OntarioChamberOfCommerce

THE INTERSECTION OF COMMERCE AND COMMUNITY

A Publication of the Ontario Chamber of Commerce • Serving the City of Ontario, California Business Community • 98 Years of Service

BUSINESS OURNAL Volume 13 Number 10 • October 2007 www.ontario.org **ONTARIO CHAMBER GOES TO WASHINGTON D.C.**





Ontario Chamber Builds Key Relationships In Washington D.C.

The Ontario Chamber of Commerce traveled to Washington D.C. to meet with the U.S. Chamber and Congressmen Joe Baca, David Dreier, Gary Miller, and Ken Calvert. The trip jumpstarts the Chamber's 2008 legislative agenda and planning process in representing the interests of business with government. The Chamber will focus on three main legislative issues in 2008: healthcare, international trade, and transportation.

"We invested time and resources to build a lasting relationship with key policymakers that impact the economic vitality of our region," said Mark Smiley, President and CEO of the Ontario Chamber. "The Chamber is charged by its businesses with representing the Ontario business community with government and are looking for ways to improve our business climate so we can create more jobs," Smiley continued.



INDEX

CHAMBER | 2 Chairwoman Message, pg. 2 Calendar of Events, pg.8 New Members pg.10 Renewing Members, pg. 10 Gov't Affairs Program, pg 10

BUSINESS | 6 Washington D.C Business, pg. 6

L he Chamber has developed a plan to form strategic partnerships with local businesses and the U.S. Chamber in order to build and sustain a bipartisan coalition. The Chamber will ensure Ontario businesses have access to information and decision makers impacting its 2008 legislative priorities.

"We are focused on providing Ontario businesses with the tools to act on legislative issues important to their ability to do business in our community," stated Bob Cruz, Chair of the Chamber's Government Affairs Committee. "The Chamber is committed to engaging our businesses in the legislative process," stated Cruz.

Eckerson Named GM Of Citizens Business Bank Arena



has named Steve Eckerson GM of Ontario, Calif.'s Citizens Busi-

ness Bank Arena, which is scheduled to open fall 2008. He will report to Bob Newman, COO of AEG Facilities.

In his new role, Eckerson will oversee all operations at the 11,000-plus seat sports and entertainment arena. Those duties will include booking, event and guest services, community and public relations and security.

Los Angeles-based AEG also feature 36 luxury suites located on two levels.

> Citizens Business Bank Arena will be the centerpiece of Piemonte at the Ontario Center, an urban mixeduse project featuring office and retail space, hotel and entertainment components.

Prior to joining AEG, Eckerson was the director of event sales and operations at Qwest Field, Qwest Field and Event Center and the WaMu Theater in Seattle . He has also enjoyed executive and management stints at the Oregon Museum of Science and Industry, Florida Expo Park , Eastern States Exposition and the Cumberland County Civic Center.

Real Estate Hunt, pg. 3

Governor's Water, pg. 7

ADVOCACY | 5

Legislative Influence, pg. 5

Free Trade Agreement, pg. 5

AVIATION CORNER 9

Paper Tickets Shelved., pg. 9

Southwest Listens, pg. 9

Airline Minute, pg. 9

Additionally, the Chamber met with key business leaders and the U.S. Chamber of Commerce and developed an action plan on the Chamber's legislative priorities:

The Chamber will finalize the details of is 2008 legislative priorities in the coming months

DINING AND ENTERTAINMENT

Page 6

The 225,000-square foot facility will feature 9,500 fixed seats, with additional seating risers to accommodate capacities of 11,089 for concerts, 9,736 for hockey and 10,832 for basketball. The arena, which is owned by the city of Ontario and operated by AEG, will

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OUR MISSION AS YOUR CHAMBER

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

CHAIRWOMAN OF THE BOARD



A favorite saying of our CEO's is "I'm going to give you the view from 30,000 feet." As I write this column, I actually am at 30,000 feet, returning on a corporate jet, courtesy of Express Jet, from our inaugural Legislative Fly In to Washington, DC. (Thank you again Express Jet for donating the fabulous aircraft, and expert crew!)

By all measures, our first Legislative Fly In was a resounding success. To a person, each participant was pleased with the foundation we laid for dialogue with our federal legislators and encouraged by the reassurance of our elected officials that our Legislative Fly In is the next logical step in our expanding advocacy program.

The Fly In has 'sharpened our focus' on legislative matters of utmost importance to our members – transportation, health care and international trade. The Fly In allowed us engage our federal legislators in pointed dialogues about these issues, and about their plans to impact these issues. It gave us a collective business voice – not via letter or phone call, but faceto-face with our congressman on issues that impact our businesses.

Subsequent Fly Ins are not only encouraged by our congressman, but will also allow these issues to be refined and will allow for other issues, such as education and workforce development, to be added to our agenda.

Our meetings with Congressmen Baca and Miller, and the analysts for Calvert and Drier, provided us with a perspective which will strengthen our advocacy. Those in attendance on the trip agree that the Fly Ins will lead to a greater opportunity to affect legislation.

In addition to the congressional visits, we were also briefed by the Governor's Washington, DC staff and the US Chamber of Commerce.

The Fly In was flawlessly planned by Ashley Sharkey of A Novel Solution Event Planning. Every detail for the trip, from our Farewell Breakfast upon our departure from Guardian Jet Center in Ontario, to the in-flight survey on our return flight, was planned to the 'nth' degree, making for a seamless trip during which all participants could focus on the business at hand rather than worrying about luggage, security or tips. And again, many thanks to Express Jet for sponsoring the flight! All in all, I am thrilled with the inaugural Fly In. Thanks to those pioneers who joined us:

Mark Tuttle, Integrated Warehouse Solutions

Cindy Anderson, BAE Systems

Mike Guiliano, Lee and Associates

Dr. Bob Rothbart, Rancho Cucamonga Optometric

Cid Pinedo, Chaffey College Foundation

Rick Croasdale, Express Jet

As we begin the planning for Fly Ins to Sacramento and subsequent Fly Ins to Washington, DC, I encourage you to get involved. If you can't join us on these stimulating, effective visits, at least let us hear from you regarding your thoughts on legislative matters.

Until next month -

Jennifer Resch-Silvestri



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Small Business Matters: The Real Estate Hunt

Finding Office Space to Fit Your Needs Harry Klaff Managing Director Jones Lang LaSalle

After personnel costs, rent accounts for the most significant portion of a business' expenditures. For business owners not schooled in the intricacies of leasing, here are some points to consider:

Define Your Space Requirements-What size and layout do you need? What image and quality do you want to project? Are there geographic constraints? What can you afford? Is there room to expand?

Plan for the Future-Leases generally run from 5 to 10 years. While immediate space needs must be considered, an understanding of your organization's longrange plan can help accommodate future growth. It is common to project out 3 to 5 years and lease space to accommodate that growth.

Understand the Classes of Office Space-Offices come in a variety of grades or levels. Trophy offices are premier properties with numerous amenities in or near the building. They are located in the best neighborhoods and near transportation. You can expect to pay top dollar for such properties.

A Class buildings are quite nice but may not have as many amenities. B and C Class buildings tend to be older and perhaps not as well located but are cost effective. You want to match the quality

and location of the office building to support your organization's mission, culture, and budget.

Analyze a Building's Infrastructure-You wouldn't buy a car without looking under the hood, and office space is no different. Find out the age of the building and its physical condition. The roof, boilers, and chillers can require significant capital expenditures as can re-facing the building and upgrading the lobby, elevators, and bathrooms. These operating expenses can be passed on to tenants. It is critical to have a professional investigate the building and provide an analysis of any deferred maintenance items or performance issues with its infrastructure.

Evaluate Security-Tenants look for services such as lobby security, guards around the clock, card key-activated elevators, and secure floors. These factors are especially important for businesses whose employees work long hours.

Negotiate the Lease-A tenant representative can craft a lease that represents your best interests. It should include such items as the length of the lease and lease rates, an exit strategy, sublease capability, and favorable renewal options.

Consider Timing and Schedule-Some businesses begin the process of finding new space 2 to 3 years before they plan to move. Determine the best time to approach a landlord as it relates to your current lease expiration date, market trends, and interior construction.



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ONTARIO BUSINESS JOURNAL | 4



KEYNOTE SPEAKER: Garner Holt

Starting in his parent's garage, Garner Holt has grown his business into an internationally recognized leader in the design and manufacture of show and ride systems, animatronic figures and special effects. His clients include Disneyland, Universal, MGM, NASA, Chuck E. Cheese's, McDonald's, FAO Schwarz, to name a few.

MARKETING PRO GUEST SPEAKER:

Jessica Spaulding Learn from this expert on creating strategies for media relations, branding, events, advertising, and digital media.

SMALL BUSINESS OWNER

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- · Growing globally

CESSthe only major U.S. carrierssiness ownerswithout China flights, won per-
mission to fly to China for the
first time. Approval was given
for Delta to fly between Atlanta

CHINA

ROUTES

The Transportation Depart-

ment on Tuesday announced the

awards of six new China routes.

Delta Air Lines and US Airways,

for Delta to fly between Atlanta and Shanghai; US Airways between Philadelphia and Beijing; Continental Airlines between Newark and Shanghai; American Airlines between Chicago and Beijing; Northwest Airlines between Detroit and Shanghai; and United Airlines between San Francisco and Guangzhou. With the newly announced routes, United will have 42 flights a week; Northwest, 28; American, 14; Continental, 14; Delta, 7; and US Airways, 7.

GUEST SPEAKER: Mike Santana

Learn how this small business owner built his business entirely through marketing and word-ofmouth referrals.

PANEL OF PROS - Q&A:

Gamer Holt, Jessica Spaulding, Mike Santana and Rhonda Scott

COST: \$50.00 DATE: October 25, 2007 TIME: 5:00pm - 8:30pm

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Register at: www.iewbc.org/calendar.html

LOCATION: Ontario Convention Center 2000 Convention Center Way FREE PARKING REFRESHMENTS & APPETIZERS





ADVOCACY Program Increasing Legislative Influence

The Ontario Chamber of Commerce expands its membership benefits with the addition of an ambitious government affairs program that will represent the interests of businesses. The Ontario Chamber has developed and implemented a government affairs program complete with mission and vision statements, goals, and long term strategies. Efforts are currently being made to nurture relationships with local and a state elected officials and their staff to ensure that our member businesses are represented on issues that might have an impact to our city and state.

"The new advocacy program has added another value-added service to a chamber membership," said Mark Smiley, President and CEO of the Ontario Chamber. "We are extremely excited to offer the benefit of representing the interests of our members with government."

The Ontario Chamber is created a Government Affairs Committee (GAC). The Chamber's GAC will is comprised of a chamber member-only committee that has met once per month serving as an action team for contacting legislators, building the advocacy program, and setting goals and priorities for the year and on an annual basis.

"One of our goals is to engage more members in the legislative process," stated Bob Cruz, Public Affairs Manager for the Southern California Gas Company and Chairman of the Chamber's GAC. "The implementa-

Calif.: State's Global Warming Lawsuit Frozen Out

tion of detailed legislative tracking will produce tools for our members to take action on the issues that impact them most," continued Cruz.

The GAC has tracked legislation and will issue vote records on local elected officials. By following legislation impacting the Chamber's membership, the Chamber can respond directly to their officials and their staff on pertinent issues. At the conclusion of each legislative session, the GAC will assist in the production of the vote records for the Chamber's local legislators and how they voted on the top anti-business and pro-business legislation of that year. The Chamber will also create and maintain a Web site dedicated to the government affairs program. The objective of the Web site will be to interconnect all of the facets of the advocacy program. The Web site will be updated at least once a week or when necessary.

A second feature of the program is a legislative eALERT. The Legislative eALERT is an e-mail update on important advocacy related issues sent directly to the Ontario Chamber's membership. Together, these Web-based services will play a crucial role in connecting all lines of communication for the Ontario Chamber and its members.

The benefits of the Chamber's new government affairs program will also create a strong grassroots base. A database will be conceived of those members who will serve as a resource for business related public policy issues and will be readily available for public policy events and action alerts.

FREE TRADE AGREEMENT APPROVED

WASHINGTON – The Senate Finance Committee approved Friday a draft of a free trade agreement with Peru , which has faced a rough ride in Congress since it was concluded nearly two years.

The panel voted 18-3 to give initial approval of the White House's draft bill to implement the agreement, which was modified earlier this year to satisfy the demands of Democrats for tougher labor and environmental provisions.

The House of Representatives Ways and Means Committee is expected to approve the draft legislation Tuesday, which would clear the way for the White House to submit a final implementing bill to Congress for a vote.

Once that happens, Congress will have 90 days to approve or reject the pact without making changes. Leading Democrats have said they expect the pact to be

approved.

Peru and three other Andean countries already have duty-free access to the U.S. market for over 90 percent of their goods. The deal locks in that access for Peru and phases out tariffs on U.S. exports to a regional ally.

Sen. Kent Conrad, a North Dakota Democrat and critic of most trade deals, urged colleagues to support the agreement as a bulwark against Venezuelan President Hugo Chavez, an ardent foe of the United States .

The Bush administration had hoped to win approval of the Peru free trade agreement last year, but decided not to push for a vote ahead of the November congressional elections.

When Democrats captured control of both the House and the Senate, the White House was forced to renegotiate labor and environmental provisions of the trade pact with Peru – and three others with Colombia , Panama and South Korea .They say Colombia has not done enough to stop the killings of trade unionists and to bring their murderers to justice.

They accuse the Bush administration of negotiating a lopsided deal with South Korea that will open to U.S. market to more auto imports without tearing down that country's regulatory barriers to U.S. auto exports.

President Bush on Thursday urged Congress to approve all four pending trade agreements.

"If they don't get through, it's a sign that the protectionists are beginning to be on the ascendancy here in Congress and that would be a mistake," Bush said.

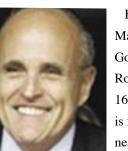
A federal judge has tossed out California 's lawsuit attempting to force automakers to pay for efforts to stem global warming. Judge Martin Jenkins ruled that the state's efforts to make the nation's top automakers pay for efforts to stop global warming threatens U.S. foreign policy and that only Congress or the president can determine if such payments are appropriate. California is expected to appeal the ruling.

Source: Central Valley Business Times

CLINTON LEADING



New York Sen. Hillary Rodham Clinton is leading among Democrats in the California presidential primary,



mayor of New York City, is slightly

ahead of the GOP pack, with 22 percent

of likely primary voters saying they will

while Rudy Giuliani is slightly ahead of his
est rival is Illinois Sen. Barack Obama,
three major Republican rivals, according to
a new poll from the Public Policy Institute
of California.
Clinton has the support of 41 percent of
be more divided. Giuliani, the former

support him.

Clinton has the support of 41 percent of likely Democratic primary voters, according to the survey, which was taken over a seven-day period following the Labor Day weekend and released Thursday. Her closFormer15 pMassachusettsminGov. MittDenRomney is attheir16 percent, asTheis former Ten-reginessee Sen.liket

Fred Thompson, who only recently joined the race. Arizona Sen. John McCain is at 15 percent. The margin of error is plus or minus 5 percentage points. Democrats allow independents to vote in their primary, although Republicans do not. The survey results reflect the views of 455 registered Democrats and independents likely to cast ballots in the Democratic primary and 353 registered Republicans likely to vote in their party's primary. Both contests will be held Feb. 5.

PPIC is a nonpartisan think tank based in San Francisco . The poll results were based on a telephone survey of 2,003 California adult residents who were interviewed from Sept. 4 to Sept. 11.







Ontario Busineses Meet with Schwarzenegger's Team in Washington DC

Healthcare, transportation and education were the tops of discussion in a private meeting with Governor Schwarzenegger's legislative team in Washington DC. The Ontario Chamber met with the Governor's Washington DC people to discuss issues that impact Ontario business.

"We are committed to working with our Governor and his team in Sacramento and in our nation's capitol to fight for the interests of our business community," stated Mark Smiley, President/CEO of the Ontario Chamber. "Working together we can help protect the economic vitality of our region," Smiley continued.

Ontario business leaders briefed the Governor's staff on the Chamber concerns regarding the affordability of health care. The Chamber believes the eroding ability for small businesses to afford health insurance will translate into fewer joins in our city and throughout the region. The Governor's staff remained committed to working with the Chamber in securing federal funding and easing regulations on business as it relates it healthcare.

Ontario business leaders also urged the Governor's staff to support federal legislation that promotes innovation in the area of reducing congestion on our freeways. The Chamber discussed innovations such the privatization of our transportation system through the expansion of toll roads. The Chamber believes that future funding to ease traffic gridlock is limited.



Therefore, the expansion of our toll roads might bring the needed relief in the near future.

"We are impressed with the Governor's staff in Washington DC," stated Jennifer Resch-Silvestri, Chairman of the Board. "They are proactive, positive and committed to representing the interests of all Californians. We look forward to working with them to bring positive changes to Ontario and California," continued Resch-Silvestri.

CalChamber Applauds Governor's Comprehensive Water Approach



Helping California Business Do Business®

The California Chamber of Commerce this week praised Governor Arnold Schwarzenegger's efforts to develop a comprehensive water plan for the state. The Governor's \$9 billion comprehensive water infrastructure proposal will be introduced in the legislative special session that he called in response to California 's water crisis.

"The CalChamber applauds the Governor's efforts to solve California 's long-neglected water crisis," said CalChamber President Allan Zaremberg. "The water system that contributed to California 's emergence as one of the world's major economic powers is faltering. Existing facilities are barely able to meet current public demand."

"California 's economy and environmental protections require a substantial investment in our water infrastructure. The Governor's leadership to enhance our water supply and protect the Delta--the source of water for half of California --from earthquakes and other natural disasters is critical to California 's future. A reliable source of safe drinking water will be in jeopardy if we don't adopt the Governor's proposal to add water supply and ensure water conveyance through the Delta," Zaremberg said.

The plan invests \$600 million from Propositions 50, 84 and 1E to immediately relieve pressure on the Delta from environmental challenges and to respond to a recent federal court ruling that will reduce water deliveries to Southern California . It also includes \$5.6 billion for water storage, nearly \$2 billion for Delta restoration (in addition to the above-mentioned \$600 million), \$1 billion in grants for conservation and regional water projects and \$500 million for specific water restoration projects.

Written in two bills authored by Assem-

bly Republican Leader Michael Villines (R- Fresno) and Senator Dave Cogdill (R - Modesto), the proposal represents a combination of ideas previously detailed in proposals by the Governor and legislative leaders.

Details of the \$9 billion comprehensive water infrastructure proposal include:

• \$600 million from Propositions 50, 84 and 1E to immediately relieve pressure on the Delta from environmental concerns.

• \$5.6 billion in above and below ground water storage

- \$5.1 billion in surface storage
- \$500 million in groundwater storage

• Identifies three locations for surface storage (Sites, Temperance Flat Reservoirs and Los Vaqueros Expansion Project.)

• Specific criteria to assure public benefits and environmental benefits

• \$1.9 billion in Delta Restoration and the development of an alternative conveyance system.

• \$1.4 billion for habitat restoration

\$500 million in early actions to address environmental concerns in the Delta.
\$500 million in grants for specified watersheds throughout the state, including the San Joaquin River, Klamath River, Los Angeles River and others.

"The Legislature owes Californians a comprehensive water package that invests in its future and finances infrastructure projects for surface and groundwater storage, water use efficiency, environmental restoration, and water quality projects in the state," Zaremberg said. "The CalChamber will continue to work with the Legislature, Governor Schwarzenegger and other interested parties to ensure that the state has sufficient facilities to capture, retain and convey the water needed to support California 's growing population and economy. California can't afford to settle for anything less."



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California's housing slump hits job market. Unemployment rise not at peak yet, says report.

BY JULIET WILLIAMS, Associated Press

SACRAMENTO - The deepening housing slump is hurting California's job market and threatens to jeopardize the economic progress workers have seen over the past few years, according to a new report released today.

The fallout from the mortgage crisis comes on the heels of Census Bureau data that showed California's median income rose to \$55,318 in 2006, up \$1,866 from the previous year and about 2.8 percent from 2001 when adjusted for inflation, the California Budget Project reported in a survey timed to coincide with the Labor Day holiday.

The report - "Labor Day 2007: California's Workers Face a Mix of Promising and Troubling Trends" - also found fewer Californians living below the federal poverty line: 12.2 percent in 2006, compared with 13.2 percent the previous year. But industries tied to the housing market - a major driver of California's job growth over the last few years - "have lost jobs during the past year and recent developments suggest that the decline has yet to bottom out," the study found. The nonpartisan group also noted that highly paid workers have benefited most from the economic recovery. Thanks to a robust stock market, highend workers supplemented their wages with strong investment income. Lowend wage earners, however, have seen

their buying power decline. "I'd say maybe a third of the increase we saw in median household income comes from interest in dividend payments," said Jean Ross, executive director of the California Budget Project. California already lost nearly 17,000 housing-related jobs between July 2006 and 2007 - even before the most dramatic effects of the home-lending crisis hit the market.

"Lenders have imposed stricter standards on homebuyers in response to a sharp rise in the number of homeowners defaulting on their mortgages. This will make it harder for potential homebuyers to purchase homes and could cause demand for housing to wane further," the report noted. Recent trends threaten to curtail progress even further. The state's unemploy ment rate has increased dramatically, rising to 5.3 percent in July. The U.S. unemployment rate has also risen, but it climbed to just 4.6 percent in July, up from 4.4 percent in March. Still, Ross noted that California has seen stronger gains in poverty reduction over the last five years than the rest of the nation - a trend she hopes continues.



www.ontario.org

"I think it does speak to the fact that California, while we saw some considerable challenges, still is a great place to live and a great place to be," she said.

DINING ENTERTAINMENT

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Fresh Grill 8005 Milliken Ave. (909) 605-9479

ICK Restaurant, Inc. 4575 E. Concours Dr., Suite 130 (909) 481-8381

Kamiyama Sushi at Market Broiler 4553 E. Mills Circle (909) 373-4013

Tokyo Wako Restaurant 4472 Ontario Mills Parkway (909) 484-7200

CONTINENTAL & AMERICAN

Chick-fil-A 4350 E. Ontario Mills Pkwy (909) 481-5730

Citrus West At The Double Tree Hotel 222 N. Vineyard Ave. (909) 937-0900

Dave & Buster's 4821 Mills Circle (909) 987-1557

Fatburger 11226 4th Street Suite 101 Rancho Cucamonga (909) 484-3557

Gausti Cafe 2902 Old Brookside Rd. (909) 390-6253 Honeybaked Ham Cafe

4320 A Mills Cafe (909) 987-6300

Hooters Restaurant of Ontario 725 N. Milliken Ave. (909) 989-2209

Misty's Lounge At The Double Tree Hotel 222 N.Vineyard (909)937-0900

New York Grill 950 Ontario Mills Dr. (909) 987-1928

Outback Steakhouse 4492 Ontario Mills Dr. (909) 987-1219

Porter's Prime Steakhouse 222 N. Vineyard Ave (909) 937-0900

Rainforest Cafe 4810 Mills Circle (909) 941-7979

Saffron Catering and Event Services 2903 Guasti Road, Guasti (909) 605-7677

Sizzler Restaurant 2228 Mountain Ave (909) 984-5059

Sycamore Inn 8318 Foothill Blvd. Rancho Cucamonga (909) 982-1104

CAFÉ & ASIAN GRILL Lollicup Ontario 4323 E. Mills Circle #104, CREOLE The Jazz Café 1133 W. 6th Street (909)391-9119

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Donahoo's Golden Chicken 1117 N. Grove Avenue (909) 983-4319

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McDonald's #31671 1170 E. Philadelphia Street, (951) El Mexicano II 784-2336

McDonald's #5739 2463 S. Euclid Ave., (951) 784-2336

McDonald's at Ontario Mills 4310 Mills Road (909) 980-2137

ITALIAN

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Graziano's Restaurant 425 N. Vineyard Ave. (909) 937-1220

Rosa's Restaunant 425 N. Vineyard (909)937-1220 Vince's Spaghetti, Inc. 1206 W. Holt Blvd (909) 986-7074

JUICE BARS

Juice It Up 2910 S. Archibald Ave., Ste"D" (909) 923-2018

Juice It Up 520 N. Mountain Ave. #105, (909) 391-6800

MEXICAN

Chipotle Mexican Grill 11334 4th Street Rancho Cucamonga, CA (909) 476-7863

Chonita's Fine Mexican Food 710 N. Archibald Ave., Ste "B" (909)944-1400

612 N. Euclid Ave. (909) 984-3711

El Zarape Mexican Restaurant Bar & Grill 1919 E. Rvierside Dr. (909) 923-0540

MULTI-CULTURAL

Tacone 12525 N. Main Street Rancho Cucamonga (909) 646-7030

PIZZA

BJ's Restaurant and Brew house 11520 Fourth Street Rancho Cucamonga (909) 581-6750

Red Brick Pizza 1520 N. Mountain Ave (909) 984-9888

ONTARIO BUSINESS JOURNAL | 8

Cali Grill & Bar 960 N. Ontario Mills Dr. (909) 476.2350

Paulie's Pizza 816 N. Euclid Avenue (909) 986-6076

SANDWICH SHOPS

Subway Sandwiches "Gangan & Aman" 710 N. Archibald Ave. (909) 989-4466

SEAFOOD

Las Playas Family Restaurant 1542 Holt (909) 391-8270

Market Broiler 4533 E Mills Circle (909) 581-0866

ENTERTAINMENT

Boomers 1500 W. 7th Street Upland (909)946-9555

California Speedway 9300 Cherry Avenue Fontana (909)429-5000

Fairplex/LA County Fair 1101 W. McKinley Ave. Pomona (909)865-4516

Ontario Ice Skating Center 1225 W. Holt Blvd. (909)986-0793

Quakes Professional Baseball Club PO Box 4139 Rancho Cucamonga (909)481-5000

San Manuel Band of Mission Indians 26569 Community Center Drive Highland (909)864-8933

Calendar

*All addresses are Ontario unless otherwise specified.

OCTOBER CHAMBER CALENDAR OF EVENTS

October 02 October 03

- October 04
- City Council Meeting @ City Hall 6:30 pm 8:00 pm Business Link Networking Group @ Hilton Ontario Airport Hotel 7:00 am
- Let's Do Lunch @ Cali Grill and Bar in Ontario 11:30 am 1:00 pm
- New Member Reception @ Sheraton Ontario Airport Hotel 429 N. Vineyard Ave. in Ontario 5:30 pm 7:00 pm October 04 October 10 Business Link Networking Group @ Hilton Ontario Airport Hotel 7:00 am October 11 Executive Meeting @ Chamber Office 7:30 am - 9:00 am October 11 Government Affairs Council Meeting 9:30 am - 11:00 am October 16 OPARC Multi Chamber Grand Opening 8333 Rochester Ave. Unit 112 8:30 am - 9:30 am City Council Meeting @ City Hall 6:30 pm - 8:00 pm October 16 October 17 Business Link Networking Group @ Hilton Ontario Airport Hotel 7:00 am October 18 Board Of Directors Meeting @ ONT Airport 7:30 am - 9:00 am October 18 PVW Annual Mulit Chamber Mixer @ 4650 Brooks Montclair, CA 91763 5:00 pm - 7:30 pm October 23 Inland Empire United Way Multi-Chamber Mixer 9644 Hermosa Ave. 5:30 pm - 7:30 pm Ambassadors Meeting @ the Ontario Chamber office 11:30 am - 1:00 pm October 24 Inland Empire's Largest Mixer 5:00 pm - 9:00 pm October 24 October 25 Residence Inn by Marriott Ontario Airport Re-Grand Opening 4:00 pm - 8:00 pm October 25 K1 Speed Multi-Chamber Ribbon Cutting Ceremony 5350 E. Ontario Mills Prkway 5:30 pm - 7:30 pm October 31 Business Link Networking Group @ Hilton Ontario Airport Hotel 7:00 am



Visit the calendar online at www.ontario.org

erce Event Calendar Ontario Chamber Of Commerce

ONTARIO BUSINESS JOURNAL | 9

AVIATION Airline Indusu Paper Tickets **Airline Industry Shelves**



By JOHN WILEN AP Business Writer



NEW YORK — Next summer, paper airline tickets will go the way of vinyl records and rotary-dial phones: They won't entirely disappear, but they'll be hard to find.

On June 1, the industry asfor most major airlines will stop issuing paper tickets. Some small regional or foreign airlines will continue issuing paper tickets, but they'll be few and far between. Indeed, even without the International Air Transport

Association's directive, the vast majority of airline tickets are already electronic. IATA says paper tickets have fallen to less than 14 percent of the 400 million tickets it processes each year.

On its face, the move to all electronic ticketing is a no-

brainer for the airline industry. Paper tickets cost airlines \$10 to \$17, on average, compared with \$1 or less for electronic tickets. A fully electronic ticketing system will save the industry \$3 billion a year, the IATA estimates. "From the airline perspective, it's 100 percent upside," said Robert Mann, an airline consultant in Port Washington, N.Y. In addition to pure cost savings, electronic ticketing lets airlines record sociation that handles ticketing revenue more quickly on their balance sheets and track revenue patterns. Airlines used to have to bundle and ship tickets to a processing facility, where each ticket had to be fed into a computer, before revenue could be booked or analyzed.

> The industry also says electronic ticketing is more convenient to customers, who can manage their own bookings and make changes online without needing to call a travel agent or airline representative.

> "It's very simple for the customer and has far superior protections for the customer," said Tim Smith, a spokesman for American Airlines parent AMR Corp.

Mann has a slightly different take. "What's really happened here is that a lot of the work has been outsourced to the customer," Mann said. Travelers holding electronic tickets perform most of the functions that used to be handled by the airlines, including in many cases booking their flights at a Web site, printing their itinerary,

checking in for their flights online and printing a boarding pass from an airport kiosk.

Many people prefer it that way, but those who don't will still have the option of booking through a travel agent or airline sales representative.

Lorne Riley, an IATA spokesman, says electronic tickets are more secure than the paper variety, which can be easily forged. Mann notes that many foreign countries require travelers to present a ticket for either onward or return travel to gain entry. Riley said printed itineraries are accepted in most cases as proof of electronic ticket-based travel plans.

Most airlines have already mostly phased out paper tickets - AMR's Smith estimates that more than 98

percent of American's tickets are electronic — so the IATA move largely just codifies an industry shift that has already occurred.

Some smaller airlines will likely stick with paper ticketing, for now. "It's ones for whom moving to a fully electronic system doesn't make economic sense," such as small regional carriers that fly a few thousand customers a year, who will keep issuing paper tickets, Mann said.

"Some carriers ... they'll just continue to provide their own solution," said Riley. Indeed, the IATA's move applies only to the 70 to 75 percent of overall airline tickets. The IATA does not represent lowcost carriers such as Ryanair Holdings PLC and Southwest Airlines.

"We do not have any plans of eliminating paper stock," said Jeannine Rahe, a spokeswoman for the Airline Reporting Corp., or ARC, a separate organization that processes 169 million airline transactions, including tickets and exchanges, each year. Still, Rahe said 96.8 percent of the tickets ARC processes are electronic.

AIRLINE MINUTE

The temporary accommodation that allowed Americans to

travel by air to certain destina-

tions using a proof of passport

be required to have a passport

to fly to Canada, Mexico, Ber-

muda and the Caribbean. Other

documentation compliant with

the Western Hemisphere Travel

Initiative is permitted in lieu

of a passport.

application receipt will end Sept.

30. Starting Oct. 1, travelers will

Passport requirements to

change Oct. 1

You Spoke, We Listened



and increase Customer productivity. The new boarding delivers on both accounts and complements our legendary open seating."

Beginning in early November, Customers will be assigned a letter and a number on their Southwest boarding pass when they check in for a flight (for example: A32). This unique combination represents the Customers' reserved spot in their boarding groupboarding positions are separated into groups of five. When a Customer's boarding group is called, they simply find their designated place in line to board the aircraft. The A group will queue first in two lines: A1-30 on one side of marked columns and A31-60 on the other side, followed by two

FAA will redesign New York airspace

groups of B, and then the remaining Cs.

Southwest Airlines Says Open Seating is Here to Stay!

Southwest Streamlines Its Boarding Without Assigning Seats

DALLAS, Sept. 19 /PRNewswire-FirstCall/ -- Our Customers have spoken! Southwest Airlines embraces and celebrates its unique open seating heritage, announcing today that Customers will continue to choose their favorite seat while onboard the aircraft. The airline does plan to make changes to its boarding; however, saying goodbye to the perceived "cattle call" and eliminating the need for Customers to "camp-out" in their boarding line at the gate. The

boarding transformation will enhance Customers' Southwest experience, while maintaining the carrier's core values and Maverick character.

"Our open seating has served us exceptionally well throughout our 36-year history, and, after much research, deliberation, careful evaluation, and significant feedback from our Employees and Customers, we've decided that it is here to stay," said Gary Kelly, Southwest Airlines' Chief Executive Officer. "When we began our extensive exploration into the way our Customers board the aircraft, we set out to accomplish two things: improve the Customer Experience

"After testing assigned seats in San Diego last summer, we quickly learned that the majority of our Customers did not want us to abandon our open seating but they did challenge us to enhance the way we board our aircraft." Kelly said. "Through innovative thinking and a lot of long hours, I am confident that our Employees have successfully built a solution that answers our Customers' direct request, while protecting and even improving our aircraft efficiency. All the while, I am proud to say, preserving our out of the box thinking that makes us dif

Con't on pg. 11

Following a decade of research into potential noise and congestion relief, the FAA says it is ready to implement changes in air traffic flow around the New York and Philadelphia metropolitan areas. Officials say the plan would reduce delays by 20% when it is fully implemented, particularly at Liberty International Airport in Newark, N.J., and New York's LaGuardia and Kennedy, the nation's three most congested airports. Eventually, this could result in fewer delays for travelers across the country, as well. The changes will begin within months and are expected to be complete by 2011.

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Citygroup Global Markets Financial Advisors, Naseem Qader 456 W. Foothill Blvd. Claremont, CA 91711 (909)625-0781

(Con't from pg. 9) **"You Asked...."**

ferent."

The airline began experimenting with several boarding processes last year at San Diego International Airport . Based on encouraging results, a new boarding option emerged using frontline Southwest Employees and Customer feedback. Next, Southwest began constructing technology for a 2007 implementation in response to the initial San Diego results. In August 2007, the airline performed a "dress rehearsal" at San Antonio International Airport to confirm the carrier's preliminary findings and fine tune the process.

"Feedback from our San Antonio Customers and Employees has been overwhelmingly positive," Kelly said. "One of our primary goals with the new boarding is to give Customers back what they value most -- time. All of our research proves that this new way to board does just that."

Southwest Airlines announced a plan to enhance its product in late June 2007. Today's announcement is the first step in a laundry list of items the carrier will introduce over the next several months. The new style of boarding opens the door to future enhancements for the carrier, allowing for product customization and additional incentives for the business and leisure traveler.

Southwest Airlines is one of the most honored airlines in the world. Among Southwest's recent honors was being named to Business Week's first ever list of "Customer Service Champs," which ranks the best providers of Customer Service. For eight years in a row, Southwest Airlines was named to Business Ethics magazine's list as one of America 's "100 Best Corporate Citizens" for excelling at serving a variety of stakeholders and for leadership roles in corporate citizenship. And, for an impressive 11 consecutive years, FORTUNE magazine recognized Southwest Airlines as one of America 's Top Ten most admired corporations.

Ontario Rotary

WINE, ART & MUSIC

October 14th 10 am – pm

Charity - AUCTION @ 3:00 pm

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25th Annual

Handcrafted Arts & Crafts Fair Downtown Euclid Avenue Holt to "G" street

Saturday December 1, 2007 Rain Date December 8, 2007

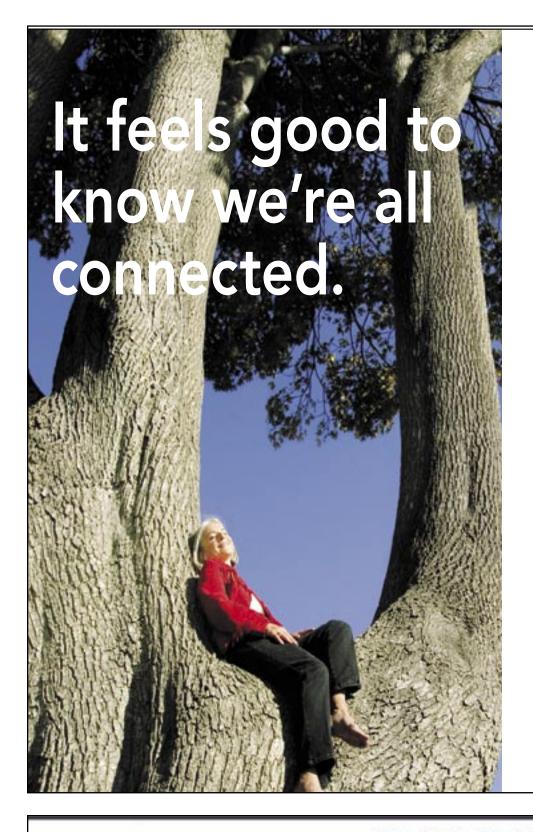
9:00 a.m. – 4:00 p.m.

For more information please contact The Ontario Chamber of Commerce (909) 984-2458

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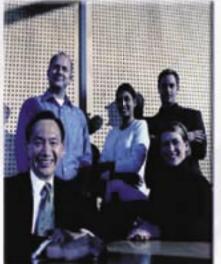
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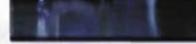




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