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AT DEADLINE

IE LABOR MARKET

Labor markets in the Inland Empire are finally beginning to gain some steam. Nonfarm employment has increased 3% since February 2012, which is slightly above the state average of 2.4%. Although the unemployment rate remains elevated relative to neighboring coastal counties and the state overall, the region has made progress. The unemployment rate stands at slightly below 11%, while just over a year ago it was nearly 13%.

One of the reasons labor markets in the Inland Empire have improved over the past year is because nearly all private industry sectors expanded their payrolls and residents have been finding employment in coastal job centers. Additionally, one of the biggest contributors to employment growth over the past year has been the staple sector of the Inland Empire region—trade, transport and utilities. Employment in this sector increased by more than 7,400 jobs or 2.6%. Leisure and hospitality also posted solid gains as payrolls increased by 9,600 jobs or 7.6%. Education

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MAIL TO:



David Stewart

Former Dean Sues U.C. Riverside

David Stewart, saying he was fired for objecting to improprieties in how the school's resources were being spent, is suing U.C.R. He said he inherited a mess, made significant progress in fixing it but was removed from his post because

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Rendezvous Now Route 66 Reunion

By Shelly McNaul, Director of Event Operations, Route 66 Rendezvous®

The last post to you from Route 66 was to let you know that we were trying to continue the event at Glen Helen Regional Park. I now want to give you an update to that post on the Route 66 Rendezvous which I will be continuing under another name called the "Route 66 Reunion" that will be a 3-day car show modeled after the Route 66 Rendezvous scheduled for the same weekend Sept. 20-22, 2013.

However, I am continuing the event in Ontario on Euclid Avenue to make sure it doesn't stay sus-

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Warne Forced Out as 29 Palms City Manager

Less than a month before he would have marked two years as Twenynine Palms city manager, Richard Warne was shown the door last week, following a closed door meeting of the city council on April 9.

Strict secrecy was maintained with regard to the firing, which according to a well-placed source was made upon a unanimous vote of the council. Warne departed City Hall that evening and did not return. No immediate public announcement of Warne's departure was made, however. Without fanfare, City officials on Wednesday morning, April 10, contacted the firm of MuniTemps, a La Mirada-based firm which bills itself as offering municipal staffing solutions.



Richard Warne

By April 12, MuniTemps had arranged for Homer

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Special Sections

California's Recovery: Stronger Than You've Been Told

Pg. 5

Twelve Not-So-Obvious Tips to Help Small Business Owners Prosper

Pg. 16

Executive Time Out JOSHUA TREE AND 29 PALMS



Pg. 39

News Director David Reese

David Reese has joined KMIR6 (KMIR-TV) as the station's news director.

Reese joins KMIR6 after 15 years with KNBC-TV in Los Angeles where he began as the nightside desk manager before being promoted to assignment manager. Craig Marrs, Journal Broadcast Group's vice president and general manager in Palm Springs made the announcement. "David's many years of experience as a southern California news executive will help take the news on KMIR / KPSE to the next level. We are extremely pleased he has agreed to join our team as we work together to make the Coachella Valley a better place to live," said General Manager Craig Marrs.

"I'm excited to join the dedicated and passionate news team at KMIR6 and KPSE," Reese said. "As a frequent visitor to the desert communities for years, I've long admired

continued on page 6

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Forced Out As...

continued from pg. 1

in Twentynine Palms.

The city issued a press release announcing Warne's leaving, characterizing his exodus as a "retirement."

The Sentinel has learned that Warne did not leave of his own accord, but was terminated by a vote of the council, for no cited cause. Based upon the termination clause in Warne's contract, he is to receive a full year's compensation, including his salary of \$171,500, a pension contribution of \$4,287.50 and another \$12,432 toward his retirement fund and \$16,306 to cover his health plan. He is also to be paid a lump sum for all accrued but unused administrative leave and vacation time, and shall be paid for any unused sick leave.

Confirmation that the city was indeed providing Warne with severance pay undercut the representation that Warne had voluntarily retired. His contract did not provide for severance pay in the event of his taking retirement.

The local media, led by KCDZ 107.7 FM, cast doubt on the retirement claim, prompting City Hall to issue a clarification on April 17, which stated, "the council and Mr. Warne came to the mutual agreement that it would be best for him to retire in lieu of termination and he was provided severance as per his employment agreement."

Croy, the retired city manager from Palm Desert, to take up the interim city manager assignment

Rendezvous Now...

continued from pg. 1

make this car show bigger and better. The San Bernardino Convention & Visitors Bureau has given me their full support and is backed me in my efforts to continue to keep the car show in the Inland Empire. However, they will keep custody of the name "Route 66 Rendezvous."

I know you want an event like the Rendezvous to continue, and there are several other organizations willing to put their hat in the ring, but this could be the only solution to continuing a QUALITY car show like the Route 66 Rendezvous.

The challenges with doing the car show on the downtown streets of San Bernardino became greater with an unpleasant element at night. We want to give the car enthusiast back the freedom they once had to relax and enjoy the reunion of family and friends while sitting next to their babe.

The Route 66 Reunion would have the same elements as the Rendezvous with vendors, entertainment, contests and a continuous 3-mile cruise route looping around Euclid Avenue from Holt Boulevard to 6th Street. Euclid has 3-lanes to park cars on both sides and cruise down the middle. There are businesses, historic homes, and a beautiful grass median about 50 feet wide with trees for participants to sit under, historic monuments, and a gazebo. It really has a great feel, and I think it would be a perfect location for the car participants.

I believe the Route 66 Reunion could pull the same, if not more attendance and car participants, as the Rendezvous. I hope you will stand by me and participate. We will have a whole new branding and marketing plan that will amaze you.

I will be mailing Vehicle Entry Forms out in mid May. For more information email me, Shelly McNaul at shelly@route-66.org.

pended this year. I am excited to say that I have been hired by the Ontario Convention & Visitors Bureau to

EXECUTIVE NOTES

\$315 Million Expansion on Riverside Community Hospital

Riverside Community Hospital broke ground on the hospital's \$315 million expansion that will create a combined 700 jobs (400 jobs in various construction trades and nearly 300 full-time hospital positions). The additions will include a 292,000-square-foot, seven-story tower with 72 private patient rooms, five-level parking garage, and a three-floor medical office building. The addition of the new patient tower will provide more space to accommodate families and expand services to more critically ill patients.

The project is expected to be completed by 2017.

HUB International of California Insurance Services Honored

HUB International of California Insurance Services was honored as the 2012 Business of the Year at the Riverside Chamber's 113th Annual Inaugural Celebration. HUB International's president of the western region, Roy Taylor, accepted the award from the chamber's Chair Brian Hawley who noted HUB International's significant contributions throughout the region.

The Riverside office of HUB International has grown from a small agency with roots dating back to the 1940s to the largest independent insurance agency in the Inland Southern California through expansions and internal growth. The regional headquarters for HUB's California operations now includes over 33 offices and more than 700 employees throughout California with 185 plus employees in their Riverside office serving 25,000 local clients.

Beverly Bailey Named 2013 ATHENA Award Recipient

Beverly Bailey, president and CEO of Stronghold Engineering, Inc., will receive the 2013 ATHENA Award on May 29th at the Mission Inn Hotel & Spa. Baily founded Stronghold in 1991 with husband, Scott, out of their home, parlaying over 20 years of electrical and general *continued on page 34*



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- Get More Done in 12 Weeks Than Most Do in 12 Months** Brian Moran outlines the path to accomplish the things you desire in life. The barrier standing between you and the life you are capable of living is a lack of consistent execution. Read about his 12 week year. 11
- 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 12 unexpected tactics that will help your company to succeed. 16
- The Lean In Alternative: Why Leaning Back Also Works for Women in Business** Sheryl Sandberg's book, "Lean In" has received both high praise and disapproval from women. Vickie Milazzo advises women in their rise to the top to make an effort to lean back to help other women. 29

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Quotes on Service

- The true measure of a man is not the number of servants he has, but the number of people he serves.
Arnold Glasow
- Service is the rent that we pay for our room on earth.
Lord Halifax
- Only a life lived for others is a life worthwhile.
Albert Einstein
- When people are serving, life is no longer meaningless.
John W. Gardner
- The more you learn what to do with yourself, and the more you do for others, the more you will learn to enjoy the abundant life.
William J. H. Boetcker

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California's Recovery: Stronger Than You've Been Told

For the past few years, Beacon Economics has documented California's transition from recession to expansion. At times, this message has been met with skepticism, but recently revised estimates from California's Employment Development Department (EDD) show that the economic recovery has been even stronger than we've been told. Each year, the EDD undertakes an annual benchmarking process in which the monthly, survey-based data from the Current Employment Statistics is recalibrated using data from the more accurate, though more delayed, Quarterly Census of Employment and Wages. This year, those benchmark revisions show that California's employment recovery has been even stronger than previously reported—to the tune of more than 125,000 jobs.

Through December, California was reported to have added back 556,000 of the more than 1.3 million jobs lost during the downturn. However, these new benchmark estimates have increased that job growth to almost 680,000 positions. In other words, California's labor market has expanded by 4.9% since hitting bottom rather than the 4.0% that was originally being reported. Ultimately, this makes California one of the driving forces in the nationwide jobs recovery currently underway.

Through January, California was the 11th-fastest-growing labor market in the nation since the U.S. market hit bottom in February 2010. And, despite the fact that 10 other states outpaced California on a percentage basis, the Golden State is second only to Texas in terms of the number of jobs created. Indeed, 12.4% of the roughly 5.5 million jobs added nationwide since the end of the downturn have been created in California.

This is roughly 100,000 fewer jobs than have been created in Texas over the same period, though it is important to keep in mind that Texas is in the midst of an energy boom and, unlike California, has not had to face a steep climb out of the deep recession. Indeed, California has added more jobs in total over the past two and a half years than the next two largest states (New York and Florida) combined. As noted, several smaller states, including North Dakota, Utah, Tennessee, Colorado, and Michigan, have outperformed California on a proportional basis, but together these five states have added 10,000 fewer jobs than *continued on page 12*

Ontario Convention and Visitors Bureau Hires a Director of Sales and Marketing

Gearing up for a heightened focus on hotel and destination sales, the Greater Ontario Convention and Visitors Bureau has hired a director of sales and marketing with a reputation for managing teams that consistently exceed multi-million-dollar sales goals.

Sean Keliioholokai comes to Ontario from the Hyatt Regency Orange County, where he directed a 10-person sales team charged with bringing in \$8.8 million annually in hotel and meeting room sales. Prior to that, he was a senior consultant with Deloitte & Touche, where he developed strategic planning, market research and marketing campaigns on a regional and national level and assisted in the yearly generation of \$10 million in new business. His work in destination sales includes three years at the Disneyland Resort, where he groomed corporate and association accounts, took part in destination marketing strategies, and exceeded budgeted goals of \$4 million annually.

Keliioholokai holds a Master of Hospitality Administration (MHA) degree from the University of Nevada, Las Vegas, and a B.S. in business administration from Biola University. He is a Certified Hospitality Sales Professional (CHSP) and Certified Tourism Ambassador (CTA), as well as a licensed real estate agent.

"Sean was recommended to us through a search firm and vetted by a number of the region's hotel *continued on page 33*

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SEE PAGE 13

REAL ESTATE NOTES

INLAND EMPIRE SEEING A STEADYING PACE AS REGION EMERGES FROM RECESSION

Here's a review of the Inland Empire industrial market as of the end of the first quarter of 2013, provided by the Ontario office of Lee & Associates. The report was prepared by Kathee Wozniak, marketing and research director for Lee & Associates Ontario.

New product continued to enter the market, with over 2.35 million square feet completed in the Inland Empire in the 1st quarter. An additional 10.2 million square feet was under construction. Quality product was leased up with fewer concessions and longer lease terms, while some Class A Big Box product was leased up before or at completion.

The Inland Empire's average asking lease rates increased to \$0.374 NNN. The overall availability rate in the Inland Empire declined from 10.71% in the 4th quarter to stand at 9.41% in the 1st quarter 2013. The Inland Empire's vacancy rate increased slightly from last quarter's 5.13% to 5.31% this quarter.

Some notable Inland Empire deals were: National Pension Service of Korea (NPS) purchased 15 buildings in the Inland Empire; LBA purchased 14 buildings, Amazon leased another 500k square feet of the permit-ready 872k square feet in San Bernardino located next door to their first fulfillment center; Jarden Consumer Solutions renewed 827.6k square feet at Jurupa Business Park in Fontana for 64 months; Ross Dress for Less purchased a 698.6k-square-foot building at Perris Logistics Center; and Bentall Kennedy purchased two buildings in San Bernardino from KTR Capital. The Inland Empire's average sale price per square foot was \$73.62.

Inland Empire West Submarket:

The Inland Empire West's availability was 8.06% in the 1st quarter, representing a decrease from the previous quarter and from a year ago, at 1.16% and 2.3% respectively. The vacancy rate increased in the West from 4.61% to 5.33% from the previous quarter. The asking lease rate increased in the first quarter to \$0.39 NNN from the previous quarter and was up three cents from a year ago.

The West generated a healthy amount of activity over 14.7 million square feet. There were several notable deals done with tenants such as: Campbell's Soup; Mobis Part America; Lollicup USA, Hill's Pet; and West Coast Warehousing. The average sale price was at \$74.75. The West submarket had 11 buildings under construction totaling 2.3 million square feet and completed construction on three buildings totaling 1.14 million square feet.

Inland Empire East Submarket:

The Inland Empire East's availability decreased from the previous quarter's 12.93% to 11.40%. The vacancy rate declined to 5.27% from the previous quarter and year, which were 0.55% and 1.6%, respectively. The asking lease rates increased to \$0.355 NNN.

The East generated a healthy amount of activity bringing in over 7.99 million square feet. There were several notable deals done with tenants such as: Amazon; BMW; Dollar Tree; Silver Creek Industries; Monster Energy; and Ryder Logistics. The average sale price increased to \$71.93. The East submarket had 14 buildings totaling 7.91 million square feet under construction and completed construction on three buildings totaling 1.21 million square feet.

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New Director...

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KMIR6 and its winning news product." While at KNBC, Reese was the executive producer of "Fritz's Holiday Lights" for 11 years. In 2002 he was part of the NBC transition team for KNTV-TV in San Jose. Prior to his work at KNBC, Reese worked as a free-lance assignment editor and field producer for KCBS-TV, KCAL-TV and KCOP-TV in Los Angeles; CBS News Los Angeles Bureau; and Access Hollywood.

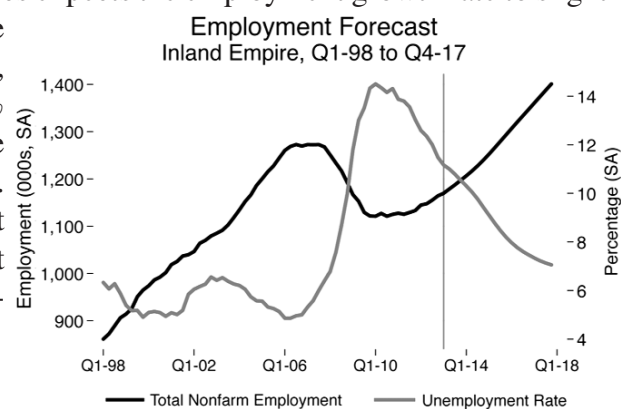
IE Labor Market...

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and health care created more than 5,500 jobs, which represents a 4% increase in payrolls.

The headwind hitting the local economy, as in most of the state, has been government employment. Due to federal, state, and local budget troubles, government has been forced to reduce its workforce. Automatic cuts in federal spending, also known as sequestration, could potentially reduce employment in the government sector further. However, in terms of employment growth, the private sector appears to be making up for reduced public spending.

Beacon Economics expects the employment growth rate to slightly increase over the next couple of years, and approach a 4% rate of change by the end of 2015. Moreover, we expect the unemployment rate to cross into single digits in 2014.




By Beacon Economics



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Law Firms

Ranked by Number of Attorneys in the Inland Empire

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Firm Address City, State, Zip	# Attorneys in I.E. # Partners in I.E.	Specialties	Clientele	# Offices in I.E. # Offices Co. Wide	Office Manager in I.E.	Local Managing Partner Title Phone/Fax E-Mail Address
1. Best Best & Krieger, LLP 3390 University Ave., 5th Floor Riverside, CA 92501	87 33	Business, Labor Employment, Environmental, Schools, Litigation, Municipal, Special Districts	A variety of business and public agencies	3 9	Patsy Hinojaosa Office Manager	Cynthia Germano Managing Partner (951) 686-1450/686-3083
2. Lewis, & Brisbois 650 East Hospitality Ln., Ste. 600 San Bernardino, CA 92408	30 12	Public Entity Defense, Insurance Litigation, Business & General Litigation and Appeals, Employment Law	Various Cities, School Districts, and Numerous Insurance Carriers	1 11	Eli Berna Office Manager	John S. Lowenthal Managing Partner (909) 387-1130/387-1138 www.lbbsslaw.com
3. Varner & Brandt LLP 3750 University Ave., Sixth Floor Riverside, CA 92501	21 3	Corporate, Business, Mergers & Acquisitions, Real Estate, Labor Relations & Employment, Finance, Litigation, Taxation, Mining, Estate Planning & Administration	Corporations, Businesses, Entrepreneurs, Public Agencies, Real Estate Developers, Non-Profits	2 2	Philippa Jump Office Administrator	Sean S. Varner Managing Partner (951) 274-7777/274-7770 vb@varnerbrandt.com
4. Thompson & Colegate, LLP 3610 Fourteenth St./P.O. Box 1299 Riverside, CA 92502	20 8	Civil Litigation, Real Estate, Construction, Estate Planning, Employment, Probate	Fleetwood Enterprise Yeager-Skanska; San Bernadino Hospital	1 1	Chelly Tamiso Office Manager	John Boyd Managing Partner (951) 682-5550/781-4012 info@tclaw.net
5. Lobb & Cliff 1325 Spruce St., Ste. 300 Riverside, CA 92507	16 3	Corporate, Estate Planning, Family Office, Intellectual Property, Litigation, Real Estate (Real Property Transactional & Real Property Litigation), Taxation Issues	The Magnon Companies, Sun Boss, Butterfield Land Co., BMW of Riv., Bank of Hemet, Lynam Industries, Inc., Travelers Insurance Co.,The Home Show Plaza	1 1	Susan Lowrance Office Manager	Mark Lobb Managing Partner (951) 688-9410/788-0766 mlobb@lcl-law.com
6. Fullerton, Lemann, Schaefer & Dominick, LLP 215 North "D" St. San Bernardino, CA 92401	12 4	Business, Civil Litigation, Real Estate, Taxes, Estate Planning, Probate, Corporate, Insurance	Diocese of San Bernardino National Orange Show Bonadiman Foundation Associate St. Bernardine Medical Center	1 1	Darla Freed Office Manager	Wilfrid Lemann Managing Partner (909) 889-3691/888-5118 dfreed@flsd.com
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9. Law Offices of Herbert Hafif 269 W. Bonita Ave. Claremont, CA 91711	9 0	Civil Litigation, Commercial & Business Litigation, Wrongful Termination, Product Liability, Bad Faith Litigation, Personal Injury Class Actions	WND	1 1	Mimi Serna	Greg Hafif Managing Partner (909) 624-1671/625-7772 www.hafif.com
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11. Rose, Klein & Marias, LLP 3633 E. Inland Empire Blvd., Ste. 400 Ontario, CA 91764	7 2	Workers' Compensation, Personal Injury, Asbestos Litigation	Individuals	1 8	Patti Melick Office Manager	Robert I. Vines Managing Partner (909) 944-1711/944-1722 www.rkmlaw.net
12. Schlecht, Shevlin & Shoenberger ALC 801 E. Tahquitz Cyn. Way, Ste. 100 Palm Springs, CA 92262	7 6	Real Estate Law, Commercial & Business Litigation, Probate & Estate Planning, General Business Law, Family Law	WND	1 1	Charlene Treatch Office Manager	Daniel T. Johnson Managing Partner (760) 320-7161/323-1758 ssslaw@ssslaw.com
13. Covington & Crowe LLP 3800 E. Concoors, Ste. 300 Ontario, CA 91764	6 3	Municipal, General Civil Litigation, Real Estate, Tax, Employment, Estate Planning, Probate, Family, Business Law, Bankruptcy	Casa Colina Rehab. Hospital, City of Hesperia, City of Riverside/Redevelopment, I Chaffey Joint Unified School Dist., Coach Sports, J. Filippi Winery, WUHS	1 1		Frank J. Lizarraga Managing Partner (909) 983-9393/391-6762 flizarraga@covcrowe.com
14. Wade & Low 9483 Haven Ave., Ste. 102 Rancho Cucamonga, CA 91730	5 4	Insurance Defense, Corporate Defense, Medical Malpractice, Products Liability, Insurance Coverage	Insurance Companies, Auto Companies, County of Riverside, County of Los Angeles, Financial Companies	1 3	Sharon Rasheed Office Administrator	Curtis L. Metzgar Director (909) 483-6700/483-6701 cmetzgar@wlegal.com
15. Knobbe, Martens, Olson & Bear, LLP 3600 Lime St., Ste. 724 Riverside, CA 92501	5 4	Intellectual Property Law, Patents, Copyrights, Trademarks, Related Litigation	Loma Linda University Medical Center, Alfa Leisure, Inc.	1 6	Debbie Randall Office Manager	Michael H. Trenholm Partner (951) 781-9231/781-4507 www.knobbe.com
16. Bell, Orrock & Watase, Inc. 1533 Spruce St., Ste. 100 Riverside, CA 92507	4 0	Insurance Defense, Estate Planning, Med. Mal. Nursing Home Mal, Public Entity, Construction Defect, Wrongful Termination,	County of Riverside - Risk Management Div., City of Riverside Toxic Tort, Appellate Practice	1 0	WND	WND (951) 683-6014/683-0314 bellorrockwa@earthlink.net
17. Caldwell, Kennedy & Porter 15476 W. Sand St. Victorville, CA 92392	3 3	Real Estate, Estate Planning, Probate & Trust, Administration, Family Law, Personal Injury, Civil Litigation, Business Formation & Transitions, Corporations	WND	1 na	Connie Robles Office Administrator	Jeanne Kennedy Managing Partner (760) 245-1637/245-1301 www.mscomm.com
18. Callas and Heise 942 W. Foothill Blvd. Upland CA 91786	3 2	Workers' Compensation Defense	WND Employers, Insurance Carriers	1 0	Michelle Grout	W. Steven Heise Managing Partners (909) 982-1234/982-2351
19. Holstein, Taylor, Unitt & Law 4300 Latham St. Riverside, CA 92501	3 2	Personal Injury, Workers' Compensation, Family Law	Insured Workers, General Public	1 1	N/A Admin. Svcs. Mgr.	Brian C. Unitt, Esq. Managing Partner (951) 682-7030/684-8061 brianunitt@linkline.com

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DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART

THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
Monster Beverage Corporation	55.59	47.74	7.85	16.4%
Hot Topic Inc.	13.90	13.88	0.02	0.1%
Simplicity Bancorp, Inc.	14.82	15.03	-0.21	-1.4%
Outdoor Channel Holdings, Inc.	8.73	8.92	-0.19	-2.1%
American States Water Company (H)	55.31	57.57	-2.26	-3.9%

THE LOSERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
Provident Financial Holdings, Inc.	15.42	17.01	-1.59	-9.3%
CVB Financial Corp.	10.31	11.27	-0.96	-8.5%
American States Water Company (H)	55.31	57.57	-2.26	-3.9%
Outdoor Channel Holdings, Inc.	8.73	8.92	-0.19	-2.1%
Simplicity Bancorp, Inc.	14.82	15.03	-0.21	-1.4%

Ticker	4/22/13 Close Price	3/28/13 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange	
American States Water Company (H)	AWR	55.31	57.57	-3.9	57.80	34.97	19.6	NYSE
CVB Financial Corp.	CVBF	10.31	11.27	-8.5	12.95	9.43	14.0	NASDAQS
EMRISE Corporation	EMRI	0.47	0.55	-14.5	0.73	0.26	48.8	OTCPK
Monster Beverage Corporation	MNST	55.59	47.74	16.4	83.96	39.99	29.9	NASDAQS
Hot Topic Inc.	HOTT	13.90	13.88	0.1	13.95	8.25	30.2	NASDAQS
Simplicity Bancorp, Inc.	SMPL	14.82	15.03	-1.4	15.74	13.10	22.7	NASDAQS
Outdoor Channel Holdings, Inc.	OUTD	8.73	8.92	-2.1	9.21	5.97	124.7	NASDAQS
Provident Financial Holdings, Inc.	PROV	15.42	17.01	-9.3	19.69	10.55	7.6	NASDAQS
West Peak Iron Limited (L)	WPI	0.05	0.05	4.8	0.25	0.05	NM	ASX

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

Five Most Active Stocks

Monster Beverage Corporation	32,299,210
Hot Topic Inc.	10,304,330
CVB Financial Corp.	7,531,560
American States Water Company	2,256,280
Outdoor Channel Holdings, Inc.	1,650,920

D&P/IEBJ Total Volume Month 55,142,560

Monthly Summary

4/22/13

Advances	3
Declines	6
Unchanged	0
New Highs	1
New Lows	1

Duff & Phelps, LLC

One of the nation's leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 689-0070.

COMMENTARY

AIRPORT:

Notice of Breach of Contract, Motion for Nullification of Lease Agreements

Background: Time has come for an informed citizen and former FAA licensed Audit Inspector for aircraft maintenance records to provide the IVDA and SBIAA with evidence of wrongful application of management authority and its willful misstatements in the matter of the boards' approval of nonstandard airport property lease agreements.

What should be noted is that the contract entered into between the IVDA/SBIAA and AJ Wilson (Wilson) acting as principle, maintains at article 13 that Wilson comply with all laws, which would mean he was to read, know, and understand all federal, state, local rules and codes which apply to proper airport administration.

Therefore, the items at (Scope of Services) as defined are for Wilson to "supervise and oversee the staff in their activities, operations, and provide highly responsible and complex administrative support, in a wide range of legal, administrative, fiscal, and legislative matters," while coordinating with the Defense Department.

Wilson has failed these responsibilities and is in breach of contract for the following reasons:

Substandard Lease Agreements: Per Wilson's lease proposal for Lasera Technologies, AeroPro, and Pulsar Aviation Services lease, the following misinformation was knowingly misrepresented to the board for the sole purpose of rushing a lease agreement though the process for the benefit

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FUTURE SUCCESS IN BUSINESS

How to Spot Business Opportunity in Tomorrow's Economy

Five Tips for Getting Organized to Innovate

Take a moment to consider some of today's largest, most recognizable companies—"some of them may not be around after the next several years," says G. Michael Maddock, CEO of Maddock Douglas, which advises Fortune 100 players like GE and Wal-Mart.

"Napster was a rule-breaking company that paved the way for iTunes and the complete disruption of the music industry. When someone who has no business being in your business comes along and puts you out of business, we call that a 'Napster Moment.' And Napster Moments are happening more and more often," says Maddock, coauthor of "Free the Idea Monkey," (www.freetheideamonkey.com), with Maddock Douglas President Raphael Louis Vitón. In a recent radio interview, hit maker and former Sony CEO Tommy Mottola (think: Mariah Carey, Celine Dion and Beyoncé) said that seasoned record execs saw Napster as a "mosquito unworthy of swatting," and in hindsight realized that if they had just purchased the company, they would have

"beaten iTunes to the punch."

The lesson? To succeed, company leaders must not only be able to innovate, they must recognize opportunity and ensure they're poised to seize it.

Maddock offers these tips for getting there:

1. **Balancing act:**

Wherever you find an innovative culture, you will see two primary personalities in leadership: the "Idea Monkeys," who have no shortage of great ideas but do not have the follow-through to see a project to completion, and the (Ring) leaders, who specialize in execution and managing details. Every great enterprise needs a Yin for a Yang—Walt Disney had Roy Disney; Steve Jobs had Steve Wozniak; Wilbur Wright had Orville Wright. Ideally, an innovator needs a (Ring) leader at his or her side, and vice versa. Too much of one of these personalities spells disaster for any organization. Is your leadership humble enough to understand this?

2. **Outside the jar:**

There's a great saying in the South: "You can't read the label

when you're sitting inside the jar." If you've been at the same company for longer than six months, you're likely in the jar. You'll find your response to new ideas is typically, "We've tried that and it didn't work," or "Yes, but..." or silence, or even a dumbfounded "huh?" Fortunately, there are several ways to get your head outside the jar: Accept ideas from junior personnel, seek perspectives from different departments, and switch up leadership roles, i.e., have a senior marketer switch from retail to manufacturing for a period of time and, most important, infuse perspective from outside your industry. Diversity is the key to a fresh perspective. Is your expertise killing you?

3. Laughter (more than stress relief): As a response to humor, laughter is uniquely human; as far as we know, no other living thing can laugh. In business, laughter is the antithesis of fear. It is impossible to innovate effectively if you are afraid—nothing kills great ideas like fear. Fun-loving environments where workers are free to laugh are healthy

places for creativity. One more thing...if lots of people laugh at an idea, there is usually a meaningful insight there worthy of much deeper exploration. When was the last time you heard your CEO belly laugh?

4. **Failing forward:**

History is filled with people who risked and lost much, yet went on to change the world. From religious leaders to Christopher Columbus to Winston Churchill to today's budding entrepreneurs, learning how to efficiently experiment and learn is key to innovation success. Does your company embrace risk taking or is it too afraid to fail?

5. **Be ruthless:**

Ultimately, the buck stops with leadership, and managers get the team they deserve. Most well-adjusted people do not like firing employees; however, people stuck in the "victim" mindset are incapable of innovation. Why? Because they are always looking for fault or blame instead of possibility.

Do you have a team of creators or do you have a team of victims?

California Airport Traffic Up!

By Jordan G. Levine, Director of Economic Research, Beacon Economics, LLC

Airport traffic is up in California but not at "ONT." According to the state tourism bureau, there were nearly 173 million passenger trips to California's airports last year. That represents a 4% increase over 2011.

Importantly, many of these 173 million passengers came from abroad, with international passenger traffic outpacing growth in domestic passengers. Specifically, domestic passenger traffic was up 3.7% last year, while overall traffic grew by 4%—indicating that international travelers increased by more than 4%.

Ultimately, California remains a top tourist destination for Americans and foreigners alike. As broader economic conditions improve, California should continue to capture positive benefits from domestic and international travelers.

Airport Traffic in California

Airport	2012 Domestic Traffic	Domestic Traffic Change (%)	2012 Total Traffic	Total Traffic Change (%)
San Francisco - SFO	35,495,638	11.8	45,025,429	10.5
Oakland - OAK	10,027,671	8.2	10,027,671	8.2
Los Angeles - LAX	46,568,820	3.3	63,721,024	3.1
Long Beach - LGB	3,209,330	2.8	3,209,330	2.8
Orange County - SNA	8,845,990	2.7	8,845,990	2.7
San Diego - SAN	16,737,055	1.5	17,257,683	2.2
San Jose - SJC	8,065,663	1.4	8,242,276	1.5
Sacramento - SMF	8,706,137	0.6	8,791,978	0.8
Burbank - Bob Hope	4,059,919	-5.6	4,059,918	-5.6
Ontario - ONT	3,867,707	-14.0	4,115,168	-9.9
California Totals	144,845,869	3.7	172,754,378	4.0

Source: California Tourism Bureau (VisitCalifornia)



ENVIRONMENTAL REGULATION

CO-SPONSOR/SUPPORT AB 227 (Gatto; D-Los Angeles) Stops Drive-by Lawsuits - Protects small businesses from drive-by lawsuits by providing a 14-day right to cure for allegations of a failure to post a Prop 65 warning. Assembly Environmental Safety and Toxic Materials Committee hearing April 16.

ECONOMIC DEVELOPMENT BARRIERS

OPPOSE AB 52 (Gatto; D-Los Angeles) JOB KILLER: CEQA Approval Authority for Tribes - Gives Native American Tribes practical authority to approve or disapprove all land use projects in the state that they unilaterally determine may impact a tribal reservation, rancheria community or cultural sacred place. Assembly Natural Resources Committee hearing April 15.

OPPOSE AB 188 (Ammiano; D-

continued on page 21

Dean Sues...

continued from pg. 1

A lawsuit, filed March 27, accuses the university and former Chancellor Timothy White of “misallocating and misusing the professional degree fees” paid by students in the school’s master of business administration program.

A U.C. Riverside spokeswoman Kris Lovekin said she was unaware Stewart had filed a suit. Later in the day, the school issued the following statement: “The university is aware of the allegations made by David Stewart. While we cannot comment at this time on the specifics of the case, the university intends to vigorously defend this action.” Reached in Jakarta, Indonesia, Stewart said he chose to file the suit out of concern for the school’s reputation. He left U.C.R. last June and now holds the president’s chair in marketing and law at Loyola Marymount University in Los Angeles.

He is the current editor of the Journal of Marketing and Public Policy. From 2007 to 2011 he served as the dean of U.C.R.’s School of Business Administration. During

of internal politics and for uncovering inappropriate allocations of money.

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Employment Services/Agencies

Ranked by Number of Offices in the Inland Empire

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Company Name Address City, State, Zip	Offices I.E. Companywide	Employees I.E. Prof. Recruiters Yr. Estab. I.E.	# of Searches/Year Search Area	Avg. Candidate Salary Range Type of Search Fee	Services	Top Local Executive Title Phone/Fax E-Mail Address
1. AppleOne Employment Svcs. 26580 Ynez Rd., Ste. B Temecula, CA 92591	14 200+	69 N/A 1964	WND N/A	Varies	Temporaries, Full-Time Clerical, Technical, Light Industrial, Payroll, Drug & Background Screening	Lisa Dana Branch Manager (951) 296-5430/296-6733 www.appleone.com
2. Labor Ready 4439 Mission Blvd., Ste. G Montclair, CA 91763	9 850	50 2 1986	N/A	No Hiring Fees	On Demand, Temp to Hire, Staffing, In Industrial, Construction, Manufacturing, Warehouse/Logistics	David Williams Sales Manager (909) 883-6869/465-6477 dnwilliams@laborready.com
3. Kimco Staffing, Inc. 4295 E. Jurupa St., Ste. 107 Ontario, CA 91761	8 26	24 15 1986	20,685 I.E.	Varies by Skill \$10.25 Contingent	Clerical, Administration, Industrial, Technical, T-H, O-H	Tania Lewis Branch Manager (909) 390-9881/390-9886 tlewis@kimco.com
4. Staffmark 3847 S. Pierce St., Ste. H Riverside, CA 92505	8 300	35 35 1969	2 Million 30 States	Varies by Skill	Clerical/Admin., Acctg., Technical, Light Industrial, Temp/Temp to Hire, On Site Service, Direct Placement	Julia Mollenauer District Director (951) 351-4192/274-0417 julia.mollenauer@staffmark.com
5. Adecco Employment Services 5483 Philadelphia St., Ste. B Chino, CA 91710	5 1,400	WND WND	WND 14 Countries	Varies by Skill	Clerical, Light Industrial, Accounting, Management, Technical, Temp. & Direct Hire	Melinda Campbell Regional VP (909) 464-0810/464-0838
6. Manpower Inc. of San Bernardino P.O. Box 791 San Bernardino, CA 92402	5 4400	150 0 1959	WND	Varies by Skill	Temporary, Direct Hire, Training Assessment Services	Evlyn Wilcox President/Owner (909) 885-3461/885-9969 manpower@manpowersb.com
7. Select Personnel Service 2171 S. Grove Ave., Ste. G Ontario, CA 91761	7 50	WND 60 1990	N/A	Varies	Industrial, Clerical, Management, Technical, etc.	Maggie Munoz Manager, Ontario Branch (909) 930-0555/930-0561 maggiemunoz@selectstaffing.com
8. Princeton Corporate Consultants 420 W. Baseline Rd., Ste. C Claremont, CA 91711	3 3	6 6 1977	WND Nationwide Standard-33 1/3%	\$60,000	Medical Devices Pharmaceuticals Plastics	Howard Tarlow Office Manager (909) 625-3007/621-0315 www.princetonconsultants.com
9. Robert Half Accountemps 3633 Inland Empire Blvd., Ste. 955 Ontario, CA 91764	2 250	22 5 1996	WND Worldwide Contingency	Varies by Skill	Temporary, Temp-to-Hire, Full-Time, Specialized Financial Staffing	na (909) 945-2292/945-2299
10. Advantage Staffing 130 S. Mountain Ave., Ste. K & L Upland, CA 91786	2 188	10 7 1990	San Bernardino Riverside Counties Fee for Service	Varies by Skill Contingent	Clerical, Financial/Acctg., Light Industrial	Carla Joya Branch Manager (909) 982-6566/949-9691
11. Exact Staff, Inc. 10535 Foothill Blvd., Ste. 264 Rancho Cucamonga, CA 91730	2 13	1,000+ 50 1996	Varies All	Varies Varies	All	Carrie Roy Branch Manager (909) 476-9000/476-9033 croy@exactstaff.com
12. Ajilon Professional Staffing 3800 Concours Dr., Ste. 210 Ontario, CA 91764	1 150	10 10 1982	300 All I.E.	\$40-120,000 \$15,000	Temporary, Temp-to-Hire, Full-Time Placements in Accounting, Finance	Roscoe Bess Branch Manager (909) 466-8880/466-5470 roscoe.bess@ajilonfinance.com

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GOALS AND PLANNING STRATEGIES

Get More Done in 12 Weeks Than Most Do in 12 Months

By Brian Moran

In an effort to improve, most companies and individuals will search for new ideas and strategies. They will seek out new marketing techniques, sales ideas, cost-cutting measures and customer service enhancements, hoping that these new approaches will deliver better results.

The number one factor holding individuals, and entire companies back from achieving what they are truly capable of is not a lack of knowledge, intellect or information. It's not some new strategy or idea. It's not additional training. It's not a larger network of "connected" people. It's not hard work, natural talent or luck. Of course all these things help, they all play a factor, but they are not the things that make the difference.

You've no doubt heard the saying that knowledge is power. Knowledge is only powerful if you use it, if you act on it. It benefits no one unless the person acquiring the knowledge does something with it. And great ideas; well, great ideas are worthless unless they are implemented. The marketplace only rewards those ideas that get implemented. You can be smart, you can have access to lots of information and great ideas, you can be well-connected, work hard and have lots of natural talent, but in the end, you have to execute.

Execution is the single greatest market-differentiator. Great companies and successful individuals execute better than their competition.

The barrier standing between you and the life you are capable of living is a lack of consistent execution. Effective execution will set you free. It is THE path to accomplish the things you desire.

The 12 Week Year™

One of the things that gets in the way of individuals and

organization effectively executing and achieving their best is the annual planning process. As strange as this is going to sound, annual goals and plans are often a barrier to high performance. This doesn't mean annual goals and plans don't have a positive impact, they do. There is no question you will do better with annual goals and plans, than without any goals or plans. However, this annual process inherently limits performance.

The trap is referred to as "annualized thinking." At the heart of annualized thinking is an unspoken belief that there is plenty of time in the year to make things happen. In January, December looks a long way off. We mistakenly believe that there is plenty of time in the year, and we act accordingly. We lack a sense of urgency, not realizing that every week is important, every day is important, every moment is important. Ultimately, effective execution happens daily and weekly!

Forget about a year, let's redefine a year: A year is no longer 12 months, it is now only 12 weeks. That's right, a year is now a 12 week period. There are no longer four periods in a year; that's old thinking. Now, there is just a 12 Week Year, followed by the next 12 Week Year, ad infinitum. Each 12 week period stands on its own – it is your year.

The 12 Week Year™ creates a new end game date – the point at which you assess your success (or lack thereof). It narrows your focus to the week and more to the point, the day, which is where execution occurs. The 12 Week Year brings that reality front and center. When you set your goals in the context of a 12 week year, you no longer have the luxury of putting off the critical activities, thinking to yourself that there is "plenty of time" left in the year. Once 12 weeks

becomes your year then each week matters; each day matters; each moment matters.

The result is profound. Most people experience about a 30% in their first 12 weeks when operating on the 12 Week Year™ platform. Here are three steps to help you achieve more in the next 12 weeks than most will in 12 months:

1. Set a 12 Week Goal – Start by establishing a 12 week goal. Annual goals are helpful but they lack immediacy and urgency. Twelve week goals create focus and urgency.

Get focused on what you want to make happen over the next 12 weeks. The goal should be an outcome – income, sales production, dollars saved, pounds lost, and represent significant progress towards your longer-term vision. Limit your goals to a maximum of three, and make certain each goal is specific and measurable.

2. Build a 12 Week Plan – 12 Week Planning is so much more effective than traditional planning because it is more predictable and focused. The key here is less is more. A 12 week plan embraces the notion of "let's be great at a few things versus mediocre at many."

For each goal, you will need to identify tactics. Tactics are the daily and weekly actions that drive the accomplishment of the goal. If the goal is the "where," then the tactics are the "how." Here again less is more. Keep it focused on the critical few. Identify the four or five actions that you need to take daily and weekly to accomplish your goal, those are your tactics.

3. Apply the Weekly Routine – Having a goal and a plan is helpful, but it's not enough. The key to your success is executing your plan. To

ensure you execute at a high level, adopt the Weekly Routine. If you do the following three things on a weekly basis you can't help but get better!

The Weekly Routine:

- **Plan Your Week** – Take a few minutes at the beginning of each week to plan your week. Use your 12 Week Plan to ID the tactics that are due this particular week. The Weekly Plan is not a glorified to-do list; rather, it reflects the critical strategic activity that needs to take place this week in order to achieve your 12 Week Goals.

- **Score Your Week** – At the end of each week you will want to score your execution. In the end you have greater control over your actions than you do your outcomes. The most effective lead indicator you have is a measure of your execution. You are scoring your execution, not your results. Calculate a weekly execution score by dividing the number of tactics completed by the number due.

- **Meet With a Peer Group** – Did you know that you are 7 times more likely to be successful if you meet regularly with a group of your peers? Find two to three other people who are committed and willing to meet for 15-20 minutes each week. In your meeting, report on how you're doing against your goals and how well you're executing. Encourage and challenge one another.

That's it: Three simple steps! Plan your week, score your week, meet with a group of peers; how easy is that? Do them, and you will improve - guaranteed. Here's the catch; the steps are easy to do, and even easier not to do. So make a commitment to engage with them for the next 12 weeks, and watch

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Higher Property Taxes Coming Your Way

There was a time when California lived up to its nickname as the “Golden State,” attracting people from all over the nation and world with its low taxes and business-friendly environment. Add to that our great Mediterranean climate, prosperous trade ports, technological innovation from Silicon Valley, a \$43.5 billion agriculture industry, and our vast natural resources and you would think our state would be outpacing economically every other state in America.

But a new report from the non-partisan Tax Foundation once again shows that Californians pay some of the highest taxes in the nation which includes state income taxes, sales taxes, utility taxes, a gas tax, a fire tax, DMV fees, business license fees, pet license fees, and the list goes on from there.

It is no wonder that so many of our good citizens and businesses flee from California every year for lower-tax states where they can keep more of their money to invest in their families and their futures. But even with this writing on the wall, progressive legislators in Sacramento continue thinking they can solve problems by increasing taxes and increasing spending.

This year, they have set their sights on raising property taxes by using their supermajority status to effectively gut voter-approved Proposition 13. More than 30 years ago, Californians passed this measure to stop the state’s sky-high property taxes affecting all of us from first-time home buyers to seniors living on fixed incomes. It has done its job and done it well.

Despite these basic facts and the will of voters, the majority party in Sacramento continues pushing forward with proposals to change Proposition 13 and increase taxes whenever they feel revenue is needed. These efforts include Senate Constitutional Amendment 3, Senate Constitutional Amendment 4, and Senate Constitutional Amendment 7 which all include provisions to weaken Proposition 13.

The most concerning proposal, however, is Assembly Bill 188, which would threaten Proposition 13 property tax protections for employers trying to stay afloat by increasing their already high tax burden. Passing this measure would be the worst thing we could do in our efforts to bring back private sector jobs and keep people working. Remember – as government expands, liberty contracts.

History has proven that as states and nations reduce tax rates, business invests more capital to expand and shore up its greatest asset – its people. These policies create more jobs and as the new employees collect paychecks, this circle of prosperity begins to grow.

I am pleased to say that my effort to eliminate the \$150 fire tax on families in primarily rural areas of the state, Assembly Bill 124, won a major victory when it recently passed the Assembly Natural Resources Committee. It was a step forward for liberty and one that I will continue to work on in the coming weeks.

As a member of the Assembly Budget Committee, I can say our state has enough money, but it needs to be managed more efficiently and effectively. That is why I am pushing so hard to get rid of unfair tax burdens on Californians, like the

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California’s...

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California added on its own. In 2012, California consistently outperformed the rest of the United States in terms of employment growth. Whereas nationwide job growth (excluding California) averaged roughly 1.5% last year, growth in California averaged well over 2%. Thus, even though the state has at times been characterized as having too many regulations and an unfriendly business climate, California has been more than holding its own and in fact has been a driving force behind the national economic recovery to date.

Fortunately, the labor market recovery continued to broaden in California last year. Fresno, Kings, Shasta, Monterey, Santa Cruz, Sonoma, San Joaquin, and Solano counties saw their overall employment revised down under the new benchmark estimates, but every other region in California saw a rosier employment picture than a perviously reported. San Francisco, the East Bay, Orange County, and Los Angeles were the largest beneficiaries of the upward revisions, accounting for roughly 100,000 of the 126,000 additional jobs statewide.

Aside from noting the positive upward revisions, it is also important to point out that the progress being made in California’s labor markets has not been restricted to the coastal areas. It’s true that San Francisco and the South Bay have led the charge in terms of job growth since the recovery began, and they continue to post some of the highest job-growth figures in the state. However, every single major region in California has also made the transition to job growth. The Central Coast has shown particularly strong growth of late, led by a surge in employment in San Luis Obispo County—underscoring the importance of tourism in our statewide recovery. It is also noteworthy that growth, which began in the large urban centers located predominantly along the coast, has begun to spread to other coastal and inland regions across California, with areas like the North Bay, East Bay, and Inland Empire all starting to outpace the state. As the economy improves and demand from domestic sources increases, these areas will likely experience accelerated growth in 2013 and beyond.

Just as employment growth has spread out to every part of the state, so too are most major industries sharing in the gains. With the exception of government, information, and natural resources/mining, every major sector of California’s economy had turned the corner by the end of 2012. The government cuts are hardly surprising, given the constraints on state and local government budgets. Tax revenues from sales and use taxes, property taxes, and transfer taxes have all started to come back, but state and local governments remain plagued by structural issues involving long-term obligations like pensions. Job growth in manufacturing, which was relatively flat last year (shedding 0.2% of its jobs), is a potentially greater area of concern, indicating that certain industries in the state may suffer disproportionately from regulatory issues despite the fact overall economic growth has not been eliminated due to “business climate”—issues. Concern over manufacturing is particularly stark in light of the fact that it has been an engine of job growth in the rest of the nation recently. And, job growth in California’s remaining sectors has more than made up for the relative weakness in others.

Leisure and hospitality was the strongest sector on a year-over-year basis. As of January, the state’s restaurants, hotels, and entertainment businesses have expanded by more than 4%. The professional sector has also shown roughly 4% employment growth over the past year. Given that business investment is still a positive contributor to U.S. GDP growth, this sector, which caters to the business community across the country, has continued to do well in California. In addition, sectors that had not performed so well in 2011 reversed course in 2012. Construction, bolstered by

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CalState Radio Consultant Wins National Competition

A radio consultant at CalState San Bernardino has won a national competition for her paper on how to successfully run a college radio station.

Lacey Kendall was honored recently by the National Association of Broadcasters at their annual conference in Las Vegas for her first place submission, "Making It Matter," a manual on how to operate a college radio station.

For winning the competition, she was invited to participate in a panel discussion at the conference by the Broadcast Education Association of the NAB.

"I was extremely honored to be recognized by my peers in the industry and to discuss how we are making a difference in the broadcast program at CalState," she said. The paper was an excerpt from her master's degree thesis in communications at CalState.

Kendall, 51, of North Rialto manages Coyote Radio, the university radio station where she advises over 100 students who are studying broadcasting and station management. With over 30 years of broadcast experience, she has also taught at the University of LaVerne and San Bernardino Valley College.

At Coyote Radio, Kendall is implementing a contemporary, new media student learning laboratory. "The industry has changed and we must be prepared to move forward with strategies for success," she believes. Her master's thesis discussed innovation and change in the broadcast industry.

In the Inland Empire, Kendall has been a broadcaster and radio host on several local FM local stations, including KCAL and KGGI. On Saturday afternoons, she hosts two different shows running on five stations.

She is the incoming president of the Inland Empire chapter of the American Advertising Federation *continued on page 38*

Six Fast-Growing Careers Taking Over the U.S.

Despite the delicate economy, these jobs are projected to experience significant growth until at least 2020.

By Terri Williams

Whether you are fresh out of college, unemployed, or considering a mid-career change, you want to land a job in a field that's growing.

But with the ever-changing global economy, how can you know if today's hot jobs will still be in demand years from now? There may never be an exact science for this type of grand economic prediction, but by looking at the fastest-growing jobs in the country, we can identify some career trends that provide useful direction for anyone wanting to plan their professional future.

Many careers throughout the country are experiencing modest growth, but some quickly expanding fields are seeing at least a 30 percent projected growth between 2010 and 2020, according to the U.S. Department of Labor.

Intrigued? Keep reading to learn more about six careers that are sweeping the nation.

Career #1: Personal Financial Advisor

Projected Job Growth 2010-2020: 32 percent*

If you're good with numbers, and you like to help people set financial goals and make sound financial decisions, you might be fulfilled in a fast-growing career as a personal financial advisor.

Personal financial advisors help individuals determine the best course of action regarding their money. The U.S. Department of Labor notes that they may assist with investments and help clients achieve financial goals. Personal financial advisors may also provide tax advice and help clients plan for important financial events like retirement.

Why It's Taking Over: "Financial advisors are in high demand to meet the growing number of aging Americans who are retiring," says Kristi Merritt, a career search coach at Claim It, a career consulting company. "These retirees have to make their money last for an indefinite amount of time, so they need investment and money management advice."

Not only that, but the Department of Labor notes that a decrease in corporate and government pension plans will require retirees to take a more active role in planning their financial futures. And this will, in turn, increase the need for personal financial advisors.

Education Options: The Department states that a bachelor's degree is usually required for this position. And while no specific field of study is required, the Department lists economics, business, accounting, finance, mathematics, or law as good preparatory majors if you're considering this career.

Career #2: Database Administrator

Projected Job Growth 2010-2020: 31 percent*

If you are excited by working with digital information, a rapidly-growing career as a database administrator may feed your data desire.

The U.S. Department of Labor states that database administrators are responsible for making sure that the company's computer database runs smoothly. This entails creating and managing the database, in addition to making revisions and performing tests when necessary. Database administrators also work to prevent security breaches and data loss, says the Department of Labor.

Why It's Taking Over: "With *continued on page 14*

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Fast-Growing...*continued from pg. 13*

the explosion of digital information, database administrators, particularly in SQL Server and Oracle, are essential to protecting company information from digital security threats," says Merritt.

The Department adds that the rise of electronic medical records will also spur demand for database administrators working in the health care industry. Additionally, the Department notes that database administrators are in high demand because there is simply a shortage of qualified workers in the field.

Education Options: To pursue a career as a database administrator, you may need a bachelor's degree in management information systems or a computer-related field, according to the Department. Companies with large databases may prefer those with an MBA.

Career #3: Market Research Analyst

Projected Job Growth 2010-2020: 41 percent*

If you're intrigued by the unofficial science of how products are sold to consumers, you should consider a high-demand career as a market research analyst.

Market research analysts monitor marketing and sales trends and create methods for collecting data, says the U.S. Department of Labor. They also assess the effectiveness of marketing strategies and create charts, graphs, and reports to present their analyses.

Why It's Taking Over: "Research occupations, such as market research analysts, are on the rise as consumerism reaches an all-time high and companies are scrambling to analyze and predict consumer buying trends," notes Merritt.

The Department of Labor's 41 percent projected growth rate for the career between 2010 and 2020 confirms this insight. Why so high? The Department attributes the substantial growth to an increased use of data to understand the needs of customers.

Education Options: A bachelor's degree in market research or a related field is usually needed if you want to apply to a market research analyst position, says the Department. Many analysts hold degrees in math, computer science, or statistics, but others may have a background in other areas, such as communications, business administration, or the social sciences. The Department also states that many market research positions may require you to have a master's degree.

Career #4: Medical Assistant

Projected Job Growth 2010-2020: 31 percent*

If you like health and wellness, and you're a people-person who enjoys helping others, you might consider the hot career of medical assisting.

Medical assistants work in different types of medical offices and assist doctors with a variety of patient-related tasks, such as taking and measuring vital signs, giving injections, and preparing blood for laboratory tests, notes the U.S. Department of Labor. Additionally, they may handle administrative duties like answering phones, recording patient information, and scheduling appointments.

Why It's Taking Over: "With the increase of aging baby boomers, many more medical assistants will be needed to help with their health care needs, both in hospitals and elderly care facilities," says Merritt.

Also, the Department of Labor states that as electronic health records (EHR) become more prevalent, the demand for medical assistants is expected to increase.

Education Options: The Department notes that if you want to pursue this career, most states do not have formal education requirements, but most assistants

*continued on page 34***Dean Sues...***continued from pg. 10*

his tenure as dean the undergraduate business program advanced to 32nd among public university programs (55th overall) in the rankings of U.S. News and World Report. The undergraduate business program was also ranked for the first time by Business Week in 2011 one of only three public university programs so ranked in California. The school was also listed in Princeton Review's Best Business Schools. During Dr. Stewart's tenure the full time MBA program increased its enrollment by 50% while raising the average GMAT score of the entering class by 30 points. The previously unranked MBA program was ranked 97th in 2012 by U.S. News and World Report (51st among MBA programs at public universities). The school also obtained approval for and launched an Executive MBA Program, a masters degree in accounting and a Ph.D. Program during his tenure.

"I have developed a strong sense of service to the Inland Empire area," Stewart said. "I felt the things we had done successfully, had stabilized the program. I stepped down in hopes that if I took myself out of the situation, we might see some of the other issues addressed. But that really hasn't happened." Prior to Stewart's tenure, the school had had six deans in the space of five years. In 2012, the university fired a faculty member with a record of conflict over his 27 years at the business school. It also disciplined a 21-year veteran who has since left the college. Between 2003 and 2012, while enrollment at U.C.R. was increasing, the number of full-time faculty at the business school dropped by more than a third.

Stewart said he discovered, when he took over as dean, that money from the professional degree fees charged to the roughly 80 graduate students attending the school of business management — about \$20,000 per student — weren't being handled appropriately. It was one of a number of management problems he found, he said.

"The school had been seriously neglected," Stewart said.

He said it is the policy of the UC Board of Regents that such funds remain within the school, but that some of the money was being diverted into the general fund. Some of the money, he said, was supposed to help fund scholarships for graduate students. "The fees the MBA students were paying, and the endowment for the graduate school, were being used for support for the undergrad program," Stewart said. Riverside has the largest undergraduate business program in the UC system. Stewart said he outlined the problem in a report to the school's academic senate in 2008 and brought it up with the administration on several subsequent occasions.

"I increasingly raised this issue," he said, "particularly as we got into budget cutting exercises." Stewart said he requested an audit from the state. He said the office of the state auditor asked for additional information. He's uncertain if any audit was pursued. He said he believes his funding questions were a primary factor in his being removed as dean of the school.

Dr. Stewart previously served as a member of the faculty of the Marshall School of Business at the University of Southern California where he held the Robert E. Brooker Chair in Marketing and served as deputy dean of the school for five years.

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Sacramento Responds

Recently thousands of you sent emails demanding changes in doctor discipline in California, and today we have a strong signal that Sacramento is listening.



The *Los Angeles Times* reports that the chairmen of the Senate and Assembly Business and Professions Committees have written the medical board to state that they will not reauthorize the board unless it commits to major changes.

This echoes a call Consumer Watchdog made last month at an emotional hearing in Sacramento and in a San Francisco Chronicle op-ed, for the state agency that oversees doctors to become a stronger regulator or go out of business. The Legislature has to renew the doctor-run medical board every 10 years, and that's this year.

This is a big and important step toward stronger patient protections in this state. The California Medical Association has stymied real change for patients in the Capitol for too long, and now Chairmen Gordon and Price have upped the ante by acknowledging the depth of the problem for patients.

Three important areas need to be reformed, as Carmen Balber and I outlined in the San Francisco Chronicle op-ed:

A true overhaul of physician discipline would move complaint investigators into the attorney general's office to work hand in hand with prosecutors and would create a public-member majority on the medical board.

Real reform should also include mandatory random drug testing of high-risk surgeons and physicians—as is mandated now for bus drivers, college athletes and pilots.

Finally, the state's 38-year-old limits on the rights of injured patients need to be revisited, too.

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California's...

continued from pg. 12

a resurgence of residential construction around the state, has added nearly 18,000 jobs over the past few months. Logistics and Wholesale Trade have also expanded by more than 3% each in the past year, despite relatively lackluster growth at our major ports.

Overall, the labor market in California has unequivocally hit its stride. Employment growth is less than what we've experienced in previous post-recession periods, but every major region of the state and the majority of California's industries have made the turn toward growth. In addition, recently revised numbers show that we've actually created almost 130,000 additional jobs throughout the recovery than had initially been reported. Given that the economy is expected to continue its upward trajectory in 2013, Beacon Economics is forecasting that the labor markets will continue to move forward as well. Our current forecast calls for roughly 1.8% employment growth in 2013, slightly lower than the 2.1% growth in 2012, owing to the effect of higher payroll and income tax rates as well as reduced government spending. However, we expect growth to accelerate into the 2.5% to 3% range in 2014 and 2015 as the economy adjusts to these new fiscal policies. By mid-2015, California should get back to its pre-recession peak employment of almost 15.2 million nonfarm jobs. The unemployment rate, which has already dipped into the single-digits, will continue to improve as payrolls expand. Beacon Economics is forecasting that the state will drop below 9% unemployment by late 2014, but will remain above 6% through the life of our forecast in 2018. The Golden State is clearly on the mend, but there is still a significant amount of lost ground to make up, and that process will continue over the next two years.

Un-Real Estate!

Real estate has been one of the major shifts in California's economy over the past 12 months, transitioning from being a drag on the recovery to becoming a driver of growth in the state. A confluence of factors has caused the housing market in particular to turn the corner. Exhibit A in the state's housing recovery is home prices. From the end of 2011 to the end of 2012, the median price of an existing single-family home in California had grown by 23%. This stellar growth ranged from a low of "just" 9.4% in Ventura to over 27% in San Francisco.

What is driving this growth? As noted, several factors have contributed to the bounce—foremost among these is California's chronic undersupply of housing. Currently, interest rates for a 30-year, fixed-rate mortgage remain near historical lows (below 4%), while the labor market and incomes have increased. This has created a strong increase in the demand for housing across the state, but since the housing collapse, California has not added much in the way of new supply. As a result, sales have been increasing (they were up 7.5% last year) while inventory levels have been dwindling. In fact, the California Association of Realtors reports that the current inventory of homes available for sale is at just 3.5 months of supply. In other words, the current pace of home sales will exhaust the supply of homes for sale in just 3.5 months. Because demand has risen while supply remains tight, prices have been driven upward. Currently, anecdotal stories of the "bullish" housing market abound, with many potential buyers finding themselves competing against multiple offers, many of which are well north of the listing prices. The inventory crunch is being compounded by the fact that a smaller and smaller number of distressed properties are going onto the market. Since 2009, both foreclosures and new defaults have been trending downward across the state. The Mortgage Bankers Association reports that the percentage of mortgages classified as "seriously distressed" has also fallen substantially—from a

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SMALL BUSINESS SUCCESS

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 book, "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 tempt-

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Real Estate...

continued from pg. 6

**GALLERY HOMES
ACQUIRES 10 ESTATE LOTS
IN RIVERSIDE**

Ten estate lots located on southerly side of Nandina Avenue just east of Washington Street in the Mockingbird Canyon area of Riverside recently sold for \$1.15 million. Nandina is a private enclave of 22 one- and two-story homes, of which 12 have been completed.

This sale was for the remaining 10 finished lots. Homes in the development will average 4.2k square feet on one-acre lots.

Ciara Layne-Trujillo and David Santistevan of Colliers International represented the seller, RES-CA Nandina Groves, and the buyer, Gallery Homes, in the transaction.

**WALKER & DUNLOP PROVIDES \$71 MILLION FOR
INLAND EMPIRE MULTIFAMILY ACQUISITION**

Walker & Dunlop Inc provided \$71.25 million in financing for Terracina Apartments, a 736-unit community in Ontario that was purchased by MG Properties and Rockwood Capital in February for \$95 million (\$130k/unit). The property, located at 3303 South Archibald Avenue, near the Ontario Mills shopping mall, was sold by an Archstone affiliate. It consists of all one- and two-bedroom units.

The borrower split the community into two independently-run properties, Terracina Archibald and Terracina Riverside, requiring Bryan Frazier and his team at Walker & Dunlop to establish new underwriting standards for the identical properties and provide acquisition financing as two separate loans. The deals were structured to accommodate the borrower's long term investment goals and provide refinance flexibility for the future. The combined occupancy was over 92 percent at closing. *continued on page 21*

**Beyoncé is Lending Her Voice
for GOOD**

Beyoncé partners with Goodwill® to Transform Lives

Goodwill Industries International is pleased to announce that Beyoncé Knowles-Carter will lend her voice to help raise awareness about Goodwill's mission of transforming lives through the power of work. The announcement comes just as Beyoncé gets ready to kick off The Mrs. Carter Show World Tour today in Serbia.

"Goodwill helps people get back to work by providing education, job training and placement. I wanted to team up with an organization that puts people first and works every day to help them improve and re-establish their lives," said Beyoncé.

Beyoncé will encourage fans to support Goodwill by promoting donation drives at her North American concerts beginning on Friday, June 28, at the Staples Center in Los Angeles. Goodwill will host a mobile donation center onsite at 28 tour venues in 24 North American cities, collecting clothing, electronics and small household goods. The revenue from the sale of these donations will directly benefit local Goodwill agencies in their work to help people with disabilities and disadvantages, and anyone facing challenges to finding employment.

Beyoncé will also help build awareness of Goodwill's mission through in-concert education, social media and online ticket auctions. Global charity auction site Charitybuzz.com will auction special ticket packages for The Mrs. Carter Show World Tour, with the revenue benefitting Goodwill.

Every 38 seconds of every business day, a person served by Goodwill is placed in employment. Goodwill promotes independence and dignity for people who *continued on page 30*



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FINANCIAL NEWS & TALK




Banks in the Inland Empire

Ranked by Total Assets, 4th Quarter Data 2012

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	Bank Name Address (Headquarters) City, State, Zip	Tangible Assets \$ % Change	% Tangible Capital (R.O.A.E.)	% Tangible Capital Ratio	% Risk Based Capital Ratio	Income \$	Top Executive/Title Address (I.E.) if different City, State, Zip Phone/Fax E-Mail Address
1.	JPMorgan Chase & Co. 270 Park Ave. New York, NY 10017	2,359,141,000,000 6.52%	12.02%	6.66%	15.27%	5,692,000,000	James Dimon /Chairman, President & CEO 8108 Milliken Ave, Rancho Cucamonga, CA 91730 (909) 944-2085 /270-1648 www.jpmorganchase.com
2.	Bank of America California 100 N. Tryon St. Charlotte, NC 28255	2,212,004,452,000 8.11%	1.23%	7.51%	16.31%	732,073,000	Brian Thomas Moynihan /President & CEO 11570 4th St. Rancho Cucamonga, CA 91730 (909) 980-0287 www.bankofamerica.com
3.	Citibank 399 Park Ave. New York, NY 10043	1,864,660,000,000 -13.81%	2.51%	8.60%	17.26%	1,196,000,000	Michael L Corbat /CEO 10590 Baseline Rd Rancho Cucamonga, CA 91730 (800) 274-6660/(909) 948-7618 www.citibank.com
4.	Wells Fargo & Company 420 Montgomery St. San Francisco, CA 94104	1,442,968,000,000 14.04%	13.02%	8.97%	14.63%	5,090,000,000	John G. Stumpf /Chairman, President & CEO 5120 Moreno St. Montclair, CA 91763-1523 (888) 249-3302/(415)396-6829 www.wellsfargo.com
5.	U.S. Bank 425 Walnut St. Cincinnati, OH 45202	345,088,616,000 2.87%	14.42%	8.16%	12.73%	1,355,833,000	Richard K. Davis /President & CEO 2280 S. Grove Ave. Ontario, CA 91761 (909) 947-8586/930-1375 www.usbank.com
6.	Union Bank, N.A. 400 California St. San Francisco, CA 94104	96,322,732,000 40.75%	3.30%	9.21%	13.17%	95,734,000	Masashi Oka /President & CEO 3998 Inland Empire Blvd. Ontario, CA 91764 (909) 944-3343/(415) 765-3507 www.unionbank.com
7.	Bank of the West 180 Montgomery St. San Francisco, CA 94104	63,343,359,000 1.94%	4.12%	12.47%	15.95%	120,163,000	J. Michael Shepherd /Chairman & CEO 8311 Haven Ave., Ste. 100 Rancho Cucamonga, CA 91730 (909) 941-2223/765-4858 www.bankofthewest.com
8.	City National Bank 555 S. Flower St. Los Angeles, CA 90071	28,255,036,000 36.75%	8.51%	6.85%	12.93%	51,171,000	Russell D. Goldsmith /Chairman & CEO 3633 Inland Empire Blvd. Ontario, CA 91764 (909) 481-2470/481-2472 www.cnb.com
9.	East West Bank 135 N. Los Robles Ave. Pasadena, CA 91101	22,525,249,000 13.26%	12.11%	9.27%	15.59%	72,809,000	Dominic Ng /Chairman & CEO 3237 E. Guasti Rd., Ste. 110 Ontario, CA 91764 (626) 768-6000/817-8880 www.eastwestbank.com
10.	First-Citizens Bank & Trust 239 Fayetteville St. Raleigh, NC 27501	20,908,181,000 2.01%	4.07%	8.83%	16.00%	19,475,000	Frank Brown Holding Jr. /Chairman & CEO 3595 Inland Empire Blvd., Ste. 2100 (909) 483-2470/919-7769 www.firstcitizens.com
11.	Rabobank, N.A. 41-990 Cook St., Ste. 701 Palm Desert, CA 92211	13,323,000,000 46.26%	1.61%	10.43%	14.97%	9,000,000	Keith R. Goff Regional President (760) 776-4100/776-4433 www.rabobankamerica.com
12.	FirstBank 12345 W. Colfax Ave. Lakewood, CO 80215	12,874,974,000 17.80%	15.94%	7.71%	17.91%	40,340,000	John A. Lkard /President & CEO 39575 Washington St., Ste. 101 Palm Desert, CA 92211 (760) 772-2200/836-3576 www.efirstbank.com
13.	California Bank & Trust 11622 El Camino Real San Diego, CA 92130	11,069,091,000 6.24%	8.33%	10.28%	14.18%	30,763,000	David E. Blackford /President & CEO 2009 W. Foothill Blvd. Upland, CA 91786 (909) 920-6664/595-4504 www.calbanktrust.com
14.	Citizens Business Bank 701 N. Haven Ave. Ontario, CA 91764	6,356,866,000 2.96%	11.34%	11.91%	19.03%	22,968,000	Christopher D. Myers President & CEO (909) 980-1080/481-2135 www.cbbank.com
15.	Pacific Western Bank 401 W. A St. San Diego, CA 92101	5,445,756,000 -5.65%	12.96%	10.32%	15.36%	21,224,000	Matthew P. Wagner /Chairman & CEO 2401 South Grove Ave. Ontario, CA 91761 (909) 947-1126/947-9436 www.pacificwesternbank.com
16.	Community Bank 790 E. Colorado Blvd. Pasadena, CA 91101	3,060,641,000 20.82%	10.07%	8.30%	11.46%	6,866,000	David P. Malone Chairman, President & CEO (626) 568-2265/568-2299 www.cbank.com
17.	Wilshire State Bank 3200 Wilshire Blvd., Ste. 1400 Los Angeles, CA 90010	2,748,303,000 21.13%	16.76%	13.98%	19.29%	16,434,000	Jae Whan Yoo /President & CEO 8045 Archibald Ave. Rancho Cucamonga, CA 91730 (909) 919-7755/919-7760 www.wilshirebank.com

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

FINANCIAL COLUMN

Weak Employment Report in the Range of Last Couple Years

People pay attention to employment reports for various reasons. Those looking for a job, or worried about keeping the one they have, care about the vibrancy of the job market. Politicians know that employment affects tax revenues and spending—and votes. As investment managers, we recognize that employment is a reflection of how well the economy is doing, and investment results are dependent upon the economy. Further, the employment situation can influence government policy, which can also affect investment markets.

Employment reports are timely, too. Government measures of how fast the economy is growing are only reported quarterly, and then with a lag. Employment statistics are reported more frequently, so they give us an early indication of how well the economy is doing, and, in some cases, a hint of what to expect in the future.

The Bureau of Labor Statistics' monthly Employment Situation Report includes the widely reported nonfarm payrolls number and the unemployment rate. Because both are estimates, and because they are based on two different survey samples, neither statistic is precise. Often, they are later revised.

The imprecision of these estimates is not widely appreciated. According to the BLS, the nonfarm payroll report has a margin of error of plus or minus 100,000. The figures behind the unemployment rate have an even bigger margin of error, plus or minus 400,000. Due to the resulting imprecision, the BLS report sometimes appears to suffer from internal inconsisten-

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Marcus & Millichap Names Kevin Boeve Regional Manager of Ontario Office

Marcus & Millichap Real Estate Investment Services, the nation's largest real estate investment services firm, has named Kevin Boeve regional manager of its Ontario office, according to John J. Kerin, president and chief executive officer.

"Kevin's extensive commercial real estate knowledge and expertise make him an excellent resource for our agents and clients," says Kerin. "He will be instrumental in expanding our national market-making capabilities to clients in Southern California and throughout the West."

Boeve joined Marcus & Millichap in June 1999 as an agent in the Ontario office and became a senior associate in October 2002. In July 2005, he was promoted to senior investment associate. Boeve rose to the position of vice president investments in January 2008. As an agent, he earned five consecutive national achievement awards and 10 sales recognition awards. Boeve attended the University of California, Riverside.



Kevin Boeve

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INLAND EMPIRE PEOPLE AND EVENTS



\$21 Million Coachella Valley Unified School District Bond Sale OK'd
 Riverside County supervisors voted to authorize the sale of \$21 million in bonds by the Coachella Valley Unified School District to support district-wide technology upgrades and supply every student with an Apple iPad.



Palm Springs Celebrates 75 Years
 Thousands of people converged this month for Palm Springs' 75th birthday celebration, which took place at O'Donnell Golf Club. Dozens of booths were dedicated to the many businesses, events and residents that make Palm Springs famous. The event ended with a wonderful fireworks show.

Foreign Trade Seminar & Luncheon

Take Control of Your International Business

You are invited to attend Community Bank's Foreign Trade Seminar & Luncheon. Experts with practical knowledge from hedging foreign exchange will discuss the ways to help you save money and take control of your international business and wires.



Event details

When: Tuesday, May 21, 2013
Time: 11:30am - 1:30pm
Location: The Fender Museum
 365 North Main St.
 Corona, CA 92880
Cost: Complimentary

Please RSVP to Lydia Wong at 951-808-8944 or lwong@cbank.com

Key international business topics to be discussed:

- Tax Breaks for Exporters
- The Basics of Trade Finance and Letters of Credits
- Hedging Foreign Exchange Exposures
- Expanding Markets Overseas

The experts

- Fred Latuperissa, Director
 U.S. Department of Commerce
 International Trade Administration
 U.S. and Foreign Commercial Service
- Cecilia Tsollias, VP
 FX Advisor of Community Bank
- Frank Maslowski, VP
 International Banking Manager of Community Bank
- Greg Barragar - Partner, CPA, MST
 Mellon Johnson Reardon



Event details

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 Time: 11:30am - 1:30pm
 Location: The Fender Museum (365 North Main St., Corona CA 92880)
 Cost: Complimentary

Please RSVP to Lydia Wong at 951-808-8944 or lwong@cbank.com

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Andrew Markis at (951) 683-7100 ext. 210, amarkis@riverside-chamber.com

CalChamber...

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San Francisco) **JOB KILLER: Split Roll Change of Ownership - Unfairly targets commercial property by redefining “change of ownership” so that such property is more frequently reassessed, which will ultimately lead to higher property taxes that will be passed onto tenants, consumers, and potentially employees. Assembly Revenue and Taxation Committee hearing April 15.**

OPPOSE AB 823 (Eggman; D-Stockton) JOB KILLER: Infrastructure - Adds additional costs and hurdles to critically needed new infrastructure and development projects by imposing unreasonable mitigation requirements. Assembly Natural Resources Committee hearing April 15.

EXPENSIVE, UNNECESSARY REGULATIONS

OPPOSE SB 529 (Leno; D-San *continued on page 33*

Real Estate...

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Terracina Apartments was built in 1988 on 41 acres featuring numerous streams and water features. Community amenities include controlled access gates, four swimming pools, two spas, four lighted tennis courts, a well-equipped fitness center, indoor racquetball courts, laundry facilities, covered parking and garages. Units include full-size washers and dryers or washer and dryer connections, wood-burning fireplaces, abundant closet and storage space, private patio or balcony and bay windows.

DRAFTSMEN & CRAFTSMEN

C.W. Driver has started construction on the new student recreation center expansion located on the University of California, Riverside (UCR) campus. The \$35.2 million project, which is targeted for LEED silver certification, involves 9k square feet of renovation to an existing recreation center, as well as more than 80k square feet of new construction. Cannon Design is the architect for the project. Construction completion is targeted for January 2015.

“This new structure will offer a comprehensive facility for the campus that involves creating new spaces while revitalizing the existing areas,” said Brett Curry, vice president of operations for C.W. Driver. “Blending the new space into the existing structure presents a unique construction challenge for this project, which when complete will be presented as an integrated, yet expanded and revitalized recreation center that UCR can be very proud of.”

The existing 9k square feet structure on the lower level will be upgraded to include new offices, administration areas and training and multipurpose rooms. The expansive two-story addition will connect to the existing facility with a new bridge between the upper floors, while the existing facility will receive expansive upgrades.

The project will move most of the existing fitness equipment to the addition, which will feature an indoor track, indoor climbing and bouldering wall, additional indoor courts, a new MAC gym, a fitness lab and massage therapy room, new weight and cardio equipment, a demonstration kitchen and multi-purpose rooms. UCR’s traditional blend brick will be used in the construction of a new circular locker room structure. The second floor will have views of the new 5k-square-foot outdoor pool and deck, new sand volleyball courts, tennis courts and field space, as well as views of the Box Springs Mountains to the east.

“Because of the location, we need to incorporate the best use of natural light, as well as natural heating and cooling which will support the building’s sustainability efforts,” Curry said. “UCR’s blend brick is a traditional component that we will incorporate so that the new building is reflective of the campus traditions, but feels new and exciting with modern materials as well.”

100K-SQUARE-FOOT ONTARIO OFFICE PROPERTY BOUGHT BY BH PROPERTIES FOR \$13.8 MILLION

BH Properties LLC has acquired an Inland Empire office property in a \$13.8 million value-add deal. The 106.3k-square-foot (\$130/sf) property, Lake View Center, is located at 3257 & 3237 E. Guasti Road, west of Haven Avenue between I-10 and Ontario International Airport.

Lake View Center was built in 2004 and is currently 62 percent leased. BH Properties plans to invest additional capital into the project and lease it up to full occupancy as a long term hold for the company. The property is currently occupied by East West Bank, T-Mobile and University of La Verne, to name a few. The purchase included approximately 1.6 acres of additional developable land.

The sellers, PCCP and The Muller Companies, were represented by Kevin Shannon, Darla Longo *continued on page 27*

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Banks in the Inland Empire

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Ranked by Total Assets, 4th Quarter Data 2012

	Bank Name Address (Headquarters) City, State, Zip	Tangible Assets \$ % Change	% Tangible Capital (R.O.A.E.)	% Tangible Capital Ratio	% Risk Based Capital Ratio	Income \$	Top Executive/Title Address (I.E.) if different City, State, Zip Phone/Fax E-Mail Address
18.	Manufacturers Bank 515 S. Figueroa St. Los Angeles, CA 90071	2,203,092,000 20.67%	1.63%	12.82%	16.29%	1,148,000	Mitsugu Serizawa Chairman & CEO (213) 489-6200/489-6767 www.manubank.com
19.	Pacific Mercantile Bank 3257 East Guasti Rd., Ste. 110 Ontario, CA 91764	1,052,853,000 -15.92%	0.43%	12.47%	15.46%	141,000	na (909) 937-7260/390-6404 www.pmbank.com
20.	Security Bank of California 3403 Tenth St., Ste. 100 Riverside, CA 92501	479,263,000 -4.74%	10.93%	10.81%	15.12%	1,420,000	James A. Robinson Chairman & CEO (951) 368-2265/368-2271 www.securitybankca.com
21.	Bank of Hemet 3715 Sunnyside Dr. Riverside, CA 92506	449,771,000 2.40%	23.08%	12.15%	15.34%	3,167,000	Kevin R. Farrenkopf President & CEO (951) 248-2000/784-5791 www.bankofhemet.com
22.	American Security Bank 1401 Dove St. Newport Beach, CA 92660	438,394,000 -12.01%	10.63%	10.05%	16.14%	1,458,000	Dana R. Johnson/Chairman & CEO 2163 Compton Ave. Corona, CA 92881 (951) 739-7171/(949) 263-1290 www.amsecbank.com
23.	CommerceWest Bank, N.A. 2111 Business Center Dr. Irvine, CA 92612	346,733,000 8.19%	9.69%	13.29%	21.11%	1,192,000	Ivo A. Tjan Chairman, President & CEO (949) 251-6959/251-6958 www.cwbk.com
24.	Community Commerce Bank 390 W. Foothill Blvd. Claremont, CA 91711	264,046,000 -22.56%	5.96%	16.10%	17.82%	629,000	William M. Lasher President (909) 625-7891/265-0342 www.ccombank.com
25.	Commerce National Bank 4040 MacArthur Blvd., Ste.100 Newport Beach, CA 92660	248,104,000 10.56%	8.61%	12.10%	19.40%	641,000	Mark E. Simmons/President & CEO 279 E. Orangethorpe Ave. Fullerton, CA 92832 (714) 451-8650/578-6727 www.commercenatbank.com
26.	Inland Community Bank, N.A. 3999 E. Inland Empire Blvd. Ontario, CA 91764	212,292,000 12.91%	5.13%	13.38%	18.40%	363,000	James S. Cooper President & CEO (909) 481-8706/481-9928 www.icbbank.com
27.	Pacific Premier 1711 E. Palm Canyon Dr. Palm Springs, CA 92264	210,859,000 -17.80%	-197.73%	1.49%	3.09%	10,008,000	Steve Gardner CEO (760) 325-4442/325-1138 www.ppbi.com
28.	First National Bank of California 3727 Arlington Ave. Riverside, CA 92506	157,417,000 -9.38%	-0.78%	13.03%	20.66%	40,000	Jeffrey M. Watson President, CEO (951) 788-2265/788-9683 www.fnbncal.com
29.	Desert Commercial Bank 44-801 Village Ct. Palm Desert, CA 92260	146,996,000 17.29%	-11.52%	9.64%	13.88%	414,000	Tony J. Swartz Chief Executive Officer (760) 340-7595/340-7599 www.desertbanking.com
30.	First Mountain Bank 40865 Big Bear Blvd. Big Bear Lake, CA 92315	138,513,000 6.35%	-67.31%	8.36%	12.51%	2,132,000	John G. Briner Chairman & CEO (909) 866-5861/866-9247 www.firstmountainbank.com
31.	Premier Service Bank 3637 Arlington Ave. Riverside, CA 92506	132,016,000 -18.44%	13.05%	8.18%	13.42%	347,000	Karry L. Pendergast President & CEO (951) 274-2400/274-2410 www.premierservicebank.com
32.	Palm Desert National Bank 73-745 El Paso Palm Desert, CA 92260	125,754,000 -1.54%	-266.93%	1.64%	3.61%	4,430,000	Richard D. Schneider Chief Executive Officer (760) 340-1145/340-1387 www.pdnb.com
33.	Chino Commercial Bank, N.A. 1551 S. Grove Ave. Ontario, CA 91761	114,536,000 -15.27%	5.23%	9.88%	16.75%	147,000	Dann H. Bowman President & CEO (909) 230-7600/230-5595 www.chinocommercialbank.com
34.	Mission Oaks National Bank 41530 Enterprise Cir. Temecula, CA 92590	102,669,000 -28.73%	3.36%	9.07%	13.36%	78,000	Gary W. Deems President & CEO (951) 719-1200/719-1201 www.missionoaksbank.com
35.	Golden State Bank 1080 W. Foothill Blvd. Upland, CA 91786	88,153,000 -18.16%	-8.16%	5.69%	8.60%	104,000	Thomas Byington President & CEO (909) 981-8000/579-6369 www.goldenstatebusinessbank.com.com
36.	Commerce Bank of Temecula Valley 25220 Hancock Ave. Murrieta, CA 92562	53,085,000 -7.36%	-0.70%	17.20%	24.43%	16,000	Donald W. Murray President & CEO (951) 973-7400/973-7401 www.commercebanktv.com
37.	BBVA Bancorner USA 815 W. Holt Blvd. San Bernardino, CA 91762	na na	na	na	na	4,145,000	Eugene H. Wood President & CEO (909) 460-0129/460-0679 www.bbvanbancomerusa.com

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California's...

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peak of almost 14% to just under 6% by the end of 2012. This is less than half as many seriously distressed mortgages relative to the worst of the housing collapse—far exceeding the improvement seen in the remainder of the United States. Ultimately, this downward trend has bolstered price appreciation even further, as fewer distressed, and thus discounted, properties are available for buyers on the market. The increase in prices is thus attributable in part to increases in the underlying values of existing homes and in part to the declines in the number of discount units in the sales mix.

Because interest rates are reaching historic lows, prices are reaching their most affordable levels in recent history relative to incomes, and the broader economy is gradually gaining steam, Beacon Economics is forecasting that the housing recovery will continue to be robust in 2013 and 2014, before returning to more historical norms in 2015 and beyond. Specifically, Beacon Economics is forecasting double-digit growth in home prices again this year, with that growth cooling to an expected range of 10% to 15% in 2014. Home sales will continue to increase despite low levels of inventory, and new residential permits will continue to increase. We do not expect home prices in California to return to their pre-recession peak by the end of our forecast, but prices will recover much of the ground lost during the downturn.

Fortunately, builders have taken note of these trends in prices, sales, and inventory. In fact, residential construction in the state took off last year. In total, there were more than 57,000 new residential units permitted last year. That represents a 27.2% increase over the number of permits issued during 2011. Just over half of those new units were issued for new multifamily construction, with the remaining 27,000 units representing new single-family construction. Much of this shift in the composition of residential construction toward multifamily units is a reflection of the transition the housing market has gone through in the wake of the Great Recession. Many homeowners were foreclosed upon or filed for bankruptcy protection during the downturn.

As a result, many of these former homeowners are unable to participate in the ownership-housing market over the short run while they wait for their credit to improve. As a result, we've seen a large shift in housing tenure over the past few years with the share of renters increasing dramatically while the proportion of owner-occupied housing units has fallen. Specifically, roughly 55% of Californians lived in owner-occupied housing last year—down from almost 62% back in 2007. Renter households have seen an increase commensurate with the decline in ownership.

This shift has driven rents higher and apartment vacancies lower, which has created some momentum for the multifamily housing market as builders seek to tap into this growing rental market. Indeed, through the first two months of 2013, multifamily construction has continued its upward trajectory, with a 175% increase in new permits relative to the first two months of 2012. Clearly, the rental market in the state is performing very well. The question then becomes, how long can this growth be sustained? Eventually, some of these former homeowners will migrate back to ownership housing—a process that could be much shorter than the three-year waiting period traditionally associated with the foreclosure process. Of course, a move back to higher proportions of owner-occupied housing will necessitate an increase in mortgage lending, which could be difficult given the changing rules around mortgage lending and the tighter underwriting standards by banks.

It also remains to be seen what real estate investors will do in the wake of increasing rental stock and rising home prices. If home prices rise significantly, investors

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Dirty Dozen...

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ing to tell white lies, exaggerate, misdirect, omit, and cut corners to make life easier. Generally, it's also easy to justify these 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

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MANAGER'S BOOKSHELF

“Stiletto Network: Inside the Women’s Power Circles That Are Changing the Face of Business,”

by Pamela Ryckman; AMACOM, New York, New York; 2013; 258 pages; \$22.95.

Twenty years ago I had the misfortune of reviewing a book that offered advice to women in business. There were several important things wrong with it. Most of all, it was written by a man who supervised women, but who clearly didn’t see them as co-workers, fellow team members, and, least of all, as supervising executives—especially, his supervisor.

Twenty years have past. Thank goodness there have been many changes for women in business since then. Not only do women sit on the boards of Fortune 500 companies, they run them as presidents and CEOs. Not enough as yet, but that’s changing. Hopefully, it will change at an even faster pace. That’s where the concept behind the “Stiletto Network” comes in. Author Pamela Ryckman explains it this way:

“Women are building cross-sector networks in Los Angeles, Anchorage, New York and Atlanta, ostensibly in a vacuum. Like Kim Moses and Liane Pelletier, these gals haven’t yet realized that their groups—Stiletto Networks—increasingly intersect, sparking a powerful nationwide trend.

“As a result, many of the top women in technology now know the top women in media, who know the top women in law, who know the top women in retail, and so on. By reaching horizontally across industry silos, businesswomen have redefined critical mass. They’ve thrown the net wider, and from this new perspective, there are suddenly many more ladies with whom to affiliate.

“Recently, even women within the same professions, sometimes direct competitors, have begun to assemble to share intelligence and find ways to excel.

They are pushing each other to be better and do more, and in the process they are changing the dynamics of industries in which they work.”

For years it has been commonplace for younger women to forge links with each in the workplace. The same was generally true for more mature ladies. In other words there seemed to be much more of a social element in picking “friends” in the workplace instead of hanging out with coworkers to discuss career linkages. Ryckman finds that this appears to be changing. She comments:

“More and more female senior executives are teaming up with Gen Y and Millennials to launch and lead new ventures, providing the management expertise and ‘adult supervision’ start-ups needs to steer the course. Experienced women...now find themselves idealistically aligned with a younger generation. They are open to partnering with today’s youth—twenty-somethings who craft flexibility and control, who have historically taken a back seat and now want their voices heard.”

Ryckman adds, “Some of today’s greatest opportunities stem from unproven sources, be they 22-year-old college dropouts or women who’ve ditched corporate life or taken a break to raise children. If women are receptive to these alliances, they’ll be more likely to capitalize on their success. It’s a risk, but one that’s paying off....”

Wyckman goes on to quote Edie Weiner, president of Weiner, Edrich, Brown, Inc., one of many women in business she interviewed for the book. “One thing the Old Boys Network understood,” states Weiner, “was that it wasn’t always about people at

your level. They understood the important thing was to bring the next generation along. It’s the Godfather principle. It strengthens your business networks if you hire the sons of your friends. When these guys aged out or retired, the next generation was there for them too.”

Pamela Ryckman realizes that the women who are scaling the pinnacles of leadership in a variety of businesses, government agencies, technologies, and science didn’t do it alone. What’s more, women are becoming more reliant on female guidance than

on male.

The bottom line on this continuing change appears to be that linkages between women appear to be more like sisterhoods than networks. Networks tend to be more narrow relations that build toward a single goal, while sisterhoods tend to be broader relationships extending over a wider range of interests.

“Stiletto Network” offers a movable feast at the price of a lunch at a moderately priced restaurant...and keeps you coming back for more.

—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) (2)
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) (1)
Why and how teams offer greater flexibility when used properly.
3. **“The Power of Habit: Why We Do What We Do in Life and Business,”** by Charles Duhigg (Random House Publishing...\$16.18) (3)
A new view of human nature and our ability to change.
4. **“Start: Punch Fear in the Face, Escape Average and Do Work That Matters,”** by Jon Acuff (Lampo Press...\$22.99) (**)
Finding the courage to rise above being average.
5. **“The Challenger Sale: Taking Control of the Customer Conversation,”** by Matthew Dixon and Brent Adamson (The Penguin Group...\$27.95) (4)
Why selling is about challenging customers.
6. **“The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team With Positive Energy,”** by Jon Gordon (John Wiley & Sons...\$21.95) (5)
How to motivate individuals and build them into successful teams.
7. **“To Sell Is Human: The Surprising Truth About Moving Others,”** by Daniel H. Pink (Penguin Group...\$13.90) (6)
Why all of us participate in selling.
8. **“Why I left Goldman Sachs,”** by Greg Smith (Grand Central Publishing...\$27.99) (7)
The reasons why a top manager resigned from a leading firm.
9. **“The New Digital Age: Reshaping the Future of People, Nations and Business,”** by Eric Schmidt and Jared Cohen (Alfred A. Knopf... \$26.95) (**)
Two of Google’s leaders offer their view of the future.
10. **“Clients First: The Two Word Miracle,”** by Joseph and JoAnn Callaway (John Wiley & Sons...\$21.95) (6)
Why and how to putting your clients first helps build success.

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

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

RESTAURANT REVIEW

Fish With Lip

Rawken Sushi is Pomona's new fresh fish joint with attitude

By Bill Gerdes, IE Weekly

Sushi has gotten tough over the last 10 years. I'm not talking about the cuts of fish, although sometimes that too, but the marketing of Japan's culinary gift to the rest of the planet—raw fish. Sushi's first battle in the U.S. was against its very strangeness to many Americans. "Raw fish?" asked Americans during the '60s and '70s in an age where medium-well meant almost burned. But then, in ways similar to later food manias, our hostility turned to curiosity and then a rush to try the latest thing.

Except dudes. Dudes weren't big on the stuff. Men were yuppies, bon vivants, preppies, hipsters, but regular guys weren't having it, and thus the birth of the badass sushi bar, raw seafood with attitude and pluck. Fish with lip, if you will.



A spectacular example of the transformation of the sushi bar to a place fit for regular Joes is Rawken Sushi in downtown Pomona, Bro sushi at its best and occasional not-quite-so-best.

It's early when we walk in for lunch but there's UFC on the television and we're greeted

warmly by the staff. The interior seems nice enough but we

Rawken
SUSHI • LOUNGE

head out to the patio where we grab a table by the street and people-watch as we wait. We first sample the Garlic Edamame, which is edamame liberally slathered in garlic and butter. It's hard to go wrong with garlic and butter and this doesn't, but I do briefly wonder about why I've ordered such a sinfully caloric version of an inherently healthy snack. That is a hallmark of "attitude sushi," extra calories, extra ingredients, extra sauces.

We shared a Rawken Party, a sampler of some of their basic rolls. Now this includes the Cali Roll—the sushi for people who don't like sushi—and the Spicy Tuna Roll. Both were fine if a bit bland, but we don't go out for bro-sushi looking for a simple California roll. No, these days were looking for something bolder, buffer, tougher, and so I present to you the Rawken Roll.

For the Rawken is a lip-smacking, tongue burning, monster of a tempura roll, a tempura roll that features not one but three heat-inducing ingredients that seem so overly

amped up that its ideal beverage partner should probably be a 5-hour energy squirt. And it's delicious. The holy trio of spice here includes a couple of thinly sliced jalapenos, a spicy mayo dollop with a concentric circle of Sriracha

sauce on top. That, along with some cream cheese and a tempura Cali roll, and the Platonic ideal of "attitude sushi" awaits. Can you taste the actual fish in the Rawken Roll? No, but I suspect that may be the point.

It's worth noting that the house salad at Rawken is quite nice and features a sprinkling of Rice Krispies on top, that the outdoor lounge area seems like a cool place to relax with a larger group, and that the Rawken Party turned out to be simply too much sushi after a couple of beers and an appetizer.

I didn't try their dessert menu but thought you might be entertained knowing this section of the menu is called Finishes. Whether this is an homage to the UFC or something else I'm not sure. Rawken Sushi is worth a look though either way.

Rawken Sushi, 135 E. 2nd St., Pomona, CA (909) 629-6800; www.rawkensushi.com. Mon-Tues, 11:30am-3pm, 4:30pm-9pm; Wed-Thurs, 11:30am-3pm; 4:30pm-2am; Fri-Sat, 11:30am-3pm, 4:30pm-4am.

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Real Estate...

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located in a market that is showing signs of recovery,” said executive vice president of BH Properties Steve Jaffe, noting that this acquisition gives BH its third purchase in Southern California in the last seven months. “After an 8-year hiatus from California purchases, this property (along with the other two recent transactions) marks a new acquisition strategy for the company – while still seeking value-add type assets, we now are looking to acquire higher quality properties in more densely populated areas.”

The transaction comes on the heels of BH Properties’ acquisition of the 150k-square-foot AT&T offices at 2085 Rustin Avenue in Riverside in January.

INVESTOR BUYS TEMECULA FLEX BUILDING

In Temecula, a private investor purchased a two-condo industrial flex building at 32836-32840 Wolf Store Road for \$1.68 million. The buyer acquired the property from REVShare in a 1031 exchange.

Built in 1999 on .36 acres, the 14.5k-square-foot (\$116/sf) building is located in the Red Hawk Business Park near the highly populated master planned residential community of Red Hawk. Situated in

and Phil Woodford of CBRE. BH Properties repped itself in the deal.

“This Class A property is well

the southeast portion of Temecula, Red Hawk Business Park consists of 15 buildings totaling 92k square feet of multipurpose industrial/flex space and is currently 100 percent occupied.

The CBRE San Diego Private Capital Group team of Paul Lafrenz, Paul Komadina and Melissa Foster handled the sale on behalf of the seller. Corey Martin of Coldwell Banker Commercial Sudweeks Group repped the buyer. REVShare previously occupied the entire building and entered into a three-year NNN leaseback agreement with the new owner.

REVShare distributes advertisers’ Cost-Per-Action (CPA) commercials across its network of 1,700 television properties including cable systems, syndicators and national affiliates reaching over 110 million households

BERKELEY POINT CAPITAL ARRANGES \$33 MILLION REFINANCE ON REDLANDS MULTIFAMILY PROPERTY

Rob Cantizano of Berkeley Point Capital LLC recently closed a \$32.7 million refi loan for Barton Vineyard Apartments, a 296-unit, garden-style, Class A apartment community located in Redlands. The financing was arranged under Fannie Mae’s Structured ARM program, which provides an attractive low adjustable rate and flexible prepayment options.

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Law Firms

Ranked by Number of Attorneys in the Inland Empire

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Firm Address City, State, Zip	# Attorneys in I.E. # Partners in I.E.	Specialties	Clientele	# Offices in I.E. # Offices Co. Wide	Office Manager in I.E.	Local Managing Partner Title Phone/Fax E-Mail Address
20. Roth Carney Knudsen, LLP 3850 Vine St., Ste. 240 Riverside, CA 92507	3 3	Litigation, Labor and Employment Law, Land Use, Zoning, Environmental, Media Law, Trademark Law	WND	1 0	Richard D. Roth	Richard D. Roth Attorney (951) 858-0638/682-6591 rroth@rothcarney.com
21. Kring & Chung, LLP 3602 Inland Empire Blvd., Ste. A120 Ontario, CA 91764	3 2	Construction Law, Business Law, Insurance Law, Employment Law, Family Law, Estate Planning	Growing Inland Empire Businesses, Construction Contractors	1 4	Kim Cantrall Office Manager	John R. Blakeley, Esq Partner (909) 941-3050/941-4499 jblakeley@kringandchung.com
22. DesJardins and Panitz, LLP 3838 Orange St. Riverside, CA 92501	2 2	Civil & Business Litigation, Real Estate, Bankruptcy	WND	2 2	Carmen Gil Office Manager	Michael DesJardins Managing Partner (951) 779-1501/779-8379 www.djplawyers.com
23. Dickman & Holt 3638 University Ave., Ste. 212 Riverside, CA 92501	2 2	Civil Litigation, Construction, Real Estate, Employment, Business Litigation, Premises, Liability Defense	Owners, Contractors, Design Professionals, Equipment Suppliers, Engineers	1 1	Montessa D. Holt Partner	John G. Dickman Partner (951) 738-1337/683-3670
24. Epsten Grinnell & Howell, APC 41870 Kalmia St., Ste. 160 Murrieta, CA 92562	2 0	Community Assoc., Enforcement Litigation CC+R Councils; Assessment Correction Services; Const. Defect Litigation; Reconstruct. Support	Home Owners Associations, Corporate	1 2	Linda Adams, Esq.	Jon Epsten Managing Partner (951) 461-1181/461-2916 jepsten@epsten.com
25. The Miller Law Firm 620 Newport Center Dr., Ste. 700 Newport Beach, CA 92668	2 2	Construction Defect	Homeowners Associations Property Managers Home Owners	1 7	Rachel Miller Attorney	Thomas E. Miller CEO (800) 403-3332/(949) 442-0646
26. Mugg & Harper, LLP 325 W. Hospitality Ln., Ste. 110 San Bernardino, CA 92408	2 2	Insurance Defense, Personal Injury, Family Law, Civil, Business, General Litigation	Insurance Companies, Cities, Counties, Governmental Agencies	1 1	Diana Harper Office Manager	M. Mugg/L. Harper Managing Partners (909) 885-4491/888-6866 www.muggandharperlaw.com
27. Anderson & Kriger 2155 Chicago Ave., Ste. 300 Riverside, CA 92507	1 1	Construction Defect, Litigation	Homeowners	1 5	Barbara Follett Office Administrator	Bill Sickinger Managing Attorney (951) 787-7146/787-7168 www.a-k.com
28. Ferguson Law Firm 73101 Highway 111, Ste. 1 Palm Desert, CA 92260	1 1	Govt. Relations, Civil Litigation, Land Use, Contract Disputes, Solid Waste	Lomas Outdoor Auction, Fairway Outdoor Advertising, Morris Communications Florida Power Light	1 1	N/A	James Cato Ferguson Partner (760) 776-8233/776-8255 info@govlaw.com
29. Law Office of John T. Hranek 28057 Bradley Rd. Sun City, CA 92586	1 1	Probate, Estate Planning, Wills, Trusts, Family Law, Bankruptcy, Real Estate, Mediation	WND	1 1	N/A	John T. Hranek Attorney (951) 679-6774/679-0834 hraneklaw@yahoo.com
30. Law Offices of Sal Briguglio 9333 Baseline Rd., Ste. 110 Rancho Cucamonga, CA 91730	1 0	Corporate and Business, Probate, Family and Criminal Law	WND	1 1	N/A	Sal Briguglio Partner (909) 980-1100/941-8610 litiga8@aol.com

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

Dirty Dozen...

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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."

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

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ornaments mean to him. Trust me, the respect of your peers and especially your competitors is priceless.

Airport: Notice...

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of making the board think it would be getting immediate airport revenues.

However, this could not have been the case, for while Lasera is a Colorado corporation having an address and agent of process in Arvada, CO Lasera Technologies is not registered in California as a foreign corporation, and therefore can not legally do business here, or enter into a contractual relationship, or "own" AeroPro.

AeroPro on the other hand has maintained a business address and registered with the San Bernardino taxing authority for quite some time. However, here again, Wilson put forward the false information that AeroPro was a "certified" 145 FBO which is patently false as FBOs are not covered under FAA Chap 145 rules.

If Wilson had asked, it would have been apparent that only certified "repair stations" are covered under 145, and AeroPro is not a repair station. And for the record, FBOs may provide minor repairs, fueling, flight training, and air taxi/air carrier services. AeroPro provides none of these services. It is an aircraft painting facility only.

Also, and in addition, AeroPro still owes the airport or SBD Properties, Inc, over \$90,000 dollars in back rent, and therefore no standard airport property agent would dare to move forward with drafting an additional lease agreement until such time as the former account could be settled. This is certainly not a "complex" problem.

As to this entity referenced as Pulsar Aviation Services as an "assignee," this is nothing more than one of Spencer's left-over sham corporations which was incorporated in June of 2003 by Spencer, T. Milford Harrison, and T. Ferguson, all of whom are still either under arrest, or of FBI *continued on page 38*

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Steve Munch

WOMEN IN BUSINESS

The Lean In Alternative: Why Leaning Back Also Works for Women in Business

Sheryl Sandberg's "Lean In" has received both high praise and disapproval from women. Whether you agree with everything she writes or not, says Vickie Milazzo, the core lesson that women should lean in and become leaders in the workplace is solid advice. But, she adds, in their rise to the top, women should also make an effort to lean back to help other women.

The release of "Lean In," the new book by Facebook COO Sheryl Sandberg, has sparked a firestorm of attention from the media and folks around conference room tables throughout the country. Sandberg's assertion that women in business should "lean in" and make more of an effort to lead is one that has garnered both nods of agreement and adamant disapproval from men and women alike.

Vickie Milazzo, a successful businesswoman in her own right, acknowledges that women should absolutely do everything they can to take on leadership roles in the workplace. But in addition to "leaning in," she says women in the workplace should make "leaning back" a priority.

"To me, 'leaning back' means bringing other women with you as you achieve," says Milazzo, author of the New York Times bestseller "Wicked Success Is Inside Every Woman." "Though women in the workplace have come a long way, we often still make less than men who do the same jobs as us. We are still systematically overlooked for promotions, even when we're more qualified than the man who ends up with the job. And though it's becoming less uncommon to see a woman heading up an executive team or running her own business, I think those of us who do reach success have a responsibility to bring women into our own power teams as we achieve big things."

Milazzo has a great deal of experience on which to base her observations. As the founder and CEO of a multi-million dollar company, she didn't achieve her current level of success by

going it alone. In fact, she is recognized as a trusted mentor and dynamic role model by tens of thousands of women.

"There is a stereotype that women would rather compete with one another than collaborate," says Milazzo. "But I rarely find that to be true. In fact, almost every day I'm struck by what women can achieve when they work together. Without discounting the special bond that women can have with men, the fact is, we also need to fuse with other women in order to maximize our female potential. When you are connected to other strong women who complement, understand, and care about you, you will feel nurtured, empowered, inspired, and fired up, and they feel that way too! That's what 'leaning back' is all about."

Read on for a few tips from Milazzo on how women can "lean back" in the workplace.

Be a mentor. Not enough can be said of what we can learn from others who have encountered and surmounted problems that are similar to our own. That being the case, as they take on leadership roles and reach their goals women should become mentors and actively seek to pass on their skills to up and comers.

"I've been in business for three decades, and I still learn every day from my students, staff, writers, speakers, business experts, and more," shares Milazzo. "I consider them all my mentors. Being a mentor to women is also a big priority for me. I look forward to the time I spend mentoring women, and it always proves to be time well spent because in the end I think I learn just as much from them

as they do from me."

Speak up. Commodities are easy to obtain and easy to replace. That's certainly not how anyone wants to be perceived at their job, but that's exactly what happens to women who choose to lay low. Lead the way by being an outspoken part of your organization. Don't be afraid to make your voice heard.

"Caution women in your organization or network from shrinking into their chairs and becoming invisible employees," advises Milazzo. "Get in the middle of everything and bring new ideas to the table all the while encouraging participation and engagement from all of your employees. Help the women in your organization leverage the things that make them unique."

Teach the fine art of negotiating. Women who aren't used to negotiating are especially susceptible to being intimidated by a show of force. Teach your network of women not to be afraid to demand respect.

"I've worked with plenty of attorneys, met some tough negotiators, and seen many different negotiation styles," says Milazzo. "When I'm up against a pit bull, I'll take a walk and role-play with my husband Tom, who can be a pit-bull himself. I anticipate every possible objection and get myself into a Zen-like state. When it comes time to negotiate for real, I am centered and ready. I know that if I allow myself to be intimidated or provoked instead of remaining calm and professional, the negotiations are destined to fail. It's this kind of advice that doesn't always make it down the line to women as they're trying to rise up in an organization or get a start up off the ground. Share it,

if you've got it!"

Say no. Sometimes the best way to lean back is by simply modeling the right behavior. When women on the rise see you do (or not do) a certain thing, they'll see that it's ok for them to make that choice as well. One such behavior is avoiding over-commitment by saying no.

"Saying 'no' to some things means you will have the time and energy to say 'yes' to the right things," explains Milazzo. "You need to set your own expectations of what you want to accomplish. Don't let your career or life take a backseat to everyone else's. When other women see you boldly make this choice, they'll be brave enough to do it too."

Collaborate. Intelligent women know what they don't know and when to seek answers. Smart women appreciate that what works today won't necessarily work tomorrow, and that aggressive learning is a competitive advantage to achieving any desired goal. A key element to aggressive learning is collaboration.

"I find that women excel at connecting and collaborating to solve problems," says Milazzo. "The success that comes from this process provides sanity, support and genius solutions. It's only when we come together and engage in conversation that we raise new questions and think of possibilities at a collective level we would not have considered on our own. Inside every woman is a natural collaborator. That's a wicked advantage we have as women, an intellectual edge we can leverage for using our genius at the

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Beyoncé is...

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need support to provide for themselves and their families. When people donate to their local Goodwill, they play a vital role in fulfilling this mission. Financial donations and the revenue generated from the sale of used goods helps to sustain skills training, career placement services and job opportunities, and support services such as career counseling, access to free tax preparation and financial coaching. Members of the public can do their part to support Beyoncé's efforts by giving goods, giving financially, or giving their voice to increase awareness of Goodwill's mission of transforming lives through the power of work.

Beyoncé will also support and advocate on behalf of other local charitable agencies involved in job creation and employment services during the overseas portion of her tour, to bring to light the importance of economic independence and an increased quality of life for those in need around the globe.

"We face a jobs crisis in the U.S. and around the world that threatens the future and the potential of our families and communities. Through Beyoncé's platform, we will be able to increase knowledge of the positive impact Goodwill has on communities, the environment and the lives of the millions of people we serve each year through education and skills training, many of whom have been unemployed or underemployed for long periods of time," said Jim Gibbons, president and CEO of Goodwill Industries International. "We cannot begin to express our sincere gratitude to Beyoncé for her generous support of Goodwill and for showcasing Goodwill's far-reaching programs and services that change lives each day."

About Goodwill Industries International

Goodwill Industries International is a network of 165 community-based agencies in the United States and Canada with 14 affiliates in 13 other countries. Goodwill is one of America's top 25 most inspiring companies (Forbes). Goodwill agencies are innovative and sustainable social enterprises that fund job training programs, employment placement services and other community-based programs by selling donated clothing and household items in more than 2,700 stores and online at shopgoodwill.com. Local Goodwill agencies also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food service preparation, and document imaging and shredding. In 2012, more than five million people in the United States and Canada benefited from Goodwill's career services. Goodwill channels 82 percent of its revenues directly into its programs and services.

To find a Goodwill near you, use the online locator at locator.goodwill.org, or call (800) GOODWILL. Follow us on Twitter: @GoodwillIntl or @GoodwillCapHill, or find us on Facebook: GoodwillIntl.

About Charitybuzz

Charitybuzz raises funds for nonprofits around the globe through online auctions with the world's most recognizable celebrities and brands. Featuring access to acclaimed actors and musicians, business and political leaders, sports stars, luxury travel, couture fashion, rare memorabilia and more, Charitybuzz brings its online community of bidders exclusive opportunities to live their dreams and make a difference. Since launching, Charitybuzz has raised more than \$75 million for charity.

For more information, please visit Charitybuzz.com, like us on Facebook at [Facebook.com/CharityBuzz](https://www.facebook.com/CharityBuzz) or follow us on Twitter @Charitybuzz.

California's...

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might turn their properties over into owner-occupied housing units, helping to sustain the apartment market by removing single-family rentals from the stock of rental properties. However, if investors have invested in the infrastructure necessary to effectively manage a portfolio of rental properties and thus want to continue to rent out their single-family investment properties, the apartment market could face stiff competition from all of the new units currently coming online as well as the rental units held by investors. At this point, it is too soon to make a call. However, the future of the rental market will hinge on what happens with housing

Key Findings

- The labor market in California has unequivocally hit its stride. Employment growth is less than what we've experienced in previous post-recession periods, but every major region of the state and the majority of California's industries have made the turn toward growth.

- Real estate has been one of the major shifts in California's economy over the past 12 months—transitioning from being a drag on the recovery to becoming a driver of growth in the state with the median price of an existing single-family up 23% last year.

- Tourism remains a force to be reckoned with in California: with over 70% occupancy as of February 2013, California's hotel occupancy rate far exceeds the 62% occupancy rate nationwide.

- Through the initial stages of the economic recovery, California was largely being propelled by what we would refer to as external sources of demand. However, the economy of late has enjoyed an injection of what would be termed "domestic" sources of demand, which should help to bolster growth in communities surrounding these major employment centers located predominately on the coast.

tenure, bank lending, and investor-held properties. Ultimately, both the housing and rental markets are on the uptick. California may escape some of the more devastating aspects of these developments because the state is significantly undersupplied in terms of housing, but these developments will require ongoing attention nonetheless.

California: Hub of Activity

California tends to be a hub of activity for people, trade, and ideas. Tourists from the rest of the United States and across the globe come to California for its idyllic climate and popular destinations, from Yosemite to the beach and from the redwood forests of Northern California to the deserts of Southern California. California also enjoys significant goods trade with international trading partners at the bustling ports of Los Angeles, Long Beach, Oakland, and Sacramento, as well as at airports across the state.

Each of these areas has helped to bolster California's economic recovery during the first few years of the recovery. Aided in part by a relatively weak dollar, exports from California grew by double-digit

percentages in 2010 and 2011, which helped to stimulate new logistics jobs throughout the state. Port traffic has since slowed, posting less than 5% growth last year due to the ongoing problems in Europe, which have caused the dollar to appreciate mildly in recent months. Nonetheless, even though the headline number for 2012 might be relatively lackluster, several key export categories continue to do relatively well.

Summary

California's economic recovery continues to move forward, and indeed has been even stronger than initially reported. Employment is up across the state and across a diverse set of industries. The residential real estate market, with respect

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COMPUTER/TECHNOLOGY

Is This the Next “Big Thing?”

By J. Allen Leinberger

We have seen a lot of “Big Things” over the past couple of decades. There was the iPod, which killed vinyl records and the stores that sold them. You could say that the iPad has eliminated the need for notepaper. And, of course, the smartphone, which has tied computers, TV and communications into a single pocket-sized device.

So what is next?

Some people believe that it will be Google Glass. Now Google has brought us a number of revolutionary things. By itself it has put an end to the need for any sort of reference book. Google maps have put an end to AAA road maps. Google Earth

has allowed us to see what’s up with the home we grew up in.

But Google Glass is entirely different. In simplest terms it is like a Heads Up Device, or HUD, such as used by the Army, some Air Force craft and even a few automobiles. In these cases it lets you see your gauges without looking down. Your speedometer is projected right onto the windshield. With Google Glass, there is much more.



Google Glass is a wearable computer with a head-mounted

display (HMD) that is being developed by Google in the Project Glass research and development project with the mission of producing a mass-market ubiquitous computer. Google Glass displays information in a smartphone—like a hands-free format that can interact with the Internet via natural language voice commands. While the

frames do not currently have lenses fitted to them, Google is considering partnering with sunglass retailers such as Ray-Ban or Warby Parker, and may also open retail stores to allow customers to try on the device. The Explorer Edition cannot be used by people who wear prescription glasses, but Google has confirmed that Glass will eventually work with frames and lenses that match the wearer’s prescription; the glasses will be modular and therefore possibly attachable to normal prescription glasses.

Glass is being developed by Google X Lab, which has *continued on page 32*

Employment Services/Agencies

continued from page 10

Ranked by Number of Offices in the Inland Empire

Company Name Address City, State, Zip	Offices I.E. Companywide	Employees I.E. Prof. Recruiters Yr. Estab. I.E.	# of Searches/Year Search Area	Avg. Candidate Salary Range Type of Search Fee	Services	Top Local Executive Title Phone/Fax E-Mail Address
13. Amvigor Staffing Services 1943 N. Campus Ave., Ste. B158 Upland, CA 91786	1 1	15 2 1987	200 I.E., Orange/L.A. Counties	Varies by Skill Contingent	Engineering, Technical, Computer SW (Baan, SAP, Etc.), Administrative	Vijay Telkikar Director (909) 920-5037/920-5040 amvigor@yahoo.com
14. Cutting Edge Staffing 41750 Winchester Rd., Ste. L Temecula, CA 92590	1 1	6 N/A 2001	WND I.E., Orange Counties	\$7-100,000	Lt. Industrial, Medical	Lisa Fuess President (951) 600-1400/600-1446 lfuess@ce-staffing.com
15. Gage & Associates 5170 Palisade Cir. Riverside, CA 92506	1 1	3 6 1976	200 I.E.	\$50-150,000	Permanent Executive Recruitment	Arthur M. Gage President (951) 684-4200/686-5070 www.gageandassociates.com
16. JM Staffing 540 E. Foothill Blvd., Ste. 200 San Dimas, CA 91773	1 3	WND 5 1983	WND USA	\$15-150,000	Temp-to-Hire, Clerical, Technical, Accounting, Mgmt., Light Industrial	Chiquita Belle Contract Manager (800) 560-0402/(909) 599-3598 cbc@jmstaff.com
17. Mgmt. Recruiters, I.E. Agency 18 E. States St. Redlands, CA 92373	1 1,000	2 3 1986	200 International Contingency	\$50,000	Construction/Engr. Arch.	Maurice R. Meyers Manager (909) 335-2055/792-4194 maurice@mrredlands.com
18. Olympic Staffing Services 333 E. Concourse St., Ste. 7100 Ontario, CA 91764	0 5	300 5 1983	WND Inland Empire	Varies Staffing	Temporary Permanent	Michael J. Lamp President (909) 985-2389/931-0279
19. Resume Recruiters 2910 S. Archibald Ave. Ontario, CA 91761	1 0	4 6 2006	50-100 I.E., Orange, Los Angeles Counties	\$40,000-120,000	Direct Hire	Chalana Potts CFO (951) 264-5477/(810) 855-6047 chalanapotts@resumerecruiters.com
20. Riverside Personnel Services, Inc. 3590 Central Ave., Ste. 200 Riverside, CA 92506	1 1	5 5 1978	WND Inland Empire Employer Paid	\$25,000-75,000	Full/Part time, Temporary, Accounting/Office Support, Direct Hire	Catina Mount Senior Staffing Supervisor (951) 788-7900/788-1676 www.riversidepersonnel.com
21. Spherion 3602 Inland Empire Blvd., Ste. A130 Ontario, CA 91764	1 900	5 3 1964	N/A	Varies by Skill	Full Service, Administration, Lt. Industrial, Office Support	Stephanie Mitchel Branch Manager (909) 941-1600/941-1709
22. Ultimate Staffing Service 3633 Inland Empire Blvd. Ontario, CA 91764	1 90	6 4 1994	na All I.E. Employer Paid		Light Industrial, Clerical, Warehouse, Temp, T-H, Direct Hire	Dena Carrbrown Branch Manager (909) 466-6099/483-2031 dcarrbrown@ultimatestaffing.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.

California's...

continued from pg. 30

to both homeownership and rentals, has clearly become a driver of growth. Hotel occupancy, room rates, airport traffic, and port exports all continue to improve as well. Perhaps more important, growth has begun to shift away from external sources and is coming increasingly from domestic sources of demand, with more demand for housing, increases in consumer spending, and increases in relative affordability. For that reason, Beacon Economics is increasingly optimistic about the inland areas of the state, which, in terms of the recovery, were relatively slow out of the gate.

Clearly, California is still trying to recover from the depths of the Great Recession, but it has unequivocally turned the corner. We have recovered slightly more than half of the jobs lost during the downturn, and almost every major indicator is showing improvement. It is not time to pop the champagne cork yet, but there is ample reason for optimism about the future of the Golden State.

Sacramento...

continued from pg. 15

It's time for the public to take the power back for itself. The movement is afoot, and we have taken another step toward greater patient safety. Stay tuned. Momentum is building but we still have a long march ahead.

Thanks for all you do,
Jamie Court

Property Taxes...

continued from pg. 12

fire tax. Our economic problems do not require a wholesale revision of important taxpayer protections, especially those in Proposition 13 which protects our property from tax increases.

If the Legislature and Governor go down that route, they will only hurt new homeowners, our seniors, and other individuals and families already strapped financially. And if our property is not safe from the reaches of Sacramento, nothing else will be.

Assemblyman Mike Morrell, R-Rancho Cucamonga, represents the 40th Assembly District in the California Legislature.

"Big Thing?"...

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worked on other futuristic technologies such as driverless cars. The project was announced on Google+ by Project Glass lead Babak Parviz, an electrical engineer who has also worked on putting displays into contact lenses; Steve Lee, a project manager and "geolocation specialist"; and Sebastian Thrun, who developed Udacity as well as worked on the self-driving car project. Though head-worn displays for augmented reality are not a new idea, as I indicated already, the project has drawn media attention primarily due to its backing by Google, as well as the prototype design, which is smaller and slimmer than previous designs for head-mounted displays.

The first Glass demo resembles a pair of normal eyeglasses where the lens is replaced by a head-up display. Around August 2011, a Glass prototype weighed 8 pounds; the device is now lighter than the average pair of sunglasses. In the future, new designs may allow integration of the display into people's normal eyewear. According to several Google employees, the Glass was originally predicted to be available to the public for "around the cost of current smartphones" by the end of 2012, but obviously that has not happened. The Explorer Edition is supposed to be available now to testers and Google I/O developers in the United States for \$1,500. A consumer version may be available by the end of 2013 for "significantly less"

Employment...

continued from pg. 19

cy, with the payroll and unemployment numbers moving in opposite directions. Nevertheless, estimation errors tend to work themselves out over time. One needs to be mindful of the imprecision, evaluate the trends over time, and view the report as one piece in a mosaic of economic data.

Last Friday, the BLS reported relatively weak employment growth, estimating that nonfarm payrolls grew by only 88,000 in March. That was at the lower end of the range we have seen over the last two years. However, the BLS also increased its estimates for January and February by a combined 61,000 jobs, which put February's figure near the higher end of the two-year range.

Despite the weak payroll growth, the unemployment rate was reported to have declined a tick, to 7.6% in March from 7.7% in February. However, this was due entirely to people leaving the workforce. In fact, the BLS estimates that the number of people employed actually declined by more than 200,000 last month – but nearly 500,000 left the workforce. While unsettling on its face, we have seen big swings back and forth like this before. Again, it is important to evaluate trends over time.

As noted earlier, most employment statistics give us an indication of where the economy is now, but some also give us a glimpse into the future. Among the latter are the average workweek, which comes from the BLS report, and the government's weekly reports on initial unemployment claims. The average workweek has been relatively stable for several months. It ticked up to 34.6 in the latest report – upticks are generally good for the economy – but it is too soon to consider this a departure from the recent trend. There is a lot of volatility in weekly initial unemployment claims.

The Bottom Line

As investment managers, we are interested in employment statistics as an indication of economic growth and potential investment returns, as well as government policy. While relatively weak, the data in the most recent jobs report is within the range of what we have observed over the last couple of years. It would be premature to say there is a change in the trend. The recent data suggests neither an economic slowdown nor acceleration in

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than the Explorer Edition.

The product began testing in April 2012. Sergey Brin wore a prototype of the Glass to an April 5, 2012 Foundation Fighting Blindness event in San Francisco. In May 2012, Glass was demonstrated in the first test video shot with the eyewear, demonstrating the 720p HD first-person video recording capabilities of the device. On June 27, 2012, he also demonstrated the Glass at Google I/O where skydivers, and mountain bikers wore the Glass and live streamed their point of view to a Google+ Hangout, which was also shown live at the Google I/O presentation. In February 2013, Google released a demo video showcasing the voice-augmented display of the Glass filming various experiences in first-person.

It would appear that a number of companies are planning to release Glass items to the general public under such product names as Golden-i, Sixth Sense, Google Goggles and Looxcie. Concerns have been raised by various sources regarding intrusion of privacy. There are also concerns about the etiquette and ethics of using the device in public and recording people without their permission. The term "glasshole" has been coined to describe inconsiderate users of the device. Other concerns include the potential for Google to insert advertising (its main source of revenue). However, Google has stated they have no plans to insert advertising. It was just a few years ago that the commander of The Star Trek show "Deep Space 9" wore a set. By Christmas 2013, we may all be wearing them.

Real Estate...

continued from pg. 27

The transaction was structured as a 10-year, 2.31% adjustable-rate loan, with a 30-year amortization schedule. The loan has a one-year prepayment lockout, and can either be repaid at a one percent premium or converted to longer-term fixed rate financing. Proceeds will be used to pay-off an existing higher fixed-rate loan. The transaction was closed 35 days after executing the application.

Investors Spend \$11 Million on Two Rite Aid-Occupied Properties in the Inland Empire

Two free-standing, NNN-leased properties occupied by Rite Aid in the Inland Empire traded hands in separate transactions totaling just over \$10.8 million. The properties are located in Hemet and San Jacinto.

In the larger deal, a property located at 42021 E. Florida Avenue in Hemet sold for \$6.135 million. Built in 2008, the free-standing building still has 16 years remaining on its lease with Rite Aid and is located at the signalized intersection of E. Florida Avenue and N. Meridian Street.

Nicholas Coo and Patrick Luther with Faris Lee Investments represented the seller, Topaz – Florida / Meridian, LLC. The buyer was Pelanra, LLC, a family trust, and was represented by Larry O'Rourke of Larry O'Rourke & Co. The closing cap rate was 8.4 percent. Faris Lee worked to secure a conduit "Securitized Loan" through Archtype with a 4.7 percent fixed rate for 10 years.

Also constructed in 2008, the second property is located at 1180 N. State Street in San Jacinto and sold for \$4.7 million. It also has 16 years remaining on its long-term lease.

Faris Lee's Coo and Luther represented the seller, Lake Development, an OC-based developer. The buyer was a Ventura County-based Family Trust that was represented by Melissa Improta of Sotheby's International Realty - Ewing & Associates. The closing cap rate was 8.65 percent.

STATER BROS-ANCHORED RETAIL CENTER IN THE INLAND EMPIRE GOES FOR \$9.9 MILLION

Hemet West Shopping Center, a 61.3k-square-foot Stater Bros-anchored center in the Inland Empire city of Hemet, was purchased for \$9.9 million (\$161/sf) by a private investor in a 1031 exchange. All components and pads of the center were included in the sale.

Built in 1975, the property is located at the signalized intersection of Florida Avenue and Sanderson Avenue—California State Routes 74 and 79—and enjoys an excellent window on both streets. Tenants at Hemet West Shopping Center include Coco's, Del Taco, Steer 'n Stein, a United States post office, Advance America and Banner Mattress.

Alan Krueger, a senior vice president investments, and Charles Shillington, a first vice president investments, both in the Ontario office of Marcus & Millichap, represented the seller, GC Properties. At the time of the sale, Hemet West Shopping Center was 96 percent leased.

"Last year's surge in multi-tenant asset transactions in the Inland Empire continues as investors seek out stabilized properties in order to reach their investment goals," says Krueger.

SOCAL APARTMENT SALES COMPS

National real estate investment services firm Marcus & Millichap is one of the most active companies when it comes to brokering multifamily sales transactions in Southern California, as evidenced by these five recent deals in the region, all brokered by M&M. The sales, in Pomona, San Bernardino, Van Nuys and Los Angeles, total just under \$10 million.

In Ontario, an investor paid \$1.28 million for Cordova Street Apartments, a 14-unit property located at 1840 Cordova Street in Pomona. Cordova Street Apartments is located at 1840 Cordova Street.

The property unit mix consists of eight one-bedroom/one-bath units and six two-bedroom/one-bath units, with select units offering a balcony or patio. The one-bedrooms are approximately 663 square feet, while the two-bedroom units are approximately 875 square feet.

The building is beautifully landscaped with new security gate entry and a center courtyard. Each unit is individually metered for gas and electricity with laundry facility on-site. The property also features a pitched roof, tile kitchen floors, new water heaters and air conditioning in select units and one assigned carport for each unit with ample street parking.

Cordova Street Apartments is situated one block from Indian Hill Boulevard, off the 10 Freeway, adjacent to the city of Claremont. The apartments are well-located roughly two miles from the famous Claremont McKenna College, Claremont Village and Pomona College—ranked eighth of private colleges in the United States by Forbes.

Marcus & Millichap's Edward Pan and Eric Chen repped the buyer and the seller, a limited liability company.

And in San Bernardino, Mountainside Apartments, a 36-unit complex located at 2222 North Mountain Avenue, sold for \$1.395 million (\$38.8k/unit). The property offers a mix of one-bedroom/one-bath and two-bedroom/two-bath units.

Reza Ghaffari of Marcus & Millichap represented the seller, a limited liability company. The buyer, also a limited liability company, was secured and represented by Ghaffari and M&M colleague Jacob Bailey.

Director of Sales...

continued from pg. 5

general managers and other CVB partners," said GOCVB President and CEO Michael Krouse. "Our search for a director of sales and marketing was a real team effort. We are all very eager to see what his drive, enthusiasm and reputation for success will bring to the Greater Ontario region."

CalChamber...

continued from pg. 21

Francisco) JOB KILLER: Disposable Fast-Food Container Ban - Places an unworkable ban on disposable food services containers or single-use carryout bags, unless they can meet an increasing recycling threshold that will reach 75% on July 1, 2020. Senate Environmental Quality Committee hearing April 17.

INSURANCE

OPPOSE AB 468 (Chesbro; D-North Coast) New Tax to Fund Emergency Response - Repeals targeted fire prevention fee and replaces it with a 4.8% tax on all residential and commercial property insurance policies. Assembly Natural Resources Committee hearing April 15.

TAXATION

SUPPORT AB 486 (Mullin; D-South San Francisco) Increase Manufacturing and R&D Jobs - Encourages employers to maintain and expand their manufacturing operating in California by providing a full state sales-and-use tax exemption for purchases of manufacturing and research and development equipment. Assembly Revenue and Taxation Committee hearing April 22.

SUPPORT SB 376 (Correa; D-Santa Ana) Increase Manufacturing and R&D Jobs - Encourages employers to maintain and expand their manufacturing operating in California by providing a full state sales-and-use tax exemption for purchases of manufacturing and research and development equipment. Senate Governance and Finance Committee hearing April 24.

The Lean In...

continued from pg. 29

“In business—and life in general—the best long-term strategy isn’t to get ahead and stay ahead of everyone else” says Milazzo. “Instead, it’s to partner with others—to give everyone a piece of the pie and build up the people around you—so that everyone has an incentive to win. When you give other people a bit of advice, a word of encouragement, a few minutes of your time, or even a sought-after opportunity, you’ll usually see valuable returns.”

“This is really what’s at the core of ‘leaning back,’” she concludes. “Time is a valuable gift. Mentoring is a valuable gift. Spiritual or emotional support is a valuable gift. If you want more money, encouragement, or love, give it today and you will receive it tomorrow, but not necessarily from the people you give it to. It comes through other manifestations. By giving back, I have received more abundance in every aspect of my life than I ever dreamed possible.”

Dirty Dozen...

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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 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 twelve 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.

Executive Time...

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entrance of Joshua Tree. Rates range depending on selected bungalow. Visit www.29palmsinn.com

Joshua Tree National Park: Visit website for park and trail information: www.nps.gov/j-otr/index.htm

Get More Done...

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what happens.

Please visit www.Brian-PMoran.com for additional information.

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Fast-Growing...

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typically have a high school diploma. The Department also notes that some states might require you to graduate from an accredited program, or complete a medical assistant exam, or both.

Career #5: Physical Therapy Assistant

Projected Job Growth 2010-2020: 46 percent*

If you have a tolerant personality, and like the idea of helping injured or sick patients regain their mobility, you might enjoy an in-demand career as a physical therapist assistant.

The U.S. Department of Labor reports that physical therapy assistants treat injured patients using massage and other methods. They also help patients use walkers, stretch, or perform exercises. In addition, these professionals may execute other duties, like setting up the treatment area or providing clerical support, says the Department of Labor Why It’s Taking Over: “There’s an increasingly older population that wants to remain independent and mobile—even when they fall or get injured,” says Merritt. “They’re turning to physical therapy as a way to restore their strength, flexibility, and range of motion, so they can continue to be self-reliant.”

The Department adds that the large number of aging baby boomers will require physical rehabilitation, as they are more susceptible to heart attacks, strokes, and other debilitating conditions. Education Options: If you want to pursue a career as a physical therapy assistant, most states will require that you have an associate’s degree in physical therapy, according to the Department.

Career #6: Software Developer

Projected Job Growth 2010-2020: 30 percent*

If the idea of combining analytical, technical, and creative skills to design computer software sounds intriguing, you may be hard-wired for a rapidly-growing career as a software developer.

Software designers evaluate a client’s software needs, and then create software solutions, says the U.S. Department of Labor. They also test and maintain computer software as needed. Why It’s Taking Over: “Software development is exploding and the demand from software companies is far exceeding the number of developers available, including trainable students,” says Merritt.

The Department of Labor notes that the skyrocketing demand is due in part to an increase in products that use software. The prevalence of smartphones, increasing use of electronic health records, and additional need for cyber security, notes the Department, have also contributed to the boom in this career.

Education Options: According to the Department, you’ll need to have a bachelor’s degree in computer science, software engineering, or a related subject to pursue this career, which is typical for software developers.

*Projected job growth rates from the U.S. Department of Labor’s Occupational Outlook Handbook, 2012-13 edition.

Executive Notes...

continued from pg. 3

contracting experience into a firm that now has 225 employees and posts an annual revenue of about \$100 million. She has been recognized by Ernst & Young as Inland Empire’s Entrepreneur of the Year, the U.S. Small Business Administration’s Minority Small Business Person of the Year and the Western Region Entrepreneur of the Year. She has long mentored other women, speaking often about careers in construction and hosting a Ladies Lunch involving women in her company, women community leaders and businesswomen.

NEW BUSINESS *County of San Bernardino*

A+ HANDYMAN SOLUTIONS
406 SAN FELIPE RD.
SAN BERNARDINO, CA
92408

A&A AUTOMOTIVE TIRE AND REPAIR SHOP
9541 9TH ST.
RANCHO CUCAMONGA,
CA 91730

A-IPOSTAL
2097 E WASHINGTON ST.
STE. 1-E
COLTON, CA 92324

ADVENTURES IN GEOLOGY
13214 BRETON AVE.
CHINO, CA 91710

AON LLC
9425 PINON HILLS RD.
PINON HILLS, CA 92372

ART & CRAFT CO-OP
439 W. BIG BEAR BLVD.
BIG BEAR CITY, CA 92314

BIG & SMALL ENTERPRISES
731 N. VISTA AVE.
RIALTO, CA 92376

BRAVE NEW WORLD CALIFORNIA CUSTOM TATTOO
631 E FOOTHILL BLVD.
UPLAND, CA 91786

C & S EMBROIDERY U.S.A.
14610 ARIZONA ST.
FONTANA, CA 92336

C.E.O. PACIFIC MAINTANCE & REPAIR
7271 VENOSA PL.
RANCHO CUCAMONGA,
CA 91739

CAWISS SALON
4875 MISSION BLVD.
STE. G
MONTCLAIR, CA 91763

CENTURY 21 HOME REALTORS
4016 GRAND AVE.
STE. B
CHINO, CA 91710

CLEAN SWEEP HOME CLEANING & REPAIRS
11879 WESTMINSTER CT.
LOMA LINDA, CA 92354

CUCAMONGA CATTLE COMPANY
2046 N. TULARE WAY
UPLAND, CA 91784

D&D'S AUTO CARE
360 S. LA CADENA DR.
COLTON, CA 92324

DC GARDEN & LANDSCAPING
831 POST ST.
REDLANDS, CA 92374

DEENA'S THREADING & HAIR SALON
955 S. E ST.
SAN BERNARDINO, CA
92408

DON'T PANIC IT'S ORGANIC
26988 HIBISCUS ST.
HIGHLAND, CA 92346

DONAHOOS GOLDEN CHICKEN
1117 N. GROVE AVE.
ONTARIO, CA 91764

EL PATRON LIMOS
9395 EVERGREEN LN.
FONTANA, CA 92335

ELLE J. BOOKS
7048 FREMONTIA AVE.
FONTANA, CA 92336

FILTA ENVIRONMENTAL KITCHEN SOLUTIONS
16312 STARSTONE RD.
CHINO HILLS, CA 91709

FOCUS ONE REAL ESTATE
6862 EARP WAY
FONTANA, CA 92336

FOOT AND BODY SPA
655 W FOOTHILL BLVD.
UPLAND, CA 91786

FOREVER IN LOVE PHOTOGRAPHY
3122 VALARIA DR.
HIGHLAND, CA 92346

FRONTIER COMMUNITIES
8300 UTICA AVE.
STE. 300
RANCHO CUCAMONGA,
CA 91730

GIRON AND ASSOCIATES
337 NORTH VINEYARD AVE.
3RD FLOOR
ONTARIO, CA 91764

GOLF COURSE ACCESSORIES DIRECT
13089 PEYTON DR.
STE. C301
CHINO HILLS, CA 91709

HEALTHY LEADERS THRIVING CITIES
12775 HOMERIDGE LN.
CHINO HILLS, CA 91709

HOME BASED REALTY
14715 CRAGUN TR.
CHINO HILLS, CA 91709

HOUSE OF JUBILEE PROPHETIC MINISTRIES & COMM OUTRE
1274 S. WATERMAN AVE.
STE. 117
SAN BERNARDINO, CA
92408

KNOTTS AGENCY
1505 W. HIGHLAND AVE.
STE. B
SAN BERNARDINO, CA
92411

LA BELLA DANZA "A BURLESQUE EXPERIENCE"
24058 LAKE DR.
CRESTLINE, CA 92325

LADY "A" PHOTO PRODUCTIONS & DESIGN
7148 WINDERMERE WAY
FONTANA, CA 92336

LILI'S NUTRITION CENTER
7179 YOSEMITE AVE.
OAK HILLS, CA 92344

LJ BOOKS
7048 FREMONTIA AVE.
FONTANA, CA 92336

M & J SEWING MACHINE & ALTERATIONS
17142 MAIN ST.
HESPERIA, CA 92345

MALIA'S SWEET TREATS
16344 GOLDEN TREE AVE.
FONTANA, CA 92337

NADER'S MARKET
25227 REDLANDS
STE. I
LOMA LINDA, CA 92354

O.LAMBERT REALTY
315 S. MERIDIAN AVE.
SAN BERNARDINO, CA
92410

OMEGA DESIGN GROUP
15972 BEAR VALLEY RD.
VICTORVILLE, CA 92395

OUTDOOR IMAGES PHOTOGRAPHY
13214 BRETON AVE.
CHINO, CA 91710

PAPER AND INK
26305 AUGUSTA DR.
LAKE ARROWHEAD, CA
92352

PHARAOH HOOKAH LOUNGE
1650 S. "E" ST.
STE. D
SAN BERNARDINO, CA
92408

PREACH APPAREL
2255 CAHUILLA ST.
STE. 105
COLTON, CA 92324

RAPID REHAB
11588 YORBA AVE.
CHINO, CA 91710

REAL LIFE CHRISTIANITY
6269 ORANGEWOOD DR.
ALTA LOMA, CA 91701

RMB PRINTING AND PROMOTIONS
6754 RANDALL LN.
HIGHLAND, CA 92346

SARAVIA INSURANCE SERVICES
99 N. SAN ANTONIO AVE.
STE. 305
UPLAND, CA 91786

SNOW NAILS & SPA
10808 FOOTHILL BLVD.
STE. 180
RANCHO CUCAMONGA,
CA 91730

STANIMATION
310 AUBURN DR.
LAKE ARROWHEAD, CA
92352

SUNSET HILLS DOG BOARDING KENNELS
1901 ALESSANDRO RD.
STE. A
REDLANDS, CA 92373

THE LEARNING HAT
9522 SUNGLOW CT.
RANCHO CUCAMONGA,
CA 91730

TOTAL AUDIT SERVICE
4195 CHINO HILLS
PARKWAY
STE. 511
CHINO HILLS, CA 91709

UPLAND LAWNMOWER
109 N. CAMPUS AVE.
UPLAND, CA 91786

WHISPER... TWENTY27SEVEN CO.
8980 BENSON AVE.
STE. D
MONTCLAIR, CA 91763

YOUNG WOMEN'S EMPOWERMENT FOUNDATION (YWE)
5941 LAURA LN.
SAN BERNARDINO, CA
92407

ZUMBASTUDIOS
207 N LAUREL AVE.
ONTARIO, CA 91762

A & M HOLLYWOOD SHOP, INC.
1611 E. MAIN ST.
BARSTOW, CA 92311

ALVAROS MEXICAN FOOD
10650 SIERRA AVE.
FONTANA, CA 92335

AMBIANCE BEAUTY LOUNGE, INC.
1118 E. 19TH ST.
STE. C
UPLAND, CA 91784

ASSET TRADING
13349 COVEY CT.
STE. F
CHINO HILLS, CA 91709

BALDWIN LAKE STABLES
46475 PIONEERTOWN RD.
BIG BEAR CITY, CA 92314

BARSTOW MOTORCYCLE CENTER
2420 W. MAIN ST.
BARSTOW, CA 92311

BOOKKEEPERS EXPRESS
11621 MAPLE AVE.
HESPERIA, CA 92345

BREAD MEAL DELIVERY SERVICE
3980 SAN LORENZO RIVER
RD.
ONTARIO, CA 91761

BUDGET LODGE
668 W. FAIRWAY DR.
SAN BERNARDINO, CA
92408

C & A WATER TRUCKS
1578 S. MOUNTAIN VIEW
AVE.
SAN BERNARDINO, CA
92408

C R S CONSULTING
1344 BROOKSIDE CT.
UPLAND, CA 91784

CALIPER AUTO PARTS AND SUPPLIES
1260 N FITZGERALD AVE.
STE. 106
RIALTO, CA 92376

CHINO HILLS AUTO CARE, INC.
14688 PIPELINE AVE.
STE. B
CHINO HILLS, CA 09179

COMFORT MEDICAL SUPPLY
34664 COUNTY LINE RD.
YUCAIPA, CA 92399

COYOTE LOCO PROPERTY MAINTENANCE & YARD WERX
13425 IVANPAH RD.
APPLE VALLEY, CA 92308

CPR-CERTIFIED
36346 CANYON TERRACE
DR.
YUCAIPA, CA 92399

DE LA TORRE BROTHERS
4955 W PHILLIPS ST.
ONTARIO, CA 91762

DOOR AND WINDOW DREAMS
6251 SCHAEFER AVE.
STE. Q
CHINO, CA 91710

EAGLES MOSAIC
3055 N CEDAR AVE.
RIALTO, CA 92377

EL CLON AUTO BODY & FRAME
993 W. VALLEY BLVD.
STE. 516
BLOOMINGTON, CA 92316

EL OASIS CAFE
107355 NIPTON RD.
NIPTON, CA 92364

ESB TRUCKING
9230 LIVE OAK AVE.
FONTANA, CA 92335

FOCUS GROUP
6219 CEDAR HILL PL.
RANCHO CUCAMONGA,
CA 91739

FONTANA CARGO EXPRESS
9056 ELM AVE.
FONTANA, CA 92335

FORREST GLASS & DOOR
2753 S. BON VIEW AVE.
ONTARIO, CA 91761

FPG DRAFTING SERVICES
11785 BLACK HORSE CT.
RANCHO CUCAMONGA,
CA 91730

GARDENBUDDIES.COM
13505 YORBA AVE.
STE. I
CHINO, CA 91710

GENUINE PRINTING
16991 FERN ST.
FONTANA, CA 92336

HEI INVESTMENT GROUP
1463 N. MARCELLA AVE.
RIALTO, CA 92376

HERBAL THERAPEUTIC SPA
1383B-2 E. FOOTHILL BLVD.
UPLAND, CA 91786

HESPERIA PIZZA FACTORY
14135 MAIN ST.
STE. 102
HESPERIA, CA 92345

HINTON LEGAL NURSE CONSULTANT AND RESOURCES
2566 LOMITA LN.
COLTON, CA 92324

HK'S BAR & GRILL
9740 19TH ST.
RANCHO CUCAMONGA,
CA 91737

HUERTAS COMPANY
16662 PARSLEY LN.
FONTANA, CA 92337

INDIGENOUS LAWN CARE
36823 HARFORD AVE.
BARSTOW, CA 92311

JIREH TRANSPORTATION
13759 CAMINO CINCO ST.
VICTORVILLE, CA 92392

K9 ESTATE
7581 PISMO AVE.
HESPERIA, CA 92345

LOS SOCIOS AUTO BODY
993 W. VALLEY BLVD.
STE. 516
RIALTO, CA 92376

M & M ENTERTAINMENT
14400 CHESTNUT ST.
ADELANTO, CA 92301

MR. FRED - HANDYMAN
58633 PIEDMONT DR.
YUCCA VALLEY, CA 92284

OAK VALLEY MUSIC ACADEMY
31646 DUNLAP BLVD.
YUCAIPA, CA 92399

P.S. BEAUTY SPA & MASSAGE
12923 CENTRAL AVE.
CHINO, CA 91710

PANDA STAR CHINESE RESTAURANT
3694 E. HIGHLAND AVE.
STE. 28
HIGHLAND, CA 92346

NEW BUSINESS *County of San Bernardino*

PRESTIGE COLLISION CENTER
10496 KADOTA AVE.
POMONA, CA 91766

RARE TREAT DISCO PRODUCTIONS
2743 ST. ELMO DR.
RIALTO, CA 92376

RESORT HOMES MAGAZINE
291 CHIPMUNK DR.
LAKE ARROWHEAD, CA 92352

RM TRANSPORT
945 W 14TH ST.
SAN BERNARDINO, CA 92411

S & C INVESTMENTS
18703 CHAPAE LN.
APPLE VALLEY, CA 92307

S.T.A.C.E.Y. G. ATHLETICS
11031 SHILOH CT.
ALTA LOMA, CA 91737

SALON YOO
10437 FOOTHILL BLVD.
STE. 101
RANCHO CUCAMONGA, CA 91730

SECURE ALL HANGERS, CA
550 W. F ST.
ONTARIO, CA 91762

SOCAL PIPELINE INSPECTION SERVICES
8847 BENNETT AVE.
FONTANA, CA 92335

SOUND MASTER
1119 N. WISTERIA
RIALTO, CA 92376

ST. JOSEPH HEALTH
3345 MICHELSON DR.
STE. 100
IRVINE, CA 92612

STUDENT PROMOTIONS
17537 FISHER ST.
VICTORVILLE, CA 92395

SUNSET ENTERPRISES
57497 HILLCREST DR.
YUCCA VALLEY, CA 92284

THE CHAPEL STORE
12205 PIPELINE AVE.
CHINO, CA 91710

THE ORANGERY'S
2055 SKYVIEW DR.
COLTON, CA 92324

THE UPS STORE #3568
40729 VILLAGE DR.
STE. 8
BIG BEAR LAKE, CA 92315

THREE CARNEGIE PLAZA
735 E. CARNEGIE DR.
SAN BERNARDINO, CA 92408

TONIA'S TOPPINGS
12398 WINDSOR DR.
YUCAIPA, CA 92399

TRENDSPOOT INC.
1595 E SAN BERNARDINO AVE.
SAN BERNARDINO, CA 92408

UNIVERSITY TRAVEL
24899 TAYLOR ST.
LOMA LINDA, CA 92354

VALSH EXECUTIVE PROTECTION
17537 FISHER ST.
VICTORVILLE, CA 92395

VEC ENTERPRISES
22268 VAN BUREN ST.
GRAND TERRACE, CA 92313

VG SQUEAKY CLEAN
5431 N. PINNACLE LN.
SAN BERNARDINO, CA 92407

VISTA RADIATOR SERVICE
14630 VALLEY BLVD.
FONTANA, CA 92337

WE LIKE TO PARTY!
808 SOUTH K ST.
SAN BERNARDINO, CA 92410

ZEN PAINTING
14750 LUNA RD.
VICTORVILLE, CA 92392

1 TO 1 ACADEMIC TUTORING
11910 RECHE CANYON RD.
COLTON, CA 92324

3 SISTERS AND BROTHER TRANSPORTATION
1631 IRON HORSE CIR.
COLTON, CA 92324

4 SEASONS MUSIC
9357 PEACH AVE.
HESPERIA, CA 92345

ABC TOBACCO
800 S MOUNTAIN AVE.
STE. A
ONTARIO, CA 91762

ABOVE THE GROUND
1227 VIA ANTIBES
REDLANDS, CA 92374

AFE MARKETING
7655 MADRONA AVE.
FONTANA, CA 92336

ALVAROS MEXICAN FOOD INC.
10650 SIERRA AVE.
STE. C
FONTANA, CA 92337

APL PROFESSIONAL LANDSCAPES
2097 E. WASHINGTON ST.
STE. 1E-326
COLTON, CA 92324

ARANDATEAM DELIVERY
159 W. CHERRY AVE.
RIALTO, CA 92377

BASE PALM APARTMENTS
27070 BASELINE ST.
HIGHLAND, CA 92346

BIRD REFRIGERATION
33145 YUCAIPA BLVD.
YUCAIPA, CA 92399

CHINESE OVERSEAS CULTURE & EDUCATION SERVICE
1477 CEDAR ST.
STE. A
ONTARIO, CA 91761

COLES' INDEPENDENT LIVING
14541 IRWINDALE CIR.
ADELANTO, CA 92301

COLUMBIA PLASTICS EXTRUSION CO
725 STATE ST.
ONTARIO, CA 91761

DANIELS JEWELERS #178
13865 CITY CENTER DR.
STE. 3050
CHINO HILLS, CA 91709

DEL-MAR PAINTING
363 E. 16TH ST.
SAN BERNARDINO, CA 92404

DESIGNEDBYCHRIST
950 N FOREST AVE.
RIALTO, CA 92376

DLJ TRUCKING
7345 MANGO AVE.
FONTANA, CA 92336

DRIVER'S PRO
790 KNICKERBOCKER
BIG BEAR LAKE, CA 92315

DTARCH 1
2571 COMMERCE PARKWAY
BARSTOW, CA 92311

EGGSELLENT EGGS
925 S. SAN MATEO ST.
REDLANDS, CA 92373

ELITE INVESTMENTS
10300 ARROW RTE.
STE. 8-05
RANCHO CUCAMONGA, CA 91730

FUTURE GENERATIONS DIAGNOSTIC, TREATMENT & EVALUAT
414 TENNESSEE ST.
STE. E
REDLANDS, CA 92373

NEW BUSINESS *County of Riverside*

FAST AUTO LOANS
9696 MAGNOLIA AVE.
RIVERSIDE, CA 92503

SOGGY DOGGY OF PALM DESERT
73121 COUNTRY CLUB DR.
STE. E3
PALM DESERT, CA 92260

FRESH JUICE BAR
73168 HWY 111
STE. 204
PALM DESERT, CA 92260

EL NOA NOA MEXICAN RESTAURANT
82128 HIGHWAY 111
INDIO, CA 92201

ZAMORA'S PALM TREE'S & SHOOT'S
86111 CALLE VIOLETA
COACHELLA, CA 92236

SILVER SPOON
63725 HIGHWAY 111
STE. F
PALM DESERT, CA 92260

A-1 ROOTER SERVICE
81-733 LIDO AVE.
INDIO, CA 92201

BILLY Q'S
36-902 COOK ST.
PALM DESERT, CA 92211

WWT INVESTMENTS
78468 HWY 111
LA QUINTA CA 92253

WFI FOODS
67794 EAST PALM CANYON DR.
CATHEDRAL CITY, CA 92234

W-TT-W INVESTMENTS
74617 HWY 111
PALM DESERT, CA. 92260

TWW INVESTMENTS
69070 RAMON RD.
CATHEDRAL CITY, CA 92234

ONE ELEVEN
81566 HWY 111
INDIO, CA, 92201

3 AMIGOS PROPERTIES
38895 EL DESIERTO RD.
PALM DESERT, CA 92211

MUTINY TATTOO PARLOR
73282 HWY 111
STE. 103
PALM DESERT, CA 92260

FANCY NAILS AND TATOO
79-800 HWY 111
STE. 110
LA QUINTA, CA 92253

R C TRANSPORTATION
80000 AVE. 48TH
STE. 270
INDIO, CA 92201

EMPOWERING WOMEN DESIGNS
356 CREST LAKE DR.
PALM DESERT, CA 92211

EXCEL DRIVING SCHOOL
41811 IVY ST.
STE. D
MURRIETA, CA 92562

LA EXCEL DRIVING SCHOOL
41811 IVY ST.
STE. D
MURRIETA, CA 92562

LONGNECKER BREWING CO.
13197 BAY MEADOWS CT.
CORONA, CA 92883

AIM ALL STORAGE III, LLC
11215 INDIANA AVE.
RIVERSIDE, CA 92503

A T PANER ENTERPRISE
6925 CEDAR CREEK RD.
CORONA, CA 92880

H AND W HOMES
44332 GALICIA DR.
HEMET, CA 92544

POWER OF LIKE
43264 BUSINESS PARK DR.
STE. 107
TEMECULA, CA 92590

REGIONAL FUNDING
1065 AUBURNDALE ST.
CORONA, CA 92880

COBB WEB ANTIQUES
1434 W. RAMSEY
BANNING CA 92220

SEXYCHERRIES TREASURE VAULT
50 SHORELINE DR.
RANCHO MIRAGE, CA 92270

ARY LOGISTICS SYSTEM
5925 SYCAMORE CANYON BLVD.
STE. 226
RIVERSIDE, CA 92507

ELITE BLADE SERVICE & EQUIPMENT RENTAL CO
1626 ORO BLANCO AVE.
RIVERSIDE, CA 92507

BLT RESIDENTIAL REHAB
15075 MONTY CT.
LAKE ELSINORE, CA 92530

S + J HELPING HANDS
23658 SPRING OAKS PL.
MURRIETA, CA 92562

HOUSE OF DECISION
38416 CHERRY VALLEY BLVD.
CHERRY VALLEY, CA 92223

WOODCREST PAINT AND BODY
16045 WOOD RD.
RIVERSIDE, CA 92508

STORAMERICA PALM SPRINGS 1
4550 MESQUITE AVE.
PALM SPRINGS, CA 92264

NORCO NEWS
2354 CORYDON AVE.
NORCO, CA 92860

JONI'S MOBILE HAIR SALON
28928 SNEAD DR.
SUN CITY CA 92586

PJ MANAGEMENT INC.
330 S. MAPLE ST.
STE. C
CORONA, CA 92880

SANDERSON FOOD MART
76 CAR WASH
1111 S. SANDERSON
HEMET, CA 92545

DISCOUNT AUTO BODY SHOP & REPAIR
22330 ELLIS AVE.
PERRIS, CA 92570

RANCHO CORONA MOBILEHOME PARK
1225 W. 8TH ST.
CORONA, CA 92882

CUSTOM ELECTRIC
39509 MILLSTREAM RD.
MURRIETA, CA 92563

DALLINKSHOP
15196 MORENO BEACH DR.
STE. 1114
MORENO VALLEY, CA 92555

METROPOLITAN MORTGAGE & REALTY
942 OLIVIAMAE CIR.
CORONA, CA 92879

PLATINUM PROPERTIES & INVESTMENTS
942 OLIVIAMAE CIR.
CORONA, CA 92879

TRINITY MORTGAGE & REALTY
942 OLIVIAMAE CIR.
CORONA, CA 92879

AGGIES TREASURES
28677 OLD TOWN FRONT ST.
STE. E
TEMECULA, CA 92590

KEY REALTORS
2816 MARISA CT.
RIVERSIDE, CA 92503

NEW BUSINESS

County of Riverside

NEW BEGINNINGS REAL ESTATE SERVICES
2816 MARISA CT.
RIVERSIDE, CA 92503

HENTON HAND
12678 MEMORIAL WY
STE. 3032
MORENO VALLEY, CA 92553

MARTIN & MEJIA AUTOMOTIVE
28671 CALLE CORTEZ
STE. N & O
TEMECULA, CA 92590

SUGAR SHACK
58905 KAWEEA DR.
ANZA, CA 92539

DECADES ANTIQUES
200 E 6TH ST.
STE. B
BEAUMONT, CA. 92223

AAASTONISHING UMBRELLA CARE
3553 GWINNETT DR.
RIVERSIDE, CA 92503

INLAND VALLEY COMPUTERS
43177 CORTE CABRERA
TEMECULA, CA 92592

SOCAL COMPUTERS AND SOFTWARE
43177 CORTE CABRERA
TEMECULA, CA 92592

TEMECULA COMPUTER REPAIR
43177 CORTE CABRERA
TEMECULA, CA 92592

TEMECULA VALLEY COMPUTERS
43177 CORTE CABRERA
TEMECULA, CA 92592

TEMECULA VALLEY SPRAY-ON BEDLINERS
28069 DIAZ RD.
STE. G
TEMECULA, CA 92590

AMERIPHARMA CORRECTIONS DIVISION
770 MAGNOLIA AVE.
STE. 1G
CORONA, CA 92879

AMERIPHARMA GOVERNMENT SERVICES
770 MAGNOLIA AVE.
STE. 1G
CORONA, CA 92879

HWY 74 WINDOW TINT & AUTO SPECIALISTS
2491 E. FLORIDA
HEMET, CA 92544

FAMILY DENTAL OFFICE
24760 SUNNYMEAD BLVD.
STE. 103
MORENO VALLEY, CA 92553

IRENE LOPEZ PROFFESIONAL SERVICES
19903 GUSTIN DR.
PERRIS, CA 92570

ANTIOCH BIBLE COLLEGE
31300 RANCHO
COMMUNITY WAY
TEMECULA, CA 92592

RANCHO CHRISTIAN ELEMENTARY SCHOOL
31300 RANCHO
COMMUNITY WAY
TEMECULA, CA 92592

RANCHO CHRISTIAN MIDDLE SCHOOL
31300 RANCHO
COMMUNITY WAY
TEMECULA, CA 92592

SONSHINE PRESCHOOL
31300 RANCHO
COMMUNITY WAY
TEMECULA, CA 92592

INTERIOR VISIONS
1507 THIRD ST.
NORCO, CA 92860

JURUPA HILLS MOBILE PARK
8086 MISSION BLVD.
RIVERSIDE, CA 92509

FROGMAN CHALLENGE
10247 BELLERGRAVE AVE.
STE. 107
MIRA LOMA, CA 91752

H. A. F. H.
530 S. BUENA VISTA ST.
HEMET, CA 92543

H. U. M. C.
530 S. BUENA VISTA ST.
HEMET, CA 92543

HEMET METHODIST CHURCH
530 S. BUENA VISTA ST.
HEMET, CA 92543

HOME AWAY FROM HOME
530 S. BUENA VISTA ST.
HEMET, CA 92543

WELCOME SCHOOL
530 S. BUENA VISTA ST.
HEMET, CA 92543

ASHLEY'S MARKET
420 S STATE ST.
SAN JACINTO, CA. 92583

CREATIVE DEBT SOLUTIONS
1800 E. LAKESHORE DR.
STE. 810
LAKE ELSINORE, CA 92530

4 D SPECIAL DELIVERY
431 SOUTH PALM CANYON DR.
STE. 210
PALM SPRINGS, CA 92262

DIAMOND VALLEY PSYCHOLOGICAL SERVICES
1695 S. SAN JACINTO AVE.
STE. H
SAN JACINTO, CA 92583

OASIS NURSERY
42211 ARCOLA DR.
AGUANGA, CA 92536

LC CONSULTING SERVICE
31730 LOMA LINDA RD.
TEMECULA, CA 92592

SOCALCASP
31730 LOMA LINDA RD.
TEMECULA, CA 92592

LIGHTHOUSE LAW
6877 MAGNOLIA AVE.
RIVERSIDE, CA 92506

ONE STOP POOL PROS #8
27165 TREE ROSE AVE.
MURRIETA, CA 92562

MISSION OPTOMETRY
32245 MISSION TRL.
STE. D4
LAKE ELSINORE, CA 92530

UNIVERSITY VILLAGE DENTISTRY
1201 UNIVERSITY AVE.
STE. 211
RIVERSIDE, CA 92507

OPTIMUM POOL TECHNOLOGIES, INC
312 N. COTA ST.
STE. B
CORONA, CA 92880

SOCKA'S CONST
16825 ARROYO PARK DR.
MORENO VALLEY, CA 92551

BALANCE WAY NUTRITION
46840 TERSILLIGER RD.
ANZA, CA 92539

LOS ALTOS SPORTS BAR
22445 ALESSANDRO BLVD.
STE. 115 & 116
MORENO VALLEY, CA 92553

WE JUST CARE
3245 BIGHORN CIR.
CORONA, CA 92881

LOS ARBOLES APARTMENTS
81860 SHADOW PALM AVE.
INDIO, CA 92201

QWP
1960 OAKLAND HILLS DR.
CORONA, CA 92882

LIFE-SAVER CPR SYSTEMS
24255 GOLDEN MIST DR.
MURRIETA, CA 92562

RICON INTELLECT
1275 W. 9TH ST.
STE. A
CORONA, CA 92882

BLUE PARROT
1560 N. PALM CANYON DR.
PALM SPRINGS, CA 92262

PREMIER POOLS AND SPAS
16219 SIERRA HIGHTS DR.
RIVERSIDE, CA 92503

CARSON CUSTOM POOLS SPAS AND LANDSCAPE
16219 SIERRA HEIGHTS DR.
RIVERSIDE, CA 92503

VERN'S CONSULTANT SERVICES
3337 W. FLORIDA AVE.
STE. 193
HEMET, CA 92545

WATER & ICE
6160 ARLINGTON AVE.
STE. C8
RIVERSIDE, CA 92504

W ICE CREAM
3973 CHICAGO AVE.
RIVERSIDE, CA 92504

MY VALLEY ONLINE
44204 GOLLIPOLI PL.
HEMET, CA 92544

RIOT DESIGN
30951 HANOVER LN.
STE. 2709
MENIFEE, CA 92584

HAIR DEPOT
17307 GRAND AVE.
LAKE ELSINORE, CA 92530

RITZY FLORAL DESIGNS
30582 EMPORER DR.
CANYON LAKE, CA 92587

BMS LANDSCAPING
24909 MADISON AVE.
STE. 2123
MURRIETA, CA 92562

TOP NAILS & SPA
719 BEAUMONT AVE.
BEAUMONT, CA 92223

HOME & GARDEN
71-572 HWY 111
RANCHO MIRAGE CA 92270

PATIOSPHERE
71-572 HWY 111
RANCHO MIRAGE CA 92270

PALM SPRINGS GETAWAYS
515 N PALM CANYON DR.
STE. B
PALM SPRINGS CA 92262

ARMANDO MADUENA GARDENING
53186 SHADY LN.
COACHELLA, CA 92236

GINGER'S GARDEN
41175 STIMSON CT.
INDIO CA 92203

DITZY'S BY DARLENE
42620 TENAJA RD.
MURRIETA, CA 92562

FRANCISCO POOL SERVICE
83864 AVENIDA VERANO
COACHELLA, CA 92236

J & K PEST CONTROL SERVICES
82959 VIA ALDEA
INDIO, CA 92201

DESERT EXPRESS
1495 E. HOBSONWAY
STE. 40
BLYTHE, CA 92225

DOMINO EFFECT LLC
73700 SUN LN.
PALM DESERT CA 92260

CUSTOM CONSIGNMENT
48-895 CAMINO CORTEZ
COACHELLA, CA 92236

DIGITAL ENVIRONMENTAL ANALYSIS
69265 E. RAMON RD.
STE. B2-67
CATHEDRAL CITY, CA 92234

DIGITAL MOLD ANALYSIS
69265 E. RAMON RD.
STE. B2-67
CATHEDRAL CITY, CA 92234

GOLDEN SUN SOLUTIONS
74280 SANTA YNEZ AVE.
PALM DESERT, CA 92260

BUBBLE BUDDIES
45-140 TOWNE ST.
INDIO, CA 92201

CARD BOARD PEOPLE
45-140 TOWNE ST.
INDIO, CA 92201

CONSORTIUM
45-140 TOWNE ST.
INDIO, CA 92201

COACHELLA VALLEY COLLECTION SERVICE
75108 GERALD FORD DR.
STE. 1
PALM DESERT CA 92211

COACHELLA VALLEY PROCESS SERVERS
75108 GERALD FORD DR.
STE. 1
PALM DESERT, CA 92211

DOMESTIC ENGINEERING SERVICES
1215 POMONA RD.
STE. B
CORONA, CA 92882

KVR GRAPHIC DESIGN
1518 PACIFIC TRAILS WAY
BEAUMONT, CA 92223

LEAFWORKS
10970 WILLIAMS AVE.
BLYTHE, CA 92225

PACIFIC FOOD PROCESSING EQUIPMENT
16195 GREENFIELD ST.
MORENO VALLEY, CA 92551

CT PRE-OWNED OFFICE FURNITURE
4091 CRESTVIEW DR.
LAKE ELSINORE, CA 92530

AUTO ALIGN
26705 MADISON AVE.
STE. 105
MURRIETA, CA 92562

RRI PROPERTY MANAGEMENT
28544 OLD TOWN
FRONT ST.
STE. 205
TEMECULA, CA 92590

TOP NAILS & SPA
719 BEAUMONT AVE.
BEAUMONT, CA 92223

PREMIUM SERVICES
22475 BAXTER RD.
WILDOMAR, CA 92595

B.A.T BOATS, ACCESSORIES & TRAILERS
16444 EQUESTRIAN LN.
RIVERSIDE, CA 92504

CREATIVE SIGNINGS
1036 SHADY CT.
SAN JACINTO, CA 92582

LRT PRESSURE WASHING SERVICE
16545 VISTA CONEJO DR.
MORENO VALLEY, CA 92551

BLUNTDEAD
4615 MOBLEY AVE.
RIVERSIDE, CA 92505

SLUGGERZ BASEBALL
41715 ELM ST
STE. 102
MURRIETA, CA 92562

GOLDEN YEARS HOME CARE
33555 WISHING WELL TRL.
CATHEDRAL CITY, CA 92234

BEST FRIEND FINANCIAL TAX & IMMIGRATION SERVICES
27780 JEFFERSON AVE.
STE. B
TEMECULA, CA 92590

RE/MAX REAL ESTATE CONSULTANTS
74-199 EL PASEO
STE. 101
PALM DESERT, CA 92260

GOOD SHOW INDUSTRIES
5077 W. WILSON ST.
STE. 123
BANNING, CA 92220

KASANDRA JOHNSON
5493 RIVERVIEW DR.
RIVERSIDE, CA 92509

CIVIL SOLUTIONS
39474 VIA MONSERATE
MURRIETA, CA 92563

ANOTHER SHADE OF BLUE
28924 OLD TOWN
FRONT ST.
STE. 201
TEMECULA, CA 92590

AWESOME WINESTORE.COM
28924 OLD TOWN
FRONT ST.
STE. 201
TEMECULA, CA 92590

WRIGHT PRODUCTIONS
28924 OLD TOWN
FRONT ST.
STE. 201
TEMECULA, CA 92590

Airport: Notice...*continued from pg. 28*

“interest.” PAS as an assignee to what?

As to Aviation & Defense (ADI), which operation is owned by a foreign corporation (Mexico), it and could not pass a state-side credit check. While its VP (Mike Scanlon) holds ADI out as having 138 certified employees, this also is false information. ADI’s workforce is made up with contract A&P’s from an outside labor supplier.

ADI’s “employees” come and go at the whim of whether there are aircrafts to work on. At this moment ADI has only one tenuous contract with Virgin Air for some light B check work. The aircraft arrives on Thursdays, and leaves on Sunday evenings. Additionally, ADI maintains it is “Depot Level C-130 repair station.” This is so foolish as to beg a response. ADI has neither the staff, special supplies, or training to work on C-130’s.

Additionally ADI has just fired or terminated somewhere in the neighborhood of 23 “employees” and is in no position to occupy and staff two of the most valuable hangars on the airport. Because of Wilson’s rush to show some revenue post Spencer, ADI is being allowed to monopolize the first class facility at minimal costs.

The airport should have protected its valuable position with a subletting article. The way these agreements are drafted the inmates are running the asylum, still with no contractual safety or fire inspections or standard agreements for valuable airport property, with any technical experience for proper lease agreements missing.

Summary and Remedy: In summary and with regard to lease agreements, the documents are legally substandard and not within the guidelines set forth in the FAA sponsored guide titled, “ACRP Report 47, Guidebook for Developing and Leasing Airport Property, Chap 2.” Both agreements must be nullified and revoked, then reviewed for corrections.

To all the parties to the questioned lease agreements, it must be pointed out none of the properties were properly advertised as available for use which would assure the top revenue would be forthcoming as is the standard for airport resources. No sublease reference material, safety requirements, or credit checks.

After checking with the local and state fire agencies, and Cal/OHSA, the city Fire Department could not provide evidence of an annual inspection, nor could the county Fire Marshal find a record if its three year inspection report. Cal/OSHA is still checking its records, which acts to void the agreements.

Frankly, Mr. Wilson has not only failed in his responsibilities by breach of contract, but has failed to provide the talent and leadership called for in the hiring contract. The leasing procedures must be reviewed, corrected, and handled by an airport manager with greater abilities in place of the present mismanagement.

Marcus & Milli...*continued from pg. 19*

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CalState Radio...*continued from pg. 13*

(AAF), which represents the advertising industry in the region, and was the master of ceremony at the recent ADDY awards for excellence in advertising throughout the Inland Empire.

Employment...*continued from pg. 32*

the near future. Further, the data does not provide support for any change in monetary policy by the Federal Reserve, which has been doing everything it can to foster economic growth. I would characterize the data as consistent with the relatively slow speed economic recovery we have experienced over the last few years.

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EXECUTIVE TIME OUT

Joshua Tree and 29 Palms

By Christine Rolfe

Somehow it only felt fitting to be listening to The Doors CD as we wended our way to the Westend Cottage, our room at the 29 Palms Inn. Located at the far end of the property, our cottage was a throwback to another era. The inn was originally built in the early or mid-1920's and named The Gold Park Hotel. But my memory only goes back to the early 70's, so "L.A. Woman" it was. And the inn did have a rather commune feel to it, but in a good way.... I promise.

My good friend Liz had actually stayed at the 29 Palms Inn twice, and she flew in from Chicago. She certainly sparked my curiosity as she praised the 29 Palms Inn for its whimsical appeal, great food and close proximity to Joshua Tree. Being that it is located right in San Bernardino County, I was a bit ashamed that I had not experienced Joshua Tree myself. So before the heat of summer kicked in, my friend Pam and I decided to take a little weekend vacation.

As mentioned, the inn was originally The Gold Park Hotel and was located on the east side of the Oasis of Mara. However, with the help of some beams and a one-ton Chevy pickup, the first few hotel rooms were slid from the east to the west side of the Oasis and the 29 Palms Inn was officially established (or re-established) in 1928. While there have been upgrades to the rooms since (hot showers for instance) and newer rooms built, the inn maintains the heritage feel with its 20+ adobe bungalows, cabins and charming cottages. The focus of the 29 Palms Inn is on the slow pace of the desert and the community of people. This is extended to its support of local arts with an art gallery right next to our cottage and paintings from local artists



29 Palms Inn

featured for sale on the walls of the restaurant. Minimizing distractions of the outside world, the room did not come with a telephone, radio or clock. It did have a very small television, but we never even turned it on. We did, however, manage to play a quick tune on the piano and spark the fireplace, if only for a few minutes. We were, after all, quite busy exploring.

The restaurant at 29 Palms Inn was quite impressive, serving both the folks staying at the inn as well as locals looking for good eats. Fresh fish, grilled steaks, prime rib, pork and vegetable menu options provided a broad and surprisingly upscale choice. The inn also has their own garden and looks to incorporate their fresh vegetables into their dishes. I was told the string beans were fresh that night.

And while 29 Palms Inn provides character and charm, its big draw to visitors is the fact that it is just a few short minutes from the Joshua Tree National Park north entrance. Arriving around 11:00 am on a Saturday, we hit the trails exploring Fortynine Palms Oasis, a three mile hike to a small pool of water and trees, the Oasis. The trail is marked "moderately strenuous," but is quite easy as long as you have some fitness ability and are not hiking on a heated day. Next we drove to the trail head of Lost Horse

Mine and hiked to the site of the mine, continuing to finish running the loop for 6.2 miles. On Sunday, we hiked Ryan Mountain up to 5,461 feet with excellent views of Lost Horse, Queen, and Pleasant Valleys. Although a little more strenuous, it was only three miles round trip and provided a view

well worth the effort. As our final treat, we scrambled the rocks around Jumbo Rocks Campground, including Skull Rock. If interested in camping, this site would provide a rock wonderland for adults and kids. I thrilled at hearing the excitement of a younger boy climbing the rocks with a huge smile and continued exclamation of "WOW!" Watching the boy's excitement was contagious and encouraged me to scale even higher up the rocks. I am determined to bring my own boys out to the area and hope to share the thrill of climbing, exploring and simply being in nature. Hope to see you out there soon!

Find the Inn just north continued on page 34

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