



Bulletin

Riverside Downtown Business Improvement District

Extensive Make-Over Launches New Era for Convention Center

The Riverside Convention Center is not only much improved, it's almost entirely new – a leading edge facility that is perfectly suited for a wide range of meetings and events. The Center will re-open on Saturday, March 1st after a 21-month, \$43 million expansion and renovation. Tours of the state-of-the-art meeting facility will begin immediately following the official public ribbon-cutting ceremony set to begin at 10:00 a.m. The center is located at the corner of Fifth and Main Streets at 3637 Fifth Street in downtown Riverside.

The center is well-positioned to make a grand return with an expanded main exhibit hall, more meeting rooms, a top-notch kitchen, and a host of other amenities. It now boasts a total of 20 meeting rooms that accommodate groups of 70 to 3,000 people who have an expectation for the best in food and beverage service and event detailing. As a result of the expansion, the center now has 65,000 square feet of usable indoor space, upper and lower concourses, and an events plaza with nearly 15,000 square feet of rentable space outdoors. Also inviting is the main entrance, which takes its character from the 66-foot tower and the wide stairway that faces Main Street Riverside.

Chef Brad Martin will be at the heart of Riverside's new convention center

culinary team. Chef Brad might also be considered something of a celebrity; he is participating as a competitor with mentor Anthony Bourdain's team on ABC's cooking competition television series, "The Taste". The show airs on Thursday evenings, through February 20th, at 8:00 p.m. PST. Brad is eager to create his own deliciously customized plates, which double as works of art, for the convention center's new discerning guests.

The Riverside Convention Center is equipped to host trade shows, conventions, and prestigious local and regional banquets and events. The facility includes state-of-the-art communications and energy efficient technologies. All features combined will quickly establish it as one of the premier meeting facilities in the state of California, and serves as the only convention center in western Riverside county. It is well on its way to success with over 80 events already booked through 2018.

To book your important event at the new convention center, please contact Debbie Megna, Executive Director of the Riverside Convention & Visitors Bureau by calling 951-222-4700 or by email at: dmegna@riversidecvb.com

*Submitted by the Riverside
Convention and Visitors Bureau /
Raincross Hospitality Corporation*



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There is no monthly luncheon in February due to the Annual Meeting and Awards Ceremony on Thursday, February 20 at the Riverside Auditorium and Events Center.

The next luncheon will be
Tuesday, March 25, 2014

at the Old Spaghetti Factory

Presentation by the City of Riverside Planning Department on the new Smart Code.

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door. Reserve by calling the RDP Office at (951) 781-7335.

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



Volunteer of the Year Award to Be Presented at RDP Annual Meeting

RDP is pleased to announce on behalf of the Hord Family that Margo Chabot has been selected as the recipient of the Roy Hord 'Volunteer of the Year' Award. This award is presented annually to an individual who exemplifies the spirit of volunteerism in the Riverside Community.

Ms. Chabot serves on a number of boards and committees, providing hundreds of hours of volunteer as well as financial support. These boards include the Riverside Art Museum where she served as Membership chair, Programs chair, and Holiday Event Chair, and the Friends of the UCR Botanical Gardens where she served as Chair of the Board for 3 years and co-chaired the 50th Anniversary Celebrations.

Ms. Chabot joins past winners of the Roy Hord 'Volunteer of the Year' Award including the Hord family, Bill Gardner, Doug Shackelton, Barbara Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbi Guthrie, Henry W. Coil, Jr., Suzanne Ashley, and Kathy Wright.

The Roy Hord 'Volunteer of the Year' Award will be presented to Ms. Chabot at the RDP 27th Annual Meeting and Awards Ceremony on Thursday, February 20th at the Riverside Auditorium and Events Center.

RDP will also be presenting the following Downtown Achievement Awards:

Chair's Award – Riverside Police Chief Sergio Diaz for his leadership and contributions to the community.

Arts and Culture – The Riverside Art Museum for its innovative programming and outreach to the community.


Business Activity – The Mission Inn Hotel and Spa for the annual Festival of Lights celebration which brings

hundreds of thousands of people downtown.

Downtown Event – The Chanukah Festival hosted by the Chabad Jewish Community Center that celebrates the first festival of lights and Riverside's diversity.

Downtown Improvement – Riverside City College for the Center for Social Justice and Civil Liberties and the restoration of a historic building.

Safety and Security – The City of Riverside Community Development Department and the Riverside Police Department for the biweekly sweeps conducted by Homeless Services, Code Enforcement, and the Police Department of homeless encampments in the downtown area.

The event begins with a no-host reception at 5:30 pm, followed by a dinner buffet, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$60 per person or \$550 for a table of ten. To make a reservation, call the RDP office at 951-781-7335. 

Event Sponsor




Rose of Love Tribute Campaign Benefits Veterans

'Forever Dreams for Veterans' will take place on Sunday, February 23rd at the Riverside Auditorium and Events Center. The event includes a wellness expo from 10 am to 3 pm, expert demonstrations on Post Traumatic Stress Disorder and Traumatic Brain Injury from 2 pm to 4:30 followed by a performance from 5 pm to 7 pm featuring an eclectic array of 'live' music, fire spinners, and aerial acrobats. The event is designed to raise funds and awareness on Post Traumatic Stress Disorder and Traumatic Brain Injury suffered by returning veterans.

As part of the event, there will be a first ever 'Rose of Love Tribute' bikers run hosted by Riverside Harley Davidson in honor of America, active military, veterans and their families. The run includes a special trip through the Riverside

Cemetery in honor of the fallen, P.O.W.'s, and M.I.A.s with riders placing a rose at the graves of the fallen and a special presentation by Honorable Marty Hoffman who will lay a wreath of roses on the plot designated for the long-awaited Vietnam Memorial.

Businesses and individuals can participate in the tribute by purchasing roses at \$60 per dozen and donating them for placement at the Riverside Cemetery. Representatives of the hosting organization, GTN, will be contacting businesses in early February regarding participation in the 'Rose of Love Tribute'. For more information or to purchase tickets, go to www.ForeverDreamsforVeterans or www.NexusForeverDreams.com 

RDP Welcomes New Businesses to Downtown

De Anza Rental • Disenhouse & Ivcevic, LLP • Tattered Treasures
Wolfgang Puck Catering • Woodfire Café

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

The Fox, the Muni and Live Nation

Live Nation is busily booking events for The Fox and the Municipal Auditorium. For those who had doubts about whether Live Nation was the right choice to operate these important venues, consider that Riverside now has scheduled performances by Willie Nelson, Trace Adkins and Robin Thicke. Whether these artists are your particular taste or not, they are nationally known big name acts that don't usually play medium sized venues like the Fox and the Muni. Expect more exciting announcements in the future.

The Box, Riverside's versatile black box theater, continues to be busy with community group events and an assortment of professional productions. Riverside has a new repertory

theater, Riverside Rep. They will be producing professional shows at The Box beginning with *Fiddler on the Roof*.

The Municipal Auditorium will officially transfer control to Live Nation in March, but they are already beginning bookings. Look for more active performances where people can dance and move around the floor to be featured at this versatile venue.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Welcome back to all the School Districts, Colleges and local Academies! I extend my appreciation and enthusiasm to the teachers and professors who invest in our education and future leaders. Best of luck to all the students and athletes, study hard!

If you drive down University Avenue, you may have noticed the historic Farmhouse Motel that's located on the intersection of Iowa Avenue. The Farmhouse was formerly known as The Hacienda Motel and was built in 1948. Hotels such as these were very popular in the early 40's and 50's and were customary for families to stay in overnight. This was prior to the construction and development of major freeways and highway roads. I look forward to seeing the revitalization of this historic property down the road.

I am pleased to share that we have seen great progress in three projects that have undergone major construction in Ward 2. First, I would like to share that Solarmax has done a wonderful job in nearly completing the exterior of this historic building. Second, we have the Ameal Moore Nature Center that has now added the walls to the main center of the structure. The City of Riverside's Parks and Recreation has shared with the residents that we can anticipate a completion near March. Third we have the upcoming and much anticipated Lee's Sandwiches. Lee's is still under construction but has made great progress. We look forward to its completion.

The Riverside School of the Arts had a wonderful first semester of Music and Art classes! Congratulations to all

the teachers, parents and the very talented students who participated. Thank you to all the volunteers and the Parks and Recreation staff who assist in the School. We are hosting an Instrument Drive at the School of the Arts and are seeking any and all donations for this important cause.

All instruments donated are tax deductible and greatly appreciated. Please feel free to contact the Parks and Recreation Staff at the Cesar Chavez Community Center for more information on how you can donate. They can be reached at the following number, (951) 826-5746

The Greater Riverside Chambers of Commerce will be holding their annual Ward 2, Keep Riverside Clean and Beautiful project on Saturday, February 8th. The cleanup will take place at Dario Vasquez Park located at 2400 14th St, Riverside, CA 92507. If you would like to join us and volunteer between the hours of 8am and 11am, please contact the Chamber at rliu@riverside-chamber.com or 951.683.7100 x212 for more information on how to sign up!

Congratulations to Jim Wooldridge who is now UCR's new Director of Intercollegiate Athletics!

GO HIGHLANDERS!!!

Andy Melendrez



Shop Local Business Spotlight



D-Dogs Sports Restaurant



Check out the article at <http://www.riversidedowntown.org/buy-local/>

SPOTLIGHT ON DOWNTOWN EVENTS


Riverside Dickens Festival News - Relax at the Ten Bells Tavern

During the Festival, take a load off your feet and join us for a pint of ale in Ten Bells Tavern. Throughout the day, Tavern Mistress, Bad Baby Babs will invite you in for a fabulous show featuring a variety of entertainers not fit for the more refined stage. Beer, wine and snacks will be provided by our new friends at The Salted Pig restaurant in Riverside.

The Ten Bells Tavern is a place where you can get off your feet, grab a seat, play a round of Faro with your favorite author, loosen up that corset and leave your hat at the door (but you just might lose it).

Named after one of the famed "Ripper" Taverns, The Ten Bells is a 21 and over only venue (ID Required) featuring Beer & Wine from the Salted Pig in Riverside. Continuous

entertainment is scheduled featuring Can-Can dancers, Comedy acts, Singers, Musicians, Belly Dancers and more! This is where Bad Baby Babs (the Mistress of the Tavern) will greet the Victorian working class at the door and invite them in to play and forget their troubles! The Upper Crust is equally welcome, as Babs cares not where the shilling originated as long as it ends up on her tables! Although you will never find the Queen in the Ten Bells, you are sure to be entertained and leave with a smile (or smirk) on your face! We invite you to come see for yourself.

Submitted by The Riverside Dickens Festival
For more information, please visit www.dickensfest.com 



SAVE THE DATE
February 22 & 23, 2014

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LET'S BEGIN WITH YOUR DONATION
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A non-profit, educational organization 501 (c) (3)



Charles Dickens portrayed by Paul Jacques

Soroptimist Battle of the Bakers


Soroptimist International of Riverside (SIR) is celebrating 65 years of dedicated service to women and girls. Come out and celebrate with them as they host their 18th Annual Valentine Dessert Auction and 12th Annual Battle of the Bakers at the Riverside Municipal Auditorium on February 12th, 2014. SIR's major fundraiser will feature a gift



table, premium wine raffle, door raffles, silent auction, delicious confections from our local bakers, and a live auction.

For more information, purchase tickets or reserve a table, please contact Glenda Richards at (951) 687-8676 or email ggr41797@msn.com. Tickets are \$50 per person or \$400 for a tabletop of 8. 

The Amazing College Race

The College Council of Riverside (CCOR) invites all college students to the Amazing College Race – Riverside Edition, a scavenger hunt for college students in Downtown Riverside on Sunday, February 9, 2014 from 2:00 PM to 5:00 PM. Students can explore downtown Riverside, compete against their peers to win scholarships and network with students from all four campuses. \$30 entry fee for teams of 3 provides a race entry, a t-shirt, food and a fun afternoon! A minimum of \$3,000 will be awarded in scholarships! For more information, check out <https://riversideca.gov/mayor/amazing-college-race/> 

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UPCOMING RDP EVENTS

Destination STYLE Spring 2014 Fashion Show

The Destination STYLE Spring 2014 Fashion Show will take place on Thursday, May 1st at 6 pm on Main Street between University Avenue and Mission Inn Avenue in downtown Riverside. The fashion show will showcase unique fashions and accessories available from retailers in downtown Riverside and is being coordinated by The Vanity Haus and presented by the Riverside Downtown Partnership. The Riverside City College School of Cosmetology will be providing hair and make-up services.



Focusing on fashion is a great opportunity to build the brand of downtown Riverside as a destination fashion district and leverage our unique shops and fashion offerings. Presenting seasonal fashion shows allows us to showcase our retailers and bring visitors to downtown. All downtown businesses are encouraged to participate by either being in the event as a retailer, offering specials related to the event (such as fashion themed drinks at after-parties) or by having materials for the RDP information table. For more information, please contact Robbie Silver at 951-341-6550 at the RDP office. Visit www.RiversideDowntown.org or www.facebook.com/destinationstyledowntownriverside for updates on the event.



Downtown Easter Egg-Stravaganza Returns

RDP will once again host an Easter celebration on Saturday, April 12th from 1 pm to 5 pm on the Civic Plaza. The event will include balloon artists, face painters, DragonMarsh's popular Easter 'Peep Show', Easter Bunny photos, and an Easter egg station where children can try for an opportunity to get a prize egg and win a chocolate rabbit.

We are looking for businesses to participate with children's arts and crafts and other activities. Egg decorating and basket making are always popular activities. RDP will provide up to \$50 for supplies and it's a great opportunity to promote your business. And for those businesses who would simply like to have your marketing material out, RDP will have an information table to display flyers and brochures. To participate, contact Robbie Silver at 951-341-6550.

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BUSINESS BUZZ

New Website Offers Marketing Opportunities

IEShineOn.com "The Inland Empire Good Time Guide" shares the best dining, shopping and attractions in the Inland Empire. The website also promotes local events and giveaways. We're all about showing off the best this region has to offer. That's why IEShineOn.com produced the premiere Inland Empire Cupcake Fair "Cupcakes for a Cause" event last Spring and made sure that Downtown Riverside was the location where the annual event premiered (held at the Riverside Municipal Auditorium with over 800 guests attending).

IEShineOn.com mostly features local, independently owned businesses in their popular Guides, like their Inland Empire's Most Romantic Restaurants Guide, Inland Empire Breweries Guide, Inland Empire Kids' Party Venues, and more.

Now IEShineOn.com can showcase businesses in Downtown. Local businesses are always looking for ways to leverage online marketing and digital promotions. By utilizing the new IEShineOn.com Deals & Digital Coupons platform, local businesses have a new opportunity to promote their businesses digitally:

Benefits of coupon marketing with IEShineOn.com:

- Coupons prove to be highly effective sales tools
- Entice new customers
- Digital coupons have viral potential and can be shared via social media and email
- Digital coupons can track the number of prints, clicks, and shares

All businesses promoting with IEShineOn.com receive the website's full social media and email marketing support.

You'll definitely want to take advantage of IEShineOn.com's affordable coupon rates, especially, during the IE Cupcake Fair promotion period (March – May 2014).

- 3 month coupon placement for \$49.95 (\$16.65/month)
- 6 month coupon placement for \$89.95 (\$14.99/month)

Maybe a coupon placement isn't quite right for your business. IEShineOn.com also promotes Local Deals. Customers can purchase deal vouchers (i.e. Pay \$20 for \$40 worth of product or service). What businesses love about this type of promotion is that they don't pay any upfront costs for this type of placement. Plus, businesses get 65% of every sale made versus Groupon and Living Social's 50%, or less.

Riverside businesses have already taken advantage of this type of promotion with IEShineOn.com, like Room to Dance/World to Dance's current promotion: \$35 for 8 Dance Classes of your choice.

IEShineOn.com also offers other ways to promote your business online with sponsored giveaways, blog posts, and digital media. If you'd like to learn more about these opportunities and their Deals & Digital Coupons please contact Su Pak at su.pak@ieshineon.com or by phone at 909-257-8862. Also check out the website at <http://www.IEShineOn.com> and their Facebook, Twitter and Instagram (@IEShineOn).

Submitted by IEShineOn.com



How to Handle a Customer Complaint

It's hard to hear that someone is unhappy with your products, services, shopping experience, staff, or customer service practices, especially when you work so hard to make everything so right. But a customer complaint is the perfect opportunity to delve into the mind of your target audience and uncover areas for improvement.

Here are five ways you can turn a customer complaint into a better experience for your customer, an opportunity to improve your business, and a worthwhile learning experience for you.

1. Address the Problem Immediately

If you know a customer is unhappy, don't ignore it. Ask what is causing the unhappiness and what you can do to fix the situation. The longer you wait to bring it up, the worse it can get. No one wants to have this uncomfortable conversation, but not only will addressing the issue put you on the path to resolution, but your willingness to face it head-on will tell your customers that you care about their business and ultimately their satisfaction.

2. Ask the Right Questions

You can't go about fixing a negative situation until you have a full and accurate picture of what went wrong for the customer. Ask a lot of questions to get a handle on the customer's expectations and where your business fell short. Asking the right questions and listening to the customer will

get you the right answers so you can handle the complaint effectively.

It's a good idea to ask your customers for feedback on a regular basis, even when there is not a problem. The wealth of information you can gather from customer insight can be invaluable, so consider using an ongoing feedback process to head off complaints before they happen.

3. Offer a Do-Over

If it's your product that the customer is unhappy with, give him or her a new one at no charge to see if that fixes the problem. If the customer is unhappy with a specific service, revisit the deliverables and see if there is a way you can improve on them to be more in line with what the customer wants.

If the customer is unhappy with sub-par staff communication or a negative customer service experience, apologize for the situation and loop in the third person so he or she can improve on the less-than-stellar service.

4. Adjust the Communication Process

Everyone communicates differently, and it can be difficult to resolve a situation that if there is no meeting of the minds. If the problem stems from miscommunication, try a new format. If you have been handling everything via e-mail, schedule a phone call to see if you can get things cleared up voice-to-voice. After the call, you can summarize the conversation and send the information to the customer in an e-mail. This will

give you an extra opportunity to make sure you're both on the same page.

5. Know How to Handle Public Complaints

Many customer service conversations are happening through social media these days. When it comes to unhappy customers airing their grievances through a social platform, there are two no-no's to avoid. First, never delete the complaint from your social profile. That will not only make the customer feel ignored and fuel more public bashing that can hurt your brand, but it will also send the message to all of your customers that you just don't care.

Second, don't get into a back-and-forth conversation with an irate customer in a public forum. Quickly apologize and tell the unhappy customer publicly that you want to fix the

situation for him or her then move the conversation off-line to phone or email. Hopefully, you will be able to resolve the situation, and the unhappy customer will go public with how happy they are now.

Customer complaints can be difficult to handle, but there is a silver lining. A customer who complains is one who wants to continue to buy from you. He or she is simply giving you the clues you need to make a positive change in your business. Embrace it and use the insight to improve the experience for every one of your customers.

*Information from Alyssa Gregory,
About.com Small Business Guide*

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



Cyber Security Tips – Securing Your Wireless Network

Understand How a Wireless Network Works

Going wireless generally requires connecting an internet "access point" – like a cable or DSL modem – to a wireless router, which sends a signal through the air, sometimes as far as several hundred feet. Any computer within range with a wireless card can pull the signal from the air and access the internet.

Unless you take certain precautions, anyone nearby with a wireless-ready computer or mobile device can use your network. That means your neighbors – or any hacker nearby – could "piggyback" on your network, or access information on your computer. If an unauthorized person uses your network to commit crime or send spam, the activity could be traced back to your account.

Use Encryption

Encryption scrambles the information you send over the internet into a code so that it's not accessible to others. Using encryption is the most effective way to secure your network from intruders.

Two main types of encryption are available: Wi-Fi Protected Access (WPA) and Wired Equivalent Privacy (WEP). Your computer, router, and other equipment must use the same encryption. WPA2 is strongest; use it if you have a choice. It should protect you against most hackers.

Some older routers use only WEP encryption, which may not protect you from some common hacking programs. Consider buying a new router with WPA2 capability.

Wireless routers often come with the encryption feature turned off. You must turn it on. The directions that come with your router should explain how. If they don't, check the company's website.

Secure Your Computer and Router

Use anti-virus and anti-spyware software, and a firewall. Use the same basic computer security practices that you would for any computer connected to the internet.

Change the name of your router from the default. The name of your router (often called the service set identifier or SSID) is likely to be a standard, default ID assigned by the manufacturer. Change the name to something unique that only you know.

Change your router's pre-set password. The manufacturer of your wireless router probably assigned it a standard default password that allows you to set up and operate the router.

Hackers know these default passwords, so change it to something only you know. Use passwords that are at least 10 characters long: the longer the password, the tougher it is to crack.

Limit Access to Your Network

Allow only specific computers to access your wireless network. Every computer that is able to communicate with a network is assigned a unique Media Access Control (MAC) address. Wireless routers usually have a mechanism to allow only devices with particular MAC addresses to access to the network. Some hackers have mimicked MAC addresses, so don't rely on this step alone.

Turn off your wireless network when you know you won't use it. Hackers cannot access a wireless router when it is shut down. If you turn the router off when you're not using it, you limit the amount of time that it is susceptible to a hack.

Don't Assume That Public Wi-Fi Networks Are Secure

Be cautious about the information you access or send from a public wireless network. Many cafés, hotels, airports, and other public places offer wireless networks for their customers to use. These "hot spots" are convenient, but they may not be secure.

Information from www.onguardonline.gov

OnGuardOnline.gov is the federal government's website to help you be safe, secure and responsible online.

OnGuardOnline.gov is a partner in the Stop Think Connect campaign, led by the Department of Homeland Security, and part of the National Initiative for Cybersecurity Education, led by the National Institute of Standards and Technology.





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each month prior to publication.

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