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**Specials:**  
Women &  
Business Expo  
Small Business  
Handbook

# INLAND EMPIRE business journal

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Close-Up



Terri White, Program  
Director of "I Care Shelter Home"  
see page 16

VOLUME 15, NUMBER 4

APRIL 2003

\$2.00

Ontario's Mayor  
Gary Ovitt presents  
IAPMO President  
Bob Courtmier with  
a plaque, congratulating  
IAPMO on  
its move to the Inland  
Empire.

IAPMO's headquarters  
are now located in this  
completely renovated  
48,000-square-foot  
building.

Photography by  
Chris Rhodes and  
Jeff Ortiz.

Image composite  
by Corey Nagel.



## Cal Poly Pomona President Bob H. Suzuki Speaks on His Retirement, the Past and the Future

by Georgine Loveland

When Bob H. Suzuki departs Cal Poly Pomona at the end of the day on July 31, 2003, he will leave a legacy of promoting multicultural/international education and the importance of and the need for tolerance and understanding in daily life on campus and

continued on page 13

## AT DEADLINE

### Women & Business Expo 2003

The Inland Empire Business Journal and the Toyota Dealers of Southern California are pleased to announce the following keynote speakers for the Women & Business Expo being held on May 16, 2003 at the Ontario Convention Center:

#### Heather Mills McCartney

Heather Mills McCartney, wife of Sir Paul McCartney of Beatles' fame, is rapidly gain-

continued on page 32

## The IAPMO Group Moves Forward: Inland Empire Site of New World Headquarters

by Colleen Salomon

Before a crowd filled with prominent personalities from the plumbing industry, construction industry and governmental inspection agencies, The IAPMO Group celebrated the dedication of its new World Headquarters and Ron Ridenour Training Center on March 7, 2003.

At the event, IAPMO President Bob Courtmier explained that, due to

the phenomenal growth of the organization over the last few years, a new facility had become an absolute necessity. In its current position as an international organization responsible for updating and promulgating the Uniform Plumbing Code (UPC) and the Uniform Mechanical Code (UMC), IAPMO has power housed tremendous growth by winning new

continued on page 11

## Special Sections

New Businesses  
page 49 to 51

Calendar  
page 52

## Russia Redux

Reprinted with permission from Payden & Rygel's January 2003 issue of the Quarterly Review.

Russia has undergone a decade of dramatic and tumultuous change since the dissolution of the Soviet Union in the early 1990s. A recent trip to Russia reinforced our appreciation of the extent of Russia's trans-

continued on page 14

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# INDEX

## This Month in the Inland Empire Business Journal! News and Features

**IAPMO Group Moves New World Headquarters to the Inland Empire** Plumbing made exciting! State-of-the-art facility is welcomed in Ontario .....1

**Outgoing Cal Poly Pomona President Bob H. Suzuki Reflects On 12 Years of Service to School and Community** Respected educator and humanitarian leaves a shining legacy in his commitment to civil rights and dedication to Cal Poly Pomona .....1

**Russia Redux** Following a decade of tumultuous change, the dramatic transformation from a communist dictatorship into a capitalist democracy is far from complete .....1

**SmartTalk 590 KRLA AM Is Now the Official Dodger Station for the Inland Empire** This was accomplished especially for all the baseball, and specifically, Dodger fans in the Inland Empire. We're sure you're out there! Be happy ....3

**Protecting Your Company's Internet Identity** Very important in today's business climate— "Who are you, anyway?...Are You Sure?" "I Don't Think So, You'll Have to Prove It!" .....24

**Stuttering—the only disability that people laugh at! Isn't that sad? How to help** Children and adults who stutter often suffer ridicule. Information and resources are readily available. Advice on how to react when your child is affected .....28

**UCR Sociologist Warns That Problems On the Job Can Mean Bruises (or Worse) at Home** Important study reveals data on the possible consequences of taking your troubles at work home to your family .....30

**Children's Forest Scholarship Funding and Programs for Youth** This organization is literally a breath of fresh air as it instructs our youth to develop management skills to protect our mountains and the plants and animals that call the forest home .....31

**Recycled Water—a New Way to Make the Victor Valley Bloom** Reusing non-potable water is the solution for many desert areas to dress up lawns and highways in bright spring colors, and just good old green" .....34

This issue of the journal reminds me of springtime in many ways. There is a lot of light and a lot of color, but underlying the beauty and newness of homey new residential developments and conservation programs, there are those storms always lurking in the shadows and conditions we seek to remedy, change, or avoid altogether. We welcome the season. We also endeavor to keep ourselves informed and aware, as we move into the sunlight and invite more joy into our busy lives!  
**God Bless....editor**

## Columns

Law .....	4
Managing .....	5
Opinion/Commentary .....	6-7
Computers/Technology .....	8
Corner on the Market .....	10
Getting Organized .....	13
Investments and Finance .....	15
Close-Up .....	16
Small Business Handbook .....	22-24
Corporate Profile .....	25
Health .....	28-29
Education .....	30-31
Desert Business Journal .....	34
New Home Communities .....	35-36
Real Estate .....	37
Manager's Book-Shelf .....	39
Restaurant Review .....	41
Executive Time Out .....	42
Statler's Best Bets .....	43

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## Simplifying Social Security Disability

Attorney Treva Heame of Disability Legal Services presented a case before the Supreme Court in Washington, D.C., and had the backing of a brief filed in her favor by the Bush administration for her case on family leave and discrimination regarding gender.

Heame represented William Hibbs who tried to take time off work to care for his wife when she nearly died in a car accident that left her with multiple physical and mental problems. Thinking he was entitled to take time off work to care for his gravely ill wife under the federal Family Leave Act (FMLA), Hibbs was shocked to learn he was only going to be fired. That is when Heame stepped in to challenge the law for the state-employed Hibbs.

Heame heads the law firm in Palm Desert whose practice is limited exclusively to Social Security Disability Law. "Helping people with mental and/or physical impairments that prevent them from working is the priority of Disability Legal Services. We also assist in the preparation of

claims for Social Security Supplemental Income," emphasizes Heame who has been practicing law for 27 years.

The medical requirements are identical for both SSD and SSI. The difference is that the SSD program only pays for disability for people who have worked for a certain number of earning quarters. The SSI payments are made to individuals who are unable to work but have not qualified under the quarterly earnings rule. Heame and her staff analyze other factors to determine eligibility.

Because the Social Security Administration continually revises and updates rulings, attorneys who represent claimants in SSD or SSI disability cases must keep up-to-date with the findings. The staff of DLS has a combined experience of more than 50 years hands-on Social Security experience and knowledge.

"We are a team here at Disability Legal Services and our goal is to help claimants through a maze of govern-

mental paperwork, appeals, and hearings. We like what we do and we are good at it," Heame states.

In Social Security Law there is good news for the claimants. There is no fee unless their case is won. In addition, the federal government sets the fee, which has limits. This makes it fair and equitable for the person applying for the benefits.

DLS frequently makes presentations to groups and agencies that are in the helping professions, such as non-profit agencies, medical support groups and medical centers. In a complicated world, getting through the So-

cial Security appeals process is difficult. Disability Legal Services is lending a helping hand. The initial consultation is free.

*continued on page 26*



Treva Heame of Disability Legal Services

## Capitalizing on Your Strengths

by Brian Tracy

Highly successful people are extremely self-reliant. They accept complete responsibility for themselves and everything that happens to them. They look to themselves as the source of their successes and as the main cause of their problems and difficulties. When things aren't moving along as fast as they want, they ask themselves, "What is it in me that is causing this problem?" They refuse to make excuses or to blame people. Instead, they look for ways to overcome obstacles and to make progress.

Totally self-responsible people look upon themselves as self-employed. They see themselves as the president of their own personal services corporation. They realize that no matter who signs their paycheck, in the final analysis they work for themselves. Because they have this attitude of self-employment, they take a strategic approach to their work.

The essential element in strategic planning for a corporation or a busi-

ness entity is the concept of "return on equity." All business planning is aimed at organizing and reorganizing the business resources in such a way as to increase the financial returns to the business owners. It is to increase the quantity of output relative to the quantity of input. It is to focus on areas of high profitability and return and, simultaneously, to withdraw resources from areas of low profitability and return. Companies that do this effectively in a rapidly changing environment are the ones that survive and prosper. Companies that fail to do this form of strategic analysis are those that fall behind and often disappear.

To achieve everything you are capable of achieving as a person, you also must become a skilled strategic planner with regard to your life and work. But instead of aiming to increase your return on equity, your goal is to increase your return on energy.

Most people in America start off with little more than their ability to

*continued on page 9*

## SmartTalk 590 KRLA-AM is the Official Dodger Station for the Inland Empire

Pre-Season Game Broadcasts Began on Thursday, March 27

SmartTalk 590 KRLA-AM is the Official Dodger Station for the Inland Empire, it was announced by Dave Armstrong, vice president/general manager of Salem Los Angeles. "We're truly proud to be part of the Dodger Radio Network," said Armstrong. "It's exciting to be the official Dodger station in the burgeoning Inland Empire market. We look forward to a great season and we wish the Dodgers a lot of success."

The first pre-season game broadcast on 590 AM aired on Thursday, March 27, 7:10 p.m., followed by the Freeway Series with the World Series champions, the Anaheim Angels. For a complete listing of Dodger games, visit the KRLA 590 Web site at

www.smarttalk590.com  
Salem Los Angeles is owned and operated by Salem Communications Corporation, the nation's leading Christian broadcasting company with radio stations located in 34 markets. Salem Los Angeles stations include KKLA-FM 99.5, Los Angeles' number one Christian talk station; contemporary Christian music station KFSH-FM 95.9 The Fish; conservative talk KRLA AM 870 AM and sister station 590 AM and seven channel on Internet-only station Christian Pirate Radio (CPR).

SmartTalk 590 KRLA-AM can be heard worldwide via the Internet at [www.newstalk870.com](http://www.newstalk870.com)



## LAW

## Every Word Counts: Business Communications That Work for Your Company in the Courtroom

by Patricia S. Eyres

Evidence from business records generated over years and even decades affects an increasing number of civil lawsuits. In fact, damage awards have soared in recent years, some due to explosive content of business communications, gaps in documentation, inflammatory e-mail, or charges of evidence tampering.

Most recently, General Motors was hit with a record \$4.9 billion verdict, based largely on an internal memo a staff engineer wrote nearly two decades earlier. Similarly, in lawsuits against large insurers and small service providers, old marketing memos were pivotal evidence. Inflammatory e-mail messages haunted Microsoft in its antitrust trial, and offensive e-mail plagues employers in costly harassment lawsuits. These are just a few examples of business communications created in one context and then "spun" against the company in the courtroom.

Equally troublesome are high profile accusations of document shredding. Enron and Andersen are the latest (but not the only) businesses finding themselves on the defensive over when and how they destroyed evidence. From gigantic civil penalties to criminal obstruction of justice charges, haphazard enforcement of document retention and disposal policies is a legal minefield.

Many managers today are unaware of the legal pitfalls inherent in generating written communications and business records. The fact is that during a trial, the courts may analyze everything from informal memos to performance appraisals to marketing plans, all of which may be turned against the company. Unfortunately, those managers who are informed of the legalities often feel pressured into either over-documenting information, avoiding written communications completely, or using ambiguous language due to fear of lawsuits.

### How Courts Use Business Records and Documentation During Litigation

Documentation is a record of an event, discussion, or observation by one or more individuals. Most organizations rely on documentation to record their activities and those of their employees. Any written information, whether formally or informally generated, can be considered documentary evidence if it is pertinent to a legal action, a regulatory proceeding, or a misconduct investigation. Written documents can include both hard copy and electronic records, even those never actually printed.

Most lawsuits ultimately revolve around three simple questions about a business organization:

- What did the company know?
- When did it know?
- What did it do?

Often, written business records can answer each of these questions. In the absence of a written record of the activities that took place, the company's position may be significantly affected. That's why unambiguous, complete, accurate documentation is often invaluable when used in the context of regulatory or judicial proceedings. Additionally, complete records, used as an adjunct to accurate testimony, are important in enhancing a witness's credibility.

Primarily, courts use written business records in the following context:

- To tell the story of what occurred in the underlying activities. Business records can reconstruct actual events and aid in establishing the company's good faith, objective actions, and appropriate business activities. Often, the lawsuit's subject matter can span years. When there are no documents to establish the basis for the company's past actions, businesses have a difficult time retelling what happened and supporting their claims.
- To document that management made personnel decisions objectively, consistently, and in accordance with all company policies.
- To refresh a witness's memory or

to discredit a witness who gives inconsistent testimony.

- To reconstruct past events, such as personnel decisions or decisions about sales or contacting practices.
- To establish knowledge, notice, or intent of the company or a particular individual at a relevant time.

Effective documentation has several elements. In particular, it should be consistent, understandable, and readable for everyone in the organization. The following 10 principles of effective documentation will help assure that your business records work for – not against your organization – in the courtroom.

#### 1. Write with accuracy and precision.

Be factual with all memos, letters, and other business communications. Include all details: date, time, location, name of persons involved, witnesses, work environment conditions, and necessary action taken or recommended. If your adversary can take your documents out of context or if your records express opinions on the ultimate facts in dispute yet don't contain all the relevant data, then your position may suffer during a lawsuit. Avoid speculation, exaggeration, subjective, or relative descriptions that are at best ambiguous.

Limit the use of terms such as "frequent," "excessive," and "substandard," unless you also give the context. Think about your objective for the communication and how you intend others to read it and act upon it. If someone reading the communication could ask "relative to what standard?" then the writing is non-specific. Use objective facts and examples instead.

#### 2. Avoid negative connotations that may be misleading to someone not familiar with the company or the industry.

Avoid slang or shortcuts in terminology. Minimize unnecessary technical jargon by defining the term's meaning in its technical context. Make sure your communications are

consistent with the intended recipient's knowledge so that you can defend against a claim that the recipient did not understand the content or requested action. Describe all actions and conclusions objectively, and be honest in assessing the situation (do not rely on second/third party information unless it is specified as such).

#### 3. Know what you're writing about.

When writing about activities or events, stay within your personal knowledge, expertise, and responsibility. Don't speculate or guess as to the meaning of any aspect of a business transaction with which you are not personally familiar.

#### 4. Avoid legal conclusions.

Don't use legal terms in a non-legal sense. For example, "He was negligent because he didn't read his e-mail," uses a legal term (negligent) in a lay sense. While it might be unprofessional or otherwise bad business not to read e-mail, it isn't "negligent," which is defined in the law as failure to exercise that degree of care and skill necessary to avoid foreseeable risk of harm to a person or property. Other terms to avoid include "defective," "fraudulent," "misleading," or "discriminatory," unless you have both the expertise and the job responsibility to reach those conclusions.

#### 5. Eliminate all inflammatory, offensive, or otherwise inappropriate language.

Minimize the use of labels, such as "malingering" or "not a team player," without a description of the underlying factual basis for the evaluation. Also, avoid subjective terms when describing people, as those terms may be misleading to a layperson serving as a juror.

#### 6. Define or clarify technical terms involving your work, including specialized industry terms.

Always consider the communication's purpose. For example, if you are writing to someone outside the

continued on page 15

## MANAGING

## Overwhelmed, Overworked, Burned-out? Learn to Handle Those 'Crunch' Situations

by Marla Benson

Many, many people who attend my seminars are overwhelmed, overworked and burned out on the job. They tell me that they never have enough time to get the truly important things done. Yet, many of these people are managers and supervisors with teams to whom they could, and should, be delegating. But, they're not. Delegation can truly be a win-win situation for everyone with just these few guidelines.

For those of you who are overwhelmed, overworked and burned-out, but are NOT managers and supervisors, you will still get some valuable tips here. Sometimes the answer isn't to delegate, but to simply ask for help in those 'crunch' situations. You'll also find that the 'rules' here apply to your home and parenting lives, as well as on the job.

#### Focus on the Things That Only You Can Do

The higher you move up the ladder, the less time you should spend 'doing tasks.' This is the time for you to be planning and making decisions. As they say in drivers' training school – "Aim High in Steering." If your nose is buried in the desk handling day-to-day tasks, it's difficult to look up to plan the future of your department. And isn't that really what you're supposed to be doing with your time?

#### Track Yourself During the Day.

Are you exercising your unique talents? How much of your time are you spending doing tasks that could be done by others?

#### Delegation Helps You Get the Best From People

Prior to becoming a seminar speaker, I worked in information technology as a software trainer. I had been hired as a computer training coordinator with a very prestigious law firm in downtown Los Angeles by a very wise man. He told me what my responsibilities were, he offered any support that I might need, and then he set me loose to do my job and make the training department a success.

There were many people there that told me it couldn't be done, that people at this firm just would not attend voluntary computer classes. I knew what was expected of me and knew what my responsibilities were. My manager was wise because he didn't micro-manage me and didn't question or pick apart every idea I brought to the table; he just wanted to be informed of what was happening in my department.

What this did for me was give me even more confidence, because I knew that he believed in me. What I also noticed is that he used the exact same technique with the other departments for which he was responsible. The result in my area was an astonishing 76 percent increase in people participating in training in the first six months.

Give your people the reins and they'll make you a hero! What I learned about my manager was that he wasn't an expert in every area he managed. He knew how to hire the right people, how to direct (not control), and how to keep people on track.

#### Things You Should NOT Delegate

Don't delegate crises. Crisis is the manager's responsibility. This is where your decision-making skills really come into play. Your team members are already used to you giving them tasks, so when crisis hits, they will jump to attention waiting for your direction. You and your team together will handle any crisis like a well-oiled machine.

Don't delegate tasks just because they're unpleasant. It doesn't mean that you should do all the crummy jobs yourself, but you shouldn't keep all of the good ones for yourself either. Your team needs to know that you can and have done it all. Remember, however, to focus on the things that only you can do.

Don't delegate a direct assignment that your boss has given to you. The boss gave this task to you because he/she wanted you to do it. If your intent is to pass it along to a team member, be sure that your boss knows about it upon acceptance of the assignment.

signment.

Many managers who are perfectionists are uncomfortable with delegating because they think they can perform the job better themselves. Others think it takes too much time to explain the details and responsibilities. How do you make sure the job you delegate is done without you breathing down the neck? of the 'delegatee'?

#### Follow these steps:

**1. Identify the Desired Results.** Be clear about what is to be done and when. Don't get involved with how it's to be done. That is the decision of the delegatee.

**2. Set Guidelines.** Identify any policies, principles or rules that must be followed.

**3. Identify Resources.** What financial, human or technical support is available to the delegatee?

**4. Be VERY Clear About Accountability.** Specify the standards of performance and timelines that you expect.

**5. Specify Consequences.** What are the positive or negative consequences that go along with expectations being met? This is why step 1 is so important.

This should set you on a comfortable path with delegating. You'll find that even as a great delegator, you'll still be busy each day. However, you'll be focusing on a different level of tasks, you'll be developing the skills and self-reliance of those who work for you, and clearing a path for the future for yourself.

Marla Benson has conducted more than 800 keynotes and seminars in 48 states and Canada and has authored "Shortcuts to Creating & Maintaining Organized Files & Records." Visit her at <http://www.marlabenson.com/>. To get information about bringing Marla to speak at your next event, order her book, offer future topic suggestions, or just to let her know your De-cluttering progress, contact her at [Marla@MarlaBenson.com](mailto:Marla@MarlaBenson.com).

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## OPINION

## Metropolitan Water District Statement Regarding New Public Health Goal for Arsenic

Following the state Office of Environmental Health Hazard Assessment's announcement today of a new public health goal for arsenic, Jill T. Wicke, water system operations manager for the Metropolitan Water District of Southern California, issues the following statement:

"The state Office of Environmental Health Hazard Assessment's announcement of its public health goal of 4 parts per trillion for arsenic marks a milestone in California's multi-year process for setting an enforceable state drinking water standard.

"While the U.S. Environmental Protection Agency has lowered the federal arsenic standard from 50 parts per billion to 10 parts per billion, effective January 2006, California has traditionally led the nation with stricter water quality standards.

"The California Department of Health Services is required to either accept the federal standard or use a lower value. CDHS is required by state law to set this standard by June 30, 2004 with compliance monitoring to start by January 2006. The current arsenic standard in California is 50 parts per billion.

"As California's process evolves for evaluating OEHHA's public health goal with other scientific data and considerations, Metropolitan looks forward to the opportunity to assess the potential impacts and promote the public's understanding of the ultimate standard.

"Metropolitan is in contact with its

26 member public agencies to assess potential operational impacts created by revised state arsenic standards. Several years ago, Metropolitan began modifying its treatment processes to remove more arsenic from its sources of supply. As a result, arsenic levels have been reduced in Metropolitan's treated water.

"Metropolitan continues to work with its member agencies and officials throughout the region to diligently apply public health regulations, and ensure the drinking water for 18 million Southern Californians is protected by water quality standards based on good science. Metropolitan remains committed to its mission of delivering high-quality water.

"Recognizing the confusing range of water quality pronouncements to the public, Metropolitan stands by the public's right to not only know about the quality of their drinking water, but also to understand the array of confusing acronyms related to today's water quality standards."

*The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving nearly 18 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.*

## COMMENTARY

## It's Good to Be King

Extracted from "Synergizing Your Business — 5 Outrageous and Outstanding Bridges to Power Up Your Business" by Chris Alexander

The air imploded with tension. He stared at me for a solid minute. I had just told this brilliant business genius that he was the biggest problem in his company. That was not an easy thing to do, because he was the one who had retained me to help him improve staff morale.

"What do you mean, I'm the problem?" he growled.

"Eric, your employees are frightened of you."

"Fear is good. It keeps them on their toes."

"Fear motivation does work, Eric. But, not very well. It doesn't last long and you have to continually threaten and scare people into doing their jobs."

"I don't do that!" Eric shouted.

"Not deliberately, but there are some things you do that cause fear."

"Oh yeah! Like what?"

"Like micro-managing."

"Chris, my business is not big enough to absorb costly mistakes. I have to make sure that everything is okay."

"Eric, micro-managing limits your growth and makes your job boring. It also teaches people not to think."

What I love most about the entrepreneurial spirit is the creative ability to problem-solve. Eric had that true entrepreneurial spirit. He immediately shifted his ego aside.

"Okay, what needs to be done and what do I have to do?"

"Great! First we must get a very clear vision of where you want to be with this business in the next 10 years."

"I know where I want to be!"

"Have you written it down?"

"No."

"That's the starting point for you, Eric. When you commit yourself in

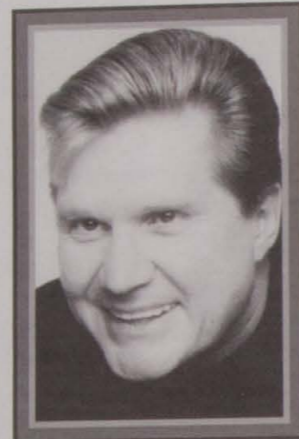
writing to a long-term vision you will realize you need a team to help you get there."

"You're right! But when it gets down to the daily cash flow and what needs to be done everyday, I lose sight of that and get side-tracked."

"Eric, we are all busier than ever, but we have to remain focused. So, let's begin by clearly defining your vision, your values and your goals."

"Okay."

"Once you have completed that, the next step will be to share it with your people."



Chris Alexander, M.A.

### Transcending Levels of Growth

Many business owners find themselves in Eric's exact situation. In the early days of a new business, the growth is phenomenal, the excitement and energy are almost beyond containment and people love to support an organization that exudes enthusiasm and creativity.

Business growth, like human growth, has to be focused: It has to be directed toward an ultimate outcome. The ultimate outcome for a person is adulthood. A person reaches true adulthood by transcending various levels of growth . . . infancy, childhood, adolescence and finally adulthood. The ultimate outcomes for a business are the realization of its vision, ongoing growth and profitability. Businesses, like people, need to transcend their unique levels of growth. If these levels are not successfully managed, stunted growth will result in failure.

The entrepreneurial spirit is amazing and charismatic, almost evangelical. However, there is a point in the growth of a business when the smart entrepreneur will alter or maybe even radically reinvent his or her style knowing that the source of power will be to empower others in the company to carry forward the vision. This can be a very difficult thing, because business birth is a wonderfully gratifying

*continued on page 20*

## OPINION

## 21st Century Warrior

by D.J. Vanas

**POW!** I could hear the chokecherry sticks rip from my chest like firecrackers and watched the ropes attached to them fly away from me. My knees were weak but my spirit soared. I looked down to see blood pouring down my chest, my skirt, and onto the dusty ground...

It was the summer of 1997 and I was on Pine Ridge Reservation in South Dakota going through my fourth year of the Lakota Sun Dance ceremony. Sun Dance is done to show respect and honor to White Buffalo Calf Maiden and her gift of the prayer pipe. The piercing is done to show respect and honor to mothers of the world for going through the pain of childbirth. Sun Dance is also done to show thanksgiving for the things in life we take for granted such as food, water, and family by going without them for four days. During this time, Sun Dancers pray for everyone in the world except themselves.

I could hear the pulse of the drum, the thick smell of sage in the air. I could feel the blistering heat on my skin, cactus needles in my feet, and hot dust in the back of my throat. My spiritual leader came to me, grabbed my sage bracelet and ran me around the inside of the arbor. For five years of my life, I had prepared and focused on this very moment. He didn't say "good job" or "congratulations." He simply said, "You are a warrior now." It wasn't a moment of pride in my life, but a moment of extreme humility. I felt about an inch tall.

In the Sun Dance, I learned what the warrior path was truly about. It had nothing to do with what I had seen in movies, heard in music, or read in books. It wasn't about being destructive, being the toughest person in the neighborhood, or any media-stained image. I realized in my moments of terror, pain, and loneliness that this ceremony wasn't about me but about the people I can serve in my life. The warrior concept is simply taking our own talent and ability and developing it so we can serve and defend others. The warriors' goal was

to become an asset to the village they served. The warriors of the past like Pontiac, Crazy Horse, Chief Joseph, and Osceola were warriors not only because of their exploits in battle, but because they served their people the best way they knew how and spent their lifetimes becoming assets to their village. Today, your "village" could be your family, community, country, clients, or any other group you serve. In the 21st century, Native people have the same battles to fight — over resources, dignity, and to achieve success in whatever form we choose. However, the tactics of the way we fight has changed dramatically. No longer do we train for combat with tomahawks and spears, but instead with college degrees and computers. This is critical since the battles of today are not waged in the forest or plains — they are waged in the classroom, courtrooms, and boardrooms across America. Pick up a newspaper, watch CNN, or talk to the people being impacted by decisions made by others for us. The 21st century warrior does not forget who we are or what we've been through. They are the ones who use that strength as fuel to light our village fires in the new millennium, learning new ways to enable our people to thrive.

Warriors are alive and well in Native America 2003. They are people like these, among so many others:

- Rick Williams, Oglala Lakota, the director of the American Indian College Fund, helping young Indian people get educated and leading by example.
- Claudia Vigil-Munoz, Jicarilla Apache, the first female president of the Jicarilla Apache Nation, working as hard as any man or woman on the planet to help improve the conditions of her people.
- Katherine Campbell, Winnebago, a teacher, role model, and Ph.D. student at Penn State who wants to help improve education for Native people for the rest of her life.
- Lieutenant Commander John B.

*continued on page 33*

## COMMENTARY

## Major Safety Concerns Trouble Firefighters

The San Bernardino County Professional Firefighters remain concerned regarding the public's safety on the major highways in the desert areas of San Bernardino County. March 9th's bus crash only highlighted the very deficient coverage of the high traffic corridors of the I-15, I-40, Hwy. 395 and 58. More than 60 people each year die on the I-15 alone because of the lack of adequate crash and rescue services. There are only two stations between Barstow and the Nevada state line and they are staffed with low wage temporary extra help firefighters without benefits... and felon prisoners. "The firefighters can't gain years of experience because of the low wage and temporary nature of the

job," states President Darrel Crane. "They are forced to move to other fire departments and to provide for their families." There are no paramedics available at any of the fire stations either.

Additionally, the staffing of over 18 stations throughout the desert and other areas allows for only two personnel. Federal law does not allow these teams of two to enter buildings on fire, except in extreme circumstances. These firefighters are forced to watch buildings burn to the ground because they must fight fire from the outside, they do not have the team members to succeed and they must

*continued on page 27*

## Lo, The Rich Indians

by Joe Lyons

We've all seen the Hollywood stereotype. The cavalry comes racing in, a tin bugle is blaring "Charge!" Flags are flying. Bloodthirsty savages are whooping and hollering and terrifying the innocent settlers. Hollywood should be ashamed.

Native American peoples have been driven from farmland and hunting land and even from desert land that turned out to be rich in oil or uranium. It was only in the last half of the 20th century that tribal lawyers discovered that sovereign land was free of the gambling laws of the state surrounding them. Indian bingo and casinos have grown up on otherwise barren land and many tribal councils find themselves with coffers full of the white man's money.

The irony grows from here. States like California are broke. Whether from bad accounting or loss of cash flow, many states of the union are crying the blues and cutting back everything they can. So, who comes to the rescue?

Not the cavalry... Tribal nations! A coalition of tribes from Riverside and San Bernardino counties has offered to help out. As much as \$88

million dollars has been earmarked from the tribal accounts. Most will be distributed locally. A Palm Desert state senator has introduced legislation to handle the distribution, but it occurs to us that the tribes are quite capable of writing checks on their own.

Further, the *San Bernardino Sun* says the effort is just not enough. They figure that because we voted for Prop. 5 and 1A, the local tribes somehow owe us a lot more and they should cough it up.

The *Sun* is wrong! We should get down on our knees and thank the local tribes for their generous help. No other American minority, not the Blacks, the Irish or the Asians have been lied to and victimized by the U.S. government as much as the Native Americans have.

Even so, after 500 years of mistreatment they are still ready to stand up and bail us out for our own short-sighted budget folly. And while they are doing this, they are funding their own health care programs and assisting other tribes who are not "casino-rich."

For too many years we have owed the tribes a very heartfelt apology. Now, as they pull out their checkbooks, we also need to swallow our pride and say, "Thank You."

### INLAND EMPIRE business journal

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## TECHNOLOGY

## Achievement in Technical Ingenuity Awards Announces Inland Empire High-Tech Winners

UCR CONNECT and IEtechSOURCE, organizers of the Inland Empire's first Achievement in Technological Ingenuity (ATI) Awards, recently announced the names of the ATI Awards winners at a luncheon for the high-tech business community, which was held at the Riverside Convention Center.

The companies winning 2003 ATI awards are: Prolacta BioScience Inc. of Loma Linda for the Concept category, LifePoint Inc. of Ontario for the Start-Up category, TurnKey Schools of America of Temecula for the Ongoing category, and Nova R&D Inc. of Riverside for the Life-

time category.

In the university category, Mihri Ozkan, Ph.D. of the University of California at Riverside was presented an ATI Award. The award was presented for achievements in newly-engineered imaging probes for detection of different types of single nucleotide-polymorphism, which can be used to identify and map complex, common diseases such as high blood pressure, diabetes and heart disease.

Brian Underhill, director of High Tech Initiatives, IEtechSOURCE, said, "The Inland Empire can point with pride to the individuals, companies and educational

institutions who were honored today with the region's first ATI Awards. They are making a significant contribution to high technology and the region's emerging technology employment base."

Ed Sternagle, executive director, UCR CONNECT, commented, "It is clear that high tech has a big future in the Inland Empire based on the sponsoring companies that helped fund this competition and the many volunteers who worked to ensure its success." Major sponsors were: Fish and Richardson, Pillsbury Winthrop, Knobbe, Martens, Olson & Bear, Swenson Advisors, Guidant,

CORE21, the City of Riverside, UCR Center for Technical Development, O'Reilly Public Relations and Administaff.

The competition's awards luncheon attracted nearly 200 attendees, including local, regional and state civic and industry leaders. George Chamberlin, popular Southern California business editor, served as the master of ceremonies. Modeled after competitions in the Silicon Valley, San Diego and elsewhere, the ATI Awards celebrate the private-public partnership needed to foster a high-technology economy in the Inland Empire region.

## 21st Century Computers Go to War

by J. Allen Leinberger

Ten years ago you didn't have the computer you have today. Actually, you probably didn't have the car you have today. The same is true in the desert battle theater of the Middle East.

A decade ago you may have run a black-and-white screen DOS computer with a 286 chip. Apple users had MAC II's running system 6 with about a meg-and-a-quarter hard drive. You may have had a cordless phone in the house, but it was big and bulky with a three-foot-long antenna. Your cell phone was either attached to the car or it was the size and weight of a brick. You may have had a clam shell shaped pocket organizer, but it did little more than save 10 phone numbers on top of its real job as a calculator. Pagers beeped—once for work, twice for home.

Meanwhile, O.J. Simpson was a hero for taking his Sunday morning NFL show to the Gulf to salute our troops, and Whitney Houston was everybody's sweetheart for her free concert to welcome the boys back home.

Even so, people were already amazed to realize that they had more

computer power in their digital watch than was used by Apollo 13 on its dramatic journey home. Still, the systems in use for Gulf War I, 10 years ago, was recently described by the *Wall Street Journal* as "...down-right archaic compared to the newer systems and closely integrated communications networks now in place."

Today, in the year 2003, technology has made bigger advances than you may realize. Computer games have advanced from "Pong" and "Space Invaders" to training aids for the U.S. Army. "Lojack" can find stolen cars and "On-Star" can actually communicate with travelers in the field. The next generation of each is already in Army tanks.

The basic computer of today has gigabytes for hard drive memory and runs at much faster speeds than its predecessors. Cordless home phones are smaller than the old black ceramic ones and your cell phone is tiny enough to fit in your shirt pocket. Not to mention, as we did here just recently, that cell phones today perform many other functions besides making calls. One of those functions is the color camera that is attached to the phone to let people see what you see at a distance in "real" time.

The military applications should

be obvious. Those little cameras can be attached to a helmet. Larger versions are on surveillance planes that allow for real time sighting of targets instead of waiting a day or two for photos to be developed and analyzed as the Army and Air Force did 10 years ago.

Not to mention the fact that the old days of being cut off from the unit are over. Anyone with a cell phone can make contact with command. And can it really be more than two years ago that this column described the drone surveillance planes that could fly over enemy territory without putting human life in jeopardy? Such contemporary drones as the "Predator" and the "Global Hawk" can even be set for "ordnance dispersal." That means firing on the enemy. A "Predator" recently took out some al-Qaida members in Yemen.

True, in Iraq we have announced that Cold War U-2s are flying overhead, but very little is being released about the "other" spy flights. Gee, could the announcements of U-2 flights be some sort of misdirection?

Today's Army runs on computer power that sits in the JOC (Joint Operation Center). JOC is the operative euphemism for "desert HQ." The

GPS, or Global Positioning System satellites, which were in their infancy 10 years ago, are now made by Magellan, a company in La Verne, as attachments for Palm Pilots and Compaq hand-helds. GPS today can even redirect missiles in flight. Such technology has put an end to those old movie scenes where the troop was tortured into revealing army movements and locations.

Just as multi-channel digital communication technology has given us five channels of HBO, it has also advanced lines of troop communication. Full color laptops and flat screen dual processor computers are as much a part of headquarters as the old parchment maps were to General Grant.

For most of the last half of the 20th century we benefited from technological advances of WW II. The same will be said of the two Gulf wars. Smaller and more powerful is always better. Today, any average soldier can be monitored in the field like the astronauts in orbit.

This war's scientific advances and practical field applications will be in your living room very soon. How do I know? It's very simple. You didn't own a DVD 10 years ago!

## BUSINESS PROFILE

## Barbara Bowers Joins Coldwell Banker Associates Realty

Barbara Bowers has joined the Temecula office of Coldwell Banker Associates Realty. As a sales associate, Bowers will specialize in investment properties.

"We are pleased to welcome Barbara to our office," said Vickie Hill, branch manager of the Temecula office. "She has the extensive negotiating experience, plus an impressive educational background, and she devotes countless hours to serve the community."

Bowers was recently with CDM

Group, Inc, a Temecula-based commercial brokerage. She has five years of experience in negotiating high-tech multi-million dollar contracts. "As a career highlight, I secured a key price on a contract resulting in a half million increase in profit margin," said Bowers in a recent interview.

A graduate of California State Polytechnic University, Pomona, Bowers earned a bachelor of science degree in marketing management with a minor in journalism/public relations. In addition she earned a masters of

business administration with emphasis in contract management.

The Riverside County Board of Supervisors appointed Bowers to the LEAPS oversight committee to represent the property of owners in La Cresta and surrounding communities on the Santa Rosa Plateau, regarding the issue of hydro-power plant currently proposed by Elsinore Valley Municipal Water District. She was appointed as a liaison to represent the La Cresta Property Owner's Association with the county of Riverside. She also

serves on the government action committee, a joint group representing the chambers of commerce for Temecula, Murrieta and Lake Elsinore. Bowers has been a resident of La Cresta for the past four years and is a member of the Lake Elsinore Rotary Club. She may be reached at the Temecula office of Coldwell Banker Associates Realty at 27919 Jefferson Avenue, telephone (909) 676-3878, or e-mail barbara@coldwellbanker.com.

## Capitalizing on Your Strengths

continued from page 3

work. More than 80 percent of the millionaires in America started with nothing. Most people have been broke, or nearly broke, several times during their young-adult years. But the ones who eventually get ahead are those who do certain things in certain ways, and those actions set them apart from the masses. Perhaps the most important thing they do, consciously or unconsciously, is to look at themselves strategically, thinking about how they can better use themselves in the marketplace, how they can best capitalize on their strengths and abilities to increase their returns to themselves and their families.

Your most valuable financial asset is your ability to earn money. Properly applied to the marketplace, it's like a pump. By exploiting your earning ability, you can pump tens of thousands of dollars a year into your pocket. All your knowledge, education, skills and experience contribute toward your earning ability — your ability to get results for which someone will pay good money.

One of the greatest responsibilities in life is to identify, develop and maintain an important marketable skill. It is to become very good at doing something for which there is a strong mar-

ket demand. In corporate strategy, we call this the development of a "competitive advantage." For a company, a competitive advantage is defined as an area of excellence in producing a product or service that gives the company a distinct edge over its competition.

In capitalizing on your strengths, as the president of your own personal services corporation, you also must have a clear competitive advantage. You must do something that makes you different from and better than your competitors. Your ability to identify and develop this competitive advantage is the most important thing you do in the world of work. It's the key to maintaining your earning ability and the foundation of your financial success. Without it, you're simply a pawn in a rapidly changing environment. But with a distinct competitive advantage, based on your strengths and abilities, you can write your own ticket. You can take charge of your own life. You can always get a job. And the more distinct your competitive advantage, the more money you can earn and the more places in which you can earn it.

There are four keys to the strategic marketing of yourself and your services. These are applicable to huge

companies such as General Motors, to candidates running for election and to individuals who want to accomplish the very most in the very shortest time.

**1. Specialization:** No one can be all things to all people. A "jack-of-all-trades" also is a "master of none." Specialization is the key. Men and women who are successful have a series of general skills, but they also have one or two areas where they have developed the ability to perform in an outstanding manner.

As you determine your area of specialization, put your current job aside for the moment, and take the time to look deeply into yourself. Analyze yourself from every point of view. Rise above yourself, and look at your lifetime of activities and accomplishments in determining what your area of specialization could be or should be.

You might find that you are already capitalizing on your strengths, and your current work might be ideally suited to your likes and dislikes, to your temperament and your personality. Nevertheless, you owe it to yourself to be continually expanding the scope of your vision and looking toward the future to see where you might want to be going in the months and years ahead. Remember, the best way to predict the future is to create it.

Therefore, your main job is to decide which of your talents you're going to exploit and develop to their highest and best possible use right now.

So, what is your area of excellence? What are you especially good at right now? If things continue as they are, what are you likely to be good at in one or two or even five years from now? Is this a marketable skill with a growing demand, or is your field changing in such a way that you are going to have to change as well if you want to keep up with it? Looking into the future, what could be your area of excellence if you were to go to work on yourself and your abilities? What should be your area of excellence if you want to rise to the top of your field, make an excellent living and take complete control of your financial future?

In looking at your current and past experiences for an area of specialization, one of the most important questions to ask yourself is, "What activities have been most responsible for my success in life to date?" How did you get from where you were to where you are today? What talents and abilities seemed to come easily to you? What things do you do well that seem to be difficult for most other people? What things do you most enjoy doing? What things do you find most intrinsically motivating? What things make you happy when you are doing them?

As you capitalize on your strengths, your level of interest, excitement and enthusiasm about the particular job or activity is a key factor. You'll always do best and make

continued on page 12



## CORNER ON THE MARKET

# Generating Publicity For Your Business: Knowing Your "Media Market" Is Critical

by Todd Brabender

When starting a successful business venture or launching a new product, most entrepreneurs or business owners conduct some type of marketing research to determine the extent of their prospective customer base. And when getting the word out to that customer base, many entrepreneurs may turn to the media to help generate a buzz for them. However, as detailed as their marketing research might have been, very few business owners are as meticulous at determining their proper "media market" — that is, all those media outlets whose editorial profiles are a match to a product/business profile and would be appropriate for generating media exposure and publicity.

One of my favorite things to do is educate my clients about their "media market." Consider this, in North America there are more than 75,000 media outlets and almost 1,000,000 reporters, editors and producers in the entire media market. However, only a small percentage of those may be appropriate and applicable to your business/product.

But which ones? Unfortunately, too many well-intentioned entrepreneurs are either uninformed or misinformed regarding what it takes to attract media attention for their business. I recently surveyed 100 business owners and entrepreneurs who contacted my business about a publicity/media exposure campaign. Here's what I found:

- 11% - "Are Admittedly Media Market Clueless"
- 19% - "Have Unrealistic Media Market Perceptions"
- 29% - "Think Local and Large Media Are the ONLY Media"
- 41% - "Have a Good Grasp on Their Potential Media Market and Its Benefits"

Here are the descriptions of these categories and the lessons I try to teach those who fall into each category:

#### 11% - "Are Admittedly Media Market Clueless"

These are the business owners who know their product and market inside and out, BUT they have never

thought about launching a publicity/media exposure campaign before now. They know very little about their potential media market or how to generate publicity therein.

**The Lesson:** For these types of business owners I recommend asking for help from a smaller PR agency or publicity specialist who is willing to "hand-hold" to get the client educated. Research to find one who doesn't mind spending the time to educate you about what should be included in your specific media market and the pitch. Make sure the agency or publicist understands the product/business as well as you do and can in turn educate you about your media market — one that will be able to benefit your business for years to come.

#### 19% - "Have Unrealistic Media Perceptions"

These are the business owners who are CONVINCED that EVERY newspaper, consumer interest magazine and TV show will run a feature on their new products when they launch a publicity campaign.

**The Lesson:** No product or business, no matter how big or great can be assured media coverage in every outlet in a media market. But you can get coverage in a good number of them given the right media tending. Every media pitch will be weighed against the media outlet's editorial lead-time, its available editorial space, and availability of an editorial staff member to cover your pitch.

It is totally up to the discretion of each media outlet as to whether your pitch makes it to the pages or on air. It can be an uphill battle if you target the wrong media with the wrong message. But you can greatly increase the chances generating those media placements with a little expertise and media market know-how.

#### 29% - "Think Local and Large Media Are the ONLY Media"

These are the ones who think of their media market in two simple terms: LOCAL and LARGE.

LOCAL, as you might imagine, means the media outlets in their city or surrounding geographic region — the local newspaper, a regional business magazine or two, a few shows at local radio/TV stations.

LARGE, on the other hand, are media outlets like *The Wall Street Journal*, *Newsweek*, "Good Morning America," "Oprah," or your other favorite large circulation, trade-specific media outlet.

**The Lesson:** The reality is local and large are indeed part of your media market, but not the only ones. The best media market opportunities may well be the dozens of other smaller scale papers, magazines, newsletters or TV/radio/cable shows that may generate more customer interest and sales than a placement in the big media might. Because of a lack of media market knowledge, many business owners don't even know these smaller, more targeted media outlets exist. This is where a PR agency or publicity specialist can be integral in your publicity campaign. They know the media market very well and will be able to find those media members who will be the best for generating editorial features on your business or product. They also have great media contacts that can turn one feature into a syndicated story that runs in multiple media outlets nationwide.

#### 41% - "Have a Good Grasp on Their Potential Media Market and Its Benefits"

These are media-savvy entrepreneurs and business owners who are realistic and knowledgeable about how the media can benefit their business. They know that they have to narrowcast their media pitch to a select segment of the media in order to

get coverage that will increase exposure for the business.

**The Lesson:** Don't let a PR agency or publicity specialist tell you they will send your pitch to 20,000, 30,000 or 50,000 media outlets. The reality is, of the 8,000 daily and weekly newspapers, 11,000 magazines and newsletters, 15,000 radio/TV/cable stations and 7,000 Internet news sites in North America, only about 25% of those accept press releases from outside their geographic area. They cover only LOCAL issues, businesses and products, and it is a waste of time to target them.

The key is researching to discover which media outlets will be receptive to your pitch and knowing how to parlay those media contacts into positive consumer interest features that will educate and entice customers about your product or business.

Just like marketing to find the right customers, one should be equally diligent about finding and pitching the right media market. Bottom line — whether you have a general interest product that has widespread consumer appeal or a trade specific business with a very narrow customer base, knowing your appropriate media market can mean the difference between product/business publicity or product/business obscurity.

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For Insight on Inland Empire Business...

## The IAPMO Group Moves Forward...

continued from page 1

jurisdictions in the U.S. via the merits of its codes. It has also built a worldwide network of nations interested in advancing the codes. In addition, IAPMO's subsidiaries, IAPMO Research & Testing, Inc., an international certification agency, and IAPMO Testing & Services, LLC, a one-stop testing service for the plumbing industry, have both dynamically expanded their clientele over the last few years.

In the search for a new location, the Inland Empire became a serious contender early on in the decision-making process. "Our board of directors commissioned a real estate market analysis to be performed in order to determine the best area in Southern California to locate our headquarters," President Courtner explained. "This study revealed the Inland Empire to be our best choice. The proximity to Ontario International Airport combined with the price of real estate and the availability of services and facilities convinced the board that this was the area The IAPMO Group should choose for its new home."

Although the selection of vacant buildings in the area seemed generous, it still took roughly five months to find the right location. President Courtner and senior management, who had taken on the job of locating the right site, discovered that finding a location that would meet the organization's many needs was not as simple as anticipated. The ideal building would have to be designed and zoned for multiple uses, including office, lab, and warehouse activities. Luckily, the team found a promising location not long after negotiations on an earlier option had come to a halt. And, as such things always seem to pan out, there was a good side and a bad side to the find.

First, the good news: the building was in fine condition and large enough to accommodate all the plans made for it. Most importantly, its zoning allowed for office, warehouse, and lab work to take place. In addition, the site, fixed as it was in the heart of the Inland Empire, stood comfortably close to the Ontario International Airport, the revamped and reconstructed travel center of the Inland

Empire. Plenty of hotels and restaurants clustered near the airport, a necessity to the many members who travel to headquarters to attend meetings and functions.

Just as importantly, local government showed a cooperative side as

requirements involved."

Yet, along with the good, there was, inevitably, some bad news as well. The greatest disadvantage to The IAPMO Group centered on the building's layout: it contained just 5,000 square feet of office space, only a

choice. From that point on, key events linked together smoothly. Negotiations were speedily completed. After interviewing a number of architectural firms, Steve Stearns, a highly competent architect with WLC Architects in Rancho Cucamonga, was retained. Just as vital to the project, a first-rate general contractor was selected: Pacific Design Directions, Inc., of Anaheim Hills. Renovations commenced. An impossible time line had been drafted: walk-through in four months. The impossible happened. Four months later, President Courtner and Vice President Chris Salazar, both highly experienced building inspectors, conducted the walk-through themselves. "We were delighted by the first-rate quality of the work produced by all those involved in the renovations," said Courtner.

Less than two weeks after the walk-through, the move was complete. With space to work, plus the newest computer, security, and phone system equipment available today, staff members immersed themselves in their work. During the dedication, they expressed their pleased surprise over the gains in their own efficiency, due primarily to the larger facilities and better equipment.

At the dedication ceremony, Courtner extolled the benefits of the newly renovated site of The IAPMO Group's World Headquarters. Along with its prime location, the facility offers 48,000 square feet of working space, now divided into administrative, laboratory, and warehouse areas. "We are especially proud of the Ron Ridenour Training Center, which will enable us to host a variety of education, training and inspector certification programs on site," Courtner added.

Turning to the organization's plans for the future, United Association General President Martin Madaloni spoke: "Through the current leadership of President Courtner, the IAPMO Board of Directors and the support of staff, the future for The IAPMO Group looks especially bright. This new facility will afford them with the opportunity to continue their mission in protecting the health and safety of society through sound plumbing and mechanical systems. The UA will continue to stand side by side with The IAPMO Group as it and its industry partners work to make the world a safer place."



Ken Wijaya, director of IAPMO Testing and Services, explains the color fastness test for plastic panels used by the lab.

Photo by Chris Rhodes

plans began to take shape. "One example of the City of Ontario's willingness to work with us," said Executive Director Russ Chaney, "had to do with our intention of maintaining a day care

quarter of the amount necessary. The rest, about 90 percent of the building, was composed of warehouse space—high ceilings, walls and plenty of floor space, but very little in between. With



Lab Tech David Williams checks the swing spout test machine.

The machine tests each faucet spout 50,000 times.

Photo by Jeff Ortiz

center in the building for our employees' children. Given the location of the site, it was a slightly unusual request, but the city was very open-minded. Staff members at City Hall have been quick to assist us in understanding the

a lab to run, research offices to set up and plenty of administrative staff who needed places to work, major renovations loomed.

Despite the challenges involved, the board of directors approved the



## FACES IN BUSINESS

### Givenchy Resort Names Spa Director



Ursula Longo, Spa Director

Ursula Longo has returned as the director of the Givenchy Spa at the Givenchy Resort in Palm Springs. She was previously with the resort when it was under the ownership of Merv Griffin. A majority of the massage therapists, aestheticians and support staff personnel have returned as well.

I am so happy to have the opportunity to be back in such a lovely setting," explained Ursula. "And, because everyone here has already had the advantage of the specialized training required by Givenchy, we were able to re-open easily and are enjoying seeing our familiar guests and clients."

Born and raised in Switzerland, Ursula has a background which includes working in the medical and psychotherapy fields.

The 22,000-sq.-ft. Givenchy Spa in Palm Springs is the only spa of its kind in America and offers specialized treatments with Givenchy products. The Givenchy Spa is open seven days a week from 8 a.m. until 8 p.m. More information and appointments are available by calling 760.321.4606.

### Woman Pioneer in the World of Finance Celebrates Her 25th Anniversary at Riverside's Famed Mission Inn

Sheryl Sandhagen, second vice president/investments and financial consultant for the Claremont branch of Smith Barney, is rare in the world of brokerage ... a woman with 25 years experience in the business. She has been with the same firm, Smith Barney or its predecessors, for her entire career and represents an interesting success story. She may have, in

fact, been the first woman ever allowed on the floor of the New York Stock Exchange during trading hours.

In order to celebrate Sheryl's 25th year in the business, Smith Barney and several associated firms are honoring her at a luncheon on April 5, 2003 at the renowned Mission Inn in Riverside.

### Capitalizing on Your Strengths

continued from page 9

the most money in a field that you really enjoy. It will be an area that you like to think about and talk about and read about and learn about. Successful people love what they do, and they can hardly wait to get to it each day. Doing their work makes them happy, and the happier they are, the more enthusiastically they do it, and the better they do it as well.

**2. Differentiation:** You must decide what you're going to do to be not only different, but also better than your competitors in the field. Remember, you have to be good in only one specific area to move ahead of the pack. And you must decide what that area should be.

**3. Segmentation:** You have to look at the marketplace and determine where you can best apply yourself, with your unique talents and abilities, to give yourself the highest possible return on energy expended. What customers, companies, or markets can best utilize your special talents and offer you the most in terms of financial rewards and future opportunities?

**4. Concentration:** Once you have decided the area in which you are going to specialize, how you are going to differentiate yourself, and where in the marketplace you can best apply your strengths, your final job is to concentrate all of your energy on becoming excellent there. The marketplace pays extraordinary rewards only for extraordinary performance.

In the final analysis, everything that you have done up to now is simply the groundwork for becoming outstanding in your chosen field. When you become very good at doing what people need, you begin moving rapidly into the top ranks of working people everywhere.

*Brian Tracy is legendary in sales addressing more than 250,000 men and women each year on the subjects of management, leadership, and sales effectiveness. He has produced more than 300 audio/video programs and has written 26 books, including his just-released books "Create Your Own Future" and "Victory." He can be reached at (858) 481-2977 or www.briantracy.com.*

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## GETTING ORGANIZED

### Simplify, Simplify

by Barbara Hemphill

If you're laying the groundwork for a home-based business or telecommuting plan, take time to choose a spot in your home where you'll enjoy working, day in and day out. The basement that at first seems like the ideal solution because of its privacy, could become depressing if it's too dark and damp. With the advent of family rooms, more people are turning under-used spaces such as living rooms and formal dining rooms into practical, pleasant offices. Be certain the space works for you, as well as for the other members of your household. Confining your office to a well-defined area separate from the family's living space is essential. It's important that you—and the rest of the family—be able to tell when you leave

the office.

As you make your selection, also keep in mind the requirements of your business. Do clients need to come see you in your office, or would meeting them at a nearby coffee shop work just as well—while also providing an excuse for you to get out? Do you need space for inventory near your work area, or can you do the bulk of the work in your favorite place and use a less desirable part of the house for storage?

Having the right furniture makes your job much easier. Start with a desk or tabletop that provides plenty of space for your daily activities. If you'll be dealing with paper, make sure your desk has at least one file drawer. If it doesn't, set up a portable file box close by your desk.

Your chair will be the foundation for a comfortable workday, so it makes sense to splurge and get the best one you can afford. Its backrest should arch forward to support the natural S-curve of your spine, relieving pressure on your lower back.

#### Your 15 most important minutes

At the end of each day—when projects are left hanging as you finish up—take 15 minutes to list the most important things to do the next day—calls to return, meetings to attend, projects to complete. This will keep details from falling through the cracks and make the next day more productive.

#### Lead the simple life

Every day you have more opportunities than the day before, and you don't want to miss any of them. A

hectic work life, a busy family life, and an active leisure life mean there are more demands on your time and energy than ever before.

Simplifying your life often means changing little things in lots of areas. You'll discover ways you can simplify everything from getting to work on time in the morning to getting a better job.

*Barbara Hemphill is the author of Kiplinger's "Taming the Paper Tiger" series and "Simplify Your Workday." Her company, located in Raleigh, NC, provides training and consulting services to help individuals and organizations increase productivity through improved information management. She can be reached at 800-427-0237 or at www.thepapertiger.com and www.hemphillandassociates.com.*

### Cal Poly Pomona President Bob H. Suzuki Speaks on His Retirement, the Past and the Future

continued from page 1

off, He was instrumental in "shaping values" at Cal Poly and throughout the local community and the city of Pomona.

Suzuki always insisted on everyone getting a fair shake and taught that no group had the right to privileges and opportunities that were denied to another, for any reason. Everyone has the right to be heard, look to the future with hope and afforded the respect and encouragement they deserve, he insisted. "No institution, especially in California, can achieve excellence without diversifying its faculty, staff and student body, as well as its academic programs," he recently stated.

One might wonder where the president's high ideals originated and also the courage to stand firm in the face of crises during his 12-year tenure.

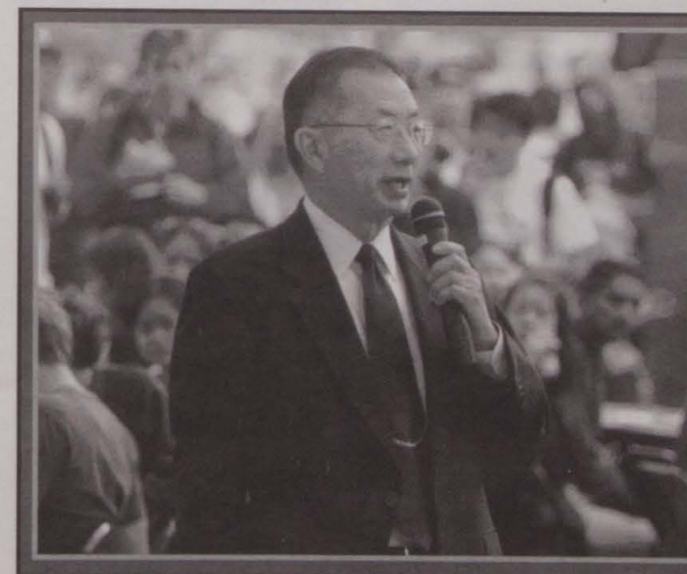
The answer lies, to a large part, in the past, when a little Japanese boy lived with his parents and three siblings in the wilderness of central Oregon. "(My childhood) was quite different than the average person in this country," he commented. There were no roads and the family spoke only Japan-

ese, Suzuki's father was a section foreman on the railroad and life was hard.

But, it was going to get even harder. World War II broke out and the fam-

membered.

When the family was released from the camp, they relocated to Spokane where his father found work



Bob Suzuki

ily was sent to an internment camp near Twin Falls, Idaho. The little boy was only five years old. "I nearly flunked first and second grades, because I spoke so little English," he re-

as a tenant farmer. He had never farmed before, but the opinion of the day was that Japanese all knew how to farm. The soil was fine for apples, but not for vegetables, and eventually, he

persevered and grew vegetables on his own land, which was much better suited for a vegetable business. Fortunes began improving for the family that had suffered so much.

Those days, Suzuki said, gave him strength and purpose. "After surviving the camp experience and overt discrimination afterward, I developed an internal strength that motivated me toward civil rights and shaped me as a person. As the old saying goes, 'If it doesn't kill you, it makes you stronger.'"

A woman who had lived through the same turbulent times told him that the experience was so traumatic that she and many others felt like victims of rape whose rights had been so outrageously violated that the resulting stigma made them feel like the situation had somehow been their fault—they must have done something wrong! It took a lot of time for the healing to begin for many so victimized.

Suzuki's outlook on life was defined as a result of treatment most Americans would find hard to understand, much less tolerate. However, a

continued on page 26



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## Russia Redux

continued from page 1

formation from a communist dictatorship into a capitalist democracy. It also deepened our sense that this transformation is far from complete. Moscow's glittering new hotels, restaurants and shops vaunt a growing cosmopolitanism and attest to the country's strong economic growth. But the volatile Chechen situation and recent hostage crisis provide a sharp reminder that Moscow is not Russia. Russia occupies a vast landmass spanning eleven time zones and many diverse regions and ethnic groups. It faces tremendous challenges ahead. To maintain investors' current positive sentiment and the recent growth, Russia must implement difficult but critical reforms to its overextended public sector, weak banking system and crumbling infrastructure.

### Ten Years of Uneven Progress

Although Russia's progress toward capitalism and democracy has been substantial over the last decade, the path has been neither linear nor smooth. The first post-Communist government (under Boris Yeltsin) inherited an unmitigated economic disaster following decades of stagnant growth and the failed experiment of a vast planned economy. Runaway inflation and food shortages quickly ensued. Yeltsin presided over a period of enormous upheaval, characterized by constant turnover in his cabinet. His administration supported economic reform but was accused of giving away many of Russia's productive assets to seven key businesses groups in return for political support. In 1998, Russia devalued the rouble and defaulted on its domestic debt, leading to a severe economic crisis.

### Important Moments in Russia's Transformation

Written off in 1998 as a failed nation doomed to permanent economic decline, Russia has since engineered an impressive turnaround. The country has managed to achieve measurable political and macroeconomic stability under President Vladimir Putin, elected in 2000. For the first time since the fall of communism, Russia enjoys a growing economy, a balanced budget, a trade surplus, stable debt dynamics and a reduction in capital flight.

### Important Moments in Russia's Transformation

March 1985	Glasnost, the reform program promulgated by new Communist party leader Mikhail Gorbachev, leads to disintegration of the Soviet Union.
June-August 1991	Russia becomes one of 15 independent former Soviet republics. Boris Yeltsin elected Russia's first president.
1992-94	Yeltsin government launches radical market-oriented reforms. Large-scale privatization transfers 70% of industrial enterprises to private ownership.
Late 1994	Russia cracks down on republic of Chechnya after separatists reject a power-sharing treaty in favor of secession.
July 1996	Yeltsin's reelection is financed largely by oligarchs (business tycoons).
November 1997	Rouble (currency) under intense pressure after attacks on Asian currencies and Russian government corruption scandals.
August 1998	Russia devalues rouble, defaults on domestic debt and imposes capital controls. Cabinet dismissed; political turmoil ensues.
March 2000	Vladimir Putin (Yeltsin's designated heir) elected president.
2000-2002	Major economic indicators improve dramatically, aided by political stability, economic reform and high oil prices.

### Russian Economy: A Bullish Big Picture

Over the past four years, Russia has been the top performer in emerging markets sovereign debt as investors have noted the key economic improvements. The country has made impressive fiscal progress, and 2003 will be the fourth year of overall budget surplus. Strong economic growth and fiscal reforms, particularly on the revenue side, have underpinned substantial fiscal adjustment. Russia implemented a 13 percent flat income tax rate in 2000, improving

	1991	1998	2002
	Year of transition from communism	Year of devaluation and crisis	Current
Real GDP growth	-12%	-5%	4-5%
Budget deficit/surplus	-26% (deficit)	-5% (deficit)	2.0% (surplus)
Inflation	100%	84%	15%
Total public debt/GDP	N/A	79%	40%
Foreign exchange reserves	US\$ 0.6 billion	US\$ 12.5 billion	US\$ 44.0 billion

collection figures.

Capital flight has slowed significantly, down 50 percent from last year. The government is committed to improving its debt/GDP levels and

has been successful in its liability management efforts, through buying back debt and smoothing its future debt service obligations. In fact, by the end of this year Russia's total public sector debt/GDP ratio will be approximately 40 percent, lower than that of countries whose sovereign debt receives investment-grade ratings, such as Poland (48 percent) and Hungary (53 percent). Russia's debt/GDP levels are expected to keep trending downward and should be about 34 percent by the end of 2003.

### Russia's Vulnerabilities

Russia has achieved political and macroeconomic stability with support from a new president and high oil prices. Changes to either of these realms represent the largest risk to the

current positive environment.

Throughout Russian history, from the czars to the communist dictators, Russia has relied on authoritative, strong leaders. Men like Czar Peter I and Joseph Stalin dictated massive social and economic change from above.

Vladimir Putin, though hardly a Stalin, does nevertheless represent continuity in Russia's predilection for strong leaders over strong institutions. Putin commands an extraordinary approval rating of more than 75 percent; he has successfully united the country without resorting to populism, and even the remotest provinces receive him well. He is regarded as a leader who can take the country in a new direction. It is widely acknowledged, for example, that the influence of business oligarchs, pervasive under Yeltsin, has diminished under Putin. Although Putin's commitment to values such as freedom of the press is questionable, Russians prize him for having ushered in a period of calm after years of political upheaval.

Putin, who is likely to win the 2004 presidential election, has been a steady proponent of economic reform. The economic reform program, however, has come to rely too heavily on the president himself. The Russian political system needs time to mature and develop deeper trust in democratic institutions than in particular personalities.

Russia's economic growth trajectory depends upon oil and will continue to do so for the next decade. If oil prices fall substantially from current levels (approximately US\$29/barrel) and remain at low levels (i.e., \$15-18/barrel), it will take a toll on growth. A fall in oil prices is not likely to cause an acute balance-of-payments crisis, however, due to the large current accounts surplus (8 percent/GDP). Oil also directly affects Russia's fiscal situation. A one-dollar change in the price of oil translates into approximately US\$1 billion fiscal effect on federal government revenues. If the Russian oil price falls to US\$18, the budget will move from a surplus to a deficit position.

### Structural Reform Is Key to Growth

Difficult and painful reforms are essential if Russia is to continue its ambitious transformation and achieve

continued on page 33

## INVESTMENTS & FINANCE

# New Rules for Broker Research Fail to Resolve Conflicts of Interest

## Weiss Ratings Recommends Stronger Measures to Protect Investors

Newly proposed rules governing broker stock ratings and research fail to adequately resolve many of the conflicts of interest that have plagued investors, according to a statement submitted today to the Securities & Exchange Commission (SEC) by Weiss Ratings, Inc., the nation's leading independent provider of ratings and analyses of financial service companies, mutual funds, and stocks.

"The rules proposed by the New York Stock Exchange and NASD, while a step in the right direction, leave several significant loopholes that could undermine the Wall Street reform effort," commented Martin D. Weiss, Ph.D., chairman of Weiss Rat-

ings, Inc.

To strengthen proposed rules, Weiss recommends the following measures:

1. Create a comprehensive stock ratings database and make it widely available to the public, enabling investors to compare the ratings and historical track records of research analysts and their firms.

2. Require firms to update their stock ratings on a regular basis and following any event that could materially impact a rated company.

3. Require firms to base analysts' incentive compensation exclusively on the accuracy of their research and ratings, eliminating all direct and in-

direct contributions from investment banking revenues.

4. Require firms to write all research reports in plain English, including specific disclosures regarding the nature of any remaining conflicts, explicitly pointing out how such conflicts could bias the research.

5. Require firms and their brokers to provide similar disclosures to investors when recommendations are communicated orally and to inform customers when ratings change or coverage is dropped.

"Without added measures, we believe investment banking will continue to influence most research, bias will remain the cornerstone of the in-

dustry, and investors will often be kept in the dark regarding critical ratings changes," wrote Dr. Weiss.

*Weiss Ratings issues investment rating on more than 11,000 mutual funds and more than 9,000 stocks. Weiss also issues safety ratings on more than 15,000 financial institutions, including banks, insurance companies, and brokerage firms. Weiss Ratings is the only major rating agency that receives no compensation from the companies it rates. Revenues are derived strictly from sales of its products to consumers, businesses, and libraries.*

## Every Word Counts...

continued from page 4

company and require that person to take action, use terminology the person will understand. Remember that a lay juror, arbitrator, or judge from outside your industry may later have to consider the effect of your internal and external communications.

### 7. Close the loop on all significant issues raised in writing.

If someone requests information from you, provide it promptly or notify the person of any foreseeable delays. If an action is requested in writing yet the resolution is not reflected in writing, the courts may later mischaracterize the company's actions.

### 8. Minimize off-the-cuff responses.

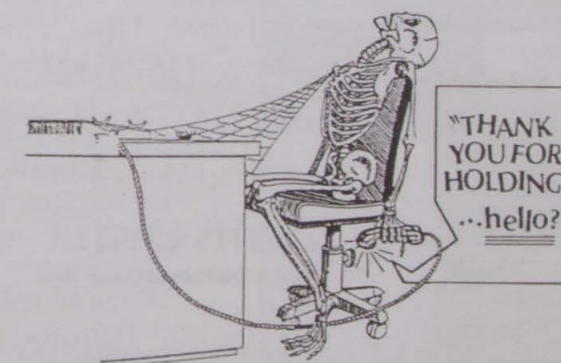
Limit handwritten comments in the margins of business records and rapid e-mail replies when they are not well thought out. These types of communications are often incomplete or misleading. This is especially a concern with e-mail messages, where employees tend to write off-the-cuff conversational messages. These communications don't use the same tone

and format expected of business communications, and jurors often believe they reflect the writer's true unedited intentions. Such messages usually become smoking guns when turned against the writer in the courtroom.

### 9. Control copy distribution of all sensitive records or confidential/proprietary data.

Be sensitive to confidentiality where appropriate. Make sure your employees understand their responsibilities to safeguard proprietary business records, intellectual property, and other company assets from inadvertent disclosure. Also, understand the scope and limitations of attorney-client privileges. Big Tobacco learned the hard way that labeling a document "privileged" doesn't govern whether the document can be safeguarded from production. Privileged exchanges between lawyer and client are limited to those where the client provides facts intended to be a confidential request for legal advice, and the lawyer responds with analysis of those facts. Marketing studies and medical analysis of the addictive powers of nicotine were not privi-

continued on page 17



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CLOSE-UP

# Terri White Is I Care Shelter Home's "Guiding Light"

by Georgine Loveland

Terri White is the residential program director of the "I Care Shelter Home," a homeless program and shelter for abused women and children, parolees, and drug and alcohol addicted women who have no other place to go in Riverside County.

"Welcome to Camp Paradise," she remarked to a recent visitor from the *Inland Empire Business Journal*. Sitting in her crowded office, surrounded by stacks of papers and piles of donated goods of all kinds, White fields one emergency after the other—on the phone and walking through the door. From mothers who are terrified of their husbands or significant others and cannot go home, to a woman who has literally been thrown away with her child and abandoned on the street in Pomona by a man she trusted, White has heard it all and is there for them.

She knows the system inside and

out—what will work for whom; what agencies to call, which programs are available for any given individual's situation. White reminds one of a big, tough, tattooed guardian angel who truly cares. She understands; she has been in an abusive relationship herself and has been bitterly betrayed, losing everything she owned and had worked for years to accomplish as an executive in the construction industry.

The mother of four, she found herself without a home, money or help from public assistance. She recovered from all these obstacles through sheer will, intelligence and love for her children, and subsequently devoted her life to helping others who have found themselves in the same circumstances. "The repo man was at the door. Two kids were in college, one at home, and I was pregnant. You see it all and you learn."

She has been there; the experience changed her forever, and she can spot

a phony in a nanosecond...on the phone. White doesn't have to see someone to have an accurate take on whom she is dealing with, experience has polished her instincts to a razor sharp edge, and she shows no mercy to those who are self-serving and take up her precious time. "Intelligence is rare to Heaven on earth now-a-days," she exclaimed in her Georgia drawl.

Time is something White has very little of. The need is so great, and the problems the women who have found a safe haven at I Care so overwhelming, that without a knowledgeable, empathetic and experienced guide, they would never make it. The temptations are sometimes too great for those living at the shelter and attending the required drug and alcohol abuse programs. A few empty grocery carts stand at the ready, a stark reminder of what can happen to those who "don't want to get honest, and complete an honest program." There are three cardinal rules: No Drugs; No Alcohol; No Violence. Break one and you're out...for good.

"Sometimes, people stick their noses into other people's business," White said. "You have to work your program and set the rules. Deep-rooted baggage does not heal in a week! We have a mental health base, with structure and rules and guidelines." There is a two-week emergency intake period—a make or break time. Evalu-

ations are held bi-weekly. This approach separates the liars, cheats, and thieves, from those who really want to change."

At this point, a call came in from the husband of a woman with a severe drug problem and White knew her and refused to take her in. "I can guarantee you that she won't pass a piss test," she told the upset man.



Hard at work from morning to night, I Care Shelter Home's residential program director, Terri White, helps women deal with heart-wrenching problems  
Photo by Georgine Loveland

well, it breaks my heart, but let the judge decide this. She's running around with a stolen I.D., too. As long as she has a dirt bag out there feeding her dope, she'll drag her kids through it.

"Butt Out!" she told him. "Let due process take its course and you'll get your kids back. She took her kids out in the middle of the night in grocery carts! You're damn right I'm gonna help you. Let her go and hang herself, chasing that almighty sack of dope. She's left a big, old nasty paper trail and her children will end up in child services."

"You're gonna be the father, you're gonna step up to the plate. You have a job, a house, and you're concerned. She has two kids, a boyfriend and forged papers. Dope whores never change. Leopards don't change their spots. These people drag their kids through it. I'd like to line them up against a wall—doing tricks for bags of dope!"

continued on page 34

CRAFT FAIRS CONVENTIONS SPEEDWAY NATIONAL ORANGE SHOW BANQUETS CENTER NATIONAL CITY RENTALS CONVENTIONS MOTORSPORTS SPACEDAYS WEDDINGS PACIFIC COMPETITION TRADESHOWS BANQUETS NATIONAL MEETINGS CATERING FACILITIES CONCERTS WINE COUNTRY MOTORSPORTS CENTER NATIONAL CITY RENTALS CONVENTIONS

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## Every Word Counts...

continued from page 15

leged, and the courts ultimately sanctioned the companies for trying to rely upon a legal protection that didn't exist.

### 10. Be consistent in your documentation techniques.

Inconsistency often reflects poorly in the courtroom, especially in the context of performance appraisals when an employee claims that management singled out him or her for negative action. However, consistent doesn't mean inflexible. Rather, consistency enhances the company's ability to defend against discrimination claims when the employer can demonstrate that the needs of the particular job consistently required adherence to concrete, well-articulated performance expectations, and that all similarly-situated employees were held to the same standards.

## Use Documentation to Your Benefit

To stay competitive, business leaders and their employees must be able to generate and use documentation, including action plans, personnel decisions, external communications, and internal correspondence, without unnecessary fear of putting anything in writing. By using the above guidelines, proactive businesses can develop, distribute, and retain business records that will ultimately protect them from any legal challenge.

*Patricia S. Eyres is an experienced attorney with more than 18 years defending businesses in the courtroom. She is a full-time professional speaker and author. Her most popular presentation is "Leading Within Legal Limits™." She can be reached at Patricia@PreventLitigation.com or at 1-800-LIT-MGMT.*

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# Meeting Facilities

Ranked By Total Square Feet of Meeting Facilities

continued on page 19

Facility Address City/State/Zip	Meeting Rooms: Total Sq. Ft.	Largest Meeting: Sq. Ft. Capacity	Year Built Last Renovated	Owner Headquarters	# of Rooms # 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	12 300,000	105,500 10,000	1938 1992	L.A. County Fair Association Fairplex	N/A 247 11	\$129	GS,R,W,CB,H,RS,CR,I,S,X,FL,SA,N,FP RV Park/ Exhibit Halls/Hotel	Dale Coleman Dale Coleman (909) 623-3111/865-3602
2. Ontario Convention Center 2000 Convention Center Way Ontario, CA 91764	24 225,000	70,000 5-8,000	1997	Ontario Redevelopment Agency	N/A N/A 3	N/A	Fiber Optics In-House AV, Catering On-Site	Ty Stroh Lori Hoy (909) 937-3000/937-3080 ontarioconv.com
3. National Orange Show Events Center 689 S. "E" Street San Bernardino, CA 92408	10 186,000	41,000 4,450	1958 1992	National Orange Show San Bernardino, CA	N/A N/A 5	N/A	8 Facilities to Choose From over 200 Acres, Catering On-site	Brad Randall Rebecca Mughisi (909) 888-6788/889-7666 sales@nationalorangeshow.com
4. Palm Springs Convention Center 277 N. Avenida Caballeros Palm Springs, CA 92262	16 100,000	66,000 4,000-9,000	1988 1992	City of Palm Springs	N/A N/A	N/A	In-House Audio/Visual, 400-Seat Lecture Hall, Food-Bev. Svc., Exhibit	James Dunn Kathy Card (760) 325-6611/322-6921
5. Westin Mission Hills Resort 2000 Convention Center Way Rancho Mirage, CA 92270	22 75,000	18,000 2,500	1987 1997	Starwood Hotels & Resorts White Plains, NY	512 40 22	\$169-410	C,FP,PG,GS,H LL,N,PR,T,W,X B,RS,SD	Bunty Ahamed Michael O'Hearn (760) 770-2101/770-2155 ranch@westin.com
6. La Quinta Resort & Club 49-499 Eisenhower Dr. La Quinta, CA 92253	28 60,000	17,000 1,900	1926 2001	KSL Recreation Corp. La Quinta, CA	719 55 27	\$125-550	C,CR,F,FP,G,GS,H, LL,N,PR,RS,S,SA, SR,ST	Jonny So Tracy Latkovic, DOS (760) 564-4111/564-7656
7. Riverside County Fairgrounds 46-350 Arabia St. Indio, CA 92201	3 55,940	33,080 3,181	na	WND	N/A N/A 3	\$500-1,700	B,R, 3 Outdoor Facilities, 15+ Acres Parking	Belinda McLaughlin Erlene Rabin (760) 863-8247/863-8973
8. Marriott's Desert Springs Resort & SPA 74855 Country Club Drive Palm Desert, CA 92260	33 51,000	24,816 3,050	1987 1996	Marriott Corporation Washington, D.C.	884 51	\$175-470	G,PR,T,S,L B,FP,GS,H,I,N,RS	Tim Sullivan Sam Garcia (760) 341-2211/341-1872
9. Palm Springs Riviera RRC 1600 N. Indian Canyon Drive Palm Springs, CA 92262	22 50,000	19,670 1,800	1959 2000	RPS Resort Corp. Palm Springs, CA	476 35 21	\$99-1,500	FP,N,C,PGS,T, LR,FL,X	James Manion David Sullivan (760) 327-8311/327-4323 riviera@prsv.com
10. Riverside Convention Center 3443 Orange St. Riverside, CA 92501	14 50,000	20,800 2,000	na 1997	City of Riverside	N/A N/A	N/A	B,FP,OC, Exhibit Facilities, Large Grass Area for Outdoor Sports/Concerts, 20 min. from Ont. Airp.	Scott Megna Debbie Megna (909) 787-7950/222-4706
11. Rancho Las Palmas Marriott Resort & Spa 41000 Bob Hope Drive Rancho Mirage, CA 92270	28 41,000	13,224 1,800	1979 1998	Marriott Hotels/Resorts/Suites Washington D.C.	450 22 25	\$89-310	G,PGS,R,T,F, FP,N,C,H,L,W	Frank Garahan Steve Putpaf (760) 568-2727/568-5845 rlpbus@earthlink.net
12. 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	TJ,PL,F,N, Full-Time Tennis Staff, Pro Shop, 1,607-Seat Stadium	Greg Fisher Armon Cabana (760) 345-2505/772-2522 acabana@twg.net
13. Imagine That 1318 W. 9th St. Upland, CA 91786	4 35,000	15,000 1,400	1992 Ongoing	Cynthia Richardson Upland, CA	N/A N/A 4	N/A	B,FP,H,CR	Daniel Moore Robert Richardson (909) 931-1044/946-5657 imaginehatevents.com
14. Renaissance Esmeralda Resort 44-400 Indian Wells Ln. Indian Wells, CA 92210	31 33,000	15,000 1,200	1989 N/A	Marriott Corp. Washington, D.C.	560 44 31	\$145-1,200	B,C,CR,F,G,GS, H,LL,N,OC,PR,RS, S,SA,SD,SR,ST,W,T	Dennis Wagner Bill Baker (760) 773-4444/346-9308
15. Wyndham Palm Springs 888 Tahquitz Canyon Way Palm Springs, CA 92262	14 32,000	12,571 1,500	1987 1996	American Property Mgmt. La Hoya, CA	410 158 14	\$89-408	B,C,CR,F,FP,GS,RS, H,LL,N,OC,PR,RS,SA,W,X	Onofre Gallegos Susan Mulholland (760) 322-6000/322-5351
16. Palm Springs Marquis Resort 150 S. Indian Canyon Drive Palm Springs, CA 92262	18 30,000	9,500 860	1985 1999	Palm Springs Marquis, Inc. Palm Springs, CA	161 6 20	\$90-225	B,C,CR,F,GS,H, LL,N,OC,PR,RS,SD,W,X	Gratien Kruczek Cindy Veale (760) 322-2121/322-2380 info@psmarquis.com
17. Doubletree Hotel Ontario 222 N. Vineyard Ontario, CA 91764	16 25,000	12,800 1,200	1981 1996	Promus Hotel Corp. Memphis, TN	340 15 15	\$89 up	B,CR,F,FP,GS, H,LL,N,PR,W,X	Hermann Haastrup Mark Furuuchi (909) 937-0900/937-1999
18. Ontario Airport Marriott 2200 E. Holt Blvd. Ontario, CA 91761	19 20,795	5,900 700	1986 1998	Host Marriott Corporation Bethesda, MD	299 6 19	\$89-350	P,C,GS,R,W,H,RS, T,CR,I,S,X,FL,SA, N,SD,FP,DC,SR	Diane Schmidt (909) 975-5000/975-5050 sales@ontariomarriott.com
19. Hyatt Grand Champions Resort 44-600 Indian Wells Lane Indian Wells, CA 92210	17 20,000	7,900 1,000	1986 1998	Grand Champions, LLC Indian Wells, CA	338 338 14	\$145-1,020	B,C,G,P,ST,GS,R, RS,T,I,S,FFL,SA, W,H,N,FP,OC,SR	Hendrick Santos James Rice (760) 341-1000/568-2236
20. Radisson Hotel San Bernardino 295 N. "E" Street San Bernardino, CA 92401	8 19,000	12,996 1,300	1988 1996	Foster Hotels International San Bernardino, CA	232 13 8	\$130-350	B,CR,FP,GS,H, LL,N,R,FF,W,X	James Deskus Verlene Riddle (909) 381-6181/381-5961 jdeskus@worldnet.att.net
21. Mission Inn 3649 Mission Inn Ave. Riverside, CA 92501	12 19,000	2,600 300	1876 2000	Duane Roberts Mission Inn	238 32 12	\$149-900	B,C,CR,F,GS,H, LL,N,PR,RS,SD,W,X	Ellen Smith (909) 784-0300/784-5525 ellensmith@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

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# Meeting Facilities

Ranked By Total Square Feet of Meeting Facilities

continued from page 18

Facility Address City/State/Zip	Meeting Rooms: Total Sq. Ft.	Largest Meeting: Sq. Ft. Capacity	Year Built Last Renovated	Owner Headquarters	# of Rooms # of Banquet Rms.	Room Rate Range * May Be Seasonal	Amenities	General Manager Convention Contact Phone/Fax E-Mail Address
22. Shilo Hilltop Suites 3101 Temple Ave. Pomona, CA 91768	12 18,000	5,500 700	1991 N/A	Mark S. Hemstreet Portland, OR	300 130 12	\$99-200	B,P,ST,C,WE,CB,H, RS,CR,I,S,X,FL,SA, N,SD,FP,DC,SR	Heinz Gehner Sandra Van Bogget (909) 598-7666/598-5654 hgehner@shilohs.com
23. Doral Palm Springs Resort 67-967 Vista Chino Cathedral City, CA 92234	15 18,000	7,400 740	1985 1998	Meridian Hotels & Resorts Washington, D.C.	285 15 12	\$95-235	CR,F,FP,G,GS,I LL,N,PT,R,H,X	Thomas Ruhs Rico Ibanez (760) 322-7000/322-6853 doralpalmssprings.com
24. Palm Springs Hilton 400 E. Tahquitz Canyon Way Palm Springs, CA 92262	10 15,000	5,400 700	1981 1991	The Walters Co. Beverly Hills, CA	260 71 10	\$75-245*	C,CR,FP,GS,H,LL, N,PR,T,W,X	Afrah Duda Eddie Velez (760) 320-6868/320-2126
25. Kellogg-West Conference Center & Lodge 3801 W. Temple Pomona, CA 91768	15 15,000	2,820 300	1976 2000	Cal Poly Pomona Foundation Pomona, CA	84 4 3	\$79-159	Complete Meeting Packages, Full-Service Conference Center, B,F,H,LL,N,PR,RS,S,X	N/A Shelly Walsh (909) 869-2222/869-3026 kwest@csupomona.edu
26. The Claremont Inn 555 W. Foothill Blvd. Claremont, CA 91711	10 14,666	4,490 350	1962 1994	Empire Financial Spokane, WA	224 10 10	\$64-109	CR,F,FP,GS,H,LL, N,P,S,SO	Bill Saanson (909) 626-2411/624-0756 theclaremontinn@juno.com
27. Lake Arrowhead Resort 27984 Hwy. 189 Lake Arrowhead, CA 92352	10 11,700	4,000 400	1982 1996	N/A	177 4 15	\$79-259	CR,F,FP,GS,H, LL,N,PR,RS,T, OC,SD,ST	Wayne A. Austin Chris Ehorn (909) 336-1511/336-1378 sales@lakesort.com
28. The Ritz-Carlton, Rancho Mirage 68-900 Frank Sinatra Dr. Rancho Mirage, CA 92270	9 11,642	8,400 700	1988 1998	Ritz Carlton Hotel Atlanta, GA	240 21	\$119-395	B,C,CR,F,GS, H,LL,N,PR,T,W	Stephen Bello Mike Islava (760) 321-8282/321-6928
29. Sheraton Suites Fairplex 601 W. McKinley Ave. Pomona, CA 91768	13 11,519	6,400 800	1992 1999	L.A. County Fair Association	247 247	\$84-199	B,FP,N,PGS,R,H, FJ,CR,X,L,W	John Buck, DOSM Flora Y. Lee (909) 868-5935/622-1028
30. Hilton Ontario Airport 700 N. Haven Ave. Ontario, CA 91764	14 10,179	5,300 760	1985 1999	Prudential Real Estate Parsippany, NJ	309 9 15	\$95-165	P,EC,R,X,ST,GS,F, W,H,RS,CR,LS, LL,SD	Cindy Boulton Deborah Lushy (909) 980-0400/980-8493 cboulton@starlodge.com
31. Hilton San Bernardino 285 E. Hospitality Lane San Bernardino, CA 92408	12 10,000	5,000 650	1972 1994	Carpenters Pension Trust Fund Los Angeles, CA	251 12 12	\$110-275	PGS,R,W,H,RS,CR,LS, X,LL,SD,FP,Mini Fridge Comp. AM Coffee	Tim Jenkins Habib Gill (909) 889-0133/881-4299
32. Holiday Inn Select 3400 Market St. Riverside, CA 92501	16 9,600	2,100 290	1987 1998	Sunstone Hotels San Clemente, CA	292 33 16	\$99-350	B,PR,W,H,RS, CR,LS,X,FL,N, SD,FP	Robert Smit Rachelle Rentz (909) 784-8000/369-7127 rsmit@sunstonehotels.com
33. Highland Springs Resort & Conf. Ctr. 10600 Highland Springs Beaumont, CA 92223	9 9,000	4,500 400	1971 1994	Highland Springs Resort Beaumont, CA	94 3 6	\$50-up	F,FP,GS, LL,N,PR,S,SA,T Riding, Walking Trail	Jay Ahn Happy Webb (909) 845-1151/845-8090 highlandspringsresort.com
34. Ramada Resort Inn & Conf. Ctr. 1800 East Palm Canyon Drive Palm Springs, CA 92264	5 7,560	3,100 300	1970 2000	KI West LLC Oregon	241 14 2	\$49-139*	CR,F,FP,GS,I, LL,N,PR,S,SA,X	Helen Kim Judy Miller (760) 323-1711/322-1075 hramada@aol.com
35. Spa Resort Casino 100 N. Indian Canyon Drive Palm Springs, CA 92262	6 6,500	1,800 200	1963 1993	Agua Caliente Development Auth. California	230 20 4	\$59-189	CR,F,FP,GS,H,RS,R,N, P,LS,X,F,SA,SD	Jim Metzger Jeanette Moore (760) 325-1461/325-3344
36. Indian Wells Resort Hotel 76-661 Hwy. 111 Indian Wells, CA 92210	7 6,000	4,800 380	1987 2000	L.R.K. West, Inc. Indian Wells, CA	155 29 7	\$119-389	G,GS,PR,L,EX,S,I, RS,T,CR,W,H, C,N,FP,CB	Brad Weimer Kristi Prieto (760) 345-6466/772-5083 kristi@indianwellsresort.com
37. Northwoods Resort 40650 Village Dr. Big Bear Lake, CA 92315	8 5,800	4,000 400	1995 N/A	Hotel Management Inc. Big Bear Lake, CA	147 9 6	\$79-239	B,C,CR,F,FP,GS, H,LL,N,PR	Tom Johnson Sherri DuChateau (909) 866-3121/866-1451 sdchateau@northwoodsresort.com
38. The Racquet Club Hotel Resort & Spa 2743 N. Indian Canyon Dr. Palm Springs, CA 92262	2 5,000	3,800 450	1935 2000	Sign of the Dove Canoga Park, CA	40 4 2	\$85-295	B,CB, CR, H, L, N, OC,P,FP,RS, SA, SD, T, X	Edward Voysest J. Fischer/J. Quintero (760) 325-1281/325-3429 racquetclubps@yahoo.com
39. Holiday Inn Airport Ontario 3400 Shelby St. Ontario, CA 91764	7 5,000	1,500 120	1990 N/A	Inn Suites International Phoenix, AZ	N/A 150 7	\$89-105	Comp. Brkf Buffet, Comp. Social Hour, BBQ Wed., 50 Suites w/Jacuzzi Tubs	Larry Ferguson Vangie Estaban (909) 466-9600/941-1445 innsuiteon@aol.com
40. Pharaoh's Lost Kingdom Theme Park 1101 N. California Redlands, CA 92373	3 4,000	4,000 350	1996 N/A	Aladdin Entertainment Redlands, CA	N/A N/A 3	N/A	Gift Shop, Water Park, 4 Min. Golf Cr., Race Car Tr., Amos. Park, Indoor Playgr.	Rich Woodhouse Kathy Thurston (909) 335-PARK/307-2622
41. Best Western Heritage Inn 8179 Spruce Ave. Rancho Cucamonga, CA 91730	3 2,900	1,300 150	1992 N/A	Mr. Goodman Great Western Hotels	117 10 3	\$69 up	Premium movie channels, official Quakes hotel, close to Blockbuster Pavilion	Victoria Moore Daphne Price (909) 466-1111/466-3876 sales@bwhi@aol.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

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## It's Good to Be King

continued from page 6

experience.

Psychologically, it's your child and it is very exciting to raise it. The ego is validated in so many ways. Power and control can be very intoxicating.

It's good to be king!

I've witnessed so many business owners who hold on too tight, refusing to let go of their "child" only to see it wither and die, eventually ending up in bankruptcy or being forced to sell out.

A king doesn't have to wear a crown . . . to be a king.

Micro-managing is one of the ways that owners try to keep control during periods of high growth. When that fails, they introduce too many control systems, and hierarchy becomes the order of the day. The business changes from being results-driven to systems-controlled. This, in turn, spawns deadly viruses in the culture of the organization. These viruses: fear, insecurity, dishonesty and apathy spread quickly throughout the business. They eventually kill the life sources of the business; the innovation, the initiative, and all the positive, willing attitudes. People lose interest because they are excluded and treated as numbers.

Granted, in a smaller business high control is very effective, because communication and interaction are constant and are the foundation for emotional security. But as the business grows and systems replace interaction, the natural, willing organizational ability is watered down, taking with it the excitement of being involved in the big picture. Duties and jobs become have to's instead of want to's. Have to's are stress creators and want to's are stress relievers.

Business owners need to shift from high-control management thinking to effective leadership through empowerment. Leadership suggests that an investment made in people is an extremely valuable strategy and an asset to organizational effectiveness. The human capital of a business can be described as unified creativity, responsibility, energy and collective spiritual agreements.

The greatest source of power a business leader has is the committed hearts and minds of everyone. Knowing how to direct this power creates

unstoppable, unflappable and unshakable zones of inspiration. This, in turn, results in secure, highly profitable work environments. "Most of what we call management consists of making it difficult for people to get their work done." -- Peter F. Drucker

Chris Alexander M.A. is an organizational psychologist, respected speaker, author and business building strategist. He has spent the last 20 years

helping people and organizations maximize their potential for greatness, so they can achieve wealth, health and extraordinary joy. Founder of Synergy Executive Education, his main goal is to turn stressed-out, frustrated workers into dynamic, team playing go-getters. He customizes programs for many major corporations and also reaches people on a personal level. Recently, Alexander appeared in the Coast Telecourse, "Dollar\$ and

Sense: Personal Finance for the 21st Century" -- in association with KOCE-TV and Irwin/McGrawHill Publishing. The course won the Aegis Award in the training/education category and the prestigious Los Angeles area Emmy Award for overall excellence. He may be reached at (949) 586-0511; e-mail: esynergy@Pacbell.net or visit his Web site at www.synergylifemastery.com.

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## SECOND PAGE ONE

# CSUSB Water Resources Institute Honoree Helps Raise Nearly \$60,000 in Scholarships

Lois Krieger retired after more than 25 years of service in developing water policies locally and around the state, but appreciation for her work as a visionary and consensus-builder, hasn't diminished.

Nearly \$60,000 for endowed scholarships was raised in honor of the former chairwoman of Metropolitan Water District at a banquet held in February by Cal State San Bernardino's Water Resources Institute.

Krieger received the second annual Lifetime Achievement Award from the institute for her accomplishments in ensuring the region and state have a safe and reliable water supply, said servants—institute director, Jeff Davis.

"Lois personifies what we appreciate in our public servants—dedication, hard work, and a determination to make our world, especially in water issues, better," Davis said. "The WRI is pleased to honor her for those efforts."

Cal State President Albert Karnig said the university and the Water Resource Institute are fortunate to have someone of Krieger's stature serve as a role model and as an inspiration to

"These scholarships serve as a tribute to her accomplishments as a leader developing water policies, in bringing diverse interests together, and perhaps most importantly, in empha-

legacy in public service also includes championing the value of education in society."

Krieger, who lived in Riverside with her husband and family after World War II until moving to Prescott, Arizona, last year, said she was pleased to be honored by the institute and hopes that those students who receive the endowed scholarships will continue to be actively involved in water issues and in developing water policies.

"The university has an important role to play in the state's continuing success and in choosing water issues. It is an effort you must pay close attention to," Krieger said. "I think we might find a future water leader from the recipients of these scholarships."

Krieger speaks from experience as a trailblazer among the governing boards that make water policy.

Besides being the first woman to chair the Metropolitan Water District,



Susan Lien, right, chairperson of the Water Resource Institute, presents the Lifetime Achievement Award to honoree, Lois Krieger.

students. He said that she is a "wonderful bridge between the university and water policymakers."

sizing the importance of education," Karnig said. "I'm grateful to the donors for recognizing Lois Krieger's

continued on page 26

## Spring! And How Does Your Garden (Business) Grow?

by Brian Hill and Dee Power

The first step is to map out how large an area you want for your garden (business plan) and what types of seeds (new products) you want to plant (launch). You might try starting the plants indoors (test marketing) before exposing them to the perils of the natural elements (retail market). Don't forget to prepare the soil before you plant.

You may need some soil amendments (new marketing VP) to give the seeds (products) the best chance of sprouting (being profitable). Some gardeners (CEOs) maintain a compost heap (last year's marketing ideas) and mix that into the soil; others say that compost just gives off gas and smells bad. Fertilizer (advertising) is a must. But how much to add (spend)?

You surely don't want to saturate the earth (market) with manure (your commercials). In fact, successful gardening is a matter of carefully regulating (cost controls) all the raw materials you add--nitrogen, phosphorous, potassium, even water.

Regulating (managing) the sun (the economy) is out of your control, of course. Some tender sprouts (new products) require more shade (patent protection) than others in order to survive the first few critical weeks.

Controlling pests (competitors) is a never-ending problem. Some of these fly into your garden (market) from out-of-state, some simply crawl, after all they are vermin. Trouble is, the more bountiful (profitable) your

continued on page 33

## Half of U.S. Companies Did Not Make Revenue Targets for 2002, Survey Shows

### More Than a Third of Respondents Anticipate Hiring Freezes, Layoffs

More American business professionals are pessimistic about the U.S. economy today than they were last year. As a result, more companies anticipate hiring freezes (36 percent) and job eliminations (34 percent) than in 2002, according to American Management Association's 2003 Current Economic Conditions Survey. And more than 60 percent of respondents believe that the war in Iraq will have at least a moderate impact on their business.

AMA surveyed 370 executive members and corporate customers in

February and March 2003. Fifty percent of respondents reported that their organizations did not make 2002 revenue targets. That is down from 58 percent in 2001. Twenty-nine percent met their targets last year, up from 23 percent from the previous year; and 21 percent exceeded projections, up from 19 percent in 2001.

Nearly half (49 percent) of respondents think the economy is declining, up from 38 percent who saw a

continued on page 22



## EMPLOYER'S PAGE

# Businesses Today Are More likely to be Sued by an Employee Than Any Other Person or Entity

## Is Your Company Properly Protected?

by Marc Bishara

The nature of the relationship between employer and employee is changing. In simpler times, a handshake and goodwill seemed sufficient to ensure that the relationship was sound and stable. However, in a new era of increased regulation and exploding litigation, the relationship has become more adversarial and complex.

### What is Employment Practices Liability Insurance?

EPL is insurance protection specifically designed to cover three main areas:

- a. **Wrongful Termination** including violation of an employee's rights during termination and failure to exercise duty and care during termination.
- b. **Sexual Harassment** both as a condition of employment and as a basis of employment decisions.
- c. **Discrimination** Termination, demotion of failure/refusal to hire or promote for any reason which violates law.

### 1. Why has EPL become such a popular topic?

There has always been a surge of consciousness regarding laws that target employment practices. In addition,

employees are aware of the many public verdicts in favor of them. As a result, insurance claim frequency and severity have hit all-time highs.

On the plus side, employers are being held to higher standards in employment practices. The need for managers to review and implement appropriate hiring and termination procedures is paramount.

### 2. Why should business owners buy Employment Practices Liability Insurance?

- The Edd receives nearly 50,000 sexual harassment complaints annually.
- The average settlement costs are in the hundreds of thousands.
- Jury verdicts reach into the millions with some class actions exceeding \$100 million dollars.
- Employers of all sizes are highly vulnerable to exorbitant costs in order to defend themselves, and NO other insurance policy will address these types of claims.

### 3. What types of claims are paid with an EPLI policy?

Unlike many other insurance policies, there is no such thing as a standard EPLI policy. Coverage varies by

insurance company. The trigger for coverage in most instances is the allegation itself.

These are some coverages to look for in any policy you consider purchasing:

- Prior Acts
- Judgments
- Front and Back Pay
- Appeals
- Pre and Post Judgment Interest
- Retaliatory Discharge
- Punitive Damage
- Class Action Suits

### 4. Who is covered by an EPLI policy?

- The better policies cover the following:
- a. *the business entity itself*
  - b. *the directors and officers of the business*
  - c. *current and former employees*

### 5. What does purchasing an Employment Practices Liability policy entail and what is the cost?

Today, EPL coverage has become readily available. It is estimated that more than 70 insurance companies offer some form of policy. EPL is typically sold as a *stand-alone* policy or in conjunction with another coverage such as Professional Liability or Di-

rector and Officers Liability.

Buyers can expect to complete an application asking a series of questions regarding their current employment practices.

Additionally, the insurance company may require analysis of the buyer's employee handbook, financial statements and other human resource procedures. Some insurance companies conduct a full Employment Practices Audit before determining eligibility.

With more and more insurance companies entering the market, premiums have come down tremendously. Minimum premiums have dropped from the \$20,000 range in 1991 to \$2,500 for the average policy.

Today, companies with between 25 and 50 employees can expect to pay approximately \$2,500 to \$10,000 for adequate coverage.

Marc J. Bishara, partner at Venbrook, Risk Management and Insurance Services located in Woodland Hills, is a certified insurance counselor specializing in risk management and consulting to business clients ranging from start-up companies to large multi-national companies. He can be reached at [mbishara@venbrook.com](mailto:mbishara@venbrook.com).

## Half of U.S. Companies Did Not Make Revenue Targets for 2002...

continued from page 21

decline one year ago. That pessimism carries over to expectations for their company's performance in 2003. Of those responding, 27 percent of companies have lower expectations for this year and 37 percent are trying to maintain the same projections as last year, while 36 percent are trying to maintain the same projections as last year, while 36 percent anticipate a higher rate of performance.

Most executives are making changes within their organizations to address the current economic climate, including reviewing budget forecasts

(68 percent) and business plans (62 percent), reorganizing positions of responsibilities (58 percent), scaling back travel expenditures (46 percent) and scaling back planned expansions of business units or activities (26 percent).

Many companies also anticipate changes that directly affect staffing, including hiring freezes (36 percent) and job eliminations (34 percent), hiring cutbacks (31 percent) and scaling back training and development expenditures (26 percent). However, few companies

continued on page 27

## SMALL BUSINESS HANDBOOK

## Is Your Company Ready To Hire?

Here are Several Tips for Developing an Effective (and Legal) Employment Recruitment Strategy

American Management Association's 2003 Job Outlook Survey shows that 38 percent of executives anticipate that their company's U.S. workforce will increase this year. A well-planned recruiting strategy will help to ensure appropriate talent is in place when needed. But, ineffective recruiting practices can lead to critical hiring mistakes and can also land you in court, says Tom Schroeder, senior legal editor, Council on Education in Management (CEM). Schroeder, offers the following tips from the CEM's HR & the Law Conference to make recruitment strategies effective and to avoid discriminatory practices:

- Reach a broad cross-section of candidates. Look beyond the tried and true methods of communication and consider diversity recruitment methods such as: recruiting through work expos held in ethnically diverse areas, ensuring job postings are accessible through media that is available in a wide variety of neighborhoods.
- Use technology: Web-based resume management systems and e-mail have made multi-location recruiting much more efficient. Take advantage of affordable resume databases and streamline your recruitment process.

- Measure, measure, measure. Track candidates, sources, number of interviews, offers, declines, etc. Metrics such as time-to-hire, cost-per-hire and EEO statistics are vital. Measure the quality of hires by measuring retention, promotions or performance. Analyze what works and modify what doesn't.

- Be careful of legal dangers when recruiting from your competitors within the same industry. But the time and money saved by recruiting from your competitors may well be spent in legal battles. Be aware of non-compete agreements, and remember to protect your own organization with trade secret protection practices.

- Keep up with changes in federal, state and local legislation and/or regulations to ensure your recruiting strategy is in compliance: i.e. record-keeping, documentation, application forms, testing, interview questions and EEO reporting. Training and professional development programs are helpful in keeping up-to-date.

- Analyze and fine-tune the recruiting process: Chart each step from initial recruiting activity to new employee hire. Use feedback from other internal staff members to streamline your process.

For more information, visit online at [www.hrandthelaw.com](http://www.hrandthelaw.com) or call 1.800.262.9699

## www.women-21.gov Launched to Serve Women Business Owners

U.S. Secretary of Labor Elaine L. Chao and Small Business Administrator Hector Barreto Unveil New Site

U.S. Secretary of Labor Elaine L. Chao and Small Business Administrator Hector Barreto have unveiled [www.women-21.gov](http://www.women-21.gov), a new Web site that recognizes the ever increasing role of women small business owners in the American economy as a major source of job creation. The site is designed to help businesswomen effectively and efficiently access federal government resources, and builds on the President's initiative to foster the growth of women-owned businesses he announced at last year's National Summit on Entrepreneurship.

The time is right. According to the Census Bureau's latest Survey of Minority-Owned Business Enterprises, women owned 26 percent of the nation's 20.8 million non-farm businesses—which translates into 5,417,034 firms. Those businesses also employed 7.1 million paid workers, and generated \$18.7 billion in sales and receipts.

[www.women-21.gov](http://www.women-21.gov) champions the cause of women small business owners and their ever-increasing role in the American marketplace. The site,

the first of its kind, aims to serve these women by providing the resources they need to continue driving their businesses forward, creating more jobs in the nation's economy. Highlights of the Web site include up-to-date information regarding key issues such as access to capital, health insurance, government procurement, retirement security, technology and the tax code.

"As Secretary of Labor, I see firsthand how women-owned businesses are creating more jobs for American workers," Chao said. "These businesswomen are vital to our nation's economy. I hope [www.women-21.gov](http://www.women-21.gov) will provide easy access to federal resources to help women entrepreneurs in advancing their businesses' growth and, in turn, further our nation's economic expansion and create more jobs."

The site will be regularly updated and will provide special features for women business owners such as Webcasts, registration for upcoming events, and reports on what women entrepreneurs are thinking and saying on key issues.

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## New Study on State Spending Shows California Was on Unsustainable Binge

In a devastating report on spending by state governments released this week by the NFIB Research Foundation, California in the last decade acted like a drunken sailor out for a Friday night of fun, pockets bulging with the coins of the realm.

Faced with budget deficits from sea to shining sea, state governments are desperately seeking ways to shore up their budgets, but the study takes no

pity on their plight. "It is difficult to be sympathetic with the states," wrote William J. Dennis Jr., Senior Research Fellow with the NFIB Research Foundation, in his study. "For over a decade and a half, states ran up expenditures with minimal regard for the long-term consequences... There is no immutable law forcing state spending to perpetually rise, at least not on an inflation-adjusted, per capita basis. States can

spend responsibly; they are not 'locked-in.' But that lesson was ignored when economically flush times came and revenues rolled in."

Dennis titled his report "Laissez Les Bon Temps Roulez. Past State Spending as the Basis for Current State Deficits." The French term in the title was used by former high-flying Louisiana Governor Edwin Edwards. In English it means, "Let the good

times roll."

"The purpose of the study is not to pick good states or bad states or to assume that some amount of per capita spending is the right amount," said Dennis. "But this study shows that a deficit is made up of two factors (revenues and spending) and the spending side is the bigger part of the problem.

continued on page 27

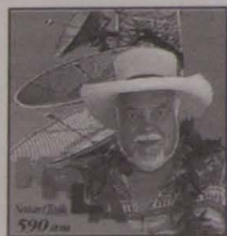
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SMALL BUSINESS HANDBOOK

# Protecting Your Company's Internet Identity

by Gregory J. Marcot, Esq., Kring & Chung, LLP

What is in a name? How about a domain name? These days, trademark and unfair competition laws are often the last bastion of defense against piracy of commercial identities. But when is it permissible to use the name of a celebrity, a well-known business or organization, or popular name brand as part of a domain name, without obtaining consent?

The Internet Corporation for Assigned Names and Numbers ("ICANN") is a non-profit, private-sector corporation formed by a diverse consortium of the Internet's business, technical, academic, and user communities. ICANN is internationally recognized as the global consensus entity responsible for coordinating the technical management of the Internet's domain name system. Also, the corporation oversees all registrations, transfers, cancellations or changes to the majority of the domain names used on the Internet. The Uniform Domain Name Dispute Resolution Policy (the "Policy") is the body of law adopted by ICANN that embodies the terms and conditions relating to any dispute between the domain name holder and another third party regarding the registration and use of Internet domain names that end in .com, .net and .org. The Policy is also applicable to various other unspecified domain names as well, such as those ending in .nu, .tv, .ws, etc. All proceedings arising under the Policy are governed by the Rules for Uniform Domain Name Dispute Resolution Policy (the "Rules") and are administered by various private dispute resolution service providers such as the National Arbitration Foundation and the World Intellectual Property Organization Arbitration and Mediation Center, along with said dispute resolution services' own "supplemental" rules.

Pursuant to the Policy, in order for a party ("Complainant") to prevail in a dispute over a domain name, and thus compel the transfer or cancellation of the name, it must prove that: (i) the domain name in dispute is iden-

tical or confusingly similar to a trademark or service mark in which the Complainant has rights, whether or not the trade or service mark has been registered by any state or federal agency; (ii) the domain name owner ("Respondent") has no rights or legitimate interests in respect to the domain name; and (iii) the domain name has been registered and is being used in bad faith. The Complainant has the burden of establishing that each of these three elements is present before a domain name will be canceled or transferred. Thus, a Complainant who conclusively proves two out of the three elements, but fails to establish the third element, will necessarily have its complaint dismissed. Accordingly, each element is equally as important as the other two.

**Is the domain name similar to a prior trade or service mark?**

The first prong of this three-part test is, at first glance, the easiest to analyze. Whether the domain name is similar to a prior trade or service mark is usually a factual question best answered by simply looking at the words in question. However, an issue may arise as to whether the Complainant actually owns a trademark interest in his mark and whether that interest is superior to that of the Respondent. This is not a question of whether the Complainant owns a registered mark, but rather whether the Complainant's interest in the mark is sufficient to give him rights superior to those of the Respondent. Even though a Complainant may own a registered mark, which would constitute prima facie evidence that his rights in the mark are superior, it is still possible, in certain situations, for a Respondent to demonstrate a superior interest in the mark. For example, in *Yishwa Nirjala Dharma a.k.a. Sahaja Yoga v. Sahaja Yoga Ex-Members Network and SD Montford* Case No. D 2001-0467 (WIPO June, 2001), a three-member panel ruled that a Complainant's registration of the name "SAHAJA YOGA" did not prevent Respondents use of the domain name <sahajayoga> because, although the domain name was essentially identical to the registered trademark,

the alleged trademark was actually a descriptive term, relating to a religious concept that not only did not originate with the Complainant, but dated back several thousands of years. Accordingly, it is never safe to assume that a mark that has been registered by a state of federal agency automatically guarantees that the holder of the registered mark has a prevailing interest in the mark for purposes of this analysis.

**Does the owner of the domain name have a legitimate interest in the domain name?**

The second prong of the test, whether the Respondent has any rights or legitimate interests in the domain name, can be established three separate ways: (i) before any notice of the dispute, the Respondent used the domain name in connection with a bona fide offering of goods or services; or (ii) the Respondent has been commonly known by the domain name even if Respondent has not acquired any trade or service mark interest in the name (this typically happens when an individual coincidentally shares a common name with a celebrity or business); or (iii) the Respondent is making legitimate, non-commercial or fair use of the domain name without intent of commercial gain to mislead consumers or otherwise tarnish the Complainant's trade or service mark. See Policy paragraph 4(c). Non-commercial or fair use includes using a domain name for a Web site in which the Respondent is exercising his First Amendment rights, including Web sites dedicated to commenting on, criticizing or otherwise disparaging the Complainant. For example, in *The Integral Yoga Institute, Satchidananda Ashram v. Domain Administrator* No. FA0209000124228 (NAF, December 2002), a three-member panel ruled it was permissible for the domain administrator to use a domain name that incorporated the Complainant's commercial name to identify the administrator's Web site that was dedicated to publicly criticizing the Complainant's organization by identifying it as a cult. Similarly, in *Bosley Medical Group and Bosley Medical Institute, Inc. v. Michael Kremer* Case No. D2000-

1647 (WIPO, February 2001), the Respondent was allowed to continue his use of a domain name that was similar to the Complainant's registered name for a Web site that consisted of a collection of testimonials from individuals who had negative experiences with the Complainant's patented hair restoration process.

**Is the domain name being used in bad faith?**

The third prong of the test analyzes whether the Respondent registered and uses the domain name in bad faith. Paragraph 4(b) of the Policy breaks down this element even further by stating that Respondent's use of the domain name is in bad faith when: (i) circumstances indicate that the Respondent registered or acquired the domain name primarily for the purpose of selling, renting, or otherwise transferring the domain name registration . . . for valuable consideration in excess of Respondent's documented out-of-pocket costs directly related to the domain name; or (ii) the Respondent registered the domain name in order to prevent the owner of the trademark from reflecting the mark in a corresponding domain name, provided that the Respondent has engaged in a pattern of such conduct; or (iii) the Respondent registered the domain name primarily for the purpose of disrupting the business of a competitor; or (iv) by using the domain name, the Respondent intentionally attempted to attract, for commercial gain, Internet users to Respondent's Web site or other on-line location, by creating a likelihood of confusion with Complainant's mark. Additionally, aside from the analysis above, the arbitrator may decide, even if not raised by the Respondent, whether the Complainant has brought its action in bad faith in an attempt to force the Respondent to unjustifiably transfer the domain name. This concept of using the Policy in bad faith is commonly known as "Reverse Domain Name Hijacking" and requires an analysis of such case-by-case components such as Complainant's rationale for filing its

continued on page 41

CORPORATE PROFILE

# Auto Restorators Inc. Is State-of-the-Art in Technology and Customer Service

by Georgine Loveland

Vincent A. Elefante's family moved to California several years ago, from Canton, Ohio. His company, Auto Restorators Inc. is located at 8605 Utica Ave. in Rancho Cucamonga and the office is embellished with vintage photographs of famous boxers and boxing memorabilia. Elefante's father, Calvin, was a talented welter-weight fighter who once fought the former world champion, Sammy Angott. He would travel to N.Y.C. and compete in matches at "fight clubs," basically bars with boxing rings inside. He didn't win the pivotal event but if he had, he would have had the chance to fight Sugar Ray Robinson.

Perhaps that was a blessing, because his family's move to Southern California in search of a better life, before Vincent was born, opened the door to a good life, indeed, for the enterprising and hard-working Elefante. And, it was certainly a plus for the city of Rancho Cucamonga, where Auto Restorators is located.

However, nothing was handed to Elefante on a silver hubcap. He worked and he worked hard, fighting his way through his own type of challenges in a different kind of ring. "I did learn how to (physically) fight, however," he recalled. "I have two brothers."

The work ethic was strong in the Elefante family and he enjoyed it. He started working at age 13 at Christmas tree lots and other jobs until he was hired by an after-market auto parts producer in Upland when he was 16. When that company was sold to a company in Brea, he went along and stayed until he finished high school and the company closed.

Then, what to do? Elefante attended business classes at Chaffey College, but his heart really wasn't in it. He worked for Mike Dennis of Arnold's Auto Body in Ontario, and he caught on so quickly that Dennis told him he should start his own business. He was 19. So, he did. In the beginning, he attended college, worked full time and at his own business. After four months, he quit col-

lege and quit his job. A friend of his father located the young man's first building, just 1,500 sq. ft., which he rented. He was on his way.

The business grew in a controlled way, earning Elefante a reputation for fairness, honesty, integrity, and excellent work. He is as proud of his early facilities as he is today of his spanking clean structure and high-tech equipment. "We went from \$500 in tools and 1,500 sq. ft. to 10,000 sq. ft. and a \$2 million investment."

The enterprise can repair about 80 cars a month, and the owner says, "This is just right. We can do this and still be comfortable and meet the demands of our paying customers. I live in this community and I have to look people in the eye. If I did some things that other shops do, they would have put me in jail!"

Elefante's philosophy is unlike many other collision centers' mind-sets where customers sometimes get ripped off and others really don't care about the customer's concerns. Very often, cars are brought in by owners who have been involved in an accident and are traumatized or suffering from injuries.

Elefante insists on unparalleled customer service. When his clients have no means of transportation while their cars are being repaired, he doesn't leave them to their own devices, or at the mercy of rental car companies, he provides it. He asks if they need help. He picks them up, attends to the delivery of their repaired vehicle, even if it means driving to San Diego or Newport Beach. He has even aided people in getting to the grocery store or school.

"If it is in our grasp, we will do it for the client," Elefante comments. "Clients are often left in the dark. We don't let them call us—we will call them first with the target date, any details or questions, etc. We understand that nobody wants to be here, and try to reassure them that they have chosen the right place. You have to communicate with them." Elefante's even calls their customers after the work is done; send the warranty and always a follow-up letter asking if they have experienced any problems. Then, the business also sends another "checking-up-on" letter in six months or a year, because, "Many people put off calling. We want the car to be better than it was before."

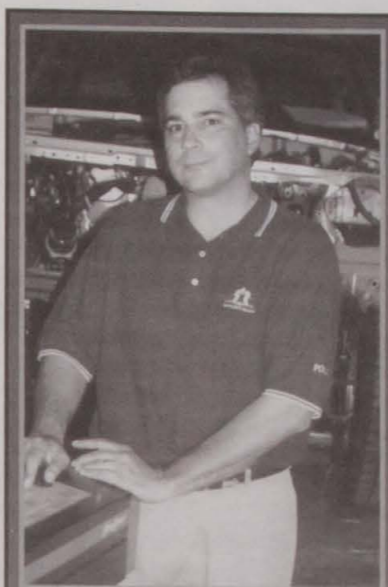
"We embrace this," he said. "It's giving a little extra." It is no wonder this collision center enjoys a great repeat business and referrals.

Last fall, Auto Restorators purchased a new Hein Warner Black Hawk frame machine. "While our competition tries to repair as many

vehicles as they can, we still repair them one at a time. We feel that safety is the most important aspect after a collision. Our new Black Hawk

P1000 helps us accomplish that.

Elefante is a former president of the Rancho Cucamonga Chamber of Commerce; was an active participant in the Grape Harvest Festival for 15 years, and was named 1993 Small Business Person of the Year. He lives in Alta Loma with his wife, Tracy, market director of Inland Empire Builders, and their children—Jacquelyn, 16, and Vincent Jr., five years old.



Vincent A. Elefante, general manager and owner of Auto Restorators Inc. Collision Repair Center.  
Photo by Georgine Loveland

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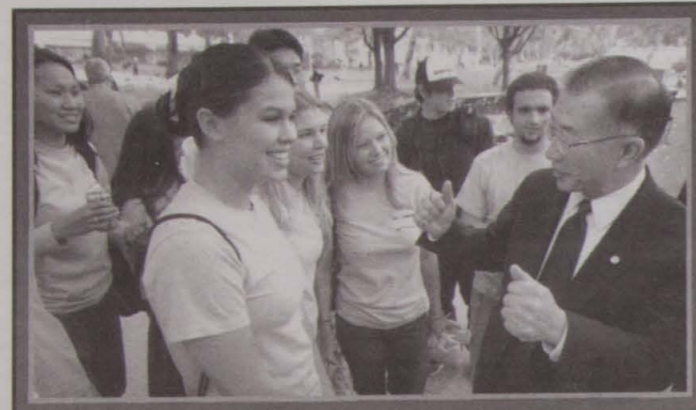
## Cal Poly Pomona President Bob H. Suzuki Speaks on His Retirement, the Past and the Future

continued from page 13

self-described "confirmed incurable optimist," he strode ahead into life and earned a B.S. and M.S. degrees in mechanical engineering from the University of California, Berkeley and worked as a research engineer for Boeing in Seattle. He returned to graduate school at the California Institute of Technology in Pasadena, where he received a doctorate and began teaching undergraduate and graduate courses in aerospace engineering in the Department of Aerospace Engineering at the University of Southern California.

This was the 1967-71 timeframe when civil rights became a major issue in the nation and he became deeply involved. Suzuki was one of the leaders of the nationwide campaign that led to the Congressional repeal of the Emergency Detention Act and chaired the National Education Commission of the Japanese American Citizens League (JACL) and was responsible for initi-

ating action that led to the inclusion of Asian Americans in federally mandat-



Always an advocate of open communication between all groups of students, President Bob Suzuki practices what he preaches.

ed affirmative action programs. He also served as chair of the Equal Opportunity Program Advisory Committee at Pasadena City College, and vice chair of the Community Advisory Commit-

tee for the desegregation of the Pasadena Public Schools.

Due to his efforts and growing passion for these issues, Suzuki changed course and joined the faculty of the School of Education at the University of Massachusetts in Amherst. There, his focus was on multicultur-

al/international education, the sociological and cultural foundations of education, and Asian American studies. To help his students fully comprehend the minority experience in America, Suzuki used the example of Irish Americans who suffered through rejection in their new country after enduring 350 years of oppression and later, starvation in their homeland.

In 1981, he returned to academic administration and assumed the position of dean of graduate studies and research at Cal State University, Los Angeles. He then became vice president for academic affairs at Cal State, Northridge, overseeing an annual budget of more than \$100 million.

In 1991, Suzuki became the fourth president of Cal Poly Pomona, and while the years have rendered difficulties such as the recession at that time, which necessitated a layoff of 150 people ("not exactly a morale booster"), coupled with serious debates regarding initiating a merit pay system, there have been glowing successes.

One of the projects the president is most proud of is the more than \$250

million in ongoing construction projects such as the state-of-the-art Innovation Village, a high-tech park funded through public-private partnerships. The American Red Cross is slated to become the nation's largest blood processing center and anchor tenant on the site.

Shortly, Bob Suzuki will take a one-year sabbatical and spend three to four months in Vietnam. He has been working with two universities there since 1994 because he feels the country is energetic and is an up-and-coming country worth attention and guidance. He will continue his writing. He has published countless papers and lectured extensively through the years, and was among the first scholars to debunk the "model minority" stereotype of Asian Americans.

"I am going to stay out of the way of the new president," he explained. "Mike Ortiz will be a great leader who will help this institution to progress. The diversity thrust will continue."

Suzuki also plans to teach and expand the leadership program for academics that he has been working on for six years. There is a shortage in higher education training—teaching teachers how to lead, he said. "It has always been, 'learn by doing.'" He believes there is a better way.

In the coming year, Bob Suzuki, a movie buff, and his wife, Agnes (nee Hirano), who hails from Hawaii and holds a bachelor of arts degree in sociology from UC Berkeley, will have the time to enjoy their three children and two grandchildren (another is on the way), play tennis and cook.

Suzuki will eventually land back at Cal State, L.A. to work with President Jim Rosser, who hired Suzuki 23 years ago...a successful circle completed in the life of a visionary who has always wanted minorities to be treated fairly, communicate with each other and be accepted into their communities as equals.

Bob Suzuki knows only too well, what pain the opposite side of the coin can bring.

## Simplifying Social Security Disability

continued from page 3

If you are no longer able to work due to physical or mental problems regardless of age, or represent a group who would like more information contact

Disability Legal Services at 760-772-4256 or call toll free at 1-800-772-4407.

## Major Safety Concerns...

continued from page 6

wait long periods for additional help. The problem lies in the fact that the fire department is funded by property tax dollars and large areas of the county are state and federal lands with no revenue.

We have been discussing this problem with federal, state and county representatives and no one has a solution. State lawmakers are consumed with the deficit. "Most of the residents are from L.A. and Orange County, why should I spend my constituent's money to provide services for them?" is the common statement from San Bernardino County Board of Supervisors mem-

bers. In fact, Supervisor Biane at the board meeting today, stated "I'm concerned about the public safety needs of my own district." Supervisor Biane is forgetting that the cities in his district have their own fire departments, and need the supervisors to protect their citizens when they travel outside the city into county areas.

Each fire station needs about \$1.4 million to provide service—the county's total subsidy toward county fire protection is a total of \$1.4 million dollars. "We are forced to spread it thinly over 20,000 square miles," stated engineer Crane. "It is far too little, for way too much." The county liked to include a figure of \$2.2 million with regard to the fire department, but they know full well that \$800,000 go

to the Office of Emergency Services and not toward fire station spending. While Rep. Lewis' office is looking at funding a fire station in Baker to protect the north I-15, there is no money for staffing it from anyone. The expectations are the smallest of communities will protect over 20,000 square miles of the county, with budgets of about \$80,000 each. The burden is beyond the abilities of these tiny community departments, and the county will not subsidize them and protect the traveling public adequately.

The I-15 was shut down for over five hours while the initial crew of two part-time extra help firefighters struggled with the massive work of attending to 105 victims and help traveled from over 200 miles away. "They

are doing this every day, with families from L.A. and Orange County, and hoping that the proper pay and staffing will become important someday," stated President Crane. "The County of San Bernardino can do more to protect the traveling public, and provide the proper funding to the small communities that make up the County Fire Department.

"While we wait for their indecision, people will continue to die without adequate protection; and experienced firefighters will be forced to move on to better jobs, to protect their families," concluded President Crane.

For further information contact Darrel Crane 909 816 1917- Pager 909 422 4710

## CSUSB...Honoree Helps Raise... \$60,000...

continued from page 21

she also served as the first woman president of the Association of California Water Agencies (ACWA) and served as the Western Municipal Water District representative to Metropolitan.

At Metropolitan, she was involved in the planning of the massive Diamond Valley Reservoir south of Hemet and in developing the district's first mission statement. As president of ACWA, she helped develop a policy statement recognizing the need to serve city and farm, north and south, and to unite water interests around the state.

Davis said Krieger's reputation and her being honored were instru-

mental in the fundraising for \$60,000 in three scholarships at Cal State San Bernardino. Included in the funding was \$20,000 from Western Municipal Water District, \$20,000 from Metropolitan Water District, \$10,000 from the engineering firm of Krieger and Stewart, \$2,500 from the law firm of Best, Best and Krieger and \$5,000 from Albert Webb & Associates. Nearly \$2,500 was raised for scholarships from the table sponsorships and tickets sold at the event.

The money will be used to establish three scholarships: the Lois B. Krieger/Western Municipal Water

District Scholarship, the Lois B. Krieger/Metropolitan Water District Scholarship and the Lois B. Krieger/Krieger and Stewart Scholarship, with the rest of the money being combined to fund another endowment, Davis said.

The three scholarships will be for students in the two water resources programs now available for students, a management specialization. The university is currently developing two additional water-related programs—a bachelor's of science in environmental studies and a master's in public health. These degree programs would also be eligible for scholarships.

Krieger is the second person to be honored with a lifetime achievement

award from the Water Resources Institute. Last year, former state Senator Ruben Ayala received the inaugural award for his work on water issues, including legislation to improve water quality in the inland region and the state. The Water Resources Institute develops and encourages sound research and analysis and provides educational resources on water issues affecting Southern California communities.

For more information on the scholarships or the Water Resources Institute, contact the institute at (909) 880-7681.

## New Study on Spending by State

continued from page 23

State spending performance—controlling for inflation and population—varied substantially over the last nearly quarter century. The most common pattern was stable spending in the latter 1970s through the mid-1980s; then there was a take-off and rising spending through 2000. But even in the most parsimonious states, and some were more than others, inflation-adjusted per capita spending was higher at the end of the period than at the beginning, typ-

ically by as much as 50 percent."

"This study supports every alarm we have been sounding for the past five to 10 years," says Martyn Hopper, state director for the 37,000-member California state chapter of NFIB. "There can be no justification for any tax increase until Sacramento learns to manage the more-than-adequate amount of revenues it receives from the people." The Dennis study can be viewed on the NFIB Web page at [www.nfib.com](http://www.nfib.com). Further comment is available from Martyn Hopper at the number above or from William J. Dennis Jr. at 203-314-2013.

## Half of U.S. Companies Did Not Make Revenue Targets for 2002...

continued from page 21

will shorten work weeks or work hours per day (11 percent) or implement pay cuts (6 percent).

In the short term, nine percent of respondents expect great impact on their business from the war with Iraq and 53 percent think there will be moderate impact. In the long term, more than half of respondents foresee a moderate (50 percent) or great (6 percent) impact.

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## HEALTH

## Children Who Stutter: What Parents Can Do

A new survey by the Stuttering Foundation of America shows that as many as three million Americans are affected by stuttering. The survey also shows that many adults lack the necessary knowledge of this complex speech disorder to aid their children when they are suffering from a stuttering problem.

"The survey results indicate that it is more important than ever for us to focus our efforts on educating parents of young children about stuttering," said Jane Fraser, president of The Stuttering Foundation, a 56-year-old nonprofit organization dedicated to the prevention and treatment of

stuttering. "With early detection and intervention, stuttering in young children can almost always be overcome. It is crucial that parents become informed."

Of the 1,000 adults surveyed, 90 percent said they would tell a child who stuttered to "slow down and relax," another 33 percent said they would correct the child or finish their sentence. Research shows that both of these common reactions may actually aggravate the problem by frustrating the child and that patient, attentive listening is the most critical tactic.

"Parents should realize that the way they react to stuttering plays an

important role in the child's speech development," said Lisa Scott Trautman Ph.D., assistant professor of speech-language pathology at The Florida State University. "If a child senses frustration and impatience when he speaks, his concerns about talking will increase."

For many young children, positive attitudes and reactions of parents and other family members are an effective way to encourage normal fluency. Below is a list of tips for parents who are dealing with a stuttering child.

- Remain calm if you hear your child stutter.
- Give the child your attention and listen carefully, allowing him to complete his sentence without interruption.
- Talk in a slow, relaxed way yourself; this will be more effective than any criticism or advice to 'try it again slowly.'
- Use your facial expressions and other body language to convey that you are listening to what your child says, not how she says it. This will build confidence and likely increase fluency.
- Reduce the number of questions you ask your child.
- Set aside a few minutes at a regular time each day when you can give your undivided attention to your child.
- Help all members of the family learn to take turns talking and listening.
- Observe the way you interact with your child.
- Above all, convey that you accept your child as he is.

A more positive note of the survey showed that 84 percent of those surveyed would seek professional help. If stuttering lasts longer than six months, or if it seems fairly severe or worsens, an evaluation by a speech therapist is recommended. The success rate is very high when children begin therapy between the ages of two and five years old.

In the past, experts incorrectly believed that paying attention to a child's

stuttering would exacerbate the situation. It was even feared that offering the child therapy "would arouse the child's awareness and cause more stuttering," said Ehud Yairi, speech-language pathologist and researcher at the University of Illinois at Champaign-Urbana and Tel-Aviv University.

However, research by Yairi published in the April issue of the *Journal of Speech, Language and Hearing Research* reveals that all children may be aware of the differences between fluent speech and stuttering as early as age three, and that they often display a social preference for fluent-speaking children by the time they are four years old.

"These findings should provide support shift from a 'hands-off' approach to more direct therapy techniques, and even more so with school-age children" added Edward G. Conture, Ph.D., of Vanderbilt University.

"Any time parents are concerned about a child's fluency," notes Jane Fraser, "they should educate themselves about the disorder and the many ways they can work to prevent stuttering from becoming a chronic problem."

A new brochure, *If You Think Your Child Is Stuttering*, also available in Spanish, answers questions that parents and teachers often have. Written by Edward G. Conture, Ph.D. and Barry Guitar, Ph.D., of the University of Vermont, it describes the difference between normal disfluencies and stuttering and gives seven tips for parents of ways to help their child immediately.

For a free copy, parents, teachers and others may contact the Stuttering Foundation, P.O. Box 11749, Memphis TN 38111-0749; 1-800-992-9392; e-mail [stutter@vantek.net](mailto:stutter@vantek.net); or download directly from [www.stutteringhelp.org](http://www.stutteringhelp.org). On the home page, click on "Resources," then select "Referral Lists." The site also includes a list of more than 5,500 libraries that shelve foundation books and videotapes. Twenty four books and 20 video tapes on stuttering are also offered, including the 30-minute video, "Stuttering and The Preschool Child: Help for Families."

## HEALTH

## New Radiation Treatment for Cancer Brought to Inland Empire

Dr. W. Wayland Eure, Jr., of Radiation Therapy Medical Group, a privately-owned cancer clinic founded in 1972, announced last week the availability of the industry's most advanced cancer treatment option. Their new SmartBeam IMRT (Intensity Modulated Radiation Therapy) is a state-of-the-art cancer treatment method that delivers high doses of radiation directly to cancer cells in a very targeted way. Believed to be the greatest advance in radiation oncology since the introduction of the medical linear accelerator in 1960, IMRT utilizes the computer system to optimize the radiation delivery technique.

"We're excited to be one of the few in the nation to be able to offer this advanced treatment to patients," said Eric Frank, Ph.D., radiation physicist and head of Photon Physics Service. "The SmartBeam IMRT can deliver higher radiation doses directly to cancer cells while sparing more of the surrounding healthy tissue."

Dr. Ramez Farah, radiation oncologist at Radiation Therapy Medical Group, explained that the SmartBeam IMRT can be used to treat tumors that might have been considered untreatable in the past due to close proximity of vital organs and structures. Treating such tumors requires tremendous accuracy.

Currently the only location in the Inland Empire, and one of very few in the nation to provide this advanced treatment, Radiation Therapy Medical Group, located near Arlington and Magnolia Avenues, has invested more than \$2 million dollars in this technology. Farah explained that in the case of head and neck tumors, the SmartBeam IMRT minimizes exposure of radiation to the salivary glands and other important structures. In the case of prostate cancer, exposure of nearby bladder or rectum can be minimized. IMRT is being used to treat tumors in the brain, breast, head and neck, liver, lung, pancreas, prostate, and uterus. "A study of early stage prostate cancer has shown that the higher radiation doses possible with the SmartBeam IMRT have the po-

tential to vastly improve the rate of tumor control," states Farah.

Powerful computer programming allows the physician to optimize and

personalize a treatment plan. The radiation beam from the IMRT can be shaped to follow the contours of the tumor, and the equipment can be ro-

tated around the patient to send a specific dose from the most favorable an-

*continued on page 37*



"Your Partner in Creating a Healthier Community"



## MILES OF SMILES

The Miles of Smiles program provides dental health fairs and screenings to Riverside area elementary schools. The program was developed to address the significant oral health needs facing Riverside children. The program has educated 7,550 students, screened 5,421 students and placed dental sealants on 981 students.

In Partnership with Community Health Systems, Inc...

## EASTSIDE HEALTH CENTER

The Eastside Health Center, located at 1970 University Avenue, provides quality low-cost medical and dental care to uninsured residents. The Eastside Health Center provides approximately 16,000 patient visits per year.



## HEALTH IN MOTION

Health In Motion is a 38-foot mobile health vehicle that travels to 10 sites throughout Riverside, Corona and Perris. The program provides immunizations and basic health exams at a minimal cost to the uninsured.



## Don't Miss the "Get Movin' Riverside" Kickoff on May 17, 2003

Get Movin' Riverside is a collaborative effort addressing the emerging epidemic of overweight and unfit children. Almost one-third of students in the Riverside area are overweight with an even higher number that are physically unfit. Lack of physical activity, fast food and increased portion sizes are all contributing factors. Our collaborative is developing ways to address this escalating health problem that is facing our youth's future. For more information, contact Marjorie Franzen-Weiss at (909) 788-3471 or e-mail [Margie@rchf.org](mailto:Margie@rchf.org)



For more information call Riverside Community Health Foundation at (909) 788-3471.

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Inland Empire Business Journal



## EDUCATION

## UCR Sociologist Says Stress, Danger and Ridicule on the Job Could Mean Bruises for Partners at Home

### Data Compares Blue Collar Workers and White Collar Workers

Here's an arresting research report during Women's History Month: Men who work in female-dominated professions, such as clerks and classroom aides, are 47 percent more likely to lash out in violence against wives or live-in girlfriends than a control-group of white-collar managers, according to a recent study by a sociologist at the University of California, Riverside.

That is just one of the studies found by Scott Melzer, a postgraduate researcher, who used a national data set study to compare blue-collar occupations with white-collar managerial workers.

"I'm familiar with the stereotype that blue-collar workers would be more likely to abuse their wives, but I wanted to do a more complex analysis to see what kind of effect occupations have on domestic violence," Melzer said.

He looked at the rates of domestic violence among men who work in physically dangerous jobs (such as emergency workers, utility linemen); violent jobs (such as military, corrections, law enforcement), and female-dominated jobs (such as classroom aides and receptionists) and compared

them to a control group of white-collar managerial workers. He took into consideration differences in income, age and education, and pinpointed how much change in the rate of domestic violence could reasonably be attributed to a man's occupation.

Melzer tested several hypotheses and found that men in the following occupations have higher rates of violence at home than men in managerial occupations:

- Men in 'female-dominated occupations' (i.e., clerical workers), 47 percent higher;
- Men in 'physically violent occupations' (i.e. police, military, correctional), 43 percent higher;
- Men in 'dangerous occupations' (i.e., working with explosives, mining emergency workers), 23 percent higher.

Some of his findings seem like common sense. Men in stressful or dangerous or violent jobs bring that stress home and are more likely to engage in domestic abuse than the control group of white-collar managers. Melzer called that a "spillover effect."

But other discoveries go against

the expected. Men who have "self-selected" into a female-dominated world have higher rates of domestic violence than typical white-collar managers. Melzer theorized that society's pressure and expectations about the role of men in the work world might mean that a man is ridiculed by society for his choice to do "women's work" and thus brings that extra stress home.

"It is about societal expectations of what is appropriate for men, how these expectations are often unhealthy for not only men in these jobs but also for their intimate partners," Melzer said. "Unfortunately, some men choose violence when faced with these issues.

"Domestic violence is a serious social problem that hurts families of men from all occupations and backgrounds. About two million women are hit each year and the best estimates are that 25 to 50 percent of women will be hit in their lifetime," Melzer said.

"It is not correct to assume that men in blue-collar occupations are more likely to be wife abusers than men in white-collar occupations." In fact, he said, the majority of men do not resort to physical violence at all.

"Domestic violence is a much more complex issue than the stereotype you hear about the blue-collar guy who beats his wife," Melzer said. "As a society, and as we raise our children, we need to be more accepting of people's choices and less polarized by gender. Until that happens, men need to handle their stress in ways that do not endanger their partners."

*The University of California, Riverside offers undergraduate education to nearly 16,000 students and has projected enrollment of 21,000 students by 2010. It is the fastest-growing and most ethnically diverse campus of the preeminent 10 campus University of California system in the world. The picturesque 1,200-acre-campus is located at the foot of the Box Springs Mountains near downtown Riverside. More information about UC Riverside is available at [www.ucr.edu](http://www.ucr.edu) or by calling 909-787-5185. For a listing of faculty experts on a variety of topics, please visit <http://mmr.ucr.edu/experts/>.*

## Scholarship Funding Available for San Bernardino Schools—6th, 7th and 8th Grade Classes

Children's Forest has announced the launch of the 2003 Pathways to Stewardship Program. Through a generous sponsorship provided by MolyCorp, Inc., a local mining company in the Mountain Pass area, 10 classes throughout San Bernardino County will be given the opportunity to participate in an exciting outdoor education program that includes a field trip to the Children's Forest.

This exciting opportunity is being made possible through an innovative partnership between MolyCorp, Inc.

and Children's Forest Association in order to increase outdoor conservation education. "During this time of drastic budget cuts in our county's school districts, this is a bright light in an otherwise dismal budget crisis," said Lacy Goldsmith, Director of Children's Forest.

Teachers in San Bernardino County will choose three to five students from their 6th, 7th and 8th grade classes to write an essay entitled, "How do forest resources give me the every day things I need?" for submis-

sion to The Pathways to Stewardship Scholarship Program. The purpose of the program is to demonstrate to school children our dependence on the many products in the region that are either grown or mined and encourage conservation efforts.

MolyCorp also funds the annual publication of the "Children's Forest Explorer Guide," a conservation newsletter for children that is written by children. "Part of MolyCorp's community relations objective is to support programs that provide environ-

mental stewardship and resource conservation education for children," said MolyCorp's Public Affairs Coordinator, Kristen Myers. "The Children's Forest philosophy promotes responsible resource use, which makes this a program that we will gladly continue to support."

Schools or classes wishing to submit essays to the scholarship contest should contact the Children's Forest Fund office at (909) 337-5156. The deadline for submissions is early April 2003.

## EDUCATION

## Children's Forest Scholarship Funding Made Available

*Children's Forest is a unique organization that strives to give youth a voice in the management of public lands, and to help foster a sense of youth ownership in these lands through hands-on projects.*

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Schools or classes wishing to submit essays to the scholarship contest should contact the Children's Forest Fund office at (909) 337-5156. The deadline for submissions is April 15, 2003.

A sampling of the programs Children's Forest offers includes:

• **Youth Leadership Program**— Provides leadership opportunities for kids 12-18. Youth leaders act as field natu-

maintains an extensive slide show collection that is self-contained and portable.

• **Pathways to Stewardship**— A multi-faceted curriculum that includes



*Fun in the snow, participants in Children's Forest Snowshoe Adventures, enjoy learning first-hand how plants, animals and humans adapt to winter conditions in our local mountains.*

ralists, lead hikes and provide information on responsible care of the forest. Groups of youth leaders also participate in management projects on the Children's Forest's 3,400 acres of land.

• **Snagology**— Youth work as field biologists studying standing dead trees (snags) while using the latest in Global Positioning System (GPS) technology!

• **Trailblazing**— An innovative trail-blazing project which will be a unique educational opportunity for high school students to plan, design, and maintain a much needed recreational trail through Children's Forest.

• **Environmental Education Programs for Schools and Groups**— Single and multiple day field trips exploring a variety of forest-related topics.

• **Slide Shows**—Children's Forest

publisher of the *Inland Empire Business Journal*, recently participated in one of these walks with six children and four adults. "I was amazed at the children's knowledge of the forest," Anthony commented. "The guides asked really difficult questions and those kids knew the answers to every one—in detail! It was a great experience." The group visited a Quincee snow shelter and learned how plants, animals and humans adapt to winter conditions in the mountains.

There are three program areas within Children's Forest:

1. **The Ecosystem Management Program**— Involves youth in actual management decisions;

2. **The Education Program**— Offers exciting guided field trips for all types of groups that highlight the interconnections that exist between plants, animals, and people and help young people appreciate the world around them;

3. **The Visitor's Information Center (VIC)**—The starting point for a visit to Children's Forest is located on Hwy 18, one mile east (towards Big Bear) of the Running Springs junction of Hwy 330 and Hwy 18. For information, please call (909) 337-5156, M-F and (909) 867-5596 on weekends or visit [www.sbnfa.org/childrens\\_forest.htm](http://www.sbnfa.org/childrens_forest.htm).

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## At Deadline: Women & Business Expo 2003

continued from page 1

ing a reputation as an influential philanthropist, which has earned her a 1996 Nobel Prize nomination. She has made a career out of voluntarily counseling people from around the globe who have lost limbs in accidents, through illness, natural disasters and terrorist atrocities. Her autobiography, "A Single Step," has been released, and all earnings go to Adopt-A-Minefield, of which she and her husband are patrons.

### Jackie Kallen

Jackie Kallen inspired the soon to be released film, "Against the Ropes," starring Meg Ryan. Jackie is the world's most successful female boxing manager and the inspiration for the film. A journalist turned publicist for Thomas Hearn and Detroit's Kronk Boxing Team, Kallen spent 10 years learning the ropes of the boxing world. At the podium, Kallen reveals

her secrets to overcoming adversity in all forms—sexism, discrimination and even life-threatening illness. She has written a self-help book entitled, "Hit Me With Your Best Shot: A Fight Plan for Dealing With All of Life's Hard Knocks."

### Susan McDougal

In her book entitled, "The Woman Who Wouldn't Talk," Susan spins a tale of brazen politics that also charts an extraordinary choice and a journey of personal redemption. In the mid-1990s, Susan unexpectedly found herself facing federal prosecutors who represented Counsel Kenneth Starr. Frightened, depressed, and facing financial ruin, in an extraordinary act of courage, she simply refused to testify. Susan will tell the audience anecdotes about the Clintons' early years in politics, the investigation, and a moving exposé of what happens to women in prisons. Susan had served in 7 different jails in 21 months for refusing to testify. By charting the life choices she has made—her silence is finally broken.

For more information about the

Women and Business Expo, see page 36 or for booth and ticket sales, please call (909) 989-4733.

## Inland Empire Visitor Guide Given International Distribution

The Inland Empire Economic Partnership (IEEP) in San Bernardino is in the process of distributing copies of the just released 2003 edition of the *Inland Empire Visitor Guide*, announced Meredith Maloney, IEEP's vice president of administration and operations.

The guide, produced annually under IEEP's auspices, is designed to promote the region as a premier visitor and convention destination, as well as a location for business expansions and development, Maloney explained.

Copies of the 68-page, high quality, slick magazine are placed at convention and travel agency trade shows around the world. It is also distributed among major hotels throughout the Inland Empire, Coachella Valley and desert and mountain areas, as well as visitor bureaus, chambers of commerce, all California visitor centers, and the Ontario International Airport.

The full-color guide, which is offered free of charge, is rich in text and color photography that describes the great diversity of events, places to visit, dine and opportunities for family activities and recreation, available in the Inland Empire.

"It is a valuable guide for residents of the area as well as for tourists and business people," Maloney commented. For information on obtaining the *Inland Empire Visitor Guide*, please call 909-890-1090.

Dragonfly Press, the publishing arm of the Uber Advertising & Public Relations firm of Upland, produced the guide for the second consecutive year.

### UC Riverside Extension Receives Grant for Senior Learning Institute

University of California, Riverside Extension has received a \$100,000 grant from the Bernard S. Osher Foundation, which will help to create a lifelong learning institute for people who are age 50 and older.

The new program will be called the Osher Lifelong Learning Institute (OLLI) and will offer its members intellectually stimulating courses—without homework, tests, or grades, as well as special events,

activities, and annual conferences and international study tours.

The Bernard S. Osher Foundation was established in 1977 to benefit a wide range of educational, cultural and other organizations, primarily in the San Francisco Bay area and in Maine. The foundation established the Lifelong Learning Grants in 2001 when it first gave grants to Sonoma State University and to the University of Southern Maine at Portland.

"The Bernard Osher Foundation is pleased to support this important initiative for lifelong learning at UC Riverside," said Stephen Dobbs, executive vice president of the foundation. "The OLLI program will eventually be established at institutions throughout the United States and we are delighted that the campus at Riverside is playing a pioneering role." Members will pay \$100 per quarter to join the institute and may choose two of five special courses for free, as well as attend lectures and other events offered through the institute.

In the 2003-2004 academic year, an annual conference that focuses on issues of interest to seniors and a members-only study tour to an international location will be offered at a significantly discounted price. Other than the membership fee and the age requirement (50 and above), there are no other prerequisites for membership. "Members don't have to be college graduates," said Toni Lawrence, OLLI program administrator; they just need to love learning."

Plans are already in motion to expand the program into the Coachella Valley and add additional classes in the fall to accommodate an expected increasing number of members.

For more information about this exciting program, please call Toni Lawrence at 909-787-3806, ext. 1163 or e-mail her at OLLI@uec.ucr.edu.

### Blythe Airport Runway Improvements

The Riverside County Board of Supervisors awarded the construction contract for the Blythe Runway Rehabilitation project to F.N.F. Construction Inc.

Construction for the project will rehabilitate the top section of Runway 8-26. The repairs to the runway and taxiway will ensure aircraft safety and maintain the airport's infrastructure and pavement.

## 21st Century Warrior

continued from page 7

Herrington, Chickasaw, NASA's first Native American astronaut, showing a whole generation of Native youth that yes, you too can become an astronaut!

Warriors come in every shape, size, gender, and age and we need every single one of them! For 500 years, regardless of what tribe you represent, our people have been through it all – warfare, famine, and disease. We have survived through it all and we are still here. But let us explore our future together and help each other to do the hardest thing known to man – change our minds – about who we are. Let's appreciate the truth that we did not come from mere survivors, we come from success! Every tribe has produced great leaders, athletes, artists, business people, teachers, warriors, and are still doing that today. Ask yourself, "What am I doing to become an asset to the village I serve?"

## Russia Redux

continued from page 14

sustainable growth over the medium-term horizon. The most socially disruptive change must take place in the country's huge public sector. The government is present at all levels of Russian life, and the public sector has, ironically, ballooned beyond its size during the Soviet era. Layoffs, unknown under communism, will inevitably become a fact of life, as a full one-third of government employees are redundant.

Without a well-functioning banking system and domestic capital market, it will be difficult to channel capital and finance Russian economic development. Russia's domestic banks, much weakened by the 1998 devaluation, suffer from a lack of depositor confidence. On the international front, foreign banks, with all of the systems and technology that they offer, constitute only 7 percent of Russia's total banking system. Natural monopoly reform (energy, railroads) is also crucial. State-owned giants like Gazprom, the natural gas compa-

The path of a warrior is not an easy one. Warriors make mistakes, feel pain, get scared, and they cry. Sometimes they fight with all the fury they can muster, only to find out they are fighting themselves. All of this doesn't matter because warriors keep going in spite of it all, in spite of themselves. Fighting to become the person he or she desperately needs to be – a better person, for the Creator, for their family, friends, community, and themselves. Warriors are people like you – and like me.

D.J. Vanas -- (Odawa) is a speaker, trainer, author and owner of Native Discovery Inc., a company dedicated to improving the lives of Native American people and helping to "build the warriors of tomorrow, today." For more information or to schedule a presentation with your group, please go to [www.nativediscovery.com](http://www.nativediscovery.com) or call (719) 282-7747.

ny, and UES, the world's largest electric utility, are in dire need of reform to help Russia weather a burgeoning power crisis.

Finally, the economy is overly dependent on large conglomerates run by oligarchs and connected to oil. Russia needs to diversify its economy away from oil and gas and to develop its small-to-medium business sector. Foreign investors are leery of investing in Russia due to concerns about corporate governance and transparency.

Russia has radically transformed its economy in just one decade. For such a vast country, with limited institutions that underpin capitalist democracy (i.e., property rights, rule of law, functional banking system), this amounts to an extraordinary achievement. Complementary reforms in the political realm are critical. Russia must shore up its political system to strengthen democratic institutions and pare down its overarching public sector. Progress in implementing these reforms will determine whether Russia's newfound political and macroeconomic stability is here to stay.

## Spring!...

continued from page 21

garden, the more they swarm. To rid your garden of pests, you might try making it bigger and stronger (grow by acquisition).

The natural methods of pest control (better service, higher quality products) are usually preferable. A strong chemical herbicide (price war) might work temporarily, but could do more harm than good in the garden in the long run, and is bad for the overall environment.

As harvest time approaches (year-end), you can look over your garden (company) with great satisfaction. Look at that yield, return on investment (ROI)! It's a bumper crop (record profits). All that toil and sweat was certainly worth it -- right?

Now you can enjoy the fruits of your labors (profit distributions) after you pay a few people back who

helped you grow your garden.

Let's see, the garden supply store gets 20 percent of the vegetables, for the tools and seeds you bought. The investors who let you use their land (money), get 45 percent of the crop (investors eat more than normal people). And the government gets 35 percent because...hmmmm...because they sat there at the edge of the garden and watched you work, I guess. ...Well, you get to keep the satisfaction.

Brian Hill is co-author with Dee Power of "Attracting Capital From Angels" 2002, published by John Wiley & Sons and "Inside Secrets To Venture Capital" 2001 published by John Wiley & Sons. The authors may be reached at: e-mail-business@capital-connection.com or visit <http://www.AttractingCapitalFromAngels.com> and <http://www.InsideSecretsToVentureCapital.com>.

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## Recycled Water: A New Source of Water for Victor Valley

The Victor Valley Wastewater Reclamation Authority (VWVRA) is in the process of planning an environmental review for a new recycled water project for the Victor Valley region.

"With a growing population and heavy demands on our limited fresh water supplies, we need to make sure we are planning for the future with a new source of water," stated VWVRA General Manager Dan Gallagher. "We have hired recycled water experts to help us examine our options."

VWVRA will be examining various locations for sub-regional treatment facilities that will provide additional capacity for the growing population and bring recycled water closer to the end user. Engineering and environmental consultants will be inspecting potential sites and conducting geological tests in various locations throughout the region over the next several months to determine the best locations for needed facilities and pipelines. Recycled water will be used as an irrigation source for golf courses, freeway landscaping, schools, parks, landscaped areas and industrial process water. It is not intended as a drinking water source.

Recycled water is frequently used throughout the state of California to irrigate golf courses,

school grounds, parks, medians, cemeteries and freeway landscaping. Some cities also use recycled water for toilet flushing, industrial processing and for recreational bodies of water. Recycled water start out as wastewater, which is then purified so it is suitable for landscape irrigation and other non-drinking purposes. Wastewater is processed through physical, chemical and biological treatment, followed by filtration and inspections before being used for irrigation. A dedicated system of pipelines will be constructed for recycled water, which is completely separate from drinking water. These pipes are typically colored purple to distinguish them from drinking water pipes. Recycled water use is strictly monitored and regulated by the California Department of Health Services and other regulatory agencies.

VWVRA is a regional wastewater collection and treatment authority that serves the Southern California High Desert area including the cities of Apple Valley, Hesperia, Victorville, Southern California Logistics Airport, and San Bernardino County Services Areas 42 (Oro Grande) and 64 (Spring Valley Lake). For more information about VWVRA, see their Web site at [www.vwvra.com](http://www.vwvra.com).

## Terri White Is I Care Shelter Home's "Guiding Light"

*continued from page 16*

And that was just one phone call. White fields from 40-60 calls a day, every day. If she is unable to help, she refers clients to other agencies or facilities.

It's the children, the real victims that White is most concerned about. There are always mothers and children on up. They go to school and play in the yard under the trees. It is a pleasant place. They are safe. White works with the mothers to be sure they remain so...get jobs and find housing and raise their children to be decent human beings. There are all types of women on the streets and in shelters. While at I Care, we spoke to a brilliant lady who was practicing logarithms at the kitchen table.

"This problem is underreported," the college educated director said. She may sound tough, but the world she lives in is hard-edged and requires strength and perseverance, and it's vital that she is clearly understood by those she is serving. "Three years ago, the census showed thousands of homeless in Riverside County. Now, there is also a new need for entire families living on the streets or in temporary shelters, a very dangerous situation."

White is very careful while interviewing a potential client, to avoid possibly dangerous intakes. "We offer a

managed program of encouraging employment, education and counseling. First, there is a telephone interview; then an eyeball-to-eyeball meeting, followed by the intake process. There are no drop-ins. What they're not saying is what's most important."

I Care is a city-licensed non-profit organization that was started in Riverside in the '80s by the Rev. Sherry Sweetman, now the executive director. It receives no government support and relies on donations from local churches and the modest fees charged to clients for the 90-day program that comprises Phase 1. Phase 2 offers an additional 90 days for those with positive evaluations, and there are many. "We live for those successes," this remarkable woman commented.

Five to 12 volunteers are in and out all the time, doing whatever they can to help. With support from businesses or taken under the wing of a concerned corporation, I Care would be able to restore another building, increase its housing capabilities, and offer more services. So many of these organizations seem to operate on little more than "air and care."

I Care may be reached at 909-354-2273.

Complaints...

Praise! Suggestions? E-Mail us @ [iebj@busjournal.com](mailto:iebj@busjournal.com)

## Villas on the Green Names Terri Furr Property Manager

The Villas on the Green, a luxury active adult apartment community by

Street Apartments in Bermuda Dunes, an apartment community for seniors.

Ray Troll Development, has announced that Terri Furr has been hired as property manager. Terri's responsibilities as property manager include showing the apartments, preparing contracts, overseeing special activities for the residents and taking care of tenant concerns.



Terri Furr

"The Villas on the Green is a beautiful, brand-new development that shows well. There are many amenities for the residents to enjoy. It offers a luxury solution for those who no longer want the burden of ownership, but don't want to compromise on their standard of living," commented Terri.

Prior to joining the Villas, Terri was property manager at Washington

Terri and her husband, Joe, live in Palm Desert Country Club, just minutes from the Villas on the Green complex. The couple has four grown children and a daughter at Palm Desert High School. Terri is a member of the JPL Bible Church in Indio.

For more information about the Villas, call Property Manager Terri Furr at (760) 200-9286 or visit [www.pdvillasonthegreen.com](http://www.pdvillasonthegreen.com).

## Canterra Apartment Homes Hires New Manager

*Connette Roquet Will Head Up Leasing Operation*

Canterra Apartment Homes and Whiteco Residential, LLC, have announced the latest addition to the team. Connette Roquet will join Palm Desert's brand new luxury community, Canterra, in the role of general manager. She will report directly to Karen Marshall, director of property management for Whiteco Residential, LLC, located in Chicago, Ill.

Roquet will be responsible for managing and motivating the team of six, while overseeing the operations of the community. Her duties will include budgeting, maintaining expenses, reporting, training, corporate outreach marketing, evaluation market trends, demonstrating apartment homes, retaining residents, providing exemplary customer service and participating in city organizations and events.

Before coming to Canterra, Roquet was assistant property manager at the San Tropez Apartments in Palm Desert, where she assisted in managerial responsibilities with both residents and staff, overseeing the training for all computer operation and participating in resident functions. Prior to San Tropez, she was a realtor

with Becker & Becker Realty and a leasing consultant at Trammell Crow Residential's Emerald Place Apartments in Bermuda Dunes.

"We are very excited to welcome Connette to the Whiteco team," said Marshall. "Her training is a perfect fit for the community and the organization. Canterra Apartment Homes had gotten off to a wonderful start, and as it rises to full capacity, I know, Connette will be a capable manager. I'm sure she is going to thrive in her new position."

*Canterra Apartment Homes is a new luxury apartment complex located at 74-401 Hovley Lane East, between Portola and Cook Street in Palm Desert. The 14-acre gated community features two resort-style pools with spa as well as a nine-hole putting green, 24-hour fitness center, 24-hour business center, and clubhouse with media center.*

*Whiteco Residential, LLC is a national multi-family company focused on the development, operation and acquisition of apartment communities.*

## TELACU Holds "Hard Hat Ceremony" for San Bernardino Senior Housing Project

TELACU and the city of San Bernardino recently held a Hard Hat Ceremony to mark the start of construction on its new housing project in San Bernardino. The ceremony was held at the future site of TELACU Sierra Vista, 650 W. Sixth St., San Bernardino, a 75-unit housing project for low-income senior citizens, which is now under construction.

"We are pleased to be building this affordable quality housing for San Bernardino's senior citizens," said David C. Lizarraga, president and CEO of TELACU. "This project will pro-

vide this deserving population with a beautiful and safe place to live that is also close to the public library, the supermarket, a senior center and even a shopping mall."

Lizarraga will be joined by San Bernardino city council member, Esther Estrada, and Lester Flemming, deputy director of development of multi-family housing for the department of Housing and Urban Development, Los Angeles office. Other local dignitaries attended the event, where a ceremonial golden nail was hammered into one of the wooden posts on the building

under construction.

When completed, the TELACU Sierra Vista apartment complex will include wall-to-wall carpeting, refrigerator and stove, heating and air conditioning, on-site laundry facilities, a multi-purpose room, and secured parking. All the units will be designed for handicapped accessibility.

The \$7 million apartment complex for low-income seniors is funded under the HUD Section 202 PRAC program. HUD supplied \$6.7 million, with the additional \$300,000 coming from the city of San Bernardino Redevelopment Agency.

Qualifying seniors will pay no more than 30 percent of their income for rent.

TELACU, a community development corporation founded in 1968 celebrates 35 years of serving the community this year. TELACU, the U.S. Department of Housing and Urban Development (HUD) and the city of San Bernardino partnered to construct the beautiful \$7 million facility.

*TELACU is a pioneering institution committed to service, empowerment, advancement, and the creation of self-sufficiency.*

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## NEW HOME COMMUNITIES

# Resounding Success at Artisan by Taylor Woodrow Sparks New Phase Release

In a very short time, Taylor Woodrow's Artisan at Chino Hills has become extremely popular with home buyers, and its resounding success has sparked the release of a new phase to fulfill the accelerating demand.

The latest phase comes on top of two others that were released prior to the community's model grand opening on Feb. 15, and it underscores the timeless appeal of Taylor Woodrow's innovative architecture, nostalgic designs and superlative craftsmanship.

"The charming style of the new homes at Artisan gives the entire neighborhood a unique character that is seldom found in new communities today," stated Barbara Stowers, Taylor Woodrow's vice president, sales and marketing. "That character is reminiscent of communities whose heartwarming qualities have endured for decades, and it has proved irresistible to today's home buyers."

Distinguished by authentic Cottage, Santa Barbara and Traditional styling, Artisan's spacious two-story residences are priced from the high \$300,000s, and its living areas range from approximately 2,258 to 2,778 square feet, including three to four bedrooms and two and one-half to three baths.

The full range of traditional family activities takes on a special meaning throughout each home, household gatherings in front of the family room fire place, holiday celebrations in the formal living and dining rooms, "comfort food" meals in the family-sized

breakfast room, and spirited gatherings around the gourmet kitchen island.

Kitchens also make mealtime activities rewarding with the rich look of ceramic-tile countertops and hand-



Innovative architecture and design enhances Taylor Woodrow's new Artisan community—a special kind of warmth and ambience.

some mocha-on-beech cabinets and the convenience of roomy pantries and a full complement of GE appliances, including an oven range microwave oven and dishwasher.

Privacy and luxury are the defining qualities of Artisan's master suites, which are detailed with his-and-hers walk-in closets and lavish baths with oval tubs, separate showers and dual-sink vanities. Both kitchen and baths feature Moen plumbing fixtures.

For families that want something extra in their homes (such as surround sound theater, a hobby room) a game room or a sewing room perhaps are

all available in a versatile upstairs bonus room that is offered as an included feature or an attainable option in all three floor plans, and the two largest plans take on the added di-

tainment attractions. In addition, nearby freeways make it easy to reach destinations throughout Los Angeles and Orange counties.

To take advantage of the excellent selection in the newest phase of Taylor Woodrow's Artisan at Chino Hills, take the 91 Freeway to the 71 Freeway north, exit at Soquel and turn left. Turn left on Butterfield Ranch and right on Picasso and left again on Fox Hollow Way. Furnished models are open daily from 10 a.m. to 5 p.m., except Mondays, when hours are 2 a.m. to 5 p.m. Additional information is available by calling (909) 465-1911.

*Taylor Woodrow has been developing and building lifestyle communities and luxury homes in North America for more than 65 years. Headquartered in Sarasota, Florida, current operations include more than 50 active developments located throughout Florida, California, Texas and Ontario, Canada. The company recorded revenues in excess of \$880 million in 2001, and is a wholly-owned subsidiary of Taylor Woodrow plc, a London-based, publicly traded real estate group founded in 1921. Celebrating 25 years in California, Taylor Woodrow Homes is currently selling several new-home neighborhoods throughout Los Angeles, Orange, San Bernardino, San Diego and Ventura counties. For more information about Taylor Woodrow Homes' extraordinary new-home neighborhoods, call (800) 474-3222 or visit [www.taylorwoodrow.com](http://www.taylorwoodrow.com).*

mension of a home office that may also be selected as an optional downstairs bedroom.

Artisan's Residence Two features a unique "mom's room" just off the kitchen, a perfect place for doing all the things that moms do, such as wrapping gifts, arranging flowers, making crafts, and menu planning.

Many Artisan homes are enhanced by scenic views of the gently rolling Chino Hills countryside, and residents have the advantage of being close to the area's many convenient amenities, including shopping centers, restaurants, business centers, and recreation and en-

## Pacific Life Open Aces Recycling Effort for Tons of Trash

When it comes to a world-class sporting event, everyone loves statistics. In addition to numbers like two (the Indian Wells Tennis Garden stadium is the second largest in the U.S.), and six (the Pacific Life Open is one of the six worldwide tennis tournaments where men and women compete concurrently), Indian Wells' preferred stat is 36 percent. As in diverting 36 percent of the 56.6 tons of trash generated by some 200,000 fans over the 14-day event, which is enough to

fill 12-15 garbage trucks. It's the equivalent, notes the City Manager Greg Johnson, of the trash generated in a two week period of a city of 200,000, all eating take-out food.

"Each year, to comply with Assembly Bill 939, cities throughout California must divert 50 percent of the trash that would normally go to landfills," explains Indian Wells' Director of Management Services Linda Furbee. "Due to the high volume of waste produced during the Pacific

Life Open tennis tournament, we felt we needed to make an impact by instituting a broad-based recycling program at the tournament. Thanks to the support of the Indian Wells Tennis Garden and tournament staff, vendors like Pritchard, Hospitality Associates, Hospitality Sweets, and some 175 employees, the California Integrated Waste Management Board (CIWMB) views our program as a model for large-scale events, and our city-wide reduction had climbed past the man-

dated 50 percent to 52-53 percent!" Partners in the program include the city of Indian Wells, California Integrated Waste Management Board, California Bio-Mass, EcoNomics Inc., Indian Wells Tennis Garden and Waste Management of the Desert.

According to William O'Toole, whose firm EcoNomics was retained by Indian Wells to develop and implement the program, "we started the

*continued on page 48*

## REAL ESTATE

# Old Town La Quinta Breaks Ground

Unique boutiques, one-a-kind retailers and locally-owned specialty restaurants are about to come together in one of the most eagerly anticipated restaurant and retail main streets in the Coachella Valley. Known as Old Town La Quinta, the project has recently broken ground and is currently under construction.

Local developer Wells Marvin is fulfilling the original vision founders for this quaint historic community. Old Town will be a mosaic of outstanding

shops, restaurants and art galleries in an atmosphere unparalleled in the desert. Embraced by the majestic Santa Rosa Mountains, Old Town will transform The Village of La Quinta into a charming marketplace similar to the villages of Rancho Santa Fe, Carmel and Santa Barbara.

Marvin intends to be selective in the types of businesses which will locate in Old Town. Seeking at least 90 percent owner-operated retail and dining establishments, Old Town will

bring together outlets that are eclectic and one-of-a-kind. Old Town will not be a shopping center, but a real main street featuring a cozy collection of smaller, more unique businesses.

A market study completed on behalf of Old Town indicates there is a great need for more quaint—and less commercial—shopping and dining venues in La Quinta. A majority of respondents to the study stated that their preference was a main street style shopping and dining environment—a place where they can enjoy one-stop shopping while enjoying the warm sunny weather as they stroll and browse at their leisure. Respondents want a sense of discovery—in other words, special shops and restaurants that are so unique, guests feel delighted to have "found" such treasures.

There will be a wide variety of retail spaces at Old Town, from 450 square feet to several thousand square feet. Restaurants space will run from

1,200-4,500 square feet. Old Town offers flexibility in its leasing terms to encourage smaller businesses. In addition, Marvin will maintain a comprehensive advertising and marketing plan—including a variety of special events—for the project to help attract patrons to Old Town year-round.

In order to create an Old Town that the visitors and residents of this desert will appreciate, Marvin is seeking input from the future patrons of Old Town. Anyone with suggestions as to what they would like to see in Old Town can submit them to: [info@oldtownlaquinta.com](mailto:info@oldtownlaquinta.com).

Currently under construction, Old Town will be ready for tenant improvements by September 2003. Old Town is slated to open in the fall, with a grand opening during the holiday season of 2003. For more information, please call Old Town's Director of Leasing, Liz Davies, at (760) 777-1770.

## Real Estate Notes

The sale of the **Colton Gardens Apartments** was announced by **Kevin Assef**, regional manager for the Ontario office of **Marcus & Millichap Real Estate Investment Brokerage Company**. The property sold for \$5,500,000. The principals were represented by **Alex Mogharebi** of **Marcus & Millichap's** Ontario office...A new 1.1 million-sq.-ft. industrial park in Fontana, the **Jurupa Business Park**, is now totally committed with the announcement that **The Holmes Group**, a fully-integrated consumer products company has leased a 827,560-sq.-ft. distribution facility, considered one of the largest buildings of its kind ever built in the Inland Empire, announces **Carpenter & Associates**. **Ted and Mike Carpenter**, along with **Chuck Belden** and **Kyle Kehner** of **Cushman & Wakefield**, represented property owner, **Principal Life Insurance**. **Marc Burns** of **Insignia/ESG** represented **Holmes**. The five-year lease is valued in excess of \$14 million...The **Riverside County Board of Supervisors** approved the allocation of low income housing tax credits for the con-

struction of the **Mission Palms II Apartments for Seniors** in **Rubidoux...Temecula Valley Unified School District** awarded the **Leighton Group Companies Great Oak High School** development project. **Andrew Guatelli** of **Leighton's** Temecula office is managing the project, and **Robert Riha** is the managing director of the Temecula office...**Marcus & Millichap** announces the sale of the **Central Holt Plaza in Montclair** for \$1,550,000. The principals were represented by **Charles Shillington**, **Drew Wetherholt** and **Ryan Beneson** of **Marcus & Millichap's** Ontario office. The property is a shopping strip located at 5311 Holt Blvd...**Supervisor Roy Wilson** and the **Riverside County Board of Supervisors** announce the grand opening of the **Las Mananitas Phase II, Paseo de los Heroes Mobile Home Park and Chapultepec Apartments**. The project is a collaborative effort between the **Redevelopment Agency for the County of Riverside** and the **Coachella Valley Housing Coalition** in the community of Mecca.

## New Radiation Treatment...

*continued from page 29*

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## Casino Locations (Indian Gaming List)

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<b>2. Commerce Casino</b> 6131 E. Telegraph Rd. Commerce, CA 90040 714.879.2100 www.commercecasino.com	<b>7. Paiute Palace Casino</b> 21742 N. Sierra Hwy. Bishop, CA 93514, 760.873.4150 • 888.3PAIUTE www.paiutepalace.com	<b>12. Casino Pauma</b> 777 Pauma Reservation Rd. Pauma Valley, CA 92061 760.742.2177 • 877.68.PAUMA www.casinopauma.com	<b>21. Pechanga Resort &amp; Casino</b> 45000 Pala Rd. Temecula, CA 92592 909.693.1819 • 877.711.2946 www.pechanga.com
<b>3. Crystal Park Casino Hotel</b> 1 23 E. Artesia Blvd. Compton, CA 90220 310.631.3838 • 800.717. 1000 www.crystalparkcasino.com	<b>8. Agua Caliente</b> 32-250 Bob Hope Dr. Rancho Mirage, CA 92270 760.321.2000 • 760.202.2600 www.hotwatercasino.com	<b>13. Chumash Casino</b> 3400 E. Highway 246 Santa Ynez, CA 93460 805.686.0855 • 800.728.9997 www.chumashcasino.com	<b>22. The Player's Card Club</b> 906 N. Ventura Ave. Ventura, CA 93003 805.653.9326 • 805.643.1392
<b>4. Harrah's Rincon</b> Casino & Resort 777 Harrah's Rincon Way Valley Center, CA 92082 760.751.3100 • 877.777.2457 www.harrah.com	<b>9. Augustine Casino</b> 84-001 Avenue 54 Coachella, CA 92236 760.391.9500 • 888.PLAY2WIN www.augustinecasino.com	<b>14. Club Caribe Casino</b> 7617 Atlantic Ave. Cudahy, CA 90201 323.560.5995 www.clubcaribe.casinocity.com	<b>23. San Manuel Indian Bingo &amp; Casino</b> 5797 N. Victoria Ave. Highland, CA 92346 909.864.5050 • 800.359.2464 www.sanmanuel.com
<b>5. Hawaiian Gardens Casino</b> 11871 Carson St. Hawaiian Gardens, CA 90716 562.860.5887 www.hgcasino.com	<b>10. Barona Valley Ranch</b> Resort & Casino 1.000 Wildcat Canyon Rd. Lakeside, CA 92040 619.443.2300 • 888.7BARONA www.baronacasino.com	<b>15. Fantasy Springs Casino</b> 84-245 Indio Springs Pkwy. Indio, CA 92203 760.342.5000 • 800.827.2946 www.fantasyspringsresort.com	<b>24. Soboba Casino</b> 23333 Soboba Rd. San Jacinto, CA 92582 909.654.2882 • 888.772.7626 www.sobobacasino.net
	<b>16. Hustler Casino</b> 1000 W. Redondo Beach Blvd. Gardena, CA 90247 310.719.9800 • 800.877.9800 www.hustlergaming.co	<b>17. Lake Elsinore Hotel Casino</b> 20930 Malaga St. Lake Elsinore, CA 92530 909.674.3101	<b>25. Spa Resort Casino</b> 140 N. Indian Canyon Dr. Palm Springs, CA 92262 760.323.5865 • 800.258.2946 www.sparesortcasino.com
	<b>18. Normandie Casino</b> 1045 W. Rosecrans Ave. Gardena, CA 90247 310.715.7400 • 800.9WINNER www.normandiecasino.com	<b>19. Ocean's Eleven Casino</b> 121 Brooks St. Oceanside, CA 92054 760.439.6988 • 888.439.6988 www.oceans11.com	<b>26. Syucuan Casino &amp; Resort</b> 5469 Casino Way El Cajon, CA 92019 619.445.6002 • 800.2SYUCUAN www.syucuancasino.com
	<b>27. Trump 29 Casino</b> 46200 Harrison St. Coachella, CA 92236 760.775.5566 • 866.TRUMP29 www.trump29.com	<b>28. Viejas Casino &amp; Turf Club</b> 5000 Willows Rd. Alpine, CA 91903 619.445.5400 • 800.84POKER www.Viejas.com	



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## MANAGER'S BOOKSHELF

**"The Leader's Voice: how your communication can inspire action and get results!"** by Boyd Clarke and Ron Crossland; **The Tom Peters Press/Select Books, Inc., New York, New York; 2002; 169 pages; \$21.95.**

A leader's single greatest challenge is creating organizational focus and commitment while rallying the needed energy among constituents to move the organization forward. This requires communications skills which, according to authors Clarke and Crossland, are in shorter supply than most business leaders care to admit.

As the authors put it... "Over and over again business leaders make four fatal assumptions concerning their communications. These assumptions are:

1. Constituents UNDERSTAND what was communicated.
2. Constituents AGREE with what was communicated.
3. Constituents CARE about what was communicated.
4. Constituents will take APPROPRIATE ACTION. As they put it more acidly, "The biggest problem with leadership communication is the illusion that it has occurred."

On one level the authors are restating the obvious: the task of a leader is to identify the vision of what its goals are, make sure that everyone shares the vision and the goals, and then rally people to work so that those goals are achieved. They're also addressing vital issues of trust and confidence in our business leadership, not only among customers and the public at large, but among employees in their managers' fundamental honesty. The authors acknowledge this time and again. They put it this way early in their discussion of leadership communication:

"This one voice simplifies the complex and clarifies the cloudy. It quiets dissonance and strikes the chord that defines direction. It replaces despair with hope and cynicism with purpose. It plainly states the unspoken, describes precisely what people feel but fear to say, and calls others to action when they are paralyzed. The genius of leadership is to speak with a voice that pushes past cynicism, doubt, and uncertainty."

At the heart of the many problems about leadership communications lies

the leaders' own over-estimation about their skill at communicating. The authors cite a survey by the Gallup organization indicating that 86 percent feel they are great communicators. Only 17 percent of their constituents believed their executives were effective communicators. Another study showed that only 48 percent were upbeat about their company's activities. The remainder were cynical and disillusioned."

One of the more intriguing aspects of the book is the authors' decision to integrate problems and solutions throughout the book. Most business books are organized into three segments: the problems, the solutions, and how the reader can tailor solutions to meet their specific needs. In "The Leader's Voice," co-authors Clarke and

Crossland quickly begin weaving all three elements into each chapter. Had the book been somewhat longer that might have created a problem; however, weaving these three segments into a single chapter topic permits you to see the issues, understand the steps needed to deal with them and, finally, know what you would do to correct the problems.

One of the most important concepts in the book occurs in the next to the last chapter. Like many of the concepts presented, it isn't new, but it is expressed with unusual clarity...

"Translating brands and visions into tasks is a difficult challenge. The leader who creates a line of sight between vision and task can inspire greatness." The book encourages all levels

of management to lead. That means it is more essential than ever to learn the skills and art forms necessary to rally and inspire the people you manage. That's because the modern organization structure is now longer based on a hierarchy, but on a distributed matrix of work. The "noise" of performing each interrelated task can drown out the leader's "voice" offering a vision of where they are all headed. The leader who forgets this, has ignored a fundamental business rule: You only get where you're going when your people take you there.

*"The Leader's Voice" is a surprisingly good book on a much-misunderstood subject.*

—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. **"Good to Great,"** by Jim Collins (HarperCollins...\$27.50) (3)\* Climbing the steps from being good to being great.
2. **"Execution: The Discipline of Getting Things Done,"** by Larry Bossidy & Ran Charan (Crown Publishing...\$27.50) (1) Why executing a plan well is the true core of every business.
3. **"Leadership,"** by Rudolph Giuliani (Hyperion...\$25.95) (2) What it takes to lead organizations in a time of crisis.
4. **"Who Says Elephants Can't Dance?...Inside IBM's Historic Turnaround,"** by Louis V. Gerstner (HarperCollins...\$27.95) (4) An inside look at how Big Blue not only survived, but thrived.
5. **"Pigs at the Trough: How Corporate Greed and Political Corruption Are Undermining America,"** by Arianna Huffington (Crown Publishing Group...\$22.00)\*\*The dark side of corporate America.
6. **"The Extraordinary Leader: Turning Good Managers Into Great Leaders,"** by John H. Zenger (McGraw-Hill...\$27.95)\*\* Transforming process-oriented people into goal-oriented leaders.
7. **"More Than a Pink Cadillac: MARY KAY Inc.'s 9 Leadership Secrets to Success,"** by Jim Underwood and Richard Bartlett (McGraw-Hill Companies...\$21.95) (10) Combines motivation, how-to and uncommon business sense.
8. **"How Companies Lie: Why Enron Is Just the Tip of the Iceberg,"** by Larry Elliott (Random House...\$18.95) (5) How to recognize the spin some companies put on the facts.
9. **"Conquer the Crash: You Can Survive and Prosper in a Deflationary Depression,"** by Robert Prechter (John Wiley & Sons...\$27.00) (6) Tips for pulling out of the economy's nosedive.
10. **"Spin Selling,"** by Neil Rackham (McGraw-Hill...\$24.95).\*\*

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

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



# Intelligent Staffing Strategies for Today's Economy

In the current economic climate, most companies have shed human capital and costs to control spending and run leaner. Employers are facing new challenges, yet they still require effective personnel to maintain peak productivity. The objective of staffing managers is to be smart about hiring and to reduce the risks associated with staffing.

## Quantity Can Compromise Quality

Staffing during periods of higher unemployment is challenging. "Finding the right individual is like looking for a needle in a haystack with somebody piling on more and more hay," says Marc Goldman, AppleOne's vice president of sales and marketing. The reason for this comes down to quality versus quantity. Companies needing to scale back generally release their weakest staff first. Smart staffing managers will do everything they can to hold on to the real performers through even the most extreme cycles because it's always so much harder to find those people again when business picks back up. Additionally, strong candidates who may have considered

a career change in periods of low unemployment will be more inclined to stay with a known company rather than risk a move, so they don't venture into the market any longer.

## Strong Candidates in High Demand

Staffing managers must be able to eliminate undesirable candidates as quickly as possible, to consider a keeper before another company has a chance to hire them. Time constraints and the demands of recruiting and screening hinder a staffing manager's attempt to locate topnotch individuals. Employment services like AppleOne can be invaluable in shielding businesses from the glut of lower quality matches and allowing them to select from a more manageable pool of candidates. Even in challenging employment markets, great candidates get hired quickly.

## Protecting Your Hiring Decision

Smart companies hire for quality rather than quantity, and each member of your organization plays an important role in your overall productivity. A critical spot that remains unfilled is something no company can afford. Inciden-

tal costs, particularly when there is a significant interval between when an employee leaves and when a suitable replacement is found, include increased workloads, and stress and overtime expenses for co-workers. Ultimately, this often adversely affects the company's productivity and profitability. When staffing managers access personnel, they want quality assurance, and they want their decision to be protected. AppleOne Employment Services offers an exclusive 5•50 plan that allows employers to extend their protection for up to five years. The plan upgrades our existing Three-Way Assurance, committing AppleOne to re-filling a company's vacated position at a 50 percent discount for five years instead of one. This cost-efficient, strategic and far-reaching plan guarantees the productivity businesses seek to maintain in today's economic climate.

## A Tried and Tested Staffing Approach

Temp-to-Hire has always been a great way to get the best of both worlds, allowing you the time to evaluate a can-

didate before committing to an employment decision. It's even better in today's market, particularly if a hiring decision is being delayed. Most analysts agree that an economic recovery is imminent. It's important for businesses to be at full productivity in order to capitalize on the recovery to the greatest extent possible, and that means hiring now so that staff can be brought up to speed with complete knowledge in time to benefit your company. However, many employers find that it is still difficult to hire with confidence given the current economic climate. AppleOne's Temp-to-Hire allows hiring managers to lock in those keeper candidates and bridge the productivity gap while shifting the hiring decision to a point where the economy will be clearer.

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## RESTAURANT REVIEW

# Dinner and a Show At Benihana Ontario

by Joe Lyons

We have come to call a particular type of restaurant Benihana, even if it's something else. There are, in fact, any number of locations in the 909 area code that have teppan style cooking. Your chef is your entertainment. His style of chopping and flipping is as delightful as the food itself. It's dinner and a show all in one.

Soup and salad come out on little dishes of their own. The soup has some sort of mushroom taste that is not unlike won ton, but isn't. The salad has an oriental dressing. It is also not bad but in both cases you almost don't notice it due to the anticipation of the big event.

It is not until you've finished these warm-up dishes that your chef pulls out his tray and begins his act. If you ordered the veggie plate (Tsutsumi-Yaki), you'll find it boring. Your meal comes

prepackaged in cellophane and all it has to do is slowly inflate on the grill, kind of like microwave popcorn.

Then the fried rice begins. It is here that you get the best show. It is here that your chef begins to flip around that raw egg, slice up the fish and the meat, toss the shrimp tail into his pocket or his hat (or both) and of course, there is the little smoking volcano.

One large slice of onion, with the rings inverted, and oil dripped inside onto the hot grill, gives the effect of a small Mount Fuji, steaming its warning. A new feature that has been added in recent years is the forming of that pile of fried rice into a big heart-shaped formation.

Then the main entrees begin. Now remember, you and your guests and a group of people you have never met before are gathered around the grill to watch your chef do his magic. If he is any good, he is half Emeril and half Sigfried and Roy (without the tigers).



Benihana's chefs have fun, too!



The smoking onion 'volcano'

## Protecting Your Company's Internet...

*continued from page 24*

complaint, his contemplated use, if any, for the domain name at issue, well as any other factual indications that demonstrate a Complainant's bad faith in initiating the action.

In the event that the Complainant meets all of the above elements, the registered owner of the domain name will be forced to transfer ownership to the Complainant and will no longer be entitled to register the name. If even one of the elements is not met, the Respondent or registered owner will be entitled to retain ownership and use of the domain name. It should be noted that although the de-

cision of the arbitrator or arbitration panel is binding on all of the parties, this process by no means either precludes or preempts an action at law for infringement or unfair competition should the facts at hand give rise to such an action.

*Gregory J. Marcot, Esq. is an attorney with Kring & Chung, LLP. Mr. Marcot's practice includes general business and intellectual property matters. For more information regarding this topic or with questions about this article, please contact him at (949) 261-7700 or via e-mail at [gmarcot@kringandchung.com](mailto:gmarcot@kringandchung.com).*

Your meal is sort of generic. Yes, you have a choice of several interesting titles, which translate to steak, chicken and fish or shrimp in some combination.

There is a Benihana Ontario dish, consisting of teriyaki beef with green onions and shrimp, but I went for the Benihana Special, the steak and lobster. That was my mistake, since each time I turned to the left to talk, the person on my right snuck bites of my lobster. (You know who you are!!)

There is a little dish of ice cream at the end of the dinner, but you'll hardly notice. And I need to tell you that Benihana has an impressive sushi bar up front but hardly anybody seems to notice that, either. There is also a lunch menu and a list of "traditional" hibachi meals.

An important point needs to be made here. No matter how good the show is, it is always the food that brings the people back. The original

founders of Chuck E Cheese's learned that lesson the hard way. They figured that a college kid in a mouse costume would bring in every parent for miles around. It didn't work until they upgraded their food. This is the same thinking that has forced movie theaters to improve their popcorn.

Benihana has always offered good food with the entertainment factor as a bonus. If anything, it is the show that has gotten old. I would love to see a few more new tricks and less of the old act.

As I mentioned at the start, there are several teppan style restaurants in the Inland Empire area. Benihana, I am happy to say, is the original and still the champion.

*Benihana Ontario is located at 3760 East Inland Empire Blvd., just west of the Ontario Mills Mall. 909-483-0937*

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## EXECUTIVE TIME OUT

## Victoria, British Columbia—A Place of Diversity and Elegance

by Camille Bounds, travel editor

Got a little hankering for a taste of British hospitality? Save your air fare to the U.K. and visit Victoria, British Columbia's capital and the second largest city of that province. Named for Queen Victoria, the city can be found on the southeastern tip of Vancouver Island. You don't get more British than this delightfully charming city, and it all comes without the "stiff" upper lip" or the stuffiness that is sometimes associated with our friends across the great pond.

**A choice vacation looms before you**

Visiting Victoria includes being surrounded by one of the greatest outdoors vacation destinations around. Add the experience of civility and gentility with a little pomp thrown in for good measure and a choice vacation awaits. Managing to retain the stately air of the British Empire outpost it once was, engaging Victoria charms the visitor during the summer season with huge baskets of daffodils and other blooms, embellishing all the downtown lampposts. Here is a sparkling, clean city with manicured lawns and flower gardens. Include an inner Harbor with ferries, fishing, tour boats, and the energy of a happy, relaxed place and you have the lively city of Victoria.

**How Victoria discovered tourism**

The discovery of gold on the Fraser River in the 1850s brought prospectors to Fort Victoria, British Columbia's only port and source of provisions. As a result, the area developed into a typical boom town, but when the gold fields were exhausted, Victoria continued as an administration center. It was intended to be the western terminus of the Canadian Pacific Railroad, but to the disappointment of the city father, the railroad decided to stop at Vancouver; this meant that industrialization also stopped at Vancouver. Victoria had to build in another direction, and happily embraced tourism. One thing that the CPR did complete for Victoria in 1808, was the stately Empress Hotel

that laid the foundation for the tourist industry that flourishes today.

**Where to go**

There is much to do and see in Victoria. A minimum of four days is needed to scratch the surface and a week lets you really dig in.

**Fragrance and beauty**

Burchart Gardens, one of Victoria's most famous sites is rated among the most beautiful in the world. Fifty acres of fragrance and beauty, including: the Sunken Garden, the English Rose Garden, the Japanese and Italian Gardens and the magnificent Ross Fountain. Visits are available by day or at twilight under romantic night illumination.

**Not to be missed**

Royal British Columbia Museum lets the visitor experience the history of British Columbia in one afternoon. Considered one of the top 10 museums in North America, this is a not-to-be-missed attraction, even for those suffering from an overdose of museums from past trips. All the displays are extraordinarily true to life, complete with appropriate sounds and smells. Stroll through a coastal forest filled with deer and chirping birds; wander along a seashore or tidal marsh, then descend into the open ocean (this is very realistic and not for those with claustrophobic tendencies). Take a trip through time via the time capsules. Walk along a turn-of-the-century street. Experience the hands-on exhibits of industrialization, the gold rush, and the exploration of British Columbia by land and by sea. The fascinating and unfamiliar world of the First People's Gallery lures with mysterious masks. The Archaeology Gallery, The Totem Pole and Art Gallery and the Kwakiutl Indian big house make up the greatest experiences of this first rate, I repeat, not-to-be-missed museum.

**Wear white**

Victoria Butterfly Gardens is a photographer's delight. Stroll amid thousands of free-flying butterflies and get up close and personal with the

friendliest birds in the world. If you happen to be wearing white, you might become a landing area for a family of butterflies, presenting a unique photo opportunity.

**Visit the tropics**

A visit to the Crystal Garden transports the guest to the tropics. Gorgeous parrots, cockatoos, macaws and an enormous variety of exotic birds from South America, New Guinea and Australia all bring the sounds and color of these faraway places into the garden area. The garden includes a waterfall and pools with coral flamingos doing their one-foot stand for their enchanted audience. Iguanas, tiny monkeys, Indian fruit bats, wallabies and marmosets peek out of the lush undergrowth. The Crystal Garden is home to 65 species of endangered exotic birds and animals. Tea is served on the upper floor. This is an animal lover's delight.

**Lots more and then some**

The Parliament buildings, London Wax Museum, Miniature World, Thunderbird Park with its authentic Totem Poles, Craigderoch Castle and the Vancouver Island wineries are still more attractions to do and see...and the visitor hasn't even scratched the surface!

The Victoria Symphony, the Belfry Theater and the Pacific Opera Victoria offer a cross section of the arts for everyone.

A few of the outdoor activities available include everything from horseback riding, hiking, golfing, mountain biking, fishing day and night, bungee jumping, to whale watching up close and personal in the right season.



The Empress Hotel, circa 1908, is an elegant place to stay in Victoria, British Columbia

**The place to stay**

The Empress Hotel was designed by the famous architect, Francis Rattenbury (who also designed the Parliament buildings, the CPR terminal and the Crystal Garden). The ivy-covered Empress looks out over the inner harbor and is the focal point of Victoria. The 474 guestrooms have been beautifully restored to the hotel's 1908 vintage in a more than \$10 million renovation in 1988, followed by another renovation in 2000. The stained glass dome in the Palm Court was rebuilt, guest rooms were redecorated, and the Crystal Ballroom was completely restored. This elegant marvel is a small city within itself.

High tea in the Court Tea Room is a specialty at the Empress and reservations for one of the three seatings in season is a must. This is a dressy affair.

The Bengal Lounge recreates Colonial India and serves delicious curry under the watchful eye of a Bengal tiger above the fireplace. Fans hanging from an ornately carved wooden ceiling with oriental rugs and tropical plants complete the setting.

The Empress Room is rated as one of the best restaurants in Canada. European ambiance, a superb menu with a fine wine list, complete with harp music while you dine is a special experience for the gourmet who has done it all.

Victoria has more than 65,000 rooms to choose from, ranging from full-service hotels right in the down-

continued on page 44

## STATLER'S BEST BETS

Statler's Best Entertainment Bets — S. Earl Statler is the Inland Empire Business Journal entertainment critic and reporter and has been the entertainment editor of the "Inland Empire TV News" for the last five years. He has reported the Inland Empire entertainment scene for more than 30 years and is also an accomplished stage and TV actor, as well as an internationally-known magician and mentalist. Check out his entertainment Website at [www.Statler-associates.com](http://www.Statler-associates.com) & [www.cruisechallenged.com](http://www.cruisechallenged.com). You can hear Statler's Best Bets on KRLA 590 AM on Saturdays, from 4 to 5 p.m.



## Annie Get Your Gun Shoot-Out in Claremont

by S. Earl Statler

"Annie Get Your Gun" is being billed as the must-see show of the 2003 season at Ben Bollinger's Candlelight Pavilion Dinner Theater for many reasons, such as a menu tailored to suit the spirit of the production. This is the first time the Pavilion has produced the show, and most notably, it is the inauguration of a working relationship between the Pavilion and the Actors' Equity Association. The Equity is the union of professional actors and stage managers in the United States, and Lisa Robinson, who plays the title role of sharpshooter Annie Oakley, has the distinction of holding the first Equity guest contract that the Candlelight Pavilion has offered.

"The Candlelight Pavilion is one of the classiest places to work," says Robinson, "It's a very tight ship, and I hope that this relationship between the Pavilion and the Actors' Equity Association will flourish so that more

Equity members can have the experience of performing here, while improving the venue's already excellent standing in the entertainment industry."

Should this trend continue, the Candlelight Pavilion would be designated as a venue where performers trying to get into the Equity can do their "apprenticeship hours" toward their membership.

This production of "Annie Get Your Gun" is the most recent Broadway rendition of the story of America's sharp-shooting sweetheart, Annie Oakley, and includes classic Irving Berlin tunes such as "There's No Business Like Show Business" and "Anything You Can Do, I Can Do Better." Other notable performers in the cast include: John La Londe (whom Robinson calls brilliantly talented and cute as a button) as Frank Butler, multi-talented James W. Gruessing Jr. as Buffalo Bill Cody, and Candlelight Pavilion alum Craig Mitchell (known to Pavilion audiences as "Big Jule" from the recent

production of "Guys and Dolls") as Chief Sitting Bull.

Candlelight Pavilion executive chef, Kerry McCain, has created a menu with bold flavors to harmonize with the production. "We want the sights and sounds of this production to captivate the audience," says general manager, Mick Bollinger, "but first, we're going to get them in the mood through their taste buds."

Chef McCain has compiled a collection of appetizers, entrees, desserts, and specialty drinks to tie in with the show's country-bumpkin-meets-sophistication theme. Along with classic Candlelight Pavilion favorites such as the baked brie appetizer, the grilled chicken breast entree, and the Pavilion Paradise chocolate dessert, special offerings on the "Annie Get Your Gun" menu will include southwestern chicken purses and melon ball salad appetizers. Also, slow-roasted tri-tip entrees, a peppered strawberry dessert that must be tasted to be believed, and surprise specialty

drinks—"Moonshine Punch" and "Buffalo Bill's Elixir."

"Annie Get Your Gun" will run at the Candlelight Pavilion Dinner Theater from March 28-May 18. Seating for Thursday, Friday and Saturday evenings begins at 6 p.m., with curtain time at 8:15 p.m. Saturday, Sunday and selected Thursday matinees have seating beginning at 11 a.m., with the curtain rising at 12:45 p.m. On Sunday evenings, seating begins at 5 p.m., with curtain time at 7:15 p.m. Ticket prices range from \$33 to \$67 per person, and include salad, choice of entree, show, and sales tax. Appetizers, beverages, desserts and gratuity are additional. For information and reservations, please call the Candlelight Pavilion box office at (909) 626-1254. The Candlelight Pavilion Dinner Theater is located at 455 West Foothill Blvd. in Claremont. All major credit cards are accepted and parking is free.

## Riverside Orange Festival Celebration!

by S. Earl Statler

It's Orange Blossom Festival Time Again! IT'S FUN...IT'S FRESH...IT'S FREE!

Riverside's premier springtime event is here! The 2003 Riverside Orange Blossom Festival kicks off Saturday, April 12-10 a.m. to 8 p.m. and Sunday, April 13-10 a.m. to 7 p.m. Enjoy a weekend packed with family fun activities, fresh attractions and free live entertainment on nine stages!

A parade will be held on Saturday, April 12, starting at 10 a.m. There's a multitude of fun for the whole family to enjoy!! More than 1500 participants will march in the parade this year. Spectators can view the parade from Terracina and Magnolia Ave. to 10th St. and Market St. The Mark and Rikki show

will host the parade, which will be broadcast on Charter Communications!

What's New at the Festival This Year? The World-Famous Budweiser Clydesdales. You don't want to miss these magnificent animals as they parade down the streets of Historic Downtown Riverside and while they're on display during the Festival!

- Ford Dealer's of Southern California Car Exhibit  
Touch, feel and sit in one of the many Ford vehicles on display in Fiesta Grove.

- The Budweiser True Music Stage will be featuring some of today's hottest artists as they perform on the new Budweiser True Music Stage! There's plenty for the small fry to do at the Children's Grove Extended.

Kids will find even more fun this year in Children's Grove now expanded on Market St. between University Ave. and 10th St. The Crayola Craft Exhibit features exciting hands-on activities awaiting children of all ages. A mini-carnival will be located in Children's Grove.

## THE QUICK FACTS...

- Saturday, April 12-10 a.m. to 8 p.m. Fireworks- 9 p.m.
- Sunday, April 13-10 a.m. to 7 p.m.

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# Thomas More's "Utopia" Donated to UC Riverside Library

The donation of a rare edition of Thomas More's "Utopia" to the special collection at the University of California, Riverside libraries is seen as a testament to the strength of their holdings. The donors, who wish to remain anonymous, have no connection to UC Riverside but decided to donate a copy of the second edition of More's work, published in 1517, to the J. Lloyd Eaton Collection of Science Fiction, Fantasy, Horror, and Utopian Literature, after a series of conversations with the head of special collections, Melissa Conway.

The book's scholarly value holds literary, language, and political importance. For historians of science fiction and utopian literature, the edition is a rare and exciting find.

Science fiction historian, Dr. Eric Rabkin of the University of Michigan, Ann Arbor, called the text's title an example of More's use of linguistic ambiguity. Although written in Latin, the title, which is derived from Greek, can

have two seemingly divergent meanings, depending on which of the two spellings is used: "Uo-topos," which means "good place" or "eu-topos," which means "no place," hinting at the impossibility of the existence of the good place.

The donation came to UC Riverside through the strength of the Eaton Collection, according to Conway. The collection is the largest in this special genre.

"I think that 20 years ago, we probably wouldn't have attracted a donation of that magnitude," said George Slusser, curator of the Eaton Collection, professor of comparative literature at UCR and editor of the 1999 book, "Transformation of Utopia: Changing Views of the Perfect Society."

"It gives our students a rare chance to see for themselves what the books that Thomas More himself and his 16th century contemporaries would have held in their hands and read," Conway noted.

## Victoria, British Columbia...

*continued from page 42*

town, to secluded out-of-town lodges, to delightful bed and breakfast accommodations. Call Tourism Victoria at (250) 953-2033 or www.tourismvictoria.bc.ca.

Want privacy? Book the Boathouse (a converted boathouse) built in a cloistered cove. This one-room cottage guarantees quiet and privacy. Call (250) 652-9370.

Your travel agent will also be able to find suitable lodging that will fit your pocketbook and needs.

### Where to dine

Victoria has excellent places to dine to please every taste. For romantic (expensive) ultimate fine dining, Camille's is the place. Sumptuous food with an intimate, luxurious ambiance, try Pagliacci's on Broad Street which features great Italian food with homemade bread, half or full meals and outrageous desserts. A three-piece jazz band entertains nightly. Be prepared to wait for a table. Millo's loves kids and offers exciting Greek dishes. Both restaurants are moderately priced. To satisfy the traveling vege-

tarian, Re-bar's will fit the bill.

### Entry requirements

With security rules changing every day, immigration questions can be answered by the nearest Canadian Embassy or consulate, or Tourism Victoria at (250) 953-2033 or www.tourismvictoria.bc.ca.

### Getting there

Victoria International Airport is 30 minutes from downtown Victoria. Air Canada, United and Alaska offer connecting flights from Los Angeles.

### Something to consider

The value of the Canadian dollar with a rate of exchange at press time was about \$1.532 to our dollar. Remember the rate of exchange is better at the bank than the hotels or airport.

It is always prudent to charge everything purchased on your credit card (when in any foreign country), since you are given the best rate of exchange at the time of purchase.

If you need information while in Victoria, call Tourism Victoria at (250) 953-2033 or www.tourismvictoria.bc.ca.

*Camille Bounds is the travel editor of the Inland Empire Business Journal and Sunrise Publications.*

## 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	General Manager Phone Fax E-Mail Address
1. <b>Town &amp; Country Resort Hotel</b> 500 Hotel Circle No. San Diego, CA 92108	1,000 50 750	\$110-153 1950 2000	Atlas Hotels San Diego, CA	27 Holes Golf, Tennis & Fashion Valley Mall adjacent, Salon & Day Spa, 4 Pools, Spa & SD Trolley Station on Property, 5 Restaurants on Property	<b>Duke Sobek</b> (619) 291-7131 (619) 291-3584 atlasres@primenet.com
2. <b>Marriott's Desert Springs Resort &amp; Spa</b> 74855 Country Club Dr. Palm Desert, CA 92260	884 51 1,500	\$175-470 1987 1991	Marriott International, Inc. Washington, DC	36 Holes Golf (Special Package), 20 Tennis Courts, 5 Pools, Spa, 11 Food/Beverage Outlets, Shopping Colonnade	<b>Tim Sullivan</b> (760) 341-2211 (760) 341-1872
3. <b>La Quinta Resort &amp; Club</b> 49-499 Eisenhower Dr. La Quinta, CA 92253	795 55 1,600	\$175-550 1926 1994	KSL Recreation Corp. La Quinta, CA	Shopping, 5 Restaurants, Spa, 36 Pools, 5 Golf Courses, Golf & Tennis Schools	<b>Johnny So</b> General Manager (760) 564-4111 (760) 564-7656
4. <b>Arizona Biltmore Resort &amp; Spa</b> 2400 E. Missouri Phoenix, AZ 85016	734 82 1,000+	\$170-1,710 1929 1996	KSL Recreation Corp. La Quinta, CA	36 Holes Golf (Special Packages), 7 Tennis Courts, 8 Pools, Spa, 5 Restaurants, Water Slide	<b>David Feder</b> (800) 950-0086 (602) 381-7646
5. <b>The Phoenician</b> 6000 E. Camelback Rd. Scottsdale, AZ 85251	581 73 1,700	\$185-1,725 1988	Starwood Hotels & Resorts New York	27 Holes Golf (2 Special Packages), 12 Tennis Courts (Special Package), 9 Pools, Spa (3 Packages), Children's Program	<b>John Beier</b> (800) 941-8200 (480) 947-4311 thephoenician.com
6. <b>Hyatt Regency Scottsdale</b> 7500 E. Doubletree Ranch Rd. Scottsdale, AZ 92262	493 25 700	\$165-385 1986 Ongoing	Gainey Drive Associates Chicago, IL	27 Holes Golf, 8 Tennis Courts, Beach, Pool, Spa, Hopi Learning Center, Sonwai Spa, Coffee Bar, Waterfall Juice Bar	<b>Bill Eider-Orley (V.P.)</b> (480) 991-3388 (480) 483-5573
7. <b>Riviera Resort &amp; Raquet Club</b> 1600 N. Indian Canyon Rd. Palm Springs, CA 92262	475 35 350	\$99-1,500 1959 1999	So. Cal. Carpenters Pension Trust Los Angeles, CA	9 Tennis Courts, 2 Pools, 2 Spas, Putting Course, Volleyball, Restaurant, Room Service	<b>Jim Manion</b> (760) 327-8311 (760) 327-4323 riviera@psriv.com
8. <b>San Diego Paradise Point Resort &amp; Spa</b> 1404 W. Vacation Rd. San Diego, CA 92109	462 103 560	\$195-425 1962 2000	Noble House Resorts Kirkland, WA	18-Hole Putting Course, 6 Tennis Courts, Beach, 6 Pools, Spa, Fitness Center, Volleyball, Marina, Bicycle Rentals	<b>Geoff Young</b> (858) 274-4630 (858) 581-5929
9. <b>Marriott's Rancho Las Palmas Resort &amp; Spa</b> 41000 Bob Hope Dr. Rancho Mirage, CA 92270	450 22 550	\$89-310 1979 1998	Marriott Hotels/Resorts/Suites Washington, D.C.	27 Holes Golf (Special Package), 25 Tennis Courts (Special Package), 2 Pools, Full-Service European Spa	<b>Frank Garahan</b> (562) 568-2727 (760) 568-5845 rlpbu@earthlink.net
10. <b>Wyndham Palm Springs Hotel</b> 888 Tahquitz Canyon Way Palm Springs, CA 92262	410 154 250	\$89-408 1987 1996	American Property Mgmt. La Hoya, CA	Spa, Pool, Restaurant, Pool Bar, Kiddie Pool w/Water Features, Putting Green	<b>Onofre Gallegos</b> (760) 322-6000 (760) 322-5351
11. <b>Doubletree Paradise Valley Resort</b> 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	<b>Don Bomer</b> (480) 947-5400 (480) 946-1524 doubletreehotels.com
12. <b>Hyatt Grand Champions Resort</b> 44-600 Indian Wells Ln. Indian Wells, CA 92210	338 338 400+	\$145-1,020 1986 1998	Grand Champions, LLC Indian Wells, CA	36 Holes Golf, 12 Tennis Courts, 20 Private Villas	<b>Hendrick Santos</b> (760) 341-1000 (760) 568-2236
13. <b>Radisson Resort &amp; Spa Scottsdale</b> 7171 N. Scottsdale Rd. Scottsdale, AZ 85253	318 35 300	Seasonal 1977 2000		21 Tennis Courts, 3 Pools, Spa, Andre's Restaurant, Taps Micro Pub	<b>Tom Curley</b> (480) 991-3800 (480) 948-1381
14. <b>Doral Palm Springs Resort</b> 67-967 Vista Chino Cathedral City, CA 92234	285 15 200	\$89-270 1985 1998	Meristan Hotels & Resorts Washington, DC	27 Holes Golf (Special Package), 10 Tennis Courts (Special Package), 18,000 Sq. Ft. Meeting Space	<b>Thomas Ruhs</b> (760) 322-7000 (760) 322-6853 doralpalmssprings.com
15. <b>Ramada Resort Inn &amp; Conf. Ctr.</b> 1800 E. Palm Canyon Dr. Palm Springs, CA 92264	255 14 80	\$49-129 1970 1995	KI West LLC Oregon	Pool, 2 Spas, Massage Facilities, Exercise Room, Saunas, 2 Restaurants, Gift Shop, Mini Refrigerators, Coffee Makers, Hair Dryers, Irons/Boards	<b>Helen Kim</b> (760) 323-1711 (760) 322-1075 psramada@aol.com
16. <b>The Ritz-Carlton Rancho Mirage</b> 68-900 Frank Sinatra Dr. Rancho Mirage, CA 92270	240 21 500	Seasonal 1988 1998		18 Local Courses Available (Special Package), 10 Tennis Courts, Pool, Spa, Fine Dining, Fitness Center, Lounge Entertainment	<b>Stephen Bello</b> (760) 321-8282 (760) 321-6928
17. <b>Spa Resort Casino</b> 100 N. Indian Canyon Dr. Palm Springs, CA 92262	230 20 1,000	\$59-189 1963 1993	Agua Caliente Development Auth. California	Spa Packages, Casino, 24-Hour Room Service, Nightly Turndown, Coffee, Refrigerator	<b>Jim Metzger</b> (760) 325-1461 (760) 325-3344
18. <b>Miramonte Resort</b> 45000 Indian Wells Indian Wells, CA 92210	222 5 325	\$129-299 1998	Morens Hotels & Resort Milwaukee, WI	36 Holes Golf (Special Package), 2 Pools, Spa	<b>Jean-Pierre Alotte</b> (760) 341-2200 (760) 568-0541
19. <b>Lake Arrowhead Resort</b> 27984 Hwy. 189 Lake Arrowhead, CA 92352	177 4 98	\$79-259 1983 1996	N/A	2 Tennis Courts, Private Beach on Lake, Pool, 2 Spas, Coffee Makers, On-Command Movies, Mini Bars	<b>Wayne A. Austin</b> (909) 336-1511 (909) 336-1378 sales@laresort.com
20. <b>Palm Springs Marquis Resort</b> 150 S. Indian Canyon Dr. Palm Springs, CA 92262	161 6 265	Seasonal 1985 1999	Palm Springs Marquis, Inc. Palm Springs, CA	Heated Pool, Fitness Facilities, In-Room Movies	<b>Gratien Kruczek</b> (760) 322-2121 (760) 322-2380 info@psmarquis.com
21. <b>The Boulders Resort</b> 34631 N. Tom Darlington Dr. Carefree, AZ 85377	160 Casitas 40 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	<b>Rick Riess (V.P.)</b> (480) 488-9009 (480) 488-4118
22. <b>Indian Wells Resort Hotel</b> 76-661 Hwy. 111 Indian Wells, CA 92210	155 29 100	\$119-389 1987 2000	L.R.K. West Indian Wells, CA	27 Holes Golf (Special Package), 2 Tennis Courts (Complementary), Pool, Spa, Fitness Center, Cont. Breakfast, Country Club Privileges	<b>Brad Weimer</b> (760) 345-6466 (760) 772-5083

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

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# Top Travel Agencies

Ranked By Sales in the Inland Empire (2002)

Company Name/Address/City/State/Zip	2002 Sales LE. Only	LE. Staff	Business Mix: Corporate Leisure	Systems Used	Specialties	Top Local Exec. Title Phone/Fax E-Mail Address
1. <b>Travelbridge</b> 707 E. Tahquitz Canyon, Ste. 18 Palm Springs, CA 92262	\$32.5 million	36	15% 85%	Sabre	Corp. Groups, Cruises, Special Interest Groups, Travel	<b>Patricia S. Frias</b> General Manager (760) 864-1300/864-1302 pattyf@travelbridge.com
2. <b>Navigant International Southwest</b> 2940 Inland Empire Blvd., Ste. 130 Ontario, CA 91764	25 million	22	90% 10%	Apollo & Sabre	Corporate, Groups, Meeting Incentives, Leisure, Sports	<b>Traci Thompson</b> Manager (909)483-3366/941-0714 traci.thompson@sw.navigant.com
3. <b>Gadabout Tours, Inc.</b> 700 East Tahquitz Canyon Palm Springs, CA 92262	17 million	42	5% 95%	Sabre	Group Tours, Cruises	<b>Lois Anderson</b> President (760) 325-5556/325-5127 gada555@aol.com
4. <b>Sunward Adventures</b> 1015 Alessandra Blvd., Ste. 180 Riverside, CA 92508	13 million	8	35% 65%	Apollo	Caribbean, Mexico, Hawaii, South Pacific, Cruises	<b>Brian Kerr/Gary Davis</b> Owners (909) 697-6895/697-6898 travel@sunward.com
5. <b>Maxima Travel - American Express Travel</b> 3737 Main Street Riverside, CA 92501	8 million	11	80% 20%	Apollo Focal Point	Corp. Travel Mgmt. Cruises, Groups	<b>Peggy Norton</b> President (800) 333-9420/(909) 784-6918 sw.maxima@uniglobe.com
6. <b>Laura's Travel Service, Inc.</b> 298 E. Citrus Ave. Redlands, CA 92373	8 million	WND	40% 60%	Apollo	Excellent Customer Service, Special Interest Groups, Incentive Travel	<b>Lynda Schauf</b> Vice President/G.M. (909) 793-7551/793-9417 laura@lauratravel.com
7. <b>Surely You Travel, Inc.</b> 24905 Sunnymead Blvd., Ste. B Moreno Valley, CA 92553	6.5 million	7	60% 40%	Sabre	Corporate Travel, Incl. Cruises, Tours, Groups, Flexible Independent Travel	<b>Shirley Jensen</b> Owner/President (909) 485-3387/243-0317
8. <b>All-Ways Travel/American Express Travel</b> 373 S. Mountain Ave. Upland, CA 91786	6.5 million	6	40% 60%	Sabre	Cruise Vacations, Customized Tour Packages	<b>Jack Warshaw</b> Owner (909) 981-8724/949-2750 jack@all-waystravel.com
9. <b>LaMasters of Fine Travel Inc.*</b> 26780 Ynez Ct. Temecula, CA 92591	5.5 million	10	40% 60%	Apollo	Hawaii, Cruises	<b>Ruth McCann</b> President (909) 699-8199/699-0743
10. <b>Carlson Wagonlit Travel/University Travel</b> 24899 Taylor St. Loma Linda, CA 92354	5 million	12	50% 50%	Sabre	Cruises, Tours, Honeymoons, Group & International Packages, Hawaii, South Africa	<b>Cheryl R. Harrison</b> President (909) 796-8344/799-6757 utavel@carlsontravel.com
11. <b>Carlson Wagonlit Travel</b> 3055 S. Archibald Ave., Ste. G Ontario, CA 91761	4 million	10	90% 10%	Apollo Focal Point Sabre	Southwest Corporate, Cruises, Tours, International	<b>Teresa L. Bennett</b> Owner (909) 930-6188/930-6195
12. <b>Proficient Travel - American Express Travel</b> 14726 Ramona Ave., Ste. 104 Chino, CA 91710	4 million	7	80% 20%	Apollo Focal Point, Trams Southwest	Cruises, Packages Complete Corporate Travel Management, 24-Hour Service	<b>Yeni Cof</b> Owner (909) 393-5459/393-5464 proftravel@earthlink.net
13. <b>MTS Travel*</b> 420 W. Baseline Rd., Ste. D Claremont, CA 91711	3.4 million	8	80% 20%	Apollo	Africa, Asia, Missionary Travel	<b>Yeshoda Kader</b> Branch Manager (909) 621-0947/621-6502
14. <b>Carlson Wagonlit Travel/Travel Xpress</b> 368 S. Indian Hill Blvd. Claremont, CA 91711	3.3 million	7	50% 50%	Sabre	Honeymoons, Cruises, Sandals, Group Travel, Caribbean, Hawaii, Jamaica, Mexico, Ireland, Scotland	<b>Marsha Colling</b> Owner/Manager (909) 625-4771/624-5000 sales@cwtravelxpress.com
15. <b>V.L.P. Travel*</b> 2012 N. Riverside Ave. Rialto, CA 92376	3 million	5	55% 45%	Apollo Focal Point	Small Business, Group, Cruise, Corporate, Incentive	<b>Barbara Ott</b> Owner (909) 874-1750/874-0926
16. <b>Carlson Wagonlit Travel - Air Sea Travel</b> 1655 Mountain Ave., #115 Upland, CA 91784	3 million	7	15% 85%	Apollo Focal Point	Asia, Africa, Europe, S. America Honeymoons, Seniors Cruises & Tours	<b>Theresa Lock</b> Owner/Manager (909) 981-1755/920-3693 theresa_lock@airseavt.com
17. <b>Golden Globe Travel*</b> 202 Inland Center Mall San Bernardino, CA 92408	3 million	5	5% 95%	Sabre	Hawaii	<b>Bilal M. Bange</b> President (909) 889-9924/889-1258
18. <b>La Bodega Cruise &amp; Travel*</b> 345 N. Riverside Ave. Rialto, CA 92376	3 million	5	5% 95%	Sabre	Cruises, Leisure Travel, Groups, Philippines	<b>Rebecca Burkhead</b> Owner (909) 874-4820/874-3708 sales@labodegatravel.com
19. <b>Unique Vacations*</b> 6936 Indiana Ave., Ste. B Riverside, CA 92506	2.7 million	7	20% 80%	Worldspan	Cruises, Tours, Group Travel	<b>Caren Erickson</b> Owner (909) 682-6101/682-6260 carene@earthlink.net
20. <b>Interworld Travel &amp; Tours</b> 6745 Carmelian Alta Loma, CA 91701	2.6 million	6	60% 40%	Sabre	Groups/Incentives, Corporate, Leisure, Cruises	<b>Linda Parrish, CTC</b> President (909) 987-9000/987-4000 linda@interworldtraveltours.com
21. <b>Jones Travel Associates Inc.*</b> 2335 W. Foothill Blvd., Ste. 20 Upland, CA 91786	2.3 million	7	10% 90%	Apollo Focal Point TS2000XL	Cruises/Family Vacations, Tours, Honeymoons, Specialty Vacations	<b>Mary N. West, CTC, MCC</b> President (909) 920-9093/920-0339

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

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# Airlines Serving the Inland Empire

Ranked By Passengers Carried • Ontario International Airport and Palm Springs Regional Airport

Airline Address City/State/Zip	Passengers Carried 2002: Ontario Palm Springs	Growth from 2001: Ontario Palm Springs	Reservations Headquarters	Top Local Exec. (Ontario) Title Phone/Fax E-Mail Address	Top Local Exec. (Palm Springs) Title Phone/Fax E-Mail Address
1. <b>Southwest Airlines Co.</b> 2900 E. Airport Dr., Ste. 1259 Ontario, CA 91761	3,463,776 N/A	4.26% N/A	(800) 435-9792 Dallas, TX	<b>Cheryl Black</b> Station Manager (909) 937-1695/937-7163	N/A
2. <b>United Airlines</b> 1200 Algonquin Rd. Elk Grove, IL 60007	761,859 130,680	-4.73% 30.59%	(800) 241-6522 Elk Grove, IL	<b>Paul Ocampo</b> General Manager (800) 241-6522/(909) 937-8628	<b>Peg James</b> General Manager
3. <b>Alaska Airlines</b> 6033 W. Century Blvd., Ste. 985 Los Angeles, CA 90045	457,840 359,561	-4.86% -0.17%	(800) 252-7522 Seattle, WA	<b>LaRue Sume</b> District Sales Manager (800) 252-7522/(310) 337-0202	<b>LaRue Sume</b> District Sales Manager (800) 252-7522/(310) 337-0202
4. <b>American Airlines</b> Ontario International Airport Ontario, CA 91761	373,385 266,614	-7.26% 0.30%	(800) 433-7300 Fort Worth, TX	<b>Carl Perriello</b> General Manager (909) 937-8440/937-6450	<b>Greg Ricketts</b> General Manager
5. <b>Delta Air Lines</b> 6150 W. Century Blvd. Los Angeles, CA 90045	561,148 9,267*	8.42% -71.88	(800) 221-1212 Atlanta, GA	<b>Jeff Etherington</b> Regional Director of Sales (310) 216-2200/417-2800	<b>Mark Karbon</b> Station Manager
6. <b>America West Airlines</b> Ontario International Airport Ontario, CA 91761	403,764 117,598**	6.04% 22.67%	(800) 235-9292 Phoenix, AZ	<b>James Corpuz</b> Station Manager (800) 235-9292	<b>Carolyn Parris</b> Station Manager
7. <b>United Express</b> 2325 30th St. Farmington, NM 87401	120,466 218,634	12.87% -17.87%	(800) 241-6522 Farmington, MN	<b>Paul Ocampo</b> General Manager (800) 241-6522/(909) 937-8628	<b>Peg James</b> General Manager
8. <b>Northwest Airlines</b> 5101 Northwest Dr., Bldg. A St. Paul, MN 55111	175,598 44,718	0.09% 38.51%	(800) 225-2525 St. Paul, MN	<b>Roland Berg</b> Customer Service Mgr. (909) 937-8919/937-8928 ron.berg@nwa.com	<b>Roland Berg</b> Customer Service Mgr. (909) 937-8919/937-8928 ron.berg@nwa.com
9. <b>Continental Airlines</b> 2900 E. Airport Dr., #1464 Ontario, CA 91761	168,871 17,818	3.56% 1,732.56%	(800) 525-0280 Houston, TX	<b>Guy Arlet</b> General Manager (800) 525-0280/(909) 937-8819	<b>Glen Watson</b> Station Manager
10. <b>American Eagle</b> P.O. Box 619616 DFW Airport, Texas 75261	N/A 112,511	N/A 31.05%	(800) 433-7300 Fort Worth, Texas	N/A	<b>Greg Ricketts</b> General Manager

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

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# Visitors and Convention Bureaus

## Ontario

Ontario Convention and Visitors Bureau  
2000 Convention Center Way  
Ontario, CA 91764  
(909) 937-3000 • Fax (909) 937-3080  
GM/Exec. Director: Ty Stroh

## Big Bear

Big Bear Chamber of Commerce  
630 Bartlett Rd., P. O. Box 2860,  
Big Bear Lake, CA 92315  
(909) 866-4607 • Fax (909) 866-5412  
Exec. Director: David Lenocho  
info@bigbearchamber.com

## Victor Valley

Victorville Chamber of Commerce  
14174 Green Tree Blvd.,  
Victorville, CA 92392  
(760) 245-6506 • Fax (760) 245-6505  
Contact: Michele Spears  
vychamber@vychamber.com

## San Bernardino

Convention and Visitors Bureau  
201 N. "E" St., Suite #103  
San Bernardino, CA 92401  
(909) 889-3980 • Fax (909) 888-5998  
Sales/Mktg Director: David Patterson  
dapatterson@eee.org

## Lake Arrowhead

Lake Arrowhead Communities  
Chamber of Commerce  
P. O. Box 219  
Lake Arrowhead, CA 92352  
(909) 337-3715 • Fax (909) 336-1548  
Mrktng. Director: Leslie Saint McLellan  
lachamber@js-net.com

## Hemet

Visitor and Tourism Council  
(909) 765-2537 • Fax (909) 658-1607  
Co-Chairs: L. Poggenpohl, R. Balch

## Route 66

Territory Visitors Bureau  
358 W. Foothill Blvd.  
Glendora, CA 91741  
(909) 592-2090 • Fax (909) 592-2090  
Exec. Director: Bob Lundy  
rte66@citivv.com

## Palm Springs

Visitor Information & Reservation Center  
2781 N. Palm Canyon Dr.  
Palm Springs, CA 92262  
(760) 778-8418 • Fax (760) 325-4335  
Contact: Liz Perkovich  
lperkovich@palm-springs.org

## Riverside

Convention Bureau  
3737 6th St., Riverside, CA 92501  
(909) 222-4700 • Fax (909) 222-4712  
Pres., Entr. Hosp. Corp.: Ted Weggeland  
Executive Director: Debbie Megna

## Temecula

Temecula Valley Chamber of Commerce  
27450 Ynez Rd., #124  
Temecula, CA 92591  
(909) 676-5090 • Fax (909) 694-0201  
President: Alice Sullivan  
info@temecula.org

## Palm Springs Desert Resorts

C. V. A.  
69-930 Highway 111, Suite 201  
Rancho Mirage, CA 92270  
(760) 770-9000 • Fax (760) 770-9001  
President: Michael E. Fife

## Idyllwild

Idyllwild Chamber of Commerce  
P.O. Box 304, Idyllwild, CA 92549  
(888) 659-3259 • Fax (909) 659-6216  
Contact: Elaine Latimer  
info@idyllwildchamber.com



## Pacific Life Open Ace Recycling...

*continued from page 36*

recycling effort several years ago when the tournament was still being played at the Hyatt Grand Champions. The first few years, we collected glass and aluminum beverage containers. In 2000, when the Tennis Garden opened, despite the challenges associated with moving to a new venue, by adding cardboard, we were able to achieve 24 percent reductions."

The recycling experts noticed much of the cardboard was contaminated by food waste. The led the city of Indian Wells to obtain a grant from the California Integrated Waste Management Board (CIWMB) so Economics could determine how best to add compostible food waste to what was being recycled. With the addition of food waste, O'Toole says, in 2001, the amount of diverted trash jumped a full 10.6 percent. Despite overall reductions in tourism in 2002, the program track growing by a respectable two percent.

The tournament presents a number of logistical challenges. With three primary area (the food court, kitchen and hospitality suites), public and non-public venues, it's more like a combination of events than one grand affair. So the team divided into two efforts: the hospitality industry's equivalent to the back of the house and the front of the house. The "front" includes public area, like the large food court, where large containers indicate whether to discard food scraps, recyclable beverage containers and cardboard, and trash. The "back" is the purview of restaurateurs and vendors, as the kitchen generates the cleanest and most usable food waste, it is key to the program's success.

"Chef Paul Taylor and William Conn of Restaurant Associates have rally embraced the program," notes O'Toole. "They've trained all the food prep workers and have given us great ideas. Pritchard's personnel have likewise responded in a very positive way. They've worked with us to make improvements that boost our totals. For example, we were losing a lot of recyclables because we were using opaque trash bags. Switching to clear plastic bags helped a lot. But we couldn't have done that without their support. And we couldn't have done

any of this if the Tennis Garden's management had not embraced the effort. Facilities Director Bill Clarke, who is responsible for overseeing the program at the Tennis Garden, has just been terrific. Everyone's cooperation has helped make this program a template for large-scale events throughout California."

Pat Shavio, deputy director of California Integrated Waste Management Board, notes it generally takes three years to institutionalize a pro-

gram. "The first year is generally one of self-doubts. People are concerned recycling will require a lot of extra effort. Then the second year you learn from your mistakes, by the third year, people are in a groove. They realize it isn't more work. They can do their jobs and participate without even thinking about it. That's when you can begin looking for additional opportunities to increase diversion."

The implications, he adds, have far-reaching consequences. "They make a

connection to the overall good they're doing," Shavio says, "and they start feeling good about themselves. The it spreads to other areas of their lives. The goal is to capture them at some point whether at work, at the Tennis Garden, or at home. Once they become active participants, they start to see the benefits everywhere, they start reading articles, noticing recycling centers."

From the city's perspective, that's an ace no matter who wins the valley's biggest sporting event!

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# NEW BUSINESS

**E & Q CONSULTANCY**, 1008 W 14TH ST DAISY, DECKMYN, UPLAND, CA, 91786-2670  
**BALLOONS OF CALIFORNIA**, 757 JUNIPER AVE, UPLAND, CA, 91786-4433  
**SPECTRUM ENGINEERING**, 875 WASHINGTON BLVD DAVID B, BROWNE, UPLAND, CA, 91786-5457  
**THE SPA AT YUCCA INN**, 7500 CAMINO DEL CIELO TRL, YUCCA VALLEY, CA, 92284-2420  
**BOLHA RACING**, 56764 LITTLE LEAGUE, YUCCA VALLEY, CA, 92284-2742  
**VETS AID**, 20915 BEAR VALLEY RD # A, APPLE VALLEY, CA, 92308-6901  
**SPARKLE AUTO LAUNDRY**, 1421 W MAIN ST, BARSTOW, CA, 92311-2550  
**A & M PRODUCTS**, PO BOX 592, COLTON, CA, 92324-0592  
**ROBIN HOODS PIZZA & GRILL**, 1411 E WASHINGTON ST, COLTON, CA, 92324-4611  
**ORIGINAL AUTO CENTER**, 17855 FOOTHILL BLVD, FONTANA, CA, 92335-8538  
**SIGN TECH**, 17232 CERRITOS ST, FONTANA, CA, 92336-1583  
**SARRATT BROKERS DIRECT REAL ESTATE**, 7610 RICHARD BURNS CT, FONTANA, CA, 92336-3939  
**EDS INDUSTRIAL DRAFTING**, 15262 MESQUITE ST, HESPERIA, CA, 92345-4256  
**FASTRACK GRAPHICS**, 15467 1/2 MESQUITE ST JENNY L, SMITH, HESPERIA, CA, 92345-4257  
**QUALITY ELECTRICAL SERVICES**, 17815 JUNIPER ST, HESPERIA, CA, 92345-6246  
**HIGHLAND SHELL**, 2402 HIGHLAND AVE, 786 INVESTMENTS, HIGHLAND, CA, 92346-2001  
**A & A SURVEYING & MAPPING**, 7567 SWEETWATER LN, HIGHLAND, CA, 92346-3977  
**"DYNAMIC DRAFTING, INC"**, 7812 GOLD BUCKLE RD, HIGHLAND, CA, 92346-5834  
**TACOS EL MEXICANO**, 24493 UNIVERSITY AVE, LOMA LINDA, CA, 92354-2645  
**A LITTLE ASSISTANCE HOME CARE**, 132 NEW YORK ST APT D202, REDLANDS, CA, 92373-4555  
**SOUTHERN CALIFORNIA INSTALLATIONS**, 1215 W PALM AVE, REDLANDS, CA, 92373-5772  
**IMAGING SOLUTIONS**, 609 AMIGOS DR # 1, REDLANDS, CA, 92373-6264  
**PRO-SCAPE**, 1764 E LUGONIA AVE STE 104, REDLANDS, CA, 92374-2734  
**MT APARICIO ENTERPRISES**, 1654 W MERRILL AVE, RIALTO, CA, 92376-6223  
**RAINBOWS ANGELS CHILD CARE**, 1253 W NORWOOD ST, CRUZ, RIALTO, CA, 92377-4421  
**THEE UPPER ROOM**, 3624 VERBENA DR, RIALTO, CA, 92377-4861, 909 429 8176  
**WESTERN BUSINESS CENTER**, 14201 KENTWOOD BLVD, VICTORVILLE, CA, 92392-2472  
**GUADALAJARA MEAT MARKET**, 15547 7TH ST, VICTORVILLE, CA, 92392-3201  
**STEVE DONUT & CHINESE FOOD**, 13790 BEAR VALLEY RD STE E1, VICTORVILLE, CA, 92392-8699  
**INDIGENOUS ART**, 12361 4TH ST SPC 10, YUCAIPA, CA, 92399-4152  
**INLAND VIDEO DUPLICATORS**, 35027 AVENUE A, YUCAIPA, CA, 92399-4304  
**OUTSIDEHELP**, 35062 SUNNYSIDE DR, YUCAIPA, CA, 92399-5914  
**ACTION APPLIANCE LLC**, 1558 N WATKINS AVE STE F, SAN BERNARDINO, CA, 92404-5133  
**TRINITY CHRISTIAN FELLOWSHIP CHURCH**, 2664 FOOTHILL BLVD,

SAN BERNARDINO, CA, 92410-1306  
**RR WYATT TRANSPORTATION**, 306 S MARVIN DR, SAN BERNARDINO, CA, 92410-1959  
**SPOTLIGHT PHOTOGRAPHY**, 331 E 9TH ST, SAN BERNARDINO, CA, 92410-3800  
**GOLF COURSE ACCESSORIES DIRECT**, 13545 RAVENNA CT, CHINO HILLS, CA, 91709-1464  
**PROMOTIONAL IMAGE**, 2435 BROOKHAVEN DR, CHINO HILLS, CA, 91709-1739  
**NET HEALTHCLAIM SERVICES**, 2852 BROOKSIDE DR, CHINO HILLS, CA, 91709-5929  
**MUSIK 4 DA PEOPLE**, 15801 TANBERRY DR, CHINO HILLS, CA, 91709-7858  
**ECOPRENEURS**, 4238 WINTRESS DR, CHINO, CA, 91710-2181  
**SIMPLE ELEGANCE**, 5606 RIVERSIDE, CHINO, CA, 91710-4303  
**ATTORNEY SUPERVISED PARALEGAL SERVICE**, 8316 RED OAK AVE STE 204, RANCHO CUCAMONGA, CA, 91730-3892  
**15 GRAND INVESTMENTS**, 10722 ARROW RTE STE 500, RANCHO CUCAMONGA, CA, 91730-4840  
**BALANCED LIFE CHIROPRACTIC**, 9170 HAVEN AVE STE 108, RANCHO CUCAMONGA, CA, 91730-5416  
**J R PERFORMANCE MARINE**, 11323 MOUNTAIN VIEW DR APT 205, RANCHO CUCAMONGA, CA, 91730-8309  
**CLUTCH PHOTOGRAPHY**, 12747 KALMIA ST, ETIWAANDA, CA, 91739-1904  
**PIZZA FACTORY RANCHO CUCAMONGA**, 12273 HIGHLAND AVE STE 302, RANCHO CUCAMONGA, CA, 91739-9556  
**D&S: THE AUTO GLASS COMPANY**, 2605 S PEACH TREE PL JASON C, DURHAM, ONTARIO, CA, 91761-7538  
**R & B GROWERS**, 13159 S BON VIEW AVE, ONTARIO, CA, 91761-8226  
**PONCE DESIGN & ASSOC**, 661 W H ST, ONTARIO, CA, 91762-2707  
**MINANIS PARTY SUPPLIES**, 206 W B ST, ONTARIO, CA, 91762-3505  
**CALIFORNIA CLASSIC RESOTRATION**, 10803 FREMONT AVE # C, ONTARIO, CA, 91762-3901  
**JDS EXPRESS**, 4762 W MISSION BLVD TRLR 25, ONTARIO, CA, 91762-4415  
**EL ENCINO NURSERY**, 5570 W PHILLIPS ST, ONTARIO, CA, 91762-4637  
**MR CARBURATOR**, 8981 ROSE AVE, MONTCLAIR, CA, 91763-1644  
**E & G REHABILITATION**, 1159 W MOLLY CT, UPLAND, CA, 91786-2666  
**SEI CORPORATION**, 996 W 9TH ST, UPLAND, CA, 91786-4581  
**THE TILE GALLERY**, 1101 W 9TH ST, UPLAND, CA, 91786-5704  
**OLSENS POOL CLEANING**, 1372 W 8TH ST, UPLAND, CA, 91786-7028  
**UPLAND FARMERS MARKET**, 916 N MOUNTAIN AVE STE I, UPLAND, CA, 91786-3658  
**CERTIFIED MOBILE SERVICES**, 5175 WALLABY ST, YUCCA VALLEY, CA, 92284-2083  
**FAITH MOUNTAIN INVESTMENTS**, 401 W SHERWOOD BLVD, BIG BEAR CITY, CA, 92314-9629  
**RYLEE TRUCK TIRE SERVICE**, 17887 SLOVER AVE, BLOOMINGTON, CA, 92316-2332  
**HALLA ATCHA BOY**, 830 HEALING WATERS DR, COLTON, CA, 92324-2634  
**J C AUTO**, 360 S LA CADENA DR, COLTON, CA, 92324-3420  
**RASPADOS GUADALAJARA**, 16990 FOOTHILL BLVD # B, FONTANA, CA, 92335-3502

**VANILLA & FUDGE CONSPIRACY PRODUCTIONS**, 17603 GRANADA AVE, FONTANA, CA, 92335-5034  
**WEST COAST KONCEPTS**, 16040 VALLEY BLVD, FONTANA, CA, 92335-6432, 909 829 0866  
**INLAND EMPIRE SCREENING SERVICES**, 15944 ROSEMARY DR, FONTANA, CA, 92335-6444  
**PT ENTERPRISES**, 16846 VALLEY BLVD # D, FONTANA, CA, 92335-9212  
**BROTHERS POOL TABLE SERVICES**, 6825 KEMPSTER LN, FONTANA, CA, 92336-1538  
**SIERRA LIQUOR**, 8058 SIERRA AVE, FONTANA, CA, 92336-2680  
**DIVINE FREEDOM**, 14055 PRINCETON CT, FONTANA, CA, 92336-3529  
**MJM ASSOCIATES**, 15055 BADGER LN, FONTANA, CA, 92336-5312  
**ABSOLUTE COMPUTERS**, 16509 ALMADEN, FONTANA, CA, 92336-5173  
**EC ALUMINUM POLISHING**, 13968 SLOVER AVE EST, FONTANA, CA, 92337-7068  
**OLD TIME TRUCKING INC**, 10381 REDWOOD AVE, FONTANA, CA, 92337-7124  
**CEDAR SPRINGS STATION**, 5560 STONEHENGE AVE, HESPERIA, CA, 92345-9486  
**J & T AUTO WHOLESALE**, 26778 BASELINE ST, HIGHLAND, CA, 92346-3070  
**BUSS FAMILY DAY CARE**, 25751 EMERSON ST, LOMA LINDA, CA, 92354-3911  
**ANDERSON CONSTRUCTION INC**, 1105 W PARK AVE STE A, REDLANDS, CA, 92373-8005  
**TRI-CITY INSULATION**, 325 ALABAMA ST STE 11, REDLANDS, CA, 92373-8031  
**T COMMUNICATIONS**, 1306 STILLMAN AVE, REDLANDS, CA, 92374-4005  
**SPRINGTIME ADULT RESIDENTIAL FACILITIES**, 720 IDYLLWILD CT, REDLANDS, CA, 92374-5423  
**MINC KUSTOMS**, 560 W 1ST ST STE 3 DONALD R, MINCEY, RIALTO, CA, 92376-5756  
**SOS CONSULTING**, 236 N RIVERSIDE AVE, RIALTO, CA, 92376-5924  
**"NO DRUGS AMERICA ASSOCIATION, INC"**, 13130 QUIET CANYON DR, VICTORVILLE, CA, 92392-8600  
**ABS CONTRACTOR & ASSOCIATES**, 13661 CALIMESA BLVD, YUCAIPA, CA, 92399-2305  
**"TRINITY TANK AND IRON, INC"**, 34311 LA RAYE DR, YUCAIPA, CA, 92399-5022  
**PROTECTION MANAGEMENT ASSOCIATES**, 3124 SAN GABRIEL ST MELVIN W, BAILEY, SAN BERNARDINO, CA, 92404-2446  
**EMPIRE WINDOWS & DOORS**, 5659 PALOMAR AVE JOHN H, SUMNER, SAN BERNARDINO, CA, 92404-3038  
**PIXIE ENTERPRISES LP**, 488 E EVANS ST, SAN BERNARDINO, CA, 92404-5304  
**AISPURO TRANSPORT**, 6960 TIPPECANOE AVE, SAN BERNARDINO, CA, 92404-6264  
**KAL ELECTRIC**, 3233 GENEVIEVE ST, SAN BERNARDINO, CA, 92405-2513  
**CARLOS TORRES DDS**, 1755 N D ST, SAN BERNARDINO, CA, 92405-4417  
**SOLAR CITY**, 1094 S E ST UNIT A-22, SAN BERNARDINO, CA, 92408-1913  
**SPOT LIGHT DESIGNS**, 205 W BENE-DICT RD STE 19, SAN BERNARDINO, CA, 92408-2132  
**BERTHAS NEW & USED DISCOUNT**, 25740 BASE LINE ST, SAN BERNARDINO, CA, 92410-4216

**HILLTOP THRIFT STORE**, 766 N WATKINS AVE, SAN BERNARDINO, CA, 92410-4435  
**STUDIO D**, 15775 BLUFFSIDE CT APT 131, CHINO HILLS, CA, 91709-4280  
**ILLGRFX**, 5130 SCHAEFFER AVE STE G, CHINO, CA, 91710-5561  
**SCHEMEL**, 6743 PALMER CT, CHINO, CA, 91710-7306  
**WESTWOOD INTERNATIONAL**, 15469 DUPONT AVE INC, CA, 91710-7605  
**PRECISION CONSTRUCTION & RESTORATION**, 10722 ARROW RTE STE 416, RANCHO CUCAMONGA, CA, 91730-4812  
**PANELTEC**, 702 E CALIFORNIA ST, ONTARIO, CA, 91761-1813  
**SIGMUND'S PAINTING**, 528 E H ST, ONTARIO, CA, 91764-3328  
**WALTON FABRICATION**, 1933 W 11TH ST STE K, UPLAND, CA, 91786-3562  
**UNIQUE ENGINEERING**, 545 GREENFIELD CT, UPLAND, CA, 91786-7120  
**ABAXIAL GENERAL STORE**, 62776 SUNNY SANDS DR, JOSHUA TREE, CA, 92252-3364  
**MACH ONE COMPUTER CONSULTING & REPAIR**, 6287 MARIPOSA AVE, TWENTYNINE PALMS, CA, 92277-2030  
**DE ENTERPRISES**, 57836 EL DORADO DR, YUCAIPA VALLEY, CA, 92284-4410  
**ANDERSON EQUIPMENT CO**, 12533 RUNNING DEER RD, APPLE VALLEY, CA, 92308-7120  
**CULLIGAN WATER CONDITIONING**, 106 N 5TH AVE, BARSTOW, CA, 92311-2310  
**HAMS LIQUOR STORE**, 1491 W MAIN ST, BARSTOW, CA, 92311-2550  
**BARSTOW WIENERSCHNITZEL**, 1305 E MAIN ST # E, BARSTOW, CA, 92311-3219  
**BOSTON SCHOOL**, 364 DOWNEY DR, BIG BEAR CITY, CA, 92314-9249  
**LYCO MACHINING**, 2255 E COOLEY DR, COLTON, CA, 92324-6324  
**SAHARA DENTAL**, 17250 FOOTHILL BLVD, FONTANA, CA, 92335-9043  
**KEYS2SUCCESS**, 14470 GLENOAK PL, FONTANA, CA, 92335-9043  
**SIERRA CONCRETE PUMPING**, 18029 DEODAR ST, HESPERIA, CA, 92345-5158  
**CREATIVE DENTAL RESTORATIONS**, 7485 SMOKEWOOD RD, HIGHLAND, CA, 92346-5480  
**NAIL CARE**, 24950 REDLANDS BLVD, LOMA LINDA, CA, 92354-4032  
**SYLVAN LEARNING AND TECHNOLOGY CENTER**, 501 W REDLANDS BLVD STE E, REDLANDS, CA, 92373-4642  
**REDLANDS SMOG STOP & LUBE**, 1647 W REDLANDS BLVD STE A, REDLANDS, CA, 92373-8001  
**VICTORIAS FASHION**, 1115 ALPINE CT, REDLANDS, CA, 92374-4978  
**TOMCAT ENTERPRISES**, 14834 SNAKE RIVER CT, VICTORVILLE, CA, 92392-6157  
**SAFEPLACE & COMPANYS**, 1881 COMMERCE CENTER E STE 127, SAN BERNARDINO, CA, 92408-3442  
**SAN BERNARDINO & RIVERSIDE COUNTIES FIRE**, 932 N D ST, SAN BERNARDINO, CA, 92410-3520  
**DIAMOND TILE AND MARBLE**, 5551 VINMAR AVE, ALTA LOMA, CA, 91701-1825, 909 987 5134  
**VERTICOM DATA SYSTEM**, 8550 AVALON CT, ALTA LOMA, CA, 91701-5404  
**UNDERCOVER PROCESS SERVER**, 4720 CHINO AVE STE G, CHINO, CA, 91710-5172  
**A&J EXPORT**, 9419 FRIANT ST, RANCHO CUCAMONGA, CA, 91730-4025  
**WESTERN AERO TECH**, 10700 JERSEY BLVD STE 390, RANCHO CUCAMONGA, CA, 91730-5132



# NEW BUSINESS

**AMERICAN DREAM MORTGAGE**, 12759 FOOTHILL BLVD # C141, RANCHO CUCAMONGA, CA, 91739-9336

**INDOOR AIR SYSTEMS**, 2809 S CUCAMONGA AVE, ONTARIO, CA, 91761-6958

**MAYA MORTGAGE**, 9670 CENTRAL AVE, MONTCLAIR, CA, 91763-2425

**TLC RV STORAGE KORRAL**, 4943 HOLT BLVD, MONTCLAIR, CA, 91763-4814

**THE NUNEZ TEAM**, 3633 INLAND EMPIRE BLVD, ONTARIO, CA, 91764-4922

**SUMMA FLORA**, 3400 INLAND EMPIRE BLVD STE 101, ONTARIO, CA, 91764-5577

**GREEN FIELD INSURANCE SERVICES**, 167 N 3RD AVE STE L, UPLAND, CA, 91786-6052

**WESTERN BUSINESS CENTER**, 14372 JOSHUA RD, APPLE VALLEY, CA, 92307-4172

**LIBERTY FITNESS**, 22545 BARTON RD STE 104-105, GRAND TERRACE, CA, 92313-5244

**MIKRO INCORPORATION**, 12210 MICHIGAN ST, GRAND TERRACE, CA, 92313-5484

**J CAT TRUCKING**, 9356 SULTANA AVE, FONTANA, CA, 92335-2549

**EZ APPLIANCES**, 25590 PROSPECT AVE APT 38G, LOMA LINDA, CA, 92354-3153

**JEFF MORHEISER DISTRIBUTING**, 342 E SUNSET DR N, REDLANDS, CA, 92373-7147

**R P ENTERPRISES**, 163 E WALNUT AVE, RIALTO, CA, 92376-3529

**WINGS N THINGS #3**, 519 W FOOTHILL BLVD STE H, RIALTO, CA, 92376-4847

**P R PRO SERVICES**, 379 E MONTROSE ST, RIALTO, CA, 92376-7611

**CLUTCH MASTERS**, 267 E VALLEY BLVD, RIALTO, CA, 92376-7722

**IMPORT SCOOTERS**, 1240 N FITZGERALD AVE STE 106, RIALTO, CA, 92376-8613

**POWELL COMMUNICATIONS**, 15450 NISQUALLY RD APT N212, VICTORVILLE, CA, 92392-9350

**GREINER BUICK PONTIAC GMC**, 14380 AMARGOSA RD, VICTORVILLE, CA, 92392-2318

**SPECIALTY CLAIMS SERVICE**, 357 W 2ND ST, SAN BERNARDINO, CA, 92401-1803

**BETTER LIVING ELDERCARE**, 3020 BROADMOOR BLVD, SAN BERNARDINO, CA, 92404-2316

**MIRACLE WEST ENTERTAINMENT**, 2104 E 18TH ST, SAN BERNARDINO, CA, 92404-5808

**SUPERIOR POOL SERVICE**, 2774 ACACIA AVE, SAN BERNARDINO, CA, 92405-3336

**SCUBA - DOO CHARTERS**, 6085 N WALNUT AVE, SAN BERNARDINO, CA, 92407-2157

**10 EAST ENTERTAINMENT**, 1940 W COLLEGE AVE STE 142, SAN BERNARDINO, CA, 92407-3368

**THREE KINGS**, 1094 S E ST UNIT F-3, SAN BERNARDINO, CA, 92408-1913

**JMP INC**, 202 E AIRPORT DR, SAN BERNARDINO, CA, 92408-3444

**MISSION OF MERCY THRIFT STORE**, 1060 W BASE LINE ST, SAN BERNARDINO, CA, 92411-2354

**AAA CONSTRUCTION CO**, 6360 SARD ST, ALTA LOMA, CA, 91701-3241

**WILLYD CONSULTING**, 2262 CAMINO LARGO DR, CHINO HILLS, CA, 91709-1043

**QUIZNA**, 2539 SUNDIAL DR APT B, CHINO HILLS, CA, 91709-4315

**EVOLUTION WHEELS**, 12425 MILLS AVE UNIT A5, CHINO, CA, 91710-2084

**VILLALPANDO APPRAISAL**, 13186 3RD ST, CHINO, CA, 91710-4006

**OBRIEN PLUMBING**, 8767 ONYX AVE, RANCHO CUCAMONGA, CA, 91730-4533

**PRESTIGE LABEL**, 1457 E PHILADELPHIA ST STE 3, ONTARIO, CA, 91761-5763

**PARAGON SCHMID BUILDING PRODUCTS**, 101 S MILLIKEN AVE, ONTARIO, CA, 91761-7836

**LIBERTY MORTGAGE NETWORK**, 8900 BENSON AVE STE L, MONTCLAIR, CA, 91763-1669

**DANCE ACADEMY 29**, 5910 ADOBE RD, TWENTYNINE PALMS, CA, 92277-2356

**POSTER PROJECTS**, 17993 US HIGHWAY 18 STE 7, APPLE VALLEY, CA, 92307-2144

**KNR II**, 21650 US HIGHWAY 18, APPLE VALLEY, CA, 92307-3944

**ALL CITIES HOME INSPECTIONS**, 14819 QUINNAULT RD, APPLE VALLEY, CA, 92307-4031

**MICHELLES**, 14323 FLATHEAD RD, APPLE VALLEY, CA, 92307-5794

**BOUNTY HUNTER KARTS**, 13534 NAVAJO RD, APPLE VALLEY, CA, 92308-6500

**ROYALTY CARPET CARE**, 12738 KEYA CT, APPLE VALLEY, CA, 92308-7183

**RIP GRIFFIN TC**, 2930 LENWOOD RD, BARSTOW, CA, 92311-9571

**STONEWOOD CONSTRUCTION COMPANY**, 22145 DE BERRY ST, GRAND TERRACE, CA, 92313-5414

**MC CLEARNS**, 1000 E WASHINGTON ST STE D, COLTON, CA, 92324-4186

**L & J ASSOCIATES**, 11815 COUNTRY-SIDE DR, FONTANA, CA, 92337-7647

**ISOKOTE 21**, 7374 EARHART AVE, HESPERIA, CA, 92345-5712

**O PLUS**, 4050 PHELAN RD STE 5, PHELAN, CA, 92371-4454

**L JS COURTYARD CART**, 14455 CIVIC DR, VICTORVILLE, CA, 92392-2312

**K & R DONUTS**, 15397 PALMDALE RD # B, VICTORVILLE, CA, 92392-2494

**TIKAL EXPRESS**, 14847 7TH ST, VICTORVILLE, CA, 92392-4023

**EVA NAILS**, 14238 VALLEY CENTER DR # 103, VICTORVILLE, CA, 92392-4279

**EVERYTHING FOR SCHOOL COM**, 12530 HESPERIA RD, VICTORVILLE, CA, 92392-5848

**EVERYTHING FOR SCHOOL**, 17270 BEAR VALLEY RD, VICTORVILLE, CA, 92392-5881

**FACE LIFT**, 14437 VIA ROCA, VICTORVILLE, CA, 92392-7617

**EDWARDS FOIL GRAPHICS**, 12431 DEL AMO WAY, VICTORVILLE, CA, 92392-7621

**JAF PONDMENT RECOVERY**, 13053 JONDERA CT, VICTORVILLE, CA, 92392-8517

**RAYVIN TRANSPORT**, 16138 SITTING BULL ST, VICTORVILLE, CA, 92392-9769

**THRIFTY TRANSPORTATION**, 15811 CONDOR RD, VICTORVILLE, CA, 92394-1312

**AAA PROPERTIES**, 370 W 6TH ST # 10, SAN BERNARDINO, CA, 92401-1133

**HARVEYS FAST DRY**, 5392 CHIQUITA LN, SAN BERNARDINO, CA, 92404-2829

**SAN BERNARDINO CASKET OUTLET**, 159 E HIGHLAND AVE, SAN BERNARDINO, CA, 92404-3659

**SPERANZA ENTERPRISES**, 6513 MESSINA PL, ALTA LOMA, CA, 91701-8615

**SPECIAL CREATIONS**, 6039 RIDGE-GATE DR, CHINO HILLS, CA, 91709-3261

**CHINO HILLS MOTOR SPORTS**, 15683 PINE SUMMIT DR APT 195, CHINO HILLS, CA, 91709-4282

**"CONTINUING EDUCATION OF CHINO, INC"**, 5278 FRANCIS AVE, CHINO, CA, 91710-1925

**MS NOTARY**, 13600 BECRAFT ST, CHINO, CA, 91710-4808

**LA CHELONA RESTAURANT**, 9134 FOOTHILL BLVD, RANCHO CUCAMONGA, CA, 91730-3449

**AMERICAN DREAM MORTGAGE**, 10134 6TH ST STE B, RANCHO CUCAMONGA, CA, 91730-5856

**AMERICAN EXTREME CLEANING SERVICES**, 2520 CARIBOU PL, ONTARIO, CA, 91761-0370

**MOVE PRO**, 1526 E FAIRFIELD CT APT, ONTARIO, CA, 91761-6324

**RAYA GROWERS**, 13107 S CAMPUS AVE, ONTARIO, CA, 91761-8232

**PRUDENTIAL FABRICS CO**, 1442 W HOLT BLVD, ONTARIO, CA, 91762-3642

**JRS MARKET AND LIQUOR**, 1859 N VINEYARD AVE STE E, ONTARIO, CA, 91764-1209

**PARI ENTERPRISES**, 645 E HARVARD PL, ONTARIO, CA, 91764-2804

**PACIFIC FABRICATORS**, 3400 INLAND EMPIRE BLVD, ONTARIO, CA, 91764-5510

**ROYAL MOTORS**, 1527 GRANDVIEW ST, UPLAND, CA, 91784-8623

**NEW IMAGE SALON**, 1630 W FOOTHILL BLVD STE E, UPLAND, CA, 91786-3569

**SOUTHWEST OPTOMETRY**, 1540 W FOOTHILL BLVD, UPLAND, CA, 91786-3653

**SALON 66**, 870 E FOOTHILL BLVD STE, UPLAND, CA, 91786-4047

**FAST DRY OF THE FOOTHILLS**, 1224 W 9TH ST, CA, 91786-5705

**CALIFORNIA SCREEN PROS #101**, 120 S EUCLID AVE, UPLAND, CA, 91786-6637

**AWARDS OF RECOGNITION & MORE**, 13470 MANHASSET RD STE 4, APPLE VALLEY, CA, 92308-5754

**J&F TRUCKING**, 779 W POMONA ST, BLOOMINGTON, CA, 92316-2167

**MAS AUTO & TRUCK ELECTRIC**, 17793 SLOVER AVE, BLOOMINGTON, CA, 92316-2330

**SEBASTIAN AUTOTRANS**, 890 PENNSYLVANIA AVE, COLTON, CA, 92324-2256

**SMILE CLEANERS**, 1040 S MOUNT VERNON AVE STE C, COLTON, CA, 92324-4228

**ROBLES MEDIA**, 2578 CARBON CT, COLTON, CA, 92324-9753

**M&R AUTO GLASS**, 9406 MANGO AVE, FONTANA, CA, 92335-5846

**PICKETTS HANDYMAN SERVICE**, 14790 EL MOLINO ST, FONTANA, CA, 92335-6207

**SPECIAL TOUCH DOG & CAT GROOMING**, 16849 FOOTHILL BLVD # 6, FONTANA, CA, 92335-8400

**FLASHBACK VIDEO PRODUCTIONS**, 15965 JACKSON DR, FONTANA, CA, 92336-1747

**HS MOBILE TRAILER REPAIR**, 17268 ELAINE DR, FONTANA, CA, 92336-2165

**LEISURE TRAVEL CONCEPTS**, 7850 ALMERIA AVE, FONTANA, CA, 92336-8703

**JM VELAZQUEZ TRUCKING**, 7461 AUTUMN CHASE DR, HIGHLAND, CA, 92346-5371

**WORLD INSTITUTE OF FINANCE**, 25612 BARTON RD # 341, LOMA LINDA, CA, 92354-3110

**JUST FOR EWE DESIGNS**, 11547 GWENT ST, LOMA LINDA, CA, 92354-4110

**THE CAMBRIDGE COLLECTION**, 17 E STATE ST, REDLANDS, CA, 92373-4753

**DONS POOL & SPA SUPPLY**, 407 E FOOTHILL BLVD, RIALTO, CA, 92376-5153

**MAGIC TOUCH CLEANING SERVICE**, 105 S EUCALYPTUS AVE, RIALTO, CA, 92376-6640

**BLOOMINGTON UNITED SOCCER TEAM**, 748 S VERDE AVE, RIALTO, CA, 92376-6979

**ROSAS MARKET**, 6108 LINDEN AVE, RIALTO, CA, 92377-4441

**LV PROPERTY MANAGEMENT**, 2026 N RIVERSIDE AVE # C168, RIALTO, CA, 92377-4685

**TYLERS AUTO GENETICS LAB**, 2945 IRVINGTON AVE, SAN BERNARDINO, CA, 92407-2005

**CONSULTING ASSOCIATES**, 2185 W COLLEGE AVE APT 3077, SAN BERNARDINO, CA, 92407-4661

**BLACK RHINO RECORDS**, 3246 N MACY ST, SAN BERNARDINO, CA, 92407-6220

**EVERLAST**, 205 W BENEDICT RD STE 17, SAN BERNARDINO, CA, 92408-2132

**ALIMAR VIDEO**, 2150 S WATERMAN AVE, SAN BERNARDINO, CA, 92408-3739

**TODO AUTO REPAIR**, 1083 W 2ND ST, SAN BERNARDINO, CA, 92410-1838

**LUCKY COIN LAUNDRY**, 2035 W MILL ST, SAN BERNARDINO, CA, 92410-2013

**A DONG PALACE RESTAURANT**, 1033 N WATERMAN AVE STE, SAN BERNARDINO, CA, 92410-3808

**MAJESTIC MORTGAGE**, 7168 ARCHIBALD AVE, RANCHO CUCAMONGA, CA, 91701-5061

**ELECTRICAL WORKS**, 3595 BAYBERY DR, CHINO HILLS, CA, 91709-2800

**MEINKING VENTURES**, 13089 PEYTON DR # C-290, CHINO HILLS, CA, 91709-6004

**GM BOOTLEG**, 13355 OAKS AVE, CHINO, CA, 91710-5316

**WWW MAJESTIC MORTGAGE NET**, 4012 GRAND AVE STE B, CHINO, CA, 91710-5485

**TAH HANDCRAFTED JEWELRY**, 7445 ONYX AVE, RANCHO CUCAMONGA, CA, 91730-1329

**CPI DEVELOPMENT**, 8513 ROCHESTER AVE, RANCHO CUCAMONGA, CA, 91730-4932

**C R SERVICES**, 8837 GROVE AVE APT 603, RANCHO CUCAMONGA, CA, 91730-5052

**LA NAILS**, 12839 FOOTHILL BLVD STE, RANCHO CUCAMONGA, CA, 91739-9331

**NAVARRO & SONS**, 762 ONTARIO BLVD, ONTARIO, CA, 91761-1831

**PAY LESS MOBILE HOMES**, 1900 S CAMPUS AVE APT 38C, ONTARIO, CA, 91761-5479

**HOME DECOR**, 5124 HOLT BLVD, MONTCLAIR, CA, 91763-4819

**ROSEANNS SPECIALTY SERVICES**, 1044 W 9TH ST, UPLAND, CA, 91786-5725

**K & J CLEANING SERVICES**, 275 GRAYSON WAY APT A, UPLAND, CA, 91786-6374

**CATTLE CALL PRODUCTIONS**, 11232 CHAPPARAL AVE APT B, ADELANTO, CA, 92301-2067

**PS LETS SCRAP!**, 14555 PAWNEE RD, APPLE VALLEY, CA, 92307-4039

**AAA-AA-TRUX-3 LTD COMPANY**, 19828 JOHNSON RD, APPLE VALLEY, CA, 92307-9202

**SANDS MOTEL**, 924 E MAIN ST, BARSTOW, CA, 92311-2406

**BARSTOW COMMUNITY HOSPITAL**, 555 S 7TH AVE, BARSTOW, CA, 92311-3043

**PREFECT PRINTING**, 692 W POMONA AVE, BLOOMINGTON, CA, 92316-2114

**TEMCO 2003**, 1032 S MOUNT VERNON AVE, COLTON, CA, 92324-4205

**MYPHOTOFrameshop**, 2191 CANYON DR, COLTON, CA, 92324-9785

**DSG INCOME TAX SERVICE**, 15774 ORCHID AVE, FONTANA, CA, 92335-2000

# NEW BUSINESS

**CONTINENTAL TAEKWONDO**, 8580 SIERRA AVE, FONTANA, CA, 92335-3840

**D&M MOBILE TRUCK WASH**, 17333 VALLEY BLVD SPC 50, FONTANA, CA, 91761-6302

**D & M MOBILE TRUCK WASH**, 7980 LEMON CT, FONTANA, CA, 92336-2452

**ARIES ELECTRIC**, 14859 WEEPING WILLOW LN, FONTANA, CA, 92337-0416

**D&G TEXTURING**, 7516 1/2 VALARIA DR, HIGHLAND, CA, 92346-3452

**SUBWAY 2883**, 25685 REDLANDS BLVD STE A, LOMA LINDA, CA, 92354-2051

**POOR MANS MONEY CLUB**, 8368 AILANTHUS ST, PHELAN, CA, 92371-4306

**ECUADOR ANDINO SERVICES**, 1008 N PAMPAS AVE, RIALTO, CA, 92376-4551

**WESTERN CENTRAL TOWING**, 627 N BEECHWOOD AVE, RIALTO, CA, 92376-4703

**DRAFTEK**, 435 E JAMES ST, RIALTO, CA, 92376-7181

**AGUA PURA**, 14839 7TH ST, VICTORVILLE, CA, 92392-4023

**COOLEY MACHINERY**, 12191 VISTA CREST DR, YUCAIPA, CA, 92399-1557

**EDS ART**, 13677 CALIMESA BLVD, YUCAIPA, CA, 92399-2305

**A-1 JIMMIE HANCOCKS**, 789 N D ST, SAN BERNARDINO, CA, 92401-1111

**NORMAN DOUTHIT AERO**, 367 W 49TH ST, SAN BERNARDINO, CA, 92407-3159

**FASHION LOVELY NAILS**, 4178 N SIERRA WAY, SAN BERNARDINO, CA, 92407-3819

**KENNY TRAILER SERVICE**, 2395 DONALD ST, SAN BERNARDINO, CA, 92407-6473

**GREAT GIFT & LIGHTING**, 1094 S E ST, SAN BERNARDINO, CA, 92408-1913

**INLAND SPINE & ORTHOPEDIC MEDICAL CENTER**, 2195 CLUB CENTER DR STE L, SAN BERNARDINO, CA, 92408-4162

**M AND M FUEL INJECTION**, 1966 W RIALTO AVE, SAN BERNARDINO, CA, 92410-1619

**"DOOR OF FAITH, HOPE & CHARITY CHURCH"**, 1262 N LASSEN ST, SAN BERNARDINO, CA, 92411-1500

**GOLDEN EAGLE APPRAISAL SERVICE**, 8911 HAMILTON ST, ALTA LOMA, CA, 91701-4738

**WESTWAY SALES COMPANY**, 16115 VALLEY SPRINGS RD, CHINO HILLS, CA, 91709-2352

**BLUE EYED CONSULTING & DESIGN**, 13354 FRANCESCA CT, CHINO, CA, 91710-7339

**SKYLINE PRODUCTIONS**, 9639 TRYON ST, RANCHO CUCAMONGA, CA, 91730-2748

**SIGN-A-RAMA**, 9950 FOOTHILL BLVD STE Q, RANCHO CUCAMONGA, CA, 91730-3684

**CALIFORNIA FABRICATED GLASS**, 9281 ARCHIBALD AVE, RANCHO CUCAMONGA, CA, 91730-5207

**AFCOM**, 10022 6TH ST STE K, RANCHO CUCAMONGA, CA, 91730-5746

**EC APPRAISAL**, 10134 6TH ST STE B, RANCHO CUCAMONGA, CA, 91730-5856

**SPORTS MATRIX**, 10300 ARROW RTE APT 502, RANCHO CUCAMONGA, CA, 91730-7003

**BEACON PLUMBING**, 6397 PYRITE PL ALTA LOMA, CA, 91737-3593

**DUCT WORX**, 6290 MALVERN AVE, ALTA LOMA, CA, 91737-3738

**MIRROR IMAGE BUSINESS SYSTEMS**, 6642 MONTRESOR PL, ALTA LOMA, CA, 91737-4363

**FRUIT OF THE WOMB**, 9681 FAIRFIELD CT, ALTA LOMA, CA, 91737-8924

**MAINTENANCE SERVICE COMPANY**, 2620 S AUGUSTA AVE, ONTARIO, CA, 91761-6302

**ALLEGIANCE LEGAL DOCUMENT SERVICES**, 2949 S VINEYARD AVE, ONTARIO, CA, 91761-6475

**AKELECTRIC**, 2907 HOLCOMB CREEK, ONTARIO, CA, 91761-8162

**SPENCOR**, 1001 W D ST, ONTARIO, CA, 91762-3027

**LAURA LINDA**, 412 W F ST, ONTARIO, CA, 91762-3208

**CONSTRUCTION SERVICES**, 531 S OAKS AVE, ONTARIO, CA, 91762-4020

**SHARPE AUTO BODY AND COLLISION**, 4461 BROOKS ST, MONTCLAIR, CA, 91763-4106

**BWH AUTO REPAIR**, 10642 RAMONA AVE, MONTCLAIR, CA, 91763-4119

**MORENO TRUCKING**, 4138 MISSION BLVD SPC 45, MONTCLAIR, CA, 91763-6044

**"AMERICAN ROOFING SYSTEMS OF CA, INC"**, 5255 STATE ST, MONTCLAIR, CA, 91763-6236

**BLANCAS HOME & INDUSTRIAL CLEANING**, 633 E EL MORADO CT, ONTARIO, CA, 91764-3307

**HOLLAND EGG PRODUCTS**, 1585 MI-MOSA CT, UPLAND, CA, 91784-1760

**MOBILITY ALLTRADES**, 2546 CLIFF RD, UPLAND, CA, 91784-8300

**AAP DESIGNS**, 1042 N MOUNTAIN AVE # 375 PHYLIS T, PETERS, UPLAND, CA, 91786-3695

**THE MAHR COMPANY**, 732 N MOUNTAIN AVE STE C, UPLAND, CA, 91786-4372

**UPLAND PATHOLOGY MEDICAL GROUP**, 999 SAN BERNARDINO RD, UPLAND, CA, 91786-4920

**SAMS MARKET & LIQUOR**, 61380 29 PALMS HWY STE 15, JOSHUA TREE, CA, 92252-1916

**STEVES STRINGS**, 64184 SUNFLOWER RD, JOSHUA TREE, CA, 92252-4458

**COLLINS COMPUTER INNOVATIONS**, 6464 ADOBE RD, TWENTYNINE PALMS, CA, 92277-2655

**LIVING YOGA OF THE DESERT**, 55583 29 PALMS HWY, YUCCA VALLEY, CA, 92284-2505

**MUSIC STEPS**, 16871 CANDLEWOOD RD, APPLE VALLEY, CA, 92307-1944

**BILLS POOL SERVICE & SUPPLY**, 21929 US HIGHWAY 18, APPLE VALLEY, CA, 92307-3915

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# APRIL 2003

**9** Violence in the Workplace. Riverside, UCR Extension Center, 1200 University Avenue, Wed., 8:30 a.m.- 12:30 p.m., fee: \$95.00. For registration and information contact UCR Extension at (909) 787-4105 or toll-free (800) 442-4990.

**10** Women in Focus™ Forum, a member network of NAFE, April Agenda: Special Tribute to our American Soldiers; great speakers, featuring Celebrity Home Magazine Publisher and Editor-in-Chief Monica Y. Jackson and daughter, Ebonnye. Attendees may submit a dedicated message to a soldier in Iraq; deadline is April 7. Yangtze Family Restaurant, 126 North Euclid Ave., corner "B" St. in Ontario, 5:45-8:15 p.m. Cost: Members (pre-registered)—\$15 adults/\$10 youth/teens; guests (pr-registered)—\$18 adults/\$13 youth/teens. All—\$5 more at the door.

**10** -11 The National Association for Female Executives (NAFE) National Conference 2003—Women @ Work: Meaning, Money, and Making Connections—9 a.m.-9 p.m., the Omni Hotel at Los Angeles Plaza, 251 South Olive St., Los Angeles. Cost: members' registration—\$225; non-members—\$249, which includes a one-year membership in NAFE. For more information, call 212-946-6549 or visit nafe.com.

**12** Special Events for Non-profits, Riverside, UCR Extension Center, 1200 University Avenue, Sat., 8 a.m.- 5 p.m., fee: \$160. For registration and information contact UCR Extension at (909) 787-4105 or toll-free (800) 442-4990.

**15** The Resource Center & the Los Angeles Times present Breakfast Bytes 2003, Getting and Using Census Data Online. Presenter is Jerry Wong; 7:30-9:30 a.m. Essential information for any data user—not a hands-on class. Cost is \$15. The Resource Center, 4505 Allstate Drive, Ste. 223 in Riverside. Reservations and information, call 909-686-2890.

**17** The Resource Center for Nonprofit Management presents "Employee Growth Process," Session 2—The Hiring Process. Speaker is Dan Logue. Cost: \$60 individual session. Riverside County Credit Union, 10725 Magnolia Ave., Riverside, from 8:30 a.m. to 12:30 p.m. Limited to 25; call 909-686-2890 or e-mail: register@nonprofitresource.org.

**24** Understanding and Motivating Employees. Riverside, UCR Extension Center, 1200 University Avenue, Thurs., 9 a.m.- 4 p.m., fee: \$125. For registration and information contact UCR Extension at (909) 787-4105 or toll-free (800) 442-4990.

**25** Resource Center for Nonprofit Management and the Los Angeles Times sponsors: "To Be Or Not To Be A 501 © 3 Organization." Presented by Ned Cooney, MSW, executive director of the Resource Center. From 10 a.m. to 12 p.m., 4505 Allstate Drive, Ste. 223 in Riverside. Cost: \$35. To register, call 909-686-2890 or e-mail: register@nonprofitresource.org.

**30** International Business Resources workshop, sponsored by the Center for International Trade Development and California-Mexico Trade Assistance Center of Citrus College. Cost: \$50. From 12 p.m.-3:30 p.m., 300 W. Second St., Ste. 203, Pomona. Call 909-629-2253.

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# WOMEN & BUSINESS

SEE PAGE 56 FOR MORE INFORMATION

## SESSION SPEAKERS

### Carolyn Cox

Carolyn Cox is a vice president in the Wealth Management Group at Citizens Business Bank with over 18 years of experience in the financial services arena. Ms. Cox has an MBA with an emphasis in finance. Carolyn specializes in working with individuals and business owners with their investment and estate planning. She is especially adept at taking the complex world of investing and finances and making them easy to understand.



### Susan Clarke

Susan Clarke is a dynamic international speaker and author, whose effervescent and lively style of communication reflects her outlook on life and her beliefs. She is a Certified Behavior and Values Analyst and a recognized expert in the field of internal and external customer service. Susan's novel theories are based on her "real life" experience combined with her expertise in the areas of behavior, values and attitudes. Visit her Web site at [www.MotivateU.com](http://www.MotivateU.com)



### Eileen Hannegan

Eileen Hannegan, MS, MCC, has 20 years' experience as a counselor, consultant, coach and is an author of two books. She's a Master Certified Coach and works with professionals who want to discover true self and live an authentic life. Visit her Web site at [www.authenticlifecoach.com](http://www.authenticlifecoach.com)



### Rita "RJ" Jackson

Rita Jackson, nationally known as "RJ" is a life skills consultant, motivational speaker, author, and international radio personality who has dedicated more than 20 years of her career to uplifting children, teens, and women. She is a national speaker recognized for her revealing speeches and intimate seminars that focus on integrity, character, success, purpose, and self-improvement. RJ is founder of Free To Be Me Children's Network, a non-profit community-based organization that serves families, schools, and churches in the Inland Empire. She has served as a consultant for various school districts for over 10 years. Visit her Web site at [www.rtajackson1.com](http://www.rtajackson1.com)



## Heather Mills McCartney • Jackie

Heather Mills McCartney, wife of Paul McCartney of Beatle's fame, is rapidly gaining a reputation as one of the nation's most influential philanthropists. She has tirelessly campaigned for over 11 years to raise funds and awareness to rid the world of landmines. Heather has made a career out of voluntarily counseling people from around the globe who have lost limbs in accidents, through illness, natural disasters and terrorist atrocities. It is this work which earned her a 1996 Nobel Prize nomination.



## KEYNOTE

### SECTION A SECTION B SECTION C SECTION D

#### SESSION I

8:20 a.m. to 9:20 a.m.

**"DO-ers Create the Oohs, Ahhs, and WOWs That Get and Keep the Business"** Come only if you want to stretch, grow, and enjoy exceeding expectations! Improve any work or volunteer environment from A to Z... associations... art galleries...banks...businesses...domest shops...retirements...hospitals...hotels...realtors...all the way to zoo, and any workplace you think is one! Be creative in thinking up ways to DO the extras. Brand yourself as a WOW-maker. Stop "bump-along-business-as-usual." Create "booming-business-UNusual." Nanci McGraw

**"The Magic in Asking the Right Questions"** When you master your questions, you master your focus, you master your emotions, you master your life! Control your thoughts and master your emotions! Build positive unshakable self-esteem! Embrace the prosperity you deserve! Lighten up and have fun growing your business! Bill Mayer

**"Optimize Your Network! How to Make an Entrance & Work a Room"** Your network creates your net worth...If no one remembers you after the event, why bother showing up? Boost your confidence and maximize your results. Fearlessly enter any room and effortlessly turn allies into allies. Use these proven shortcuts to success to make valuable business and social connections easily. Strengthen your strategies by: • Maximize your presence at any function • Use "The X-Files" to build rapport and create conversation that counts • Become a shameless, yet graceful, self-promoter • Master mingling with the Midas touch. Rhoberta Shaler, PhD

**"Nice Girls Do— Things Like That!"** Did your mother tell you things that you have believed all these years that simply aren't true? Do you know from your heart they aren't your values but yet you are having a hard time letting go of them or otherwise known as the "Old Stuff"? Were you told to ignore inappropriate behavior and it would just go away? Were you taught to never boast or brag? Were you taught that it wasn't nice to be selfish? Isn't it time for us to reexamine these life long beliefs that are holding us back? By applying Susan's Simple Principles, you will realize your personal power and be able to take charge of your life. In this humorous and eye-opening program, you will be on your path to real personal freedom, living your life by your value system, not someone else's. Susan Clarke

#### SESSION II

10:55 a.m. to 11:55 a.m.

**"Balancing Work & Family"** This workshop focuses on research on what works in balancing work and family, which includes time management, stress management, and effective family/work habits. Attend this seminar and you'll receive "hope" in getting balanced and receive "relief" in getting balanced. You will learn to have a plan of ACTION and achieve goals in balancing work and family. Mark Mitchell

**"DO-ers DO What Matters—WOW! Instant Cure for Overwhelm"** Come if you want to stop feeling hassled, overloaded and overwhelmed. You think you've heard it all before, but oh, not 'til you hear Nanci's unique examples and stories of what works to get organized, get things done, no nonsense, and no excuses. Get Nanci's "Just-in-Time Management Tips." Learn "DO-ables" to move you from dreaming to DOing. Live with less regret and more fulfillment. Know in your bones it's never too late to start.—Nanci McGraw

**Family Solutions I - "Successful Parenting After Divorce/Separation"** This seminar will focus on what children need from their divorced/separated parents. It is designed to give parents tools to assist them with issues of the blended family, resolving conflict, how battles with your ex affect your child; your child is not a percentage; talking with your child; dealing with a difficult ex-spouse; addressing parental alienation; family counseling; taking care of yourself and meeting your child's needs. It's time for a true. Greta D. Sonnier, Esq.

**"The Work Connection—Woman 2 Woman"** In the midst of the demands that life presents women are juggling careers, families, school, community involvement, and whatever else comes their way. When do women take time to laugh? Who do women laugh with? Every woman needs someone she can turn to and trust. She needs someone who understands who she is and what she is going through. Most women are the backbone of their families and communities. Everyone depends on her—she feels she has to always show herself strong. This heart touching workshop will help women discover and discuss the sincere need and rewards for women to bond together as business women. This workshop will make you laugh and it will make you cry. You will leave empowered and inspired, and with the security of knowing that you are not alone and women working together can make the difference. Come early to get a seat.—Rita "RJ" Jackson

#### SESSION III

Noon to 12:50 p.m.

**"The Magic in Asking the Right Questions"** When you master your questions, you master your focus, you master your emotions, you master your life! Control your thoughts and master your emotions! Build positive unshakable self-esteem! Embrace the prosperity you deserve! Lighten up and have fun growing your business! Bill Mayer

**"Psychological Secrets of Successful Entrepreneurs"** Discover the research on how successful entrepreneurs think and act in order to achieve success. In this workshop you'll learn the psychology of entrepreneurs—you'll understand the roadblocks—you'll develop strategies for change—and you'll leave feeling good and hopeful. Mark Mitchell

**"Optimize Life Now! Never Mistake Activity for Progress"** You are SO busy, but what are you busy about? Great ideas and big plans make convincing conversation, but you cannot take them to the bank! Don't be one of millions who are making a life's work of "getting ready" for success. Learn these practical breakthrough strategies and be the one in a million who achieves her dreams. Get off your it's and butt and shift your results from acceptable to exceptional. • Uncover and remove resistances to success • Replace busy work with business work • Overcome procrastination with pro-activity • Maintain balance on your competitive edge Rhoberta Shaler, PhD

**"Heading Outward Bound: Surefire Ways to Charting Your Own Successful Course"** Once upon a time they did live happily ever after. Story is a powerful form of communication, useful for delivering visual images that are easy to hold and translate into action. Utilizing stories, techniques of storytelling and interactive exercises, Diane will share surefire strategies and useful ideas to employ as you chart a steady course of self-direction and growth, laugh more and diet less. • Go "outward bound" and sail the high seas. • You have more power than you know to create moments of magic • Realize the ways in which you are changing the world • Claim your birthright to prosperity. Diane F. Wyzga, RN, JD

### Bill Mayer

Bill Mayer is "Coach to the Stars" instructing many celebrities, including Oprah Winfrey. Motivating by example, he ran across America to raise money for Olympic Training Centers. Bill is the author of "The Magic in Asking the Right Questions" and audio tape series, "Master Your Questions, Master Your Life." He is an inspirational speaker—coaching entrepreneurs who want to turn their dreams into reality!



### Nanci McGraw

Nanci "DO-er" McGraw sparkles with creativity that won her 100 broadcasting awards. Author: "Organized for Success!" and "Speak Up and Stand Out!" Presented programs in all 50 U.S., Canada, and throughout Asia. Founder: Int'l DO-ers Org. Publisher: "Nanci's NetGazette for DO-ers!" She's called positively memorable, a "Motivator With More." Visit her Web site at [www.Nanci.org](http://www.Nanci.org)



# EXPO, MAY 16<sup>TH</sup> 2003

## Kallen • Susan McDougal

Jackie is the world's most successful female boxing manager and the inspiration for the soon to be released film "Against the Ropes," starring Meg Ryan. At the podium Kallen reveals her secrets to overcoming adversity in all forms—sexism, discrimination and even life-threatening illness. She has written a self-help book entitled, "Hit Me With Your Best Shot: A Fight Plan for Dealing With All of Life's Hard Knocks."

In the mid-1990s, Susan unexpectedly found herself facing federal prosecutors who represented Counsel Kenneth Starr during the Clinton Administration. Frightened, depressed, and facing financial ruin, in an extraordinary act of courage, she simply refused to testify and had served time in jail for 21 months. She tells the audience about the investigation and a moving expose of what happens to women in prison. Her silence is finally broken.



## SPEAKERS

### SECTION E SECTION F SECTION G SECTION H

**"Laughter & Tears in the Caregiving Years"** An "aha-tasting" session! Managing the care of a cooperative elder is challenging enough, but when an obstinate elder needs care, it's exasperating for the family as well as the healthcare professional. Elder Rage author and eldercare advocate, Jacqueline Marcell, solved this nightmare with her difficult elderly father, and offers real solutions for effective management, medically and behaviorally, of challenging elder who resist care. In this session you will learn the 10 warning signs and 3 stages of Alzheimer's, prevention and treatment; behavioral techniques: redirection, reminiscence, validation; long-term care insurance, durable power of attorney, and getting an obstinate elder to quit driving. Jacqueline Marcell

**"Getting Past the Past— Learning to Let Go"** The more you look backwards, the less you are able to see forward. In this life-changing workshop, women will learn to let go of past problems and experience the joy of a forward future. Learning to let go can be as easy as ABC. Learn the ABC's of getting past the past. Learn to love life and live it to the fullest. Identify the situations and people that keep you from moving ahead. Recreate a hope for your passion. Learn how to build bridges that will last during the storm of life. You won't leave the way you came! Rita "RJ" Jackson

**"When Money Is Not Enough: Fulfillment in Work"** Based on Eileen's books, this presentation will discuss the interdependent relationship between a person's career and work environment. This presentation will focus on learning the skills to discover your true career identity and how to create a healthy work environment to support personal and professional fulfillment. Discover the five steps to creating career fulfillment. Learn how to live authentically from 9 to 5...in a positive work environment! Identify three ways to express your true self in professional relationships. Learn how to coach yourself (and others) on-the-job! Eileen Hannegan

**"Heading Outward Bound: Surefire Ways to Charting Your Own Successful Course"** Once upon a time they did live happily ever after. Story is a powerful form of communication, useful for delivering visual images that are easy to hold and translate into action. Utilizing stories, techniques of storytelling and interactive exercises, Diane will share surefire strategies and useful ideas to employ as you chart a steady course of self-direction and growth, laugh more and diet less. • Go "outward bound" and sail the high seas. • You have more power than you know to create moments of magic • Realize the ways in which you are changing the world • Claim your birthright to prosperity. Diane F. Wyzga, RN, JD

SESSION I 8:20 a.m. to 9:20 a.m.

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**"The Most Important Investment Decision You Must Make"** If you are feeling less than confident about where to invest your money today, this seminar will help build your confidence by teaching you about the most important decision you need to make regarding your investment portfolio—asset allocation. How you choose to allocate your investments between different types of assets is the most important decision you make. This seminar will teach you what the different types of assets are, how to choose your allocation based on the return you want to receive and the amount of risk you are willing to take. Whether you are a novice investor, a 401(k) participant or a wealthy heiress, this seminar will help you be more knowledgeable about how to invest your money.—Carolyn Cox

**"Laughter & Tears in the Caregiving Years"** An "aha-tasting" session! Managing the care of a cooperative elder is challenging enough, but when an obstinate elder needs care, it's exasperating for the family as well as the healthcare professional. Elder Rage author and eldercare advocate, Jacqueline Marcell, solved this nightmare with her difficult elderly father, and offers real solutions for effective management, medically and behaviorally, of challenging elder who resist care. In this session you will learn the 10 warning signs and 3 stages of Alzheimer's, prevention and treatment; behavioral techniques: redirection, reminiscence, validation; long-term care insurance, durable power of attorney, and getting an obstinate elder to quit driving.—Jacqueline Marcell

SESSION II 10:55 a.m. to 11:55 a.m.

**"Nice Girls Do— Things Like That!"** Did your mother tell you things that you have believed all these years that simply aren't true? Do you know from your heart they aren't your values but yet you are having a hard time letting go of them or otherwise known as the "Old Stuff"? Were you told to ignore inappropriate behavior and it would just go away? Were you taught to never boast or brag? Were you taught that it wasn't nice to be selfish? Isn't it time for us to reexamine these life long beliefs that are holding us back? By applying Susan's Simple Principles, you will realize your personal power and be able to take charge of your life. In this humorous and eye-opening program, you will be on your path to real personal freedom, living your life by your value system, not someone else's. Susan Clarke

**"Professional—From the Top to the Bottom"** Terri White DeBord in this session speaks on the new age of the working woman. She discusses what is happening in today's world to effect our mothers' and children's future. There is a new generation of the working class poor and an increase of working moms who are becoming homeless. Share in her background of being homeless and her story of helping others in the same situation today. S. Terri White DeBord

**Family Solutions II— "Dealing With the Courts on Custody/Visitation Issues"** This seminar will focus on court considerations in granting and/or modifying custody/visitation orders; legal representation for the minor child; court appointed custody evaluations; consideration of what the child wants versus what he/she needs; effect of domestic violence, parental alienation, lifestyle issues, substance abuse on custody/visitation awards. What happens when both parents cannot agree on custody; basis for changing a custody plan that is not working. Greta D. Sonnier, Esq.

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SESSION III Noon to 12:50 p.m.

## FEATURED SPEAKERS

### Mark Mitchell

Mark Mitchell, M.A., is a coach, family business consultant, and entrepreneur. He is a graduate/lecturer of the UCLA Anderson School of Business Entrepreneur Program. The Financial Times has rated it number one in the world. He can be reached on his Web site at [www.Markspeaks.com](http://www.Markspeaks.com) or (310) 822-7979.



### Rhoberta Shaler, PhD

International speaker, coach and author Rhoberta Shaler is an expert motivator. She gives you the strategies and motivation to shift your results from acceptable to EXCEPTIONAL in life and business. Her enthusiastic approach to life and her practical insights for creating success will give you the lift AND the kickstart to optimize life now. Dr. Shaler gives you the tools to turn your dreams and plans into measurable achievements. Visit her Web site at [www.OptimizeLifeNow.com](http://www.OptimizeLifeNow.com)



If you make one investment all year, make it in yourself... and join the other dynamic women who are taking action to reach their goals.

## SESSION SPEAKERS

### Diane F. Wyzga, RN, JD

Diane F. Wyzga, RN, JD, is a noted professional speaker, storyteller, coach and workshop leader with over 15 years' experience speaking nationally. Diane utilizes stories and the ancient oral art of storytelling to enhance communication and interpersonal skills, leadership, creativity, teamwork, and vision. She is recognized for her ability to simultaneously educate, inspire and delight.



### S. Terri White DeBord

Terri is a construction industry professional and business owner. Mother of four; she was homeless, had no money or help from public assistance. She is now helping those who are homeless today. Terri is now the residential program director of the I Care Shelter Home.



### Jacqueline Marcell

Jacqueline Marcell is a former television executive who gave up her life to go take care of her elderly parents. The experience compelled her to write the riveting bestseller *Elder Rage*, and to become a radio host and national speaker—dedicated to eldercare awareness and reform. Visit her Web site at [www.ElderRage.com](http://www.ElderRage.com)



### Greta D. Sonnier, Esq.

Greta Sonnier is an attorney specializing in family and civil law matters. She is the owner and founder of Step-by-Step Legal Services, a law firm created for the purpose of increasing access to the judicial system—for persons of modest means. She graduated from the University of La Verne, College of Law in 1996. She received the Pro Bono Services award in 1995, and was awarded "The Most Outstanding Student Award" in her graduating class in addition to receiving Moot Court honors. Currently, she has expanded her services to include divorce and custody workshops to help persons of modest means to get through the system. Visit her Web site at [www.step-bysteplegal.services.com](http://www.step-bysteplegal.services.com)





# WOMEN & BUSINESS EXPO

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**TOYOTA DEALERS  
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**INLAND EMPIRE  
business journal**

## KEYNOTE SPEAKERS



### Heather Mills McCartney

Heather Mills McCartney, wife of Paul McCartney of Beatle's fame, is rapidly gaining a reputation as one of the nation's most influential philanthropists. She has tirelessly campaigned for over 11 years to raise funds and awareness to rid the world of landmines. Heather has made a career out of voluntarily counseling people from around the globe who have lost limbs in accidents, through illness, natural disasters and terrorist atrocities. It is this work which earned her a 1996 Nobel Prize nomination.



### Susan McDougal

In the mid-1990s, Susan unexpectedly found herself facing federal prosecutors who represented Counsel Kenneth Starr during the Clinton Administration. Frightened, depressed, and facing financial ruin, in an extraordinary act of courage, she simply refused to testify and had served time in jail for 21 months. She tells the audience about the investigation and a moving expose of what happens to women in prison. Her silence is finally broken.



### Jackie Kallen

Jackie is the world's most successful female boxing manager and the inspiration for the soon to be released film "Against the Ropes," starring Meg Ryan. At the podium Kallen reveals her secrets to overcoming adversity in all forms—sexism, discrimination and even life-threatening illness. She has written a self-help book entitled, "Hit Me With Your Best Shot: A Fight Plan for Dealing With All of Life's Hard Knocks."



## REGISTRATION - WOMEN & BUSINESS EXPO

**Registration fee includes:**  
lunch, three learning workshops,  
keynote speakers and networking.

**LOCATION:** Ontario Convention  
Center

**MAIL PAYMENT AND  
REGISTRATION FORM TO:**  
Inland Empire Business Journal  
10532 Acacia Street, Suite B5  
Rancho Cucamonga, CA 91730  
(909) 989-4733  
Fax (909) 989-1864  
E-mail: [ieb@busjournal.com](mailto:ieb@busjournal.com)

**WHEN:** Friday, May 16, 2003  
7:30 a.m. to 3:50 p.m.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company/Organization \_\_\_\_\_ Telephone \_\_\_\_\_  
Address \_\_\_\_\_ Fax \_\_\_\_\_  
City \_\_\_\_\_ State/Zip \_\_\_\_\_

\_\_\_\_\_ Conference Registration is \$89 per person  
\_\_\_\_\_ Groups of 10 or more are \$85 per person

**COMPANY TABLE OF TEN \$850**

I am enclosing my check/money order for the amount of \$ \_\_\_\_\_  
Please charge my (circle one) MasterCard VISA  
# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellations:** In the unlikely event that you are unable to attend, we are willing to accept a substitute in your place. All cancellation requests must be in writing and received by May 1 for a full refund (less \$25 cancellation fee). No refunds can be granted after May 1.

Tickets sold on a first-come, first-served basis. Early registration receives best seating location.

**RESERVATIONS MANDATORY (909) 989-4733 ext. 25**