

# Bulletin

Riverside Downtown Business Improvement District



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There will be no monthly meeting in December due to the holidays.

The next monthly luncheon will be Tuesday, January 26, 2016 at noon

Marriott Riverside  
at the Convention Center  
3400 Market Street  
Riverside, CA 92501

Featured Speaker:  
Rafael Guzman, Community and  
Economic Development Director

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.



## Downtown Riverside Brings Holiday Cheer

Downtown Riverside is the home of the Festival of Lights which was voted the number 1 light show in the nation. Along with the popular holiday spectacle, there are several other activities that make downtown Riverside a destination area for family friendly holiday events.

### 11th Annual Chanukah Festival

The 11th Annual Chanukah Festival will be on Monday, December 7th 6 pm to 8 pm. Attached is the flyer and web banner. This year's entertainment highlight will be a fast paced African Acrobats Show.

The eight-day holiday, which begins at sundown December 6th this year, celebrates the ancient victory of a militarily weak but spiritually strong Jewish people over Syrian Greek invaders who tried to restrict Jewish life and impose a foreign religion. During their occupation, the invaders defiled the Holy Temple in Jerusalem. When the liberators prepared to rededicate the temple, they discovered there was only enough oil to light the Menorah for one day, but miraculously it burned for eight days until more could be obtained.

"Chanukah represents the universal message of light triumphing over darkness, good overcoming evil, perseverance and hope defeating adversity," said Rabbi Shmuel Fuss of the Chabad Jewish Community Center of Riverside, which sponsors the festival.

### A Christmas Carol on the Air

A unique and hilarious twist on the holiday classic! *A Christmas Carol On The Air* is adapted from the Charles Dickens classic. The show's delightful premise is that the beloved holiday classic is hilariously retold in the style of a classic radio show, complete with atmospheric live sound effects, wacky backstage antics, and a team of lovely, harmony-singing Carolettes. It's a behind-the-scenes story of radio actors and their own conflicts



as they tell Dickens' tale of Ebenezer Scrooge's reformation and redemption all during a live broadcast. *A Christmas Carol On The Air* is full of hilarity and harmony a great way for the entire family to get into the holiday spirit. It will be presented on Friday, December 18th at 8 pm at the Box.

Along with these events, On Pointe presents *The Nutcracker* at the Riverside Municipal Auditorium on December 12th, *The Nutcracker* performed by Inland Pacific Ballet at the Fox Performing Arts Center on December 12th, and *Riverside Nutcracker Ballet* performed by BRAVA Arts at the Landis Performing Arts Center on December 19th and 20th.

### Miracle on Main Street

For the past seven years, Gram's Mission Bar.B.Q. has organized a toy drive that collects over 1,500 toys for 1,000 plus kids. Two years ago, the McGuire Brothers Group (ProAbition, Mezcal, Boardwalk) organized the first Miracle on Main Street, a combination health fair and toy distribution event that served nearly 250 families.

This year, Gram's Mission Bar.B.Q and

the McGuire Brothers Group are partnering again so that the Miracle on Main can reach more children and families with the joy of a toy and the gift of a healthy life style during the holiday season. Also partnering on Miracle on Main are the Riverside Community Health Foundation, New York Life, A Better Way of Life, American Heart Association, PrimeCare, Borrego Health, Riverside City College School of Cosmetology, The City or Riverside Office of Economic Development, Riverside City Fire Department Station 1, and RDP.

On December 13th, registered families will be invited to pick toys up at the Miracle on Main Street event from 10:30 am to 2:30 pm. The event will be on Main Street between 5th and 6th Streets and will include a Healthy Kids Zone featuring games and prizes, free health screenings for adults and children in attendance, and complimentary haircuts


## Downtown Internship Program to Return

Social media outlets such as Facebook, Twitter, and Instagram have changed the way people connect with one another. Many businesses have taken the opportunity to market their business using social media in order to engage their customers and increase their reach.

The Riverside Downtown Partnership will be hosting a free social media marketing seminar to its downtown business on Thursday, January 14th at 8:30 am at the Center for Arts and Philanthropy located at the corner of Main St. and 6th. The social media marketing seminar is being presented by Ms.


and styling from the RCC School of Cosmetology. Children will also receive a free hotdog from Gram's Mission Bar.B.Q sponsored by RDP.

In addition to Gram's Bar.B.Q., local businesses will serve as drop off location for toys and donations. A full listing of drop off zones is available on [www.miracleonmain.org](http://www.miracleonmain.org). Sponsorships are still available and details are provided at the Miracle on Main website.

Michael Lopez Jr. has been involved with the event for the past two years and stated, "This project has always been about creating great holiday memories for families in need. Our partners are going to help us do that in a big way." Robert Martinez, Community Relations Manager for NAMM California/ PrimeCare added "As much as this event is about giving kids a great holiday, it also helps connect local families to health resources and more. It is a win/win." 

Victoria Brodie and Dr. Mary Ann Pearson from California Baptist University.

If you would like to attend the seminar, please contact Whitney Waters at [rdpwhitney@sbcglobal.net](mailto:rdpwhitney@sbcglobal.net) or 951-341-6550. We will also be sending out a form which you can fax to 951-781-6951 or call the Ambassador at 951-312-7522 and they will pick the form up from you.

*\*The entrance is located off 6th St and you will need to buzz in for entry\** 

## Business Spotlight: Sweet Vintage Décor



Andrea Young developed her concept for Sweet Vintage Decor after being let go from her job working at a bank when she was 24 years old. Andrea began buying Chalk Paint® by Annie Sloan from

a woman in Canyon Lake who was looking for a dealer to sell the famous paint in the Riverside area. The arrangement was set and she began renting space in local antique stores. Once Andrea was confident she had built her business enough she decided to start her own shop, at 3541 Main Street.

Andrea runs Sweet Vintage Decor with the help of her mother. The store sells Chalk Paint® decorative paint by Annie Sloan, stocks unique vintage and antique pieces and sells products from local vendors who make candles

and laundry soap, among other items. Andrea also holds workshops to teach customers how to use the product. She has held classes on cabinetry, jewelry and other crafting techniques. She hopes to grow this aspect of the business if she is able to acquire more space for her store.

Another unique aspect Andrea has branched out to is consulting Riverside residents on how to restore their vintage kitchens back to their historical look. She helps her clients pick out cabinets and countertops and matches colors to what it would have looked like in the early 1900s.

The shop is open Monday – Saturday from 11am to 6pm and Sundays from 12pm to 5pm. For photos and more information please visit the Sweet Vintage Facebook page <https://www.facebook.com/SweetVintageDecor>.

*Information provided by City of Riverside Office of Economic Development.* 



Laura Parker  
Preschool Director  
Lic# 330907502

### Children's Discovery Center

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### The Holidays are Upon Us

The last of the turkey is gone. The Festival of Lights is in full swing. It isn't hot any more. We are all getting ready for the December Holiday as we celebrate in our own homes and businesses. At my house it is Christmas. Whatever Holiday you celebrate I hope it is a happy one and that your New Year will be safe and prosperous.



2015 was a big year for Riverside. We hired a new City Manager and a new City Attorney. There are several new department and division heads. The Council adopted the Sunshine Ordinance making the agenda and backup materials for Council and Board and Commission meetings available a full 12 days before the meeting. Live Nation is bringing more acts and more diversity of acts to both the Fox and the Municipal Auditorium. The Convention Center and the Sports Commission are bringing more events and more people to Riverside and particularly the downtown area. Hotel room nights are up and so are room prices. Things are booming in downtown Riverside.

So what does 2016 have in store for us? We will see a decision on whether to renovate the current Main Library or build a new one. Two new hotels are likely to receive entitlements and maybe even break ground. The Imperial Lofts project will be well into construction and the Stalder Building and Centerpointe Project at First and Market should be in construction also. All together we should see about 600 housing units begin construction in Downtown Riverside during 2016. Both the Chow Alley project on Main Street between 10th and 11th and a restaurant complex in the undeveloped restaurant space at the Fox Performing Arts Center should be in operation before the end of the year. RTA will be winding down their spoke and hub routing system and will be ready to vacate the Downtown Terminal in January of 2017. The Perris Valley Line will be in full operation moving folks from the Hemet/San Jacinto Valley and Perris areas to jobs in Riverside and LA and Orange Counties. The Specific Plan process for the Northside Neighborhood will be in full swing and we should begin to see how the area will develop in the future.

I am looking forward to 2016 and all it will bring to us individually and as a City. There will be much to do. Let's get to work!

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### *Season's Greetings!*

Please join me this month to support our UCR student athletes! We have Women's and Men's basketball competing in several home games. Each game is held in the SRC and tickets can be purchased over the phone by contacting the UC Riverside Athletics Ticket Office at (951) 827-4653 or [highlandertickets@ucr.edu](mailto:highlandertickets@ucr.edu) - **GO HIGHLANDERS!!!**

Group tickets (15+) can only be purchased by calling the athletics ticket office.

### **Upcoming Matches:**

UC Riverside Women's Basketball Hosts CSU Bakersfield on December 12 at 7:00 PM.

UC Riverside Men's Basketball Hosts UNLV on December 12 at 4:00 PM

UC Riverside Men's Basketball Hosts Life Pacific on December 20 at 5:00 PM

UC Riverside Men's Basketball Hosts University of Denver on December 22 at 7:00 PM

UC Riverside Women's Basketball Hosts UCLA on December 28 at 7:00 PM

**El Camino de San Juan Diego:** Our Lady of Guadalupe Shrine, Riverside, was built in 1927, but from 1927-1935 was known as a Mission of St. Francis de Sales. Going by the name of St. Francis of Assisi from 1957-1961, the parish name was changed to Our Lady of Guadalupe Shrine, as the pioneer parishioners had intended. Over the 75 years of its existence, the church community experienced a beautiful transition, becoming a parish of diverse, yet compatible, ethnic nationalities. Since the year 1999, this community expresses their love and devotion to Our Lady of Guadalupe and San Juan Diego especially by the annual Pilgrimage to Mt. Rubidoux, Riverside, California "El Camino de San Juan Diego."

Please join us this year for the annual pilgrimage on Saturday, December 5th. The walk will begin at 8:00 AM at Our Lady of Guadalupe Shrine located at 2858 9th Street, Riverside 92507.

**The Art of Giving Gala:** I would like to extend my appreciation to everyone who came out to support the Riverside Arts Academy on November 30th at the Cesar Chavez Community Center. The evening comprised of wonderful performances by our students with the attendance of parents, friends, teachers, community members and donor supporters. A special thanks to our generous sponsors at Windermere Real Estate Tower Properties, IBEW Local No. 47, Southern California District Council of Laborers, Parkview Community Hospital Medical Center, Itzen & Associates, the California Riverside Ballet and Latino Network. I would also like to thank my colleagues on the City Council and the Mayor who came out to show their support for this incredible City program along with our City's Parks and Recreation Community Services Department who have helped make this program a success! We will continue working to ensure each child has the opportunity to participate and immerse themselves in the wonders of art, music and dance. I hope to see everyone again next year.

Find us on Facebook and LIKE the Riverside Arts Academy!

**Lincoln Park Neighborhood Group:** Thank you to everyone who volunteered and helped with the free annual Thanksgiving dinner that took place at the Lincoln Park community center. I want to recognize the Lincoln Park Neighborhood Group for all their hard work over the years in serving a thanksgiving meal to hundreds of children, seniors and families in need. The neighborhood group meets every second Wednesday of the month at 6:30 pm and is open to the community. If you have questions or are interested in attending please call, (951)-826-5355.

*Wishing everyone a Merry Christmas and Happy Hanukkah!*

Andy Melendrez



## Lessons from the Girl Scouts

### Four Sales Lessons from the World's Greatest Sales Force

They are an unseasoned sales force moving 200 million units a year. Their products are not available in stores and are sold only during the spring yet sales revenue exceeds \$700 million. Who is this incredible sales organization?

It's the Girl Scouts, of course.

Before you dismiss this pint-sized sales force as irrelevant, it pays to know this is not the Girl Scouts of yesteryear. Kathy Cloninger has revitalized the organization since her appointment to CEO in 2003. The organization has morphed from door-to-door direct sales to a savvy sales team being modernized for the 21st century. Behind this small and mighty sales force are several successful sales lessons:

**Create Gap Teams:** In 2004, Cloninger gathered the organization to develop five strategic priorities. This resulted in the creation of gap teams—a variety of members from all levels of the organization focused on finding gaps between how things are done now to what needs to be done to reach future goals.

Gap teams are divided into six groups. Five groups focus on the five strategic priorities and one is dedicated to the culture of the organization. Each gap team holds Strategy Cafes to foster open communication among the large and diverse organization.

**Sweet Sales Tip:** Any business today would benefit from taking this play from the Girl Scout “playbook.” Identifying performance gaps is essential for success.

**Teach Them Well:** The Girl Scouts organization isn't all about fund raising but building life skills of leadership, team work and communication. The Girl Scouts provide entrepreneurial programs at Cookie College for scouts to develop business acumen including presentation, marketing and money management skills.

**Sweet Sales Tip:** The “eat-them-up and spit-them-out” mentality of high turnover sales teams does nothing to build the self-worth of a sales person. Taking a personal stake in advancing the lives of your sales force has a direct effect on the bottom line.

**Go From Box to Bulk:** One of the selling tools of the organization—for much of its existence—has been the door-to-door sales approach along with standing outside of grocery stores.

With the majority of members living the busy life, the old one-box-at-a-time approach has been tossed for the bulk sales strategy. Older girls are bulk selling to large organizations and local businesses. Boxes of cookies are offered as sales incentives or corporate gift baskets.

**Sweet Sales Tip:** Boost your sales by looking for large order opportunities. Look for areas where great numbers of prospects gather to maximize your sales time.

**Modernize to Change:** For an organization with such a long and rich history, it's difficult to change. But Cloninger knows change is necessary to appeal to the current generation of girls distracted by the popularity of instant messaging, computer games and FaceBook.

To make the Scouts more in tune with today's fickle youth, the organization has added more compelling activities such as web design, white water rafting and survival camps. The company has employed social marketing using tools such as YouTube to highlight vintage cookie ads and maintains a blog.

**Sweet Sales Tip:** Take the pulse of your sales organization to find out what motivates them as well as discovering what new sales channels customers are using.

The late father of modern management, Peter Drucker, once suggested businesses can learn from the non-profit sector. Taking a few lessoning from this cookie juggernaut could spell sweet success for your business.

The Girls Scouts hit the news this fall when they announced a new digital initiative meant to be the latest evolution of their storied cookie program. It got us to thinking about the way Girl Scout Cookies may represent many young girls' first exposure to running their own businesses. So here are 5 delicious facts about the storied cookie program.

### Five Ways the Girl Scouts have been minting Entrepreneurs

#### 1. The Cookie Program is Organized to Develop Entrepreneurial Quantities

The Girl Scout cookie program has long encouraged entrepreneurship through the following five core principles.

- Goal Setting
- Decision Making
- Money Management
- People Skills

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# BUSINESS BUZZ

- Business Ethics

Through the cookie program, girls must learn to make decisions about how many cookies they plan to sell, how to reach out to networks and develop interpersonal and sales skills, and further account for their actives. Cookie sales help to support troop activity, and can win top sellers prizes like iPads or video game consoles.

## 2. What it Takes to Be Queen

Each year, certain sellers go above and beyond the norm and become mini-moguls. One of the most famous is Elizabeth Brinton, often called the “Cookie Queen.” During her heyday in the 80s, she sold more than 100,000 boxes, including some high-value sales to notable politicians and celebrities.

In fact, U.S. Chief Justice John Roberts noted in his private journal “Elizabeth...has sold some 10,000 boxes and would like to sell one to the President. The little huckster thinks the President would like the Samoas.”

During her tenure, Brinton introduced some innovations such as the “booth model” (over going door-to-door). She was also known to be an advocate of “hard sell” tactics in hawking her wares, even resorting to guilt to get buyers to take more boxes.

## 3. The Business of Manufacture Falls to Two Companies

Ever wondered why some of the same Girl Scout cookies have different names? That’s because they are made by two different bakeries under contract to the Girl Scouts — ABC Smart Cookies and Little Brownie Bakers. Naturally, true cookie aficionados debate the relative merits of the two bakers.

## 4. Certain Cookies are Non-negotiable

All cookies must be approved by the National Girl Scout council but certain flavors of cookies are non-negotiable. These include (thank goodness!): Thin Mints, Do-Si-Dos/ Peanut Butter Sandwiches, and Trefoils/Shortbreads.

Girl Scout cookies change with the times and there is a “cookie graveyard” littered with abandoned flavors such as Oxfords (chocolate cookies with vanilla cream filling), Pinatas (an oatmeal cookie with fruit filling), Shout Outs! (A Belgian-style caramelized cookie), and the Strawberries & Creme sandwich cookie.

Further, this year, the Girl Scouts are attempting a “pilot” program of gluten free cookies. In keeping with the times, the Girl Scouts’ website addresses public concern about GMOs, high fructose corn syrup, recyclable packaging and partially hydrogenated oils or trans fats.

## 5. You Can Now Buy Cookies Online

The Girl Scouts made national news this year when they announced “The Digital Cookie,” a plan to stimulate the sales of cookies online. However, note that all cookie sales are still initiated by an individual Girl Scout.

The move is evidence that the Girl Scouts are posed to change with the times and possible encourage their Scouts to leverage the power of social media and networks to stimulate sales. “Digital Cookie will expand girls’ knowledge of and hands-on experience with online marketing, app use, website customization, and e-commerce,” says the Girl Scouts’ website.

Source: <http://sbinformation.about.com>



# Using Facebook Videos to Grow Your Business Online

Facebook is a social media giant, best known for connecting world events (e.g. sports, politics, entertainment etc.) into a common space and giving people the power to connect with family, friends and kindred spirits around the world. From its founding in 2004, it has become the place to share experiences, knowledge and opinions about what matters to them. Increasingly, Internet marketers are turning to Facebook to achieve their video marketing goals.

What! Are you kidding, isn’t YouTube the place to get video exposure? Certainly, YouTube enjoys tremendous search engine optimization (SEO) advantages and has distinct business value. However, video in the “selfie” generation is easily integrating into social media these days. What remains to be determined is how Facebook can leverage video technology to better appeal to online entrepreneurs.

Here are the reasons why Facebook video marketing has become a viable option in such a short period.

## 1. High Volume Traffic That Cannot Be Ignored

As the second busiest website in the United States and globally as measured by Alexa (behind Google.com), Facebook offers online entrepreneurs a super opportunity to define and pursue target audiences based on “ideal candidate” criteria. Each of Facebook’s half a billion active users come into the social network with hungry eyes, even if being sold is not necessarily

on their mind. Even a short fifteen or thirty (30) second video clip can be enough to trigger interest and follow-up.

## 2. Fantastic Opportunities to Go Viral

After YouTube, Facebook houses the most source referred videos on the Internet. This means that making a good impression with even a few people can mean exponential exposure via sharing in a matter of days, if not hours. Learning to market with Facebook videos can work whether your aim is educational, instructional or social (relationship-oriented).

## 3. Facebook Embraces Mobile Marketing

Over one-hundred fifty million people carry Facebook with them on their mobile devices, making it especially important to reach this active demographic whenever they go. Mobile device growth far exceeds that of desktops and laptops, making Facebook ideally positioned as a “go-to” app to connect with prospects via mobile-friendly video.

## 4. Advertising Optimization for Multiple Goals

Facebook supports a number of video marketing goals that are self-contained within the website itself:

- Boost your posts.
- Get installs of your app.
- Get video views.
- Increase conversions on your website.

# BUSINESS BUZZ

- Increase engagement in your app.
- Promote your Page.
- Send people to your website.

## 5. Strong Level of Actual Face Time on Website

The average Facebook user remains on the site for over twenty-one minutes per session, and views about thirteen pages. You can take advantage of this devotion by offering valuable content that hooks visitors and encourages them to share your content with others (see above). With up to twenty (20) minutes per video, cater the length to your target audience and the type of message you want to send.

## 6. Visibility that Leads to More Conversions

Today, Facebook videos are visible within Google searches which adds credibility to your marketing efforts. In addition to search engine optimization (SEO) benefits, you have keyword or hashtag capabilities similar to what Twitter offers. In order to encourage visitor action, you can add triggers at strategic moments of your video presentations.

Facebook video marketing can be a boon to your online business efforts, regardless of your current level of marketing experience. It is the behemoth among social media websites, offering both advertising and relationship-building chances on an ongoing basis. Regardless of platform (desktop, laptop, tablet, mobile) Facebook deserves to be a part of your video marketing mix.

## Four Reasons Your Business Must Use Facebook Video Marketing

Many Internet marketers today are still hesitant to use video as an integral part of their online marketing mix. Chances are that they just don't see the point of the medium for their business, given the way some people use it for frivolous purposes. However, too many businesses ignore the value of Facebook marketing at their peril. People (hence consumers) spend more time on Facebook than any other website in the world, close to eight hours per month per person for half a billion users.

A lot of these people are looking at Facebook videos and basing their purchasing decisions on what they see. So why not use it to influence people and get a piece of the action?

Here are some compelling reasons to devote at least some resources to this essential marketing medium.

### 1. Tapping into the U.S. Online Market

No matter what others say, making it big online still means tapping into the American market.

The United States is still home to the world's largest economy and its biggest consumer market. The influential, tech-savvy 18 to 34 year old demographic spends close to nine hours per week on Facebook; even the 55+ crowd uses it four and a half hours weekly. Whether chatting, writing comments or linking to outside articles, Americans love visual media and willingly tap into Facebook's vast reservoir of video material posted and shared by friends and popular brands.

### 2. The Growing Influence of Mobile Marketing

As more and more people move away from the desktop and onto mobile devices, marketers will have to adjust their strategies to adapt to this new reality. A hundred-fifty million Facebook users are already mobile app-driven, which means

that long format copywriting and even traditional e-mail communication – though still important – may have to make space for video.

By adapting your message to the video mobile medium, you can establish a beach head on the smartphones, notepads and tablets from all the major players like Apple and Samsung.

### 3. A Trend That Will Not Disappear!

Video marketing as a business tool has evolved over the past decade and shows no sign of slowing down.

Today's estimates of Facebook video use are staggering: 3.5 billion video views per day (over 20% of all views) and an estimated one billion viewers monthly. Even getting a small fraction of these "eye-views" for your chosen niche market is tantamount to achieving many of your marketing goals.

Just consider the various options you have to share your message using Facebook videos:

- Video sales letters.
- Instructional or explainer video clips.
- Affiliate marketing video reviews.

And much, much more...

### 4. Good Way to Go Viral and Win Over Fans

Among several powerful Facebook video strategies that you can employ is the ability to attract people who are not currently 'Fans' to 'Like' your video and become fans. Anyone can have access to your video on your home page or a Fan page, for example, and if your video impresses them enough, they can click on a 'Like' button as it proceeds.

Video marketing is not only the wave of the future, it is here – NOW! In addition to posting them on YouTube and your personal websites, why not consider Facebook? It combines the quality and precision of your business message with the power of viral social marketing, and can enhance your standing amongst peers.

Facebook video marketing is a surefire way to gain followers and prospects, grow your subscriber lists, build new business relationships and eventually get more sales. No matter how big or small, Internet entrepreneurs worldwide are exploiting this powerful and inexpensive means of getting your message out.

Source: <http://Onlinebusinessabout.com>

## What's Up with RDP in 2016

Enclosed is a calendar of RDP meetings for 2016.





# SECURITY CORNER

## Robbery Prevention Tips for Small Businesses

Every business owner, manager and employee plays a part in making businesses safe. Here are some things you can do to help prevent robbery:


- Have at least two employees open and close the business.
- Do not release personal information to strangers.
- Keep purses and personal valuables locked in desks or lockers.
- Install a robbery alarm.
- Place a surveillance camera behind the cash register facing the front counter. Replace videotapes regularly.
- Vary times and routes of travel for bank deposits.
- Don't use marked "moneybags" that make it obvious to would-be robbers you are carrying money for deposit.
- Keep a low balance in the cash register.
- Place excess money in a safe or deposit it as soon as possible.
- Cooperate with the robber for your own safety and the safety of others. Comply with a robber's demands. Remain calm and think clearly. Make mental notes of the robber's physical description and other observations important to law enforcement officers.
- If you have a silent alarm and can reach it without being noticed, use it. Otherwise, wait until the robber leaves.
- Be careful, most robbers are just as nervous as you are.
- Keep your business neat and clean. A tidy, orderly place of business is inviting to customers, but not to robbers. Dressing neatly also sends the right message.
- Stay alert! Know who is in your business and where they are. Watch for people who hang around without buying anything. Also, be aware of suspicious activity outside your place of business. Write down license numbers of suspicious vehicles if visible from the inside of your business.
- Make sure the sales counter can be seen clearly. Don't put up advertisements, flyers, displays, signs, posters or other items on windows or doors that might obstruct the view of the register from inside or outside your business. The police cruising by your store need to see in.
- Try to greet customers as they enter your business. Look them in the eye, and ask them if they need help. Your attention can discourage a robber.
- Keep your business well-lit, inside and outside. Employees should report any burned-out lights to the business owner or manager. Keep trees and bushes trimmed, so they don't block any outdoor lights.
- Encourage the police to stop by your business.
- Learn the names of the officers who patrol your

business.


- Use care after dark. Be cautious when cleaning the parking lot or taking out the trash at night. Make sure another employee inside the business keeps you within eye contact while you are involved in work details outside of your building.
- If you see something suspicious, call the police. Never try to handle it yourself. It could cost you your life.
- Handle cash carefully. Avoid making your business a tempting target for robbers. Keep the amount of cash in registers low. Drop all large bills right away. If a customer tries to pay with a large bill, politely ask if he or she has a smaller one. Explain that you keep very little cash on hand.
- Use only one register at night. Leave other registers empty and open. Tilt the register drawer to show there is no money in it.
- Leave blinds and drapes partially open during closing hours.
- Make sure important signs stay posted. For example, the front door should bear signs that say, "Clerk Cannot Open the Time Lock Safe."
- If your business is robbed put your safety first. Your personal safety is more important than money or merchandise.
- Don't talk except to answer the robber's questions.
- Don't stare directly at the robber.
- Prevent surprises. Keep your hands in sight at all times.
- Don't make any sudden moves.
- Tell the robber if someone is coming out of the back room or vault or working in another area of your business.
- Don't chase or follow the robber out of your place of business.
- Leave the job of catching the robber to the police.

*Source: Los Angeles Police Department*

*Taken from [http://crime.about.com/od/prevent/qt/prevent\\_robbery.htm](http://crime.about.com/od/prevent/qt/prevent_robbery.htm)*



23rd Annual  
— RIVERSIDE —  
**DICKENS**  
— FESTIVAL —  
Celebrating  
Charles Dickens' book  
"Martin Chuzzlewit"



Charles Dickens  
portrayed by Paul Jacques

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

**Feb. 26, 2016 - Pub Night**  
**Main Days - Feb. 27 & 28 - 10am to 5pm**  
**Mr. Fezziwig's Ball - Feb. 27 - 8pm to Midnight**

**Sponsors - City of Riverside • Riverside Arts Council**  
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**Press deadline** is the 15th of  
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