

COAST

COMMENTS

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PACIFIC COAST REGIONAL SMALL BUSINESS DEVELOPMENT CORPORATION

Cash Business "Under The Sea"

In a backlot industrial area behind Los Angeles International Airport sits a large warehouse structure with a sign proclaiming Sea Dwelling Creatures, Inc. Inside the 24,000 square foot facility are several hundred small aquariums filled with marine saltwater fish, invertebrates, and live corals. Another sectioned off area displays aquarium supplies and "how to" fish care and maintenance books. As an international distributor/wholesaler, Sea Dwelling Creatures, Inc. sells to over 1,000 retailers, distributors, public aquariums and hotels in 15 countries on five continents around the world including Sea World (San Diego, Orlando, San Antonio), Caesar's Palace (Las Vegas), New York Aquarium and Oklahoma Zoo just to name a few.

Originally started in 1992, childhood friends Brad Remmer and Eric Cohen who both grew up with a passion for animals and pets, have transformed that passion into a growing business in the ornamental fish industry. Eric's brother Scott also helps manage the company which currently has 45 employees. They contacted Pacific Coast Regional Corporation (PCR) for funding to expand their business.

"We were outgrowing our facility every two years with the increasing demand in the industry. We needed to move to a facility that could house our livestock, reservoir tanks, over 50,000 gallons of salt water, our pumps and filtration system, our trench system, employee offices etc.", explains Brad. PCR in conjunction with Mercantile Bank was able to guarantee a \$250,000 term loan to help relocate Sea Dwelling Creatures to



Located near Los Angeles International Airport (LAX), Sea Dwelling Creatures, Inc. saves time and money in shipping their livestock.

their current facility, a non-revolving equipment-purchase loan for \$85,000 and a revolving line of credit for short -term working capital for \$75,000. Eric continues, "This new facility not only is three to four times larger than our previous one, but also the proximity to the airport is a tremendous help because we ship all of our livestock by air. Our travel time is cut dramatically."

Sea Dwelling Creatures, like many small businesses, was affected by the events of September 11. Their story was a bit unusual however as Brad tells it. "We had about eight shipments of live fish stranded at various airports and connecting points around the country when the airline industry shut down. Because the mortality rate is such a fragile issue, we had to think fast on how to save our livestock. Fortunately we have a large customer base and have established good relations with them. Many of our retailers offered to pick up our shipments and maintain them for us. That was a relief.



Eric Cohen, Brad Remmer, and Scott Cohen of Sea Dwelling Creatures, Inc. anticipate larger profits thanks to PCR's Loan Guarantee Program and Line of Credit.

continued on back page

PCR Announces 25th Anniversary Gala Dinner

Pacific Coast Regional Corporation (PCR) will celebrate its 25th Anniversary at a black-tie Gala Dinner and Reception on Thursday, May 23, 2002 at the elegant Ritz-Carlton Hotel in the Marina Del Rey beginning at 6:30 p.m. Friends, business partners, and community leaders will be on hand to congratulate PCR on a silver accomplishment of dynamic leadership, community involvement and entrepreneurial excellence.

The evening, themed "A Legacy Continues" will begin with a no-host indoor/outdoor reception on the Marina followed by dinner. The program agenda will include remarks and special recognitions of individuals who have been instrumental in PCR's history as well as those individuals who continue to support PCR in moving forward. A special video tribute to PCR President/CEO R.D. Lottie, Jr. will highlight the event as he relinquishes his position of 24 years to PCR Vice-President/Chief Credit Officer Mark Robertson.

Individual corporate benefit tickets are \$250 and non-profit /individual tickets are \$150. Additionally, corporate sponsorship opportunities are available. Proceeds from this event will help fund the entrepreneurial training programs offered through PCR's Entrepreneurial Training Institute.

PCR is especially proud of its first 25 years. Since



Inception, the corporation has assisted thousands of small business owners with financing, entrepreneurial training and business consulting. PCR has provided over 2,000 loans to small businesses throughout a five-county service area which includes Los Angeles, Orange, Riverside, Ventura and San Bernardino counties. Founded in 1986, PCR's Entrepreneurial Training Institute has provided business assistance and management training to over 5,000 business owners.

PCR's 25th Anniversary Gala: "A Legacy Continues..." promises to be a very successful event. For more information, please call Angela B. Winston at (213) 739-2999 ext. 228 or Kamilah Whitley at (213) 739-2999 ext. 225.

P C R N E W S

Pacific Coast Regional Corporation (PCR) is pleased to add two new employees to its staff. **Lydia A. Nalls** joins us as Office Manager/Executive Assistant. **Kamilah A. Whitley** is our new Assistant Director of Communications.

Senior Secretary **Amina Almeida** returns from maternity leave proudly showing off her new son, Zachary Ryan Almeida, arriving September 6, 2001 weighing in at 7 lbs., 8 oz.

ESP Program Enrolls To Capacity

PCR's Entrepreneurial Training Institute's Entrepreneurial Strategic Planning (ESP) Program continues to be overwhelmingly received by participants. The eight-week program is so popular that a waiting list has been in effect for the next few sessions. "The response has been tremendous. We want to accommodate everyone who wants to enroll in our training. It's quite a compliment to us because the response lets us know we are providing the caliber of entrepreneurial training that is in demand," says Angela B. Winston, Vice President of Communications & Program Development.

To meet our increasing need, the Institute has forged a partnership with Professional Community Ventures Inc., a non-profit business and educational services organization, to offer the ESP Program at their 1631 Centinela Avenue location in Inglewood. The first session, which began in November 2001, was

enrolled to capacity. Executive Director of PCV, Shelia Sanders applauds the venture. "I had heard about PCR's entrepreneurial training program and found it to be a quality curriculum. I wanted to offer a program like that on my own here but did not have the resources. The partnership is perfect. I don't have to re-invent the wheel and I can still offer the Inglewood business community solid entrepreneurial training."

PCR is pleased to expand its reach to Inglewood and continues to offer sessions at its Mid-Wilshire location. The January Wilshire location session is full. The January waiting list has been enrolled in the next Wilshire location session which begins March 19th and is currently still open for enrollment. If you are interested, don't delay in registering. Hurry!!! Call Angela Winston at (213) 739-2999 ext. 228 or Kamilah Whitley at (213) 739-2999 ext. 225.

Corporate executives, both men and women, typically have the reputation of carrying a no-nonsense, all business, conservative posture. But everyone has a lighter side. This column is dedicated to sharing the more personal side- a hidden talent or secret hobby of corporate CEO's in the Los Angeles business community.

Just An Average "Behind The Scenes" Guy



Ken Lombard, President
Johnson Development Corp. and
Magic Johnson Theatres

What is life like when you are just "speed dial" away from THE Magic Johnson and when you head one of the most successful business enterprises in the country. Kenneth T. Lombard, President of the Johnson Development Corporation and Magic Johnson Theatres has no complaints. "It's a wonderful 10 -year partnership with Magic. We are truly joined at the hip," says Ken. There is a tremendous amount of trust and loyalty. I don't think we have ever had a disagreement," he adds.

Johnson Development Corporation engages in real estate development partnership deals, bringing in investment expertise in urban and under-served areas. Ken has successfully negotiated partnership ventures with Sony/Lowes Cineplex Entertainment, Starbucks, T.G.I. Friday's and CALPERS. His partnership responsibilities range from deal structure, selection of a general contractor to daily operational issues or as Ken puts it, "My job is to execute."

So what does the answer man behind the Magic Johnson empire do on his weekends? "A little work, a little family. I usually visit the stores. My family life is extremely private. We treasure our time together and make it as special as we can," explains

Ken. And no wonder. Married almost two years, Ken's wife is KCAL Channel 9 News Anchor Pat Harvey. They have three children and one grandson between them. "I'm focused on family right now. We're trying to decide where to go on vacation. I always enjoy Hawaii – it's my favorite spot but we'll see," says Ken.

Other activities he enjoys in his spare time include running, playing golf, shooting pool and bowling. "I used to play basketball regularly but at 46, I'm getting a little old for that. Now I enjoy watching basketball more," Ken adds.

Originally from Seattle, Washington, Ken claims to be the "biggest Washington Husky fan." It was at his alma mater, University of Washington or "U- Dub" as alums affectionately call it, where he was a star college basketball player.

So even with a high profile wife and celebrity boss, Ken considers himself to be an average person. "I'm very comfortable with being a "behind the scenes" kind of guy. I think that's what makes my relationships work so well."



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When "No" Means "No" - Reducing Sexual

By: Steven Coté

Recent studies have shown that anywhere from 50% to 85% of all female employees feel that they have been subjected to sexual harassment sometime during their careers. Those studies included women lawyers, business executives, military personnel and government employees, as well as secretaries and manufacturing workers. Although there may be a great deal of uncertainty about whether a particular behavior is harassment or not, the conclusion seems inescapable - most women believe it is a serious problem.

There is much uncertainty about what constitutes sexual harassment.

Over time, courts will decide cases and a body of defining principles will emerge, but until that happens, much reliance is placed on common sense and decency. To be safe, it is important for your supervisors to understand that the following work place conduct may give rise to a sexual harassment claim:

Dating:

Supervisors are held to a different standard than other employees. It is usually bad judgment for a supervisor to date someone who reports to him/her. However, it isn't always harassment. When there are intimate relations between a supervisor and a subordinate, someone else in the department may feel that the subordinate is getting preferential treatment, and that may be sexual discrimination.

The Equal Employment Opportunity Commission (EEOC) Compliance Manual states:

"Where employment opportunities or benefits are granted because of an individual's submission to the employer's sexual advances, the employer may be held liable for unlawful sexual discrimination against other persons who were qualified for but denied that employment opportunity or benefit."

Physical Appearance Compliments:

It is difficult for many people to understand that employees may feel harassed by behavior that falls far short of blatant demands for sexual favors. A man may think he's merely flirting and being complimentary, but a woman may feel harassed. The crucial element is the reaction of the recipient. Many people can tell whether

the person they're flirting with is enjoying it and wishes it to continue, however, not all people perceive such activity in the same light.

Compliments are not unlawful, but if your compliments relate to particular anatomical shapes or sizes, there is a substantial risk of harassment claims.

Sexual Innuendo Jokes:

Many supervisors believe that dirty jokes are tolerable unless an employee objects. This is not true. Silence does not mean assent.

It is not always easy to know what someone else may consider offensive or intimidating.

There's a growing body of research that shows that men and women interpret many things quite differently, and words or behavior one person thinks is inoffensive, may be embarrassing or demeaning to someone else.

A supervisor should also avoid joining into those discussions, but may be considered

foolish to monitor people's conversations.

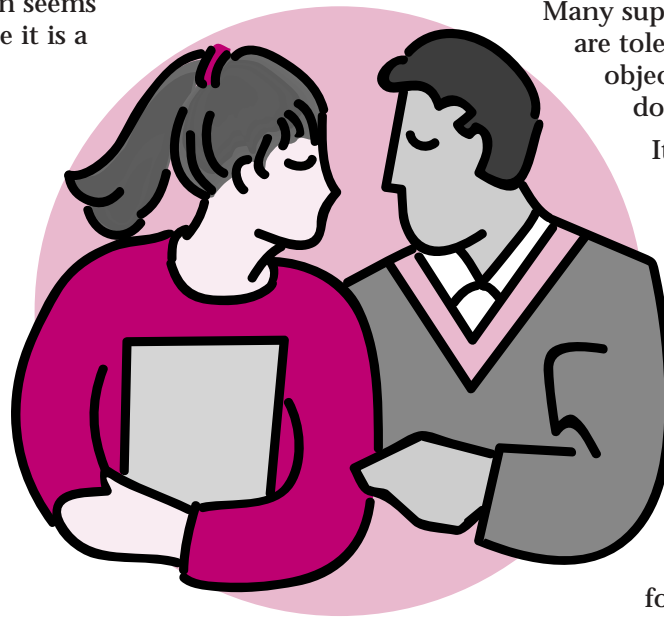
A good general rule is to be sensitive to the reactions of others and honor their request to avoid any behavior or discussion that is offensive.

If you are a supervisor, you must be very cautious because many employees are hesitant about raising objections for fear of jeopardizing their position. The danger is that you may appear to be accepting or tolerating sexually-oriented behavior at work, which may send the wrong message to a few people, which will escalate the danger.

Employee Solicitations:

When the supervisor is aware of an unwanted solicitation for an intimate relationship by one employee for another, even if the behavior occurs off-site, you are under an obligation to see that the behavior does not continue. When the solicited employee has made it clear that the attention is unwelcome and intimidating, it is sexual harassment in the court's view. Because you supervise both, you must take affirmative action to prevent the behavior from continuing.

In light of the uncertainty about what constitutes sexual harassment, there are 5 minimal steps that an employer



Harassment Claims in Your Business

should take to reduce the risk of such claims:

1. Establish and publicize a sexual harassment policy and procedure.

- Express clear disapproval and non-tolerance of sexually harassing behavior.
- Provide reasonable assurances of confidentiality for reporting incidents of harassment, but do not promise confidentiality.
- Provide reasonable assurance of protection from retaliatory action.
- Set forth clear disciplinary consequences for confirmed inappropriate behavior.
- Provide clear, multiple avenues for reporting complaints.

2. Publish the policies and procedures in a conspicuous place.

- Include the policies and procedures in an employee handbook.
- Obtain acknowledgments of receipt and review of the handbook.
- Provide new developments in sexual harassment law through handouts and updates.
- Post and display notices and EEOC posters in a common area of the work place.
- Discuss the policies and procedures and new developments at employee meetings.

3. Supervisory Training.

- Title VII imposes increased liability on employers for knowledge of or participation in sexual harassment by supervisors. For example, the EEOC maintains that employers are strictly liable for quid pro quo activity.
- Supervisors should be trained how to spot and respond to known or perceived sexual harassment.
- Offer employees training programs to recognize sexual harassment.
- Non-cooperative supervisors and managers can be persuaded to participate by explaining their personal liability exposure for some harassing activity.

4. Immediate and consistent investigation.

- Consult with your attorney in order to make the investigation privileged and protected from disclosure in discovery.

- Prepare consistent and equal investigative documentation for sexual harassment claims and other matters.
- Obtain specific details from the complainant and third parties.
- Provide the alleged harasser an opportunity to respond.

5. Considered and consistent treatment.

- Issue consistent and equal general discipline.
- Document disciplinary action as if the EEOC was going to review the file the next day. Avoid emotional comments or adjectives and simply record the facts.
- Do not retaliate against anyone who complains.
- Do not retaliate against anyone who provides information in an investigation.

Steven J. Cote is of counsel to the Los Angeles law firm of Ivanjack & Lambirth, LLP specializing in real estate, business litigation, general corporate, commercial, and employment matters. You can contact him at (213) 624-0222 or E-mail : SCote@ivanjack.com.

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Recapture Your Passion

These are not the best of times. Events of recent months have broken hearts and instilled fear. You have enough worries of your own. But sometimes you have to carry your load and everyone else's, too. How?

Stop right there. You're not Superman or Wonder Woman. You're just Joe or Josephine Manager, ordinary human. You can't take on the woes of the world. You can, however, start feeling better about your corner of it by using a simple exercise to rediscover your passion.

First, grab a pen and paper to record your thoughts. Then look back over the history of your life and answer these questions:

- 1) **When were you the happiest?** (Or for the Eeyores among us, when were you the least unhappy?) What were you doing? Where were you? Who was with you?
- 2) **What activities do you enjoy most?** If you could spend a day doing exactly what you wanted, what would you choose to do?
- 3) **What do you do best?** No false modesty- what's your best skill (it doesn't have to be work-related)? What brings you positive feedback from others?
- 4) **How do you want to be remembered?** If you were writing your obituary, what would you want it to say? Be honest. This isn't about the ambitions of your parents, your spouse, or your high school track coach- it's about you.
- 5) **What about your life would you most like to change?** Your fairy godperson has just shown up with a magic wand.

What would you change? Okay, forget the wand. What can you change- both the short and long term- all by yourself?

Now connect the dots. Look at the times in your life that brought you joy, your favorite activities, the areas in which you excel, and those things for which you want to be remembered. The overlap is the key to your passion. Now you just need to start building on those activities or bringing them back into your life by making whatever changes you can. And even if these changes don't directly involve your career, feeling more passion in your personal life will have an impact on how you approach your job- and those around you. Passion is contagious.

Ten Ways To Keep Stress At Bay

Ever felt like your head was caught in a vise? That, my friend, is STRESS. Unfortunately, you can't just drop everything and get away from it all. But here are 10 ways you can minimize the impact stress has on your physical and mental well-being:

- 1) **Detox.** Like Mom said (or should have), eat your vegetables. Avoid fat and salt, which increase fluid retention and irritability. Cut down on caffeine. And don't use alcohol, cigarettes, or other drugs as substitutes for learning to cope.
- 2) **Exercise.** Not only does exercise help you get or stay in shape, it also releases beta-endorphins, the brain chemicals that create a sense of euphoria.
- 3) **Rest.** No matter how much you believe sleep deprivation doesn't affect you, it does. Try to get eight hours a night- and at least 15 minutes of quiet time (no phone, TV, or family) a day.
- 4) **Plan.** Each week, review project deadlines and set reasonable goals for accomplishing tasks, allotting time for unexpected interruptions.
- 5) **Smile.** As the old song says, put on a happy face. It may not help, but being positive can't hurt.
- 6) **Avoid.** It's difficult to maintain a positive attitude when surrounded by grinchers. Avoid people whose negativity is infectious.
- 7) **Breathe.** Slowly such air in through your nostrils, filling your diaphragm and abdomen. Hold the breath for a beat, then slowly blow it out through your mouth. Do no more than five of these "belly breaths" in one sitting but strive to do at least 40 a day.
- 8) **Laugh.** Several years ago a researcher found that cancer patients who routinely watched comedies increased their odds of survival. Maybe laughter really is the best medicine.
- 9) **Listen.** Even though you're strapped for time, try to be supportive of those around you. By being a friend to others, you're more likely to have friends when you're in need.
- 10) **Overcome.** You can't control everything- but you can control how you respond. And taking a proactive approach can eliminate helpless feelings that contribute to stress.

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- HENRY FORD

"The trouble with most of us is that we would rather be ruined by praise than saved by criticism."

- NORMAN VINCENT PEALE

"No man will listen to you talk if he didn't know his turn was next."

- ED HOWE

"Attitudes are like elevators- they can either bring you up or take you down."

- UNKNOWN

"Courage is grace under pressure."

- ERNEST HEMINGWAY

"The greatest lesson in life is to know that even fools are right sometimes."

- WINSTON CHURCHILL

"You are never a loser until you quit trying."

- MIKE DITKA

"Well done is better than well said."

- BENJAMIN FRANKLIN

"Before you build a better mousetrap, it helps to know if there are any mice out there."

- YOGI BERRA

"Thinking is one thing no one has been able to tax."

- CHARLES KETTERING

"Life would be infinitely happier if we could only be born at the age of 80 and gradually approach 18."

- MARK TWAIN

"Always be a first -rate version of yourself, instead of a second-rate version of someone else."

- JUDY GARLAND

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“Under the Sea”


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We lost very little product. But we still suffered a down effect because we couldn't ship out or bring in additional livestock for two weeks after 9-11."




The new facility allows much more space to expand their business.

Despite that, the future for Sea Dwelling Creatures is especially profitable. The aquarium fish industry continues to grow and Brad, Eric and Scott understand how important it is to be on the cutting edge of change. "Our industry is on the verge of becoming certified to help regulate and legitimize the business," says Scott. "We collect livestock at remote locations from around the world like Indonesia, the Fuji Islands, and the Philippines which all have different collection standards. It's important that we maintain environmentally sustainable product." Eric adds, "We support certification. We sit on the board of the Marine Aquarium Council as well as other organizations that are helping to make certification a reality because we know this will give our business longevity for success."





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