-5241 www.fullmerco.com
4. <b>Inland Empire Builders, Inc.</b> 10271-A Trademark St., Ste. 22 Rancho Cucamonga, CA 91730	N/A N/A	1 Rancho Cucamonga	Commercial Construction Tenant/Office Improvements	Sacred Heart Church, Rancho Cucamonga Fire Station #173, The Roman Catholic Bistro of San Bernardino, Glennwood Devle.	<b>Tracy Elefante</b> President/CEO (909) 945-2450/944-7563 tracy@inlandempirebuilders.com
5. <b>JG Construction</b> 15632 El Prado Rd. Chino, CA 91710	2,100,000 4,500,000	4 Chino	Commercial/Retail Buildings Construction Ground Up Tenant Improvements	Cadtree Capitol Investment Diamond Plaza Pan Pacific Retail, Longs, Sav-On	<b>June Grothe</b> President (909) 993-9393/993-9394 info@jgconstruction.com
6. <b>Oltmans Construction Co.</b> 10005 Mission Mill Rd. Whittier, CA 90601	981,162 2,560,697	2 Whittier	Commercial/Industrial Projects Seismic Retrofit Tenant Improvements	Corp. Stater Bros. Inland Empire Gateway Chino South Industrial	<b>Joe Oltmans II</b> President (562) 948-4242/695-5299 joltmans2@oltmans.com
7. <b>Panattoni Construction, Inc.</b> 34 Tesla, Ste. 110 Irvine, CA 92618	0 639,000	1 Sacramento	Distribution, Industrial Warehouse Tenant/Office Improvements	Hino Motors AMT Panattoni Development Piemonte of Ontario	<b>Joe Lutz</b> Regional Vice President (949) 296-2960/387-4940 www.panattoni.com
8. <b>Prizio Construction, Inc.</b> 151 Kalmus Dr., Ste. N1 Costa Mesa, CA 92626	29,000,000 (Total)	3 Fountain Valley	Comm./Ind. Tilt-Up Constr. Comm./Ind. T.I. Rehab., Concr. Only/Superfl. Concr. Floors	Toys R Us of Rialto Ontario Airport, Goldstar Electronics Aetna Insurance, SDCII	<b>David Prizio</b> CEO (714) 543-3366/543-3388 www.prizio.com
9. <b>Ralph Affaitati Construction</b> 393 W. Athol, Ste. 2 San Bernardino, CA 92401	WND	OHC Lic. San Bernardino	Industrial/Commercial Tenant Improvements	GSA, Federal Government	<b>Ralph Affaitati</b> President (909) 889-0131/381-3881 www.affaitati.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2013 by IEBJ.

## Dirty Dozen...

*continued from pg. 9*

things to yourself (She'll never know, and it'll save me hours of work, for example). But when it comes to putting clients first, Callaway says, these "little" lies are just as bad as the whoppers. Yes, honesty can be tough in the moment, but in the long run you'll gain a reputation for trustworthiness that will change your life.

"Trust the truth," Callaway instructs. "When you cultivate a reputation for rock-solid honesty—for laying out all your cards even when it doesn't benefit you, for telling the whole truth, for never holding back or sugarcoating—you'll gain customer loyalty that money can't buy. Clients will trust, respect, and refer you, and your own life will become easier. When you have only the truth, you wave goodbye to moral dilemmas and sleepless nights. You don't have to worry about getting the story straight or remembering what you have and haven't shared. You know you're doing the right thing."

**Be honest with yourself, too.** As Callaway has already established, you should never lie to a client (or to anyone else). But honesty shouldn't stop there. Ask yourself, Am I lying to myself about where my priorities lie and how others perceive me? Try to see your business as your clients and customers see you. Are you putting them first—or putting yourself first?

"Small businesses start off with the best intentions and with a clear picture of what the customer wants," Callaway acknowledges. "But soon, most of them drift off the path. Little by little, they start making it all about them and their growth, and poof! No more 'Clients First'...and no more of the benefits living by this philosophy brings."

**Treat employees at least as well as you treat your clients.** While (of course) you don't treat your employees like dirt, you may feel that you don't owe them any special favors, either. After all, you're paying them—isn't that enough? Well, no. Whether you realize it or not, the way your people treat customers reflects the way you treat them. Are you courteous? Kind? Polite? Enthusiastic? Do you listen when they talk to you and try to accommodate their needs? Or are you short, perfunctory, and even (sometimes) rude?

"Your job is to serve others, period," Callaway says. "You can't do that by making distinctions between the people who work for you and the people to whom you provide a good or service. Realize that you set the tone for your company's 'personality,' and that you're creating a tribe of people who will beat the drum for your message. Going at it alone is too exhausting!"

**Make sure your highest praise comes from your competitors.** Yes, you read that correctly. You can—and should—strive to win the approval, goodwill, and admiration of your competitors. If possible, get to know their leaders and employees, and help them when you can. You don't have to give away trade secrets, but you can offer advice, for example, or refer a customer whose needs are better matched to what another business has to offer. Don't do these things manipulatively, but in the spirit of giving—your efforts will come back to you with interest. Have faith that there is enough business to go around.

"Every Christmas, JoAnn sends personalized ornaments not only to our clients but also to the thousands of agents with whom we have done a cross-sale," Callaway shares. "We get incredible responses from them. Last month Brian Choate, who works for a competitor firm, went so far as to video a 'mini book review' for Clients First in which he shared how much these ornaments mean to him. Trust me, the respect of your peers and especially your competitors is priceless. If you have little contact with them, now is the time to change that. Go to industry conferences. Join associations. Remember, it's a big world but a small community...so make your mark in a positive, memorable way."

*continued on page 32*

## La Verne Experience Impacting Curriculum

*Business programs are incorporating some elements ahead of the curve*

Dean Abe Helou has worked hard over the years to ensure the programs taught in the College of Business & Public Management remain competitive and relevant for the thousands of students it graduates every year.

He must be doing something right. Last fall the Los Angeles Business Journal ranked the MBA program No. 3 in Los Angeles County based on degrees awarded, trailing USC and UCLA.

"The deeper we go into the implementation phase of The La Verne Experience, the higher is our ability to separate ourselves from other colleges," Helou said. "Most other colleges around us are teaching business with no integration except at the capstone level which happens at the end of the program.

What we are doing is to integrate our curriculum as early as possible in our programs, this should give the university and the college some distinction."

The Integrative Business Curriculum is an example of the alignment between where CBPM is heading and The La Verne Experience. The CBPM

*"The more implementation of The La Verne Experience that takes place, the higher the ability we have to separate ourselves from other colleges. What we are doing is creating the integration as early as possible in the program, which should allow us some distinction."*

— Ibrahim "Abe" Helou

has been incorporating elements of The La Verne Experience long before it was introduced. Students who take this module register for a block of sixteen units. The block includes marketing, management, finance, and experiential learning. Faculty integrated the three disciplines into one 12-unit course and overlaid it with a four unit experiential learning activity. Students apply what they learn by identifying a business opportunity, developing a business plan, presenting the plan to a group of bankers, securing the funding, marketing the product or service for the duration of the semester, and donating the profits to a worthy organization. In one module, students are connecting theory to practice and engaging with the local community.

The Volunteer Income Tax Assistance (VITA) program is another example of experiential learning that simultaneously benefits the community. For the last two years, graduate and undergraduate students have been able to utilize and apply their tax knowledge to provide free tax service preparation to low income community members. This is under the supervision of IRS employees who are adjunct faculty at the college.

While prepping for the fall 2014 implementation of The La Verne Experience, Helou is also working with his team to develop new programs, a doctorate of business administration and a masters of science in accounting, and a master of science in finance.



*Dr. Ibrahim Helou  
Dean, College of Business  
& Public Management*



## Dirty Dozen...

*continued from pg. 31*

boy. However, injecting a little lightheartedness and creativity into your business gives your customers something to look forward to and provides them with a memorable reason to stay engaged and loyal. Whether you give free popcorn to moviegoers, throw an outdoor tent party to celebrate each year's new product line, or give a gorgeous framed print to your interior design clients, you make clients feel special.

"These special touches will keep clients coming back," Callaway promises. "Every Christmas we send personalized ornaments to our clients and other business associates. We put a lot of effort (and money!) into this yearly treat and people love it. It sets us apart, and our investments always come back to us with interest!"

**If you aren't driven to be "number one" with your clients, you might as well close your doors.** Many business owners will admit that they just want "to do a good job" or "make a living." This isn't good enough, says Callaway. Especially if your business is smaller and less established, being the customer's second choice (or third or fourth or fifth) means you're on the road to eventual failure. Why? When times get tough—or when a new flavor-of-the-month company shows up—customers will have no qualms about abandoning a company they don't love above all others. Talk about a compelling reason to never (ever!) accept mediocrity. (Not to mention the fact that, by definition, you can't take the best care of clients when you're content with being good-enough.)

"However, don't make the mistake of thinking that being number one is about competing with other businesses," Callaway cautions. "If your focus is on competing, then it isn't on the customer. Instead, think of yourself as being in a contest to fulfill each client's dreams...and you'll automatically be competitive with other companies! Also, don't buy into the belief that you have to win over a client only once. You must do so every single day. A good experience last month usually won't be enough to keep a customer coming back this month if he or she believes that your level of service has slipped."

**Never, ever fire a tough client.** When a client is needy, moody, picky, overly emotional, combative, or something else, it's tempting to write him or her off. And if you can't wave goodbye in reality (after all, most small business owners need to get paid!), you do it mentally and merely go through the motions of serving the client. That's a mistake. If you aren't meeting a client's needs, it's their job to fire you...not the other way around.

"Clients First means all clients," Callaway insists. "In over 14 years, my wife and I have never gotten rid of a single client—even when we secretly wished we could—and we believe this no-fire strategy has contributed significantly to our ultimate success. Here's the payoff: When you make the choice to stand by all of your frazzled, frustrated customers, you will eventually reap financial and personal rewards. You may become known in your company or industry as the guy or gal who can handle the toughest customers. And chances are, your clients themselves will be grateful that you didn't give up on them and may even send others your way."

**A "Clients Last" attitude leaves a long legacy.** By now, Callaway has established that having a Clients First attitude can benefit you and your small business in numerous ways. He's also adamant that the opposite attitude can have just as tremendous of an impact...a negative one. Never, ever underestimate the damage that putting your clients last (taking them for granted, not listening to their concerns, patronizing them, putting your own interests first, etc.) can do, and how far it can spread.

"A fellow real estate agent shared this story with us," Callaway recounts. "When he was growing up in Buffalo, NY, every time his

**Look for chances to do something fun and special.** It's true: All work and no play make Jack a dull

## Summertime...

*continued from pg. 6*

services that could add value to your current customers while attracting new ones, and as a result increase profits for your business. "When you're thinking about going after new opportunities, ask yourself a few important questions," says McBean. "In what areas can you gain market share because your competitor is struggling? Have you attacked the customer base and gross profits of your competitors? And so on. By going after new opportunities now, you can take a bigger piece of the business pie in the coming months and enter next year in a stronger position both from sales and from the profits they generate."

There's no better time to remotivate employees. Most business owners probably look at the summer as the time their employees check out for a bit. They go on vacation or daydream about it. But it doesn't have to be that way. Great business owners know how to use the summer to remotivate their staffs.

"One great way to remotivate employees is to set a pre-holiday objective and an end-of-summer goal," says McBean. "A pre-holiday objective is the set-up for the overall summer goal. For example, let's say your end-of-summer goal is to increase the number of air conditioning services or brake work compared to last year by 50 percent. So your pre-holiday objective will be some portion of the overall summer expectation. You would then develop a promotion or a summertime special around air conditioning and brakes, giving your employees an opportunity to upsell your customers on a special limited time offer.

"Keep in mind that most employees are looking for extra summertime cash, so give it to them for a job well done," he adds. "It keeps them focused before they leave for vacation and 'hungry' when they return. And when the summer is over, your company will have had higher sales and profits from conquest sales and will be focused on the last four months, 'springboarding' your business for a great year and strong finish."

"With new information comes knowledge, and a summer check-up is a great way to gather the latest information about your business and market," says McBean. "If you're the first to harvest this information, you will be the first to use it to boost your business. You'll have the chance to attack the market—where it's hot and where it's not—before your competitors.

"Sure, you can always think of excuses not to do something," he concludes. "But you also have the ability to take advantage of opportunities, jump on them, and maximize them. Use the summer to gather new information about your business and capitalize on it while your competition is in 'the relaxed mode'—it's what all great owners do."

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family drove past a local department store his father would never miss the opportunity to say, 'I don't go there.' As our friend grew up and drove by that same store with his teenaged friends, he found himself saying, 'I don't go there.' This agent never knew how the store had slighted his father, but regardless, he continued the tradition generationally. This is the damage 'Clients Last' can wreak."

"No matter what industry you're in, and no matter what good or service your small business provides, these 12 tactics will help with the task of bootstrapping your company," Callaway concludes. "Even if putting clients first—no matter what—seems counterintuitive at first, give this way of doing business—and living life—a chance. If you take care of your customers, they will take care of you."

*To learn more, visit [www.clientsfirstbook.com](http://www.clientsfirstbook.com).*

## Industry Shindig...

*continued from pg. 5*

California ranch.

A live auction, led by Mariana Joseph of Christie's, featured packages that celebrated California's diversity. Guests bid on adventures that included a stay at a Napa Valley winemaker estate, surfing in Santa Cruz, snowcating at Mammoth Mountain, walking the red carpet at the American Music Awards, hosting a dinner for 20 catered by Wolfgang Puck Catering & Events, and private cooking classes for 10 with chef Andrew Sutton at the Napa Rose. With tickets selling for \$300 each and most of the food, wine and services donated, the evening was a smashing success, with proceeds coming in at more than \$550,000. And as guests—a mix of alumni and industry figures—lingered and nibbled in the dessert lounge with live music and dancing, Wrede again made an on-the-spot schedule adjustment. "The band was supposed to end at 11 p.m.," she says. "I was caught by surprise that we still had a full house then. The band kept playing for another 20 minutes and we kept the bar open until 11:30 p.m." A fitting tribute to California hospitality: The guests could have danced all night.

*The Collins College of Hospitality Management, Cal Poly Pomona, 909.869.2275, [www.csupomona.edu](http://www.csupomona.edu).*

## Apple Gets Back...

*continued from pg. 22*

keyboard has long been the worst feature of iOS devices. It's too basic, and simple tasks such as changing the position of the cursor or copying and pasting can cause frustration. Too often when I try to hit the "P" on the right side I get the "O" right next to it instead. Now if only Apple can produce all of this in a device that keeps Samsung from nipping at their heels, they should be back on top.

## Work With...

*continued from pg. 14*

matic effect. Learn to use your time with greater intention and you will not only be more effective, but you will also feel a greater sense of control, less stress, and increased confidence. Try Time Blocking, it works!

*For more information, visit [www.brianpmoran.com](http://www.brianpmoran.com).*

## Toyota...

*continued from pg. 21*

product due on April 25. The students were broken up into five groups with each group having six to eight students. Over the course of several months, the number of participating students dropped to about a dozen students, who were broken up into two groups. Each group would film a commercial. The commercial length was also cut in half to 30 seconds.

Treloar, who helped assemble public relations' majors, said her group worked hard to go beyond a "classroom project."

"Our motivation was not a grade, but to win. We told ourselves that we've got to go in there and show them what we could do," Treloar said. "In the end it was strictly PR—go in and sell and, in the process, prove to everyone that we can do it." The group's combined efforts paid off as they worked and reworked their script, did the filming, and even the acting.

It was a nerve-wracking experience. Treloar, who was content to be behind the camera, was enlisted in the filming at the last minute, which ended up using one of her hands reaching for keys. The dealership was so pleased with the commercial that they have plans for doing it again next year with another crop of CSUSB communication studies students.

"We want to make it an annual event," Stark said.

## Activist Marina...

*continued from pg. 11*

prime minister of Pakistan and the first female head of a Muslim state, who was assassinated in 2007; and for longtime La Verne professor Ahmed Ispahani, Bhutto's cousin, who joined the university faculty in 1964.

The lectureship was established thanks to a gift by La Verne board of trustees member and university alumnus Paul Moseley and his wife, Jeanne. The International Studies Institute seeks to establish personal, scholarly, and professional links among American and international faculty and students in order to enhance knowledge and understanding of the global community.

*Editors Note: William Anthony and Joe Lyons had the opportunity to interview Prime Minister Benazir Bhutto in 1994.*

## UCR...

*continued from pg. 27*

computing can combine memory and logic at the device and circuit level, and if it is based on the hybridization of magnetic materials and semiconductors, it has the potential to create computers that are smaller, faster and more energy-efficient.

Led by the University of Minnesota, C-SPIN is being supported by a five-year, \$28 million grant awarded by the Semiconductor Research Corp. and the Defense Advanced Research Projects Agency. Out of that grant, about \$3 million is allocated to UCR.

## Jersey Shore...

*continued from pg. 40*

it, you'll like it) the Jersey Shore is a different world that promises a "kick back" atmosphere, combined with a "rock till you drop" setting unlike any place else I have had the pleasure to visit.

## IRS...

*continued from pg. 8*

savings plans, for example, a 401K plan; which has contribution limits, a Section 79 plan is a non-discriminatory and non-taxable plan recognized by the Employee Retirement Income Security Act. (ERISA) as a viable option with no regulatory funding limits. When properly structured, a Section 79 plan (the byproduct of index universal life chase), and when funded for a required five year period, allows for significant income tax "concessions" a substantial amount of life insurance protection, and creates an asset class of supplemental wealth for a significant period.

Overall, Section 79 contributions are 100% tax deductible to the company adopting it and partially deductible to the insured. Furthermore, when a properly structured and compliant, Section 79 plan is implemented by the policy holder, there are several additional benefits that provide some considerable advantages. For example, a Section 79 plan allows for a company to use it as a replacement or a supplement to a retirement plan. And when structured in an effective manner, Section 79 plan benefits can be designed to avoid estate taxes as well.

Essentially, when considering a Section 79 plan either as a high income earner or business owner, it is imperative to work as a team with your accountant or tax-advisor, in correlation with a skilled life insurance agent who is cable of educating your team, in conjunction with illustrating a properly structured and compliant Section 79 plan. Most importantly, take time to go over the eligibility requirements, along with several rules and guidelines that must be taken into account before you implement a Section 79 plan, and develop effective tax-advantage benefits for all parties involved.



## Inland Empire's Largest Employers

continued from page 17

(Ranked by Number of Inland Empire Employees)

	Company Name Address City, State, Zip	# Employees (IE) # Employees (Nationwide) Yr. Est. IE	Nature of Business	Employee Services: Van or Carpool Health Club on Site Daycare on Site	Marketing Contact Title	Top Local Executive Title Phone/Fax E-Mail Address
62.	<b>St. Bernardine Medical Center</b> 2101 North Waterman Ave. San Bernardino, CA 92404	1,400 29,826 1931	Acute & Tertiary Health Care	Yes Yes No	Kimberly Hillhouse Administrative Director Marketing & Communications	<b>Steve Barron</b> President (909) 881-4300/881-7692 www.stbernardinemedicalcenter.org
63.	<b>Redlands Community Hospital</b> 350 Terracina Blvd. Redlands, CA 92373	1,375 N/A 1929	Acute Care Hospital	Yes No Yes	Nikwah Thomas-Freiffer Manager of Public Relations	<b>James R. Holmes</b> President/CEO (909) 335-5505/335-6497
64.	<b>The Press Enterprise Company</b> 3512 Fourteenth St. Riverside, CA 92501	1,334 1,400 1878	Newspaper, Printing	Yes No No	Karen Kokiko Vice President/Marketing	<b>Ron Redfern</b> Publisher (951) 684-1200/368-9022
65.	<b>City of Ontario</b> 303 East B St. Ontario, CA 91764	1,300 1891	City Government	WND	Mary Jane Olhasso	WND  (909) 395-2010/395-2102 www.ontariocalifornia.us
66.	<b>Epic Management LP</b> 10393 Enterprise Dr. Redlands, CA 92374	1,300 N/A 1994	Physicians Practice Mgmt.	Yes No No	Marianne Baldwin Director of Marketing	<b>John Goodman</b> CEO (909) 799-1818/796-0417
67.	<b>Bank of America</b> 3650 14th St., Ste. 201 Riverside, CA 92501	1,250 177,795 1928	Banking & Financial Services	No No No	Christi Gordon Vice President/ Marketing Development Mgr.	<b>Johnny Montes</b> EVP/Consumer Banking Exec. (951) 328-2650/760-4640
68.	<b>Community Hospital of San Bernardino</b> 1805 Medical Center Dr. San Bernardino, CA 92411	1,200 N/A 1910	Hospital	No Yes No	Tobey Robertson Director Marketing & Comm.	<b>Tobey Robertson</b> President (909) 887-6333/806-1030 www.chsb.org
69.	<b>Watson Pharmaceuticals, Inc.</b> 311 Bonnie Cir. Corona, CA 92880	1202 4,308 1985	Pharmaceuticals	Yes No No	Sare Swee Director Corp. Communications	<b>Paul Bisaro</b> CEO (951) 493-5300/270-1429 www.watson.com
70.	<b>Etiwanda Unified School District</b> 6061 East Ave. Etiwanda, CA 91739	1,195 1883	Education	No No No		<b>Shawn Judson</b> Superintendent (909) 899-2451/899-1656 www.eitwanda.k12.ca.us
71.	<b>Corona Regional Medical Center</b> 800 S. Main St. Corona, CA 92882	1,140 N/A 1992	Acute Care Hospital	Yes No No	Teri Ransbury Quality Director	<b>Ken Matcalfe</b> CEO (951) 736-6240/736-6310
72.	<b>City of Corona</b> 815 W. Sixth St. Corona, CA 92882	1,058 N/A 1896	Municipal Government	Yes No No	Greg Irvine Assistant City Manager	<b>Brad Robbins</b> City Manager (951) 736-2376/736-2493
73.	<b>Morongo Unified School District</b> P.O. Box 1209 Twentynine Palms, CA 92277	1,032 N/A 1914	Public Schools	No No No	N/A	<b>James Majchzak</b> District Superintendent (760) 367-9191/367-7189 www.morongo.kizca.us
74.	<b>Victor Valley Union High School District</b> 16350 Mohave Dr. Victorville, CA 92395	1,000 N/A 1915	School District	No No No	N/A	<b>Julian Weaver</b> Superintendent (760) 955-3200/245-4634
75.	<b>California Steel Industries, Inc.</b> 1 California Steel Way Fontana, CA 92335	950 950 1984	Steel Rolling Mill	Yes Yes No	Kyle Schulty Mngr. Communications & Corp. Services	<b>Vincente Wright</b> President/ CEO (909) 350-6300/350-6223 kschulty@californiasteel.com
76.	<b>Parkview Community Hospital</b> 3865 Jackson St. Riverside, CA 92503	930 N/A 1958	Hospital Medical Center	Yes No No	Marlene Burnett Marketing Director	<b>Douglas Drumwright</b> President/CEO (951) 352-5400/352-5427 www.pchmc.org
77.	<b>Fender USA Corona</b> 311 Cessna Cir. Corona, CA 91720	800 1,700 1985	Manufacturer of Electric Guitars & Amplifiers	Yes No No	N/A	<b>Jeff Allen</b> Vice President Operations (951) 898-4000/734-4250
78.	<b>Alta Loma Elementary School District</b> 9340 Baseline Rd. Alta Loma, CA 91701	780 N/A 1885	Education	No No No	Mike Whisenand Asst. Super of Personnel	<b>Mike Whisenand</b> Superintendent (909) 484-5151/484-5155 www.alsd.k12.ca.us
79.	<b>Hemen G. Stark Youth Correctional Facility</b> 15180 E. Euclid Ave. Chino, CA 91710	685 N/A 1959	Corrections	No No No	Ramona Contreras Administrative Assistant	<b>Ramon Martinez</b> Superintendent (909) 606-5000/606-5001
80.	<b>Amtrak</b> 7920 Lindbergh Dr. Riverside, CA 92508	650 25,000 1993	Transportation (Reservation Office)	Yes Yes No	N/A	<b>Yolanda Mentz</b> Director (800) 872-7245/789-4634
81.	<b>The Westin Mission Hill Resort</b> 71333 Dinah Shore Dr. Rancho Mirage, CA 92270	600 170,000 1991	Resort	Yes No No	Michael Maclead Director of Sales/Marketing	<b>Ross Meredith</b> General Manager (760) 328-5955/770-2173 www.westin.com
82.	<b>Goodrich Corporation Aerostructures Group</b> 8200 Arlington Ave. Riverside, CA 92503	562 23,000 1952	Aircraft Components	No No No	N/A	<b>Shirin Folsom</b> Plant Manager (951) 351-5400/351-5166

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Copyright 2013 by IEBJ.

# NEW BUSINESS *County of San Bernardino*

**#GOLDSTANDARD TRANSPORT**  
15251 VILLAGE DR.  
STE. 60  
VICTORVILLE, CA 92394

**A ONE TOWING SERVICE**  
333 S WATERMAN AVE.  
SAN BERNARDINO, CA  
92408

**A 1 SMOG CHECK & REPAIR**  
2302 N CABRERA AVE.  
SAN BERNARDINO, CA  
92411

**A+ BUILDERS**  
15642 BRISTOL CT.  
FONTANA, CA 92337

**ADELEKE MOBILE SERVICES CEE**  
4875 MISSION BLVD.  
STE. P  
MONTCLAIR, CA 91763

**ADVANTAGE NON EMERGENCY TRANSPORTATION**  
1700 WASHINGTON ST.  
COLTON, CA 92324

**ASK AUTO DISMANTLERS**  
14717 WHITTRAM AVE.  
FONTANT, CA 62335

**ATLAS CHIROPRACTIC**  
1264 S. WATERMAN AVE.  
STE. 36  
SAN BERNARDINO, CA  
92408

**BETTY'S BURGERS & BOWLS**  
26 E STATE ST.  
REDLANDS, CA 92373

**BIG BEAR CABINS, INC.**  
39236 BIG BEAR BLVD.  
BIG BEAR LAKE, CA 92315

**CABINS4LESS.COM**  
39236 BIG BEAR BLVD.  
BIG BEAR LAKE, CA 92315

**DEDICATED RECOVERY SERVICE OF CALIFORNIA**  
9625 8TH ST.  
RANCHO CUCAMONGA,  
CA 91730

**DEL ROSA SMOG CENTER**  
2742 DEL ROSA AVE.  
SAN BERNARDINO, CA  
92404

**FOREVER FABULOUS PHOTOGRAPHY**  
14848 HARRIS LN.  
ORO GRANDE, CA 92368

**GEMS**  
18539 KAMANA RD.  
APPLE VALLEY, CA 92307

**GENERATION AUTO PARTS**  
1574 W. BUFFINGTON ST.  
UPLAND, CA 91784

**HAYES ENTERPRISES**  
11550 DANIELLE DR.  
ADELANTO, CA 92301

**HOLIDAY INN EXPRESS HOTEL & SUITES**  
2280 S. HAVEN AVE.  
ONTARIO, CA 91761

**HOLLYWOOD HAIR**  
5060 MONTCLAIR PLAZA LN.  
STE. 5525  
MONTCLAIR, CA 91763

**HUSTLE DAILY**  
11874 FORREST PARK LN.  
VICTORVILLE, CA 92392

**INDUSTRIAL RUBBER & SUPPLY**  
202 W. HILLCREST AVE.  
STE. I  
SAN BERNARDINO, CA  
92408

**J'S DIESEL TRUCK REPAIR**  
16235 VALLEY BLVD.  
FONTANA, CA 92335

**LA BELLA PHOTO BOOTHS**  
28536 WINDHAM DR.  
HIGHLAND, CA 92346

**LA IGLESIA DE DIOS**  
1143 N. MT. VERNON AVE.  
COLTON, CA 92324

**LA LA LAND CLOTHING**  
1455 STERLING RD.  
REDLANDS, CA 92373

**LES CHATEAUX**  
35010 YUCAIPA BLVD.  
YUCAIPA, CA 92399

**LONDON BURGER**  
843 N. MOUNTAIN AVE.  
ONTARIO, CA 91762

**MYUNG GA TOFU AND KOREAN BBQ**  
1760 S. TIPPECANOE AVE.  
STE. 1C  
SAN BERNARDINO, CA  
92408

**OAKWOOD LIQUOR MARKET**  
12053 MARIPOSA RD.  
STE. A&B  
HESPERIA, CA 92345

**PACIFIC PAVING**  
2699 MARYKNOLL DR.  
COLTON, CA 92324

**PEST WATCH PEST CONTROL**  
690 MAGNOLIA AVE.  
UPLAND, CA 91786

**RENTA CONTINENTAL**  
8042 ARCHIBALD AVE.  
RANCHO CUCAMONGA,  
CA 91730

**SAN BERNARDINO MISSION CHAPEL**  
1798 D ST.  
SAN BERNARDINO, CA  
92405

**SAND CASTLE LIQUOR**  
8990 SIERRA AVE.  
STE. A  
FONTANA, CA 92335

**SOUTHRIDGE SMOKESHOP**  
11623 CHERRY AVE.  
STE. B-5A  
FONTANA, CA 92337

**SUNSET OVER HEAD DOOR**  
1457 E. PHILADELPHIA ST.  
STE. 2  
ONTARIO, CA 91761

**TEMPLE OF ART**  
2844 W RIALTO AVE.  
RIALTO, CA 92376

**THE CANDY SHOPPE**  
13460 CENTRAL AVE.  
STE. H  
CHINO, CA 91710

**THE NEON RUN**  
3374 CHRISANN CIR.  
SAN BERNARDINO, CA  
92407

**TOKYO HEALTH STUDIO**  
10839 CENTRAL AVE.  
ONTARIO, CA 91763

**TRAFFIC TICKET CONSULTANT**  
15218 SUMMIT AVE.  
STE. 300-527  
FONTANA, CA 92336

**ZHIDEUSA**  
360 S. MILLIKEN AVE.  
STE. A  
ONTARIO, CA 91761

**AROMA GRILL & BANQUET**  
965 W. FOOTHILL BLVD.  
UPLAND, CA 91786

**BENITEZ & CID ENTERPRISES INC.**  
1043 BROOKS ST.  
ONTARIO, CA 91762

**BODY CENTRE DAY SPA**  
11732 CENTRAL AVE.  
CHINO, CA 91710

**BRAKE MASTERS**  
16893 MAIN ST.  
HESPERIA, CA 92345

**BRAVO'S FAST TRUCKING**  
6863 PERSIMMON ST.  
CHINO, CA 91710

**BYCO AUTOMOTIVE PARTS**  
1680-B1 S.GROVE AVE.  
ONTARIO, CA 91761

**CASA CORTEZ**  
2209 S EUCLID AVE.  
ONTARIO, CA 91761

**CENTURY 21 KING**  
8338 DAY CREEK BLVD.  
STE. 101  
RANCHO CUCAMONGA,  
CA 91739

**CLEAN GREEN RECYCLING**  
216 S 2ND AVE.  
STE. 932  
SAN BERNARDINO, CA  
92408

**COLTON MUSIC SCHOOL**  
833 NORTH LA CADENA DR.  
COLTON, CA 92324

**COMSUMER'S ADVOCATE COMPANIES**  
10995 EUCALYPTUS ST.  
RANCHO CUCAMONGA,  
CA 91730

**CUBBY BEAR PAINTING**  
217 HALF FINSH DR.  
BIG BEAR LAKE, CA 92315

**DRAGON ROOFING AND CONSTRUCTION**  
8780 19TH ST.  
STE. 102  
RANCHO CUCAMONGA,  
CA 91701

**EARTH STAR PRODUCTIONS**  
3455 N. MOUNTAIN AVE.  
SAN BERNARDINO, CA  
92404

**GOLDEN DOLPHIN CLEANING SERVICE**  
12566 LANTANA DR.  
RANCHO CUCAMONGA,  
CA 91739

**HARDESTY DESIGN AND BUILD**  
31462 YUCAIPA BLVD.  
YUCAIPA, CA 92399-1654

**IDEALS FOR THE FUTURE**  
1458 BELLE ST.  
SAN BERNARDINO, CA  
92404

**J & J TIRES AND ROAD SERVICE**  
17736 SLOVER AVE.  
BLOOMINGTON, CA 92316

**JACQUELINE'S UNIQUE BOUTIQUE**  
22864 BRENTWOOD ST.  
GRAND TERRACE, CA  
92313

**L & M PRECISION RUBBER GRINDING, INC**  
725 N. BENSON AVE.  
STE. E  
UPLAND, CA 91786

**LAMPS 4 LESS**  
940 S. ROCHESTER AVE.  
STE. B  
ONTARIO, CA 91761

**MAJESTY ONE ESCROW**  
8338 DAY CREEK BLVD.  
STE. 103  
RANCHO CUCAMONGA,  
CA 91739

**MARK AND NELLIES NURSERY & LANDSCAPING**  
12875 BEAR VALLEY RD.  
VICTORVILLE, CA 92392

**MERRILL'S SMOG**  
16600 MERRILL AVE.  
STE. B  
FONTANA, CA 92335

**MORONGO VALLEY COINS AND CURRENCY**  
49834 29 PALMS HWY.  
STE. C  
MORONGO VALLEY, CA  
92256

**NAIL TEK 2**  
14230 CHINO HILLS  
STE. C  
CHINO HILLS, CA 91709

**NANA'S THERAPY CENTER**  
5420 PHILADELPHIA ST.  
STE. F  
CHINO, CA 91710

**NEXUS PAYROLL CORP**  
5930 LAWSON PEAK WAY  
FONTANA, CA 92336

**NOBLE KNIGHTS AUTO GROUP**  
1111 E. HOLT BLVD.  
ONTARIO, CA 91761

**NORRIS COMMUNICATION SYSTEMS**  
13963 CHOGAN RD.  
APPLE VALLEY, CA 92307

**OLYMPIC FIRE & SECURITY TECHNOLOGIES**  
6310 SANDHILL PL.  
RANCHO CUCAMONGA,  
CA 91739

**PAYROLLING.COM**  
5930 LAWSON PEAK WAY  
FONTANA, CA 92336

**PHLEBOTOMY CAREER COLLEGE**  
10630 TOWN CENTER DR.  
STE. 109  
RANCHO CUCAMONGA,  
CA 91730

**PTS**  
1950B S GROVE AVE.  
STE. 201  
ONTARIO, CA 91761

**REDLANDS PSYCHOLOGICAL SERVICES, INC.**  
104 E OLIVE AVE.  
STE. 100  
REDLANDS, CA 92373

**RONALDS ICE CREAM**  
15589 IRIS DR.  
FONTANA, CA 92335

**SB EDUCATION COUNSELING INSTITUTION**  
400 S. WINEVILLE AVE.  
ONTARIO, CA 91761

**SERGIO'S MEXICAN RESTAURANT**  
657- 659 W FOOTHILL BLVD.  
UPLAND, CA, CA 91876

**SHOP & GO FOOD LIQUOR**  
11636 CEDAR AVE.  
BLOOMINGTON, CA 92316

**SMITH TECH RECYCLING**  
854 N. LANCEWOOD AVE.  
RIALTO, CA 92376

**SPARKS AUTO OUTLET**  
7082 WHITEWOOD DR.  
FONTANA, CA 92336

**TACOS Y MARISCOS LA MEZCALERA**  
9696 FONTANA AVE.  
FONTANA, CA 92335

**THE GIFT BOX**  
560 PINE KNOT AVE.  
STE. A  
BIG BEAR LAKE, CA 92315

**THE LIST NEVER ENDS HANDYMAN**  
34428 YUCAIPA BLVD.  
STE. E262  
YUCAIPA, CA 92399

**THE LOUNGE 22**  
22 EAST VINE ST.  
REDLANDS, CA 92373

**TRI-VALLEY REALTY**  
56659-A 29 PALMS HWY  
YUCA VALLEY, CA 92284

**UNDER THE SEA ENTERTAINMENT**  
17565 VALLEY BLVD.  
FONTANA, CA 92316

**UPLAND SPA DENTISTRY**  
2440 W. ARROW RTE.  
STE. 4J  
UPLAND, CA 91786

**VALLEY SPRING ELDERLY CARE**  
1170 VALLEY SPRING LN.  
COLTON, CA 92324

**VISION FOR YOU**  
2894 COLE AVE.  
HIGHLAND, CA 92346

**WATCH STOP N SHOP**  
5583 VICTORIA FALLS PARKWAY  
CHINO HILLS, CA 91709

**XINRENSHEN SPA**  
14 N CENTRAL AVE.  
UPLAND, CA 91786

**YOUR RIGHTS**  
3661 EVE CIR.  
STE. E  
MIRA LOMA, CA 91752

**YOUR SMILE FAMILY AND COSMETIC DENTISTRY**  
9509 CENTRAL AVE.  
STE. D  
MONTCLAIR, CA 91763

**YUCA VALLEY FIRE EXTINGUISHER**  
55870 YUCA TR.  
YUCA VALLEY, CA 92284

**BENITEZ & CID ENTERPRISES, INC.**  
1043 BROOKS ST.  
ONTARIO, CA 91762

**BIERBUZZ**  
6769 JASPER ST.  
ALTA LOMA, CA 91701



# NEW BUSINESS *County of San Bernardino*

**BRELAND LINES**  
2181 N CAJON BLVD.  
SAN BERNARDINO, CA  
92411

**CHINO AIRCRAFT  
INTERIORS / CAI DESIGNS**  
7000 MERRILL AVE.  
STE. B120-4  
CHINO, CA 91710

**CHIROPRACTIC  
ADVANTAGE**  
10722 ARROW RTE.  
STE. 610  
RANCHO CUCAMONGA,  
CA 91730

**CONNECT PLUS**  
7000 MERRILL AVE.  
STE. 48  
CHINO, CA 91710

**CPF SUPPLY**  
2128 S. GROVE AVE.  
STE. J  
ONTARIO, CA 91761

**DESIGNED BY FAITH**  
28578 STATE HWY 18  
STE. A  
SKY FOREST, CA 92352

**DINO'S TAX SERVICE**  
16656 LAS PALMAS ST.  
HESPERIA, CA 92345

**EMERGENCY  
OFFICE/HOME CLEANING**  
9740 BRIARWOOD AVE.  
FONTANA, CA 92335

**GABUNGAN RAKYAT  
DUKUNG PRABOWO DKD  
USA**  
10917 RINCON ST.  
LOMA LINDA, CA 92354

**HI DESERT DRIVELINE**  
16650 SPRUCE ST.  
HESPERIA, CA 92345

**HOME-BUSINESS CCTV &  
SECURITY**  
7026 TULARE PL.  
ALTA LOMA, CA 91701

**ISIS SIGNS COMPANY**  
24215 WARD ST.  
STE. C  
SAN BERNARDINO, CA  
92410

**JAD MANAGEMENT  
COMPANY**  
600 N. 13TH AVE.  
STE. 100  
UPLAND, CA 91786

**JNL PARKING**  
3094 PAYNE RANCH RD.  
CHINO HILLS, CA 91709

**LITTLE OUTLET**  
11336 BARTLETT AVE.  
STE. 8  
ADELANTO, CA 92301

**MD AUTO EXCHANGE**  
869 E FOOTHILL BLVD.  
STE. O  
UPLAND, CA 91786

**MIKE FOSTER**  
3956 WILLOW LN.  
CHINO HILLS, CA 91709

**MOUNTAIN  
TRANSMISSION**  
1043 BROOKS ST.  
ONTARIO, CA 91762

**NON-STOP SECURITY  
SERVICES**  
11406 HIGHLAND CT.  
ADELANTO, CA 92301

**OVERKILL DART  
LEAGUES**  
824 E LYNWOOD DR.  
SAN BERNARDINO, CA  
92404

**PAUL PROFFITT &  
ASSOCIATES**  
1551 W 13TH ST.  
STE. 101  
UPLAND, CA 91786

**PHIL REAL ESTATE &  
MANAGEMENT**  
13010 RIMROCK AVE.  
CHINO HILL, CA 91709

**PHIL REM**  
13010 RIMROCK AVE.  
CHINO HILL, CA 91709

**PRETTY IN PASHMINA**  
1157 APPLE AVE.  
WRIGHTWOOD, CA 92397

**RADIOGRAMA**  
548 EAST H ST.  
ONTARIO, CA 91764

**RED APPLE /REAL  
ESTATE**  
181 N 2ND AVE.  
UPLAND, CA 91786

**SAN BERNARDINO MEN'S  
GOLF CLUB**  
1494 S. WATERMAN AVE.  
SAN BERNARDINO, CA  
92408

**SPIN AND MARGIES  
DESERT HIDEAWAY**  
7150 STONYCREST RD.  
JOSHUA TREE, CA 92252

**T.N.M AUTO SALES**  
188 W. BASELINE ST.  
SAN BERNARDINO, CA  
92410

**TRICIA ELLEN DESIGNS**  
5357 PACIFIC CREST DR.  
WRIGHTWOOD, CA 92397

**TWO GUYS PASTA AND  
PIZZA**  
2566 E. HIGHLAND AVE.  
HIGHLAND, CA 92346

**VIZBIZ SOLUTIONS**  
120 VELWOOD DR.  
REDLANDS, CA 92374

**VSONG PRODUCTIONS**  
10881 POPLAR ST.  
LOMA LINDA, CA 92354

**CAMPOS TRUCK & AUTO  
REPAIR**  
121 N CACTUS AVE.  
RIALTO, CA 92376

**BIG DADDYS JANITORIAL  
AND AUTO DETAILING  
SERVICES**  
13251 EAST END AVE.  
CHINO, CA 91710

**RUIZ AUTO BODY**  
522 W. FIRST ST.  
RIALTO, CA 92376

**DE PARMA PIZZA**  
1091 S. MT. VERNON ST.  
STE. B  
COLTON, CA 92324

**DEWEY PEST CONTROL**  
154 S. MISSION DR.  
COLTON, CA 92324-3397

**ROYAL PRESTIGE  
KALITEOTL**  
1424 W. BANYON ST.  
RIALTO, CA 92377

**SECURITY AUTO SALES**  
394 EAST H ST.  
COLTON, CA 92324

**RELIANT TOWING AND  
RECOVERY**  
32205 DUNLAP BLVD.  
YUCAIPA, CA 92399

**ROLLING SUSHI**  
12592 FOOTHILL BLVD.  
STE. 150  
RANCHO CUCAMONGA,  
CA 91739

**CITY COMMERCIAL  
MANAGEMENT GROUP**  
10722 ARROW RTE.  
STE. 500B  
RANCHO CUCAMONGA,  
CA 91730

**HER VISION INSURANCE  
SERVICES**  
8670 DRESDEN CT.  
RANCHO CUCAMONGA,  
CA 91701

**FIRST DENTAL**  
9130 FOOTHILL BLVD.  
RANCHO CUCAMONGA,  
CA 91730

**BOTANICA SAN MIGUEL**  
16881 SPRING ST.  
FONTANA, CA 92335

**NITELIFEPARTY  
ENTERTAINMENT**  
13141 NEWPORT ST.  
HESPERIA, CA 92344

# NEW BUSINESS *County of Riverside*

**LIFE CONTRACTOR**  
34292 ANTELOPE RD.  
MURRIETA, CA 92563

**TEMECULA VALLEY  
WATER DAMAGE DRY  
DOWN CONTRACTOR**  
34292 ANTELOPE RD0  
MURRIETA, CA 92563

**TOTAL WATER DAMAGE,  
MOLD, FIRE CLEAN UP**  
34292 ANTELOPE RD.  
MURRIETA, CA 92563

**TVR**  
34292 ANTELOPE RD.  
MURRIETA, CA 92563

**MILKY WAY**  
32256 VIA ARIAS  
TEMECULA, CA 92592

**T.K.'S DONUTS & ICE  
CREAM**  
41539 KALMIA ST.  
STE. 107  
MURRIETA, CA 92562

**G & C PAINTING**  
1455 SOUTH STATE ST.  
STE. 262  
HEMET, CA 92543

**HEALTH IN MOTION  
CLINIC**  
6216 BROCKTON AVE.  
STE. 211  
RIVERSIDE, CA 92506

**C G PLUMBING**  
3942 BARBURY PALMS  
WAY  
PERRIS, CA 92571

**IRONSIDES ENTERPRISES**  
2578 IRONSIDES CIR.  
CORONA, CA 92882

**EVERLASTING SCREEN**  
32230 CAMINO SENECO  
TEMECULA, CA 92592

**BABOR HUQ REALTOR**  
1869 POMONA RD.  
STE. C  
CORONA, CA 92880

**VETERINARY  
PROFESSIONAL GROUP**  
25118 MERIDIAN CT.  
WILDOMAR, CA 92595

**BELOTT FLOOR  
CLOVERING**  
30634 BLUE LAGOON CIR.  
MENIFEE, CA 92584

**I LUV 2 BLING**  
44682 MILL RUN RD.  
TEMECULA, CA 92592

**MANDILYONS FLORAL  
DESIGN**  
24040 TOBARO CT.  
MURRIETA, CA 92562

**TAQUERIA EL AGUAJE**  
5666 ETIWANDA AVE.  
STE. C  
JURUPA VALLEY, CA 91752

**HIGH QUALITY LAWN  
SERVICE**  
8681 OUIDA DR.  
RIVERSIDE, CA 92504

**ENERGY STATION  
MESSAGE SPA**  
1484 E. 2ND ST.  
STE. A  
BEAUMONT, CA 92223

**7 DAY DOCUMENTS**  
11801 PIERCE ST.  
STE. 200  
RIVERSIDE, CA 92505

**SAN DIEGO MARK II  
PROPERTIES, A  
CALIFORNIA LIMITED  
PARTNERSHIP**  
31285 TEMECULA  
PARKWAY  
STE. C8-200  
TEMECULA, CA 92592

**CODE SAFELY**  
1655 E 6TH ST.  
STE. A4-101  
CORONA, CA 92879

**UNITED CAR EXPORTS**  
1655 E 6TH ST.  
STE. A4-101  
CORONA, CA 92879

**LITTLE STEPS LEARNING  
CENTER**  
36940 ASCELLA LN.  
MURRIETA, CA 92563

**SWEET PEA**  
38000 VIA DEL LARGO  
MURRIETA, CA 92563

**DSEK INSTALLATIONS**  
2608 FERDINAND CT.  
PERRIS, CA 92751

**AA INLAND EMPIRE CAB**  
6782 COLUMBUS ST.  
RIVERSIDE, CA 92504

**AA INLAND EMPIRE LIMO  
AND SEDAN SERVICE**  
6782 COLUMBUS ST.  
RIVERSIDE, CA 92504

**AAA YELLOW CAB**  
6782 COLUMBUS ST.  
RIVERSIDE, CA 92504

**CHECKER CAB**  
6782 COLUMBUS ST.  
RIVERSIDE, CA 92504

**INLAND EMPIRE  
PARATRANSIT SERVICE**  
6782 COLUMBUS ST.  
RIVERSIDE, CA 92504

**INLAND EMPIRE TAXI**  
6782 COLUMBUS ST.  
RIVERSIDE, CA 92504

**CLEAN FIRST SERVICES**  
11822 ANN ARBOR CT.  
RIVERSIDE, CA 92505

**IV INFUSION UNLIMITED**  
5850 VENTANA DR.  
FONTANA, CA 92336

**DEMO ON THE DAILY**  
32723 NEWHAM CT.  
WINCHESTER, CA 92596

**DEMO ON THE DAILY**  
32723 NEWHAM CT.  
WINCHESTER, CA 92596

**CLINTON KEITH ARCO**  
27698 CLINTON KEITH RD.  
MURRIETA, CA 92562

**PLATINUM PLUS MOTORS**  
3265 VAN BUREN BLVD.  
STE. M  
RIVERSIDE, CA 92503

**ALL OCCASION  
ENTERTAINMENT**  
1855 SAMPSON AVE.  
CORONA, CA 92879

**RENEWED HOPE  
COUNSELING SERVICES**  
45466 PONDEROSA CT.  
TEMECULA, CA 92592

**ASHLEY FASHION**  
4533 LA SIERRA AVE.  
RIVERSIDE, CA 92503

**REDEMPTION COLLEGE**  
10590 MAGNOLIA AVE.  
STE. C  
RIVERSIDE, CA 92505

**YEEZERS INTERACTIVE**  
21155 VIA LOS LAURELES  
MURRIETA, CA 92562

**ULTRA SANTEK**  
132 N. SHERMAN AVE.  
CORONA, CA 92882

**TWO GUYS**  
5225 CANYON CREST DR.  
RIVERSIDE, CA 92507

**A ROSE BY ANY OTHER  
NAME FLORAL DESIGNS**  
44689 VAIL OAK RD.  
TEMECULA, CA 92592

**LET ME CATER TO YOU**  
26949 NUCIA DR.  
MORENO VALLEY, CA  
92555

**DESERT HEALTH AND  
BEAUTY**  
73955 HWY 111  
STE. B  
PALM DESERT, CA 92260

**SHAVE IT CUSTOMS**  
67-380 RANGO RD.  
CATHEDRAL CITY, CA  
92234

## NEW BUSINESS

## County of Riverside

**NICE'N CLEAN POOL MAINTENANCE**  
84481 RUEBENS WAY  
COACHELLA, CA 92236

**ULTIMATE HOSTESS**  
75-632 PAINTED DESERT DR.  
INDIAN WELLS, CA 92210

**ALISOS TREE SERVICE**  
48-554 LA PLAYA ST.  
COACHELLA, CA 92236

**CAPITAL BRANDING CONCEPTS, LLC**  
3700B TACHEVAH RD.  
STE. 117  
PALM SPRINGS, CA 92262

**SON'S TILE & STONE**  
68805 PEREZ RD.  
STE. E7  
CATHEDRAL CITY, CA 92234

**ACE BUILDERS**  
34420 DENISE WAY  
RANCHO MIRAGE, CA 92270

**TITLE 24 OF THE DESERT**  
44890 SEELEY DR.  
LA QUINTA, CA 92253

**PRECISION WOODWORK**  
5885 JURUPA AVE.  
STE. 1  
RIVERSIDE, CA 92504

**CUSTOM BOOKKEEPING SOLUTIONS**  
3499 APPLE BLOSSOM LN.  
LAKE ELSINORE, CA 92530

**PROFESSIONAL EDUCATIONAL SERVICES, DLC**  
11953 INDIAN AVE.  
MORENO VALLEY, CA 92557

**ADVANCED BUSINESS COMMUNICATIONS**  
11396 SANDSTONE PL.  
MORENO VALLEY, CA 92557

**POUND CAKE FACTORY**  
17215 BLUFF VISTA CT.  
RIVERSIDE, CA 92503

**RECIPES BY DESIGN**  
17215 BLUFF VISTA CT.  
RIVERSIDE, CA 92503

**SAUCE DIVAS**  
17215 BLUFF VISTA CT.  
RIVERSIDE, CA 92503

**MAKE SKATE**  
5602 EL PALOMINO DR.  
RIVERSIDE, CA 92509

**S.O.S. GARAGE DOOR SERVICE**  
10670 54TH ST.  
MIRA LOMA, CA 91752

**G. P. BUILDERS**  
23192 SONNET DR.  
MORENO VALLEY, CA 92557

**MAGAZINE MASTERS**  
35865 DARCY ST.  
MURRIETA, CA 92562

**PRINCESS CUT BASE SHAPERS**  
35865 DARCY ST.  
MURRIETA, CA 92562

**SLADE STREET TACTICAL**  
35865 DARCY ST.  
MURRIETA, CA 92562

**MAPLE LEGAL SERVICE**  
11866 TURQUOISE WAY  
MIRA LOMA, CA 91752

**GREEN RIVER MEDICAL & AESTHETIC CENTRE, INC.**  
2791 GREEN RIVER RD.  
STE. 103  
CORONA, CA 92882

**AMERICAN WAR MACHINES**  
16777 SADDLEBROOK LN.  
MORENO VALLEY, CA 92551

**RAPID ENTERPRISES**  
24550 CORTE DESCANSO  
MURRIETA, CA 92562

**TAGELES**  
5225 CANYON CREST DR.  
RIVERSIDE, CA 92507

**JED'S MECHANIC SERVICES**  
18273 GRAND AVE.  
STE. 1  
LAKE ELSINORE, CA 92530

**ROMEO & JULIET'S**  
12839 EASTERN SHORE DR.  
CORONA, CA 92880

**BUDDY INK.**  
22365 PIN TRAIL DR.  
CANYON LAKE, CA 92587

**WINSPER CONSULTING**  
6 BIRKDALE CIR.  
RANCHO MIRAGE, CA 92270

**SD LABS & TECHNOLOGIES**  
12010 RALEY DR.  
RIVERSIDE, CA 92505

**ENGEN CORPORATION**  
41625 ENTERPRISE CIR.  
STE. B-2  
TEMECULA CA 92590

**DOLLIES BFF CLUB**  
23672 SYCAMORE CREEK AVE.  
MURRIETA, CA 92562

**IRONWOOD PICKERS**  
49350 IRONWOOD WAY  
AGUANGA, CA 92536

**RICOS TACOS EL PRIMO**  
1788 UNIVERSITY AVE.  
STE. 102  
RIVERSIDE, CA 92507

**UNI BEAUTY SUPPLY & SALON**  
12220 PIGEON PASS RD.  
STE. B  
MORENO VALLEY, CA 92557

**MONTANEZ AUTO AND TRUCK MOBILE REPAIR**  
31215 SUNSET AVE.  
NUEVO, CA 92567

**HOT YOGA HEALTHY YOU**  
34022 ABBEY RD.  
TEMECULA, CA 92592

**BLUE DIRECT**  
7531 PHEASANT RUN RD.  
RIVERSIDE, CA 92509

**EYESCAPES**  
36419 BAY HILL DR.  
BEAUMONT, CA 92223

**BANNING TRANSMISSION**  
4097 W. RAMSEY  
STE. A  
BANNING, CA 92220

**WOODCREST ESCROW**  
19009 VAN BUREN BLVD.  
STE. 200  
RIVERSIDE, CA 92508

**UNIQUE MAINTENANCE SERVICE, INC.**  
2890 MAGELLAN LN.  
PERRIS, CA 92571

**MA SCRIBES**  
31720 TEMECULA PARKWAY  
STE. 203  
TEMECULA VALLEY, CA 92592

**MED SCRIBE**  
31720 TEMECULA PARKWAY  
STE. 203  
TEMECULA VALLEY, CA 92592

**HOMEFINDING CENTER**  
4300 GREEN RIVER RD.  
STE. 118  
CORONA, CA 92880

**STEINER CONCRETE CONSTRUCTION**  
27146 PUMPKIN ST.  
MURRIETA, CA 92562

**WESTECH PATROL SPECIALIST**  
3750 E. FLORIDA AVE.  
STE. D  
HEMET, CA 92544

**CHECK 2 CASH**  
16831 LAKESHORE DR.  
LAKE ELSINORE, CA 92530

**LIBERTY TAX LE**  
16831 LAKESHORE DR.  
LAKE ELSINORE, CA 92530

**SNS BIZ SOLUTIONS**  
16831 LAKESHORE DR.  
LAKE ELSINORE, CA 92530

**JIM FLEMING PROFESSIONAL SERVICES**  
31941 GRUWELL ST.  
WILDOMAR, CA 92595

**BRILLIANCE NUTRITION**  
31467 SONOMA LN.  
TEMECULA, CA 92591

**HOUSE OF IMPORTS**  
3541 MAIN ST.  
RIVERSIDE, CA 92501

**PRODIGY D1 SPORTS**  
26540 JEFFERSON AVE.  
MURRIETA, CA 92562

**BIONOMICPAKS**  
33175 LINDA ROSEA  
TEMECULA, CA 92592

**HEALTHY SMILES FOR EVERYONE DENTAL HYGIENE PRACTICE OF MARCIA ESPINOZA**  
375 CENTRAL AVE.  
STE. 58  
RIVERSIDE, CA 92507

**JAM N JELLY**  
42-455 WASHINGTON ST.  
PALM DESERT, CA 92211

**BEA AT YOUR SERVICE**  
16474 AVENIDA RAMADA  
DESERT HOT SPRINGS, CA 92240

**SANTA ROSA DOOR CO.**  
42510 AEGEAN ST.  
INDIO, CA 92203

**SON'S TILE & STONE**  
68805 PEREZ RD.  
STE. E-7  
CATHEDRAL CITY, CA 92234

**VILLA FLORES/RESIDENTIAL CARE FACILITY FOR THE ELDERLY**  
31305 AVENIDA LA PALOMA  
CATHEDRAL CITY, CA 92234

**OVERLAND CONSTRUCTION UNLIMITED**  
30305 VIA LAS PALMAS  
THOUSAND PALMS, CA 92276

**DC ELECTRIC SERVICES**  
80694 PLUM LN.  
INDIO, CA 92201

**BUZY BEE'Z CLEANING SERVICE**  
52-825 CALLE FLORENA  
COACHELLA, CA 92236

**SAMANIEGO DELIVERY**  
4022 1/2 MOODY  
CORONA, CA 92879

**TVC CONSTRUCTION**  
3463 CARLISLE ST.  
PERRIS, CA 92571

**ALL HANDY CRAFTS**  
4466 KANSAS AVE.  
RIVERSIDE, CA 92507

**CHEESECAKE DELIGHT'S**  
2762 ARIES LN.  
RIVERSIDE, CA 92503

**LAWE PROPERTIES LLC**  
3918 BIRDIE CT.  
BLYTHE, CA 92225

**BLONDE ABROAD**  
42403 CARINO PL.  
TEMECULA, CA 92592

**EASTVALE POOL SUPPLY**  
2148 SHELLEY CIR.  
CORONA CA 92880

**MYPLANTSHOP**  
2025 DANA ST.  
CORONA, CA 92879

**COPA TERRACES**  
850 E. VISTA CHINO  
STE. 50  
PALM SPRINGS, CA 92262

**BEAUTIFUL AGE**  
28929 ALESSANDRO BLVD.  
MORENO VALLEY, CA 92555

**SOL CONSTRUCTION INC**  
19497 HEBRON CT.  
RIVERSIDE, CA 92508

**CANYON LAKE SUP**  
30200 CLEAR WATER DR.  
CANYON LAKE, CA 92587

**TIM'S SPECIALTY TOUCH**  
174131 SCHOLAR LN.  
PALM DESERT, CA 92211

**BELLAGIO SALON AND SPA**  
31795 RANCHO CALIFORNIA RD.  
STE. B-300  
TEMECULA, CA 92592

**PACIFIC STRUCTURES**  
5934 ORDWAY ST.  
RIVERSIDE, CA 92504

**EDAN MOTORSPORTS**  
42319 WINCHESTER RD.  
STE. F  
TEMECULA, CA 92590

**KEYWAYS WINERY**  
37338 DE PORTOLA RD.  
TEMECULA, CA 92592

**NEW CONCEPTS DRYWALL**  
2494 PLEASANT COLONY ST.  
PERRIS, CA 92571

**HAWK SECURITY BIZZ**  
17094 ESPERANZA DR.  
PERRIS, CA 92570

**TARPOLOGY**  
140 WALNUT ST.  
STE. B-2  
PERRIS, CA 92571

**SIAM CUTLERY**  
14577 STONYBROOK CT.  
CORONA, CA 92880

**SHAMROCK MANUFACTURING CO.**  
14577 STONYBROOK CT.  
CORONA, CA 92880

**EXPRESS CLEANERS & ALTERATION SHOP**  
10600 MAGNOLIA AVE.  
STE. B  
RIVERSIDE, CA 92505

**EVESKIRTS ONLY**  
3219 DOYLE ST.  
RIVERSIDE, CA 92504

**CONTRACTORS LOGISTICS AND BUSINESS SOLUTIONS**  
34293 CHAPAROSSA DR.  
LAKE ELSINORE, CA 92532

**BO PRESS**  
231 E. BLAINE ST.  
RIVERSIDE, CA 92507

**EVERGREEN LANDSCAPE MAINTENANCE**  
134 S. TAYLOR ST.  
HEMET, CA 92543

**SHROEDER & SONS PLUMBING**  
28150 WEST DR.  
QUIAL VALLEY, CA 92587

**LA PIZZA LOCA # 56**  
675 E. GRAND BLVD.  
STE. 101  
CORONA, CA 92879

**ADVENTURE TYME CHILD CARE**  
25429 ELDER AVE.  
MORENO VALLEY, CA 92557

**EXTREME POWER NUTRITION**  
21349 TYLER RD.  
MORENO VALLEY CA 92557

**AFA SILKSCREEN DESIGNS**  
7425 VALLEY MEADOW AVE.  
EASTVALE, CA 92880

**GARCIA'S MAINTENANCE**  
10067 MISSION BLVD.  
RIVERSIDE, CA 92509

**BASIC OCCUPATIONAL TRAINING CENTER**  
1323 JET WAY  
PERRIS, CA 92571

**J & D SATELLITE**  
23819 HEMLOCK AVE.  
MORENO VALLEY, CA 92557

**KRAFTI CHIC DESIGN'S**  
9395 CORBLE CT.  
CALIMESA, CA 92320

**LIB-CON UNLIMITED**  
17137 HIDALGO DR.  
PERRIS, CA 92570

**ECLIPSE TANNING**  
7990 LIMONITE AVE.  
STE. C  
JURUPA VALLEY, CA 92509

**MAX'S DELI**  
13800 HEACOCK ST.  
STE. C128  
MORENO VALLEY, CA 92553



## Real Estate...

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Electronics.

DDI Distributions leased 100 percent of the property, a Class A, cross-dock distribution facility with 190' truck yards, 142 trailer parking stalls, ESFR sprinkler systems and 32-foot clear height. The property sits contiguous to the March Air Reserve Base runway on the east side of the air base across the street from a large Lowe's facility. CT Realty was represented in the lease transaction by Milo Lipson, Kyle Kehner, Tim Pimentel and Ryan Velasquez with the Ontario office of Cushman & Wakefield. DDI Distributions was repped by Kent Stalwick with the Ontario office of CB Richard Ellis.

### SARES\*REGIS GROUP TO START WORK ON \$40 MILLION IE DISTRIBUTION PROJECT

Construction is expected to start this summer on SRG Perris Logistics Center, a 580k-square-foot distribution building near the former March Air Force Base in the Inland Empire city of Perris. The Class A project, set on a 28.8-acre site, is being developed by Sares\*Regis Group. Valued at \$40 million, the project will be built to LEED specifications. Completion is slated for the end of the year.

The development is located at 3900 Indian Avenue, in a prime distribution corridor populated by major consumer brands and retail-

product in the greater Los Angeles basin. It was originally constructed as a build-to-suit for Phillips

ers that include Whirlpool, Hanesbrands Inc, Home Depot, Lowe's and Ross. The area is within 70 miles of the ports of Los Angeles and Long Beach.

The SRG Perris Logistics Center is being marketed by Colliers International's Thomas Taylor, Steve Bellitti and Summer Colter. The Collier's team also represented the seller, Ridge Realty, and SRG in the land acquisition.

SRG along with its partners and investor clients own commercial and residential assets valued at more than \$4 billion. The company's management portfolio consists of 15 million square feet of commercial space and more than 14,000 apartments.

### QUANTUM CAPITAL PARTNERS ARRANGES \$6.2 MILLION ON INLAND EMPIRE OFFICE BUILDING

Quantum Capital Partners (QCP) has arranged a \$6.2 million acquisition loan for Three Carnegie Plaza, an 85k-square-foot office building in San Bernardino.

The two-story, 60%-occupied building is located at 735 East Carnegie Drive, east of Waterman Avenue and north of the I-10. Built in 1985, the L-shaped structure is situated within the Tri-City Campus, a commercial real estate complex with 22 office buildings and 21 retail spaces.

The borrower, an experienced property manager that specializes in stabilizing distressed assets, has allocated \$1 million for renovations, tenant improvements, and leasing commissions. The five-year, 4.25% fixed rate loan has a two-year, step-down prepayment penalty.

"Over the last three years, the property experienced low occupancy and decreasing net operating income. Its location in a secondary market also presented a financing challenge," noted Jonathan Hakakha, managing director at QCP.

## RC Mayor...

continued from pg. 1

reduce the obesity epidemic facing our communities," said National League of Cities' Executive Director, Clarence Anthony. He continued, "We congratulate all the local elected officials who participated in the event and are playing an instrumental role in providing our nation's children with a healthier future. When children grow up in cities, towns and counties that promote healthy development, they become productive and healthy adults, contributing to the prosperity of our communities."

LMCTC is a major component of First Lady Michelle Obama's comprehensive Let's Move! initiative, which is dedicated to solving the childhood obesity epidemic within a generation. A total of 330 cities, towns and counties from 46 states and the District of Columbia, which collectively represent more than 56 million Americans, have committed to the initiative's five goals. NLC has awarded more than 1,000 bronze, silver and gold "medals" to recognize local elected officials who have made progress in achieving these goals.

As part of LMCTC, local elected officials are working towards the following goals:

- Goal I: Start Early, Start Smart: Promoting best practices for nutrition, physical activity, and screen time in early care and education settings
- Goal II: My Plate, Your Place: Prominently displaying My Plate in all municipal or county venues where food is served
- Goal III: Smart Servings for Students: Increasing participation in school breakfast and lunch programs
- Goal IV: Model Food Service: Implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans
- Goal V: Active Kids at Play: Increasing opportunities for physical activity

For information about LMCTC and Rancho Cucamonga's accomplishments, visit [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org). For more information, please contact Erika Lewis-Huntley, Management Analyst II at (909) 477-2700 extension 2008 or at [Erika.lewishuntley@cityofrc.us](mailto:Erika.lewishuntley@cityofrc.us).

## "TIME OUT"

With Bill Anthony And Joe Lyons  
Every Thursday 6:00 P.M.

Join Bill "The Ambassador of Good Taste" as he reviews gourmet food, travel and world famous restaurateurs—plus guest interviews with award-winning chefs and renowned wine connoisseurs.

FINANCIAL NEWS & TALK





## Cable Airport...

Inland Empire area to the LA basin.

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### Cable Airport Today

The Cable Airport today is situated on 105 acres and is home for over 450 aircraft. Its first tenant is also its longest tenant. It is home for several businesses, homebuilders, and a private museum. It is a favorite spot for airplane watchers and good old-fashioned family fun.

Eighty-seven-year-old Everett Bronson was Cable Airports first tenant, his first hangar was one of the original shelters built by Dewey Cable. He now has one of the choice hangers on the north side. When he first landed at Cable Airport in 1945, he was flying an Aeronca Chief. Since then he has owned three Swifts and Comanche 180, and now flies a Comanche 260.

Cable Airport is a great place to take the family. Plane watchers of all ages come here to see the planes come and go—mostly Cessnas and Pipers and lots of homebuilts too. Occasionally there are Stearmans with their open cockpits, two wings, and big radial engines to remind us how flying used to be. Pilots in World War II took their basic flight training in these rugged beauties. There are Gypsy-Moths putt-putting gracefully into the air, that make you want to fly.

Cable Airport is a haven for many airplane watchers. On the northeast corner of the airport, a special parking space has been set up for them. They are close to the threshold of runway 24 and have the best possible vantage point for viewing planes taking off and landing. Many people like to park their cars near the cafe, while others enjoy sitting on the cafe patio. Either place affords a perfect view of all flight activities.

On weekends families come out to have breakfast or lunch at the cafe. Then they stroll over to the aviation art gallery to see what is new. The gallery has prints, books, models, and does custom framing. And if you just want to talk airplanes, that's the place to go.

Those who have the time, journey on down to Lane Leonard's hangar, the focal point of "antique row." Lane started flying for American Airlines in 1944, and still works for them. Lane's hangar is a mini museum, and he loves to show people around. He knows more about Southern California aviation history than any person known.

The airport staff goes out of their way to make everyone feel welcome. They also strive to be good neighbors with the surrounding community and work with the pilots to keep it that way.

President: Bob Cable  
 Manager: Chuck Barnett  
 Asst. Mgr.: Dave Cable  
 Maint. Mgr.: John Honaker  
 Fuel Mgr.: Marty Eisenmann  
 Office Mgr.: Valerie Neumayer  
 Planning Dir.: Bill Blanchard  
 "Boss": Paul Cable

You will often find Paul or Dave Cable conducting tours for grade school classes and other organizations.

Of the original land purchases, only 105 acres is currently designated as airport property. The Cable Land Company owns an additional 15 acres, seven to 10 acres of which will be developed. The remaining acreage has been sold.

Cable is classified as an uncontrolled field, which means there is no one in the tower directing traffic into and out of the airport. Except for special events, like the Air Fair, when the FAA sets up a temporary control tower for the day. At all other times pilots are responsible for watching for other aircraft in the pattern. They follow rules for operating out of uncontrolled fields, which all pilots know; they use common courtesy, and communicate with others in the area via radio. This is the same tried and true procedure used safely for the last 60 years at uncontrolled fields throughout the country.

Cable Airport is many things to many people. It is a community, within itself. One that is productive and vital to its tenants, local businesses, and the surrounding communities. It is a special place where you are welcome.

## INLAND EMPIRE PEOPLE AND EVENTS

### Palm Desert Legal Eagle Still Soaring at 82

Tom McDermott is probably the Coachella Valley's latest



hall-of-famer, but there's no Cooperstown you can walk into for a glance at his history. After 52 years, McDermott might need his own wing if the Litigation Section of the State Bar of California had a physical Trial Lawyers Hall of Fame.

Throughout his career, he's made partner at several large Los Angeles firms, including Kadison, Phaelzer, Woodard, Bryan Cave and Manett, Phillips and Phelps. Other notable clients included the Taiwanese government, United Airlines and Ford Motor Co.

### Boys & Girls Club of Coachella Valley Gives Out \$80,000 in Scholarships

More than two dozen graduating high school seniors share in about \$80,000 in scholarships in a program spearheaded by the Boys & Girls Club of Coachella Valley.

Additional program partners are the Coachella Valley Economic Partnership's Pathways to Success Program, the Tony Reagins Alumni Association and the Marco A. diMare Scholarship Program.

Recipients can receive up to \$5,000 for a 4-year program, or \$2,500 for a 2-year program.



This year's winners: Lizette De La Rosa, Isias Dominguez, Eduardo Gonzales, Daniel Hernandez, Karina Hernandez, Anays Duenas, Sandy Lopez, Jose Rodriguez, Gabino Saenz, Magdyl Salas, Jennifer Salinas, Ray Ann Sherley and Paul Turner.

Michelle Jackson of La Quinta will receive a Boys & Girls Club Marco A. DiMare scholarship.

Thanks to the Tony Reagins Alumni Association's first annual golf tournament, five high school seniors each received \$1,500 to attend College of the Desert. One received \$1,000 to attend a private culinary school. Recipients are Alexia Tamayo and Josue Garcia of Indio; Juan Araujo, Marlene Cazarez and Rayleen Amador of Mecca, and Landon Duarte of La Quinta.

"Our partnerships are key to scholarships benefitting members of our five clubs," said Jim Ducatte, CEO of the BGCofCV Foundation.





## EXECUTIVE TIME OUT

### The Jersey Shore — So, How You Doin'?

By Brian Hoerning

In my first 30 years the best parts of summers were spent “down the Shore”—in Jersey. Sandy Hook, Asbury Park, Long Branch, Ocean Grove, Seaside Heights and LBI (Long Beach Island) were some of the great shore locations I loved.

The Jersey Shore is 217 miles long and stretches north from Sandy Hook (across the water from lower Manhattan) to Cape May in the south where the Delaware River meets the Atlantic. From Bay Head south to a little north of Atlantic City the “shore” is actually an island and a peninsula with the ocean on one side and various bays on the other.

So, when hurricane Sandy struck on Oct. 25th, I had a lot of calls to make to relatives and friends back in NJ. Sandy was indeed a storm of a lifetime. Eighty two thousand homes and businesses were damaged or destroyed, with the worst of the damage taking place in the central part of the “shore.” One of the hardest hit was Brick Township. Here’s a link with pictures that will really give you a realistic feel for the scope of the destruction: <http://s.nj.com/MOE5bFh>

In February my Mom passed away. She wanted her remains to be placed in the family plot back in Paterson, New Jersey, which is where I grew up. I then called my sister and we got almost all of our adult

children to agree to have a memorial for my Mom and to then spend the rest of the week at, you guessed it, “the shore.” We flew out from Orange

think Victorian, OK? In fact Ocean Grove has the largest aggregate of Victorian and early 20th century homes in all of America. An Architecture

reason to go pre or post season.

OK, so what’s to do in Ocean Grove if you’re not into relaxing in and around town or spending time on the beach? Next to Ocean Grove is Asbury Park, another shore town with a lot of history. After decades of decline, Asbury Park is making a comeback. It is home to “The Stone Pony” where Bruce Springsteen, Jon Bon Jovi and others got their start. There are also several very good restaurants in Asbury. Want more? Well, one of the best parts of this part of the “shore” is the easy access to the New York metropolitan area via the New Jersey Transit Authority. I recommend downloading two apps for this trip, one is the New Jersey Transit Authority app and the other is the New York subway app. These apps allow you to leave the car parked and visit almost any point of interest in both the historic parts of New Jersey and New York City and beyond.

For about \$11 we were able to catch a train from just outside of town to New York City. This beautiful relaxed trip takes about an hour and a half to reach Penn Station and the Broadway theatre and museum areas and even less to visit the World Trade Center area. Day life, or nightlife can both be had while still catching the late train back to the shore. Hey, you can sleep in tomorrow right?

Sandy walloped the Jersey Shore, but the area is making an amazing recovery and doing so in a very short period of time.

So, why would those who have the Pacific Ocean and its wonderful seaside cities within an hour of the Inland Empire travel 3,000 miles to visit the Atlantic Ocean and its shore? Well besides really great pizza and Taylor ham (trust me—try

*continued on page 33*



Ocean Grove, New Jersey

County in early June, which by the shore standards is considered “pre-season,” but from my point of view, June along with September, are among the very best months to vacation there.

So, where do 10 adults stay for a week that is not going to break the bank? May I recommend [www.vrbo.com](http://www.vrbo.com)—this wonderful site offers affordable vacation home rentals all over the world. For us the focus was on “the shore”—and our perennial favorite—Ocean Grove ([www.oceangrove.org](http://www.oceangrove.org)). Ocean Grove, established back in 1870, was founded and is still owned by the Methodist Camp Meeting Association. The “flavor” of the town really hasn’t changed much since then—

Review Board that insures that they adhere to the Victorian standards must approve new homes. Ocean Grove’s centerpiece is at the end of Ocean Pathway. Built in 1890, The Great Auditorium seats 6,250, and since 1908, boasts one of the 20 largest pipe organs in the world.

The home we rented is called “Ocean View” ([www.vrbo.com/318260](http://www.vrbo.com/318260)) and is a fully, and I do mean fully, restored Victorian home (circa 1890) and within a block and a half of the beach. In Ocean Grove, beginning two blocks from the ocean, each home approaching the beach is “set back” from its neighbor, so each has a view of the ocean. The TVs (one in just about every room) were seldom used as we were mostly found in the kitchen, in the dining area (which seats 12) or sitting in the wonderful lounge chairs on the beautiful porch. Each room has its own AC unit and ceiling fan as well as a sink. There were also three full baths on each floor. The very best part? We rented the home for just \$2,700 for the week, which is another



Ocean Grove Boardwalk, New Jersey