

WELCOME EXPRESS REPORT

APRIL 2010

Sponsor Spotlight



Welcome to MemorialCare, a nationally recognized, not-for-profit health system with hospitals in Los Angeles and Orange County. An innovator in health care delivery, MemorialCare dedicates itself to improving the health and well being of individuals, families and our communities through innovation and the pursuit of excellence.

The ABC's of MemorialCare

A - Accountability - Being responsible for meeting the commitments we have made, for ethical and professional integrity, meeting budget and strategic targets, and compliance with legal and regulatory requirements.

B - Best Practices - Requires us to make choices to maximize excellence, and to learn from internal and external resources about documented ways to increase effectiveness and/or efficiency.

C - Compassion - Serving others through empathy, kindness, caring and respect.

S - Synergy - A combining of our efforts so that together we are more than the sum of our parts.

Our physicians and other health care professionals

study health care's best practices and work to implement them at all MemorialCare Medical Centers. The results are outcomes that frequently exceed state and national averages. The people of MemorialCare Medical Centers are dedicated to the pursuit of best practice medicine. Our doctors and staff members study the best and most effective treatments and work to implement them at our medical centers. Thousands of Californians live confidently thanks to MemorialCare's state-of-the-art technology, proven medical treatments, and compassionate doctors and staff. For you and your family, it means a superior choice of health care services.

1-800-MEMORIALCARE
or visit

<http://www.memorialcare.org>

EYE on OC

After declining for 4 straight quarters from early 08 to early 09, economists estimate OC's economy has been growing since Q2-09. After 2 years of negative expectations, OC executives are definitely optimistic in their outlook for Q2-10. A quarterly index of business expectations is at 65.2 for Q2, the 5th straight gain since the low in early 09. The index, based on a survey of executives, professionals, managers and business owners is designed to be a leading indicator of quarterly economic activity. An index reading of 50 or more signals a positive outlook for the quarter. The Q2 65.2 reading is up from 53.3 for Q1.

OC Housing: Although still 45% below their Feb, 2005 peak, OC housing prices have increased 5 to 7% since Jan, 2010. There are 2 primary OC housing markets—those for below \$1M (hot) & those above \$1M (cold). At the current pace, it would take buyers 2.5 months to absorb current inventory of below \$1M homes. Above \$1M home inventory would take 9.4 months to absorb.

OC's annual gross metropolitan product—a measure of economic output similar to the nation's annual gross domestic product—is \$165.5 billion. That is down from a high of \$172.6 billion at the start of 2007.

Sponsors Love Us

"I am pleased that I made the decision to become a sponsoring business with Welcome Express. We had ten gift certificates redeemed in the first month and in the five months we have been with Welcome Express; our business has already seen a 27% response rate!"

-Florist

Supporting Local Businesses

Cinda Baxter writes in her blog, "always upward: blog" about the power of "supporting local business in small, easily consumable bites" by keeping our money local. In other words, with more businesses losing their leases every day, we can make a big difference by making a small change in our shopping habits.

We all shop. It's a part of daily life and there is power in your shopping habits. Instead of going into neighboring cities, or even counties let's choose to patronize businesses in our own community.

Why?

- Keep money in our community: Significantly more money re-circulates locally when purchases are made at locally owned, rather than nationally owned businesses.
- Buy what you want, not what someone wants you to buy. Community businesses are going to stock their stores based upon the needs of their community. Let them know what you want and they will have the motivation to please their neighbors.
- Put your taxes to good use.
- Support community groups – Our local businesses are the ones who sponsor our youth sports teams and donate to our auctions.
- Create more good jobs – there are city mottos based upon the theme of live, work, and play in the same city in which you live. Not having a commute is definitely a "plus".

This list is by no means exhaustive. What other reasons can you think of?

Now on the flip side of this concept, how can you, the Orange County Business Owner reach the patrons in your neighborhood? Welcome Express is "home plate" for new residents who are ready to touch base with their current surroundings. In addition to welcoming newcomers with a package of valuable welcome gifts from local businesses, we provide an online directory containing tools and resources – a mini yellow pages for newcomers. www.orangecountyresourceguide.com