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AT DEADLINE

Airport Developer Scot Spencer Charged and Arrested on Conspiracy and Perjury Charges

District Attorney Michael Ramos announced the filing of multiple counts of conspiracy and perjury charges against airport developer Scot Spencer and investor and co-conspirator Felice G. Luciano in connection with the development of the San Bernardino International Airport (SBIA) and related companies.



Scot Spencer

The complaint alleges five felonies: Counts 1 and 2 include allegations that Spencer and Luciano conspired to commit
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MAIL TO:

PUC Tells SCE Bury Chino Power Lines

The California Public Utilities Commission directed Southern California Edison to proceed with its plans to bury its transmission lines for the Tehachapi Renewable Energy Project along a 3.5 mile portion of the five mile length the lines will run through Chino Hills.



alternative to the towers.

The commission's directive contained a provision for Southern California Edison to recover its costs in proceeding with the planning for undergrounding the cables in the event the commission this summer elects to remain with the already approved game plan of utilizing an above-ground conveyance of the electricity.

Over the city of Chino Hills' protest, in 2009 the board of the California Public Utilities Commission granted Southern California Edison clearance to erect a series of 197-foot high power transmission towers through the heart of 44.7-square mile Chino Hills along a long-existing power corridor ease-

The commission gave that direction, despite the consideration that a final decision on whether the electrical cables will be undergrounded will not come until July.

Chino Hills residents who have long been opposed to the already-approved but on-hold means of conveying that electricity through the city, namely via 197-foot high towers from which the transmission lines are to be strung, hailed the commission's directive as a major victory in their effort to achieve an

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Is California at an Inflection Point?

*Jerry Nickelsburg, Senior Economist,
UCLA Anderson Forecast, Adjunct Professor of
Economics, UCLA Anderson School*

While U.S. GDP grew faster in 2012 than in 2013, in the 4th quarter of 2012 it slowed a meager 0.1%, indistinguishable from no growth. Our forecast is for average growth in early 2013 to be slow as a consequence of the changes in the U.S. Fiscal environment. Nevertheless, economists have taken heart in the continued growth in employment. Total non-farm employment in the U.S. has been increasing at an average of 200,000 jobs per month. The pattern for California is similar, albeit at a slightly faster rate. Yet one wonders with all of the changes in California since the beginning of the Great Recession, has it lost its competitive edge and is the current weakness in U.S. economic growth revealing an even slower recovery in the Golden State's future?

To peel back the layers of this puzzle we look at the differential growth rates between California and other states as the economy slows and the trade patterns between California and its foreign trading partners. What we find is that
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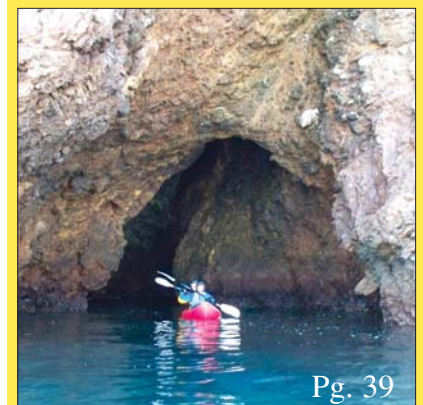
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Executive Time Out VENTURA



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A Firm Commitment By Rusty Evans

In 1962, Richard Vicenti made Johnnie Lloyd his first partner in his young accounting firm. Nothing unusual about that, except that Juanice "Johnnie" Lloyd was a woman.

In early '60s America, the cars were long, the hair was short and business was a man's world. The pre-eminent female in the culture was Betty Crocker. Men were the executives, women were the secretaries, and a female earning a partnership in any type of firm was virtually unheard of.

Fifty years later, that same firm, now known as Vicenti Lloyd & Stutzman, is still setting trends. While female partnership in the accounting industry hovers around the 23% mark, that number is substantially higher at the Glendora-based firm, where women compose 55% of total
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A Firm...

continued from pg. 1

At the heart of the operation are five partners in the firm bound by a strong University of La Verne connection, and all are reaching major professional milestones. Royce Stutzman '59, who this year celebrates his 50th anniversary with the firm, is chairman. Co-Managing Partner Linda Saddlemire '82 has been with the firm 30 years. Karin Heckman Nelson '88 is celebrating her 20th year, and Gema Ptasiniski '94 is a partner after 15 years with the firm. Ann Quay Davis earned her accounting degree at Cal Poly Pomona and is a member of the University of La Verne Board of Trustees. She is Partner Emerita at VLS after 35 years with the firm.

"I went to Cal Poly to get an accounting degree because at the time, La Verne didn't have an accounting degree," Quay Davis said. "But after getting my CPA certificate, I went back and I did teach a class at La Verne and became more interested. Then, through the Church of the Brethren, I got nominated to be on the board and that's what really what started my connection [with the university]."

Quay Davis says she was inspired by Ms. Lloyd almost from the moment she joined the firm.

"Certainly, Vicenti, Lloyd & Stutzman was a pioneer organization, related to women," Quay Davis said. "Johnnie Lloyd was one of the first woman partners in a CPA firm this size in the state. She was really more of a pioneer than I was. When I came, she was a partner and that kind of made me think, 'Well, if she can do it, I can do it.' But at the time, there was only one other woman staff member. All of the other women were administrative-type people. And we did pioneer some stuff in terms of being able to travel to out-of-town jobs and get assigned management-type jobs."

Lloyd, who passed away in 2002, never received an accounting degree, but was something of a phenomenon. She began working as office manager for Dick Vicenti in 1957, then took classes through a UCLA Extension School to accumulate the college credit required to sit for the CPA exam. She not only passed all four parts of the exam in one sitting, but became the first female to score in the top 4 percent. Her paper was judged the most outstanding in California, which led to her winning the John Forbes Gold Medal — the first female to do so in the 17-year history of the award. She was immediately made a partner in the firm that still bears her name.

"She was one of those unique persons who was extremely intelligent," Stutzman said. "She was an amazing lady and one of the first female presidents of a chapter of the California Society of CPAs. An incredible lady."

Lloyd's work effected change in gender roles, though Stutzman said it came slowly.

"When I first entered into public accounting, there were not many females in the public accounting profession," Stutzman said. "And so we would recruit almost exclusively male applicants to the profession. I'm not exactly sure when it began to turn. Probably about 20 to 25 years ago. Now, there are more female workers here than male, typically because there are more available qualified candidates."

The American Institute of CPAs reports that, among its 2006 membership, for the first time in the history of the profession, there are more women working in accounting than men.

"I think, when I first started, in my class there were only about four women, out of about 30 students," Nelson said. "When I started — and certainly when I started here at Vicenti Lloyd & Stutzman — women were starting

leadership. Among active partners, that number increases to 67% — nearly triple the national average.

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With Chamber Support, Power Reliability Plans Approved

Plans to establish secondary access point to state power grid moves forward

By City Council

In a unanimous vote, the Riverside City Council heeded the input of the Chamber and other local community groups in approving the Riverside Transmission Reliability Project (RTRP), a proposed project by Riverside Public Utilities. When completed, this project will provide Riverside residents, businesses, and healthcare providers with continued access to power in the likelihood of an unforeseen emergency that could bring down the City's only existing connection to the statewide grid.

Tremendous growth in the community will quickly place a strain in the existing electricity resources, causing the potential for rolling blackouts and the inability to meet the power needs of businesses, especially in manufacturing and technology. With the passage of the RTRP and the construction of a secondary access point to the state grid, more power will be available to satisfy the community's projected power needs in the future and generate access to additional "green" power resources mandated to use by state law.

The RTRP will also underscore maintaining public safety and reliable access to care in the community by providing a back-up system if the community's primary access to power should be interrupted. This is particularly important for local residents and businesses as it will greatly reduce the potential for a blackout of power during a natural disaster or other disruption.

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their families.*

Olive Crest Thanks San Manuel Band of Mission Indians for Supporting Critical Programs for Foster Youth in Our Community

Olive Crest extends its deepest appreciation to San Manuel Band of Mission Indians for recently awarding a \$100,000 grant to help fund ongoing services for at-risk children in the Inland Empire.

The funds will directly support programs at Olive Crest's Inland Community Children's Ranch, which provides a creative, neighborhood-style community for youth ages 12-18 who have been abused, abandoned or neglected.

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QUOTES ON TIME

The more sand has escaped from the hour glass of our life, the clearer we should see through it.

Jean Paul

Save time thinking you can do the other fellow’s job better than he can—put it in doing your job better.

Herbert A. Schoenfeld

It is later than you think.

Sundial Inscription

Better three hours too soon, than one minute too late.

William Shakespeare

The man who wastes to-day lamenting yesterday will waste to-morrow lamenting to-day.

Philip M. Raskin

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TRUST IN BUSINESS

Five Keys to Building and Maintaining a Culture of Trust

By Dr. Ray Benedetto and Tom Walter

Recent scandals, such as Lance Armstrong's admission to doping, have shown how some people will easily sacrifice truth for expediency or personal gain. Such scandals can destroy businesses and the lives of innocent bystanders. Thousands of former Arthur Andersen employees who lost their jobs, and thousands of investors who lost their life savings in the aftermath of the Enron scandal over a decade ago, bear stark witness to this reality.

Many believe the accumulation of wealth is the foundation of capitalism, but the true heart of capitalism resides in the trust that exists between customers and suppliers. Customers trust suppliers will deliver goods according to agreed conditions, and suppliers trust customers will pay for those goods in a timely manner. Despite changes in technology and the manner in which goods and payments are exchanged, trust is still the bedrock on which capitalistic markets operate.

Trust is central to understanding economic behavior because of its association with the "clan," both as an organizing principle and as a means for solving problems of interdependency. Within the modern world, no one exists in isolation. When industries moved from cottages into factories, business leaders forged new ways of doing business by organizing larger groups of people and coordinating their collective and interdependent efforts. The evolution of business during the industrial age created large organizations that employees came to trust as their security blankets for long-term employment. The explosion of new mechanical technologies over the past 30 years has forced leaders to re-organize and re-engineer businesses such that the inherent notion of trust within a "clan" has been lost through the speed of this evolution.

Yet trust is still essential for leading others effectively because trust and caring are the foundation of relationships. Trust represents the faith others have in one's actions or intentions. Without trust, businesses cannot operate. A leader's credibility rests with the trust others have in her abilities as well as the common bonds they share, particularly core values. Employees want to trust leaders who show genuine care for their long-term well-being.

Our research has shown leaders of high-performing companies pay close attention to building, sustaining, and protecting their cultures, which are the organizing principles that represent the shared beliefs, values, and assumptions for their business "clans." Creating a culture of trust begins with core values. It extends to the leadership system and everyday practices through which employees continually renew trustful relationships with internal and external customers alike. Here are some principles for establishing a culture of trust:

1. Begin with core values that focus on respect, trust, and ethical conduct. Explicitly shared values define the structure through which employees serve one another as well as external customers. Core values in practice also differentiate and create distinctive cultures that attract and sustain long-term relationships, resulting in sustainable success.

2. Emphasize the importance of personal character in the hiring process. "Character" represents how people put their personal values into action. Hiring people with the right character means selecting candidates whose personal values align closest with organizational core values. Although tech-

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Philanthropic Leaders Ron and Sherrie Auen to Receive Honorary Doctorates

In recognition of their longtime support for California State University, San Bernardino and its Palm Desert Campus, as well as their leadership throughout the Coachella Valley, philanthropists Ronald and Sherrie Auen will be presented with an Honorary Doctorate of Humane Letters by the university.

The ceremony will take place during the CSUSB Palm Desert Campus commencement on Thursday, June 13, at 6 p.m., at The Show at Agua Caliente Resort Casino Spa in Rancho Mirage.

"The Auens are consummate philanthropists and dedicated community partners. Their charitable vision throughout the United States, and especially in the desert region, has helped transform lives, including the advancement of education," said CSUSB President Tomás D. Morales.

Ronald Auen has served as president and chief executive officer of the H.N. & Frances C. Berger Foundation since 1988, and is responsible for the formation, guidance and expansion of the foundation. In successfully guiding the foundation's diverse philanthropic interests and growth for more than two decades, he reflects the Berger legacy to "help people help themselves."

As trustees of the Auen Foundation in Palm Desert, Mr. and Mrs. Auen support innovative programs that enrich the quality of life for the elderly and aging, with a focus on intergenerational involvement, healthy aging, quality of life, and care-giving issues.

Their meritorious and outstanding service to Cal State San Bernardino has been demonstrated for many years through scholarship contributions to CSUSB and its Palm Desert Campus. In addition, total contributions to the university from the Berger Foundation have exceeded \$6 million.

As further evidence of their passion for higher education, the Auens deeded a 1,200-acre livestock property in Idaho to the University of Idaho in 2001 to expand research and educational opportunities. In addition, both the Berger and Auen foundations have supported important research at the renowned Salk Institute.

Eighty percent of grants from both the Berger and Auen foundations are given to nonprofits in the Coachella Valley and Southern California particularly to support programs benefitting education and social service. Since 1988, the Berger Foundation has contributed more than \$350 million to charities throughout Southern California, the United States and the world.

The Auen Foundation, formed in 1991, has awarded more than 1,000 grants to charitable and educational programs and services, primarily for building and supporting healthy aging programs in the Coachella Valley.

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SEE PAGE 13

The Henry R. Kravis Prize in Leadership for 2013 Awarded to Johann Olav Koss, Four-Time Olympic Gold Medalist-Turned-Nonprofit Leader

Olympic speed skater from Norway founded Right To Play, an organization that uses the transformative power of play to educate and empower children facing adversity.

Claremont McKenna College (CMC) announced that four-time Olympic gold medalist and nonprofit leader Johann Olav Koss has been awarded the eighth annual Henry R. Kravis Prize in Leadership. The Kravis Prize, which carries a \$250,000 award designated to the recipient organization, recognizes extraordinary leadership in the nonprofit sector. Koss will be presented with The Kravis Prize at a ceremony on April 18 held on the CMC campus.

Founded in 2000 by Koss, Right To Play is a global organization that uses the transformative power of play to educate and empower children facing adversity. Right To Play's impact is focused on four areas: education, health, peace building, and community development.

Right To Play reaches 1 million children in more than 20 countries through play programming that teaches them the skills to build better futures, while driving social change in their communities. The organization promotes the involvement of all children and youth by engaging with girls, persons with disabilities, children affected by HIV/AIDS, as well as former combatants and refugees.

"We use play as a way to teach and empower children,"

Koss says. "Play can help children overcome adversity and understand there are people who believe in them. We would like every child to understand and accept their own abilities, and to have hopes and dreams. But also, to have respect for the person on the other side of the field or who has been on the other side of conflict."

Henry R. Kravis '67, co-founder of Kohlberg Kravis Roberts & Co. L.P. and founder of the Prize, says it is important that recipients of the Kravis Prize "have a real and measurable impact in the community. Johann Olav Koss is not only a champion in his native country and a true hero for aspiring athletes, his legacy also now includes transforming the lives of hundreds of thousands of children through something as simple as the opportunity to play sports."

"We seek nonprofits that have a far-reaching, tangible impact," adds Marie-Josée Kravis, chair of the Kravis Prize Selection Committee. "Right To Play reaches 1 million children and youth through weekly activities, and has trained nearly 12,000 volunteer coaches and 5,000 Junior Leaders to help run its weekly programs. All of these efforts are educating and transforming a new generation,

globally."

Considered one of the best speed skaters in history, Koss made his debut at the 1992 Winter Olympics, where he won the gold in the 1,500 m despite surgery for an inflamed pancreas just five days prior. At the 1994 Lillehammer Winter Olympics he won three more gold medals in his native Norway, setting records along the way. That year, *Sports Illustrated* named him Sportsman of the Year and featured him on its cover with U.S. Olympic speed skater and gold medalist Bonnie Blair. In the midst of his decorated career, Koss was restless to help and empower children challenged by poverty, conflict, and disease.

Beginning as an ambassador for the organization Olympic Aid, Koss traveled to Eritrea—a country in the Horn of Africa recovering from years of civil war. The trip would change his life. The sight of children playing amongst broken-down tanks with makeshift balls made from rolled-up shirts struck him deeply.

"I realized there was one incredibly powerful tool that was not being used to help improve their lives," he says. "Sports."

Right To Play is supported

by a network of more than 300 Athlete Ambassadors—professional and Olympic athletes from more than 40 countries, including ice hockey superstar Wayne Gretzky and retired U.S. basketball player Dikembe Mutombo.

In 2010, acclaimed producer Frank Marshall directed Right To Play as part of "30 for 30," a series of documentaries inspired by ESPN's anniversary and featuring 30 of today's "finest storytellers telling thirty remarkable stories from the ESPN era." Marshall's Right To Play captured the story of Johann Olav Koss and aired on ABC last spring.

About The Kravis Prize

Established in 2006, The Henry R. Kravis Prize in Leadership recognizes and celebrates extraordinary accomplishment and bold leadership in the nonprofit sector. The Kravis Prize is presented and administered by Claremont McKenna College and Marie-Josée Kravis and Henry Kravis. Mrs. Kravis, an economist, is a senior fellow of the Hudson Institute; Mr. Kravis, founding partner, co-chairman and co-CEO of Kohlberg Kravis Roberts & Co., is an alumnus and trustee of Claremont McKenna College.

Local Businesses Save Millions... Finding Time—Making Space

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(l to r) Rachel Nobles Valenzuela and Melody Moore

space management seminar on Saturday, March 9th. This event was presented by Focus Life Seminars at Central Park in Rancho Cucamonga. As business owners

and business professionals, we are constantly juggling to maintain organization on a daily basis. When either your time or your space is not at optimal efficiency, it affects all areas of your life.

Focus Life Seminars are taught by time management expert, Rachel Nobles Valenzuela and professional organizer, Melody Moore. The seminars were created in answer to a need for the time and space

management concerns of the experienced professional. They provide over eight years business acumen with Fortune 500 companies such as Fleischmann's Vinegar, Kaiser Permanente and Azusa Pacific University Gospel choir, as well as with local businesses and Residential Domestic Engineer's (mom's).

Attendees were taught concepts and tools to help them

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Advancing Business Creation and Growth Through Innovation and Collaboration

It is common knowledge that the vast majority of new wealth, new jobs and new prosperity created in the world today, will come from those who choose to work together to advance business success.

At a time when we need it the most, business leaders, educators and policymakers are coming together under the common cause that business success benefits everyone.

In its first year, Innovation Economy Expo (IExpo), taking place on May 9th at the Ontario Convention Center in Southern California, has already generated more than 50 sponsors, 40 speakers, and nearly a dozen Collaborative Partners.

Organizations ranging from sole proprietors to large international organizations have joined the cause to participate in this unique, day long interactive forum designed to connect businesses, innovators and entrepreneurs with the global resources needed for success.

“This is the first step in creating a crowd-driven global collaboration platform to advance innovation and build high-growth companies that can succeed in today’s new innovation economy,” said Norman Wolfe, chairman and CEO of Quantum Leaders and who also serves as a member of the Innovation Economy Expo Advisory Committee.

Innovation in business can be everything from developing new products to identifying and targeting new customers. Some business owners are unsure how to take their businesses to the next level, which is why embracing the promise of innovation is

so important.

“Success stories come when innovative businesses are introduced to the right investors who can finance their plans for growth and put them into action,” said Joe Rubin, director at FundingPost. “Innovation

IExpo is hosting the U.S. Department of Commerce’s 19th annual California Inland Empire District Export Council (www.CIEDEC.org) World Trade Conference will include Export University 101, and panel of industry experts in construction,

companies around the state grow into major job-producing success stories.

Startup California is part of the Startup America Partnership, a nationwide organization that was launched by the White House in 2011, but now is independent and does not accept funding from government.

“Innovation Economy Expo and Startup California take the same collaborative approach to bringing business people together, which is why this event is such a good fit for us,” said Howard J. Leonhardt, Co-Leader of Startup California. “We need more efforts like this, where those who are committed to developing the next wave of business success can meet and put the pieces together.

“There has never been a better time to be an innovator and an entrepreneur,” said Leonhardt. “Business creation is critical to a sustainable economy, and that is why Innovation Economy Expo is needed now, more than ever.”

Other Collaborative Partners include: National Federation of Independent Business, EB-5 Investment Report, CEO Space International, The Latino Coalition, California Manufacturing Technology Consulting and InSoCal CONNECT.

Topics covered on the program will include: Advancing Innovation and Entrepreneurship, Raising Capital for Growth, Business Development and Sales and International Trade, and Business-to-Business meetings.

For more information visit www.InnovationEconomyExpo.com

THURSDAY, MAY 9, 2013 Ontario Convention Center

Networking, team building, learning, sharing, and creating opportunities for business development and growth - it starts early with a networking breakfast and exhibits in the Innovation Pavilion, followed by the morning general session consisting of forward-thinking speakers, panel discussions and lunch. Then it’s a full afternoon of breakout sessions, workshops, investor forums and collaboration programs. The day concludes with a networking reception back in the Innovation Pavilion.

Why Innovation Economy Expo?

A high-growth, sustainable economy can only be created if we foster collaboration amongst all stakeholders. The only businesses that will succeed are those who have access to the resources needed for growth.

Innovation Economy Expo is a crowd-driven forum that connects local businesses with the resources needed for growth in a new, innovative, global economy.

Who Should Attend?

Innovators - Entrepreneurs - Investors - Service Providers
Policymakers - Educators - Manufacturers - Exporters

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Economy Expo will provide all the tools necessary for this kind of success.” FundingPost is one of the nation’s leading networks of angel investors, venture capitalists and crowdfunding specialists, having represented more than \$107 billion in investment capital.

FundingPost is a Collaborative Partner with Innovation Economy Expo and is bringing a panel of crowdfunding specialists and several motivated investors to IExpo to provide qualified local businesses with direct access to the capital they need for growth.

automotive, aerospace, security, power generation and agriculture.

“Innovation is what drives today’s global market,” said CIEDEC Chairman Rick Gibbs.

“Combining the Innovation Economy Expo and the World Trade Conference brings everything together. It provides entrepreneurs, business owners and service providers with a comprehensive list of presentations, services and networking opportunities.”

Another Collaborative Partner of Innovation Economy Expo is Startup California—an organization dedicated to helping

DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART

THE GAINERS

Top five, by percentage

| Company | Current Close | Beg. of Month | Point Change | %Change |
|------------------------------------|---------------|---------------|--------------|---------|
| Hot Topic Inc. (H) | 13.83 | 10.80 | 3.03 | 28.1% |
| Outdoor Channel Holdings, Inc. (H) | 8.76 | 7.47 | 1.29 | 17.3% |
| CVB Financial Corp. | 11.38 | 10.60 | 0.78 | 7.4% |
| American States Water Company (H) | 55.66 | 52.96 | 2.70 | 5.1% |
| Simplicity Bancorp, Inc. | 15.30 | 15.24 | 0.06 | 0.4% |

THE LOSERS

Top five, by percentage

| Company | Current Close | Beg. of Month | Point Change | %Change |
|------------------------------------|---------------|---------------|--------------|---------|
| Provident Financial Holdings, Inc. | 16.48 | 17.10 | -0.62 | -3.6% |
| Monster Beverage Corporation | 50.35 | 50.46 | -0.11 | -0.2% |
| Simplicity Bancorp, Inc. | 15.30 | 15.24 | 0.06 | 0.4% |
| American States Water Company (H) | 55.66 | 52.96 | 2.70 | 5.1% |
| CVB Financial Corp. | 11.38 | 10.60 | 0.78 | 7.4% |

| | Ticker | 3/21/13 Close Price | 2/28/13 Open Price | % Chg. Month | 52 Week High | 52 Week Low | Current P/E Ratio | Exchange |
|------------------------------------|--------|---------------------|--------------------|--------------|--------------|-------------|-------------------|----------|
| American States Water Company (H) | AWR | 55.66 | 52.96 | 5.1 | 56.57 | 34.90 | 19.7 | NYSE |
| CVB Financial Corp. | CVBF | 11.38 | 10.60 | 7.4 | 12.95 | 9.43 | 15.4 | NASDAQS |
| EMRISE Corporation | EMRI | 0.47 | 0.60 | -21.3 | 0.73 | 0.26 | NM | OTCPK |
| Monster Beverage Corporation | MNST | 50.35 | 50.46 | -0.2 | 83.96 | 39.99 | 27.1 | NASDAQS |
| Hot Topic Inc. (H) | HOTT | 13.83 | 10.80 | 28.1 | 13.95 | 8.25 | 30.1 | NASDAQS |
| Simplicity Bancorp, Inc. | SMPL | 15.30 | 15.24 | 0.4 | 15.74 | 13.10 | 23.4 | NASDAQS |
| Outdoor Channel Holdings, Inc. (H) | OUTD | 8.76 | 7.47 | 17.3 | 9.21 | 5.97 | 125.1 | NASDAQS |
| Provident Financial Holdings, Inc. | PROV | 16.48 | 17.10 | -3.6 | 19.69 | 10.28 | 8.1 | NASDAQS |
| West Peak Iron Limited | WPI | 0.05 | 0.06 | -5.9 | 0.29 | 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

| | |
|--------------------------------|------------|
| Hot Topic Inc. | 52,661,670 |
| Monster Beverage Corporation | 33,081,630 |
| CVB Financial Corp. | 10,779,270 |
| Outdoor Channel Holdings, Inc. | 3,846,940 |
| American States Water Company | 1,902,960 |

D&P/IEBJ Total Volume Month 103,918,550

Monthly Summary 3/21/13

| | |
|-----------|---|
| Advances | 5 |
| Declines | 4 |
| Unchanged | 0 |
| New Highs | 3 |
| New Lows | 0 |

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.

FINANCIAL COLUMN

When the SBA Deal Isn't Perfect

Oftentimes, when AmPac or lenders are approached about an SBA 504 loan, borrowers are not only attracted to the SBA 504 program for the long term and low interest rates, but they are also attracted to the CDC's ability to obtain SBA approval when the deal is not perfect.

Some of the issues that come up and the solutions to overcome them, when the deal is not perfect:

- **Issue**—The borrower answers "yes" on the Personal History Statement about a past arrest.

- **Solution**—Ask questions! Find out if the incident in question is the only incident on the borrower's record. Document your findings and immediately seek clearance from SBA while the borrower completes the remainder of the application. NOTE: It is critical that the CDC and bank be a member of the borrower's team, thus the importance of full disclosure upfront will minimize delays in the process.

- **Issue**—Judgments and liens come up on the credit report; and the borrower thought they were cleared.

- **Solution**—Oftentimes, liens have been cleared and the County, State or Federal agency have failed to show the lien release on your credit. The solution could just be a phone call or visit, followed up with faxed or e-mailed documentation. A written explanation of the issue will usually resolve the matter quickly. If the borrower has made payment arrangements with the creditor, provide written documentation to that end and proof of the arrangement. NOTE: If the lien is a tax payment to the IRS and no payment arrangements have been made, SBA views that as a default to the government and will not consider *continued on page 13*

A Firm...

continued from pg. 3

to have roles in leadership and then, in school, it was moving more toward 50 percent of the accounting classes being women. We were getting to be partners and managers and all kind of positions in accounting firms.”

Nelson is now bucking the traditional image of the 80-hours-a-week-partner bent on billable hours with another concept that was unheard of 50

years ago: flexible scheduling.

“I have education in my blood,” she said. “I can count two grandparents and six different aunts and uncles who graduated from the University of La Verne. My dad (Marlin) was the university librarian for more than 30 years. But I didn’t want to be a teacher, so I went to Manchester College — which is affiliated with the University of La Verne — to become an accountant. I got my master’s degree because I wanted to teach at some point.

So, I have done some full-time teaching and I currently have a schedule that’s part-time to allow me to do part-time teaching.”

Quay Davis is another partner with the firm who recently throttled back on her work schedule to enhance her personal life. While she will continue to work full-time during tax season, she plans to work a reduced number of hours the rest of the year to spend more time with her husband, Larry. Both are avid golfers.

“[Billable hours] are critical to have,” Stutzman said, “but we also believe very much in quality of life. It’s about family, its about community, its about giving back to the community as well as the clients that you serve. For me, it all goes together hand-in-hand; one without the other doesn’t work. So we don’t have as many billable hours as some of the larger firms have, but we’re very successful in building quality lives, I *continued on page 21*

Indian Gaming Facilities

Listed Alphabetical

| Casino Address City, State, Zip | # of Employees | # of Slots Tables | Year Established | Games | Amenities | | | | Top local Exec. Title Phone/Fax E-Mail |
|--|----------------|-------------------|------------------|---|-------------------|-------|-----|---|--|
| | | | | | Restaurant/Lounge | Hotel | Spa | Event Center | |
| 1. Agua Caliente Casino 32-250 Bob Hope Dr. Rancho Mirage, CA 92270 | 1,250 | 1,600 42 | 2001 | Blackjack, 3-Card Poker, Craps, Roulette, Let it Ride, Pai Gow Poker, Mini Baccarat World Tour of Poker | Y Y Y N | | | Brian Hansberry General Manager (760) 321-2000/202-2617 www.hotwatercasino.com | |
| 2. Augustine Casino 84-001 Ave. 54 Coachella, CA 92236 | 440 | 800 10 | 2002 | Blackjack, Single 21 Spanish 21, 3-Card Poker, 4-Card Poker | Y N N N | | | na General Manager (760) 391-9500/391-9045 www.augustinecasino.com | |
| 3. Cahuilla Casino 52702 Highway 371 Anza, CA 92539 | 120 | 305 4 | 1995 | Blackjack, 3-Card Poker | Y N N N | | | Leonardo Pasquarelli General Manager (951) 763-1200/763-0850 www.cahuillacasino.com | |
| 4. Fantasy Springs Resort Casino 84-245 Indio Springs Prkwy. Indio, CA 92203 | 1,100 | 1,957 40 | 1980 | Slots, Blackjack, Poker, Asian Games, California Craps, Video Roulette | Y Y N Y | | | Paul Ryan General Manager (800) 827-2946/238-5606 www.fantasyspringsresort.com | |
| 5. Havasu Landing Resort and Casino P.O. Box 1975-#5 Main St. Havasu Lake, CA 92363 | 160 | 243 3 | 2002 | Live Blackjack, 3 Card Poker, Video Poker, Keno | Y N N N | | | Jacqueline Gordon General Manager (760) 858-4593/858-5900 www.havasulanding.com | |
| 6. Morongo Casino Resort & Spa 49500 Seminole Dr. Cabazon, CA 92230 | 1,871 | 2,216 101 | 2004 | Blackjack, Mini-Baccarat, Pai-Gow Poker, Craps, 3-Card Poker, 4-Card Poker | Y Y Y Y | | | David Brents General Manager (951) 755-5340/849-3181 www.morongocasinoresort.com | |
| 7. Pala Casino Spa & Resort 11154 Highway 76 Pala, CA 92509 | 2,000 | 2,300 88 | 2001 | Blackjack, Baccarat, Craps, Mini-Baccarat, Pai-Gow Poker, Poker, Roulette | Y Y Y Y | | | Bill Benbenek CEO (760) 510-5100/510-5191 www.palacasino.com | |
| 8. Pechanga Resort and Casino 45000 Pechanga Prkwy. Temecula, CA 92592 | 4,500 | 2,000 122 | 1995 | Slots, Video Poker, Blackjack, Mini Baccarat, Let It Ride, Pai Gow, Three Card Poker, Poker Room | Y Y Y Y | | | Rudy Pritto General Manager (877) 711-2WIN/770-2571 www.pechanga.com | |
| 9. San Manuel Indian Bingo and Casino 777 San Manuel Blvd. Highland, CA 92346 | 3,500+ | 3,000 145 | 1986 | Bingo, Slots, Blackjack, Poker, Mini Baccarat, Card Craps | Y Y N N | | | Dan Morales Marketing Manager (909) 864-5050/862-8890 www.sanmanuel.com | |
| 10. Soboba Casino 23333 Soboba Rd. San Jacinto, CA 92581 | 790 | 2,000 18 | na | Blackjack, Let It Ride, Bingo, 3-Card Poker | Y N | | | Bob Frear General Manager (951) 665-1000/665-1353 www.soboba.com | |
| 11. Spa Resort Casino 401 E. Amado Rd. Palm Springs, CA 92262 | 1,120 | 1,000 40 | 2003 | Double-Deck Blackjack, Blackjack, “Hot Water” Craps, Mini Baccarat, 3-Card Poker, 4-Card Poker, Pai Gow Poker, Spanish 21 | Y Y Y Y | | | Brian Hansberry General Manager (760) 883-1000/883-1250 www.sparesortcasino.com | |
| 12. Spotlight 29 Casino 46-200 Harrison Pl. Coachella, CA 92236 | 675 | 2,000 34 | 1995 | Blackjack, Pai Gow Poker, Poker, 3 Card Poker | Y N N Y | | | Tom Sedlock General Manager (760) 775-5566/775-2220 www.spotlight29casino.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.

SolarCity Powers Eight Barstow Unified School District Schools and Facilities With Solar Energy

1.5 MW Project Expected to Save School District \$112,000 in Energy Costs in First Year, \$5.3 Million Over Next 20 Years

SolarCity® announced a 1.5-megawatt (MW) solar power project that will bring renewable energy to eight Barstow Unified School District (BUSD) schools and facilities. The solar installations are expected to save the district \$112,000 in their first year and roughly \$5.3 million over the next 20 years, which will directly benefit classroom instruction constrained by years of budget cuts.

“Nowhere is the value of solar greater than in our schools, where reduced utility electricity consumption benefits taxpayers, students, administrators and the environment.”

Roughly three-fourths of BUSD’s students qualify for free or low-cost meals, and district budget reserves have been under strain due to a difficult economy and a high local unemployment rate. But the solar power systems will offset an average of 70% percent of each

of the eight facilities’ electricity needs, bringing immediate and long-term savings on energy bills.

“I applaud the school district for making an investment in energy that could potentially redirect millions in savings to our students,” said State Senator Jean Fullerton, who represents Barstow in the 18th District.

Barstow will also join hundreds of other districts across the state in benefiting from state Net Metering policy, which credits solar customers for the surplus clean energy their systems send to the grid for neighbors to consume. Net Metering allows California schools to help the grid become cleaner and more efficient while diverting taxpayer spending on energy to increased spending on education.

“Barstow Unified School District is proud to set an example of environmental leadership for our students and our commu-

nity,” said BUSD Superintendent Jeff Malan. “More importantly, going solar will help us to provide the best possible education for our students by cutting energy costs to free up funds that can be used directly in our classrooms to assist the teaching and support staff.”

A national leader in clean energy services, SolarCity has completed or undertaken more than 300 solar projects for schools, community colleges and universities across the country, and now has more than 2,800 employees.

“Nowhere is the value of solar greater than in our schools, where reduced utility electricity consumption benefits taxpayers, students, administrators and the environment,” said SolarCity

Regional Vice President Jim Cahill. “SolarCity is proud to help the Barstow Unified School District achieve its goals of continued educational and institutional improvement.”

The solar power systems will also provide students with firsthand demonstrations of how solar technology works, and of solar energy’s benefits to the classroom, where students can view the school’s real-time energy production.

SolarCity will install solar on these BUSD facilities: Cameron Elementary School, Crestline Elementary School, Henderson Elementary School, Montara Elementary School, Barstow Junior High School, Barstow High School, Central High School and the Barstow District Office.

Goodwill Drives Economic Gains for California and Its Communities

The results of Goodwill Industries of California’s 2012 Economic and Fiscal Impact Report proves Goodwill’s worth in pumping millions into state and local economies while connecting thousands of unemployed individuals to jobs.

The study paints a glowing picture of Goodwill’s contributions to cities, counties and the state, as a whole, and reinforces the organization’s reputation and commitment to reinvesting in its communities and giving back to help those most in need. Highlights of Goodwill’s contributions through its operations and workforce programs include:

- Directly employing nearly 13,500 people in 2012, 3,500 more than in 2011, resulting in \$366.5 million in total wages.
- Placing 14,215 individuals into jobs in 2012, representing 5.7% of California’s statewide 2012 job growth, with total wages of more than \$154 million. Goodwill job trainees include homeless individuals, people with language and cultural barriers, military veterans, former drug addicts and former parolees.
- Generating more than \$1.3 billion in total fiscal and economic impacts when combining economic output from Goodwill’s operations (gross receipts and services) with community job placements in 2012.

For a copy of the report, contact Lisa Yates at 916-552-2652, cell 916- 215-9550 lyates@acsquantum.com.

Menifee Valley Chamber of Commerce

Invites you to join us for our first annual
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Wednesday, April 17, 2013

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For detail information on the speakers and team leaders visit www.facebook.com/#!/pages/Southern-CA-Strategies-for-Success-Womens-Conference/242911279179188

No tickets will be sold at the door, contact Robbie Motter Chair 951-255-9200 or rmotter@aol.com for information and/or tickets or Menifee Valley Chamber 951-672-1991. We take credit cards, cash and checks are to be made payable to Menifee Valley Chamber.

This is a fund-raiser for the Chamber...

Is California...

continued from pg. 1

the recent data on non-farm employment does not show any indication of a widening gap between California and other states. Moreover, over the last 10 years California exporters have held their own in the world marketplace. This leads us to continue our outlook of slow steady but unexceptional economic growth in the current year and gradually accelerating growth the following two years. With the expectation that the past pattern of outperforming the U.S. will be the future pattern, our forecast for the unemployment rate is for a continued closing of the gap for the next three years.

THE SLOWING OF CALIFORNIA GROWTH

As we approached the end of 2012, California growth began to slow. There are a number of reasons for this slowing, notably a slowing of U.S. growth (GDP is estimated to have grown at only 0.1%) and a continuation of recession in Japan and throughout most of Europe. Though it is no surprise that employment growth in California slowed, what is something of a surprise is that it did not slow to the same extent in the U.S.

Through the first nine months of the year, growth in non-farm employment in California has been at a rate exceeding all but a few states. The annual growth rate as measured by the change between employment in Q3 2012 versus Q3 2011 in California ranked 8th in

the U.S. and 4th among states with populations exceeding 5 million. By Q4 2012 California's ranking had fallen to 12th overall and 6th for large states. This shift in the rankings is not significant however as the growth rates are quite close one to another.

More important is the slowing in the growth rates. The Q3 2012 rate was 2.2% and it has now fallen to 1.9%. At the same time, U.S. non-farm payroll growth rates slowed, but only marginally. What this reflects is the changing nature of the recovery. The strength of the U.S. expansion, such as it is, lies in the increased production of automobiles and homes. California is not sharing proportionately in either of these. Thus, one would expect the kinds of employment numbers we have been seeing.

None of this is particularly surprising. Though much has changed in the last year, we observed in December 2011 that there were significant headwinds to an accelerating recovery in 2012. In particular we were concerned about uncertainty in the U.S. economy with the end of the Bush and Obama tax cuts (the Fiscal Cliff had yet to emerge) and the slowing of growth of our trading partners. For exactly the same reasons we temper our forecast for employment growth in 2013. The Fiscal Cliff Part I is over with and we have perhaps finished with Part II, but like so many Hollywood Movies (and Federal Reserve QE's) the sequel to the Fiscal Cliff only awaits the critics' reviews. In addition we factor into our view for 2013 the adjustment in California to the implementation of Prop 30 taxes. As we argued in the last California Report, these are apt to be minor, but they will represent some slowing in California growth rates compared to the U.S.

CALIFORNIA COMPETITIVENESS

Much has been made of California's competitiveness in the world economy. Since one of the drivers of employment in the recovery has been world trade, and California is dependent on it to resume a more robust generation of jobs, it is worthwhile to ask the question: Is California losing its edge? Indeed, Governor Perry, California's favorite tourist, has come to the Golden State a number of times asking this question. This, it turns out, is a difficult question. How do we measure "edge?" If we rely on data to tell us what has actually happened, then the ports are the logical place to look.

Over the course of the recovery in California, the volume of exports through the seaports has grown. From the depths of the recession there was steady growth in sea borne traffic and by early 2011 the recovery was complete. Since then there has been no discernable growth at the seaports. The same tendency has been seen in the data on high valued exports through SFO and LAX. These data correspond to the recessions in Europe and Japan and the "growth recession" in China and cannot be taken as evidence of a loss of competitiveness.

There are two issues in using these data to ascertain whether California has lost its edge in the production of goods. The first is that the metrics for exports (TEUs for seaports and Tons for airports) is a measure of volume and weight and not of value. The second is that the exports are goods that flow through California's ports, but are not a measure of goods that originate within California. For example, manufactured goods from Henderson, NV on the way to China would naturally find their way out of the U.S. through California.

Though the same critique of origin may be applied to the value of goods exported through California's airports and seaports, the ability to sort those goods by destination gives a clue to the competitiveness of California's goods. As a country grows, it will demand more of most all goods including those it imports. If the demand for those imports grows faster than domestic income, then in some real sense, the imports are deemed to be better goods, and are therefore competitive goods. Looking at the growth

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Many Thanks, Melissa A.

COMPUTER COLUMN

The Lessons of Les Mis and Mr. Rogers

By J. Allen Leinberger

Just as I sat down to compose this article the following message got e-mailed to me.

“This is to immediately inform you that your e-mail address with Micros ID: has won you 2,485,000.00 GBP and a brand new Range Rover SUV from the Wenzhou Ourvis yearly draw promo.”

Oddly enough it has been my intention to say a few things that pertain more to human nature than to computers. The problem is a clash of criminal greed and naive gullibility.

I have written before about the e-mails from such entities as the Nigerian Interior Minister who wants to transfer \$25 million into my account. Variations have included lawyers who need to hide money from a forgotten estate, and even a Korean

widow who wanted to marry me in order to transfer her late husband’s money into America. Other such messages have included Bill Gates paying to measure e-mail use and a winning number in the Yahoo lottery.

Foolish you say. Who would fall for such scams? The answer takes us back in time to an era before computer communication.

Remember the chain letter? Bad luck would befall anyone who broke the chain. Many such letters that I saw were generated, it said, by someone like St. Theresa, the Little Flower. I always wondered why St. Theresa was sending me letters. Such letters still show up today, as e-mails. Now the question becomes, how does St. Theresa

get access to a computer.

“Weird” Al Yankovic wrote a song recently called “Stop Forwarding That Crap to Me,” in which he complained about “every stupid hoax, all those corny jokes” and went on the talk about the famous red cake recipe and the stories of Mr. Rogers in Vietnam. He’s right. Such tales are always available online. And it’s gotten even worse with Facebook. Patriotic and religious themes overwhelm the site. Troops in front of flags, 9-11 scenes, pictures of saints at sunset.

The worst part is that, like St. Theresa, I keep finding proof of past crimes. I recently read a translation of Victor Hugo’s *Les Misérables*. In it we learn more about the Thénardiens (“The Master of the House”). At one

point he worked a con in which he sent out letters purporting to tell his sad tale of desperate times. In one he was an actor whose performance had fallen on hard times. In another he was a starving poet. He also wrote to claim that he was a Spanish diplomat who needed traveling money. He even said he was a poor widow. His plan was to send these out to good-hearted people whom he counted on to send him money.

So what’s the point? The point is simple. No matter what the technology allows, people will always be able to find a way to communicate fanciful confidence schemes. P.T. Barnum said that there was a sucker born every minute. Some say P.T. was an optimist.

continued on page 34

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San Fernando Valley

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- TOP -
2012
PRODUCERS

SBA Deal Isn't...

continued from pg. 8

the application. Further, any default (without payment arrangements) on a government loan, no matter how old, will not be considered by SBA, including student loans, disaster loans or related transactions with the government.

- **Issue**—The borrower has had a construction loan with numerous delays and now the construction lender does not want to do the permanent take-out.

- **Solution**—The CDC is a non-profit SBA lender, thus works with multiple lenders, including large banks, regional banks, community lenders, credit unions and non-bank lenders. As such, if the lender is unable or unwilling to do the permanent loan, the CDC will have a solution.

- **Issue**—Sales have dipped over the last few years and the business shows a net loss in the last two years, with promise for the upcoming year.

- **Solution**—It is critical to evaluate the reason for the losses and project the opportunities for the future. The SBA allows borrowers to submit substantiated projections as a solution to overcome losses.

When the deal isn't perfect, there are solutions to get the SBA loan funded. Communication is essential throughout the lending process and being well versed in SBA standard operating procedures is also equally important.

Another important option for businesses and lenders is to have good resource partners at your disposal. SBA 504 lenders are established to facilitate transactions that are less than perfect. AmPac Tri State CDC would be happy to answer your SBA questions; you may call us at 909-915-1706, or email at info@ampac.com.

FINANCIAL COLUMN

**Thrivent Financial for Lutherans
“World’s Most Ethical Companies”
for Second Straight Year**

Thrivent Financial for Lutherans has been selected as one of the 2013 “World’s Most Ethical Companies” by the Ethisphere Institute. Thrivent Financial was named to the prestigious list for the second consecutive year as a result of its leadership in promoting ethical business standards as well as for introducing innovative ideas to benefit the public.

“As a membership-owned, faith-based organization we strive to have high ethical practices at the core of everything we do,” said Teresa Rasmussen, senior vice president, general counsel and secretary for Thrivent Financial. “This award is continued validation of our efforts.” The Ethisphere Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere had a record number of applicants and is seeing a groundswell of support for companies which emphasize and mandate strong ethical practices. The 2013 list is the largest list since the award's inception in 2007.

“Not only did more companies apply for the World’s Most Ethical Companies recognition this year than any year in the past, which demonstrates that ethical activity is an important part of many of these companies' business models, but we are also seeing more companies be proactive and create new initiatives that expand ethics programs and cultures across entire industries, such as industry-based ethics associations and other activities,” said Alex Brigham, executive director of Ethisphere. “We are excited to see the 2013 World's Most Ethical Companies take these leadership positions, and embrace the correlation between ethical behavior and improved financial performance.”

Through in-depth research and a multi-step analysis, Ethisphere reviewed nominations from companies in more than 100 countries and 36 industries. The methodology for the World’s Most Ethical Companies includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

Read about the methodology and view the complete list of the 2013 World’s Most Ethical Companies at www.ethisphere.com/wme. The World’s Most Ethical Companies list will also be featured in the 2013 Quarter 1 issue of *Ethisphere Magazine*.

About Thrivent Financial for Lutherans

Thrivent Financial for Lutherans is a faith-based, Fortune 500 financial services membership organization helping its nearly 2.5 million members to be wise with money and to live generous lives. Thrivent Financial and its affiliates offer a broad range of financial products and services. As a not-for-profit organization, Thrivent Financial joins with its members to create and support national outreach programs and activities that help congregations, schools, charitable organizations and individuals in need. For more information, visit Thrivent.com. Also, you can find us on Facebook and Twitter.

About Ethisphere Institute

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the *continued on page 27*

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Education and Proposition 30: Did they follow through on their promise to fund education?

California students need a consistent and affordable option for education at every level; one that ensures anyone who wants to learn has the opportunity to do so. Students in every community should be provided the resources necessary for a quality education and afforded the opportunity to move forward with further education if desired. Unfortunately, student loans have skyrocketed the cost of higher education and students often find themselves buried under a burdensome debt reaching \$50,000 - \$60,000 or more if they even choose to face that hurdle.

When California's voters said "yes" to Proposition 30 last November, they sent Sacramento *continued on page 16*

Five Keys to...

continued from pg. 5

who will fit the culture.

nical competence can be used to screen candidates, high-performing companies want the best employees

3. Fulfill promises and do what you say you will do. Trust stems from individuals doing the right thing, and showing trustworthiness by taking responsibility for their actions and being held accountable for outcomes. Building trust takes time. Why? Because trust emerges from patterns of leadership that demonstrate good character while also insisting each member of the workforce follows suit.

4. Show you care. Organizations are essential to the human experience. Leaders possess an awesome responsibility because organizations also shape the life and character of individuals in the most basic ways, including how one understands and exercises trust within business transactions. Building trust requires continual demonstrations of how leaders care for others.

5. Continually communicate the values, vision, and mission of the organization, and be transparent in sharing organizational knowledge. Employees want to know where the company is headed and how they are part of something bigger than themselves. Leaders must constantly communicate the organization's purpose as well as the data through which decisions are made. Leaders who engage employees in decision-making process at all levels of the organization are deeply committed to shaping the future of the company. To achieve better results everyone must become invested in outcomes, and this investment begins with continual communication and reinforcement of the values, vision, and mission for which the organization stands.

When Vince Lombardi took the reins of the Green Bay Packers after several losing seasons, he said, "Gentlemen, we need to return to the basics. This is a football." To survive tough economic times, we recommend business leaders return to the basics, of which building a culture of trust is paramount. This article only scratches the surface, but it's a beginning. Time to get to work!

For more information, please visit, www.itsmycompanytoo.com.

A vertical advertisement with a dark background. At the top, the text "2013 Book of Lists" is written in large, white, serif font. Below it, "\$75.00" is written in a similar font. In the center, there is a large, detailed image of a CD or DVD. At the bottom, the text "To purchase your 2013 Book of Lists on Disk or Digital Download for \$75.00" is written in white. Below that, "Call (909) 605-8800 or visit" is written, followed by the website "www.busjournal.com" in a larger font.

Meeting Facilities

Ranked By Total Square Feet of Meeting Facilities

continued on page 26

| Facility Address City/State/Zip | Meeting Rooms: Total Tot. Sq. Ft. | Largest Meeting: Sq. Ft. Capacity | Year Built Last Renovated | Owner Headquarters | # of Rooms # of Suites # of Banquet Rms. | Room Rate Range * May Be Seasonal | Amenities | General Manager Convention Contact Phone/Fax E-Mail Address |
|---|-----------------------------------|-----------------------------------|---------------------------|--|--|---|---|---|
| 1. Fairplex 1101 W. McKinley Ave. Pomona, CA 91768 | 5 247,000 | 105,500 7,000 | 1948 2005 | Los Angeles Fair Assoc. | N/A N/A | \$2,600-7,400 | On Site Catering, On-Site Sheraton Hotel, New Restrooms, Ample Parking | Melissa DeMonaco-Tapia n/a (909) 623-3111/865-3602 demonaco@fairplex.com |
| 2. Palm Springs Convention Center 277 N. Avenida Caballeros Palm Springs, CA 92262 | 21 245,000 | 92,545 8,000 | 1987 2005 | City of Palm Springs Palm Springs, CA | 410 | Facility Fees Vary By Size Of Space Requested | 20,000 sq. ft. Ballroom on-site | James Canfield Rick Leson (760) 325-6611/778-4102 jcanfield@palmspringscc.com |
| 3. JW Marriott Desert Springs Resort 74855 Country Club Dr. Palm Desert, CA 92260 | 33 210,000 | 24,816 3,050 | 1987 2008 | Marriott Corporation Washington, D.C. | 884 51 33 | \$179-379 | G,P,R,T,S,L B, FP, GS, H, I, N, RS | Emily Bird n/a (760) 341-2211/341-1872 emily.bird@marriott.com |
| 4. NOS Events Center 689 S. "E" St. San Bernardino, CA 92408 | 11 130,000 | 40,000 4,450 | | National Orange Show Corp. San Bernardino, CA | N/A N/A 9 | N/A | Satellite Tele-Theater, Computerized, Drop Down Screens, Wireless Internet Capabilities | Derrick Vasquez Dan C. Jimenez (909) 888-6788/889-7666 dvasquez@nosevents.com |
| 5. Ontario Convention Center 2000 Convention Center Way Ontario, CA 91764 | 24 114,000 | 70,000 4,630 | 1997 | City of Ontario Ontario, CA | N/A N/A N/A | N/A | Business Service, Concierge | Traycee Mayer Angela Hui (909) 937-3000/937-3080 tmayer@ontariocv.com |

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

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.

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2000 East Convention Center Way
Ontario, CA 91764
(909) 937-3000 • Fax (909) 937-3080
President & CEO: Michael K. Krouse
mkrouse@ontariocvb.com

Big Bear

Convention Center
42900 Big Bear Blvd.
Big Bear Lake, CA 92315
(909) 585-3000 • Fax (909) 584-2886
Operations Manager: Pam Scannell
pscannell@bigbearchamber.com

Victor Valley

Victorville Visitors Center
14174 Green Tree Blvd.
Victorville, CA 92395
(760) 245-6506 • Fax (760) 245-6505
CEO: Michelle Spears
mspears@vvchamber.com

San Bernardino

Convention and Visitors Bureau
1955 Hunts Ln., Ste. 102
San Bernardino, CA 92408
(909) 891-1151
President & CEO: Wayne Austin
wayne@san-bernardino.org

Lake Arrowhead

Communities Chamber of Commerce
28200 Hwy. 189, R-215
Lake Arrowhead, CA 92352
(909) 337-3715 • Fax (909) 336-1548
VP to the Chairman: Courtney Goss
courtney@lakearrowhead.net

Hemet/San Jacinto

Visitors Information Center
615 N. San Jacinto St.
Hemet, CA 92543
(951) 658-3211 • Fax (951) 766-5013
Chair: Dr. Richard Giese
www.hsajvc.com

Palm Springs

Visitor Information & Convention Center
2901 N. Palm Canyon Dr.
Palm Springs, CA 92262
(760) 778-8418
President: Andrew Starke
astarke@palmsspringsoasis.com

Palm Springs Desert Resorts

Convention & Visitors Authority
70-100 Highway 111
Rancho Mirage, CA 92270
(760) 770-9000 • Fax (760) 779-9001
Visitor & Partnership Manager: Susan Esterling
sesterling@palmsspringsoasis.com

Riverside

Convention & Visitors Bureau
3750 University Ave., Ste. 175
Riverside, CA 92501
(951) 222-4700 • Fax (951) 222-4712
Executive Director: Debbie Megna
dmegna@riversidecvb.com

Temecula

Temecula Valley Convention and Visitors Center
28690 Mercedes St., Ste. A
Temecula, CA 92590
(951) 491-6085 • Fax (951) 491-6089
President & CEO: Kimberly Adams
kimberly@temeculacvb.com

Idyllwild

Idyllwild Convention Bureau
54325 North Cir., Ste. 103
Idyllwild, CA 92549
(951) 659-3259
President: Richmond Blake
blake@idyllwildchamber.com

Save Millions...

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organize their time and space. Most importantly, they were taught that separation of your business life and personal life is just not realistic—you are only one person!

Valenzuela and Moore shared practical resources such as specific apps on your smartphone. FLS believes that “your brain space is at a premium, and the more you optimize practical resources, the greater the bottom line revenue you generate.”

FLS will have at least 10 additional seminars this year with various topics, such as: Being More Effective in Your Mobile Office, Preparing Fiscal Year End and Organizing Families for Back to School. The next seminars are May 15 and May 16 at 9:00 a.m. and 7:00 p.m. on both days, at A-Loft Hotels on 4th and Haven in Rancho Cucamonga. These dates accommodate the various schedules of busy professionals. Space is limited to 40 seats per session, register today at www.focuslifeseminars.com. Tickets are \$45 each, \$30 if purchased in quantities of 4 or more by May 1, 2013. Sessions will have breaks to allow networking with other attendees—making efficient use of your time and space. Raffle drawings and door prizes will also be given.

ALSO, visit their website at www.focuslifeseminars.com for detailed information on an exclusive mid-day seminar that focuses on details of marketing your business. Call for custom One-on-One Consultations, available by appointment only.

For further questions, contact Ken Moore, VP of Marketing at 909-965-4321 or at ksm@focuslifeseminars.com. Stay Focused!

Education...

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the message that they wanted to shield our students from further budget cuts and costly tuition increases. But with Proposition 30 now law; will the Legislature respect the people's will?

In his State of the State address to the Legislature recently, Governor Brown cautioned the Legislature to “jealously” guard Proposition 30 dollars and spend them wisely, and on the priorities of the people.

But the truth is that there was no specific language in Prop 30 to guarantee that new tax revenue would go to California's public schools and universities. Despite what supporters of the initiative said to students and their families, the Legislature can use a significant part of these new taxes in areas other than our schools.

Regardless of the fact that Prop 30 will generate \$6.25 billion in new revenue this year, the Governor's proposal doesn't even give half of that to K-12 education, and guarantees nothing to UC and CSU schools. In order to keep their word to the people, this funding must go to our students as intended, not to any other program or special interests.

Even though there is an increase in funding for the UC and CSU systems in the Governor's budget proposal, this money is not guaranteed. It can be eliminated through a majority vote of the Legislature. In response, I thought it wise to author two bills to ensure education funding as promised and create a pathway to a quality affordable education.

To ensure that these dollars actually go to higher education as the voters intended, my Republican colleagues and I have introduced Assembly Bill 67. Rather than just hoping for the best, our legislation ensures that Proposition 30 dollars will go to higher education as we were told.

Our measure is simple. It would freeze tuition and fees for our students in the UC, CSU and

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CAREER INSURANCE

Prepare for the Inevitable: The Four Cornerstones of Career Insurance

By Dr. Marty Martin

There is more to job security than mastering job search skills. There are plenty of books about resume writing, networking, interviewing, and developing a LinkedIn profile. These job search skills are important, but not sufficient in an age when companies and even entire industries are undergoing radical changes. Career Insurance fills the void by preparing people for what's to come – before it arrives.

There are four cornerstones of Career Insurance; the organizing framework for putting together your own personal Career Insurance plan. These four cornerstones further solidify your survival in the turbulent waters of today's economy:

- Embracing adaptation
- Positioning for the next advance or change
- Investing in cutting edge skills
- Tapping into abundant thinking, creativity, and emotional non-attachment

Embracing Adaptation

You must get in touch with your built-in adaptive nature. This means being alert, responsive, and engaged; knowing how to survive in what sometimes feels like the jungle of work, careers, and jobs.

A practical way to assess your adaptive qualities is to ask, write down or record your answers to these questions:

- How did I overcome obstacles in the past?
- What lessons can I draw from folks I know and those I don't about how to bounce back and move forward?
- Who can I lean on to support me emotionally when it seems as if I cannot or will not climb the summit of change?

Your answers to these questions will put you in touch with your built-in adaptive nature. If adversity is foreign to you, then you probably know others in your life that have stories and secrets to share about how to tap into the resilient spirit that we all have.

Positioning for the Next Advance or Change

A very important skill for Career Insurance is to predict what type of work is in demand, the supply of talent available to meet that demand, and how to position yourself to fill the gap. This skill will be used consistently throughout your career.

Self-assessment using surveys and questionnaires as well as soliciting feedback from peers will provide you with most of the information you need to map out these three scenarios:

- Your desired career scenario
- Your most probable career scenario
- Your nightmare career scenario

Your job is to vividly describe, in writing, the details of each of these three scenarios. After detailing each of the scenarios, determine what decisions and actions you must make while in your current position that will affect you in the short- and long-run in realizing your desired position in your company.

Investing in Cutting Edge Skills

Given the fast paced change in the world of work, it is a good idea to learn new skills to increase your value as an employee. Today, you never really finish learning; if you do, you may find yourself and your career on a dead-end street.

There are costs to learning new

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Bury Chino...

continued from pg. 1

California Edison's Tehachapi Renewable Transmission Project, to consist of what will be the world's largest windmill-driven electrical generating field near Tehachapi in Kern County together with the lines to convey that power to the greater Los Angeles metropolitan area. The \$2.1 billion project is part of Southern California Edison's effort to meet state-mandated renewable energy goals.

Fearing a host of problems from the imposition of the towers, including significant negative impacts on property values in the city, the Chino Hills City Council authorized the expenditure of over \$2.3 million to employ attorneys and make other efforts to contest the Public Utility Commission's action, including a suit against Southern California Edison alleging the company had "overburdened" the power line easements. That legal effort failed when West Valley Superior Court Judge Keith D. Davis ruled the California Public Utilities Commission has exclusive jurisdiction regarding the route used by Edison, and the suit was thrown out. Chino Hills appealed Davis's ruling to the 4th District Court of Appeal, asserting the city had the right to have the case heard by a jury, but in September 2011 the appeals court affirmed Davis' decision.

Beginning last year, Edison, which has long had a 150-foot wide right-of-way for its power lines that runs for 5.8 miles from Tonner Canyon to the Riverside County line, erected 12 of the towers within the city limits and another 5 in Carbon Canyon before a city appeal to the California Public Utility Commission (PUC) and Public Utility Commission Chairman Michael Peevey in particular succeeded in a temporary halt to the towers' construction being granted in November 2011 while a potential undergrounding alternative is explored.

With its order last week, the California Public Utilities Commission gave Edison assurance it can accelerate the pre-construction activity it is undertaking aimed at actually burying the transmission lines through roughly 70 percent of Chino Hills without financial risk. The commission signaled that Edison can begin engineering efforts in earnest and make land purchases to facilitate the completion of the project by a December 2015 project completion target date.

In the document co-authored by Peevey approved by the full commission on Feb. 28, it is stated, "SCE [Southern California Edison] should be directed to submit a proposal that clearly defines the 'reasonable assurance' it requires that the commission will support rate recovery of the costs incurred for undergrounding the Tehachapi Project through Chino Hills should the commission later decide to reject the undergrounding modification. The rate recovery proposal that SCE has filed expressly recognizes that jurisdictional authority to set the Tehachapi Project's transmission rates lies with the Federal Energy Regulatory Commission (FERC). SCE states that it 'expects that all costs associated with the project will be recovered at [FERC] ... through existing rate recovery mechanisms on file there. However, while FERC holds the authority to determine the prudence of costs expended by a utility, SCE argues that under the unique circumstances of a situation like this one, a state commission's assessment is particularly likely to inform FERC's determination. Accordingly, though SCE is not an undergrounding proponent, SCE's rate recovery proposal seeks a finding from this commission that it would be in the public interest for SCE to undertake certain activities now - essentially to accelerate them - in advance of our decision on the merits of undergrounding Segment 8A." Segment 8A refers to that section of the line through Chino Hills.

The commission complied with Edison's request to be able to charge its ratepayers up to \$33 mil-

ment owned by the utility. That approval came as part of the commission's endorsement of Southern

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COACHELLA VALLEY HOUSING COALITION CELEBRATES THE GRAND OPENING OF ITS NEW DESERT HOT SPRINGS DEVELOPMENT

Brisas de Paz Apartments include 62 units on 4.77 acres. Coachella Valley Housing Coalition, the City of Desert Hot Springs, residents and Riverside County officials celebrated the Grand Opening of Brisas de Paz Apartments in Desert Hot Springs on March 25. The ceremony took place at Brisas de Paz, 65921 Flora Avenue in Desert Hot Springs.

Brisas de Paz Apartments is a 62 unit affordable housing community constructed on 4.77 acres. The community includes 11 one-bedroom units, 26 two-bedroom units, and 25 three-bedroom units including a manager's unit. "The site is really something special," commented Mealey. "It allows families to walk easily throughout the development on a usable and comfortable pedestrian network. The open site plan adds to the quality of life for the residents by allowing them plenty of room to exercise, gather with friends and family, play, and rest after a hard day of work."

Other features of the apartment community include a community room, computer learning center, two playgrounds, two laundry facilities, a swimming pool, barbeque areas, and a community kitchen. Rents will be set at 30%-50% of AMI, ranging from \$311-\$716 per month. The project was financed through CVHC by Bonneville Mortgage Company,

continued on page 28

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Is California...

continued from pg. 11

in GDP and the growth in imports from California ports for the top 30 destinations we find that in general, California port of embarkation goods are competitive. That is, the value of the goods exported is growing at approximately the same rate, or at a higher rate, than the GDP of the destination country.

Since some of the destination countries are Pacific Rim countries, the analysis combines exports that are going through California ports simply because of geography with those that are originating in California. If we remove all of those Pacific Rim countries, we solve most, though not all, of the problem. That is, agricultural products from the Mid-West headed for China might flow through the Port of Oakland, but those destined for Russia or Germany would be shipped to the East.

THE FORECAST

The Fiscal Cliff Parts I and II, Prop. 30 and the slowdown in exports were all figured into the California forecast in December. Therefore, the outlook for 2013 and 2014 is not radically different than before and has only been moderately adjusted to reflect the most current data. Even though the fourth quarter showed weaker growth in employment in California than in the U.S., we don't believe that is a sign of impeding further California specific weakness in 2013. Indeed, the preliminary indications are that the benchmark revisions to California's employment levels will result in higher than current estimates.

The factors which have driven California employment and income growth to higher rates than the U.S. are still in play. As the world economy improves, and as investment in the U.S. picks up once again, California will once again have a disproportionate share of that improvement. Our expectation is for this to occur in 2014 and to accelerate in 2015.

Our forecast for 2013 is for total employment growth (payroll, farm and self employed) of 1.6% and for 2014 and 2015 it is 2.2% and 2.3% respectively. Non-farm payroll employment will grow more slowly, at 1.4% and 2.1% and 2.3% for the three forecast years. Real personal income growth is forecast to be 1.4% in 2013 followed by 3.6% and 3.3% in 2014 and 2015. Unemployment will fall through 2013 and will average approximately 9.6% for this year. In 2014 we expect the unemployment rate to drop to 8.4% on average, a percent higher than our U.S. forecast and thence to 7.2%.

Slowly Ramping Up

*David Shulman, Senior Economist,
UCLA Anderson Forecast*

After enduring the slowest postwar recovery on record, the economy is slowly beginning to ramp up. To be sure the acceleration will be more of a 2014 event, but the seeds are being sewn for real GDP growth to rise from the tepid 2% we have been used to to something more on the order of 3%. But this is still below the 4% - 6% growth rates associated with prior recoveries. Specifically, after growing at 2.2% in 2012, we are forecasting real GDP to advance 1.9% in 2013 and 2.8% and 3.1% in 2014 and 2015, respectively. Indeed, we anticipate the economy to achieve a sustained 3% growth rate starting in the second quarter of 2014. Along with the higher growth path we are also forecasting inflation in excess of 2% in 2014 and 2015 as the Fed's extraordinary monetary policies catch up to a slow productivity growth economy.

Nevertheless, before we get to the accelerated growth we are forecasting, the economy has to overcome the headwinds coming from the \$85 billion sequester in Federal spending over the next seven months (\$1.2 trillion over 10

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SOCIAL MEDIA

Is Google+ Better for Business Than Facebook or Twitter?

The New No. 2 Network is a Must for Entrepreneurs, Says Social Media Coach

In the world of social networks, innovation can quickly change the field of frontrunners—remember LiveJournal?

We just saw it again as Google+ overtook Twitter to claim the No. 2 spot behind Facebook. And the new kid is already better than Mark Zuckerberg's baby for small businesses, professional firms and entrepreneurs, says Alex Hinojosa, vice president of media operations for EMSI (www.emsipublicrelations.com).

"I knew Google+ would attract a big following because it really lends itself to business uses and SEO," says Hinojosa, who has witnessed the value of Google+ grow exponentially in the daily operations of his PR firm.

A new Global Web Index study show Google+ grew to 343 million users globally in December, or about 25 percent of global internet users. Facebook still accounts for 50 percent of the pie.

"Facebook continues to go through self-imposed changes that are seeing mixed responses from longtime users," Hinojosa says. "The new No. 2 has much, much more to offer than simply being an alternative to the big dog."

Hinojosa reviews the merits of Google+ as a business tool, and why he believes the social network will continue its meteoric rise:

- **Power:** Google+ may be the new kid when it comes to social media – it's not even 2 years old yet—but Google has become synonymous with anything online. The "new kid" offers something that no other social media platform can: Google power.

- **Overwhelming advantage:** "Google loves its newest offspring and it favors any post, article, picture and link posted on Google+," Hinojosa says. "If you post a link on your Google+ about asthma remedies, and one of your connections is logged in to Google+ and searches for asthma remedies, your post will show up high in his Google search results."

- **In action:** Let's say you own an art gallery full of nature photos. Your website for promoting the gallery highlights "mountain photos," "wildlife photos," and "waterfall photos" and you've created matching URLs for each page, such as bobsnaturephotos.com/waterfallphotos. Now you head over to post your newest update on Google+. You post a message about the waterfall, then you add the link to your waterfall page, bobsnaturephotos.com/waterfallphotos. Now, whenever one of your connections types "waterfall photos" into a Google search, whether it's days, weeks or months later, there you are on page 1 of the results. Your post shows up, your profile picture shows up, and your link shows up. "Once upon a time MySpace was king, but over a period of about a year the world made a seamless transition onto Facebook, which may very well see a mass exodus of users," Hinojosa says. "If your business or employer is not already on Google+, it's time to make the move."

Alex Hinojosa is the vice president of Media Operations at EMSI Public Relations, where he oversees the creative process and execution of print (traditional & online), radio, TV and social media campaigns. He has an extensive background in radio, working as a national talk-show host and executive producer for CBS Radio, Clear Channel Media & Entertainment and ESPN in major markets. Alex is also a (social) media coach and fill-in talk show host for Genesis Communications Florida.

WOMEN IN BUSINESS

Negotiate Like You Mean It: Nine Tips to Help Women in Business Ask for the Money (Even in a Tough Economy).

Many women aren't comfortable dealing with negotiations, even when something they really want (and deserve!) is on the line. Vickie Milazzo shares nine tips to help you stop underpricing yourself and start getting paid what you're worth.

Let's say you're on the short list for a promotion with your company. A big promotion. If you get it, you'll take on far more responsibility and you definitely feel up to the challenge. But the salary attached to the job is a little well, lackluster—especially in light of your experience. You'd love to ask for more money but frankly, you're afraid to. The economy still isn't great so I'd better lie low, you reason. No, it's not what I was hoping for, but if I get too pushy, I'm sure they'll pass me over for one of the other candidates. I should just be grateful to have made the cut.

If you're like many women,

this just seems like common sense. But according to Vickie Milazzo, settling for less than you're worth is a big mistake—even in the wake of the Great Recession. In fact, it might even cost you the job.

“When I'm hiring, I actually weed out candidates who underprice themselves because I assume they won't perform at the level I expect,” shares Milazzo. “In my eyes and in the eyes of many other CEOs, job candidates actually lose credibility when they underprice themselves.

“Many women mistakenly think they're doing their employers a favor by not push-

ing for more or that they'll be more appealing if they don't ask for what they're worth,” she adds. “The bad economy might be the current excuse, but I believe most underpricing occurs because many women just aren't comfortable with negotiating.”

In fact, a recent article in *The New Yorker*, might prove Milazzo's theory right. It found that only 7 percent of women negotiate their salaries up-front when entering a new position...compared to 57 percent of men.

“Those statistics are pretty telling,” Milazzo comments. “And I want them to change.

Women can and do negotiate all the time outside the workplace—with spouses, with kids, with teachers, with friends—and we can do it in a professional setting, too. It's just a matter of changing the way you think about asking for money.”

If you're ready to stop sitting back and start negotiating like you mean it, read on for nine of Milazzo's tried-and-true tips.

Never let them see you as a commodity.

After all, commodities are easy to obtain and easy to replace. And that's certainly not *continued on page 27*



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—Dave Malone, Chairman/CEO

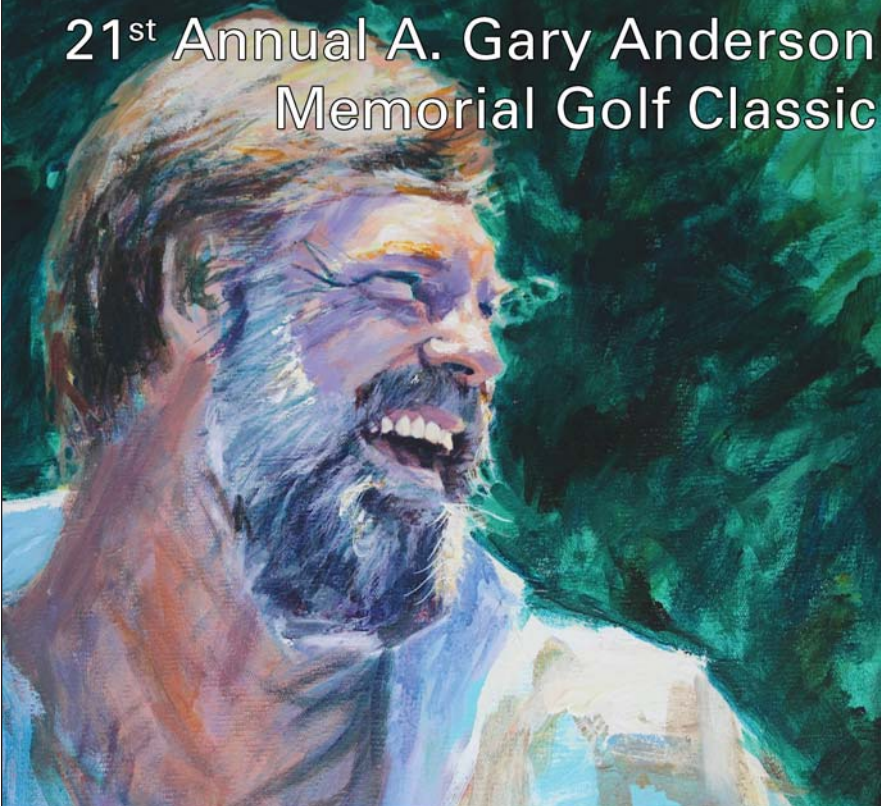
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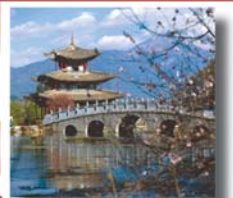
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A Firm...

continued from pg. 9

believe.”
 He’s not the only one. Vicenti Lloyd & Stutzman was recently recognized as one of the best accounting firms to work for in 2012 by *Accounting Today* magazine. The magazine’s annual list of the top 100 firms was created by *Accounting Today* and Best Companies Group to identify, recognize, and honor the best places of employment in the accounting industry. Firms selected are ranked by overall scores in categories such as workplace policies, practices, philosophy, systems and demographics, plus overall employee experience.

Accounting for changes in the workforce is part of the strategy for any business. With a shift toward educated and talented women occupying a larger share of the industry, forward-looking firms take such things as child-bearing into consideration.



Chairman Royce Stutzman helped pave the way for women to move up the ladder at the firm that bears his name, placing quality of life above maximized bottom line.

“That’s one of the things we recognized a number of years ago,” Stutzman said. “We’re dealing with women in accounting who are frequently mothers, and I believe very much in life cycles. What works today may not work tomorrow so well, but that doesn’t mean you’re not a good quality worker and shouldn’t be part of a good firm. And so we changed our approach to that a number of years ago, which now I see that some of the national firms are doing as well. I think we were one of the first ones to start that pattern.”

The change in Quay Davis’ schedule coincided with Saddlemire’s promotion to co-managing partner, which will be another facet to her diverse experience within the firm.

“One of the reasons I was first attracted to this firm was because it had one of the only women in leadership at that time, which was Ms. Lloyd,” Saddlemire said. “That was unheard of at that point in time. I entered the firm in 1982 and we were already on the cutting edge, if you will, and it just went from there. Now, we have quite a few women partners.”

Saddlemire, who joined VLS in 1982 and made partner seven years later, found herself working on fraud investigations that arose during several audits. She was intrigued by the detail of the work, which she found dovetailed well with her way of thinking.

“One of my favorite pastimes is working on puzzles,” said Saddlemire, who recently entered the doctoral program at La Verne in Organizational Leadership. “Fraud investigation was a different way of practicing accounting, using the same skills for different purposes. Just like a puzzle, forensic accounting is solving a problem, getting all the pieces to fit together. Take an entity that has an internal embezzlement, and we come in and help investigate that, analyze that. Very interesting, very challenging.”

The work led Saddlemire to become a Certified Fraud Examiner (CFE) in 1994 and she was Certified in Financial Forensics (CFF) in 2008. That paved the way for her to join forces with retired FBI agent Ernie Cooper. Since then, the firm’s fraud investigation group has expanded

continued on page 24

INLAND EMPIRE PEOPLE AND EVENTS



Riverside Chamber of Commerce and local leaders gathered with the Inland Empire Small Business Development Center staff at the Grand Opening celebration of their newest location in downtown Riverside.



Pomona Chamber of Commerce and the Credit Union of Southern California, Pomona Branch celebrated a ribbon cutting ceremony

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INLAND EMPIRE PEOPLE AND EVENTS



Steven L. Harmon Hired As Riverside County Public Defender

Steven L. Harmon, a longtime City of Riverside private defense attorney, was hired as Riverside County public defender.

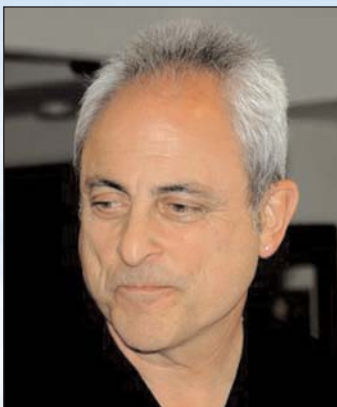
Harmon has been a criminal defense lawyer in Riverside for most of the 40 years he has been in practice.

For more information about the City of Riverside Public Defender's Office, visit www.publicdef.co.riverside.ca.us.

Council Approves Allen J. Parker for San Bernardino City Manager

Parker has most recently been an economic development consultant based in Banning. He has 30 years of city management experience in California and Illinois.

Mayor Pat Morris said he looked beyond experience in his appointee... "There are people with high principles and high work ethics who can do this kind of job. I've been looking for such a city manager as that!"



Cathedral City's Doral Desert Princess Resort Eyes \$12 Million Renovation

The Doral Desert Princess Resort, built in 1983, will undergo a two-year, \$12 million renovation with the help of a bed tax agreement with the city.

The renovations will transform the hotel's current European-inspired motif—with its muted yellow, silvery gray and cream walls, dome-shaped chandeliers and flowery carpet—into a contemporary, clean style with rich colors like chocolate brown, beige and slate gray on the walls, dark cherry wood ceilings, stone work and tile floors.

The pool area will be revamped with colorful cabanas and updated furniture and landscaping, and the restaurant will become a modern breakfast buffet.

In addition to aesthetics of the property, the development company will be improving the resort's information technology system, updating the mechanical, plumbing, electrical, heating and A/C units and fire protection system.

For more information about Doral Desert Princess Resort Hotel, visit www.doralpalmsprings.com or call (760) 322-7000.

COACHELLA VALLEY ECONOMIC FORECAST CONFERENCE

Thursday, April 11, 2013

Registration and Breakfast begins at 7:00 am
Conference from 8:00 am to 11:30 am
Miramonte Resort & Spa, Indian Wells

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Early-Bird (on/before Friday, April 5)

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THE 2013 CMC-UCLA ECONOMIC FORECAST CONFERENCE

"Healthcare: The Economic Challenges and Opportunities for the Coachella Valley"
AND "Tourism: The Visitor Industry and Its Impact on the Coachella Valley"

FEATURING:

Welcome: Keith Goff, Regional President, Rabobank, N.A.

National and State Forecast: Jerry Nickelsburg, Senior Economist, UCLA Anderson Forecast

Inland Empire Forecast: Marc D. Weidenmier, Professor of Economics and Director of the Lowe Institute of Political Economy, Claremont McKenna College

Healthcare: The Economic Challenges and Opportunities for the Coachella Valley

Moderator: George M. Reyes, Partner, Best Best & Krieger

Tricia Gehrlein, Regional Director, Clinton Foundation Health Matters

Deborah Freund, President, Claremont Graduate University

G. Richard Olds, Dean, UCR School of Medicine

Carolyn Caldwell, President, Desert Regional Medical Center

Gary F. Loveridge, Best Best & Krieger

Tourism: The Visitor Industry and Its Impacts of the Coachella Valley

Moderator: Robert J. Lowe, CEO, Lowe Enterprises

Scott White, CEO, Greater Palm Springs Convention and Visitors Bureau

Tom Davis, Chief Planning and Development Officer, Agua Caliente Band of Cahuilla Indians

Raymond Moore, CEO, Indian Wells Tennis Garden

Richard Oliphant, CEO, Oliphant Enterprises

Hosted by Claremont McKenna College and UCLA, in conjunction with CVEP.

For more information, visit www.InlandEmpireCenter.org/conference/

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RESTAURANT REVIEW

Gourmet Irish

By Ashley Bennett, IE Weekly

I'll be honest, the Inland Empire has some great cultural food (especially the Mexican food!) but when I began to scavenge restaurant listings for a place that offers genuine Irish fare, I came up empty handed. Half of the IE's pubs might be named after Irish references



but having Irish Nachos on the menu doesn't make it an Irish restaurant, however delicious it might taste.

Union on Yale's Cottage Pie however (also known as a Shepherd's Pie) is a dish that more than earns its relation to traditional Irish cuisine. It arrived in a medium-sized skillet steaming with intense heat as it made its way directly from the kitchen to my seat. As I waited for the moment to dive *continued on page 34*

Make Your Own Mess

By Bill Gerdes, IE Weekly

Rounds Premium Burgers: You won't be able to hate it, even if you want to!

I wanted to hate Rounds Premium Burgers from the moment I walked in. I wanted to hate the layout of the place, a third traditional booths, a third stool seating, a third low-style table, most commonly used at the sort of place where you wind up cooking your own food on a hot plate in front of you. The décor struck me as boring—oh wow lazy ceiling fans and a brown and white color scheme like nine other restaurants in Claremont. And I actually did hate the attitude of the girl

who served me at the counter—if 19-year-old apathy had a face it would be hers. Then I tried their burgers, and I tossed my negativity in the nearest bin along with the 10 napkins I needed to clean up my Devil Burger mess.

Rounds Premium Burgers is one of those “build your own burger joints;”



in fact their slogan is “Build Your Own Round,” and initially I got annoyed at this as well. Who needs all the pressure? Customers at Rounds get to choose their meat with options including turkey, chicken and veggie. They then move on to a confusing array of free sauce options, from buffalo ranch to pesto mayo, and with a garlic aioli in between. Next up comes free toppings, literally these options are all entitled “free,” and then on to the cheese options which cost seventy-five cents, then an offer of “premium” toppings which cost a buck, then a bun option, including a lettuce wrap choice, all of which is recorded on an order sheet before you get to the counter. By this point reading through the list my wife and I were exhausted and decided to take a burger off the premium menu where fewer decisions were involved.

I ordered the Devil Burger, a fairly massive affair, with four bacon slices protruding out the sides. It looks like a bacon-winged “burger of the gods” and tastes like one too. The patty itself is juicy, perfectly cooked to order—in this case medium rare—and quite scrumptious. Both the breaded jalapenos and buffalo sauce give it a decent kick but don't overwhelm the flavor of the burger itself. Have no fear if you order and get thirsty though—Rounds sells beer, Hangar 24 at that, plus the normal soda and shakes one finds at any burger shack.

Both sides were pretty damn tasty. The shoestring Garlic Fries are not only smothered in tiny garlic bits but are cooked perfectly. The Sweet Potato Fries are also delicious, served fresh and hot, but they actually taste like sweet potato and not the sugary paste one sees at many chain spots.

And finally I have to say I hate turkey burgers in general—it's an overrated protein best eaten once a year with Aunt Tillie at Thanksgiving, and whenever I'm looking to skip the red meat I'll do a veggie burger. It's the dry *continued on page 34*

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With Chamber...

continued from pg. 3

In 2006, The California Independent System Operator, which is responsible for the proper maintenance and operation of the grid, directed that a transmission project like RTRP be completed by mid-2009. A reliable and efficient power and utility system ensures the safety of our community and is fundamental to a strong local economy.

A Firm...

continued from pg. 21

from one to nine — more than 10 percent of its professional staff. Such work helped VLS reach that enviable business echelon of broad expertise at the highest level of the industry, while maintaining one-to-one, personal relationships with their clients.

“Our mission, at our firm, is to be a trusted advisor,” Ptasinski said. “That’s not just about numbers. It’s about helping our clients come up with solutions, in terms of their business. They come to us with a lot of questions, and they’re not always just, ‘How do I account for this?’”

“Accounting is definitely about more than just numbers. It’s about good communication skills and having a really well-rounded education. It’s really a people profession. The majority of our time, as you grow up in the industry, is spent interfacing with clients, dealing with issues and building relationships. That’s such

Five partners with a University of La Verne connection have helped Vicenti Lloyd & Stutzman become an industry pioneer in the advancement of women to leadership.

a huge part, the heart of the profession.”

An accounting firm with a heart? That seems to be business as usual at this amazing firm, and Stutzman says the La Verne connection plays a strong role in that.

“I look at the values La Verne espouses and you look at our firm and you will see some of the very same kind of statements about what we believe in,” the soft-spoken Stutzman said. “For example, one of those missions that I believe in is making a positive difference in the world. I think that’s something La Verne portrays in the community as well. That’s a very, very important mission to us, to make a positive difference in the world.”

It’s entirely likely that, 50 years ago, “Johnnie” Lloyd had no idea how much of difference she would have on the future of not only her little accounting office but on the entire industry. In the ’60s, acceptance, opportunity and advancement for women were the objectives. Now, loftier goals are attainable.

Ideas for the future in the business may be advanced by someone like Ptasinski, the youngest of the five partners who carry on the ideals of not just their firm, but those of the University of La Verne as well. The next plane of achievement and satisfaction may well be reached through giving back.

“I’m glad to be a part of encouraging and offering opportunities for women to go all the way from associate up to partner level,” Ptasinski said. “You appreciate all the great things that you have in life, and the opportunities. When you’re out there, and you can provide that to somebody else, provide them with an opportunity for a great career, it’s really rewarding.”

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MANAGER'S BOOKSHELF

“Intelligent Leadership: What You Need to Know to Unlock Your Full Potential,”

By John Mattone; AMACOM, New York, New York;
2013; 236 pages; \$27.95.

There is a lot more to the recently begun retirement of the Baby Boom generation than their impact on Social Security and Medicare. According to author John Mattone:

“...identifying and developing high-potential and emerging leaders is and will continue to be one of the top business issues facing CEOs. In most organizations, 40 to 70 percent of all executives will become eligible for retirement in the next five years.”

He goes on to point out:

“In our increasingly knowledge-driven world economy, organizations are right to fear this imminent brain drain, suspecting that when executives leave the firm, business may follow. Yet high-potentials and emerging leaders—those most likely to rise to fill those highest positions—account for less than 8 to 10 percent of the talent pool. That’s in the United States.”

Going overseas to round out our executive talent pool is unlikely to be of much help, according to the author, because nearly all the other countries are going to have the same problem. If we do no more than what we’ve done in the past to develop leadership, Mattone believes that good leaders will be very few and far between. He states:

“Frankly, very few possess both the strong inner core of values, character, beliefs, thoughts, and emotions and the set of outer-core leadership competencies that are truly required to successfully overcome these challenges. In the end, too many executives are beginning to derail or have already derailed because of

character flaws or perhaps just sheer immaturity.”

Despite these thoughts author Mattone is hardly a harbinger of gloom and doom. He offers ways onto a track that will help guarantee a steady flow of well qualified executives. The author calls it his “Wheel of Intelligent Leadership,” which he has trademarked. These consist of an outer core and inner cores. The outer core consists of nine strategic competencies:

1. Critical thinking
2. Decision making
3. Strategic thinking
4. Emotional leadership
5. Communications skills
6. Talent leadership
7. Team leadership
8. Change leadership
9. Drive for results

The inner core is set up in concentric rings, the first ring consists of Thoughts, Behavior Tendencies, and Emotions. The second ring is made of Values, Beliefs, and Reference. The heart or bull’s eye central core are Self-Concept and Elements of Character.

The net result of the Chapters 1 through 13 is a better understanding of how to train likely candidates to become effective executives. It’s not always easy to follow, and although the five appendices help, there are instances when you will have to re-read the chapter segments and then pursue what you’ve read within the context of the appropriate appendix.

In many ways Chapter 4 of the book may be the most valuable in helping you understand the key to what the author calls

the “Map of Leadership Maturity.” Using this approach there is no single way to improve your abilities as a leader. As Mattone puts it,

“The Map of Leadership Maturity” consists of a circle divided into three main parts, or groupings:

- Header Leaders
- Head Leaders
- Gut Leaders”

In turn, each of these three major groupings is subdivided into three distinct personality types:

- Heart Leaders tend to be Helpers, Entertainers, or Artists
- Head Leaders tend to be Activists, Disciples, or Thinkers

- Gut Leaders tend to be Drivers, Arbitrators, Perfectionists.

Perhaps the best way of looking at this book is that people tend to be complex, and good senior executives are often among the most complex of all.

—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. **“Doing More With Teams: The New Way to Winning,”** by Bruce Piasecki (John Wiley & Sons...\$25.00) (**)
Why and how teams offer greater flexibility when used properly.
2. **“Lean In: Women, Work, and the Will to Lead,”** by Sheryl Sandberg (Knopf Doubleday Publishing...\$24.95) (**)
Why women’s progress in achieving leadership roles has stalled.
3. **“The Power of Habit: Why We Do What We Do in Life and Business,”** by Charles Duhigg (Random House Publishing...\$16.18) (1)
A new view of human nature and our ability to change.
4. **“The Challenger Sale: Taking Control of the Customer Conversation,”** by Matthew Dixon and Brent Adamson (The Penguin Group...\$27.95) (2)
Why selling is about challenging customers.
5. **“The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team With Positive Energy,”** by Jon Gordon (John Wiley & Sons...\$21.95) (3)
How to motivate individuals and build them into successful teams.
6. **“To Sell Is Human: The Surprising Truth About Moving Others,”** by Daniel H. Pink (Penguin Group...\$13.90) (5)
Why all of us participate in selling.
7. **“Why I left Goldman Sachs,”** by Greg Smith (Grand Central Publishing...\$27.99) (5)
The reasons why a top manager resigned from a leading firm.
8. **“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.
9. **“Leading Culture Change in Global Organizations: Aligning Culture and Strategy,”** by Daniel Denison, Robert Hooijberg, Nancy Lane, and Colleen Lief (John Wiley & Sons...\$34.95) (7)
How and why business culture impacts on business performance.
10. **“Three Simple Steps: A Map to Success in Business and Life,”** by Trevor Blake (BenBella Books...\$12.95) (8)
Why some people succeed in any economic conditions.

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

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

Meeting Facilities

continued from page 15

Ranked By Total Square Feet of Meeting Facilities

continued on page 33

| Facility Address City/State/Zip | Meeting Rooms: Total Tot. Sq. Ft. | Largest Meeting: Sq. Ft. Capacity | Year Built Last Renovated | Owner Headquarters | # of Rooms # of Suites # of Banquet Rms. | Room Rate Range * May Be Seasonal | Amenities | General Manager Convention Contact Phone/Fax E-Mail Address |
|--|---|---|------------------------------|---|--|--------------------------------------|---|--|
| 6. Renaissance Esmeralda Resort 44-400 Indian Wells Ln. Indian Wells, CA 92210 | 45 100,000 | 16,500 1,992 | 1989 2002 | CTF | 560 22 N/A | \$149-300 | B,C,CR,F,G,GS, H,I,L,N,OC,P,R,RS, S,SA,SD,SR,ST,W,T | Tim Sullivan Fiona McKenna (760) 773-4444/346-9308 www.renaissanceesmeralda.com |
| 7. Trevi Entertainment Center 32250 Mission Tr. Lake Elsinore, CA 92530 | 0 92,000 | 7,067 3,999 | 2007 | Mei & Michel Knight Lake Elsinore, CA | 13 14 8 | \$100-600 (an hour) | Bowling Facility, Private Rooms, Steak House, Sports Bar, Banquet Kitchen | Antoinett Burlefon n/a (951) 674-6080 info@treventertainmentcenter.com |
| 8. Hyatt Grand Champions Resort 44-600 Indian Wells Ln. Indian Wells, CA 92210 | 24 88,000 | 20,000 1,500 | 1986 1998 | Grand Champions, LLC Denver, CO | 530 78 24 | \$99-859 | B,C,G,P,ST,GS,R, RS,T,I,S,FF,L,SA, W,H,N,FP,OC,SR | Allan Farwell Chris Skelding (760) 341-1000/568-2236 reservationschamp@hyatt.com |
| 9. Westin Mission Hills Resort 71333 Dinah Shore/Bob Hope Dr. Rancho Mirage, CA 92270 | 30 65,000 | 17,000 1,800 | 1991 2008 | Starwood Hotels & Resorts White Plains, NY | 512 40 30 | N/A | C,F,FP,G,GS,H I,L,N,P,R,T,W,X B, RS, SD | Ross Meredith Teri Lockard (760) 328-5955/770-2138 www.westinmissionhills.com |
| 10. Riverside County Fairgrounds 82-503 Hwy 111 Indio, CA 92201 | 3 55,940 | 33,080 3,181 | N/A | Riverside, CA | N/A N/A 3 | WND | B,R, 3 Outdoor Facilities, 15+ Acres Parking | Daryl Shippy Pamela Salazar (760) 863-8247/863-8973 www.datefest.com |
| 11. Riverside Convention Center 3443 Orange St. Riverside, CA 92501 | 15 48,000 | 20,800 2,000 | 1976 1996 | City of Riverside Riverside | N/A 15 | N/A | B,FP,OC, Exhibit Facilities, 20 min. from Ont. Airp. | Sharon Sola-Ahluwala Pam Sturrock (951) 346-4700/346-4706 psturrock@rcc-ca.com |
| 12. La Quinta Resort & Club 49-499 Eisenhower Dr. La Quinta, CA 92253 | 33 46,000 | 17,000 1,800 | 1926 2008 | Morgan Stanley | 800 24 33 | \$175-415 | 5 Golf Courses, 23 Tennis Courts, 7 Restaurants, 9 B. Shops, 41 Pools, 53 Spas | Garey Sins Stephanie Shaffie (760) 564-4111/564-7656 resinquiry@laquintaresort.com |
| 13. Rancho Las Palmas Resort & Spa 41000 Bob Hope Dr. Rancho Mirage, CA 92270 | 29 40,000 | 12,900 750 | 1979 2006-2007 | Marriott Hotels/Resorts/Suites Washington D.C. | 444 22 29 | \$99-299 | G,P,GS,R,T,F, FP,N,C,H,I,W | Aprile Shute Ty Brassie (760) 862-4554/862-4521 ashute@rancholaspalmas.com |
| 14. Indian Wells Tennis Garden 78-200 Miles Ave. Indian Wells, CA 92210 | 47 38,323 | 3,150 350 | 1999 N/A | Private Owners Indian Wells | 3 44 N/A | Call for Quote | T,F,P,L,F,N, Full-Time Tennis Staff, Pro Shop, 1,607-Seat Stadium | Charlie Pasarel Rolf Hoehn (760) 200-8400/772-2522 acabana@iwtg.net |
| 15. Renaissance Palm Springs Resort 888 Tahquitz Canyon Way Palm Springs, CA 92262 | 14 32,000 | 12,571 1,500 | 1987 2009 | American Property Mgmt. La Jolla, CA | 410 158 14 | \$99-299 | B,C,CR,F,FP,GS, RS, H,I,L,N,OC,P,R,S,SA | Martin Greenwood na (760) 322-6000/322-5351 dwagner@wyndham.com |
| 16. DoubleTree Hotel Ontario 222 N. Vineyard Ave. Ontario, CA 91764 | 13 27,000 | 12,800 2006 | 1982 2008 | Hilton Corp. Washington, DC | 484 22 13 | \$69-525 | B,CR,F,FP,GS, H,I,L,N,P,R,W,X | Bassam Shahin Jennifer Carlson (909) 937-0900/937-1999 www.ontarioairport.doubletree.com |
| 17. Radisson Ontario Airport 2200 E. Holt Blvd. Ontario, CA 91761 | 21 25,000 | 5,900 450 | 1986 2007 | Sunstone Hotels San Clemente, CA | 299 6 8 | \$99-350 | 3 Restaurants, Full Service Health Club, Steam Room, Massage Therapy, Tennis, Basketball, Racquetball, Heated Pool & Spa Men & Womens | Charlie Prentice na (909) 975-5000/975-5050 www.radisson.com |
| 18. Hilton Ontario Airport 700 N. Haven Ave. Ontario, CA 91764 | 28 24,000 | 5,300 530 | 1985 2008 | Prudential Real Estate Parsippany, NJ | 309 132 28 | \$89-169 | P,F,C,R,X,ST,GS,F, W,H,RS,CR,I,S, L,N,SD | Ron Ladney Bette Gill (909) 980-0400/948-9309 bette.gill@hilton.com |
| 19. Doral Palm Springs Resort 67-967 Vista Chino Cathedral City, CA 92234 | 15 23,000 | 7,000 650 | 1985 2004 | Interstate Hotels & Resorts | 285 13 15 | \$99-249 | CR,F,FP,G,GS,I N,P,T,R,X,H | Elie Zod Suzette Krause-Schmidt (760) 322-7000/322-6820 www.doralpalmsprings.com |
| 20. Mission Inn Hotel & Spa 3649 Mission Inn Ave. Riverside, CA 92503 | 7 20,000 | 2,332 275 (Theatre Style) 275 (Reception) | 1902 2006 | Duane Roberts | 239 29 | \$205-2954 | Restaurants, Wedding Chapel, DSL Olympic Size Pool, Kelly's Spa, Wireless Internet, Airport Shuttle, Concierge | Diana Rosure WND (951) 784-0300/782-7197 www.missioninn.com |

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

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.

Negotiate Like...

continued from pg. 19

how you want to be perceived at your job—whether you're an employee, a leader, or an entrepreneur. After all, if the people you're working with know that others share your skill set, they won't have any reason to pay the price you're asking for. They'll be in control, not you. From Day One, do everything you can to ensure that you aren't seen as interchangeable or dispensable.

"Don't shrink into your chair and become the invisible employee," Milazzo urges. "Do what you need to do to stand out. Get in the middle of everything and bring new ideas to the table. Build relationships throughout the company. If you're able to make yourself invaluable and leverage the things that make you unique, you'll also make yourself impossible to replace. And when that happens, you'll be in control of your own price."

Distinguish ambition from greed.

Prior to launching yourself into a negotiation, it's a good idea to take a step back and ask yourself why you're working toward this particular goal. For example, say you've been in your current position for two and a half years without a significant raise, and you think your skills are worth much more. Before you march into your boss's office, ask yourself: Why do I want a raise? Do I just want more money, or am I honestly interested in advancing in this company?

"It's very important to distinguish ambition from greed," Milazzo insists. "Wanting more money isn't a bad thing in and of itself, but it can get you into trouble if your quest for cash mires you deeper in a commitment you're not passionate about or causes you to ignore opportunities that might be ideally suited to your strengths and interests. Always make sure you're negotiating for the right reasons. I'm ambitious and competitive, but I've left very large sums on the table because the opportunity wasn't something I was passionate about. And I haven't regretted those decisions once."

Be your own number one fan.

It can be hard for women to toot their own horns. To a certain extent, we're actually wired to nurture and care for others and to put the good of the whole over our own personal interests. While these impulses aren't inherently bad, it's time for a newsflash: if you don't announce your own achievements, you can bet that no one else is going to do it for you. With humility, make sure that you're keeping your name, your accomplishments, and your skill set in front of everyone.

"Have you ever noticed that women tend to downplay their accomplishments, while men routinely highlight their achievements and use them to advance?" Milazzo asks. "Recall the stat on men and women making salary negotiations when they're hired. Clearly, we females need to take a page from the male playbook and make sure that we're getting the recognition and credit we've earned. If you still have doubts, consider that announcing your accomplishments validates the investments others have made in you. Your boss, for example, wants to know that she bet on a winner when she hired you!"

Ask for everything at the beginning of the negotiation.

This can also be a difficult strategy for women to adopt. We don't want to come on too strong or appear to be overly aggressive, so we don't put all of our cards on the table at the beginning of negotiations. We tell ourselves that we'll get the other person used to the idea gradually. But especially in business, adding on as you go along generally isn't a good idea because it makes you appear unfair.

"Consider this situation," Milazzo asks. "If, for example, you tell a prospect your consulting fee is \$150 per hour and his reply is, 'That's very reasonable,' you can't

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Prepare for the...

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skills, yet, there are also benefits. The decision is yours to create or seize an opportunity to learn about skills now in demand in your industry, how to acquire those skills, and how to keep those skills on the cutting edge. Train for skills in demand in the future.

Tapping Into Abundant Thinking, Creativity, and Emotional Non-Attachment

Reflect back on a time when you or somebody else could only think of the downside of a situation or viewed the world from the perspective of loss, competition and survival. Those thoughts come from a scarcity thinking mindset. Scarcity thinking triggers fear and anxiety. If you more often than not think in the following way, then you may be suffering from scarcity thinking:

- My job offer means that somebody else is without a job
- My raise/promotion means that somebody else gets less of a raise/promotion
- My acceptance at a training event means that somebody else is robbed of the chance to grow and develop

To stand out in today's job market, you have to demonstrate value. Demonstrating value is a two part equation: first, let folks know about your past accomplishments. Second, and most importantly, express what you intend to do in the future. This holds true whether you are seeking another opportunity in your current company or an opportunity outside your company perhaps due to situations beyond your control such as restructuring and downsizing.

Many organizations today are revamping their processes, updating their technology, and offering a different portfolio of goods and services with the same and different consumers. Are you poised to be as flexible as the market demands? Do you find yourself thinking "I've got by this long...I'll be OK?" Or, do you find yourself thinking, "This will be rough initially, but I can see how it will be better in the long-run for me, our customers, and the company." It is the latter thought that illustrates abundant thinking. Abundant thinking has many benefits including creativity and innovation. After all...somebody had to make up the job of being a webmaster. Why can't you make up a job based upon a need or opportunity in your company?

Building Your Career Future

The four cornerstones are the foundation of solidifying your job, career, and work future in this new world of work. The good news is that at each point in history when industry underwent radical changes, our ancestors adapted most with grace, poise and optimism. We seem to be at another inflection point where the exact future is not fully clear. Career Insurance is your survival tool. When not distracted by striving to make a living, you can make a difference.

For more information please visit his website www.drarmarty-martin.com.

Thrivent...

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creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification. More information on the Ethisphere Institute, including ranking projects and membership, can be found at www.ethisphere.com.

Real Estate...

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California Tax Credit Allocation Committee, City of Desert Hot Springs, County of Riverside Economic Development Agency, Federal Home Loan Bank of San Francisco Affordable Housing Program, National Equity Fund, Rural LISC, United States Department of Agriculture Rural Development, and Well Fargo Bank, N.A.

NEW HOME NEIGHBORHOOD COMING SOON TO MASTER-PLANNED SUNDANCE

Master-planned Sundance is growing again with the upcoming grand opening of a new home neighborhood by Pardee Homes. The grand opening of LivingSmart® Homes Sundance will take place April 6 bringing both one- and two-story detached homes to the Beaumont community.

“It’s been a few years since we have opened a new neighborhood of homes at Sundance so we really have something to celebrate,” said Matt Sauls, director of marketing for Pardee Homes. “LivingSmart® Homes Sundance is the ideal neighborhood for this thriving, family-oriented community and will provide move-up and first-time buyers with five floor plans that are designed to meet the needs of families of all sizes. We are confident that LivingSmart Homes Sundance will fill a niche in the strengthening real estate market.”

Priced from the low \$200,000s, LivingSmart® Homes Sundance offers floor plans with three to seven bedrooms, two to four baths, two and three-bay garages and square footage ranging from approximately 1,900 to 3,099 square feet. Included features such as slab granite kitchen countertops and stainless steel appliances will be complemented by a host of room options such as media niches, extra bedrooms, fireplaces, garage workshops and master-bedroom decks in select plans.

“LivingSmart Homes Sundance has been designed for today’s energy-conscious homebuyers by incorporating an array of standard and optional measures that boost energy efficiency, help reduce water consumption and improve indoor air quality in a new home,” said Sauls. “In addition to appealing to today’s savvy, energy-conscious buyer, LivingSmart Homes Sundance is sure to appeal to anyone seeking a traditionally styled home built in a great neighborhood that includes schools, parks, nearby shopping, services and easy freeway access.”

Established in 1921, Pardee Homes is active in California’s Inland Empire, San Diego and Los Angeles/Ventura markets, and in Las Vegas. The company emphasizes master-planned communities that include schools, parks and open space, and is noted for quality construction, customer service and dedication to the educational and civic goals of the communities in which it builds.

For more information about LivingSmart Homes Sundance visit www.pardeehomes.com or call (951) 264-0127. Find Pardee Homes on Facebook at www.fb.com/pardeehomes/inlandempire.

PECOS VENTURES LEASES 88K SQUARE FEET OF SPACE IN CORONA

In a recent industrial lease comp form the Inland Empire, Pecos Ventures Industries Inc signed an 84-month, \$3 million deal for 88k square feet of space. The property is located at 265 W. Radio Road, just east of the I-15 and south of the 91 Freeway.

The space is part of a larger 175k-square-foot building that sits on 8.74 acres of land and was built in 2001. The building features 30’ clearance, a large fenced yard and freeway visibility. The location provides easy access to the 15 and 91 freeways.

Chris Migliori of DAUM’s Orange County office represented Pecos Ventures in the transaction. *continued on page 31*

The County of San Bernardino Workforce Investment Board and Workforce Development Department is ready to assist your business at no cost with the following services:

- Recruitment assistance
- Funds to train new employees
- Labor market information
- Pre-screened qualified applicants
- Access to a large applicant pool
- Facilities available for recruitments
- Layoff prevention assistance
- Outplacement of laid-off workers
- Hiring tax credits



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“TIME OUT”

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

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

FINANCIAL NEWS & TALK



Ventura...

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I could picture myself and my mom hanging out there...how I wish The Wine Rack was located in my own, local neighborhood.

While we could have enjoyed hanging out longer and sipping more wine, we had dinner reservations at the restaurant, Water on Main. The restaurant is housed in the old bank, Ventura Guarantee Building and Loan Association. While the bank dates back to the 1930's, the original building dates back to 1907. The owners, Mark and Kathy Hartley, have made great efforts to preserve the history of the building and it shows in the beautiful décor of the restaurant. To keep the historic integrity, they have rebuilt and reproduced the exterior walls, plaster ceiling and woodwork. The wine is stored in the original bank vault. For menu selections: The Pear, Walnut and Gorgonzola salad was my favorite starter. The Alaskan Halibut, Chilean Sea Bass and Grilled Center Cut Bone-in Ribeye Steak were favorite entrees; the Crème Brûlée won the vote for dessert. They have also built a bar on the upper level, which was quite loud and crowded with people of all ages. The lively bar scene was quite a contrast from the quiet dinner by the fireplace. And although the bar was right above us, the walls must be near sound proof because we could not hear any of the music that was playing right above us! We would have stayed longer, but we had a big day ahead of us and needed to get back to the hotel to rest up for our big adventure the next day!

"I'm too old. It's too cold. There are sharks out there!" My mother was convinced that kayaking was too adventurous for her. "But MOM," I argued. Mom finally agreed when I told her the website stated that "all paddlers over 5 years old (who can swim) are welcome." "If a 5-year-old can do it, so can I," she proclaimed! So we were off. Off to explore Santa Cruz Island, one of the most popular of the Channel Islands for its sea cave kayaking opportunities. We took the ferry ride over and then met with our group to sort out our wet suits and equipment. For November, we were blessed with sunshine and calm seas. Mom and I shared a kayak and paddled with our guide into the caves. Some were amazingly beautiful with the sun lighting them into an unearthly, extravagant sea room. The beauty was almost unreal and we joked that we felt it was staged, as if we were riding through an attraction at Disneyland. My mom enjoyed the day so much that she went back out again with me after lunch. We joked that for Christmas I would buy her a kayak so she could explore every weekend.

We returned from our day at sea with a raging appetite and ready for dinner at The SideCar Restaurant. The SideCar is located in a historic 1910 Pullman train car and features dishes incorporating local grown produce for a seasonal, farm-driven menu. Executive Chef Tim Kilcoyne visits the Farmer's Markets for local finds and fresh herbs are grown in the restaurant garden. Dishes on the menu strive to be "simple, seasonal and fresh." The brushetta appetizer dish and local green salad (with strawberries and candied walnuts) were personal favorites. The live music (on Fridays and Saturdays) was also a nice touch and added to the warm atmosphere.

After so much activity, we enjoyed a little extra sleep with a late morning wake-up call. We leisurely ate breakfast, explored some more shopping on Main Street and enjoyed a "picnic" lunch at Jolly Oyster. The Jolly Oyster is not a restaurant—it can more accurately be described as an "oyster stand" selling inexpensive, awesome tasting Kumamoto and Pacific oysters out of a refrigerated trailer! Located at San Buenaventura State Beach, it is the perfect location for a casual lunch. Be prepared to do some work and bring your own picnic supplies including an oyster shucker. A tablecloth, lemons and a cooler of cold beverages are also requirements. Barbeque uten-

sil are optional, depending on how you like to slurp, I mean "eat," your oysters.

With the sun starting to set, it was time to pack our bags and head home. It was a wonderful weekend spent with my mother. We enjoyed a bit of leisure in our shopping excursions while still getting our dose of adventure in our kayaking exploration. And we never went hungry. We both were surprised with all that Ventura offered and would never again think of it as a "drive through" city. In fact, we now compare it to Santa Barbara "back in the day."

Lodging

Ventura Beach Marriott on 2055 East Harbor Boulevard, www.marriott.com/hotels/travel/oxrvb-ventura-beach-marriott. A great choice for either personal or business travel.

Eats & Drinks

- The Wine Rack on 14 S. California St., Ventura, CA 93001 tele: 805-653-9463
- Water on Main located on 598 Main Stree, Ventura, CA 93001 tele: 805-643-6800, www.watermarkonmain.com
- The Side Car on 3029 E Main St., Ventura, CA 93003 tele: 805-653-7433, www.thesidecarrestaurant.com
- Jolly Oyster on 911 San Pedro St., Ventura, CA 93001 tele: 805-798-4944, www.thejollyoyster.com

Adventure

Island Packers out of Ventura Harbor, 1691 Spinnaker Dr., Ventura, CA 93001 tele: 805-642-1393, www.islandpackers.com

Shopping

Naturally Wild Artisan Soap & Bath on 12 W. Main St., www.getnaturallywild.com

More on Ventura...

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Camarillo or Cantara Cellars nearby. Then, head to Rancho Ventavo Cellars in beautiful Heritage Square in downtown Oxnard.

The tasting room is in a 1902 Victorian home, one of 14 restored structures built between 1876 and 1910 that are located in the square. Docent-lead tours through the buildings are given on weekends. They give you a real appreciation for how life was lived 100 years ago (at least how the upper class lived). Then, it's time for dinner and dessert at La Dolce Vita Ristorante (also in Heritage Square). Top off the day with a play at Elite Theatre Company at the Channel Islands Harbor.

Museums/History: Set aside time to take in some of the distinctive museums not found anywhere else in California. Start with breakfast at the Waypoint Café at the Camarillo Airport, a landmark in its own right and a favorite eating spot for aviators who fly in from around the country. You're literally only a few hundred yards from the runway.

Eat outside and watch the planes take off and land. Next, head to the Commemorative Air Force Museum, also at the airport, with its large collection of World War II, Korean and Vietnam War memorabilia, not to mention restored vintage fighter aircraft. From there, discover the Mullin Automotive Museum in Oxnard. Open two Saturdays a month, on display are Bugattis, Voisins, Delahays and other French cars primarily from the 1920s to 1930s. These cars aren't just automobiles; they're works of art.

Shopping: Some visitors like to make a weekend vacation out of shopping at the Camarillo Premium Outlets. The outlets actually span three centers, and for the serious shopper, the 160 stores including Barneys New York, Coach, Giorgio Armani, Kenneth Cole & Saks Fifth Avenue Off 5th and Tommy Hilfiger, are a shopper's idea of paradise. For a different kind experience, downtown Oxnard and Ventura boast an array of specialty and small boutiques.

It's not surprising to see why this region is gaining attention. It's a great coastal value and an easy drive from the Inland Empire.

For inspiring choices of what to do, what to eat and where to stay, go to www.VenturaCountyWest.com.

Nearby Resorts & Vacation Spots

Ranked By Number of Rooms

| | Resort Address City/State/Zip | # of Rooms # of Suites # of Employees | Rate Range Year Built Last Renovated | Owner Headquarters | Amenities | Top Exec. Phone/Fax E-Mail Address |
|-----|--|---|--|--|---|--|
| 1. | JW Marriott Desert Springs Resort & Spa 74855 Country Club Dr. Palm Desert, CA 92260 | 884 51 1,500 | \$175-470 1987 2004 | Marriott International, Inc. Washington, DC | 36 Holes Golf (Special Package), Shopping 20 Tennis Courts, 5 Pools, Spa, 11 Food/Beverage Outlets | Emily Bird (760) 341-2211/341-1872 emily.bird@marriott.com |
| 2. | La Quinta Resort & Club 49-499 Eisenhower Dr. La Quinta, CA 92253 | 796 24 1,500 | \$175-415 1926 2008 | KSL Recreation Corp. La Quinta, CA | Shopping, 7 Restaurants, Spa, 41 Pools, 5 Golf Courses, Golf & Tennis Schools, 9 Boutique Shops | Gary Sims (760) 564-4111/777-5806 resinquiry@laquintaresort.com |
| 3. | Arizona Biltmore Resort & Spa 2400 E. Missouri Phoenix, AZ 85032 | 738 86 1,200 | \$195-1,850 1929 2004 | CNL Resorts Florida | 2 Adjacent Championship Golf Courses, 7 Tennis Courts, 8 Pools, Spa & Fitness Center, Lawn Chess & Croquet | David Kirken (602) 955-6600/954-2571 reservations@arizonabiltmore.com |
| 4. | The Phoenician 6000 E. Camelback Rd. Scottsdale, AZ 85251 | 647 119 1,000 | \$185-1,725 1988 2006 | Starwood Hotels & Resorts New York | 27 Holes Golf (2 Special Packages), 12 Tennis Courts (Special Package), 9 Pools, Spa (3 Packages), Children's Program | Todd Raessler (480) 941-8200/947-4311 www.thephoenician.com |
| 5. | Renaissance Esmeralda 44-400 Indian Wells Ln. Indian Wells, CA 92210 | 560 22 na | \$149-399 1989 2002 | CTF | Business Service, Concierge, Restaurant, Fitness Faculty, Golf Course | Tim Sullivan (760) 773-4444/346-9308 www.renaissanceesmeralda.com |
| 6. | Westin Mission Hills Resort 71333 Dinah Shore Dr. Rancho Mirage, CA 92270 | 512 40 635 | \$99-349 1991 2008 | Starwood Hotels & Resorts White Plains, NY | Weekend Packages, Transfers from Nearest Airport | Rose Meredith (760) 328-5955/770-2138 www.westinmissionhills.com |
| 7. | Hyatt Grand Champions Resort 44-600 Indian Wells Ln. Indian Wells, CA 92210 | 480 54 400+ | \$150-500 1986 1998 | Grand Champions, LLC Indian Wells, CA | 36 Holes Golf, 12 Tennis Courts, 20 Private Villas | Allen Farwell (760) 341-1000/568-2236 reservationschamp@hyatt.com |
| 8. | Paradise Point Resort & Spa 1404 W. Vacation Rd. San Diego, CA 92109 | 460 103 407 | \$259-5,000 1962 2006 | Noble House Resorts Kirkland, WA | 18-Hole Putting Course, 6 Tennis Courts, Beach, 6 Pools, Spa, Fitness Center, Volleyball, Marina, Bicycle Rentals | David Hall (858) 274-4630/581-5924 www.paradisepoint.com |
| 9. | Marriott's Rancho Las Palmas Resort & Spa 41-000 Bob Hope Dr. Rancho Mirage, CA 92270 | 450 22 537 | \$99-350 1979 2008 | KSO La Quinta, CA | 27 Holes Golf (Special Package), 2 Pools, Full-Service 25 Tennis Courts, European Spa | April Shute (866) 423-1195/568-5845 www.rancholaspalmas.com |
| 10. | Renaissance Palm Springs Hotel 888 Tahquitz Canyon Way Palm Springs, CA 92262 | 410 158 250 | \$99-249 1987 2008 | American Property Mgmt. La Jolla, CA | Spa, Pool, Restaurant, Pool Bar, Kiddie Pool w/Water Features, Putting Green | Martin Greenwood (760) 322-6000/322-5351 www.marriott.com |
| 11. | Riviera Palm Springs Resort & Spa 1600 N. Indian Canyon Dr. Palm Springs, CA 92262 | 406 36 na | \$249-4,800 1959 2009 | Noble House Resorts Kirkland, WA | Business Service, Pool, Restaurant, Room Service, Tennis | Brandon Tyler (760) 327-8311/778-6650 www.psriviera.com |
| 12. | DoubleTree Paradise Valley Resort 5401 N. Scottsdale Rd. Scottsdale, AZ 85250 | 375 12 400 | \$69-225 1984 1998 | | Golf Packages Available, 2 Outdoor Tennis Courts, 2 Pools, Health Club & Spa, Near Fine Shops | Doug Heaton (480) 947-5400/946-1524 www.paradisivalley.doubletree.com |
| 13. | Doral Palm Springs Resort 67-967 Vista Chino Cathedral City, CA 92234 | 285 15 200 | \$89-235 1985 1998 | Meristan Hotels & Resorts Washington, DC | 27 Holes Golf (Special Package), 10 Tennis Courts (Special Package) 18,000 Sq. Ft. Meeting Space | Elie Zod (760) 322-7000/322-6853 www.doralpalmsprings.com |
| 14. | The Saguaro in Palm Springs 1800 E. Palm Canyon Dr. Palm Springs, CA 92264 | 249 20 200 | \$129-219 1970 1995 | KI West LLC Oregon | Pool, 2 Spas, Massage Facilities, Exercise Room, Saunas, 2 Restaurants, Gift Shop, Mini Refrigerators, Hair Dryers, Irons/Boards | Paul Birchll (760) 323-1711/322-1075 www.jdvhotels.com/palm_springs |
| 15. | Spa Resort Casino 100 N. Indian Canyon Dr. Palm Springs, CA 92262 | 230 20 200 | \$195-1,800 1963 2007 | Agua Caliente Development Auth. California | Spa Packages, Casino, 24-Hour Room Service, Nightly Turndown, Coffee, Refrigerator | Bill Duke (760) 778-1500/778-1521 www.sparesortcasino.com |
| 16. | Miramonte Resort & Spa 45000 Indian Wells Indian Wells, CA 92210 | 215 23 250 | \$150-450 1998 2008 | Destination Hotel Milwaukee, WI | 36 Holes Golf (Special Package), 2 Pools, Spa, Restaurant, Shops | Stan Kantowski (760) 341-2200/568-0541 www.miramonteresort.com |
| 17. | The Boulders Resort & Spa 34631 N. Tom Darlington Dr. Carefree, AZ 85377 | 160 Casitas 64 Villas 678 | \$175-525 (Casitas only) 1985 | Carefree Resorts Patriot American Hospitality Phoenix, AZ/Dallas, TX | 36 Holes Golf (Special Package), 8 Tennis Courts (Special Package), Pool, Spa, 5 Restaurants, Desert Tours, Museum | Steven Ast (480) 488-9009/488-4118 www.theboulders.com |
| 18. | Indian Wells Resort Hotel 76661 Hwy. 111 Indian Wells, CA 92210 | 155 29 70 | \$89-299 1987 2006 | L.R.K. West Palm Desert, CA | 27 Holes Golf (Special Package), 2 Tennis Courts (Complimentary), Pool, Spa, Fitness Center, Cont. Breakfast, Country Club Privileges | Brad Weimer (760) 345-6466/772-5083 www.indianwellsresort.com |
| 19. | Temecula Creek Inn 44501 Rainbow Canyon Rd. Temecula, CA 92542 | 119 10 na | \$149-209 1968 2007 | JC Resorts, LLC La Jolla, CA | Exec. Golf, Weddings, Business Service, Gift Shop | Tom Demott (877) 517-1823/(951) 676-8961 www.temeculacreekinn.com |
| 20. | Miracle Springs Resort & Spa 10625 Palm Dr. Desert Hot Springs, CA 92240 | 113 6 na | \$199-599 1994 2012 | Michael Bickford Desert Hot Springs, CA | Spa, Restaurants, Pools | Jim Province (760) 251-6000/251-0460 hotel@miraclesprings.com |
| 21. | Two Bunch Palms Resort & Spa 67425 Two Bunch Palms Tr. Desert Hot Springs, CA 92240 | 28 24 125 | \$150-575 1930 2005 | King Ventures San Luis Obispo, CA | 100 Spa Treatments (World Class Spa and award-winning restaurant) | Peter Brauer (760) 288-7803/329-1874 reservations@twobunchpalms.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.

Real Estate...

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TEMECULA RETAIL PROPERTY FETCHES \$1.4 MILLION

A 17.6k-square-foot retail property located at the Temecula Rancho Center in the city of Temecula traded hands in a recent sale valued at \$1.4 million (\$80/sf). The asset, which was only 36% occupied at the time of sale, was sold by Community Commerce Bank.

The free-standing, one-story building was built in 1985 and features 10 individual suites with ample parking. The property is located at the signalized intersection of Jefferson Avenue and Via Montezuma with excellent street visibility and monument signage.

The majority of suites were built out to meet the needs of office users. The property is surrounded by a busy office and industrial area comprised of national retailers such as Macy's, Edwards Cinema, Regal Theaters, JC Penny, Sears and more.

Cheryl Pector of NAI Capital's Pasadena office represented the seller in the deal. The buyer was JA Plaza LLC.

CIRCLE K SOLD IN SAN BERNARDINO

A 2.9k-square-foot property net-leased to Circle K sold for \$1.12 million. The building sits on a 26.3k-square-foot parcel at 295 North Waterman Avenue, at the signalized corner of Waterman and 3rd Street. The building was constructed in 1988. Don Emas, an investment specialist in Marcus & Millichap's Ontario office, repped the seller, a private investor.

INVESCO BUYS 2.1 MILLION SQUARE FEET OF LAND AND SPEC BUILDINGS FROM SARES*REGIS GROUP

In a big Inland Empire industrial deal, Invesco Ltd has purchased land and distribution buildings totaling 2.1 million square feet from Sares*Regis Group (SRG). Invesco plans to offer the buildings for lease. The properties are part of the 125-acre Chino South Logistics Center, the largest speculative industrial development in the Inland Empire.

The four warehouse and distribution buildings are slated for completion by SRG in the second quarter of 2014. They will range from 79k square feet to 780k square feet in size. SRG developed the site at the northeast corner of Euclid and Pine Avenues. Terms of the sale were undisclosed but the folks at SRG have valued the completed project at \$160 million.

"SRG will provide Invesco with completed LEED-certified buildings in a submarket with a less than 1-percent vacancy rate among Class A distribution facilities," noted Larry Lukanish, senior vice president in SRG's Commercial Investment Division. "There is great demand for these buildings. Chino is the closest big-box destination to the nearby ports of Long Beach and Los Angeles and is served by three major freeways."

Darla Longo, Barbara Emmons and Rebecca Perlmutter-Finkel in CBRE's Los Angeles office, along with Tom Taylor and Steve Bellitti in Colliers Seeley's Inland Empire office, took care of brokerage duties in this transaction.

"This will be the largest speculative project in the Inland Empire and it is well timed," Emmons said. "With vacancies at an all-time low and a huge tenant demand for big buildings, the Chino project will benefit from improving market conditions."

Sares*Regis Group, along with its partners and investor clients, own commercial and residential assets valued at more than \$4 billion. The company's management portfolio consists of 15 msf of commercial space and more than 14,000 apartments.

Timothy Hawke of Strata Realty repped the landlord, Rexmor LLC.

Bury Chino...

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Hills.

A subdivision of the California Utilities Commission, its Division of Ratepayer Advocates, Peevey said, "disagrees that accelerating pre-construction activities is reasonable or necessary, and therefore contends that doing so cannot be in the public interest. In the Division of Ratepayer Advocates' view, ratepayers should bear no additional cost responsibility prior to a commission determination on whether or not to underground Segment 8A. Moreover, the Division of Ratepayers Advocates argues that any costs SCE has incurred in responding to the Chino Hills' petition for modification must be recovered under the cost cap for the project."

Ultimately, Peevey and his colleagues on the commission overruled the Division of Ratepayer Advocates' objections.

"The Division of Ratepayer Advocates, like SCE and other parties, is correct that authorization of accelerated pre-construction

activities requires a public interest finding. We recognize, as the parties do, that direction to a utility to engage in pre-construction activities is unusual – we would much prefer to wait until we are in the position to issue a decision on whether or not to underground Segment 8A following full development of the record. But in this unique situation, if we wait, we certainly will delay commercial operation of the Tehachapi Project. That clearly is not in the public interest," Peevey wrote.

Bob Goodwin, president of Hope For The Hills, an organization militating against the above-ground power lines in Chino Hills, told the Sentinel, "The Public Utility Commission's vote is the first step in the process, but it is a big step since it sets us on the path to our ultimate goal of saving our families, homes and community. We are beyond ecstatic over this vote."

It is clear from SCE's filings that the undergrounding will only run below a 3.5 mile portion of Chino Hills and that Southern California Edison intends to utilize the towers to extend the line through the 1.5 mile span of the city known as Oak Tree Downs.

Goodwin said that Hope For The Hills had not entirely resigned itself to the inevitability of the towers remaining along that mile-and-a-half-long corridor. Still, he said, the likelihood is that the towers will become a permanent part of that landscape.

"While the recent information regarding The Oak Tree Downs section of the project is not positive, we want to emphasize this information has been known to all concerned since early 2012," Goodwin said. "Hope For The Hills learned, at that time, that SCE had always maintained undergrounding would not be feasible in that area. We continue to support Oak Tree Downs and options are being researched."

On Feb. 28, Leslie Starck,

lion to recover its costs if the commission decides in July against burying the cables through Chino



San Bernardino County
Sentinel

News of Note
from Around the
Largest County
in the Lower
48 States

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Negotiate Like...*continued from pg. 27*

jump in and say, 'Well, but what I really want is \$175 per hour.' Think through what you want before you sit down to negotiate. Prepare the list of points you must have and the points you're willing to give up. Remember that some people do keep score, so being able to track what you really need helps you let the other party win points as you score big."

Ask for more than you think you can get.

Remember the old adage: nothing risked, nothing gained. Don't jump too fast to say yes to the first offer, even if you think it's fair. It's always smart to assess the situation, the person making the offer, and how far you might be able to go before signing your name on the dotted line. Chances are, if your request for more is denied, you'll still be left with the initial offer.

"If this sounds like greed, it's not," Milazzo clarifies. "Asking for more than you think you can get is part of being a strong negotiator. You have to be your own advocate! I remember mentoring an entrepreneur whose client wanted to pay her a flat rate for a project. However, the project involved a lot of moving parts, and a flat fee could end up costing her instead of making her a profit. Despite this woman's fears that she'd lose the project altogether unless she agreed to her client's unfavorable terms, I encouraged her to stand firm and insist on an hourly fee. She did—and got what she asked for!"

Appear detached (even when you're not).

Unfortunately, many people won't hesitate to exploit a weakness if you let them see it. When you negotiate from a place of fear or desperation, your ability to be rational will be impaired...and you'll also be susceptible to agreeing to unfavorable terms; in other words, anything to save the deal! If, despite your best efforts, you're unable to banish your emotions, make an effort to appear detached.

"I remember an especially pivotal day for my own business," Milazzo recalls. "I was sitting with an attorney-prospect, and I was scared that he wouldn't hire me. Then I realized that if this man said no, there were a million more potential clients out there. This insight gave me the ability to detach when negotiating. One attorney wouldn't make or break my business, but entering into bad deals because I was too caught up in making a deal certainly would."

Negotiate with the person, not the power.

Unless your name happens to be listed on a FORTUNE list entitled "50 Most Powerful Women," at some point or another you'll probably find yourself negotiating with a more powerful party—whether it's your boss, your boss's boss, or another organization. When that happens, don't make the mistake of assuming that your bargaining power is weak just because you're at a lower level in the company hierarchy or because your business is smaller than theirs. Yes, this power imbalance might make negotiating more challenging, but you have a lot to offer, too.

"Remember that ultimately, you're talking to another human being," Milazzo reminds. "Try not to become so overawed by rank or position that you forget that! I have rewritten entire contracts with companies much bigger than mine—companies who claimed I had to sign their offer 'as is'—by remembering that I was ultimately dealing with other people, not with a faceless corporation. I have learned that everything is negotiable, so if you have something to offer, go ahead and negotiate!"

Never talk off the record.

When you're negotiating for something you want, make sure you only go public with information you're comfortable with the other party knowing.

"Never tip your hand," Milazzo insists. "You may think that saying to a colleague, 'Just between you and me, I'm asking to spearhead the new project, but I'd settle for just being on the team,' will stay between the two of you. Maybe it will—but maybe it won't. If you let others know that you'll settle for something, you risk ending up with that instead of with what you really want—or worse, even less."

Never let yourself be bullied.

Women who aren't used to negotiating are especially susceptible to being intimidated by a show of force—but even veteran businesswomen can be taken aback by unexpected aggression or resistance! If you find yourself in this situation, remind yourself (once again) that you are dealing with another human being and that you have something valuable to offer. Don't be afraid to demand respect. And if you consistently don't get it, well, it might be time to rethink whether you want to work with the other party in the first place.

"I've worked with plenty of attorneys, met some tough negotiators, and seen many different nego-

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Meeting Facilities

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Ranked By Total Square Feet of Meeting Facilities

| Facility Address City/State/Zip | Meeting Rooms: Total Tot. Sq. Ft. | Largest Meeting: Sq. Ft. Capacity | Year Built Last Renovated | Owner Headquarters | # of Rooms # of Suites # of Banquet Rms. | Room Rate Range * May Be Seasonal | Amenities | General Manager Convention Contact Phone/Fax E-Mail Address |
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| 21. Kellogg-West Conference Center 3801 W. Temple Ave. Pomona, CA 91768 | 20 16,000 | 2,820 250 | 1972 2006 | Cal Poly Pomona Foundation Pomona, CA | 85 4 1 | WND | Complete Meeting Packages, Full-Service Conference Center, B,F,H,I,N,P,R,RS,S,X | Cameron Edmonds na (909) 869-2222/869-3026 www.kelloggwest.org |
| 22. Palm Springs Hilton 400 E. Tahquitz Canyon Way Palm Springs, CA 92262 | 10 15,000 | 5,400 500 | 1981 2008 | The Walters Co. Beverly Hills, CA | 260 71 10 | \$79-249* | C,CR,FP,GS,H,I,L, N,P,R,T,W,X,F,S | Aftab Dada John Marshall (760) 320-6868/320-2126 john.marshall@hilton.com |
| 23. Lake Arrowhead Resort 27984 Hwy. 189 Lake Arrowhead, CA 92352 | 10 11,000 | 4,004 450 | 1982 2007 | Pacific Capital Roseville, Ca | 162 11 11 | \$149-299 | CR,F,FP,GS,H, I,L,N,P,R,RS,T, OC,SD,ST | Chris Cline Teri McIver (909) 336-1511/744-3088 info@laresort.com |
| 24. DoubleTree Hotel-Claremont 555 W. Foothill Blvd. Claremont, CA 91711 | 6 10,000 | 3710 400 | 1961 2006 | H.W. All Starts, LLP N/A | 190 4 6 | \$129-229 | BS, CB,R, P, J, F, GS, H,I, L,N, OC, RS, SD, W, X | Andrew Behnke John Gutzwiller (909) 626-2411/445-1829 jgutzwiller@doubletreeclaremont.com |
| 25. Hilton San Bernardino 285 E. Hospitality Ln. San Bernardino, CA 92408 | 14 10,000 | 5,000 600 | 1982 2008 | S.B. Hotel Corp. Los Angeles, CA | 251 13 14 | \$119-495 | P,GS,R,W,H,RS,CR,I,S, X,L,N,SD,FP,Mini Fridge Comp. AM Coffee | Tim Jenkins Dael Strange (909) 388-7910/381-2713 JSBHI-Salesadm@hilton.com |
| 26. The Saguaro in Palm Springs 1800 E. Palm Canyon Dr. Palm Springs, CA 92264 | 5 9,000 | 3,128 350 | 1969 2008 | Barney Hospitality San Diego, CA | 249 20 5 | \$75-110 | Olympic Size Pool, 2 Therapy Jacuzzis, 5 Hole Putting Green, Massage Therapy, His & Hers Saunas | Paul Birchll na (760) 323-1711/322-1075 www.jdvhotels.com/palm_springs |
| 27. Shilo Hilltop Suites 3101 Temple Ave. Pomona, CA 91768 | 13 8,363 | 5,500 570 | 1985 2008 | Shilo Inns, Inc. Portland, OR | 0 131 2 | \$99-195 | Complimentary Breakfast Buffet, Complimentary Pickup & Delivery to Ontario Airport, Free Highspeed, Internet Access | Monica Lopez na (909) 598-7666/598-4627 www.shiloins.com |
| 28. Pharaoh's Water & Theme Park 1101 N. California St. Redlands, CA 92374 | 4 8,000 | 6,000 | 1996 N/A | Ayana Management Redlands, CA | N/A N/A 4 | | Audio, Video, Full Catering, Bar | Dave Simon na (909) 335-7275/307-2622 www.pharaohslostkingdom.com |
| 29. Spa Resort Casino 100 N. Indian Canyon Dr. Palm Springs, CA 92262 | 11 7,879 | 2,100 200 | 1953 2007 | Agua Caliente Band Rancho Mirage, CA | 228 24 4 | \$89-299 | CR,F,FP,GS,H,RS,R,N, P,I,S,X,F,SA,SD | Julie Kazin Mary Clark (760) 778-1579/7781521 mclark@srcmail.net |
| 30. Indian Wells Resort Hotel 76-661 Hwy. 111 Indian Wells, CA 92210 | 7 7,000 | 4,800 380 | 1987 2008 | L.R.K. West, Inc. Indian Wells, CA | 126 29 7 | \$79-329 | G,GS,P,R,L,F,X,S,I, RS,T,CR,W,H, C,N,FP,CB | Brad Weimer Kristi Prieto (760) 345-6466/772-5083 kristi@indianwellsresort.com |
| 31. Shilo Inn Hotel 3200 Temple Ave. Pomona, CA 91768 | 4 2,410 | 874 90 | 1985 2009 | Shilo Inn, Inc. Portland, OR | 160 0 1 | \$99-195 | B, CB, CH, CR, F, FP, H, I, L, OC, P, R, RS, S, SA, SO, SR, ST, X | Monica Lopez n/a (909) 598-7666/598-4627 www.shinoinns.com |
| 32. Best Western Heritage Inn 8179 Spruce Ave. Rancho Cucamonga, CA 91730 | 3 2,370 | 1,300 175 | 1994 2008 | Great Western Hotels Corp. Orange City, CA | 115 10 3 | \$89-159 | Heated Pool & Spa, Continental Breakfast, Premium Movie & Sport TV, Private Exec. Lvl's | Jenny Liu na (909) 466-1111/466-3876 cderrick@bwheritageinn.com |
| 33. Best Western Inn Suites 3400 Shelby St. Ontario, CA 91764 | 3 1,500 | 1,500 120 | 1990 2009 | James Wirth Phoenix, AZ | N/A 150 3 | \$89 -129 | Comp. Brkf. Buffet, Comp. Social Hour, BBQ Wed., 50 Suites w/Jacuzzi Tubs, FP, P, S, F, X | Peter Niles Amanda labete (909) 466-9600/941-4374 pniles@innsuites.com |
| 34. Highland Springs Resort 10600 Highland Springs Ave. Beaumont, CA 92223 | 3 na | 2,450 250 | 1971 2008 | OnSite | 91 2 1 | \$60-150 | Olympic Pool, Jacuzzi, Saunas, High & Low Ropes Course, Tennis Courts, Hiking Trails, Horseback Rides | Michael Ham Tom Chong (951) 845-1151/845-8090 info@hsresort.com |

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

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.

The Lessons of...

continued from pg. 12

What really bothers me is the fact that these bogus messages, through Twitter, Facebook, e-mail, snail mail, or whatever, continue to appear. It tells me that there must be a continuing market for such material. Somebody is buying into it, just as somebody was always ready to buy the Brooklyn Bridge. If there were no such potential marks, the demands would dry up and go away.

Even on legitimate Internet sites, like EBay, there is always someone ready to sell bogus items. And somebody ready to buy them. Fortunately, such sites are policed carefully and are dropped by anyone who is not right. The downside is that usually somebody has to get burnt first.

Self-policing is a great idea for those companies who are worried about their reputation. Ironically, many such companies become part of the great conspiracies. Just add the word “big” to whatever they do. Big energy, big tobacco, big religion. This works because of a suspicious hot button that gets pushed by the very same Internet.

You have no doubt seen the commercial with the lady who says “They couldn’t say it on the Internet if it wasn’t true.” Who said that? “The Internet.”

So what can I say about these obvious pitfalls in the grand world of human nature?

I guess that it’s too easy to believe the lie. It doesn’t matter if it’s the prayers of a saint, the chance to win big bucks, or some opportunity of a lifetime. People will believe it, no matter how wrong if we wrap the lie in a secret.

None of this should tell us to become pessimists and Doubting Thomas’s. We can’t go through life thinking that every new Internet line of communication is lying to us. We just need to apply good science to the story. Remember what we’ve all been told before. “If it sounds too good to be true, it probably is.” Good luck out there.

Make Your Own...

continued from pg. 23

nature of turkey that is a turn-off, but the turkey version of the California Burger is juicy and quite nice. It too is a bacon-winged monstrosity, and features something they call “avocado smush,” which I think is probably just smashed avocado. The buns are a tad greasy though. It’s one of the better burger options around that doesn’t involve white napkins and 12 bucks.

Rounds Premium Burgers, 885 S. Indian Hill Ave., Claremont, (909) 626-2626, www.roundsburgers.com.

Gourmet Irish...

continued from pg. 23

in, I couldn’t help but admire the tantalizingly warm, hearty dish that was a perfect choice for a cold night. A crusted and golden-brown Irish cheddar cheese encased the top of the dish while underneath lay creamy mashed potatoes and ample bits of minced beef. I’ll admit that I only have images of my pre-dining experience; once I started eating I didn’t really stop until the pie was completely devoured.

Union embodies the very amiable nature often associated with the Irish. There’s a quaint bar indoors that’s perfect for conversing with old friends (or possibly making new ones) and a sweet outdoor bocce ball court that helps the community of Claremont bond and simply enjoy each other’s company. Union of course has a variety of cultural dishes and new inspirations, but if you’re looking for a new way to celebrate the next St. Patrick’s Day, this place might just be it.

Union on Yale, 232 Yale Ave., Claremont, (909) 833-5104; www.uniononyale.com.

Slowly Ramping...

continued from pg. 18

years), a recession in Europe, the impact of higher payroll taxes and higher taxes on upper income households and the payroll adjustments that business firms will make associated with the implementation of the Affordable Care Act. Because of the way the Affordable Care Act is structured, firms have incentives to convert full-time work to part-time work and for small firms to limit their headcount to 50 full-time employees. As a result of these impediments, 2013 will represent the fourth year in a row of less than optimal 2% growth.

We assume the sequester issue will be resolved by another typical Washington compromise. Congress will likely respond to the near-term pain caused by the very quick and very arbitrary cuts in Federal programs that were passed by Congress and signed into law by the President in 2011 by coming up with a combination consisting of mostly long-term spending cuts in entitlements and some tax increases that will take effect in 2014. As a result of the sequester, growth will remain a slow 1.9% in the second quarter which temporarily spikes to 3.4% in the third quarter before dropping back to 2.5% in the fourth quarter. We fully realize this forecast outcome is too cute for our tastes, but that is the way it models out.

CONCLUSION

After overcoming a host of near-term hurdles coming from the sequester, recession in Europe, higher taxes and transition issues associated with the implementation of the Affordable Care Act, we believe that the economy is setting the stage to break out of the 2% growth path of the past four years and ramp up to a 3% growth pace in 2014. By the end of 2015, the unemployment rate will be approximately 6.5%. The growth will come from the gradual removal and/or adjustment to the negative factors and continued strength in housing and automobile sales along with renewed growth in business construction and exports. Along the way inflation will pick up and that will challenge the Federal Reserve to rethink its zero interest rate policy in late 2014.

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| RICH'S 2ND JEWELRY & LOAN 124 WEST HOLT BLVD. ONTARIO, CA 91762 | THE LIFE STUDIO 792 W ARROW HWY STE. J UPLAND, CA 91786 | A&L METAL WORKS 13517 DOUGLAS ST. YUCAIPA, CA 92399 | ANOTHER LEVEL FOR WOMEN 12021 JACARANDA ST. STE. 200 HESPERIA, CA 92345 | CLEAR AND CONCISE INTERPRETING 14317 PLEASANT HILL DR. CHINO HILLS, CA 91709 | GALLANT TERMITE & PEST CONTROL 33135 EVERGREEN ST. LAKE ELSINORE, CA 92530 |
| ROADRUNNER TECHNOLOGIES 18324 VALLEY BLVD. STE. 10 BLOOMINGTON, CA 92316 | TIGER MUFFLERS 1260 N. FITZGERALD AVE. STE. 116 RIALTO, CA 92376 | A-ONE AUTOMOBILE 7022 REGAL PARK DR. FONTANA, CA 92336 | ASAP MOBILE TRUCK AND TRAILER REPAIR 10712 JAGGERY ST. FONTANA, CA 92337 | CUSTOM SEATING MFG 2125 S BONITA ST. ONTARIO, CA 91762 | GLOBAL SWEEPER COMPANY 4985 HALLMARK PARKWAY SAN BERNARDINO, CA 92407 |
| SICORE INTERPRETING 17071 HACKBERY LN. FONTANA, CA 92337 | TIM HUNTER PHOTOGRAPHY 1460 W. FOOTHILL BLVD. STE. H201 UPLAND, CA 91786 | AACE'S AUTO WHOLESALERS 14460 SIERRA GRANDE ST. ADELANTO, CA 92301 | AUTO DETIAL U.S.A. 8803 APPLEWOOD DR. RANCHO CUCAMONGA, CA 91730 | DANIELS JEWELERS #227 14400 BEAR VALLEY RD. STE. 541 VICTORVILLE, CA 92392 | GRAPHIC SHARKS 8264 KLUSMAN AVE. RANCHO CUCAMONGA, CA 91730 |
| SIERRA ORGANICS 7000 MERRILL AVE. STE. A CHINO, CA 91710 | TRANS AUTOMOTIVE 861 MEDICAL CENTER DR. SAN BERNARDINO, CA 92411 | AL CAREGIVING 1272 WEST MIRAMONT ST. BLOOMINGTON, CA 92316 | BEHEMOTH VENTURES 14050 CHERRY AVE. STE. R-28 FONTANA, CA 92337 | DANIELS JEWELERS #244 222 INLAND CENTER SAN BERNARDINO, CA 92408 | GREG'S GARDENING 35647 AVE. D YUCAIPA, CA 92399 |
| SKYDRA AIRPARTS 12176 INDUSTRIAL BLVD. STE. 4 VICTORVILLE, CA 92395 | WESTSIDE BUILDING MATERIAL HESPERIA 16620 YUCCA ST. HESPERIA, CA 92345 | ALAMO PALLETS 9512 REDWOOD AVE. FONTANA, CA 92335 | BINGO WEST #4 9500 7TH. ST. STE. A RANCHO CUCAMONGA, CA 91730 | DBR CONSTRUCTION 23720 CAHUILLA RD. APPLE VALLEY, CA 92307 | HAVEN CLEANING AND RESTORATION 10386 24TH ST. RANCHO CUCAMONGA, CA 91730 |
| | X-TREME BUILDERS 2509 EUCLID CRESCENT UPLAND, CA 91784 | ALBERT RAMIREZ BAIL BONDS 1230 M ST. FRESNO, CA 73721 | HD MEDIA AGENCY 27535 LAKEVIEW DR. HELENDALE, CA 92342 | DOLCEZZA 1405 W LA DENEY DR. ONTARIO, CA 91762 | HPS HYDRAULICS 615 W. OAK CT. SAN BERNARDINO, CA 92410 |

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| | | | | | |
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| LIONS' CHOIR PARENTS 31205 AVENIDA ALVERA CATHEDRAL CITY, CA 92234 | FANTASTIC SAMS INDIO 44100 JEFFERSON ST. STE. 306-C INDIO CA 92201 | COLUMBIA CPR 711 W. ESPLANADE AVE. STE. H SAN JACINTO, CA 92583 | CSL FINANCIAL 12690 CARNATION ST. EASTVALE, CA 92880 | ULTIMATE ROOFING 3543 ETHEREAL CT. RIVERSIDE, CA 92503 | THE HIGH REACH COMPANY 31295 EMPEROR DR. CANYON LAKE, CA 92587 |
| MY FATHER'S HOME 31205 AVENIDA ALVERA CATHEDRAL CITY, CA 92234 | PNN MEDIA GROUP 753 ALTA RIDGE PALM SPRINGS CA, 92262 | HOME INSTEAD SENIOR CARE 6751 BROCKTON AVE. RIVERSIDE CA 92506 | CSL FINANCIAL GROUP 12690 CARNATION ST. EASTVALE, CA 92880 | A.P. MARKET 31770 HIGHWAY 74 HOMELAND, CA 92548 | EXECUTIVE INSPECTIONS 190 CALDERA ST. PERRIS, CA 92570 |
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| LOVE SHACK OF THE DESERT, LLC 72049 PET LAND PL. STE. D THOUSAND PALMS, CA 92276 | BARON LEGAL SERVICES 44-100 MONTEREY AVE. STE. 216 H PALM DESERT, CA 92260 | SECURITY ACADEMY & TRAINING CENTER 1525 THIRD ST. STE. C RIVERSIDE, CA 92507 | DC FINANCIAL 41679 DATE ST. MURRIETA, CA 92562 | THE YOUNG AND HEALTHY 42036 AVENIDA VISTA LADERA TEMECULA, CA 92591 | THE JON MICHAEL SALON 3663 MAIN ST. STE. C RIVERSDIE CA 92501 |
| NOVA HAIR SYSTEMS INTERNATIONAL 44847 PORTOLA AVE. PALM DESERT, CA 92260 | QUANTUM MOTORS 83333 HWY 111 STE. B INDIO, CA 92201 | PURE AUTO GLASS 4380 LEONARD WAY CORONA, CA 92883 | SECURE AUTOMATION 18726 VAN BUREN BLVD. RIVERSIDE, CA 92508 | THERDRIVERS247 8573 LINDENHURST ST. RIVERSIDE, CA 92508 | UNIFORM PHOTOGRAPHY 2441 NORTHMOOR DR. CORONA, CA 92882 |
| CELEBRITY HAIR 44847 PORTOLA AVE. PALM DESERT, CA 92260 | MA & ASSOCIATES, CPA 11993 MAGNOLIA AVE. STE. E RIVERSIDE, CA 92503 | 1 STOP POOL SERVICE AND REPAIR 20765 BAYPORT DR. RIVERSIDE, CA 92508 | SCOR INDUSTRIES 4338 PALAZZO LN. CORONA CA 92883 | PIN DID IT 341 N DELILAH ST. STE. 102 CORONA, CA 92879 | TACOS & BEER 909 E 6TH ST. BEAUMONT, CA 92223 |
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County of Riverside

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4755 SHASTA BLUE LN.
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PERRIS, CA 92570

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35670 BECKWITH AVE.
CALIMESA, CA 92320

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47120 DUNE PALM
STE. B2
LA QUINTA, CA 92253

AV WELDING
79499 COUNTRY CLUB DR.
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BERMUDA DUNES, CA
92202

HAIR PHIX
81557 CARREON BLVD.
STE. B4
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TEAM**
1400 E PALM CANYON DR.
STE. 103
PALM SPRINGS, CA 92264

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79144 OLITE CT.
INDIO, CA 92203

**SHADOW HILLS
BUSINESS GROUP**
40099 CALLE SANTA
JUANA
INDIO, CA 92203

COWBOY CAFE
58581 HWY 371
ANZA, CA 92539

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DATES**
90-785 AVE.
STE. 81
THERMAL CA 92274

**LASTEL MASSAGE AND
FITNESS**
50294 GOYA DR.
COACHELLA, CA 92236

VIRTUOUS FASHION
50294 GOYA DR.
COACHELLA, CA 92236

**STRAIGHT FROM THE
HEART MISSIONS**
77085 NEW YORK AVE.
PALM DESERT, CA 92211

AIRPORT SMOKE SHOP
7107 ARLINGTON AVE.
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**RATIONAL MARINE
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ENTERPRICES**
935 PINECONE DR.
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**STREET LEVEL
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17437 KENTUCKY DERBY
DR.
MORENO VALLEY CA 92555

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28910 RANCHO CALIF RD.
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HEMET, CA 92545

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3586 SERENADE ST.
HEMET, CA. 92545

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30555 CURZULLA RD.
MENIFEE, CA 92584

GIUK INTERNATIONAL
14151 HARVEST VALLEY
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CORONA, CA 92880

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4191 CANYONSIDE CIR.
JURUPA VALLEY, CA 92509

MODEST VANLINES
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1020 RAILROAD ST.
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**DONTO MUSIC
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**ETTA JAMES
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SONS OF ETTA JAMES
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MORENO VALLEY CA 92553

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MORENO VALLEY, CA
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26692 PIERCE CIR.
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RIVERSIDE, CA 92503

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217 E MESQUITE AVE.
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MIRA LOMA, CA 91752

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27417 PINEHURST RD.
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NORCO, CA 92860

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DESERT HOT SPRINGS, CA
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13419 PLACID HILL DR.
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9150 DAUCHY AVE.
RIVERSIDE, CA 92508

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RIVERSIDE, CA 92504

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PRESSURE WASHING
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MORENO VALLEY, CA
92551

**HEMET WEST DENTAL
OFFICE**
3232 W. FLORIDA AVE.
HEMET, CA 92545

LUPO REAL ESTATE
41-700 CORPORATE WAY
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23063 MINERS RD.
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PALM SPRINGS, CA 92262

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WINCHESTER, CA 92596

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SAN JACINTO, CA 92583

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FLAGS**
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BEAUMONT, CA 92223

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FITNESS**
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CANYON LAKE, CA 92587

TAT SOLUTION
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LAKE ELSINORE, CA 92530

**SO CAL VEHICLE
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2995 GUNSMOKE RD.
CORONA, CA 92882

**WHITE AND ASSOCIATES
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HEMET, CA. 92543

ELITE ENTERPRISES
27684 WHITTINGTON RD.
MENIFEE, CA 92584

REDLINE AUTO SALES
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STE. A-6A 102
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S AND A LANDSCAPE
5545 TRAIL CANYON DR.
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PALM DESERT, CA 92211

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LA QUINTA, CA 92253

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49291 GRAPEFRUIT BLVD.
STE. 2
COACHELLA, CA 92236

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PLUS**
66790 HIGHWAY 86
THERMAL, CA 92274

SIGGY'S #2 INC.
31970 TEMECULA PRKY.
TEMECULA, CA 92592

Negotiate Like...

continued from pg. 32

tiation styles,” Milazzo says. “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.”

Now you might be thinking, That’s all well and good...but times really are tough and money really is in short supply. So no matter how great a negotiator I might be, does it really matter if the money just isn’t there?

“Yes, times are difficult for many right now and your odds of getting what you want at work might not be as high as they were five years ago,” Milazzo concedes. “But why give up before you even start? What’s to be gained from that? I believe it’s better to ask and not receive than to not ask and to meekly settle for less than you deserve.

“Besides, it’s when times are hard that raw talent and know-how really count,” she adds. “Right now, more than ever, you deserve to get paid what you’re worth. Don’t let anyone—including yourself—forget just how much you’re bringing to the table.”

Education...

continued from pg. 16

community colleges at the levels set in the 2011-12 academic year for the seven years that Prop. 30 is in effect. The measure also states the intent of the Legislature to protect higher education funding and make any potential fee increases unnecessary.

California’s students should not lose out on their dream of college due to rising costs.

The other part of my plan to re-open the opportunity for students to receive a quality education is Assembly Bill 51. It’s a model already in practice with much success in other states and will initially serve as a pilot program to test its success here in California. It will allow a student to receive a bachelor’s degree in the areas of science and technology from a four year university in only 18 months and for only \$10,000.

Vickie Milazzo is author of Wicked Success is Inside Every Woman (www.wicked-success.com). From a shotgun house in New Orleans to owner of a \$16-million business, Wall Street Journal bestselling author Vickie L. Milazzo, RN, MSN, JD shares the innovative success strategies that earned her a place on the Inc. list of Top 10 Entrepreneurs and Inc. Top 5000 Fastest-Growing Companies in America.

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This is less than the projected cost of 1 year at a UC, according to the California Postsecondary Education Commission.

I have spoken with many in the technical and manufacturing industries and they have expressed a dire need for employees with degrees in these fields. Rather than importing these jobs from outside of California, let’s train our own to boost these industries which will in turn boost surrounding industries and provide opportunities for jobs in many other fields.

Rebuilding our education system to provide equal access to everyone seeking to learn is within reach but before we can succeed in that goal, our leaders must truly make it a priority. We must raise the bar and stop underfunding our schools. It is time we follow through on our promises to our children and work to provide them as many opportunities as we can.

Please join me in placing our students first, over politics.

Bury Chino...

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Southern California Edison’s senior vice president for regulatory affairs, notified the commission that the utility had revised the cost of undergrounding the transmission line through Chino Hills upward. At the very least, Starck indicated the undergrounding project along the 3.5 mile stretch would cost \$700 million and it could range as high as \$893 million.

Goodwin was somewhat skeptical of that estimate. “As for the higher costs – never be surprised that costs go up when SCE is building something,” Goodwin said. “First, they have done a lot of things to get the costs higher – one being adding the 35% contingency fee to the numbers that the bidders provided them. Bidders already build a contingency into their numbers. So these numbers reflect a contingency on a contingency.”

Inland Empire Business Journal

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EXECUTIVE TIME OUT

VENTURA

By Christine Rolfe

More on Ventura and its Surroundings...

Ventura is part of a three-city destination known as VenturaCountyWest. In addition to the great adventures in Ventura, the other two cities, Camarillo and Oxnard, have an abundance of fun and unique activities for visitors and meeting attendees to enjoy. What's nice is that everything to do and see in VenturaCountyWest is within a 22-mile radius—and add to that, the enviable near-perfect weather, a potential brief respite from the heat during the hotter months in the Inland Empire. Here are just a few tempting highlights from Camarillo and Oxnard to make you want to stretch your mini-vacation by a day or two.

Channel Islands National Park: Both harbors in Ventura and Oxnard are gateways to the Channel Islands National Park. A delightful 11-mile boat ride transports you to the American version of the Galapagos Islands, five islands full of unique animal, plant and marine life to explore by land or sea. Whale watching excursions are available in spring and fall, but you'll spot plenty of sea lions, dolphins and dive-bombing pelicans year round.

Beach and Harbor Adventures: For landlubbers, miles of uncrowded beaches and bike and walking paths in Oxnard give visitors plenty of opportunities to explore the coast. Channel Islands Harbor features harbor-side dining plus kayaking, electric and peddle boat rentals to take in the sights of the harbor up close. It's a working harbor where you can watch fishing boats bring in their fresh catches each day. Channel Islands Harbor is also home to the Channel Islands Maritime Museum, which offers a fascinating collection of sailing ship and whaling exhibits.

Food & Wine Finds: VenturaCountyWest features an assortment of wineries/pouring rooms as the area's wine industry continues to expand. Check out the quaint Bella Victorian Tasting Room & Bistro in Old Town

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I really hadn't thought of Ventura as a destination for a weekend getaway. I perceived Ventura as more of a "drive through" city. The city you pass through on your way to Santa Barbara or the city "near" Ojai. What I learned was Ventura showcases its own eclectic charm—a relaxed beach community with high end boutique shopping mixed with thrift store finds. Historic buildings built next to modern day structures. Waves to surf nearby trails to hike. Only two hours from Rancho Cucamonga, Ventura is waiting to be discovered and make it big. But hopefully not too big. After all, its quaintness is its charm.

My mom and I decided to visit Ventura together. We arrived around noon and checked into the Marriott Ventura. The hotel was a great location being just a short drive to downtown and only a short walk to the beach. We decided to explore Main Street. We were both pleasantly surprised to see the number of boutique storefronts lining Main Street. Sure there were a few retail chains woven between, including the home store for Patagonia, but overall there were "mom and pop" stores offering unique items not found in your typical mall. Also unique were the "vintage shopping" available. Antique stores, consignment shops and thrift stores were packed with shoppers looking for treasures. If only we had more time and more money.

Next we took a drive to nearby Santa Paula to tour Limoneira, a lemon packing house. It was amazing to watch the sorting of lemons—a photo was taken of each lemon to sort them by color so they can be packed with similar lemons and ripen at the appropriate time. Limoneira is one of the largest



Ingrid Anthony, managing editor, and Christine Rolfe on a Kayak Adventure in Ventura

citrus producers in the United States and they fill 3,000 trucks every year—supplying lemons all over the world. With the lemon groves spread further than I could see, it was quite apparent what a strong role agriculture plays to the Ventura area.

That evening we headed over to The Wine Rack. While most wine bars are somewhat pretentious, the overstuffed

chairs and coaches gave The Wine Rack a homey, warm atmosphere. When the guitar player set up, I got the sense I was on the set of the television show "Friends." I felt like I was sitting in Central Perk and Phoebe was going to walk in to play "Smelly Cat" on the guitar. The only difference is that we were sipping wine instead of

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the crime of Grand Theft (PC 487(a)) and presenting False Documents to Be Used in Evidence (PC 134). Spencer was also charged with two counts of Perjury Under Oath (PC 118) and one count of Preparing False Documentary Evidence (PC 134).

If convicted on all counts, both Spencer and Luciano face five years in state prison. A warrant of arrest was obtained for Spencer and bail was set in the amount of \$1,000,000. Spencer was arrested by District Attorney Investigators Sunday in Boca Raton, Florida. Luciano is currently at large and wanted.

Spencer, who was tasked with redeveloping the former

Norton Air Force Base, is a convicted felon who previously served time in federal prison for bankruptcy fraud.

The investigation was handled by members of the San Bernardino County District Attorney's Office and the Federal Bureau of Investigation, who are both part of the Inland Regional Corruption Task Force (IRCTF), a special joint corrup-



Felice G. Luciano

tion task force set up in 2010 to address corruption allegations surfacing in San Bernardino County. The task force includes the district attorney's office, the FBI, the U.S. attorney's office and the California attorney general's office.

"Thanks to the hard work of our investigators and partners at the FBI, we were able to take another step towards weeding out corruption in the county of San Bernardino," District Attorney Michael Ramos said. "If you conspire to commit a crime against the citizens of this county, you will face serious consequences and be prosecuted to the fullest extent of the law."

The criminal investigation is continuing. A copy of the complaint may be requested by contacting Christopher Lee at clee@sbcdca.org.

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