

Devi boutique offers women timeless fashion



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Devi in downtown Redlands has been outfitting women in distinctive fashion since 1988, ensuring that women leave the store feeling and looking beautiful. Devi is a family affair, pictured above are three generations of women who are the essence of the boutique, from left: **Devi Foland**, her **Grandma Pauline** and mother **Debbie Foland-Binyon**.

By **Maryjoy Duncan**

Timeless. That is how boutique owner Debbie Foland-Binyon succinctly describes Devi which she opened

in 1988, currently located in downtown Redlands on State Street. The family-run establishment ensures that women leave their store feeling and looking beautiful, and that is a mission they take person-

ally and seriously. "For a woman the most vulnerable time is in the dressing room," Debbie explained about women's criticisms about their own imperfections. "If they don't feel good

and look good (when they leave), then we didn't do our job."

For Debbie making the sale is secondary to boosting the spirit and confidence of her customers, and explained that the most critical aspect is that they have a role to play in helping make a woman feel and look good.

"[Customers] are treated with respect and privacy, and we have the luxury that they allow us to peek into their lives," Debbie said about the conversations that take place in the boutique.

Debbie's daughter, Devi, for which the boutique is named, has worked full time at the store for nearly five years now upon graduating from the University of Redlands. And with her she has injected a fresh and youthful perspective to the store.

"[Devi] has complemented our existing product with her young style, but designed for the woman," Debbie stated proudly.

Debbie's mother, Pauline, 87, has been taking care of the books for the last 15 years and is affectionately known as "Grandma" to customers.

"People come in just to say hi to Grandma," Devi said of the community that has sprung around the boutique.

Price points are kept low, the unique and one-of-a-kind pieces you will find at Devi are eclectic,

colorful, part Bohemian and part Palm Springs, Devi explained. "There is something that will appeal to everyone. We have hard to find clothes and interesting pieces like off-the-wall jewelry."

Items are purchased from a supplier, which are then artfully pieced together by the ladies at Devi. They are especially excited about a new, one-size-fits-all article of clothing they will be launching this week on the Internet that fits sizes 0 - 5X.

Discovering pieces that fit a range of body shapes and to look good on each is what the store strives to offer. There is a skirt which Grandma, 87, Debbie and her youngest daughter, Amanda, 12, all wear and it looks great on all three generations. Timeless.

Other family members who help out at the boutique are Amanda, Debbie's husband Keith, and nephew Aaron. Gabby and Lex, who are not related but considered family, also lend a hand at the store.

Devi is located at 109 E. State Street in downtown Redlands, and is open Monday, Tuesday, Wednesday and Friday from 10 a.m. - 7 p.m., Thursday 10 a.m. - 9:30 p.m., Saturday 10 a.m. - 6 p.m. and Sunday 10 a.m. - 5 p.m. Visit the Web site at www.deviandco.com, or call (909) 792-9789 for more information.

Premier Medical Transportation receives Small Business of the Year Award



IECN COURTESY PHOTO OFFICE OF ASSEMBLY MEMBER WILMER AMINA CARTER

Assembly Member **Wilmer Amina Carter**, left, presents the State Assembly District 62 Small Business of the Year Award to **Tony Myrell**, center, President and CEO of Premier Medical Transportation in Colton, and his son **Bo Myrell**, Chief Operating Officer, at a June 11 luncheon in Sacramento.

Tony Myrell, President and CEO of Premier Medical Transportation, cares more about people than he does about the bottom line. His small business philosophy places a priority on caring for 160 local employees and the non-emergency patients they transport safely, efficiently and on time across three counties.

Myrell's contribution as a top regional job provider, civic leader and community supporter earned the Colton company a State Assembly recognition as 2012 Small Business of the Year in the 62nd District.

District 62 Assembly Member Wilmer Amina Carter, D-Rialto, nominated Premier and hosted Myrell and his son, Bo, Chief Operating Officer, at an awards luncheon at the State Capitol on June 11, California Small Business Day.

"Tony is a small business owner who works long days, every day to

provide local jobs and livelihoods," said Assembly Member Carter, who is a small business owner in Rialto. "He and his employees have an overarching concern for the well-being of patients in a time of need."

"Everybody we touch is loved by somebody else," Myrell said of Premier's clients. "Our whole company cares about our patients."

A longtime Inland resident, Myrell worked as a respiratory therapist before starting his own medical equipment supply firm. He sold the successful company and founded Premier in 2000, which uniquely combined two services: the pickup and transport of medical equipment and non-emergency patients.

Premier thrived and expanded despite a bad economy. In 12 years, the company grew from eight workers and three medical transport vans to 160 employees and a fleet of 60 clean-energy ve-

hicles.

"Through dedication and hard work, you can operate a successful small business in any kind of economy," Myrell said. "The key to true success is foresight. Being able to sniff out a future trend before your competitors, and identifying how you can solve problems are the keys to growth."

Myrell serves as president of the Colton Chamber of Commerce, chair of the San Bernardino Community Hospital Foundation Board and as a member of the San Bernardino County Workforce Investment Board. He supports the community through charitable contributions and sponsoring events, operating toy drives and food bank collections. "We derive our income from this community. I'm a firm believer in giving back," he said.

Premier is making a difference in the lives of the terminally ill and their families. The company pro-

vides transportation and equipment for hospice patients with extra care, compassion, and consideration. "It is very gratifying to

my staff that we are able to help them in the last few days of life," Myrell said. "I think that says it all."



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