

# Bulletin

Riverside Downtown Business Improvement District



## In This Issue:

RDP Celebrates Downtown Achievements

Riverside Dickens Festival News – A Victorian Reception

Rose of Love Tribute Campaign Benefits Veterans

Update on County Revised Food Truck Ordinance

Council Corner Wards One and Two

RDP Adopts New Strategic Plan

Free Workshop on Healthcare Reform

Business Buzz —How to Use Social Media for Customer Service

Ten Tips on Cyber Security

The next luncheon will be  
**Tuesday, January 28, 2014**

**at ProAbition at 6th and Main**

Featuring:

**Emilio Ramirez on the Homeless Action Plan**

**Lt. Vance Hardin on new cooperative safety initiatives**

**Mike Bacich from Riverside Public Utilities on water conservation**

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.*



## RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 27th Annual Meeting and Awards Ceremony on Thursday, February 20th at the Riverside Auditorium and Events Center. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

RDP will be honoring the following with its "Downtown Achievement Award":

**Chair's Award** – 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.

RDP will also be hosting the presentation of the annual Roy Hord 'Volunteer of the Year' Award. This award was established in 2003 in honor of the late Roy Hord who was a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. The recipient will be announced in the February 2014 BID Bulletin.

The RDP Annual Meeting and Awards Ceremony 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.



*Kathy Wright receives 2013 Roy Hord Volunteer of the Year Award from Trip Hord*

## RDP Welcomes New Businesses to Downtown

Augie's Coffee House • Autohaus USA • Fern'z Barbershop • HB Clinics, Inc.  
L Bistro • RDG Consultants • The Traveling Table • Wolfgang Puck Catering



# Riverside Dickens Festival News - A Victorian Reception

The Riverside Dickens Festival will present A Victorian Reception for the 2014 Fezziwig's Ball on Saturday, February 22nd at the Riverside Auditorium and Events Center. Two hours prior to the ball there will be a social interactive space open to both dancers and observation participants. Attendees to this VIP event have the opportunity to catch up with out of town friends, fill their dance cards, and build their dance sets. Those not dancing have the opportunity to inquire about the ball, the festival, and to hobnob with the dancers.

The cost of the Victorian Reception is an additional \$10 ticket on top of any dance or observation access pricing. Tickets will be strictly limited to an edition of 100.

The setting for the event will be the lower garden courtyard and the inside garden room. Doors to the reception open at 5:30 pm and as an additional incentive, attendees will have access to the auditorium at 7 pm, with non-VIP access entering at 7:30. The reception area will also double as the smoking area and a common gathering space for socializing throughout the ball. No special tickets will be necessary to access the VIP area after 7:30 pm. Dancing will start at 8pm sharp.

The Mad Marionettes will provide live entertainment from 6 pm -7 pm. There will also be Vintage Type Photography

by Jesse St. John, light finger food, bar access, and plenty of ambience for candid photos. Bistro/café tables and tall bar tables will be provided to congregate around while visiting with friends and making new ones.

The Riverside Dickens Festival encourages those not dancing at the ball to purchase VIP tickets to the reception and that those in attendance dress in evening attire (No blue jeans or T-Shirts).

For more information, please visit [www.dickensfest.com](http://www.dickensfest.com)



**SAVE THE DATE**  
February 22 & 23, 2014

21st Annual  
—RIVERSIDE—  
**DICKENS**  
—FESTIVAL—

**NEW LOCATION**  
Main Street Pedestrian Mall near City Hall  
in Historic Downtown Riverside

CHECK OUT: [www.dickensfest.com](http://www.dickensfest.com)  
GET ON OUR EMAIL LIST: [info@dickensfest.com](mailto:info@dickensfest.com)  
PHONE TO VOLUNTEER: 951.781.3168

**LET'S BEGIN WITH YOUR DONATION**  
SEND TO: RDF, PO Box 113, Riverside CA 92502  
A non-profit, educational organization 501 (c) (3)



Charles Dickens portrayed  
by Paul Jacques

## Rose of Love Tribute Campaign Benefits Veterans

The 'Forever Dreams for Veterans' event that was scheduled for October 13, 2013 at the Riverside Auditorium and Events Center will now take place on Sunday, February 23rd. The event was created to benefit the military by raising funds and awareness for the treatment of Post Traumatic Stress Disorder. The day will begin with a wellness expo from 10 am to 3 pm, expert demonstrations on Post Traumatic Stress Disorder and Traumatic Brain Injury from 3 pm to 4:30 followed by the performance from 5 pm to 7 pm featuring an eclectic array of 'live' music, fire spinners, aerial acrobats, with international fire dancer, Rachel Jessee, and Global award winning pole and silk aerialist, Suwasit.

Also taking place on Sunday, February 23rd will be the first 'Rose of Love Tribute' bikers run hosted by Riverside Harley Davidson in honor of America, active military, veterans and their families. The ride will include 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 or handing a rose to the cadets standing in front of the memorials. Businesses and individuals can participate in the tribute by purchasing roses and placing them outside of their business or home on February 23rd. More information on the 'Rose of Love Tribute' will be available during the first week of February as representatives will be visiting downtown businesses to explain how they can participate.

The producer, NexusWellTainMent, is aligning with the Riverside National Cemetery Support Committee, a 501(c)(3) operating on behalf of the cemetery, in order to raise money and awareness for the erection of a long-awaited memorial at Riverside National Cemetery honoring the service and ultimate sacrifice of Vietnam Veterans.

For more information, call 888-486-0070 or 702-826-2286 or visit [www.ARoseForAVeteran.com](http://www.ARoseForAVeteran.com) or [www.foreverdreamsforveterans.com](http://www.foreverdreamsforveterans.com) Tickets are available online as is information on being a sponsor or vendor.



## Update on County Revised Food Truck Ordinance

On December 10th, the County Board of Supervisors adopted revised Ordinance 580 regulating the operation of mobile food trucks. Due to concerns raised at the public hearing, the Board directed staff to draft additional provisions that will be likely folded into the revised ordinance prior to its effective date of April 8, 2014. Proposed restrictions could include prohibiting food trucks from operating in the wine district, in historic districts, or near schools -- except during special events or when expressly invited by merchants.

Under the revised ordinance, food trucks will be allowed

to operate in any unincorporated community and within the County's 28 cities. However, cities will retain discretion over "time, place, manner" and zoning restrictions that block mobile vendors from selling in certain locations. At this time, the City of Riverside has not indicated when they will be reviewing the revised ordinance to determine what changes if any they will make regarding the operation of food trucks. RDP will be conveying its position on food trucks to the City and advocating for the same restrictions downtown as placed on hot dog and other food carts, namely that they not be allowed within 150 feet of an existing restaurant.





# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Welcome to 2014!

If you are reading this it means you have successfully survived another Holiday Season. At my house we ate too much, indulged the grand children (OK, we spoiled them but that is what Grand Children are for), and generally had a relaxing and enjoyable time. I hope your Holidays were as good.



2014 promises many important things for Downtown and Riverside in general. The new Convention Center will open and Live Nation will take control of the Municipal Auditorium. The Muni will return to being a place for concerts, shows and other events rather than our fill-in convention location.

We will kick off the process for identifying what should be built on the old Riverside Golf Course and the Ab Brown Soccer Complex. Look for community meetings to discuss what the neighbors would like to see there, what the city's youth sports facility needs are, and what the development community believes makes economic sense to build on the site. The combined 170 acres of these two sites hold the promise of an exciting major development for the city. I expect the initial project definition process to last through the summer and for there to be a RFP or similar bidding process to build the project that comes out of the first phase.

The Community Development Department hopes to roll out what is being called, "Smart Code." Smart Code moves the more detailed environmental review and planning process for future development forward in the timeline of project approval. It effectively reexamines the General and Specific Plans for an area, defines what sorts of facilities should be built there and lays out any needed mitigation for impacts of that development. Once Smart Code is in place a development can go straight to plan check rather than through the detailed planning approval process that is currently the case. Look for a series of community meetings to discuss Smart Code, what it is and isn't, and whether we should have it in Riverside.

The RCCD Renaissance Block will break ground in early 2014 and by the end of the year identifiable buildings should be on the site at University and Market. New District offices and Culinary Academy and the Coil School for the Arts are scheduled for completion in 2015.

This is a preview of what I believe will be a banner year for Riverside and our downtown. Climb on board; it will be an exciting ride.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

To ring in the New Year, I will be sharing a few updates about the ongoing progress and plans that are underway here in Ward 2 and Riverside.



The Ameal Moore Nature Center in the Sycamore Canyon Wilderness Park has made great progress. If you take a hike out in the Canyon or drive by, you will see that the walls have now been put up for the Center. Keep an eye out and stayed tuned on the City's televised Riverside GTV channel for groundbreaking updates!

SolarMax is currently undergoing construction at their site as well. The business is adding façade enhancements and will be redoing the parking lot adjacent to the structure. They will be revitalizing the building but are being careful to maintain the historic integrity throughout this process.

Come one, come all! The UCR Athletics Association and UCR's Men Basketball Team would like to invite all friends, family and Riverside residents to cheer on your Highlander athletes as they compete against UC Irvine on Saturday, January 11th at 7:00 pm. For more information on tickets or future games, please visit the following website: <http://www.gohighlanders.com>.

The University Village will soon have its very own Sports Bar & Grill, also known as "The Spot." The new lounge will be moving into the UV and is sure to be a popular lounge for students and residents to meet and gather. We will share more information as it becomes available!

On to Council news and updates, the Land Use Committee will be meeting in January and will be discussing the idea of implementing a large Sports Arena in Riverside. The Arena would be built to accommodate roughly five to six thousand people and is looking to be placed near 3rd and Market Street. The Arena could be used for several sports activities and future competitions; we will keep you updated as these plans are reviewed.

Lastly, Riverside will be getting a visit from Chivas USA and the New Zealand Men's Soccer Team! This game will be hosted on February 1st at Ramona High School, with ticket information and game times currently pending. We will be distributing tickets and flyers once they become available, get yours before they sell out! I hope to see you there!

HAPPY NEW YEAR! GO HIGHLANDERS!

Andy Melendrez



## Shop Local Business Spotlight



### Old Glory General Store



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



# RDP Adopts New Strategic Plan

The first Strategic Plan for RDP was adopted by the Board of Directors in March 2008. During the preparation of the subsequent Strategic Plan for the period 2011 to 2013, the Executive Committee reaffirmed RDP's vision and mission and revised the five broad goals previously adopted by RDP. Those three revised goals are considered to be still valid and have been used as the basis for the new Strategic Plan covering the period from 2014 to 2016 which was adopted by the Board at its December 2013 meeting.

The 2014 to 2016 Strategic Plan goals are as follows:

- Promote downtown Riverside as a destination for residents and regional visitors.
- Develop and enhance RDP's influence and activities with downtown stakeholders.
- Promote Riverside as a regional center for private sector commercial and residential development.

RDP has focused significant resources on the goal of promoting downtown Riverside as a destination. Over the next three years, RDP will continue to work on this goal by:

- 1) Continuing the destination marketing campaign based on showcasing downtown Riverside as an affordable destination by:
  - Placing print ads in selected magazines in targeted regions within a 90 minute drive.
  - Reflecting the destination marketing campaign in other RDP promotion activities as appropriate.
- 2) Enhancing RDP's online presence by:
  - Continuing to improve the RDP website, [www.riversidedowntown.org](http://www.riversidedowntown.org)
  - Expanding RDP's Facebook pages.
  - Implementation of a strategy using Constant Contact to increase electronic reach to visitors.
- 3) Continuing seasonal events to draw targeted demographic groups, specifically:
  - Easter Egg-stravaganza for families during Spring.
  - Movies on Main for families during July.
  - Summer Street Jam outdoor concert during August.
  - Zombie Crawl for families and young adults during Halloween.
- 4) Continuing and expanding the retail initiative to brand downtown Riverside as a destination fashion district by:
  - Producing a fashion show featuring downtown retailers each spring and fall.
  - Promoting downtown retailers on the Destination STYLE Facebook page.
  - Promoting downtown as a desirable location for fashion related retailers.
- 5) Continuing and expanding the restaurant initiative to brand downtown Riverside as a destination dining district by:
  - Promoting downtown restaurants through an annual Restaurant Week at the end of each June.
  - Promoting downtown restaurants on the



Restaurant Week Facebook page.

- Promoting downtown as a desirable location for restaurants and hospitality establishments.
  - Assisting the City with establishment of a downtown entertainment district.
- 6) Working with organizations to support and promote existing offerings and events, as well as to develop new ones by:
    - Supporting organizations with sponsorships, marketing assistance, and other means as appropriate.
    - Working with organizations using downtown for events to promote both the event and downtown businesses.
    - Assisting in developing and launching new events.
  - 7) Working with the City, the Riverside Convention and Visitors Bureau and Riverside Sports Commission, the Riverside Convention Center, downtown hotels and others to increase tourism and visitation by:
    - Encouraging groups to hold conventions and meetings in downtown Riverside.
    - Offering incentives for convention and meeting attendees to patronize downtown businesses.
  - 8) Working with educational institutions to support and assist downtown businesses by:
    - Partnering with Riverside City College's School of Cosmetology on the retail initiative to brand downtown as a destination Fashion District.
    - California Baptist University on the Intern Program to provide support to downtown businesses in the development of social media programs.
    - Supporting college targeted events such as the Amazing College Race.
  - 9) Improving the perception of downtown Riverside as a safe place to visit by:
    - Expanding the Ambassador Program as funding allows.
    - Working with the City and other downtown stakeholders on cooperative security measures such as a strategic plan for security cameras and a security alert system.
    - Supporting improvements to downtown lighting and providing financial assistance as funding is available.
  - 10) Improving the perception of downtown as a convenient place to visit by:
    - Working with the City to provide convenient and accessible parking for downtown visitors and patrons.
    - Working with the City on appropriate signage for downtown.



Over the next three years, RDP will also continue to promote

Riverside as a regional center for commercial and residential development by:

- 1) Continuing the RDP Land Use Committee's mandate and purpose to actively involve the private sector development community by:
  - Developing a network of contacts within the private sector development community and promoting downtown Riverside as a potential location for new businesses.
  - Working with City Staff and the Land Use Committee to encourage commercial and residential developments.
- 2) Working with the City and others to promote

downtown as a desirable location for businesses to succeed.

- 3) Supporting downtown businesses to foster financial viability by:
  - Advocating on behalf of businesses.
  - Continuing and expanding business support services through advocacy, marketing, and education efforts including workshops on key topics.

The full Strategic Plan for 2014 to 2016 is available to read on the RDP website at <http://www.riversidedowntown.org/about-rdp/strategic-plan/>



Welcome Back To Our Monthly  
**Lolita Meet Up**  
and  
**Sample Sale!**  
**CASH ONLY**  
Thursday, January 2, 2014  
6pm – 9pm  
Come join us at:  
Healthy Heritage Gallery  
3637 Ninth St.  
Riverside, CA 92501  
[www.facebook.com/sultryvamps](http://www.facebook.com/sultryvamps)  
@sultryvamps  
#sultryvamps  
**Sultry Vamps**  
Sweet Lolita Fashion and Accessories

**PIP PRINTING**  
& DOCUMENT SERVICES

**Retractable  
Banner Stand  
Sale**

**\$159.99** +TAX

•PORTABLE!  
•CONVENIENT!  
•EYE CATCHING!  
\*Price based on print-ready PDF

Riverside: 951.682.2005  
Corona: 951.737.1820

**printmystuff**  
.com

**SMALL BUSINESS  
MAJORITY**

**The Affordable Care Act and  
Covered California:  
Impacts on Your Small Business**

The Riverside Downtown Partnership and Small Business Majority are partnering to provide a detailed look at how the new healthcare law, The Affordable Care Act, will affect your small business in the coming months.

Topics being discussed will include:

- California's health benefit exchange, Covered California, and its Small Business Health Options Program (SHOP) exchange for small businesses.
- Small business tax credits -- who is eligible for them and how to claim them
- High-risk pools
- Shared responsibility
- Cost containment
- Tools and resources available for small businesses interested in learning more about the law

A question and answer period will follow.

Speaker:

**Marcia Davalos**  
California Outreach Manager  
Small Business Majority

**Tuesday, January 21, 2014**  
**8:30 am to 10 am**  
3700 Sixth Street, Suite 200  
Riverside, CA

*The workshop is free.  
Light refreshments will be served  
courtesy of RDP*

Please RSVP to Janice Penner  
Riverside Downtown Partnership  
at 951-781-7339 or at  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

Small Business Majority -- [SmallBusinessMajority.org](http://SmallBusinessMajority.org) -- 866-597-7431



# BUSINESS BUZZ

## How to Use Social Media for Customer Service

Many small business owners who are using social media in their businesses for marketing have quickly discovered how they can use various networks to expand their customer service processes as well. These businesses have been able to create social media accounts that not only promote the business, but also act as a first-line customer service portal.

There are other small business owners who have been avoiding social media, but are now getting pulled in by their customers as they leave reviews on sites like Google Places and Yelp; or when they share praise or criticism about the company on Facebook and Twitter. It's not just the large brand name companies that are getting called out on social media sites for issues with their products and services though, all businesses are free game when it comes to social media.

The good news is that you can expand your customer service practices by creating a presence on social media sites, while developing a plan that focuses on providing exceptional customer service.

Here are a few tips that you can use in your customer service-focused social media plan that will help you improve and strengthen your customer relationships while protecting your company's reputation.

### Use Search Tools

In order to use social media to provide customer service, you need to know what your customers are saying about your business. There are many different tools you can use to track mentions of your company name and products across the Web. Here are a few I recommend:

- Google Alerts
- NutshellMail
- TwentyFeet
- TweetBeep

Once you sign up with these services, you need to be consistent about reviewing the results. It doesn't take long, but it does require regular check-ins to be effective.

### Respond Right Away

Social media sites are mostly public, so once someone throws something out there, there is no taking it back. It is vital to act fast, especially when a customer is unhappy about something and is letting everyone know about it.

No matter how you feel about the complaint, you need to respond publicly and immediately. It can be something as simple as, "I'm sorry you are having that problem. Send a message to [your email address] with the details, and I will look into it immediately."

This also helps you move the issue away from the public eye so you can work with the customer one-on-one to resolve the issue. Don't forget to follow up to make sure the customer is happy when the issue is resolved. If you're lucky, he or she will post again about the great customer service received.

### Listen Up

You can also be proactive when it comes to customer service on social media sites. Add keywords about your

products and services to your lists on the tracking sites above and listen to what people are saying. This can be a great way to find potential customers who need what you provide in your business. Once you do, reach out and offer the solution to his or her problem.

Plus, listening to what customers are saying about your industry and even the competition can be a great way to gather information from your target market that you can use to improve your products and services.

As you get started, remember that consistency and professionalism are the two most important factors that come into play when you're using social media for customer service. If you keep that in mind, you may be surprised how easy it is to talk to your customers in a new way.

*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.*

***Don't forget the informational meeting on Tuesday, January 7, 2014 from 8:30 am to 9:30 am at the Center for Arts and Philanthropy located at the corner of Main St. and 6th. The informational meeting is open to all downtown business that are interested in having a paid or unpaid intern assist with marketing campaigns, social media marketing, communications, public relations, journalism, event planning, etc. If you would like to attend the meeting and learn about the intern program, please contact Robbie Silver at 951-341-6550 or email him at [rdprobbie@sbcglobal.net](mailto:rdprobbie@sbcglobal.net).***



**BARRY A. HILDEBRANDT**  
bahildebrandt@yahoo.com

**BROKER, License #00639004**



*Mountain View-Riverside-1906*

**WCI REAL ESTATE**  
4197 BROCKTON AVENUE RIVERSIDE, CA 92501  
951.779.9738 x-12 Cell 951.321.9336

**Wedding in Style**  
Professional Wedding Alterations  
Re-sizing • Re-fitting • Re-styling

**Cruz**  
CUSTOM TAILORS

3522 9th Street • Downtown Riverside  
(951) 788-6305 • [MCruzTailors.com](http://MCruzTailors.com)  
• CUSTOM MADE DRESSES AND SUITS •



# Ten Cybersecurity Tips for Small Businesses



STOP | THINK  
CONNECT™

Broadband and information technology are powerful tools for small businesses to reach new markets and increase sales and productivity. However, cybersecurity threats are real and businesses must implement the best tools and tactics to protect themselves, their customers, and their data. Visit [www.fcc.gov/cyberplanner](http://www.fcc.gov/cyberplanner) to create a free customized Cyber Security Planning guide for your small business and visit [www.dhs.gov/stopthinkconnect](http://www.dhs.gov/stopthinkconnect) to download resources on cyber security awareness for your business. Here are ten key cybersecurity tips to protect your small business:

**1. Train employees in security principles.** Establish basic security practices and policies for employees, such as requiring strong passwords and establish appropriate Internet use guidelines, that detail penalties for violating company cybersecurity policies. Establish rules of behavior describing how to handle and protect customer information and other vital data.

**2. Protect information, computers, and networks from cyber attacks.** Keep clean machines: having the latest security software, web browser, and operating system are the best defenses against viruses, malware, and other online threats. Set antivirus software to run a scan after each update. Install other key software updates as soon as they are available.

**3. Provide firewall security for your Internet connection.** A firewall is a set of related programs that prevent outsiders from accessing data on a private network. Make sure the operating system's firewall is enabled or install free firewall software available online. If employees work from home, ensure that their home system(s) are protected by a firewall.

**4. Create a mobile device action plan.** Mobile devices can create significant security and management challenges, especially if they hold confidential information or can access the corporate network. Require users to password protect their devices, encrypt their data, and install security apps to prevent criminals from stealing information while the phone is on public networks. Be sure to set reporting procedures for lost or stolen equipment.

**5. Make backup copies of important business data and information.** Regularly backup the data on all computers. Critical data includes word processing documents, electronic spreadsheets, databases, financial files, human resources files, and accounts receivable/payable files. Backup data automatically if possible, or at least weekly and store the copies either offsite or in the cloud.

**6. Control physical access to your computers and create user accounts for each employee.** Prevent access or use of business computers by unauthorized individuals. Laptops can be particularly easy targets for theft or can be lost, so lock them up when unattended. Make sure a separate user account is created for each employee and require strong passwords. Administrative privileges should only be given to trusted IT staff and key personnel.

**7. Secure your Wi-Fi networks.** If you have a Wi-Fi network for your workplace, make sure it is secure, encrypted, and hidden. To hide your Wi-Fi network, set up your wireless access point or router so it does not broadcast the network name, known as the Service Set Identifier (SSID). Password protect access to the router.

**8. Employ best practices on payment cards.** Work with banks or processors to ensure the most trusted and validated tools and anti-fraud services are being used. You may also have additional security obligations pursuant to agreements with your bank or processor. Isolate payment systems from other, less secure programs and don't use the same computer to process payments and surf the Internet.

**9. Limit employee access to data and information, and limit authority to install software.** Do not provide any one employee with access to all data systems. Employees should only be given access to the specific data systems that they need for their jobs, and should not be able to install any software without permission.

**10. Passwords and authentication.** Require employees to use unique passwords and change passwords every three months. Consider implementing multifactor authentication that requires additional information beyond a password to gain entry. Check with your vendors that handle sensitive data, especially financial institutions, to see if they offer multifactor authentication for your account.

**The FCC's Cybersecurity Hub at <http://www.fcc.gov/cyberforsmallbiz> has more information, including links to free and low-cost security tools. Create your free small business cyber security planning guide at [www.fcc.gov/cyberplanner](http://www.fcc.gov/cyberplanner).**

**To learn more about the Stop.Think.Connect. Campaign, visit [www.dhs.gov/stopthinkconnect](http://www.dhs.gov/stopthinkconnect).**



3666 University Avenue  
Suite 100  
Riverside, CA 92501

Ph.: (951) 781-7335  
Fax: (951) 781-6951  
Email: [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**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

ADDRESS SERVICE REQUESTED



#### STAFF

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Robbie Silver

#### BOARD OF DIRECTORS:

##### **Executive Committee**

Charity Schiller, Chair  
Kris Whitehead, Vice-Chair  
Stephen Wollman, Treasurer  
Kirk Lewis, Secretary  
Justin Tracy, Member at Large  
Marcia Campbell, Member at Large  
Shelby Worthington, Member at Large

#### **Directors**

Chuck Beaty	Patrick Brien
Miguel Cruz	Shalini Lockard
Gerald Douglass	John Field
Michelle Freeman	Bill Gardner
Mike Gardner	Tera Harden
Vance Hardin	Barry Hildebrandt
Dr. Wolde-Ab Isaac	Jeff Kraus
Nanci Larsen	Andrew Lazarz
Marty Lueking	Andy Melendrez
Stan Morrison	Robert Nagle
Cherie Russell	David St. Pierre
Ellie Uli	Al Zelinka

# Curves



## KICK START WEIGHT LOSS — IN JUST — 30 MINUTES

With something **new** from Curves and Jillian Michaels

"I've created a cutting-edge workout just  
for Curves so you get amazing results.  
Get in here!"

JILLIAN MICHAELS

COACHING FOR EVERYONE, EVERY WORKOUT BURN FAT  
RESULTS AT ANY FITNESS LEVEL INCREASE STRENGTH



Try it for a week **FREE!**

[CURVES.COM](http://CURVES.COM) / 1.800.CURVES30

951.276.7100

3537 Main Street  
Riverside, CA 92501

\*Limit one free 1 week fitness membership per person at participating locations.  
Not valid with any other offer, no cash value and free members only.  
First visit discount may be offered in exchange for 1 free week.  
© 2014 Curves International, Inc.