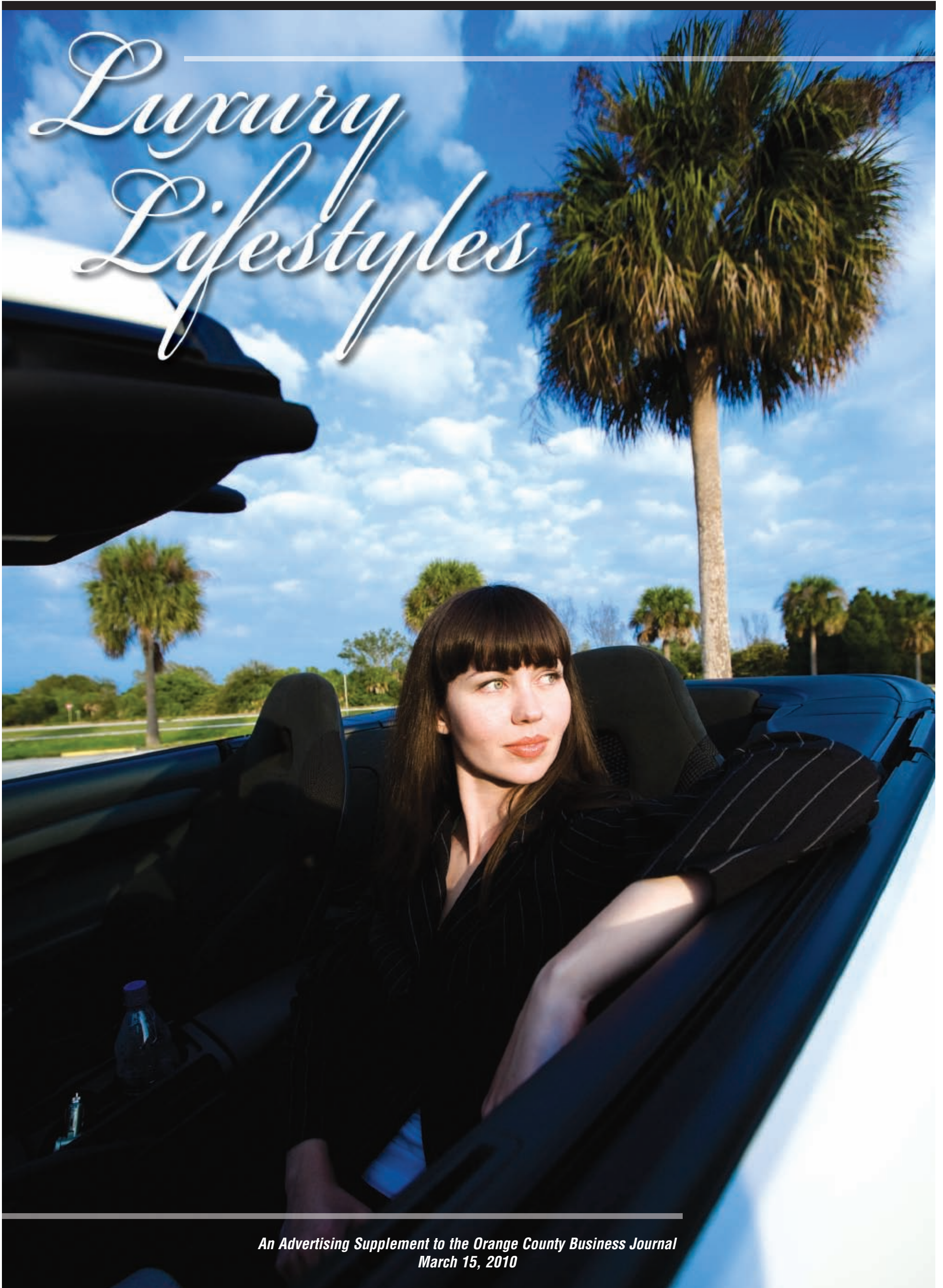


Luxury Lifestyles



*An Advertising Supplement to the Orange County Business Journal
March 15, 2010*

The Balboa Bay Club & Resort

Legendary Service. Legendary Newport Beach.

The only waterfront resort in Newport Beach, this 160 guest room, 4-Diamond, Mediterranean-style property now serves as the hub for social, corporate and association gatherings—offering an intimate setting for meetings, with flexible indoor and outdoor meeting space. The award-winning cuisine and nightly entertainment and dancing assure guests and meeting attendees an outstanding visit. The attentive and caring staff will respond to any request large or small... with such effort-less flair.

Nightly entertainment at Duke's Lounge

Named after the legendary John Wayne, this upscale entertainment bar and lounge is the perfect spot for specialty cocktails, music and dancing—every night of the week. With breathtaking views of the bay, guests ease into a mellow mood, and enjoy a wonderful evening of light fare, signature drinks, nightly live entertainment and dancing indoors, or on the moon-lit Terrace.

The nightly schedule of music and entertainment for March and April is as follows, and is updated each month on the website at: www.balboabayclub.com.

Live Music At Duke's Place! March and April 2010

PACO FALCONE Every Sunday Night 7:30 PM

Paco impersonates your favorite famous singers throughout the night! A one man show with the sound of many.

JIM ROBERTS

Newport's Premier Entertainer

Every Monday and Tuesday Night 7:00pm

Jim Roberts will keep you entertained with his unique style and showmanship. Duke's Place comes alive while playing all your favorite melodies.

MARK LE BRUN with LESLIE LEWIS Every Wednesday Night 7:00 PM

Jazz vocalist Leslie Lewis is of one those rare finds. Mark Le Brun and Leslie Lewis create a magical atmosphere, sure to keep you up dancing and singing all night long.

PACO FALCONE with LAURA ANGELINI Every Thursday - 7:30 PM

Paco now shares the stage with the very talented Laura Angelini. Her glowing stage presence will shine through as this delightful duet keeps you entertained.

MARK LE BRUN TRIO with ANGELA CAROLE BROWN Every Friday Night - 8:00 PM

Join us on Friday nights in Duke's Place when Mark Le Brun and Angela Carol Brown unite. Hear all your favorites from jazz to contemporary hits.

MARK LE BRUN QUARTET Every Saturday Night - 8:00 PM

This group combines the talents of four incredible performers delivers an evening of great music and good times. This is one outstanding quartet you won't want to miss!

The First Cabin Restaurant

Enjoy California-Continental cuisine as beautiful yachts sail by in this elegant waterfront dining room. The restaurant, famous for steaks and seafood, is also home to an award-winning wine list of over 600, and offers 40 wines by the glass. Friday and Saturday evenings, guests enjoy live piano music and requests are welcomed. Open daily for breakfast, lunch, dinner and a traditional European Breakfast Buffet is available on Sunday mornings. Please visit the website for all of the menus and seasonal offerings.

Special holiday brunches are here—with a view!

Join us for a sit down Easter Brunch in the First Cabin Restaurant, or an elegant Buffet in the Grand Ballroom. And don't forget the special Mothers in your life. Enjoy a Sunday brunch in the restaurant or ballroom, or consider dinner overlooking the bay. For a weekend of fun, the Spa Indulgence Package may be just the gift you were thinking of! Please visit our web site for all menus and details at www.balboabayclub.com.

The Resort welcomes spring with fantastic leisure guest room packages

The Resort has created three "value conscious" packages for leisure guests and families to enjoy a Spring Break, Mother's Day Weekend, or even an early summer getaway. With so many options nearby, and so much to do here at The Resort—including the Spa, nightly entertainment, music & dancing, and water activities—guests can take a mini-vacation, all right here in Newport Beach!

- **Play and Stay Package (MKTSAP):** This package includes: Luxurious Guest Room accommodations, a \$50 resort credit for use in The Resort, a one-hour Duffy electric boat rental, and valet parking at The Resort. Rates starting at:
 - Now thru May 2, 2010 – from \$299
 - May 3 thru July 1, 2010 – from \$329

- **Spa Indulgence Package*(MKTSPi):** This package includes: Luxurious Guest Room, \$200 spa credit, breakfast for two in the dining room, or room service, and valet parking at The Resort. The Spa credit can be applied to any treatment including our deep tissue or gentle massages, body scrubs and facials. Note: A two-night minimum stay is required. The Spa will feature signature massages and facials for spring. Rates starting at:
 - Now thru May 2 – from \$349 per night
 - May 3 thru July 1, 2010 – from \$369 per night

All reservations are based on availability at the time of reservation. Spa Package requires a two night stay.

Save these dates for the 7th annual Food and Wine Festival- June 3-6, 2010

This annual event has been moved from Memorial Day weekend, to the first weekend of June. Mark your calendars now to save these dates! This weekend extravaganza will include eight events—a winemaker dinner & luncheon, evening galas, and seminars. The Festival will begin with a special Winemaker Dinner on Thursday evening. Friday evening an outdoor event on the bay will celebrate spectacular seafood and wine pairings. Saturday will include a Winemaker Luncheon, afternoon wine Seminars and the pinnacle will be the Grand Tasting with over 60 wineries and endless dining stations. Sunday guests will enjoy a bayside brunch, and in the afternoon a selection of cigars, cognacs, desserts and live music to celebrate the close of an amazing weekend.

For more information about the Resort, please visit the Web site at www.balboabayclub.com or for restaurant, or leisure travel room reservations please call (949) 645-5000.



First Cabin Restaurant at dusk



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Green

Best has undertaken a comprehensive approach to environmental sustainability, addressing immediate and long-term environmental impacts of all aspects of business. Our environmental management system is ISO 14001 compliant and includes strategies to reduce greenhouse gas (GHG) emissions from fuel consumption, electricity use, supply chain purchases and employee travel.

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www.bestchauffeured.com.*

Custom Comfort Mattress Expanding to Los Angeles County

Custom Comfort Mattress, a mattress manufacturing and retail company based in Anaheim, Calif., is expanding to Los Angeles with its anticipated store openings in Pasadena and Beverly Hills/West Hollywood locations.

Custom Comfort Mattress was founded by brothers Marty and Mel Trudell over twenty-five years ago. After working for other mattress companies, both saw the standards of manufacturing going down for the sake of profit. They decided to strike out on their own utilizing the knowledge and expertise they had gained from their previous experiences. They knew that if they used superior materials and time-tested craftsmanship, they could build mattresses that would last. They opened their first store in Fullerton, offering unsurpassed service along with their high quality products. Younger brother Gary Trudell decided to join his brothers in the business.

From their humble beginnings in Fullerton, the Trudells were able to open five more stores in Orange County. In spite of their growth, they continued to produce mattresses using the finest quality materials and the expert craftsmanship of their artisans.

Meeting the challenge

The last few years have been challenging for Custom Comfort Mattress, but with sound fiscal strategy, the company has been able to re-brand itself and has escalated efforts to reach a wider market. With more business coming in from the Los Angeles area, the company has decided to open new locations. Custom Comfort Mattress will be opening two retail stores in Los Angeles County – one in Pasadena and the other in the Beverly Hills/West Hollywood area. The stores are being designed by Roth Interiors and will open in the next couple of months.

As Mel Trudell, President and CEO, states, "Our goal was to manufacture mattresses that should be affordable and long lasting. Our artisans use the finest materials and expert craftsmanship to create mattresses that fit any 'body.' And we can proudly add that we are made by hand in the U.S." The manufacturing plant is located in Anaheim Hills, Calif.

NB: Marty Trudell has retired from the business and Custom Comfort Mattress is now owned by Mel and Gary Trudell.

For more information, please visit the website at customcomfortmattress.com.

customcomfort
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**call: 949.715.4100 or www.gregwinston.com
for online registration**

The Workshop will feature innovative and timely ways for attendees to succeed in today's tough economy. Luxury sales pioneer and author of "Opting for Opulence," Greg Winston, will lead three days of workshops offering a wealth of highly targeted information designed to outline a formula for sales success in the luxury market; a formula that is not available anywhere else.

- *Help reduce the worry associated with a down market*
- *Learn specific sales tools and strategies*
- *Take advantage of networking opportunities with shakers and movers from Orange County's premier luxury brands*
- *Gain control over your sales career and get predictable revenue*
- *Become part of the only luxury sales network entirely focused on increasing revenue in the affluent market*

\$1,500* FOR THREE 8-HOUR WORKSHOPS
***DISCOUNTS FOR MULTIPLE PEOPLE FROM SAME COMPANY**

March 30, 2010



THE BALBOA BAY CLUB
AND RESORTS

April 6, 2010



MONTAGE LAGUNA BEACH

April 13, 2010



ST. REGIS MONARCH BEACH

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Don't forget to complement your entrée with a flawless chardonnay or a cabernet from Morton's awe-inspiring wine list



There's nothing quite like March Madness, and there's nothing quite like Morton's for Power Hour

Feel the Power Experience the Suite Life

Get into the game with Morton's The Steakhouse and experience March Madness in style and comfort!

Every game. Any night of the week. Power Hour at Morton's adds to the excitement of March Madness with chilled cocktails, fine wine, and delectable Bar Bites at very special prices.

There's nothing quite like March Madness, and there's nothing quite like Morton's for Power Hour.

Specially priced drinks include \$4 Sam Adams Seasonal, Budweiser and Bud Light, and \$5 glasses of wine, including BV Coastal Cabernet, Canyon Road Chardonnay, Cavit Pinot Grigio and Columbia Crest Merlot.

You can also enjoy a Morton's Power Hour Martini for \$7. And with Bar Bites for just \$5, your food will stack up to March Madness action.

True to form, Morton's doesn't serve ordinary bar food. Indulge in petite filet mignon sandwiches, chicken goujonettes, oysters on the half shell, bleu cheese French fries and more.

Or, enjoy the mouth-watering Morton's Prime Burger and French Fries for only \$15!



Experience the excitement of Power Hour daily from 4:30 to 6:30 p.m. and 9 p.m. to close.

For basketball fans who want a private venue for March Madness, catch all of the big games in Morton's private suites with nine-foot drop-down screens and surround sound in addition to Morton's signature lineup of hors d'oeuvres, succulent prime-aged steak and savory seafood.

Morton's is dedicated to the pursuit of unparalleled service and sophisticated dining options. Enjoy succulent USDA prime-aged beef, including Morton's juicy double porterhouse, signature New York strip, double cut filet mignon and Chicago-style rib eye.

Morton's became a must on the dining scene in 1978, when the steakhouse first opened on Chicago's State Street. Now with locations worldwide, Morton's is serving the good life globally, from the California coast to Southeast Asia. The best steak anywhere is truly the best steak *everywhere*.

Although Morton's made its name with steak, there are plenty of other delicious options, such as double rib lamb chops and the restaurant's famed Chicken Christopher.

And there's seafood that simply makes a splash, including colossal Shrimp Alexander, whole baked Maine lobster and Alaskan king crab legs.

Don't forget to complement your entrée with a flawless chardonnay or a cabernet from Morton's awe-inspiring wine list.

The perfect ending to a fantastic night can be found on Morton's dessert menu, filled with sumptuous treats like hot upside-down apple pie, New York cheesecake and a legendary, applause-worthy hot chocolate cake that oozes molten cocoa.

Superb steak. Delicious drinks. Impeccable service in an atmosphere that's distinctive and chic. At Morton's The Steakhouse, the good life is always on the menu.

Visit www.mortons.com for more information.



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Photos depict a typical facility; some locations may vary. ©2010 LA Fitness International, LLC. All rights reserved.

Beliefs are the Bottom Line

Most of us have heard of self-fulfilling prophecies, and many of us even know how they work. Self-fulfilling prophecies assert that because we believe something is going to happen, we behave in ways that make it more likely. When it does happen, we say, "Well, sure enough," and our beliefs are strengthened. But even though we may understand this principle, very few of us appreciate the power of our beliefs to affect virtually every aspect of our lives, including the results we get in our business. Certainly we have all heard the news reports of our imminent demise and know people who are failing. And at the same time we have seen people who are incredibly successful. The difference in the two begins with how each of those people believes.

I know there are people out there who doubt this. They say things like, "Beliefs are baloney. All that really matters are facts." Or, "If you want to be a good salesperson, never mind beliefs. What you need to do is know your product, know your customer, and make the calls." But, in sales as in life, perceptions matter as much as (or more than) facts. What you do with your knowledge is as important as the knowledge itself, and how you make those calls makes all the difference. What's more, all of these things are affected by, often determined by, your beliefs.

For example, given two salespeople with equal experience and knowledge, which will probably be more successful – the one who believes that people are interesting and good-hearted, or the one who believes that people are just out for themselves? What about someone who sees change as a threat and someone who sees it as a challenge? Or, when things aren't going well, one who thinks of herself or himself as resilient and another who believes that his career is going down the tubes?

The answers are pretty obvious. But why are beliefs so powerful? It's because your self-image – the collection of beliefs you hold about the kind of person you are – determines your behavior. In other words, you just naturally behave like the person you believe yourself to be. You don't have to think about it or plan it; it's automatic. It's simply how you and all other human beings are built. And, more than anything else, behavior determines results. So you can see why it's important to know what your beliefs are.

It's even more important to realize that your beliefs are not written in stone. They are no more fixed and permanent than your hairstyle or the place you live. At some point in your life, these beliefs seemed true or useful, so you

adopted them. Now, I'll bet you're not still wearing the sideburns or beehive hairdo you sported a few decades ago, and you've probably moved since then, too. Yet how many of us still cling to old beliefs that no longer serve us? How many still see ourselves through lenses that were given to us by critical parents, judgmental teachers, or others who had no idea what our true potential was?

If you want to move forward in your career, relationships, finances, health, in every area of life, examine your beliefs about yourself. Be completely honest. I have no doubt that you'll discover some beliefs that stopped you from growing. You'll probably discover others that are your "excuses to fail." And there may be yet others that keep you from experiencing happiness or taking reasonable risks.

When you find them, challenge them. Think back. Where did you get them? Are they based on fact or fear? Are they about love or limitation? Do they help or hinder you? Get rid of those beliefs that no longer serve you, and come up with more positive ones to put in their place. Affirm your new beliefs on a daily basis, in thought, word, and deed. At first, this may feel a bit strange but, I guarantee you, it will soon become second nature. As it does, you will see your life change for the better, almost without effort.

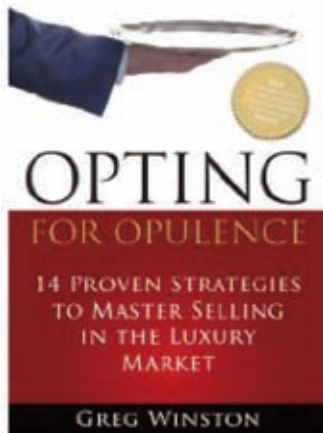
Here are some beliefs you might want to affirm. As you continue to explore your belief system, try writing others that address your own personal goals.

- I see all setbacks as temporary and bounce back quickly.
- I truly enjoy talking with people; the more I listen, the more I enjoy them.
- Cold calling is "old school"; I use the GIRI system because I am connected.
- The only limits to my success are those I put there myself. I love what I do!
- I am open to new ways of doing things, new ways to think and behave.

- I find something good about every customer contact, even those I don't sell.

- I am an optimist, and I look forward to whatever each new day brings.

Over and over businesses set their annual goals based on the previous year's results. They look at activity as the key to produce increased sales. Two things for you to keep in mind: (1) Set your goals based on your potential ... last year has nothing to do with this year if you tap into your true potential and (2) your beliefs will change your behavior, your behavior will change your performance. If you want unparalleled success focus first on your belief systems.



Selling Opulence in Tough Times

Greg Winston, an expert in luxury sales and marketing, will be conducting his exclusive workshop series, "SELLING OPULENCE IN TOUGH TIMES," beginning on March 30 at The Balboa Bay Club & Resort, followed by April 6 at the Montage Laguna Beach, and April 13 at The St. Regis Monarch Beach. The workshops offer a wealth of highly-targeted information designed to outline a formula for sales success in the luxury market that is not available anywhere else. For more information or to sign up, go to www.gregwinston.com or call 949-715-4100.

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