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Ontario Chamber of Commerce Votes NO on Prop. 90

Costly Measure is Bad for Business - Prop. 90, the Taxpayer Trap, is a classic bait and switch. Proponents want voters to believe the measure is just about eminent domain reform, but it is not.

Hidden in the fine print of Prop. 90 are unrelated and far-reaching provisions that will cost taxpayers billions of dollars each year and hinder economic growth and job-creation.

Prop. 90 will require new payouts any time the most basic law or regulation is passed – except those intended to protect the narrowly-defined public health and safety. That's because the measure redefines "damages," allowing virtually anyone to sue claiming a new law or regulation has impacted the value of their property or business – no matter how far-fetched the claim.

These hidden provisions create a

new cause of action that allows a few individuals to sue to stop new housing and new businesses that will benefit the local economy and community. Any group that doesn't want new housing or businesses – or even a restaurant operat-



ing past a certain time – can sue. Either the local agency (and taxpayers) will have to pay for these claims or, if the agency can't afford it, then the project simply would not be approved.

There is tremendous potential for these frivolous lawsuits to bring the land-use and business approval process to a halt because it will take years for courts to sort out what actions are compensable

and at what price - delaying and increasing the costs for important local projects that create jobs and make communities economically vibrant.

In Oregon, where a somewhat similar measure was recently passed, nearly 2,000 claims totaling more than \$3 billion have been filed. Oregon newspapers

(con't on pg.15)

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Ben Kitay

(con't from pg.1) **Prop. 90**

Pools Add to Home Enjoyment

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Hello!

As we enter the third month of the '06/'07 Chamber year, our activities are well under way. On September 13, the Inaugural Small Business Expo will be held at the Ontario Convention Center, in cooperation with San Bernardino

Chamber's Inland Empire Young Professionals Network. There will be great breakout sessions, a networking room, and a surprise keynote luncheon speaker.

The Chamber's Government Affairs Council is analyzing Proposition 90 on the November ballot, regarding eminent domain. By the time you read this, the Council will have announced its position.

November 3 through 11, the Chamber is sponsoring an amazing value: eight days in mainland China for only \$1299.00/per person, including airfare, 4 and 5 star hotels, meals, and motor coach tours. Visit Beijing, Shanghai, Suzhou, and Hangzhou, with both

who are interested. You'll never see this value again!

The first weekend in December, the Chamber will host its 23rd annual "Christmas On Euclid" event, bringing hundreds of vendors and tens of thousands of shoppers to Downtown Ontario for a day of holiday shopping. This event has grown dramatically in recent years, and provides a marvelous opportunity, this year, to showcase our beautifully evolving Downtown.

I encourage you to call the Chamber office (909) 984-2458 and get involved in the events which will aid your business most. Look forward to seeing you! Best Regards,

PRESIDENT/ CEO MESSAGE Many of you want to leave



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Commerce? A chamber of Commerce is a voluntary federation of the business community uniting the efforts of

business and professional individuals to ensure a healthy economic and socioeconomic base to benefit the entire community. The Chamber of Commerce harnesses the tremendous potential of the private enterprise system and enables its membership to accomplish collectively what no one could do individually.

Another question that comes up is "How does it work?

the policies and programs of the Chamber. They, in turn, employ a paid chief executive officer, whose basic responsibility is to organize and execute the Chamber's program and carry out its policies.

Today, as it was in 1768 when the first Chamber of Commerce in America was formed, the basic concept of a Chamber of Commerce remains the same: a voluntary organization representing the business community marshaling the energies and efforts of its membership toward the accomplishment of common goals.

Mark W. Smiley, IOM President/ CEO

OUR MISSION AS YOUR CHAMBER

"TO HELP DEVELOP, ENHANCE AND PROMOTE COMMERCE IN THE CITY OF ONTARIO AND ITS TRADE AREA"

report the sheer number of these

claims has swamped local planning officials and has hindered their ability to handle other basic functions like land-use approvals. Prop. 90 also requires new and unreasonable payouts whenever agencies acquire property for public works. These provisions will drive up the cost of infrastructure projects, cause delays, or even halt work on essential community projects. And, they would drive a stake through the heart of the infrastructure bonds also on the November ballot. Taxpayers pay, or citizens lose out on the congestion relief, road repairs, schools, utility services and other infrastructure projects we need.

If enacted, Prop. 90 would be disastrous for California taxpayers and businesses. Join groups like the Ontario Chamber of Commerce, California Small Business Association, the Small Business Action Committee and the California Business Properties Association in voting NO on 90.

(con't from pg.13)

Labor Day Weekend

Exceptions

- Medications, even small amounts of liquid ones, as long as they're in the original container with prescription labels attached and the prescription matches the name on the passenger's ticket.
- including gel-cap pills. Up to 5 sugar treatment, including juice,
- Baby teethers with gel or liquid inside.

If you're thinking about pool ownership, here are some tips suggested by the National Spa & Pool Institute, the industry's trade association.

Consider your lifestyle. There's a pool for every taste, budget, and lifestyle. Pools come in every shape and size imaginable, from functional lap pools to ones that serve as works of art. People use their pools for exercise, others for entertaining, and some just want to add a little extra backyard beauty.

Choose a pool type and materials. There are two basic types, of course: above-ground and in-ground. Of the two, aboveground pools are the easiest and most affordable to install. In fact, installation can occur within hours of purchase. Most above-ground pools support a vinyl liner on a round or oval frame made from either aluminum or steel.

On the other hand, in-ground pools offer the consumer more options

when it comes to materials. For example, one can choose concrete or gunite, whereby either material is sprayed or pumped through a hose onto a network of steel reinforcement rods. Another option is fiberglass, in which a full fiberglass "shell" is placed directly into the ground.

Be sure to include accessories. The above materials combined with creative accessories enable pool builders to create an extravagant look for a relatively modest price. Items like fiber-optic lighting change the pool's water into magnificent bursts of colors.

Waterfalls, fountains, rock formations, and misting systems also add a dramatic touch. A pool can be transformed into a whimsical wonderland with colorful murals, bronze-like sculptures, and floating candles.

Maintain a pool with ease. Thanks to innovations in technology, it's no longer necessary to dread pool maintenance. Aquatic comput-

ers and other automated devices make cleaning as simple as pressing a button on one's kitchen wall, remote control, or cell phone. Pool owners are finding that pool upkeep requires less time than caring for the family sedan.

Remember to compare builders. It's important to get a few estimates when choosing a pool builder. It is also a good idea to make sure the builder is properly licensed and current on zoning, building, and grading requirements.

NSPI can also put you in touch with Certified Building Professionals (CBPs) in your area who have been trained to master the latest techniques in pool and spa construction.

The National Spa & Pool Institute is the industry's trade association that represents more than 5,200 pool builders, retailers, distributors, and service professionals who share a commitment to fair business practices and a standard of excellence in health and safety.

- Liquid or gel-type medicines, ounces of liquid or gel low-bloodand up to 4 ounces of nonprescription liquid medications are permit-

- Baby formula and food, breast milk and other baby items, when traveling with an infant.
- Essential nonprescription medication, such as

Additional information is available at the TSA website at www.tsa.gov. Information about LAX and ONT services, and Smart Travel Tips, are available at lawa.org.



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Chamber

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FOR MORE INFORMATION CONTACT

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NEW MEMBER SPOTLIGHTS

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Since 1996, Escondido Enterprises and owner Chris L'Allier have been hard at work in Southern California's commercial real estate industry. We offer Ontario and the Inland Empire an innovative product: a 1-stop shop for property management services and commer-

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the leading fashion jewelry makers in the business. Established in 1970, we specialize in manufacturing small crafts and gift items along with our own line of fashion jewelry which include bead watch. necklace, and bracelets. We always make sure we meet our customer's needs and bring out the best product possible. We will work overtime and go the extra distance to meet the project deadline.

We have a showroom located in our Ontario warehouse showcasing our latest fashion jewelry and beads/craft items for "Do it yourself' projects. There are a lot of different varieties of glass beads, porcelain beads, porcelain flowers, craft parts available in our warehouse that will help bring your

vice for managing, selling, buying, or leasing all types of commercial property: office, retail and indus-

We actively manage over 20 buildings in and around Ontario. Our services include sale and lease transactions, marketing properties, collecting rent, physically renovating and leasing vacant units, and maintaining all aspects of the units, such as plumbing, irrigation, painting, carpeting, drywall, and locksmithing.

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Our approach to every situation is results oriented. If the situation calls for it, we aren't afraid to get our hands dirty. We have a rather causal and informal business philosophy that allows us to focus on getting the job done.

As members of Inland Valley's Association of Realtors (www.ivaor. com) we list our properties on the Multi-Regional Multiple Listing Service (www.imrmls.com) as well as CoStar (www.costar.com) and Loopnet (www.loopnet.com). You can view the properties we currently have available for lease and sale by going to: www.loopnet.com/ Listings/escondidoent@earthlink. net. From here you will be able to view pictures of our properties, read in detail about their features, and obtain maps and driving directions to their locations.



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ing our customer with high quality merchandise and flexibility in their design. To make sure we get our customer's ideas across, we communicate and work with our factory staff on a daily basis. We want to make sure everything is carried out smoothly without any errors.

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15 2006 – America's Legal Documents is the number one resource for affordable, accurate legal forms and documents without high attorney fees.

America's Legal Documents, Inc. is pioneering the combination of easy-to-use online legal document preparation, with the convenience and marketing reach of a retail network of locations throughout Southern California. The company currently has a full-function web site with Revocable Living Trust Packages formatted and ready for online consumer access.

The business is very straightforward; America's Legal Documents combines the ease of online legal document preparation for consum- (con't on pg.)

Rancho Cucamonga, CA - August, ers, with local offices staffed by friendly and knowledgeable associates, bringing a great brand-name retail presence into this rapidly growing \$400 million legal document self-preparation market.

> Some estimates put this market segment at or near 50% of all legal document work completed nationwide. Self-help firms began in the 1980's and are regulated by the State of California. All documents are legal, and customers can rest assured that the America's Legal Documents web-site and staff are there to help in the preparation process. For more information call the Corporate office in Rancho Cucamonga at (909) 945-2263.

BUSY SUMMER TRAVEL SEASON ENDS WITH LABOR DAY WEEKEND

(Los Angeles, California – August 30, 2006) Los Angeles International Airport's (LAX) busy summer travel season concludes with the four-day Labor Day weekend. An estimated 810,000 travelers are expected to depart and arrive on flights at LAX from Friday, Sept. 1, through Monday, Sept. 4, an increase of 4 percent over the same Labor Day weekend last year.

The year-over-year increase is largely due to record load factors and airlines adding flights to their late summer schedules. LAX airlines have added 4.2 percent more domestic flights and 1.9 percent more international flights compared with the same period last year. This is the first significant increase in flights by LAX carriers in more than a year, reflecting strong demand and the ability of the carriers to increase fares.

In the first seven months of cal-

endar year 2006, LAX passenger traffic totaled 35,791,619, virtually unchanged from the same period last year when it totaled 35,922,827. Freight handled during the same period was 1.1 million tons, down 2.6 percent from the same period last year.

Ontario International Airport (ONT) in the Inland Empire is expecting to serve approximately 80,000 travelers over the fourday holiday weekend, about the same as last year.

In the first seven months of 2006. ONT airlines served 4,103,902 million travelers, down 1.2 percent from the same period last year. Freight totaled 293,464 tons, down 22,000 tons from last year.

With airlines forecasting passenger load factors above 90 percent travelers are advised to allow enough time before their flights for parking, airline check-in, and

passenger and checked-luggage security screening. The current guidance for LAX and ONT is to arrive two hours before domestic flights and three hours before international flights.

Los Angeles World Airports (LAWA) and the Transportation Security Administration (TSA) offer the following tips for travel-

General rules

- Shoes: Wear easy-to-remove shoes because shoe screening is now mandatory.
- Packing: Whether you carry on or not, make sure the contents of your bags are arranged in a manner easy for TSA Officers to check. Zip-shut food storage bags are the cheapest way to transport small items in an easy-to-see way. Make sure caps are screwed down tight. Double-bagging is good idea.
- Comb through purses and carryons for liquid and gel products, which are banned.

• Remember: Since 9/11, passengers have been told not to lock their luggage. Special locks are available online and at specialty stores.

Banned from carry-on luggage:

- Aerosol spray bottles and cans.
- All creams and lotions, including first-aid and rash creams and ointments, suntan lotions and moisturizers.
- Bug sprays and repellents.
- Eyedrops and saline solutions of more than 4 ounces.
- Gel deodorants and hairstyling gels.
- Liquid hair sprays.
- Hair straightener, detangler, shampoos and conditioners.
- Lip gels, balms and glosses. (Solid lipsticks are OK.)
- Liquid bubble bath, including gel- or liquid-filled bubble bath balls, bath oils and moisturizers.
- Liquid foundations, mascara, makeup removers and facial cleansers.
- Liquid, gel or spray perfumes and colognes.
- Liquid soaps and sanitizers.
- Mouthwash and toothpaste.
- Nail polish and removers. Banned food and drink
- All beverages.
- Cheese in pressurized contain-
- Duty-free alcohol and other items (unless delivered by an authorized concessionaire directly to the aircraft).
- Gelatin, pudding, whipped cream and yogurt.

Other banned items

- Gel candles.
- Gel shoe inserts.
- Lighters.

(con't on pg. 15)

SEPTEMBER CHAMBER CALENDAR OF EVENTS

SEPTEMBER 05 SEPTEMBER 06	City Council Meeting @ City Council Chambers 6:30 pm Business Link Networking Group Guasti Villa 7:00 am
SEPTEMBER 07	
SEFTEMBER 07	New Member Reception @ Sheraton Ontario Airport Hotel 429 N. Vineyard Ave. in Ontario 5:30 pm - 7:30 pm
SEPTEMBER 12	Liberty Tax Service Ribbon Cutting @ 1520 N Mountain Ave, Suite 102 in Ontario 5:30 pm - 7:30 pm
SEPTEMBER 13	Business Link Networking Group Guasti Villa 7:00 am
SEPTEMBER 13	IEYPN Inaugural Small Business Expo @ Ontario Convention Center 8:30 am - 1:30 pm
SEPTEMBER 14	Executive Meeting @ Chamber Office 7:30 am
SEPTEMBER 14	Government Affairs Council @ Chamber Headquarters 9:30 am - 10:30 am
SEPTEMBER 20	Business Link Networking Group Guasti Villa 7:00 am
SEPTEMBER 21	Board Of Directors Meeting @ ONT Airport 7:30 am - 9:00 am
SEPTEMBER 27	Business Link Networking Group Guasti Villa 7:00 am
SEPTEMBER 27	Ambassadors Meeting @ Chamber Office 11:30 am - 1:00 pm
SEPTEMBER 28	The Executive Suites at Haven, 9431 Haven Ave. in Rancho Cucamonga Grand Opening
	5:30 pm - 7:30 pm

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CCTV Camera Technology Overview



All video security system starts with Closed Circuit Television cameras (CCTV). The images you see and record can only be as good as the images produced by your CCTV cameras. There are several critical specification factors which affect the performance of your security cameras and the quality of images. These factors also affect the price of security cameras.

The Type of Cameras You must acknowledge your specific needs for CCTV cameras, regarding your security needs. There are numerous types of CCTV cameras based upon the usages.

Fixed CCTV cameras come in two main types:

The first style has a camera body, to which lenses of different focal lengths and/or fixed or variable irises may be attached. Because of their flexibility of configuration, body or box cameras are widely used in most commercial

video surveillance systems. The second style is basically a fixed lens mounted on a camera circuit board (board camera). These cameras may be packaged in a small case (Mini Cameras) or dome (Mini Dome) or tube (Bullet, Lipstick or Tube) or simply sold unpackaged, for mounting by the purchaser.

Lenses in these cameras are ei-

ther of a normal industry aperture or a "pinhole" lens of very small aperture. Since the lenses in board cameras are pre-mounted, have a fixed iris and are usually of a short focal length, their flexibility of usefulness is limited. However, this type of camera can provide a low cost solution in the right situation, particularly in a home or retail environment. Pan, Tilt, Zoom Cameras (PTZ) PTZ security cameras are able to rotate horizontally through 360°, vertically through 90° and have electrically powered zoom lenses capable of giving better than fifteen times optical zoom.

Movement can be very fast and is controlled through a connected controller and/or through an appropriate DVR. In addition, PTZ cameras can be set to auto-scan or to move through a pre-defined range of pre-set positions and amounts of zoom.

New advances in technology now provide digital zoom in addition to optical zoom; day/night light sensitivity; intelligent movement that prevents too much incremental movement at bigger zoom factors and user definable movement "patterns" rather than guard tours consisting of numbers of presets. PTZ security cameras are

normally mounted in domes and when used outside, the domes are weatherproof and thermostatically cooled and heated. Vandal resistant domes are also available. Once used almost exclusively by large corporations, governments and casinos, Pan, Tilt, Zoom (PTZ) CCTV cameras have now become much more affordable and offer better performance than just a few years ago.

The Quality of the Image Most common sensor type found on CCTV Camera equipment is CCD. A charge-coupled device (CCD) is a sensor for recording images, consisting of an integrated circuit containing an array of linked or coupled, capacitors. The size of the CCD chip is normally 1/4", 1/3" or 1/2". As a rule of thumb, the larger the size, the higher the quality of the image produced and the higher the price. However, higher density 1/4" and 1/3" CCD chips can now produce as good an image as many older 1/3" or 1/2" chips. Number of TV Lines (Resolution Quality).

The amount of resolvable detail in a picture, or the maximum number of pixels that can be distinguished either horizontally or vertically. The number of TV lines in the video produced by the security camera is a measure of picture resolution (sharpness).

The larger the number of TV lines, the better the resolution and hence, overall picture quality. Over 370 TV Lines is generally considered good resolution while over 450 TV lines is considered high resolution.

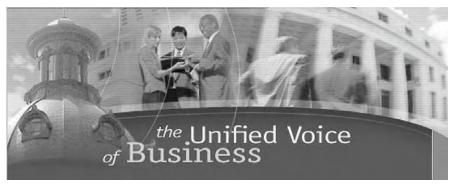
Light Sensitivity. The intensity of light is measured by LUX. Sensitivity ratings are generally given as the minimum "Lux" levels at which the camera will produce a useable image (1 Lux equals 1/10 Foot Candle). The lower the Lux number, the lower the light levels at which the CCTV camera will produce an acceptable image. In other words, the lower the Lux level

rating, the more light sensitive

the camera.

The focal length of the lens is measured in Millimeters (MM) and directly relates to the angle of view that will be achieved. In general, short focal lengths provide wide angles of view and long focal lengths become telephoto, with narrow angles of view. A "normal" angle of view is similar to what we see with our own eyes, and has a relative focal length equal to the pick up device (CCD). When setting you focal length, decide what you want your field of view to be, if your focal point is in the distance, than you can expect a narrow field of view. The wider the field of view the softer the picture will be around the edges of your picture.

Tops Digital Security A Division of Global ePoint 285 S Dupont Ave suite 102 Ontario, CA 91761 (909)635-0271 FAX 909)635-0280



CALL TO ACTION: Tax Credits

An Update from the California Chamber Highlighting Business Legislation and Regulations.

Contact Governor Arnold Schwarzenegger, Senator Perata (D-Oakland), Senator Ackerman (R-Tustin), Assembly member Núñez (D-Los Angeles), Assembly member Plescia (R-La Jolla), and your Senate and Assembly members of the California State Legislature and tell them to SUPPORT the following pro-investment and jobgrowth stimulation proposals from the 2005-06 Legislative Session.

- SB 1619 (Dutton; R-Rancho Cucamonga) Business Investment Incentive and Tax Relief — Helps stimulate and revive the airline industry by capping the amount of tax on the sale and use of fuel and petroleum.
- AB 777 (Núñez D-Los Angeles) Runaway Film Productions Credit — Creates a tax credit for high job and revenue-generating movie productions in order to stem the problem of "runaway" productions fleeing to other states and countries that are aggressively offering better tax incentives and tax structures than California.
- AB 2010 (Plescia; R-La Jolla) and SB 1584 (Runner; R-Lancaster) Health Savings Account — Fa-



cilitates flexibility for employers and employees to take advantage of high deductible health plans by aligning California's tax deduction for health savings accounts with the federal tax deductions allowed.

- AB 2032 (Lieu; D-Torrance) Research and Development Tax Credit — Stimulates investment and encourages growth in research and development by increasing the state's research and development tax credit.
- AB 2033 (Lieu; D-Torrance) New High-Tech Jobs — Helps bring new jobs to California by helping defense contracting companies to secure cutting-edge federal defense aircraft projects.
- AB 2218 (Torrico; D-Newark) Business Investment Incentive — Helps revitalize the manufacturing industry and encourages business investment and expansion by providing various sales and use tax exemptions for manufacturers.

Inland Valley Chamber Legislative Alliance to take positions on Propositions for **November Ballot**

The Inland Valley Chamber Legislative Alliance has asked their Legislative Subcommittee to review the following Propositions for Alliance support or opposition:

- Proposition 84—Water Quality Safety and Supply
- Proposition 87—Alternative Energy and Tax on California Oil
- Proposition 90—Government Acquisition of Private Property

In addition, the committee will also be reviewing the following "job killer" legislation for Alliance support or opposition:

• AB 1884 (Chu)—Unemployment Insurance Compensation Benefits

- AB 2209 (Pavley)—Unemployment Insurance Benefit Expansion
- SB 300 (Kuehl)—Leave Law Abuse

We also reaffirmed our position to oppose SB 840 (Kuehl). This bill imposes a government-run health care system on California employers. The Alliance opposed this bill last year when it was placed on hold until this legislative session. The same is true for AB 1177 (Chan) which burdens taxpayers with a personal tax increase and increase of the alternative minimum tax. These types of tax increases impact businesses formed as LLC's, "S" Corporations and Partnerships.



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NEXT STAFFING CORPORATION

Next Staffing Corporation held their Grand Opening with the Chamber on Thursday August 3rd located at 405 N Vineyard Ave Suite "E". Not being new to the industry or to Ontario, but we welcomed them into the Chamber for the first time. Next Staffing specializes in: supplemental staffing, temporary/long term, payroll

Ribbon Cuttings & Grand Openings



NEXT STAFFING CORPORATION - Ribbon Cutting Ceremony

outsourcing, and direct placement. As they would say, make your best hire, NEXT!

EMPIRE STAFFING SOLUTIONS

Empire Staffing Solutions held their Grand Opening of their new facility on Friday July 21st, located at 603 South Milliken Ave Suite "H". It might have been one of the

hottest days of the year, but there were plenty of ice cold drinks and burgers to go around. With music, a great barbeque, friendly staff, and yes... the Laker Girls... for those who weren't able to make it down missed out!

See The September Calandar of Events on Pg. 13

PRIDESTAFF CAN HELP

The PrideStaff Rancho Cucamonga office is a franchise office of a national corporation with offices through out the US. Serving the San Bernardino and Riverside Counties, we specialize in providing well qualified candidates to companies in need of office staffing for positions such as Receptionists, Administrative Assistants, Accounting, Payroll, Data Entry, Customer Service and most other general office positions. We also specialize in Manufacturing and Warehousing operations, such as Machine Operators, Forklift Operators, Shipping & Receiving, Assemblers, Packers and all other general labor requirements.

We offer the strength of a national corporation, but with the personal touch and dedication of a family owned business. (con't on page 9)

Finding Commercial Space for Your Business

By Luke Santowski Commercial Real Estate Agent **Escondido Enterprises**

If your business is in a city, neighborhood, street, or business park that is less than ideal for your company, it affects your entire life. Maybe you're growing, opening another location or starting up a business. Either way, it's time to start searching for a new commercial space.

narrow down the options:

•First, pinpoint the ideal location you would like to have. Being located within or near a certain

city is important to many people. Most of the time, due to the nature of the business, it's neces- such as air conditioning, extra sary to be near a target demographic or customer base.

•Secondly, decide whether a significant part of your business depends on having high exposure price you are willing to pay for to traffic. Although street frontage costs more, it pays off unless typically quoted by the dolyou have a strong base of established clientele.

Here are some things to help you •Thirdly, determine the range of square feet acceptable to you. It's better to have room to grow than have to move again. Also, decide what ratio of office to

have any special requirements, amps, or roll-up doors call to ask if the property has what you want.

•Fourthly, decide the maximum your ideal space. Prices are lar amount per square foot per month or year (\$1.50/SF/Mo). Sometimes there are additional fees referred to as "CAM" (Common Area Maintenance), or "NNN" (Net-Net-Net).

•Finally, you can search online warehouse area you want. If you databases of properties for lease by simply signing up for a free account at www.loopnet.com. Simply enter in your search criteria and it displays matching

You're probably successful in business because you are the best in your field. Take advantage of this opportunity to grow your business while continuing to focus on your specialty. Your time and resources are too valuable to waste them on the wrong space. Businesses like yours and people like you make Ontario a success.







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Business

Employee Referral Programs - Getting Quality Employees

In an economy where cost containment is the order of the day, employee referral programs can fit the bill. These programs can deliver quality employees at a fraction of the cost of typical recruiting methods.

Many companies have shied away from referral programs under the belief that large referral fees are required to make such a program successful. Experience has shown that this is in fact not true and that many companies are reaping the benefits of employee referrals at an economical cost. Some of the advantages to a good referral program are: the candidates who are referred are better fits for the job and the company, employee morale is increased, and the company's recruiting costs are reduced. Very few other company programs can boast of the ability to improve present employee morale and improve the quality of candidates being considered for open positions. Angami Systems, a referral technology company, identified four major reasons for implementing a referral program. Lower hiring costs. Accord-

ing to a cost-per-hire survey by the Employment Management Association, a typical printed job advertisement can cost from \$726 to \$2,884, depending on whether the position is for an exempt or non-exempt employee. If the company uses an agency the costs are even higher. A referral program, on the other hand, can cost between \$70 and \$500 for the same positions.

High quality hires. The quality of candidates referred by employees is high, because employees are not inclined to refer individuals they feel will not perform

well for the company Reduction of hiring time. Part of the interview process is intended to sell the company to the applicant. With the referral process the employee giving the referral has already sold the applicant on the company. This allows the company to spend more time on evaluating the candidate.

Increased loyalty from present employees. A referral program reinforces the employee's belief that they are an important asset to the company and their recommendations are valued.

In most cases what drives employees to refer candidates is not the reward offered by the company. A survey by Referral Network, a New York based company, showed that 42% of the employees surveyed said they

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referred in order to help a friend find a good job. Another 24% stated that they wanted to help their company, and only 24% were motivated by the reward.

Another valuable piece of information that came from the survey was that employees don't expect large rewards for making referrals. Of the people surveyed, 85% said a referral fee of \$1,000 or less would motivate them. Thirty-two percent said that a \$100-\$400 reward would make them happy. From the survey it is apparent that a company does not need to spend large amounts of money on its referral program to make it work and to reward their employees for participating. Cash rewards are not the only way to reward people for referrals.

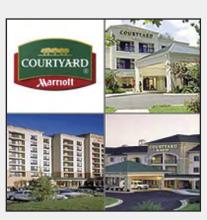
One company puts the employee's name into a pot every time an individual he refers is hired. At the end of the year one name is drawn and the winner gets a one-week trip, for two, to Hawaii. Employees are motivated by the chance to win a large reward. Companies can offer one large reward or individual noncash rewards like weekend trips, extra vacation days, or merchandise.

There are employees who never participate in a company's referral program. Some of these are just very shy individuals, but there are other more important reasons people do not refer. A major reason is that they do not know anyone suitable for the job.

(con't from pg.4) **Lawyers**

Ron Alex is the founder and former

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UNIVERSITY EXPECTS "WILD" START TO NEW SPEAKER SERIES WITH "CATFIGHT!" DEBATE SET FOR SEPTEMBER 20

Cabourne of Cabourne & Associ-

ates and president of the National

Association of Women Business

Owners – Inland Empire Chapter

The event is scheduled to start at

3:30 p.m. on Wednesday, Sept. 20,

at the Pacific Palms Conference

will serve as moderator.

While many opportunities exist for women in the current business world, some point to a vital deficiency created by a lack of women serving on boards and commissions. The cause, effects and potential solutions of this issue will be the focus of "CATFIGHT! Women on Boards ... The Debate!" sponsored by the University of La Verne College of Business & Public Management's Women In Leadership Development (WILD) Program.

The debate marks the premier of the WILD Program's new "Top of the Ladder" speaker series. Scheduled speakers include Linda Kornfeld, a partner at Dickstein Shapiro, LLP, and Elizabeth Ghaffari, CEO of Technology Place, Inc. Renée

Resort, located at One Industry Hills Parkway in Industry Hills. admission is \$40 per person. For more information or to make reserariase@ulv.edu.

on October 11, focusing on women- Marketing, will moderate. owned businesses. Speakers will

include Rose Girard, founder and CEO of Phoenix Construction, Jan Steiner, CEO of Thoro Packaging, and Gail Horton, president/founder of California Computer Schools, Inc. The moderator will be Betsy Berkhemer-Credaire, president of Berkhemer Clayton, Inc.

On November 8, the WILD series will look at women in non-tradi-The public is welcome to attend and tional executive positions. Mimi Song, top commercial real estate broker for Sperry Van Ness, Cristi vations, contact Erica Arias at (909) Cristich, founder/CEO of Cristek 593-3511 ext., 4202 or by e-mail at Interconnections, Inc., and Gillian Zucker, president of California Speedway, will speak. Gail Guge, The WILD speaker series continues managing partner of Wilkin Guge

The purpose of WILD is to implement leadership programs of particular interest to women. It seeks to increase the presence of women holding executive positions in public, private and non-profit organizations, and to mentor women in professional development. The ULV program anticipates creation of a membership group that will support a future new center in the College of Business & Public Management that will focus on issues relating to women in business.

For additional information on WILD, contact Amanda Gonzalez at (909) 593-3511 ext. 4228 or email acoleman@ulv.edu.

PrideStaff (con't from pg.6)

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