

# Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be on  
Tuesday, July 26 at  
the Courtyard by Marriott on University  
and will feature a presentation on UCR

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*

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## Promote Your Business at Movies on Main

RDP's free movie event, Movies on Main, returns this summer. Movies will be shown every Thursday in July starting at dusk (8:20 or so), with a fourth movie this year. We 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. Movies scheduled this summer are family oriented and include:

- **July 7 — *Hotel Transylvania 2*.** Now that Dracula (has opened the Hotel Transylvania's doors to humans, things are changing for the better; however, Drac is secretly worried that his half-human grandson, Dennis, isn't showing his vampire side. So, while Mavis and Johnny are away, Drac enlists his friends to help him put the boy through a "monster-in-training" boot camp. But things really get batty when Drac's cantankerous; old-school dad pays an unexpected visit.
- **July 14 — *Minions*.** Evolving from single-celled yellow organisms at the dawn of time, Minions live to serve, but find themselves working for a continual series of unsuccessful masters, from T. Rex to Napoleon. Without a master to grovel for, the Minions fall into a deep depression. But one minion, Kevin, has a plan; accompanied by his pals Stuart and Bob, Kevin sets forth to find a new evil boss for his brethren to follow. Their search leads them to Scarlet Overkill, the world's first-ever super-villainess.
- **July 21 — *Inside Out*.** Riley is a happy, hockey-loving 11-year-old Midwestern girl, but her world turns upside-down when she and her parents move to San Francisco. Riley's emotions — led by Joy — try to guide her through this difficult, life-changing event.

However, the stress of the move brings Sadness to the forefront. When Joy and Sadness are inadvertently swept into the far reaches of Riley's mind, the only emotions left in Headquarters are Anger, Fear and Disgust.

- **July 28 — *The Good Dinosaur*.** Luckily for young Arlo, his and his two siblings, the mighty dinosaurs were not wiped out 65 million years ago. When a rainstorm washes poor Arlo downriver, he ends up bruised, battered and miles away from home. Good fortune shines on the frightened dino when he meets Spot, a Neanderthal boy who offers his help and friendship. Together, the unlikely duo embarks on an epic adventure to reunite Arlo with his beloved family.

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 Emily Minnick at the RDP office so that we can make arrangements. Space is limited.

And if you plan to offer Movies on Main restaurant take-out items, please contact Emily Minnick 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.



# Concerts at City Hall Continue through July

All concerts will be held from noon to 1 pm. Performers from Riverside with different music backgrounds and styles will be featured. The concerts are designed to encourage people to enjoy their lunch outside while listening to music. We are encouraging people to pick up lunch from a nearby downtown restaurant and enjoy the music.

There are still four more concerts to enjoy so cross promote on social media and offer lunch specials to go.

Tuesday, July 5	Charles Lenida
Tuesday, July 12	Cadillac Phil
Tuesday, July 19	FolShum
Tuesday, July 26	Jessica Holtzclaw Music

For more information visit [www.RiversideDowntown.org](http://www.RiversideDowntown.org) and [www.RiversideCA.gov](http://www.RiversideCA.gov). See you this summer!



## Downtown Parking Your Town. Your Parking. Your Voice.

The City has retained a parking consulting firm to develop a Downtown Parking Strategy and we are seeking your input. We would like to include the community in the process to identify issues, needs and long term priorities. The first Public Forum was held on June 20th at the Riverside Convention Center. Many stakeholders attended the forum including Downtown neighborhood representatives, property owners, business owners, residents, and other interested individuals and organizations. During this initial meeting, over 60 attendees confirmed key issues and objectives about parking in Downtown Riverside and suggested options that should be considered throughout the parking strategy development process.

In addition to seeking public input throughout the process, the project includes an on street occupancy survey. The

results of this survey will identify the parking demand within the Downtown study area. The initial findings report, including the results of occupancy survey, will be shared at the next Public Forum meeting on July 18th, at 4:00 pm at the Riverside Convention Center.

Get involved with the Downtown Parking Study!

The City invites all community members who are interested to meet with the consultant and participate in the process. If you are unable to attend, you may participate in the active online survey to provide additional input. To do so, click on the following link: <https://mysidewalk.com/organizations/21188/riverside-ca>

We encourage your attendance at the July 18th Public Forum and participation in the survey. Downtown is evolving and we need to hear from you.


**CAPTRUST**  
**Teri Parker, CFP®**  
 Vice President | Financial Advisor  
[teri.parker@captrustadvisors.com](mailto:teri.parker@captrustadvisors.com)  
 3663 Main Street, Suite C  
 Riverside, CA 92501  
 951.374.5500 office  
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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Doings:

Here are updates on a couple of important downtown projects:

The **Imperial Lofts** project has been delayed from its planned July groundbreaking by discovery that a natural gas pipeline in the alley behind the building is closer to the area to be excavated for the underground parking than originally thought. The pipeline will have to be protected in place or relocated. Underground power lines make relocation challenging so protecting in place may end up being the best option. This may include replacing a section of old pipe with new to further protect against accidental breaking of the pipe.

You may have noticed work on the mall in front of the project site to relocate electric utilities in advance of construction. Ultimately, the large transformer that sits in the Tumbleweed Parking Lot will be relocated to the alley behind Mezcal Restaurant.

It currently looks like groundbreaking for the project will be delayed until at least September of this year.

The **Centerpointe** project on the block bounded by Market, First, Fairmount and Second streets has had some encouraging developments. The project has been stalled by the need to relocate and preserve two historic homes on this

block. Originally the plan was to move the homes to a vacant property at Third and Fairmount and rehabilitate them for use by Path of Life's aged out foster care youth housing. The necessary funding could not be pulled together so that plan fell by the wayside.

The current plan is to relocate the houses to the vacant parcel on the northwest corner of Market and First and to rehabilitate them for market rate sale for single family housing. This will clear the way to finalize plans and permitting for the 125 unit apartment complex.

The project also includes a small commercial development on the southwest corner of Second and Market. This includes the Sav-a-Minit Market and vacant parcels on either side. It is anticipated that escrow on this parcel can close within the next 30 days or so and that demolition of Sav-a-Minit will occur soon thereafter.

Development of this project should have a significant positive impact on the loitering, trespass and other negative activity that has plagued this location in recent months.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### *Free Summer Concerts have arrived!*

**Riverside Summer Concerts:** Come join us for Concerts in the Park every Wednesday from June 15 – July 27, 6:00 pm to 9:00 pm. All live outdoor music is located in front of The Band Shell at Fairmont Park and admission is FREE and open to the public. Come listen to 80's pop, classic rock and Motown or the Latin Chico Band. To learn more about the wonderful lineup of music call 951-826-2000.

### **Celebrate Our Riverside Graduates - Graduating Class of 2016:**

Graduation day! Another milestone in the lives of our young students and a proud moment for the City of Riverside. Best wishes and salutations to the graduating class of 2016! To our UCR graduates, you have graduated from one of the finest UC institutions located in one of the greatest cities throughout Southern California. Our High School students who graduated will be starting a new chapter in their lives and we are proud of you. We look forward to seeing all of your bright futures and growth with us here in the City of Riverside.

**Mission Lofts Groundbreaking:** 2016 promises to bring new and exciting developments throughout Ward 2 such as the Mission Lofts Apartments. The Mission Lofts Project will have 212 residential units that will be about 1,221 square

feet per unit and approximately 315 surface parking stalls. The architectural design of the apartments incorporates elements reminiscent of the areas railroad and citrus heritage; such as the use of industrial building materials, the inclusion of the abandoned rail bridge and the use of cargo containers to serve as retail uses. The 4.69 acre project site is located at the southeast corner of Mission Inn Avenue and Commerce Street and is bisected by University Avenue. The groundbreaking is expected to happen toward the end of the year; details will be coming soon.

**Riverside Coras USA:** Our local Semi-Pro Soccer team has ranked 2nd place in this year's National Premier Soccer League 4th division of the U.S. Soccer Federation. After an 11 game battle from April through June our Riverside Coras USA team came out on top as the 2nd place in its division. Be sure to come out and support our team in what will be a promising and exciting summer lineup of games. For more information on ticket sales and game schedules visit [deportivocorasusa.com](http://deportivocorasusa.com) or call 951-500-5729.

Andy Melendrez



# Riverside Art Museum Receives California Arts Council Grant

State funds will support arts education programs for local at-risk youth.

The California Arts Council, a state agency, announced it plans to award \$12,523 to the Riverside Art Museum (RAM) as part of its JUMP StArts program. The Riverside Art Museum is one of only twenty-seven grantees statewide for this program.

JUMP StArts grants support arts education and artists-in-residence programs for at-risk youth within the juvenile justice system. Activities will take place in classroom, after-school, social services, or incarceration settings throughout the many diverse communities in California. Projects are designed and developed in partnership between an arts organization and a juvenile justice/social services entity, reflecting a collaborative relationship between the partnering organizations that maximizes positive impact for youth participants.

RAM will use the grant to further the impact of their Creative Horizons arts education program to benefit Riverside County juvenile hall residents and provide creative community activities to first-time and probationary youth offenders, like painting murals and outdoor sculptures, as well as art classes and museum tours.

"Art provides a visual language that can be powerful and direct," says Caryn Marsella, RAM Art Education Director. "This program helps build their self-esteem, teaches them new skills, and is a positive outlet for them to explore their creativity in a positive and exciting way, while learning how to work as a team. I personally see the change in them each week they come."

The art museum has a strong history of providing free, vibrant, community art programs that focus on economically disadvantaged and underserved residents, including low-income students, special-needs children, and at-risk youth.


RAM has expanded and enhanced their programming for

these underserved demographics thanks to the generous support of The Community Foundation's Gabbert Advised and Community Impact funds, the Weingart Foundation, Riverside County Supervisor John Tavaglione, Edison International, Riverside East Rotary Foundation, the Riverside County District Attorney's Office, the Riverside County Probation Department, the Ellen and Clarence Peterson Foundation, and the California Arts Council.

RAM will, once again, be working closely with the Riverside County Probation Department to implement the JUMP StArts grant.

"The Riverside County Probation Department's Youth Accountability Team (YAT) program has been extremely fortunate to team up with RAM to foster learning and creativeness in our youth," says Rosa Castellanos, YAT Supervising Probation Officer. "Youth from across the county have benefited from RAM's art programs, being instructed by professional artists on the artistic process. They have been given the opportunity to demonstrate their artistic abilities in a positive setting over the past several years. Many of the completed murals can be found throughout Riverside. Given the positive pro-social engagement and exposure to art this collaboration has had, YAT and the youth they serve hope to continue to participate in this outstanding and unique program."

"The California Arts Council is committed to ensuring that art is accessible to all Californians, including our state's vulnerable and at-risk young people," says Donn K. Harris, Chair of the California Arts Council. "We are proud to support the important work of the Riverside Art Museum and their partnership with Riverside County Probation Department's Youth Accountability Team. At-risk students with access to high-quality arts engagement tend to have higher career goals, better workforce opportunities, better academic results, and increased civic engagement."

To view a complete listing of all JUMP StArts grantees, visit <http://arts.ca.gov/programs/js.php>. 

## Business Spotlight: Downtowne Books



### Business Spotlight

If you are looking for a good read within an affordable price stop by D o w n t o w n e

Books co-owned by sisters Vera and Nadia Lee since 2002.

The location of the Downtowne Bookstore has been a book store since the 1970s. One unique feature is that they have a "ghost but you will have to stop by to learn more."

Everyone who stops by will find something interesting to read as the genres are Classic novels, self-help, children's, young adult, poetry, mythology, science and many more. A lot of the books sold in the store are used books; however they also provide special internet

orders. They offer about 4,800 books online ranging from \$6 to \$10 dollars.

The Lee sisters accept books on a trade basis, offering \$1 in trade for paperback and \$2 for a hard copy. Many of the books come from estate sales but the sisters also take donations. If you are looking for a new read or just interested in the history, stop by the wonderful old and quaint building with lots of atmosphere, the Downtowne Bookstore.

Located at 3582 Main St. Riverside (951) 682-1082

<http://downtownebookstore.com> 





# SECURITY CORNER

## Cyber Security in Small Business

How is it that a giant company like Target was the victim of one of the biggest computer hacks in history?

Blame a small business. If you are at all like me, when you heard a couple of years ago that Target had been hacked to the tune of some 75 million customers accounts, you had to wonder how such a big corporation with the attendant security protocols and protections could have been vulnerable to cybercrime.

Well, it turns out that Target was well protected and did much to safeguard the confidential information (credit card numbers, etc.) of its customers. In fact, the bad guys knew this, but also knew that small businesses as a whole do not take cyber security very seriously, don't have much software protection at all, and as such, are the ones who are most susceptible to cyber attacks.

In the case of Target, the hackers used that knowledge to find vulnerability in the computers of one of Target's small business vendors and stuck malware there. Then, when the small company logged into the Target system to submit its invoice, the malware infiltrated and infected Target's system.

In most cases, when a small business is a victim of cybercrime, it is the one who is usually the victim. For example, a surf shop in California had its customer database erased and its bank account bled dry. It went out of business. That is typical, common even, when you consider that 60% of all cybercrime is now directed at small business and last year, 5,000 new phishing, viruses, and vulnerabilities were discovered by IT experts. Over \$100 billion was stolen from small business via cybercrime in the past year alone. One expert calls it "The biggest crime spree in the history of America."

Cybercrooks attack small businesses in many different ways:

- In one common tactic, crypto-locker software is installed on the small businesses computer, locking it up. Unless the victim pays a ransom of, say, \$500, the database is destroyed.
- In another scam, keylogging software is surreptitiously installed on the computer and when the owner logs into, say, his bank; the keystrokes are recorded and later used to drain the account.
- Another common tactic is to set up phony social media sites in order to hijack a businesses' social media accounts.

Think about what you have secured on your office and computers, what you need to protect: Your customer



accounts, credit card numbers, bank account info, intellectual property, and much, much more. You simply have to take cyber security seriously now.

Here are a few things you can do to protect your business:

**1. Know that you are a target:** Because of social media, it is easy for a criminal to find out a lot of very personal information about you. They can then use this to create trust. For example, say you get an email from someone with a link and it says, "Our mutual friend Gary Sherman says you love Michael Jackson too. I thought you might like to see this rare footage." You click the link, only it's a faux site, infected with malware.

As Ronald Reagan said about the Soviets during the Cold War, "Trust, but verify."

**2. Practice good password management:** You know the drill, but do you do it? Having the same password on all of your accounts is very dangerous, and not having a good mix of characters and letters is equally shortsighted. A good software system can create and log secure passwords for you.

**3. Get good cybersecurity software.** The most important thing you can do is to install a suite of cybersecurity software on your computer, mobile devices, everything. Do it. Now.

*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)

And to assist you, RDP in partnership with the City of Riverside is offering a free workshop on cyber security.

The increase in the use of digital data and social media has brought an increase in security breaches and malware. Learn how to avoid and protect your business from security threats and learn how to detect data loss and possible breaches.

The Riverside Downtown Partnership is hosting a free workshop on this issue on Thursday, July 14th from 8:30 am to 10 am at the Center for Arts and Philanthropy located at 3700 Sixth Street. George Khalil, Information Security Officer for the City of Riverside, will be the presenter. Mr. Khalil holds a Master's Degree in Information Security Engineering and has over 20 years of experience in managing networks, servers, and security for government entities.

Please call the RDP office at 951-781-7335 to register or email [janice@riversidedowntown.org](mailto:janice@riversidedowntown.org)



## RDP Welcomes New Businesses to Downtown

PO/Corona's Deals (apparel) • Sp Plus Corporation (business) • Mission Urology (medical)  
Auntie's Bakery And Café (food) • Thaker Urological Center Inc. (medical)

## 18 Clever Business Owners Share Their Secrets to Rapidly Grow Profits

Do you need a jump start for your business' profits? We asked business owners and entrepreneurs to share their best tip to quickly boost profits, and here's what they told us worked for them.

### 1. **Rapidly grow profits by doing unexpected acts of appreciation for your customers.**

Gene Caballero, co-founder of the lawn care company GreenPal, said signing up customers is the easy part, but getting them to talk about the company and refer more business was more difficult. His idea revolved around doing something nice for his customers' pets. Gene bought \$100 worth of dog bones and cat nip and started sending the treats to his customers, thanking them for their business.

"We saw the emails and Yelp reviews skyrocket. People were thanking us for going the extra mile, saying how they can't wait to tell their friends about our service. Mission accomplished! And they will never think about lawn care service again without thinking of us first. Powerful word-of-mouth advertising at a very minimal cost."

How did Gene's idea work? "We are projected to hit \$1 million in gross revenue this year."

### 2. **Partner with someone who has already built up a sizable audience.**

Dave Schneider, owner of Ninja Outreach, recommends teaming up with a partner with a wide reach. "If you can partner with someone who has a large audience and they are willing to promote your product/service, it can drive your business forward in a big way." Ninja Outreach partnered with AppSumo, which has a newsletter base of 750,000; they announced their product and they quickly sold more than 4,000 units.

Carl Mazzanti, owner of eMazzanti Technologies, agrees and says, "Partner with larger suppliers to share their marketing resources, outsource marketing skills you don't have and collaborate your way to success."

### 3. **Be ready for the growth and be willing to take risks.**

Jesse Harrison of Zeus Legal Funding says people are often scared of growth. "They have all the resources that they need to grow, but they just can't handle growing. There are psychological reasons behind it; they think they are not good enough or they can't do it. It has to do with that negative voice that always comes to your mind when you're about to do something," Jesse says. "To grow rapidly, you need to take risks. You need to risk everything. Every highly successful business owner that you name has risked it all at some point. That's for the psychological aspect of growth."

### 4. **Create a professional, active online presence.**

Tony Mena, who works with Homeland Security Protective Service, says sales have soared over the past three months thanks to a newly-implemented online presence and strategic social media branding. "Before I became involved, the sales person and owner did

everything the "old school" way, which was basic networking by phone and handshakes. They had a website that was full of grammar mistakes and wasn't SEO friendly. I revamped everything making it modern and professional...the calls started rolling in."

### 5. **Determine who your best customers are and find more like them.**

John Paul Engel, president of Knowledge Capital Consulting, recommends creating a customer profile. "In almost every business, 80 percent of the revenue comes from 20 percent or fewer of the customers. Figure out who your best customers are and find more of them," John says. "Form an archetype (profile) of the customer."

### 6. **Pay attention to the smallest details.**

Dennis M. Najjar, co-founder of Accounting Department, says, "Too often, business owners focus on the big deals, the 30,000-foot view and the major projects. Yet, in the details – the small recurring residual fees or the growing roster of small but repeat clients – is where the money is. It isn't often the entrepreneur's natural ability to focus on the minutia, so assigning someone to manage these details will help keep them monitored and in check. The small numbers in the aggregate add up to a large volume and potential growth."

### 7. **Simply do the best job you possible can for the customers you have.**

Speaker and author Barry Maher says, "There's no marketing anywhere nearly as powerful as a satisfied client. Or as cheap. What's more, your best clients are likely to recommend your business to customers who are similar to themselves. So you'll get more of the customers you want the most."

### 8. **Don't be scared of advertising.**

Pete Abilla, founder and CEO of findtutorsnearme.com, says moving forward with advertising was the best tip he implemented to grow his business. "At one point, I was afraid to advertise online, for fear of losing money. Then a friend showed me how to use advertising mediums such as AdWords and others. Then, I saw traffic coming to my site and revenue: traffic rose 42 percent and revenue tripled!"

### 9. **Think big.**

Alexia Bregman, CEO of Vuka Natural Energy Drinks, says don't be afraid to go for it. "For several years we didn't feel we were in a place to hire a sales brokerage but at the beginning of 2015 contracted with the largest broker in the country, and literally doubled our business. As small businesses, we're sometimes afraid of the big boys, and you certainly have to get everything lined up to handle the growth, but taking that big step was a big deal for our business. We're on track to triple sales this year."

### 10. **Offer value for free.**

Joleena Louis, Esq., of Joleena Louis Law, provides her

expertise for others and says being a resource for people means growing profits. "I've seen a dramatic increase in profits since I started offering free webinars, guides and tips through my blog and email list. I'm seen as a resource so people keep returning to my site."

#### **11. Renegotiate contracts with vendors.**

Joe Riviello, owner and CEO of Zen Design Firm, says, "Renegotiate with your current vendors to receive better rates. This is especially true if you are a product-based business. If your vendors feel your business is valuable, they'll be willing to renegotiate a lower wholesale price in order to maintain your relationship."

#### **12. Show up!**

Tammy Cannon, owner of Cannon Online Marketing, says nothing replaces the face-to-face contact. "The number one way to rapidly grow your profits is to show up! Technology is an amazing tool that allows us to run the business we love, but it will never replace the value of showing up and meeting people face-to-face. My business doubled once I joined local business groups."

#### **13. Empower your employees.**

Alan Guinn, managing director of The Guinn Consultancy Group, Inc., says, "There is simply no better way to rapidly grow profits and improve the revenue of your business than to engage those with whom you work and empower them to act with the authority and stature of management and ownership. When empowered employees know and understand the reasoning that you believe in them, expect them to take the correct actions, understand that they are creating their own motivation for doing the right thing and they recognize that they are responsible for both taking ownership for their decisions and decision-making, your profits and revenue grow exponentially."

#### **14. Develop your sales process.**

Yoan Ante, CEO and founder of Power Cleanouts LLC, says everything has a process and sales is no different. "Whether you are selling ice cream cones, power tools or home cleaning services, develop and know your sales process. If a customer reaches out to you and you're not closing the sale, find out why and make the necessary

changes. Don't underestimate the power of a solid sales person or team."

#### **15. Advertise on Facebook.**

Bob Bentz, president of Purplegator, says Facebook advertising works. "If you can only do one thing, do a very narrow cast of your advertisement to a highly-targeted Facebook audience. If your business is a lumber yard, for instance, you could find people within a 10-mile radius of your store who are 'currently remodeling their homes.' Facebook advertising remains a bargain."

#### **16. Raise your rates.**

Locksmith Teddy Poulos, owner of A-Access Lock & Key, says increasing your rates is key. "All my years in business, my competitors would lower their prices, thinking they would get more work. They found themselves working harder and actually making less money. A lot of them are now out of business. So, if you have calls and seem to be a little too busy, raise your prices. Sure, you may lose a few price shoppers, but you will make up for it with better paying customers and actually work less and make more."

#### **17. Always follow up.**

Dave and Bella Breth, owners of Apple Pie Business Consulting, say their tried-and-true tip is to follow up with all customers, current and potential. "Our clients, as well as us, have experienced at least a (on average) 20 percent increase in sales by just following up. Many times it is sending a handwritten note such as a "just because" card, sometimes it is an email and other times a personal telephone call to inquire how their product is working for them."

#### **18. Do a "process" audit and cut the waste.**

Nicki Morris, business consultant and coach and president of the Neoteric Group, says her advice is to reduce costs and expenses. "Conduct a process identification and improvement exercise to identify areas of "waste" – identify tasks and processes in the business that do not add value to the customers or employees." She says you'll save money and improve profits by eliminating those unnecessary tasks.

*Information provided by Kabbage.com*



## **RPU Asks Customers to Conserve Energy Locally**

The California Independent System Operator (ISO), the agency in charge of the state's power grid, has called for a Flex Alert for Southern California asking for voluntary energy conservation as triple digit temperatures are expected to soar past 100 to 110 degrees in the region today and into tomorrow.

Locally, Riverside Public Utilities (RPU), the majority electricity provider for the City of Riverside, is also asking its customers to take action to reduce energy use throughout their service territory to help ensure the stability of both the local and state power grids.

Quick and easy energy conservation steps include setting thermostats to 78 degrees or higher; keeping window blinds closed; cooling off with fans; turning off unneeded lighting, computers, and electronics; and waiting to use appliances

like dish and clothes washers until the evening or early morning hours.

Continued voluntary conservation measures and wise energy use through easy steps like these can lead to big energy savings that can help to offset the need to call for larger system disruptions and possible outages.

Riverside residents are also encouraged to turn off their air conditioning and visit one of the City's Cooling Centers to save energy and get away from the heat. For a list of Riverside Cooling Centers visit [www.ReadyRiverside.com](http://www.ReadyRiverside.com)

For additional conservation tips, updates on Riverside Public Utilities and for programs to help make homes and businesses more energy wise, visit [RiversidePublicUtilities.com](http://RiversidePublicUtilities.com) or call (951) 826-5485.







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**  
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**For Events email**  
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RDP Facebook Page

ADDRESS SERVICE REQUESTED



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Cherie Crutcher	Gerald Douglass
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Bill Gardner	Mike Gardner
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Laurie Hitt	Wolde-Ab Isaac
Jeff Kraus	Nanci Larsen
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Andy Melendrez	Stan Morrison
Robert Nagle	Brian Percy
RJ Rodriguez	Cara Swearingen
Andrew Guerra – ABP	

YOUR TOWN.  
YOUR PARKING.  
YOUR VOICE.



July 18th

### PUBLIC FORUM: Parking Study

Monday, July 18, 2016 from 4:00–5:30 pm  
Riverside Convention Center (Ballroom A)  
3637 Fifth Street, Riverside, CA 92501

The City of Riverside invites you to participate in the 2nd public forum to discuss the future of parking in Downtown Riverside. In this session, the initial findings report and the results of the occupancy survey will be presented. There will be an opportunity to discuss the findings, provide input, and gain more insight into the project. We encourage your attendance and participation. Get involved with the Downtown Parking Study. Downtown is evolving and we need to hear from you!

