

# BID Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be held on Tuesday, April 25, 2017 at Loft.84 3840 Lemon Street

Jerry Tessier and Tim Milhouse of Artec/ Food Hall will be talking about the new dining experience; Food Lab, next to the Fox PAC

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door.

Please call the RDP Office at (951) 781-7335 for reservations.

*Reservations not cancelled by the prior Friday will be charged.*

*The meeting is sponsored by*



## Upcoming Downtown Events

There are a number of events in April that will draw residents and regional visitors to downtown.

### Riverside International Film Festival



The 15th Annual Riverside International Film Festival will run April 21st through April 30th at the Riverside Municipal Auditorium and the Box at the Fox Entertainment Plaza. Films include comedy, mystery, science fiction, animation, and student films. This year's festival will include contributions from Australia, Brazil, Canada, Cyprus, Egypt, Finland, France, India, Iran, The Philippines, Poland, Sweden, The United Kingdom, United Arab Emirate, and the USA. Those in foreign languages will all have English subtitles.

The festival will also spotlight a section of films relating to veterans and the military, including one documentary entitled American Veteran featuring a quadriplegic veteran from Murrieta. The festival offers 4 consecutive days of complimentary film screenings for all active and retired military personnel as well as adults over the age of 65.

For more information please visit [www.RiversideFilm.org](http://www.RiversideFilm.org)

### Riverside Tamale Festival

The 5th Annual Riverside Tamale Festival will take place on Saturday, April 22, 2017 from 10 am to 7 pm. Downtown Riverside's White Park will be resplendent with delicious food, outstanding entertainment, cultural shopping, and family connections. The Tamale Festival is a celebration of family, culture and history. Attendees are invited to visit the Family Connections Booth

to meet with family, make new friends, and share stories. Guests will enjoy the delicious tamales, the beauty of the folklorico, the rhythm of the music, the lavish hospitality and become a part of the familia.

The Riverside Tamale Festival is presented by the Spanish Town Heritage Foundation as a learning opportunity to share the story of Lorenzo Trujillo and the 10 original families who walked from Abiquiu, New Mexico across the Old Spanish Trail in 1842. They settled in this area and formed the twin communities of Agua Mansa and La Placita de los Trujillos along the Santa Ana River in today's Colton and Riverside, CA when the western border of the United States was the Louisiana Purchase. The Trujillo Family Adobe is City of Riverside Landmark #130, Riverside County Landmark #009, and a California site of Historical significance, and celebrates 155 years of family and community in 2017.

For more information, please visit [www.rivtamalefest.com](http://www.rivtamalefest.com) or call 951-235-3586.

### 4th Annual Riverside Art Market



**CALL FOR ARTISTS and VENDORS for the 4th Annual RIVERSIDE ART MARKET!**

Reserve your spot for the 2017 Riverside Art Market on Saturday, April 22, from 10 a.m. - 4 p.m.

All 50+ artist/vendor spots inside the Riverside Art Museum and out on the front lawn and across the street in Lot 27 sold out for 2016's Art Market, which drew 1000+ visitors.

Contact [ramartmart4@gmail.com](mailto:ramartmart4@gmail.com) for more info.



The 4th Annual Riverside Art Market takes place at the Riverside Art Museum

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## UPCOMING DOWNTOWN EVENTS from page 1

at the corner of Mission Inn Avenue and Lime Street from 10:00 AM to 4:00 PM on April 22, 2017. The event is free and open to the public, and provides a beautiful place for the community to come and enjoy looking at and buying unique arts and crafts.

With 50 plus vendors, and thousands of visitors, the Riverside Art Market will enhance the Riverside Downtown area and community at large. In addition to a fun day of shopping and art demonstrations, face painters, balloon artists, and the very popular children's craft area makes this a

family centered day.

### 3rd Annual Riverside Insect Fair

On April 29 from 10 am to 4 pm get a little bugged out as you touch a tarantula, buzz by the bees, or smell a stink bug. The Riverside Metropolitan Museum and the UC Riverside Entomology Graduate Student Association will host the 3rd Annual Riverside Insect Fair to give the community the opportunity to learn how insects impact everyone's lives. The event is free and open to the public and takes place at the Riverside Metropolitan Museum at 3580 Mission Inn Avenue. 



## PSA – Employment Scam Targeting College Students

College students across the United States continue to be targeted in a common employment scam. Scammers advertise phony job opportunities on college employment websites, and/or students receive e-mails on their school accounts recruiting them for fictitious positions. This “employment” results in a financial loss for participating students.

### How the scam works:

- Scammers post online job advertisements soliciting college students for administrative positions.
- The student employee receives counterfeit checks in the mail or via e-mail and is instructed to deposit the checks into their personal checking account.
- The scammer then directs the student to withdraw the funds from their checking account and send a portion, via wire transfer, to another individual. Often, the transfer of funds is to a “vendor”, purportedly for equipment, materials, or software necessary for the job.
- Subsequently, the checks are confirmed to be fraudulent by the bank.

### Consequences of participating in this scam:

- The student's bank account may be closed due to fraudulent activity and a report could be filed by the bank with a credit bureau or law enforcement agency.
- The student is responsible for reimbursing the bank the

amount of the counterfeit checks.

- The scamming incident could adversely affect the student's credit record.
- The scammers often obtain personal information from the student while posing as their employer, leaving them vulnerable to identity theft.
- Scammers seeking to acquire funds through fraudulent methods could potentially utilize the money to fund illicit criminal or terrorist activity.

### Tips on how to protect yourself from this scam:

- Never accept a job that requires depositing checks into your account or wiring portions to other individuals or accounts.
- Many of the scammers who send these messages are not native English speakers. Look for poor use of the English language in e-mails such as incorrect grammar, capitalization, and tenses.
- Forward suspicious e-mails to the college's IT personnel and report to the FBI. Tell your friends to be on the lookout for the scam.

If you or someone you know has been a victim of this scam or any other Internet-related scam, file a complaint with the FBI's Internet Crime Complaint Center at [www.IC3.gov](http://www.IC3.gov) and notify the appropriate campus police. 

**WATER**

Watering restrictions have been lifted.

For more info visit:  
[BlueRiverside.com](http://BlueRiverside.com)

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Parking

The City Council voted to modify the downtown parking rates in accordance with modified recommendations from the staff. Both RDP and the Greater Riverside Chambers of Commerce had input to the rate structure and committees of both organizations supported the final recommendations.

The adopted structure keeps the hourly rate in city parking structures as it is today with a maximum daily cost of \$8.00 and the first 90 minutes free. Monthly permit parking will increase by \$10 a month except in Garage 3 (University and Market) where it increases by \$20 a month and Garage 7 (The Fox Performing Arts Center garage) where it remains unchanged. Metered on street and surface lot parking rates would go up by \$.50 per hour making the hourly rate in the Justice Center \$2.00 and the hourly rate outside the Justice Center \$1.50 an hour. The Justice Center is the area south of 10th Street and east of Market St. It is important to recognize that today meters in the Justice Center are active from 7:00

a.m. to 6:00 p.m. As of April 1, the meter charge in the Justice Center will end at 5:00 p.m. to be consistent with the remainder of the downtown and to encourage after work patronage of downtown businesses.

The table below shows the adopted rates and the incremental hourly charge. You can see that there is a significant savings for all day parking by using parking structures as opposed to on street or surface lot metered parking. This will encourage long term parking in the structures leaving the more convenient street and surface lot space for those patronizing the downtown businesses and offices. There are no additional changes to the downtown parking program anticipated at this time.

Mike Gardner



Proposed Hourly Rates			
Hours Parked	Garages	Meters: On-Street and Lots	Meters: On-Street and Lots
	7:00 a.m.–7:00 p.m. 90 min Free \$1.00 per 30 min	Justice Center 7:00 a.m.–5:00 p.m. \$2.00 per hour	Non-Justice Center 9:00 a.m.–5:00 p.m. \$1.50 per hour
1	0 (60 min Free)	\$2.00	\$1.50
2	\$1.00 (30 min Free)	\$4.00	\$3.00
3	\$3.00	\$6.00	\$4.50
4	\$5.00	\$8.00	\$6.00
5	\$7.00	\$10.00	\$7.50
6	\$8.00	\$12.00	\$9.00
7		\$14.00	\$10.50
8		\$16.00	\$12.00
9		\$18.00	
10		\$20.00	

## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**Eastside HEAL Zone:** Invites you and welcomes everyone to join the Eastside HEAL Zone Collaborative and local churches for the 4th Annual Walk by Faith gathering! The gathering will be on Sunday, April 30th from 2 to 6 pm for a 3.5 walk that promotes health and unity in the Eastside. Please meet at Park Avenue Missionary Baptist Church: 1910 Martin Luther King Blvd, Riverside 92507, the walk will begin at 2:30 pm. For more information or to register for the walk call the Riverside Community Health Foundation at 951-788-3471.

**Drown Proofing Clinic:** is once again being brought to Riverside by the Vivian Stancil Olympian Foundation on April 22nd at the RCC Cutter Pool at 10:00 am. This event is to help raise awareness about the shocking statistics related to drowning and injuries. Each year approximately 5,100 pool or spa-related injuries occur involving children younger than 15 years of age. An average of 390 children drown each year in the United States, younger than 5 years of age. For more information or to register call 951-486-1078.

Please share this information with friends and family as we approach the summer months to help educate our community on this important lesson.

**TAMALE FESTIVAL 2017:** Come one come all to the 5th Annual Riverside Tamale Festival! On Saturday, April 22, 2017 Riverside's White Park will be resplendent with delicious food, outstanding entertainment, cultural shopping, and family connections. To learn more about the Trujillo Adobe and the Spanish Town Heritage please visit the website <https://www.eventbrite.com/e/5th-annual-riverside-tamale-festival-tickets-30960733387>

**Riverside CORAS:** Semi-Pro Soccer team won their opening game against City of Angels with a landslide 6:0 victory. A second win with a score of 2:0 against San Diego

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## WARD TWO from page 3

Albion, last year's conference champions, set the stage for what we can expect in this seasons lineup of games. Visit [www.deportivocorasusa.com](http://www.deportivocorasusa.com) for a full list of games and for ticket purchases.

**Highlander Athletics:** UCR Men's Baseball, Softball, Women's and Men's Golf, and Men's and Women's Tennis,

Men's and Women's Track and Field all have several exciting games coming up this month! Be sure to come out and join us in supporting them! Visit [www.gohighlanders.com](http://www.gohighlanders.com) for a full list of games and ticket prices.

GO HIGHLANDERS!!!

Andy Melendrez



## A Reminder about ADA Compliance/Access

Just a reminder that businesses need to be sure that they are compliant with the requirements of the Americans with Disabilities Act (ADA).

The top ten demand letters and claims on ADA access violations were provided by the California Commission on Disability Access. These were:

1. Loading zone/van access aisles are non-compliant or non-existent.
2. Existing parking spaces are non-compliant.
3. Signage in parking lot is non-compliant. Spaces are not designated as reserved by a sign showing the symbol of accessibility.
4. Curb ramps or entrance ramps are non-compliant or non-existent.
5. Parking lot does not contain the minimum number of accessible parking spaces.
6. Access heights: heights of surfaces such as counters, bars or tables are non-compliant.
7. Routes to and from parking lot or public right of way are not accessible and may include uneven surfaces or lack of detectable warning signs.



8. Accessible features are not maintained.
9. Entry doors are not accessible or are not on an accessible route.
10. Entry doors are not accessible or missing sign / symbol of accessibility.

Businesses must remove all barriers to access if readily achievable. Every ADA violation is a violation of California's Unruh Act with a potential \$4,000 Statutory Penalty plus attorney's fees, plus the cost of becoming compliant, so it is cheaper for businesses to become compliant and avoid being hit with a lawsuit.

There are tax incentives available for businesses that improve accessibility for customers or employees with disabilities. The Architectural Barrier Removal Tax Deduction provides up to \$15,000 a year for qualified expenses that normally would be capitalized.

There is also a Disabled Access Credit for small businesses. Information on these tax incentives is available from [www.irs.gov](http://www.irs.gov).

*The above is for information only and not intended to take the place of a CAS or lawyer.*



## Business Spotlight: Riverside Mission Florist

Riverside Mission Florist Inc. opened in 1983 and has been serving Riverside for over 34 years. As a full service florist and gift shop, they can take care of all of your needs such as weddings, parties,

corporate events, funerals ... really any occasion. Every day is a good day to get that special delivery!

Owner Elizabeth Godfrey and her very experienced and talented staff can create that special arrangement for you. They live by their motto, "Inspired by Beauty, Dedicated to Excellence and Committed to Service".

Flowers in the lobby or on a front table of a business helps separate them from their competition and welcome customers when they come in. You don't have to be a higher end business to have this welcoming touch as Riverside Mission Florist Inc. will work with almost any budget to help beautify your business. Call them to let them know the



area you have to work with and your budget and they can give you some ideas to fit your needs.

Riverside Mission Florist is located at 3900 Market St in downtown Riverside. They are open Monday through Friday from 8:30 am to 5:00 pm and Saturday from 9:00 am to 2:00 pm. You can call them at 951-369-8150 or email them at [missionflorist@sbcglobal.net](mailto:missionflorist@sbcglobal.net). You can also visit their website at [riversidemissionflorist.com](http://riversidemissionflorist.com).



# BUSINESS BUZZ

## Keeping Up with Technology - Four Steps and Some Resources

by Brian J. Nicholson, Ph.D.

Technology is essential to every business, even those that aren't considered "technology" companies. You deal with technology in your office productivity software, security system, air conditioning, computers and networks, phone systems, and much, much more. Whether it's a simple cash register program that tracks inventory and daily purchases or a sophisticated network that links people and places around the globe, technology helps organizations maintain a competitive edge and build a strong presence in today's business world.

If you want to compete in today's business world, then, it's important to keep up with technology in order to get the most out of the technology you have, to keep abreast of emerging new technology, and to find the information that will help you make the right buying decisions.

"Oh, no," you sigh, "I can't possibly add one more thing to my to-do list." Well, the truth is that it's already on your to-do list, whether you know it or not—technology is an unavoidable and critical element of life today. The problem is that you're most likely not keeping up with technology in a systematic, efficient way. Let's change that.

Below are some simple techniques that will allow you to integrate technology awareness into your work and life smoothly and efficiently. The strategy outlined below will cost very little, if anything, because it's based on resources that you already have access to. And once you get the system down, the time required to keep up with technology—just minutes a day—will be a fraction of its worth to your business.

### A Technology Awareness Strategy

A good technology awareness strategy boils down to four simple steps:

1. Determine your needs.
2. Assess the resources available to you.
3. Rank the resources in order of usefulness to you.
4. Make or allow the time to use the resources.

Let's take a closer look at each step.

**Determine your needs.** You'll determine your needs from the type of technology you live and work with, your existing knowledge base, and your learning style.

First, regardless of the technology in question, we all need a better handle on the fundamentals, like electricity, magnetism, light, sound, fluid behavior, and other fundamentals as you need them. These are the building blocks. Knowing these basics will help you understand how an electric motor works, why air conditioning cools, and so forth.

Next, you'll need to learn more about the specific devices you use. It may seem simplistic at first, but knowing how your cell phone works really can help you.

**Assess the resources available to you.** From books to magazines to the Internet to formal training sessions, you can find technology-related information in a variety of sources. In the next section, we'll discuss the major categories you can look

into. Explore your options and figure out which resources work for you.

**Rank the resources in order of usefulness to you.** The good news is that there are a lot of resources.

The bad news is that there are a lot of resources. Now you have to weed them out. Choose those resources that have even a small chance of working for you, and then rank them in terms of the subject matter (some will be more important than others), your learning style, and your lifestyle (do you prefer the Internet to the library?).

**Make the time to use the resources.** This is where the rubber meets the road. I promise that it won't be a big burden, but you must do it! Some resources you'll read only once and then you'll move on. Other resources you'll want to keep for future reference. If you truly integrate your technology education into your daily routine, it will only take a few minutes a day.

### Resources

It's impossible to list all the resources available to you, but the following should give you a good start.

#### • Television/Radio

Both media have numerous shows dedicated to technology—documentaries, regular series, call-in Q&A shows, news items, and more. Encourage your team to find the programs they like and that deliver the best information so they can slip them into their schedule and stay informed.

#### • Newspapers

All the major newspapers cover technology issues in some way. In them, you'll find listings of useful websites, Q&A columns, user tips, and product reviews. Such regular features enable people to learn a lot from a quick glance. Make it a habit to look for them, and when you or a member of your staff run across a useful item, cut it out and post it on the company bulletin board.

#### • Magazines

Numerous magazines cater to the technology market. Browse through some of them to determine which ones meet your company's needs. Initiate a business subscription to the magazines your employees find most useful and encourage them to read the articles every month. For those magazines you don't subscribe to, visit your local library every two or three months and skim the back issues.

#### • Books

An entire "this-is-how-things-work" genre of books exists, and they are certainly worth the effort and time. Purchase a few for general reference and keep them in a location all your employees can access. Not only do such books tell you how various technologies work, but most of them also have useful glossaries and appendices that explain the basic principles I mentioned above. For information on specific technologies, check out the very popular "Dummies" and "Complete Idiot's Guides" type of books. They're an excellent way to get quickly up to speed on a technology that's new to you.

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• **Internet**

Find a good search engine and learn how to use it, especially the advanced search features. This will allow you and your staff to find manufacturer's sites, user's groups, bulletin boards, purchasing guides, and online magazines.

• **People**

Let's not forget that we can learn from each other. Here are some ways you can get help from people (and maybe give some, too).

- Networking — either formal or informal

- Seminars — a good way to quickly get up to speed on a technology that is important to your business (but in which you have little direct experience).
- Super Users — the individuals who have forgotten more than most of us will ever know about a given technology. Find out who the super users are in your organization and treat them as a resource.

**Taking Control**

Keeping up with technology is possible because of the strategy outlined above. Practice using this strategy and soon it will be as much a part of your life as your morning coffee. 

## 7 Ways to Increase Your Service Business's Profits

*by Susan Ward*

One of the big problems of small service businesses based on one person's talents or expertise is just that — the business depends on the talents and expertise of just one person.

For product-based businesses, growing profits are comparatively easy; such businesses can expand by exporting and/ or opening more branches, just to give two examples. But what if you have a service-based business?

There are only so many hours per week one person can work. And you can only raise your hourly or project rate so much before you price yourself right out of the market. That means your service business has a profit ceiling — a ceiling that may not allow you to make the income you need.

How can you break through and grow your service business's profits? The answer is so simple that even Homer Simpson could see it. Change your business model so that your service business's profits (and your income) are no longer dependent on you.

Here are seven ways you can do that and make your "solo" service business's profits soar.

**1) Add products.**

There is absolutely no written rule anywhere that says a small business has to be a product-based business or a service business. And for many small businesses, selling products that relate to the services they provide is natural.

The carpet cleaners that sell stain remover products. Veterinarians that sell pet food.

Look at the businesses around your community and you'll see examples all over the place. Add the right products and your profits could increase exponentially!

The trick: Be sure to choose products that relate to/ complement the services you provide. Selling unrelated products doesn't work.

**2) Hiring and training.**

This is another obvious solution that many small service businesses have used successfully. If one person can only make so much money, then x number of people doing the same thing can make significantly more money.

If the service your business provides can be taught to others or is a talent that can be hired, hiring and/ or training can work very well for you. For instance, if you are a designer, you could hire other designers, enabling you to expand your client list. Or think about the carpet cleaner again for a moment. It

would be easy for him or her to train employees to provide the same service.

The trick: Never hire without training. Even creative types need to be trained in terms of the house rules and your business's culture and standards.

**3) Productize your service.**

By taking the service you provide and turning it into a product package, you unchain yourself from charging by the hour and relieve clients of their fear of hourly rates stacking up endlessly as a project drags on.

An aspiring entrepreneur might want to have a business consultant create a business plan for them, for example, but be apprehensive about the expense of paying the consultant by the hour. But paying a flat fee for the consultant's business plan package makes having the consultant create a plan more attractive and affordable — and gets the consultant a sale she otherwise wouldn't have had.

The trick: Be sure to develop products with your target market in mind — and be sure to thoroughly test them before marketing them.

**4) Change your market.**

Right now there's a fuss being made about differential pricing. But differential pricing has existed since the first homo sapiens made a sale; different people have always been willing to pay different prices for the same thing, so there have always been striated markets from low-end to high-end. Walmart and Nordstrom's both sell clothes but at very different price points.

Take a close look at your market; you might be able to "move up" to a higher price point. And don't limit yourself to thinking only in terms of a business to consumer business model; consider changing to a business to business or even business to government model. Governments, in particular, are notorious for paying more for products and services than other potential clients.

The trick: Upscale clients often demand upscale surroundings. You may need to redecorate or even relocate your office if you have one.

**5) Repackage yourself.**

Just as markets have striations that have different price points for services, so do professions. And those striations can mean the difference between being paid as a lowly grunt and being paid as a star. Who would you rather be; the poorly paid public defender or the glamorous defense attorney who people are

willing to pay huge sums?

Here's a secret; there are many professions where you can move from one to another. The barber can become a hairstylist; the masseuse can become a massage therapist; the writer can become a content developer. Titles matter when it comes to fees.

Repackaging yourself is not just a matter of changing what you call yourself, of course; it may also involve improving your credentials or increasing your celebrity.

The trick: Repackaging, like rebranding, has to be complete. It may involve sweeping changes such as relocating or rebuilding a client list, so be sure you know what repackaging will involve before you do it.

#### **6) Stop doing one-offs; sell the maintenance as well as the service.**

Think how much more income you would have if instead of paying you to do one thing, your clients or customers just kept paying you. That's what this business model is all about. For example, if you are a web designer, you could offer a service of maintaining the website with monthly or annual fees, instead of just designing a website for someone.

Or if your business is installing irrigation systems, you could also offer a maintenance service to your customers that would involve turning off the system for the winter and turning it on in the spring – a truly brilliant idea because it would also give you the opportunity to check the system over twice a year and spot any repairs that needed to be made.

The trick: Focus on creating a maintenance program that solves a customer's current or potential problem; that's the kind of maintenance program that will be easy to sell.

#### **7) Franchising.**

If you are operating a successful business that can be duplicated to allow others the same potential for success, franchising your business can bring in big bucks. But before you start figuring out how much you can charge for each clone of your company, research if franchising is a viable option for your business. Franchising isn't just a matter of opening up branch locations; what you're actually selling is not your service business but your business system and not all businesses are suitable candidates.

**The trick:** Open another branch office of your business before franchising; it will give you the chance to test your business model and work out the kinks in your system.

#### **Your Income Level is Largely up to You**

You don't have to settle for what you feel is a low income from your business just because you charge by the hour for your services and don't have time to add any more billable hours to your week. Service businesses can make just as much money as the most successful product businesses. All you have to do is figure out how you're going to break through the profit ceiling – and do it.

*The Business Buzz articles are taken from the About.com Small Business Guide*

Visit <http://sbinformation.about.com/> for more small business information and to sign up for their newsletters.



## SECURITY CORNER

### Want to Stop Phishers? Use Email Authentication.

*by Lisa Weintraub Schifferle – Federal Trade Commission*

Phishing emails can harm businesses whose identities are spoofed. Don't want that to happen to your business? The best way to keep customers from falling for phishing scams is to keep those emails from ever showing up in customers' inboxes. There are technical solutions that your business can use to protect your reputation and prevent phishing emails from getting through to your customers.

These include:

- Sender Policy Framework (SPF) – allows you to designate authorized senders
- DomainKeys Identified Mail (DKIM) – allows you to use digital signatures to verify authenticity of messages
- Domain Message Authentication Reporting & Conformance (DMARC) – allows you to receive intelligence on potential spoofing attempts; verify the "From" address end users see; and tell receiving email servers what to do with unauthenticated messages that

claim to be from your business' domain. You can even set DMARC to automatically reject unauthorized messages.

The Federal Trade Commission's study found that most U.S. businesses use SPF but not DMARC. In fact, less than 10% of the top online U.S. businesses use DMARC's "reject" policy – the strongest available tool – to automatically block unauthenticated email. The study concludes that businesses who want to stop phishing and better protect their brands should implement DMARC. The results of the study can be found in the Staff Perspective from the Federal Trade Commission's Office of Technology.

The main site is <https://www.ftc.gov/tips-advice/business-center> and the Staff Perspective can be found at [https://www.ftc.gov/system/files/attachments/press-releases/online-businesses-could-do-more-protect-their-reputations-prevent-consumers-phishing-schemes/email\\_authentication\\_staff\\_perspective\\_0.pdf](https://www.ftc.gov/system/files/attachments/press-releases/online-businesses-could-do-more-protect-their-reputations-prevent-consumers-phishing-schemes/email_authentication_staff_perspective_0.pdf).



### RDP Welcomes New Businesses to Downtown

Mathew and Gail Gunderson (Property Rentals) • Moore Realty (Broker/Agent)  
Ordoarcantum LLC (Consulting, Counseling) • Robert Vogel (Property Rentals)  
The Brickwood (Food) • Us Legal Support (Legal Services)



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**Submit press releases to:**  
Janice Penner by email at [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)  
or fax at (951) 781-6951.

**Press deadline** is the 15th of each month prior to publication.

For Downtown News Alerts email [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

For Events email [Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

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