

# Bulletin

Riverside Downtown Business Improvement District



## In This Issue:

Summer Street Jam Returns to Rock Downtown Riverside

Promote Your Business at Movies on Main

Council Corner Wards One and Two

RIVERSIDE! Host Town for Special Olympics World Games LA 2015

Leading Edge Learning Center – Beyond Tutoring

Business Spotlight – The Weathered Feather

Riverside Downtown Farmers Market

Business Buzz – Ways to Increase Your Sales During Slow Seasons

Security Corner – Seven Tips for Small Business Security

The next monthly luncheon will be Tuesday, July 28th at the Mission Inn Hotel and Spa and will feature an update on programming at the Fox Performing Arts Center and the Riverside Municipal Auditorium by Karen Foley, General Manager of Live Nation Riverside

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

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

*The July Luncheon is sponsored by*



## Summer Street Jam Returns to Rock Downtown Riverside

Summer Street Jam will return to rock downtown Riverside on Saturday, August 1st from 4 pm to 9:30 pm. The free outdoor concert will take place on University Avenue which will be closed to traffic from Orange Street to Lemon Street. The stage will be located at University and Lemon facing towards Orange Street. This year's event will have more of a festival feel with the addition of vendors from the IE Record Collective at University and Orange Street plus a mini Arts Park in the parking lot at University and Lemon opposite Aurea Vista.

The festival feel will be continued with the lineup, all bands that have played at recent Southern California music festivals. The LA based band Roses consists of Marc Steinberg on vocals and keys, Juan Velasquez on guitar, and Victor Herrera on bass and will open at 4 pm. At 6 pm, Thee Commons will take the stage with members Rene Pacheco, Tim Swift and David Pacheco featuring their 'Psychedelic Kumbia Punk' music. At 8 pm, the San Diego based band, Unwritten Law, will offer alternative rock with members Scott Russo on vocals, Wade Youman on guitar, Chris Lewis on drums and Jonny Gill on bass.

RDP is producing the event with sponsorship by the City of Riverside and funding of the entertainment lineup by the hosting establishments; D-Dogs Sports Restaurant, Heroes Restaurant and Brewery, Hideaway Café and Bar, Lake Alice Trading Company, Mario's Place, Mezcal Cantina Y Cocina, Mission Tobacco Lounge, Pixels Bar and Eatery,

ProAbition Kitchen and Cocktails, The Menagerie, and Worthington's Tavern. Concert attendees will be encouraged during the event to stop by these hospitality establishments during intermissions for entertainment and specials.

RDP will have an information table and encourages downtown businesses to drop off brochures and flyers to display. For more information, please visit: [www.Facebook.com/RiversideDowntownPartnership](http://www.Facebook.com/RiversideDowntownPartnership) or [www.riversidedowntown.org](http://www.riversidedowntown.org).

# Promote Your Business at Movies on Main

RDP's free movie event, Movies on Main, returns this summer. Due to the early start of school in August, movies will be shown only in July. RDP will be scheduling entertainment prior to the start of the movies to encourage people to come downtown earlier to dine.

The movies will be shown on Main Street between University and Mission Inn Avenue projected on an inflatable outdoor screen. Scheduled movies this summer include:

- **July 9 – *The Box Trolls*** Subterranean trolls raise an orphaned infant named Eggs who helps them fight back against an evil exterminator and make peace with the fearful residents of an upper-crust Victorian-era town known for its world-class cheeses. The two things the people of this posh town treasure most are their children and their cheeses; unfortunately, those are also the things that the Boxtrolls - a race of unsightly, sewer-dwelling creatures - covet most. Eggs may be the Boxtrolls' only hope for survival when scheming exterminator Archibald Snatcher seeks to earn his entry into the ultra-exclusive Cheesebridge society by eradicating the Boxtrolls once and for all.
- **July 16 – *The Lego Movie*** A lowly Lego figure joins a group intent on battling an evil force after a case of mistaken identity in this computer-generated comedy from the filmmakers behind *Cloudy With a Chance of Meatballs* and the director of *Robot Chicken*.
- **July 23 – *Big Hero 6*** When a criminal plot threatens the hi-tech metropolis of San Fransokyo,

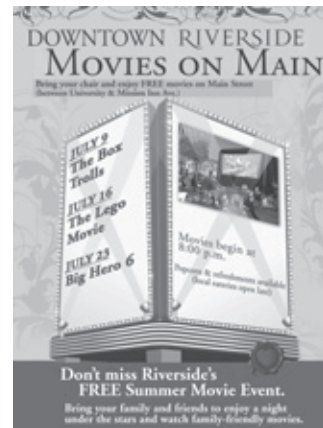
brilliant young robotics whiz Hiro Hamada leaps into action with his tech-savvy friends, and his robot companion Baymax in Disney Animation's adaptation of the popular Marvel Comics series.

We encourage all downtown businesses to consider participating in the event by either having a display table or providing material for display

at the RDP information table. We are also encouraging restaurants to consider offering 'box suppers' or 'To Go' items for people attending the movies. Children's menu items are particularly encouraged since many of the attendees are families with children. All restaurants offering Movies on Main take-out items (or other specials) will be promoted by RDP using social media and at our RDP information table.

If you wish to have a display space at Movies on Main, please contact Whitney Waters at the RDP office so that we can make arrangements. Space is limited and no food items are allowed.

And if you plan to offer Movies on Main restaurant take-out items, please contact Whitney Waters so that she can include the information on the RDP website and Facebook page. We also encourage you to cross-promote if you have a website or Facebook page.



Laura Parker  
Preschool Director  
Lic# 330907502

Children's Discovery Center

Phone: 951-781-3621  
Fax: 951-781-3677

4850 Jurupa Ave.  
Riverside, CA 92504

[www.childrensdiscoverycenterchristianpreschool.com](http://www.childrensdiscoverycenterchristianpreschool.com)

**PIP PRINTING**  
& DOCUMENT SERVICES

**Retractable  
Banner Stand  
Sale**

**\$169.99** +TAX

•PORTABLE!  
•CONVENIENT!  
•EYE CATCHING!

**printmystuff**  
.com

Riverside: 951.682.2005  
Corona: 951.737.1820

\*Price based on print-ready PDF

BARRY A. HILDEBRANDT  
[bahildebrandt@yahoo.com](mailto:bahildebrandt@yahoo.com)

BROKER, License #00639004



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

Leading Edge Learning Center

**LEADING EDGE**  
Learning Center  
Accelerated Learning, Coaching and Mentoring

3800 Orange St. Suite 240  
Riverside, CA 92501  
Phone: 951-684-3811  
Fax: 951-683-6614

[www.leadingedgelearningcenter.com](http://www.leadingedgelearningcenter.com)

# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Former Redevelopment Property Disposition

The city held two community meetings to try to identify the best uses of former Redevelopment Agency properties in the downtown area. The properties must be sold as part of the dissolution of Redevelopment Agencies by the state. The city hopes to market the properties for uses supported by the community as once sold, the only control the city will have is land use laws and zoning. This is a method of trying to be sure the future use of the property is something the community supports, and to impose reasonable milestones on development so the properties do not continue to sit vacant.

The first meeting was to identify potential uses. The second meeting was to further refine the potential uses and attempt to reach consensus. Both meetings were attended by 30 or so community members.

The first property is located on the east side of Main Street from First Street almost to Third Street. It includes the historic gasoline station at the corner of first and Main. The property is approximately 1.8 acres in size. Alternatives discussed included multifamily rental residential with 50 to 60 units, development of about 18 residential units for sale, and commercial development to serve the existing neighborhood. All three alternatives included adaptive reuse of the historic gas station, probably as a restaurant.

Following discussion and a vote of the community members participating in the second meeting it was decided to issue separate RFPs for gas station and the remainder of the property. The gas station will be marketed for adaptive reuse as a café style restaurant and the remainder of the property will be marketed as a “pocket neighborhood” of 25 to 30 residential units with a design NOT like a typical garden apartment.

The second site is approximately half an acre and is located at the corner of Mission Inn and Chestnut. This is the former La Victoria Market site. Alternatives discussed for this site included development of a Kids Place which is a multi-use child friendly cultural center, a higher density for sale residential development with shared open space, and mixed use office or retail with multi-family housing. After discussion community members supported the for sale residential development concept with about 8 units on the parcel.

Hopefully there will be substantial interest in the properties and we will see good projects developed on them in the near future.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### **Free Summer Concerts in Ward 2 have arrived!**

**University Village Summer Concerts:** Come join us for Tribute Thursdays every Thursday from July 23 – August 27, 7:00 pm to 9:00 pm. All live outdoor music is located in front of Juice it up with admission FREE and open to the public. Food and raffle prizes will be on site! To learn more about the UV's free Wifi, restaurants and activities, please visit their website at <http://www.universityvillageriverside.com/home>

**Canyon Crest Towne Centre's Summer Concert Series:** On Tuesday nights you will hear sounds of summer coming from the Pavilion area between Allie's Hallmark and Burrito & Co. The series features shows on Tuesday's and Saturdays in July from 6:30 – 8:30 pm. Tuesdays in August will be from 6:30 – 8:30 pm. All concerts are FREE with free crafts available for kids. To see the lineup of shows please visit their website at: <http://www.shopcanyoncrest.com/>

**Habitat for Humanity:** In partnership with the City of Riverside, Habitat Riverside was able to build three new homes that will have an immediate, positive impact on the community by providing quality built homes on a lot that had been empty for many years. These 3 new, energy efficient homes will not only be affordable now, but long into the future with each built to exceed EnergyStar standards, low water use landscaping and 0% interest mortgage that will help these deserving families move into the middle class by keeping their living expenses affordable. It was a privilege for me to assist in helping at the wall raising day alongside the homeowners. Habitat had about 50 people on site and framed all three homes in one day with volunteers from the community. We

had a group from Calvary Presbyterian Church, a group of City employees and a group from Leadership Riverside class of 2012. I would like to recognize and thank the families, volunteers and Habitat workers who poured their sweat and efforts into each home.

June 27th marked the special day when house keys were turned over to the families who are new and welcomed neighbors to the Eastside neighborhood and Ward 2. To learn more about Habitat or upcoming projects, please visit them at <http://www.habitatriverside.org/>

**Riverside Lyric Opera:** The City of Riverside invites Riverside residents to participate in the 9th Annual Riverside Opera Program for Youth and Adults the week of July 13-17 at the Cesar Chavez Community Center.

This year we are excited to partner with Riverside Lyric Opera, which brings years of regional opera experience to our program. Students will enjoy high-energy classes in vocal instruction and musical theater, under the leadership of Dr. Tucker and a staff who work with local universities and national symphonies.

There will be a culminating concert performance on Sunday, July 19 at 4:00 p.m. at The Box Theater in downtown Riverside. To receive an application or for more information, contact Brenda Flowers, Arts & Cultural Affairs Project Coordinator, at 951-826-5408 or [bflowers@riversideca.gov](mailto:bflowers@riversideca.gov).

Andy Melendrez



# RIVERSIDE! Host Town for Special Olympics World Games LA 2015

The Riverside Sports Commission is extremely pleased to announce that Riverside will play an active role in the days leading up to the Special Olympics World Games Los Angeles 2015, the largest humanitarian and athletic event to take place in LA since the 1984 Olympics. As a Host Town, Riverside will welcome Sweden's delegation – which will include approximately 100 athletes, trainers and coaches – for a three day Riverside experience prior to their departure to Los Angeles to compete in the World Games. Between July 21st and the 24th, the days will involve morning training followed by afternoon and evening activities that will introduce the delegation to the Riverside community – leaving them with great memories, while enhancing the city's and region's reputation as a leader in both international relations and as an emerging center of gravity in Southern California for sports competition.


As a Host Town, Riverside will be responsible for providing housing, meals, training facilities, transportation and entertainment activities free of charge to the Swedish delegation. Partnering with the 2015 Special Olympics World Summer Games Organizing Committee, Inc. and the local non-profit, Uniquely Special, the Riverside Sports Commission has secured the housing, training facilities, meals and transportation, and organized the activities for this special once-in-a-lifetime hosting opportunity.

To add to the excitement, Riverside recently learned that the entire team of Special Olympics USA (consisting of

500 athletes, coaches and trainers) will be gathering in our community as they prepare for the Games. To capture the true spirit of the Games, S/O USA has been asked to join TEAM SWEDEN for the Wednesday, July 22nd Parade on Main and the All-American Picnic at Fairmount Park. The Parade will begin at Fifth Street at 4:00 p.m. and travel down Main Street Riverside to City Hall and will involve about 600 of the best Special Olympics athletes from the two countries.

Downtown businesses are encouraged to step outside to welcome the athletes and cheer them on as they as the parade moves along Main.

Organizers at the Riverside Sports Commission and Uniquely Special are thankful for the support of the City of Riverside, Riverside Public Utilities, County of Riverside, California School for the Deaf, Kaiser Permanente Riverside, Parks & Recreation, Riverside Police Department, Riverside Fire Department, Riverside Art Museum, Riverside Metropolitan Museum, The Mission Inn Museum Foundation, Riverside Rancheros and Provident Bank Charitable Foundation for their wonderful support to insure the success of the events surrounding this important hosting opportunity.

For more information please contact Debbi Guthrie at the Riverside Sports Commission at 951-222-4700 or [debbi@raincrosscorp.com](mailto:debbi@raincrosscorp.com). 

## Leading Edge Learning Center- Beyond Tutoring

*"We are excited to introduce our Accelerated Learning programs. Over the past 10 years we've come to learn that students need so much more than tutoring. They need to know how to compete academically, and how to extend their learning beyond the classroom. These are programs and techniques we've adopted to change the way students navigate the educational environment."* –Rob Mason, CEO.

Leading Edge Learning Center (LELC) is a community-based company that began in 2004 with its first center in Moreno Valley, CA and a small group of students from Riverside County Office of Education- Foster Youth Services. Since then the company has grown to include flagship centers throughout Southern California, and has built partnerships with many different organizations in order to provide instructional services to members of local communities. Those community members represent a wide array of learners, and learning styles. From kindergartners beginning to explore the written word, to adults wishing to improve themselves or their professional abilities, LELC meets student needs.

In 2012 a sister, non-profit organization was created called Leading Edge Educational Foundation, Inc. This organization has provided access to instructional programs for low income families, free seminars for parents, and scholarships for eligible high school seniors in Southern California.

It has always been a high-priority to view each student as an individual with unique and specific life experiences that include home life, school, and interactions with society. All of these encounters help

to shape the person who walks through the doors. LELC works with each individual, at his or her academic level, in order to reach specific academic and personal goals. To illustrate this focus on the individual, take the example of the retired octogenarian who wanted a part time office job to stay busy, but needed to know how to use a computer. After a specialized program and a few months of training with LELC, this individual was able to find a position and even connect with distant family through social media.

Accelerated Learning is meant to reach beyond the traditional structures and connotations of tutoring for Reading, Writing, and Math. While these essential content areas must be mastered, there are broader goals that LELC intends to help students reach. Navigating the educational landscape can be difficult for families to do without coaching and mentoring. With the philosophy of Accelerated Learning firmly in place, Leading Edge Learning Center is reaching out to students of all ages. Not to tutor them, but to accelerate them.

Brian Chernik, HR & Educational Growth Manager 





## Business Spotlight

# Business Spotlight: The Weathered Feather

The Weathered Feather is a new addition to downtown Riverside, serving as a new creative outlet for local customers to shop and create.

The store provides unique, vintage, and handmade goods along with supplies and materials to capture individual's style and design. They also host DIY classes and workshops led by local skilled artisans.


The store has an in store "Etsy" or Pinterest vibe. They offer an array of different items including a popular line of chalk and clay paints developed by The Junk Gypsies. The product is used for up cycling and giving new life to aged, dated, or plain furniture and other surfaces.

The owners Jill Rowden and Tess Berry both have several years of experience as vendors in local shops and in surrounding areas at local handmade markets and vintage

or antique marketplaces. They are proud Riverside artisans whose artistic passion drove them to develop a retail store that embraces the beauty created in and around us. In addition, they wanted to provide a positive and energizing environment that inspires creativity and empowerment.

The items sold in the store are only a portion of what makes the store so unique and intriguing. They also host a variety of classes and workshops that reflect current trends and interests of their customers. Class and workshop topics vary from month to month keeping materials and opportunities fresh and engaging.

Jill and Tess opened their doors on May 1st and have already influenced and inspired with their positive attitude and their ability to create more than just a shop.

The Weathered Feather is located on 3466 University Avenue. 

## Riverside Downtown Farmers Market


Seasonal crops, fresh baked bread, aged gouda cheese, and flowers are only a small array of the wonderful items sold at the Riverside Downtown Farmers Market. The Farmers Market takes place every Saturday from 8 a.m. to 1 p.m. on the Main Street corridor between 5th and 6th.

The city began the Downtown Farmers Market in 2007, and it has proven to be beneficial for not only the consumers, but the local farmers and community as well. Unlike other farmers markets who allow various vendors to participate, Downtown Riverside is committed to having a fit, fresh, and fun environment.

Riverside carefully selects vendors who will provide fresh and healthy crops, staying true to the traditional beginnings of a farmers market which focuses on allowing local farmers to sell fruit, vegetables and bakery products directly to consumers.

Mario's Place and L Bistro are two of the many restaurants downtown that support local farmers by shopping at the Farmers Market for their weekly produce. Not only does the Farmers Market serve as an opportunity for consumers to buy seasonal crops, but it is an opportunity for people to experience the many restaurants, shops, and businesses that the arts and culture district of downtown Riverside has to offer.

The current downtown Farmers Market vendors offer products from traditional vegetables and fruit to honey sticks, bee pollen, and drought resistant plants. The family friendly event often has live entertainment and a variety of stands to visit.

Visit the Farmers Market any Saturday, or find a Riverside Farmers Market close to you! 

Program / Organization	Description	Contact Info
<b>Farmer's Markets</b>		
Downtown Farmer's Market	Open every Saturday from 8 a.m. to 1 p.m. Downtown Neighborhood.	Main Street between 5 <sup>th</sup> and 6 <sup>th</sup> Streets, Riverside, CA; <a href="http://www.riversideca.gov/arts/farmers-market.asp">www.riversideca.gov/arts/farmers-market.asp</a>
Galleria at Tyler Farmer's Market	Open every Sunday from 8:30 a.m. to 12:30 p.m. La Sierra Neighborhood.	Galleria at Tyler in the parking lot of Barnes and Noble; 1299 Galleria at Tyler, Riverside, CA; 351-3112 or <a href="http://www.galleriatyler.com/events/farmers-market">www.galleriatyler.com/events/farmers-market</a>
Kaiser Permanente Farmer's Market	Open every Friday from 10 a.m. to 2 p.m. La Sierra Neighborhood	Riverside Medical Center; 10800 Magnolia Avenue, Riverside, CA
Riverside Certified Farmer's Market	Open every Friday from 8 a.m. to 12 p.m. Magnolia Center Neighborhood.	Sear's parking lot; 5261 Arlington Avenue, Riverside, CA; (760) 244-2772 or <a href="http://www.riversidecfm.com">www.riversidecfm.com</a>

# BUSINESS BUZZ

## Ways to Increase Your Sales during Slow Seasons

The holiday season is gone, schools have been on summer vacation for months now, and your sales are beginning to decrease. For many downtown businesses, we refer to this as the “infamous August.” How do you keep momentum and keep moving forward during the slow times?

There are ways that you can use the slow season as a way to grow, clean, and promote your business. You can use the time to reach out to existing customers, promote great deals, and advance your marketing efforts. It is important to understand how to use your slow season so that it betters your business rather than hurting it.

### 1. Offer Freebies

I think it's safe to say that people love free stuff. If people are shopping or eating at your business, then that means they probably already like your food or products. Offering samples of products with a purchase is a good way to incentivize people to keep buying. It also makes your customers feel important and valued. Especially if you are a small business, it shows your customers how much you appreciate them. You are more likely to get new customers as well if you market freebies. For example, “For a limited time only, get a free sample of the product of your choice when you buy two or more...”. This will enhance sales during the slow time that you may need some assistance, and will allow the customers to try products that they may not have tried before.

### 2. Pop-Up Sales

Many people will have sales that occur every season, or have been a trend for the business for some time. For example “summer sales” or “back to school” sales. The idea of a pop-up sale is that it is unadvertised, which means that your customers have to check in your store to see if you are having a sale. If you get in the habit of having a pop-up sale once a month, then customers and clients are more likely to come into your store to see if there are any sales. Getting your customers in the door is winning half of the battle towards increasing you sales.

### 3. Reward Programs

Reward programs can really boost your sales. For example “Buy 10 sandwiches and get the 11th free” requires your customer to buy more of your product than they might normally in order for the opportunity to get a free one. Other businesses offer things like stamp cards that you can get stamped in order to gain your reward. Reward programs are an inexpensive way to market your business and gain new

customers!

### 4. Referral Programs

There is no better way to reward your loyal customers who recommend your business than through a referral program. You also have a lot of options when creating a referral program because you can reward your customers with direct cash, discounts or free product. It is important to understand that your existing customers are your best source for gathering new customers because they have experience with you and know your products. If they keep coming back or refer a friend to you, this means they are satisfied and will continue to promote your business through word of mouth.

### 5. Throw an Open House or Event

There are a ton of events going on downtown and it is up to you to utilize them and take advantage of the increase in traffic. If there is nothing going on for a while, then why not have your own open house or event? Open houses draw in new customers because it gives them an invitation to stop in and see what your business is all about. You can host the event at night with music, and create a fun feel. Utilizing holidays like Memorial Day or Cinco de Mayo can turn into annual things and become quite popular in the community. Advertise your event with posters and flyers and of course, your social media platforms.

These five suggestions can really help you market your business during a slow season. So if you want to increase your sales and take advantage of a normally slow season, this is a great way to interact and encourage customers to come to your business.

*Information provided by Kabbage.com*



WE  
ARE IN THIS  
TO  
GETH  
ER.

California is in an epic drought. Do your part to conserve.

BlueRiverside.com



# SECURITY CORNER

## Seven Tips for Small Business Security


Digital defense is often a challenge for small- and medium-sized businesses. SMBs frequently lack the computer security staff and resources found in larger corporations. It's just not economical. This article shares seven tips for SMBs, with an emphasis on low- or no-cost solutions.

1. **Identify and minimize information assets.** Do you really need that data? This question prompts the user to consider whether the data they collect, store or transmit is truly necessary for business operations. Sometimes, outside regulators seek to control data, as is the case with the Payment Card Industry Data Security Standard (PCI DSS). Even when not regulated, everyone, from corporate employees to home users, should think about the sorts of data they manipulate.
2. **Keep sensitive data off the network as much as possible.** Everyone has sensitive data, but not all that data needs to be connected to a network. For example, a company processing tax returns could keep that information on systems not connected to the Internet. Alternatively, sensitive data might reside on external hard drives that are attached to a PC or laptop when needed, and detached when not needed. If a criminal can't reach sensitive data because it is off the network, he can't read, steal, or delete it.
3. **Provision a separate PC for sensitive business functions, like banking.** SMBs should identify one or more computers to be used only for sensitive functions, like electronic commerce. The PC used to transfer money from one account to another should only serve that function. Users should not check their email, browse random Web sites, connect USB thumb drives, or take any other actions on the "e-banking PC." Criminals want to steal the usernames and passwords associated with bank accounts, but their job is a lot harder if users never check email or Web sites on the computer they use for doing banking.
4. **Enable two-factor authentication (2FA) wherever possible.** 2FA refers to practices that require users to log into accounts using something more than a username and password. Some readers may be familiar with tokens that flash a new six-digit code every minute or so. Free solutions, like Google Authenticator are another option. Some sites provide users with the option of adding a code sent via Short Message Service (SMS) texts, sent to mobile phones. No solution is hack-proof, but whatever option a service provides above and beyond simple usernames and passwords,

users should test and adopt.

5. **Leverage trustworthy cloud solutions.** Most computer users aren't interested in being information technology experts. Many SMBs can't afford in-house IT departments, or don't consider IT as a core business function. In these cases, companies should evaluate cloud providers. Theoretically, a cloud provider can hire the necessary expertise to keep data secure, and scale that expertise across the customer base. The trick is identifying trustworthy cloud providers. Ask or research the following questions: 1) what government agencies subscribe to the cloud solution, and 2) what documentation can the cloud provider provide concerning its security practices? Cloud providers who fail these two tests may not yet be ready for conscientious SMB customers.
6. **Join Infragard.** Infragard is a non-profit organization run by the US Federal Bureau of Investigation. The FBI created Infragard in 1996 to assist the private sector with cyber defense. Infragard maintains chapters in virtually every major city across the country. These chapters hold regular meetings with content designed to educate attendees on cyber threats and mitigations. Such events allow attendees to learn from each other, and also meet their local FBI agents. Organizations should become acquainted with their respective law enforcement agents prior to any serious security incident.
7. **Treat cyber security as a business problem, not a technical problem.** Business leaders have traditionally considered cyber security to be a problem for the IT staff. Executives thought that if they just bought the right software, they could "solve" the "hacker problem." However, the pervasiveness and consequences of digital breaches have encouraged those leaders to properly consider digital defense as a business problem. No one buys a software package to manage human resources, believing that the new application has "solved" hiring, retention, and other personnel challenges. No one subscribes to a cloud-based sales solution, thinking that they have "solved" their customer acquisition and satisfaction problems. In a similar way, executives will find security software to be necessary, but not sufficient, to address hacking woes.

*From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA*

*For more information, visit [www.communitymerchantsusa.com](http://www.communitymerchantsusa.com)* 

## RDP Welcomes New Businesses to Downtown

3rd and Vine LLC (Property Rental) • Aitken Campbell Heikau Weaver LLP (Legal Services)

All Dae Unlimited (Communications) • Christian Rehab Network (Business Services)

Luis Morales (Antiques) • Reveille Life (Sporting Goods) • Serenity Talcott (Legal Services)

Simply Morgan (Jewelry) • Tang Dynasty Seafood Restaurant



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*  
Whitney Waters

**BOARD OF DIRECTORS:**

**Executive Committee**

Justin Tracy, Chair  
David St. Pierre, Vice-Chair  
Stephen Wollman, Treasurer  
Charity Schiller, Secretary  
Kris Whitehead, Past Chair  
Shalini Lockard, Member  
Shelby Worthington, Member

**Directors**

Chuck Beaty	Bruce Blomdahl
Patrick Brien	Gerald Douglass
John Field	Michelle Freeman
Bill Gardner	Mike Gardner
Debbi Guthrie	Laurie Hitt
Wolde-Ab Isaac	Jeff Kraus
Nanci Larsen	Andrew Lazarz
Kirk Lewis	Marco McGuire
Andy Melendrez	Stan Morrison
Robert Nagle	Brian Percy
RJ Rodriguez	Cherie Russell
Ellie Uli	Al Zelinka
Andrew Guerra – ABP	



**Why Advertise on GTV?**

For **LOW COST** advertising opportunities, go to:  
**WatchRiverside.com**  
or call  
**(951) 826-5964**



**See what Government TV offers**

- Broadcasts daily to 60,000 households
- Programming includes live events, city news, local high school sports, and much more...



City of Arts & Innovation