

APRIL 2017

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a Summer Job

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Stagecoach Festival
is Back! **April 28-30** Page 10

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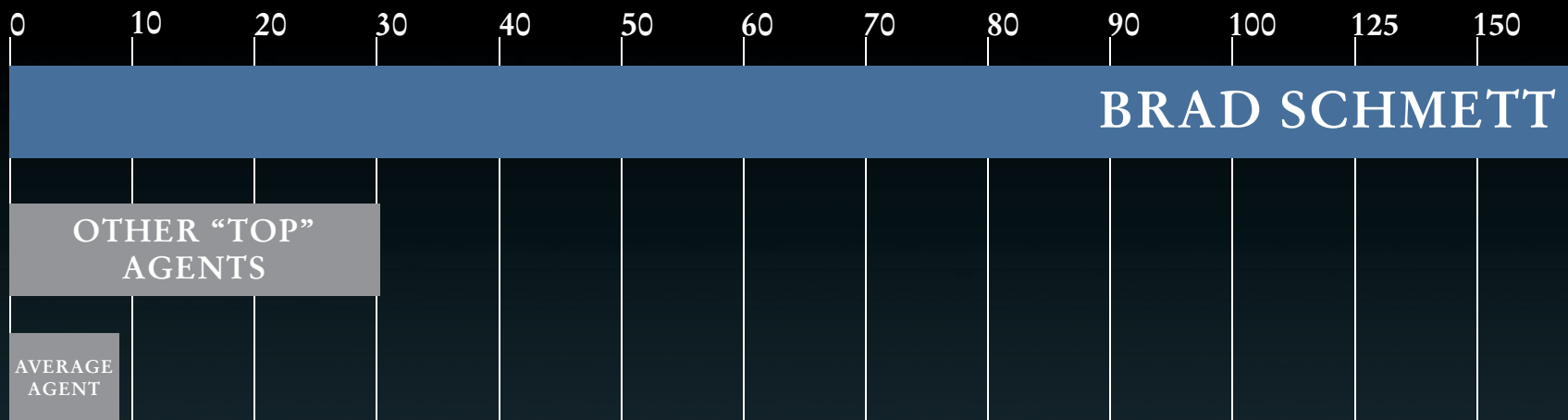
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The Gem is the official publication of the GCVCC. Circulation: Approximately 23,000. Distributed free to all residents, Chamber members and businesses in La Quinta. To advertise please call (760) 347-0676.

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On the cover: Festival season is back! The 11th annual Stagecoach Festival runs from April 28-30 at the Empire Polo Fields in Indio — bringing country music and excitement to the Coachella Valley. Credit: LA Times

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CHAMBER CHAIRMAN'S MESSAGE

Welcome Wildflowers & Festivals

By: *Jeff Fishbein,*
La Quinta Business District Chairman



Spring is in the air and the warm weather has returned to our beautiful valley. Thankfully, the winter's welcome rain has left the Coachella Valley and surrounding Santa Rosa mountains in a full range of blooming colors – what a beautiful sight to see. We bid a fond farewell to our many snow-bird residents, and in turn, welcome the many festival-goers to our breathtaking city.



The Coachella Valley Music and Arts Festival will begin on Friday, April 14; with its two weekends (April 14-16 and April 21-23) being headlined by Radiohead, Lady Gaga and Kendrick Lamar. The following weekend, April 28-30, we don our cowboy hats for the Stagecoach Music Festival, headlined by Dierks Bentley, Shania Twain and Kenny Chesney. Each of these events takes place at the Empire Polo Club and attracts thousands of people to our Valley from all over the world. These festivals always sell out and bring with them great patronage for our local shops, restaurants and resorts.

From the beginning, resort life is what has always drawn visitors to La Quinta – and that attraction is a big reason for the city's designation as "The Gem of the Desert." The La Quinta Resort, established in 1926, was the first resort and the very first business in what has now become the City of La Quinta.

Over the years our great city has continued to develop into a major vacation destination. With much anticipation, we now look forward to welcoming our two newest resorts to the city: The Montage La Quinta, a high end luxury resort; and the Pendry La Quinta, a luxury lifestyle/boutique hotel. Both are expected to open in late 2019 and are estimated to bring in nearly \$17 million in revenue to the City of La Quinta over the 10-year planning period.

As you can see, our great city is ever-evolving, continually growing and always has something new to offer to its residents and many visitors. I hope to see many of you out at the music festivals.

Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage. Jeff can be reached at (760) 984-4145.



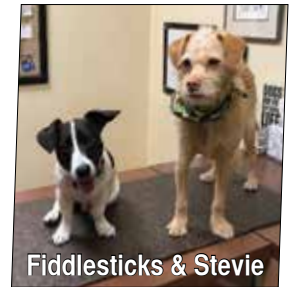
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To submit an article or ad in The Gem, please contact the Greater Coachella Valley Chamber of Commerce at (760) 347-0676. Members of The Chamber are asked to submit articles by the 1st of each month for the following month. Articles should be followed by

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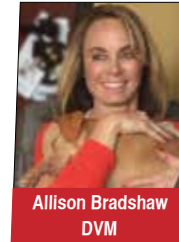
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Scott Bailey Named New DSUSD Superintendent of Schools

Submitted by: Desert Sands Unified School District



Following an extensive, nationwide search, the Board of Education of Desert Sands Unified School District is pleased to announce the appointment of Scott Bailey to the position of Superintendent of Schools.

We began this search with one goal in mind, to find the best person to steward our school district, hold our staff to the highest educational standards and, most importantly, continue to put the educational needs of students at the forefront. We found that person in Scott Bailey," said Board President Donald Griffith.

The superintendent search was a multi-month process that included community meetings as well as conversations with staff members and union representatives seeking input on the needs of the district and the qualities sought after for its leader. Bailey will assume his duties on April 3 – taking over from Interim Superintendent Kathleen Felci.

In accepting the position, Bailey said, "I am both humbled and honored to be joining the Desert Sands Unified School District in its mission to ensure every student develops the knowledge, skills, and motivation to succeed as a productive, ethical, global citizen. I am honored to work for DSUSD – which has a great reputation not only in the Coachella Valley, but throughout the entire state. I look forward to building on the great successes and lead the district to even greater heights."

Bailey currently serves as Chief Academic Officer of the Washoe County School District in Reno, Nevada. Washoe County School District encompasses over 6,500 square miles and serves 64,000 students. His career in education began as a classroom teacher in Joplin, Missouri in 1990. He later joined the Clark County School District, including the City of Las Vegas, Nevada, in 1992. His tenure there included reading specialist, classroom teacher, headmaster, assistant principal, and principal.

Bailey has received numerous senatorial, gubernatorial, and congressional recognitions for excellence in educational service over the years including the 2005 Las Vegas Asian Chamber of Commerce Educator of the Year. He was appointed to the Baldrige Board of Examiners by the U.S. Secretary of Commerce in 2010. Bailey has taught graduate level courses for Nova Southeastern University, and is well known for infusing business and industry best practices into the field of education.

Bailey and his wife Nannette, a former California educator, have two adult children and have begun their home search in the desert and are looking forward to becoming full participants in our valley life.

Current enrollment in DSUSD is 28,626. It is the largest of the three desert school districts. For more information, go to DSUSD.us.



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Joan Petruzzi, Teacher, CANCER SURVIVOR

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6 Tips to Help Your Teen Land a Summer Job

By: Elizabeth Venturini, College Career Strategist

While parents still pay the bulk of college tuition, more of them are requiring their college-bound teens to have some "skin in the game" earning a little extra money during the summer to help pay for their education expenses. But these jobs are highly sought after and your teen will have a lot of competition from other teens, so they really need to stand out to a prospective company. Here are 6 tips to help your teen prepare:



1. Start searching for a summer job in the spring

Encourage your teen to start preparing for a summer job or internship now instead of waiting until June to begin their job search. By that time, all the best jobs for teens will be gone.

2. Identify your teen's skills set

Start by having your teen list the activities they are good at

doing, such as athletics, computers, music and others. Have them think about companies that would pay them for their skills. Perhaps they could tutor math or STEM subjects, use their computer skills helping a small company or coach or referee children's sports.

3. Build a list of companies with your teen

Help your teen research local companies based on a good fit for their skills, abilities and interests. Look for companies that are aligned with their college major so they can start building a track record of experience.

4. Show your teen how to write a resume

For teens, the basics should include: name, contact information, work and volunteer experience, education and awards, key skills and activities. To make their resume more powerful, have them quantify all results (i.e., did you save money or save the company time?).

5. Practice interviewing with your teen

Make sure your teen knows the basics about the company, and who she/he will be meeting. Prepare them to answer the most common questions, including, "Why should we hire you?" "What can you do for us?" and "How can you do it better than anyone else?"

6. Clean up all social media accounts

Have your teen clean up all social media accounts. You want to make sure their social image matches who they say they are in person and on paper.



With Elizabeth Venturini's inspired guidance and support, Desert Cities' students create personal PIZZAZZ and show up like winners on their college applications. Moms and dads have peace-of-mind receiving the help they need to make the best college choices for their teens. To enroll in Elizabeth's programs, email her at Elizabeth@CollegeCareerResults.com or go to CollegeCareerResults.com



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It's National Child Abuse Awareness Month: Help Prevent Crimes Against Children

By: *Mika Moulton, Christopher's Clubhouse*

The best work often comes from the deepest wounds. I stepped out of the limousine and began walking across the clean cut grass. People gathered, some walking hand-in-hand, others standing at a distance.

The cars continued to file in, one-by-one. They parked and their occupants moved toward the freshly dug gravesite. As I glanced toward my right, I saw the beautiful royal blue coffin, carried by eight pall bearers all under the age of 14. The sight of it buckled my knees and the funeral director saved me from falling to the ground as he held my arm and guided me to the graveside.

That memory from nearly 22 years ago is forever burned into my mind. Before the kidnapping and murder of my 10-year-old son, I never knew the statistics and occurrences of child abduction, abuse, sexual assault or any other crimes against children. I didn't know that April is National Child Abuse Awareness Month or that May 25th is National Missing Children's Day. I had no reason to pay attention to these dates. Or so I thought.

The U.S. Department of Health & Human Services reports that each year, nearly 700,000 children are victims of abuse or neglect. And the National Center for Missing & Exploited children states that 800,000 children are reported missing

each year in the United States. When I hear or read these statistics, I am heartbroken. So many children that are suffering. Even one child is too many.

As a community – what can we do? First, we need to be aware of programs and places that we can be involved in or refer people to. Research shows that prevention programs are more effective when they involve parents as partners and they are more likely to make lasting changes when they are empowered to identify solutions that make sense for them. Prevention is the key and education is the catalyst to keeping our community safe.

Christopher's Clubhouse is celebrating 10 years of providing the community with prevention and education programs to create a safer and healthier Coachella Valley. They are the only nonprofit in Riverside County that provides fun and interactive, research-proven programs to prevent and educate society on personal safety. For more information, contact founding director, Mike Moulton, at (760) 989-2182 or by emailing info@christophersclubhouse.org.



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Stagecoach: California's Country Music Festival

Since it kicked off in 2007, Stagecoach Festival has brought the biggest names in country music to Southern California. In its very first year, George Strait, Alan Jackson, Brooks & Dunn and Kenny Chesney all headlined the inaugural event.

This month will be no exception – including the return of Kenny Chesney! Other must-see acts range from newer chart-toppers like Maren Morris, Maddie + Tae and singer-songwriter, Cole Swindell, to country legends like Jerry Lee Lewis, Travis Tritt and Shania Twain. Even iconic crossover artists like .38 Special, Cyndi Lauper and Los Lobos are scheduled to appear.

“This is one of the most eclectic, well-balanced yet exciting lineups we have ever had,” said Stacy Vee, a talent buyer with Goldenvoice – which puts on the Festival. “Shania Twain, the #1 selling female musician of all time, will be debuting new music, and as of now, this is her only live performance announced. Dierks Bentley is a favorite whom we’ve have had the pleasure of watching grow from an up-and-comer to a headliner. Finally, we have “Kingpin Kenny” Chesney – who is as core Stagecoach as you can get.”

When asked to share more about how Goldenvoice selects and books artists for Stagecoach, Vee explains: “We approach it by getting out there, attending other country festivals like C2C and CMA Festival – which showcase emerging talent. We look for artists who connect with the audience and maybe have a little something different about their style. We really love someone who stands out. Also, balance is key. We strive each year to perfect the blend of country and curveballs. Aside from booking country radio's biggest stars, artists like Willie Nelson, Jerry Lee Lewis, Nikki Lane, Bobby Bones and Rhiannon Giddens are essential to the show and so important to us.”

There are many other festive attractions at Stagecoach, with something for everyone. The Honkeytonk Dance Hall is air

conditioned with engaging DJ's, energetic dance instructors and a wide variety of country dancing.

The Half Pint Hootenanny features fun for all ages with jewelry making, arts and crafts, games, face painting, hair décor, fun tattoos, western competitions, singing and dancing, whip cracking, rope play and live music.

Discover hair chalk and a fun photo booth at The Barefoot Spritzers Lounge. Plus, the Ferris wheel is always a popular hot spot, along with the Energy Playground – where guests can ride the Energy SeeSaws while earning a few extra bars on their phones.

The POSTed Studio provides art supplies, recycled poster paper and working space for attendees looking to develop poster concepts around world issues. All poster art will be scanned onsite and emailed to the artists.



LA Times

Guests can also party with a purpose at the Global Inheritance Recycling Store, where they can get wild with recyclables. The Festival will be giving out Stagecoach shirts, ticket upgrades, Ferris wheel tickets, barbecue vouchers, cold water, Stagecoach posters and more in exchange for empties.

Stagecoach tickets are still available! For more information, go to StagecoachFestival.com.

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You're Not Buying Advertising, You're Creating Time

By: Richard Fernandez, KDFX TV FOX 11

Nobody invests in an advertising and marketing campaign just for the fun of it, or solely to see themselves on television. Advertising is an effective marketing tool that helps business owners get some of what they really want – higher income streams and more time.

Time comes from growing a business to the point where the owner does not have to be present at the store every single day, or go perform every single service call. One of the main reasons for creating your own business is freedom. Freedom from a boss, and the tedium of a regular job, can spur creativity and provide immeasurable self-satisfaction. However, owning a business can also create a time trap. If you are the only one to look over and manage the business, then you can be ensnared by your own success, or by trying to stay afloat.

Advertising and marketing your business properly will increase revenues, and help grow the business so that you can afford employees. Some of those employees become trusted and proficient enough to assume some day-to-day control and decision-making.

This newly generated time is useful for creating new strategies, looking at new markets, reviewing financial options and investments, improving business

processes, etc. Being free from some of the daily mundane, yet essential, tasks allows looking at your business from a whole new perspective: you can discover business advantages to exploit and mistakes to correct.

When's the last time you had a real vacation? Nearly 50% of small business owners only take off major holidays, or take no time off at all. Taking time off is crucial to everyone's well-being; business owners are not exempt from this biological need. Having your own business is supposed to pave the way for financial success, and improve your quality of life. I can't think of anyone who towards the end of their life will wish they had spent more time at work.

Time with family, engaging with your community, helping others, pursuing a hobby or passion and checking off items in a bucket list are some of the reasons people start a business and strive to be prosperous.

A successful, and happy, business owner uses all of the strategies available to help their enterprise succeed. That includes outside capabilities, like advertising, that are easily added to your toolbox.

Richard Fernandez, MBA, is a broadcast television account executive with KDFX TV FOX 11 and KCWQ TV CW 5. He can be reached at (760) 423-4547, or Richard.Fernandez@kdfx.com.

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The Multi-Drug Resistance Gene: How Being Aware of it Could Save Your Dog's Life

By: Tabitha Davies, Venus De Fido

Many of us dog lovers also spend time with our equine companions. We all know the safety issues with dogs and horses: potentials for bites to the horses, kicks to the dogs and dogs ingesting horse feed.

But who stops to think, "What if fido eats manure from my trusty steed?" Sure, you think of catching a possible

parasite from a horse that is a carrier, but did you know that Ivermectin, the most common horse dewormer, is actually extremely toxic to many dogs? The Multi-Drug Resistance Gene (MDR-1) is a genetic mutation predominantly found in traditional herding breeds.

A Closer Look at MDR-1

What does MDR-1 mean? It means there is no existence of a blood brain barrier present in mammals that ensures things such as anti-parasitic medications, many sedatives and certain antibiotics do not start to attack the brain. There is a simple and inexpensive genetic testing that could end up saving your dog's life.

A blood brain barrier acts basically as a valve. It lets a little medication in but then lets it right back out another exit. Without this barrier, the medication builds up. When certain medications such as antibiotics and anti-parasitics build up in the brain, they start to attack your dog's brain. This can cause a variety of symptoms, with the most common being: dilated and fixed pupils, blindness, inability to stand or walk, heavy breathing, lethargy, depression, excessive drooling, convulsions, vomiting and diarrhea.

How Dogs Might Access Ivermectin

The following scenarios describe where a dog could access Ivermectin in relation to horses:

1) If your dog eats manure from a horse treated within the last 30 days;
2) If your dog walks through a feed through Ivermectin and ingests pellets or eats the

pellets direct; **3)** If your dog walks though or eats saliva of a horse that contains the Ivermectin dewormer, or **4)** If your dog accesses a tube of horse or livestock dewormer and chews on it – used or full.

They could access Ivermectin when they are never near horses, too. Your dog could be prescribed Heartguard, Sentinel, or Iverheart, which are all routine monthly heartworm preventatives. Your dog could need heartworm treatment and the go-to is Ivermectin at a high dose.

If your dog does get into ivermectin, get to the vets office immediately before symptoms show, if possible. Also, call the Pet Poison Helpline (800) 213-6680.

If you find yourself with a breed susceptible to MDR-1, it is worth it to do a DNA test to see if they have the mutation.

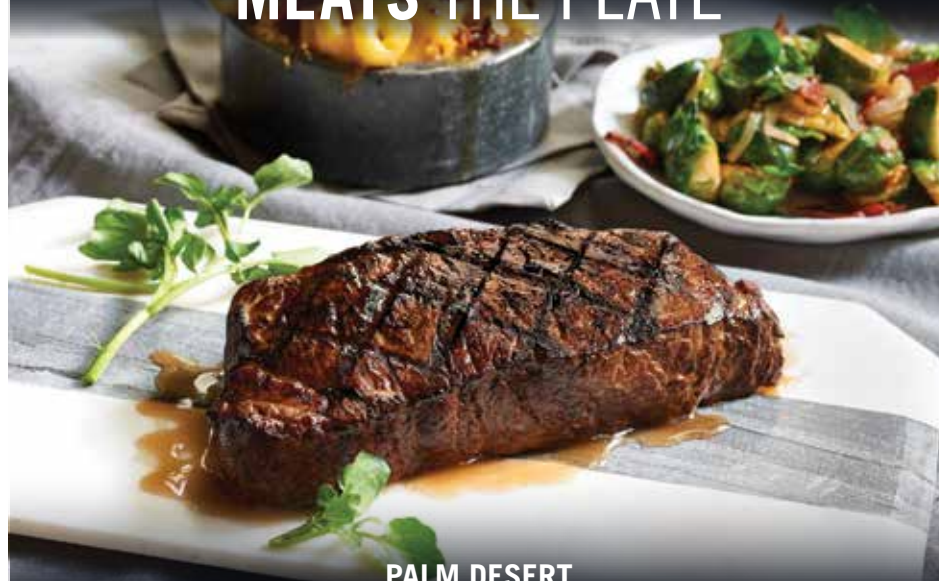
Tabitha Davies is a certified professional dog trainer and certified canine behavior specialist with Venus De Fido, located at 73600 Alessandro Drive in Palm Desert. For more information, go to VenusDeFido.com.



Photo: Animal Planet

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Every Family Meal purchase
Mon. & Tues. from 5-10PM will
include drinks for \$1.00 & tokens
(Bring your game board & stay awhile)

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LA QUINTA

City News

La Quinta

GEM of the DESERT

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CITY MANAGER'S MESSAGE



**By: Frank J. Spevacek,
La Quinta City Manager**

Last month during the State of the City address held at an annual luncheon hosted by the Greater Coachella Valley Chamber of Commerce, the City of La Quinta announced big news: the luxury hotel company, Montage

International, will be the operator for the two planned SilverRock hotels in La Quinta.

Response by local businesses and the community has been very positive. The supplemental TOT tax generated by the new hotels will benefit our residents, and these premier properties will provide exceptional new hospitality venues for visitors looking to escape to our little piece of paradise in La Quinta.

Breaking ground in summer 2017 and opening in late 2019, the development will include Montage La Quinta with branded Montage Residences, Pendry La Quinta with branded Pendry Residences, Spa Montage, an expansive catering and conference facility, state-of-the-art recreation center, multiple food and beverage outlets, and a mixed-use village.

Architecture and Interior Design firm, Gensler, will work with Montage International and The Robert Green Company to develop the two properties which will feature a mid-century modern design aesthetic in keeping with their Coachella Valley location.

Montage La Quinta will include approximately 140 guestrooms with a signature Spa Montage and fitness center along with three food and beverage outlets, multi-generational recreation center, resort pool, retail boutiques and the brand's signature Paintbox children's program.

Situated along the golf course, Pendry La Quinta will include approximately 200 guestrooms with three food and beverage outlets, fitness center with access to Spa Montage, resort pool and retail boutiques. At the center of the community is the breathtaking 18-hole Arnold Palmer Signature Golf Course, which will be realigned and enhanced as part of the overall development.

Both properties will be welcomed additions to the City of La Quinta – significantly enhancing our community's resort and recreation options with amenities on par with La Quinta's unparalleled quality of life.

This month, we celebrate La Quinta's 35th birthday. Come out and celebrate with us at the City Picnic and Birthday Bash on Saturday, April 29th, beginning at 9 a.m. at the La Quinta Civic Center Campus.

For more information on what's happening in La Quinta, go to PlayInLaQuinta.com.

La Quinta Hikes

April 11, 2017: Full Moon Hike - Cove to Boo Hoff Trail Loop - 7 p.m.

Meet: Top of the Cove Parking Lot

Level of Difficulty: Easy 2-3 miles roundtrip

RSVP Required: Please call 760.862.9984 and arrive 15 minutes early

April 15, 2017: Nature Walks - History of the Santa Rosa's and Our National Monument - 8 a.m.

Meet: Top of the Cove Parking Lot

Level of Difficulty: Easy 1.5 miles roundtrip. Sorry no dog allowed.

Please arrive 15 minutes early. For more information call 760.564.0096

La Quinta

GEM of the DESERT

EXPLORE YOUR MUSEUM



The La Quinta Museum is located at 77-885 Avenida Montezuma and contains historical artifacts and information on La Quinta and also offers seasonal events and classes for all to enjoy. Open Tuesday through Saturday from 10 a.m. to 4 p.m.

Admission and all programs are free. For more information, call (760) 777-7170 or email laquintamuseum@gmail.com for more detailed information.

EXHIBITS

Tell Me a Story: Women in the Arts

"Tell Me a Story" features original art by female artists. Each piece will be accompanied by a personal story. (Exhibit runs through April 29.)

Tell Me a Story: Black Women Authors

Another new exhibit that is rich in storytelling featuring Black female authors. (Exhibit runs through April 29.)

Community Room

Mural by Andre Blanchet (part of La Quinta Art in Public Places Program) and Dorothea Lange photo gallery of Coachella Valley images.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE EVENTS

Pre-School Story Time with Miss Beth Wednesday, April 5, 10 a.m.-10:30 a.m.

Fun time for pre-schoolers ages 3-5 with stories, songs and a simple craft.

First Thursday Concert with Machin! Thursday, April 6, 5 p.m. – 6 p.m.

La Quinta Museum Coloring Club for Adults Friday, April 7 & Friday, April 21, 1 p.m. - 3 p.m.

We are coloring the first and third Fridays of the month. Coloring pages are provided. Coloring books are available for purchase in the Museum Gift Shop.

Brown Bag TED* Talk Tuesday, April 11, 12 noon

Each month we explore a new and entertaining topic. Bring your lunch and enjoy a TED* Talk on the big screen and join the discussion. Water and cookies provided. *Technology, Entertainment, Design

An Evening with Chip Miller Thursday, April 13, 7 p.m. - 8:30 p.m.

Enjoy a screening of a PBS Special. Director/writer/artist, and musician Chip Miller will host a Q&A, provide commentary and behind-the-scenes stories. Refreshments provided by the La Quinta Historical Society.

Trending Topics - Tuesday, April 25, 11 a.m. - 12 noon

Come by the Museum and meet your newest representatives on the La Quinta City Council. Councilwoman Kathleen Fitzpatrick and Councilman Steve Sanchez will be available to answer your questions and discuss all things La Quinta. Coffee and pastries will be served.

Good Reads in the Gallery Book Club Thursday, April 27, 5 p.m. - 6 p.m.

SPRING SAFETY

The change of season is always a good reminder to do periodical check ups on the safety of your home.

SMOKE ALARMS save lives – if they are powered by a fresh battery. Test them every month to make sure they work and replace the battery at least once a year, according to the National Fire Protection Association. If the alarm makes a "chirping" sound, replace it immediately. Smoke alarms should be located in every bedroom and in the common areas on each floor of a home. Mount them at least 10 feet from the stove to reduce false alarms, less than 12 inches from the ceiling and away from windows, doors and ducts.

CARBON MONOXIDE (CO) is an invisible, odorless gas, and it can kill you. Anything in the home that burns fuel can potentially become a source of carbon monoxide. CO alarms should be installed in a central location outside each bedroom and on every level of the home. Safety tips for CO detectors those of smoke alarms: change the batteries, test them and interconnect them, if possible. Also, make sure vents for your gas appliances (fireplace, dryer, stove and furnace) are free and clear of snow or debris.

HAVE AN EMERGENCY PLAN in the event of a natural disaster or other catastrophic event. Have a home and car emergency kit that includes one gallon per day of water for each person, at least a three-day supply of food, flashlight and batteries, first aid kit, filter mask, plastic sheeting and duct tape, and medicines. Review your communications plan to outline how your family members will contact one another if they are not in the same place and where you should meet if it's safe to go outside. Also have a shelter-in-place plan if outside air is contaminated; FEMA recommends sealing windows, doors and air vents with plastic sheeting. A getaway plan including various routes and destinations in different directions should also be reviewed.

City of La Quinta Seeks Residents to Fill Board & Commissions Vacancies

The City of La Quinta is looking for residents to fill vacancies on the following Boards and Commissions. Applicants must be a resident of the City and a registered voter.

Planning Commission – 4 Positions

Construction Appeals Board – 1 Specialty Contractor and 1 Structural Engineer

Community Services Commission – 3 Positions

Housing Commission – 1 Tenant, 1 Tenant aged 62+, and 1 Non-Tenant

Financial Advisory Commission – 3 Positions

Palm Springs Airport Commission – 1 Representative

Interested residents may get additional information on each Board/Commission and fill out and submit an application at la-quinta.org/commissions.

For consideration, applications should be submitted by 5 p.m. on May 24. Interviews and appointments are scheduled for the City Council meeting on June 6. Applicants must be present. For questions, contact the City Clerk department at (760) 777-7103.

IT'S YOUR LIBRARY

Enjoy **FREE** programs for all ages!



Adults (18 years & older)

- **La Quinta Chapter Book Club Meeting on Wednesday, April 5 at 10:30 a.m.** – We will discuss “Lincoln in the Bardo” by George Saunders.
- **Desert Regional Medical Center Lecture on Tuesday, April 11 at 11 a.m.** – Call (800) 491-4990 to reserve your spot and for more information.
- **Third Age Club: Your City, Your Story: Scanning Event on Wednesday, April 19 at 11 a.m.**
Bring 10 old photos of yourself or your family in and around the city of La Quinta. We’ll scan them to make a mural for the library. You’ll get a FREE jump drive with the photos scanned to it. All contributors will receive noticeable credit.
- **Stranger than Fiction (Article Club) on Thursday, April 20 at 6 p.m.** – See the Adult Reference Desk for each month’s materials!

- **La Quinta Reads Book Club on Monday, April 24 at 11:30 a.m.** - Register at the Adult Reference Desk!

- **Eisenhower Medical Center Lecture: “Take Time to Unwind: Top 5 Anti-Stress Tips” on Thursday, April 27 at 4:30 p.m.** – Call (760) 423-4855 to reserve your spot or go online to emc.org/calendar!

Special Events

- **Teen Think: Spring Break Special on Friday, April 14 from 10:30 a.m. to 5 p.m.** - Stop Motion Academy: Watch movies, design a character, collaborate on a script, and create your own Stop Motion short! *Lunch Provided*
- **Fancy Nancy Party on Thursday, April 20 at 4 p.m.** - Please see Ms. Sarah for registration information. Intended only for 6-9 year old children.
- **Local Voices Series: On the Patio - A Poetry & Art Exhibition on Thursday, April 20 from 4 p.m. to 6:30 p.m.** – This exhibition is for ages 9-17 to display their work publicly. Apply online at <http://goo.gl/rBOfeQ> or stop by the Library for an application. Limited to 6 creators!
- **Dia de los Niños Festival on Saturday, April 29 from 2 p.m. to 4:30 p.m.** – Celebrate literacy, children, and books at our annual event. Enjoy games, prizes, face painting, a craft, and cake! Special performance by “Rudy’s Radical Science” and Valley View School Ballet Folklorico. Registration starts at 1 p.m. Free books & refreshments as supplies last for the first 150 children!

Teens (ages 13-17)

- **Anime Zone on Saturday, April 8 at 4 p.m.** – Discuss, watch, and create with other teens who love Anime!
- **Teen Book Club on Saturday, April 22 at 4 p.m.**
- **Teen Game Night on Friday, April 28 at 4 p.m.**
- **Teen Computer Lab at the Wellness Center on Thursdays, April 6, 13, 20, & 27 from 4 p.m. to 6 p.m.** – Work on homework, watch a video, or play a game. Research assistance and tech help available from the Teen Librarian.

Tweens (ages 9-12)

- **Tween Makerspace: Trivia Night on Tuesday, April 4 at 4 p.m.**
- **Choose Your Own Adventure: Creative Writing Workshop on Tuesday, April 18 at 4 p.m.** – Check out our very first Creative Writing Workshop. Exclusive to 9-12 year olds.
- **Tween Book Club on Tuesdays, April 11 & 25 at 4 p.m.** - This month’s book is *Ophelia and the Marvelous Boy* by Karen Foxlee. **The first 10 kids to register will get a FREE copy of the book!**

Children

- **Book Babies Storytime (ages 0-2) every Tuesday at 10 a.m. & 11 a.m.**
- **Preschool Storytime (ages 2-5) every Thursday at 10 a.m. & 11 a.m.**
- **“Bilingual Storytime with Ms. Minerva” on Wednesday, April 5 at 5:30 p.m. (All ages)**
- **Pajama Tales on Wednesday, April 12 at 5:30 p.m. (All ages)**
- **Family Fun Night on Wednesday, April 19 at 5:30p.m.** – Our special guests, Animal Samaritans, will be here with a couple of furry friends...
- **Something on Saturday (Ages 2-12), Saturdays, April 1, 8, 15, & 22 at 3:30 p.m.**
- **Family Game Night, Fridays, April 14 & 28 at 4:30 p.m.**

Library Outreach Programs

- **Library Booth at the Certified Farmers’ Market in Old Town La Quinta Sunday, April 2 from 8 a.m.-11 a.m.** Storytime at 10 a.m. on the lawn.

The Library will be **CLOSED** on Sunday, April 16.

For more information call (760) 564-4767 or visit rivlib.info.

For a full listing of programs or more information please visit [Facebook.com/LaQuintaPL](https://www.facebook.com/LaQuintaPL).

COMMUNITY SERVICES CLASSES & PROGRAMS: APRIL & MAY

Online registration available at la-quinta.org/register.
For more information, call (760) 564-0096.

LA QUINTA BOYS AND GIRLS CLUB COMMUNITY ROOM

Dance, Play, Pretend (2.5 – 5 years) 9 a.m. – 9:45 a.m. F

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 6:30 p.m. – 7:15 p.m. TH
Belly Dancing (18 years +) 6 p.m. – 7 p.m. W

LA QUINTA LIBRARY

Dance, Play, Pretend (2.5 – 5 years) 4 p.m. – 4:45 p.m. M
Gentle Flex Yoga 10:45 a.m. – 11:45 a.m. M
Gentle Flex Yoga 10:15 a.m. – 11:15 a.m. W

WELLNESS CENTER

(Creative Wellness)

Ballroom Dance (Beginning) 7 p.m. – 8 p.m. T
Ballroom Dance Intermediate 6 p.m. – 7 p.m. T
Friday Social Ballroom Dance 6 p.m. – 7 p.m. F (April 21)
Beginning Guitar 6 p.m. – 7 p.m. T
Second Level Guitar 7 p.m. – 8 p.m. T
Watercolor 8:45 a.m. – 10:15 a.m. T
Watercolor 10:30 a.m. – 12 p.m. T
You Can Sing! (15+ years) 7 p.m. 8 p.m. F

(Intellectual Wellness)

AARP Safe Driver (55+) 8:30 a.m. – 4:30 p.m. T (April 4)
Acting (12+ Years) 3:30 p.m. – 4:30 p.m. F
Cinema Discussion Group 1 p.m. – 3:30 p.m. W (April 19)
Cinema Discussion Group 1 p.m. – 3:30 p.m. W (April 26)
Computer Literacy 1 p.m. – 3 p.m. M
Here & Now Discussion Group 6 p.m. – 7 p.m. TH
Herb & Vegetable Garden Group 9 a.m. – 10 a.m. F (April 7)
Herb & Vegetable Garden Group 9 a.m. – 10 a.m. F (April 21)
Intermediate Bridge 2 1 p.m. – 3 p.m. W (April)

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (April 12)

(Physical Wellness)

A Matter of Balance 3 p.m. – 5 p.m. T/TH
Cardio & Strength (Silver Sneakers) 9:45 a.m. – 10:30 a.m. M/F
Chair Yoga 11:15 a.m. – 12 p.m. T
Fit & Fun (Stretching) 2 p.m. – 3 p.m. T/TH
Gentle Flex Yoga 2 9:45 a.m. – 10:45 a.m. T
Meditation 6 p.m. – 7 p.m. TH
Personal Trainer (Kristoffer Kepler) 12 p.m. – 8 p.m. M/W/F
Personal Trainer (Janice Snyder) 12 p.m. – 6 p.m. T/TH

Pilates (Mat work) 9:30 a.m. – 10:30 a.m. W/F
Pilates Mid Morning (Mat Work) 10:35 a.m. – 11:35 a.m. W/F
Reiki 2 10 a.m. – 11:30 a.m. TH (April)
Sunset Yoga (15 years & up) 6 p.m. – 7 p.m. M/W
Sun Style Tai Chi (Silver Sneakers) 10:45 a.m. – 11:30 a.m. M/F
Taekwondo (4 years & up) 5 p.m. – 8 p.m. M/W
Tai Chi Ch'uan 10:15 a.m. – 11 a.m. T/TH
West Coast Swing 7 p.m. – 8 p.m. TH
Zumba 9:30 a.m. – 10:30 a.m. M/W
Zumba (Morning) 8:30 a.m. – 9:30 a.m. T/TH
Zumba (Saturday) 8:15 a.m. – 9:15 a.m. S

(Social Wellness)

Desert Oasis Strummers 1 p.m. – 3:30 p.m. F
Desert Oasis Strummers Concert 1:30 p.m. – 3:30 p.m. F (April 28)
La Quinta Voices 10 a.m. – 11 a.m. T
Social Bridge 12 p.m. – 3:30 p.m. M
(Contact center for details)
Mah Jongg 1 p.m. – 4 p.m. T
(Contact center for details)

WELLNESS CENTER EVENTS

Annual Talent Showcase

Friday, April 28, 5 – 6 p.m.

Do you have a talent you like to showcase to a friendly audience? Children to adults are welcome to audition. Please call today for an audition appointment (760) 777-7182.



RENTALS: Book Park Rentals Online!

Reserve the Fritz Burns Park or La Quinta Park by visiting la-quinta.org/register and click *Search > Facility > Calendar* and select your date & time.

Having an Event?

We've got you covered!

The La Quinta Wellness Center is available for private rentals. This facility is perfect for wedding receptions, birthday parties, company gatherings, banquets, neighborhood events, family reunions, or other social events. The multi-purpose room has a capacity of 200 and includes tables and chairs for up to 200 people. An elevated stage and dance floor are included; and a large kitchen is available for additional fee. Call (760) 777-7090 for more information and pricing.





The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

(760) 347-0676 GCVCC.org

April 2017

Connect With Residents, Professionals & Visitors at Events

By: *Katie Stice, Greater Coachella Valley Chamber La Quinta Regional President - Katie.Stice@GCVCC.org*

To get involved in chamber or community events, contact us at GCVCC.org, (760) 347-0676 or by email at: Info@GCVCC.org.



Get Fit Indio Health Fair & Tournament Saturday, April 1

8 a.m. Shotgun Start/Scramble
(7 a.m. Registration)

The Lights at Indio Golf Club
Free Admission to the Health Fair
Footgolf – \$30; Foursome/\$10 Individual
demos, health screens, exhibitors, golf
activities, prizes

Mariachi Event

Sunday, April 2, 4 p.m. – 10 p.m.

Veterans Park - 4th Street between Orchard
& Vine Avenue, Coachella Free Event. A
community celebration of a vibrant culture.
Enjoy the fresh air, live Mariachi Music and
an outdoor beer garden.

Chamber 101: Get to Know your Chamber Tuesday, April 4, 8 – 9:30 a.m.

Coachella Valley History Museum, 82616
Miles Ave., Indio. Free Event. Make your
chamber membership work for you. Whether
you are a prospective member, new member
or a long-time member, the Chamber Board
and Staff invites you to attend, to learn more
about who we are and what we do for you.

2nd Annual GCVCC Golf Tournament & Expo Thursday, April 6

8 a.m. Shotgun Start/Scramble
6 a.m. Registration

The Golf Club at Terra Lago, 84000 Terra Lago
Parkway, Indio. \$175 Single Player, \$99 Tee
Sign. Demos, vendors, golf activities, prizes,
and golf ball drop.

Lunch Bunch: Shakey's Pizza

Friday, April 14 - 11:30 a.m. – 1 p.m.

2530 Hwy. 111, Indio
This great networking event is free to attend.
Participants responsible for their own lunch.

Eggstravaganza

Saturday, April 15, 11 a.m. – 2 p.m.

Two locations: Bagdouma Park - 51711
Douma Street, Coachella and Indio
Community Center – 45871 Clinton Street,
Indio. Children's activities, egg hunt, raffles,
pictures with the Easter bunny and more!

GCVCC Annual Slice of The Chamber 2017

Tuesday, April 18, 5 p.m. – 7 p.m.

Hyundai of La Quinta – 79025 Hwy. 111,
La Quinta. \$5 Members – \$20 Potential
Members. Pizza tasting contest and mixer!

Ribbon Cutting: Step x Step Dance Studio

Thursday, April 20, 4 p.m.

316 N. Palm Canyon Drive, Palm Springs

Sunrise Speaker Series:

Employment Laws 2017

Wednesday, April 26, 7:30 a.m.

Buffet Breakfast Opens – 7:45 a.m. Sunrise
Speaker Presentation/Q&A. Heritage Palms
Golf Course, 44291 Heritage Palms Drive,
Indio. \$20 per Sunrise – \$70 for entire series

Lunch Bunch: Bucatini's

Friday, April 28 - 11:30 a.m. – 1 p.m.

36901 Cook Street, Ste. 10, Palm Desert
This great networking event is free to attend.
Participants responsible for their own lunch.

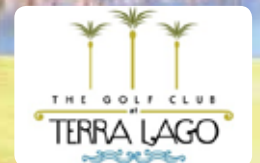


The Greater Coachella Valley Chamber of Commerce's 2nd Annual Golf Tournament is set for Monday, April 6. The event will be held at The Golf Club at Terra Lago, taking place on both the North and South courses, with registration starting at 6 a.m. and an 8 a.m. shotgun start/scramble.

Last year, over 220 local professionals representing 90 local businesses teed it up at the Greater Coachella Valley Chamber of Commerce Golf Tournament. The 2017 event promises to be one of the largest business networking golf tournaments of the year.

"Our inaugural event last year was a huge success," said Joshua Bonner, President and CEO of the GCVCC. "To be able to fill up two golf courses, and then bring everyone together for lunch afterwards, it was a tremendous day for golf, fun and business. We anticipate an even bigger tournament this year." You can reserve your spot today by calling the Chamber at (760) 347-0676, or register online at Eventbrite.

The 2017 Golf Tournament is presented by John F. Kennedy Memorial Hospital, Desert Regional Medical Center and CBS Local 2.



NEW MEMBER SPOTLIGHT

Aflac, Inc.

Aflac is a Fortune 500 company providing financial protection to more than 50 million people worldwide. When a policyholder or insured gets sick or hurt, Aflac pays cash benefits fairly, promptly and directly to the insured.

For nearly six decades, Aflac voluntary insurance policies have given policyholders the opportunity to focus on recovery, not financial stress.

Since the founding of the company in 1955, they've put the customer first by reminding themselves daily of the promises made to those they insure. By doing so, the company has gained the trust of more than 50 million people who count on them to pay claims fairly and promptly when needed most.

Customers choose Aflac because of its commitment to providing them with the confidence that comes from knowing they have assistance in being prepared for whatever life may bring.

On January 1, 2000, Americans got their first glimpse of a new, innovative marketing campaign for a little-known supplemental insurance company in Columbus, Georgia. When a little white duck with a lot of personality stormed upon the scene, Aflac made advertising history and became an international powerhouse.

For more information, contact Tom Burnett by calling or texting at (442) 234-2001 or by email at thomas_burnett@us.aflac.com.



NEW MEMBER SPOTLIGHT

Bucatini

Bucatini Trattoria & Pizzeria has opened their new location in Palm Desert at The Village at University Park. Their specialties are wood-fired Napolitan pizzas and hearty pasta dishes. The vibe of the new restaurant is modern but warm and features floor-to-ceiling windows with ample desert views. Bucatini offers comfortable booth seating, each with a window view and in the center warm-polished wood tables and café chairs offer flexible seating for various party sizes. There is another smaller dining room with its own covered patio available for private parties.



Bucatini is named for a type of durum pasta that is hollow, round and slightly larger than spaghetti with a roughened texture to better retain sauce. Among their house specialty entrees are Pollo Vesuvio, a pan-seared and baked chicken breast with cherry tomatoes and mozzarella in a light tomato oregano sauce, and a Vitello Limone, which is classic veal scalloppini sauced in lemon, capers and white sauce.

Signature Bucatani pasta dishes include one with broccoli rapini florets tossed in olive oil, garlic, sundried tomatoes in a creamy pecorino Romano sauce and a Rigatoni all Melanzane baked eggplant in a tomato basil sauce with melted mozzarella and shaved ricotta salad. Lush, bubbling pizzas rossa (red) and bianca (white) come from a hot, 820-degree wood-fired brick oven – and their crusts are crisp and chewy with melt-in-your-mouth centers.

Bucatini is located at 36-901 Cook Street in Palm Desert, and is open for lunch and dinner. Call (760) 636-5906 for reservations. For more info, visit Bucatini.biz.

NEW MEMBER SPOTLIGHT

Generations West Construction

Generations West is passionate about delivering an exceptional remodeling experience. When you hire Generations West, you are hiring a team of professionals who are trained and skilled to deliver lasting value to your home.

Generations West specializes in kitchen and bath remodeling, custom cabinetry and finished carpentry. Combined with professional service and high quality craftsmanship, Generations West is a full-service general contractor with a custom shop and showroom conveniently located in Palm Desert.

The showroom is staffed with customer service-oriented, knowledgeable team members who are here to help you with all the details of your project. The Generations West showroom features modular cabinets, interior and exterior doors, custom closets, hardware and surfaces. No matter the size of your project, Generations West can handle the job and cater to your projects specific needs.

Generations West has over 30 years of experience in the Coachella Valley, and offers complimentary estimates.

For more information, visit GenerationsWest.com, stop by the Generations West Showroom, Monday – Friday from 7:00 a.m. – 4:00 p.m. at 77734 Country Club Drive, Suite G, in Palm Desert, or call Tracy Randall at (760) 219-0122.



NEW MEMBER SPOTLIGHT

Golden Age Companions

At Golden Age Companions, they don't just provide in home care – they provide fast, reliable, hands-on care with a guaranteed caregiver you will love. Golden Age Companions is dedicated to providing personable, hands-on and integrated caring services that aim to help people maintain safe and comfortable life standards within the familiar settings of the home.

The company is the brainchild of Scott McKenzie, who became passionate about the home care industry after witnessing its value first hand caring for his grandmother and appreciating the value of quality care received within the domestic environment.

Sadly, Scott's beloved grandmother was later transferred to a nursing home beyond his control. There, she received substandard care, passing away shortly thereafter. Scott's experience is a catalyst for his commitment to helping elderly people enjoy quality care within their own homes for as long as possible. Golden Age Companions treats each client and caregiver match as if they were their own family member.

Golden Age Companions can be reached at (866) 668-6800 or by visiting 74-710 Hwy 111 in Palm Desert 92260. For more information, go to GoldenAgeCompanions.com.



NEW MEMBER SPOTLIGHT

Hunter Tile & Stone

Hunter Tile and Stone is new to the Coachella Valley, but its owner and C54 contractor, Mike Hunter, has been in the trade since the early 1980's. After 42 years living and working in the Yucaipa area, Mike and his wife, Cheryl, bought a home in Desert Hot Springs in January of 2015. Both grew up vacationing in the desert with their families, sharing favorite spots like the Salton Sea, Joshua Tree and the spas of Desert Hot Springs. They are proud to now call the desert their home.



Mike's artisan approach to tile installation is evident in the quality and beauty of the finished product. His attention to aesthetically-pleasing and balanced detail, obsession with level surfaces, concern regarding water-tight enclosures and proper drainage speak to the company's demand for higher standards.

Known for his specialty in custom work, Mike has completed projects from the simple to the elaborate using all types of material – ceramic to marble. From kitchen counters, floors and fireplaces to custom showers and tub enclosures, Hunter Tile and Stone is will help you transform your house into a showcase home.

For a free estimate, contact Mike at (760) 567-9949 or email huntertileandstone@gmail.com. To see photos of finished projects, check out their website at HunterTileAndStone.com. Follow them on Facebook, Twitter, Youtube and Instagram. Licensed and bonded #813538.

NEW MEMBER SPOTLIGHT

Indian Springs Real Estate



Indian Springs Real Estate is a full-service real estate office at Indian Springs Golf Club. Operated by Chris Casas and Traci Moniot, they offer international exposure and results with friendly customized services in a convenient local sales office.

In addition to professional real estate sales and marketing services, Chris and Traci also work with buyers by marketing to "walk-up inquiries" and "self shoppers" driving on Jefferson Street. Located inside the Indian Springs Golf Clubhouse and the new Big Rock Pub, their on-site real estate office offers the unique ability to quickly respond to buyer inquiries and showing requests which lead to written deals.

Whether you are thinking about selling, looking for a home to buy or need help marketing your vacation rental, Indian Springs Real Estate has the best professional service with the latest tools, information, stats and trends to help educate and serve your real estate needs.

For help buying or selling your home, call Chris and Traci at (760) 537-0346. You can stop by their real estate office inside the Indian Springs Golf Clubhouse at 79940 Westward Ho Drive in Indio or visit IndianSpringsRealEstate.com.

NEW MEMBER SPOTLIGHT

KUZU Rug Gallery

KUZU RUG



Opening a few months ago in the Bristol Farms Shopping Center in Palm Desert, KUZU Rug Gallery features an up-to-date selection of hand-knotted and specialty rugs, along with synthetic power-loomed rugs from all over the world. Many standard sizes are in stock, and custom sizes and colors can be ordered. Llama rugs (El Paco) are also available in many different colors and styles.

KUZU Rug Gallery enjoys working with interior designers/decorators who are looking for "statement pieces." All types of rugs are available – from traditional to modern in a variety of colors. Preferred materials include wool, silk, cotton, chenille and many natural fibers.

Usually rugs made from cotton, jute or bamboo are naturally more casual, while silk and chenille rugs give off a more formal, elegant vibe. Wool rugs are probably the first choice for high traffic areas, while silk rugs are a decadent option for a sumptuous bedroom. One of their specialties is the repairing and cleaning of rugs. Tired of your existing rug? KUZU Rug Gallery also takes trade-ins.

KUZU Rug Gallery is located on 73161 Country Club Drive, Suite D1, Palm Desert (same building as Sherman's Deli). Call (760) 610-2195 for your free consultation or visit KuzuRug.com. They are open 7 days a week.

NEW MEMBER SPOTLIGHT

Negwood Studios



Negwood Studios is a full-service multi-media company that specializes in helping your company succeed in the digital world. Video is growing fast as a vehicle to get your message to your target audience.

In today's competitive advertising space, businesses/marketers need to have fresh content to stay competitive and deliver their message in a timely fashion using video as the vehicle.

With online video quickly becoming key for people to satisfy their information and entertainment needs, small businesses that fail to include it in their internet marketing strategies are missing a major opportunity.

Video is the future of content marketing. Various studies show more than half of companies are already making use of this medium – a figure that's predicted to rise as more and more realize the possibilities.

Negwood Studios invites you to contact them and make an appointment to discuss how they may be able to help you increase your video presence in this ever-changing tech world. For more information, contact Conrad Negron, chairman/CEO, at (760) 564-6806. Negwood Studios is located at 45-140 Towne Street in Indio. Visit NegwoodStudios.com to learn more.

NEW MEMBER SPOTLIGHT

Shutter Wise

Shutter Wise has been locally owned and operated since 1984. They offer the finest in exterior, retractable products to improve the security, convenience, energy efficiency, comfort and privacy of your home or business. Their products include exterior rolling shutters, retractable awnings and solar screens.



Exterior Rolling Shutters – Exterior rolling shutters are installed on your home or business to protect windows, doors and patios from intruders, sun and wind. Controlled by switch, remote or automated system, shutters offer many benefits including energy savings, security, room darkening and noise reduction.

Retractable Awnings – If you are looking for fashion with function, retractable awnings will enhance your lifestyle. Imagine sun when you want it and shade when you need it. Whether by remote control at your fingertips or automatic sun and wind sensor, you can protect your family and furnishings from the harsh sun rays and annoying glare while reducing heat gain in your home.

Retractable Solar Screens – Light control, heat protection and room darkening – all with a designer’s touch – can be achieved with retractable solar screens. Retractable fabric tension systems are the ideal solution for maximum sun protection on your windows, doors or patios. At the touch of a button, these screens are designed to be a reliable product without the constant concern of windy conditions.

Shutter Wise provides convenience, quality and comfort for your home or business with professionalism, expertise and care.

If Shutter Wise can be of any assistance to you, call at (760) 321-7800.

NEW MEMBER SPOTLIGHT

Miracle-Ear

By most estimates, one in ten Americans has a hearing loss. After the age of 55, the number is closer to one in four. If you’re tired of hearing yourself say, “What?” and you want to start hearing more like you used to, Miracle-Ear has friendly, professional hearing care consultants to help.



Very often, once a client tries a Miracle-Ear product, the first words out of their mouth are, “Wow. I should have done this years ago.” Miracle-Ear is the #1 choice in hearing aids because for over 68 years the company has listened to people first and then served their needs.

Communication is key to life and it is key to our established success. Miracle-Ear’s friendly, professional hearing care consultants respect that each customer has unique needs, lifestyles and budgets.

Trust the name you know. Miracle-Ear will listen intently and help you hear the sounds you love.

For more information, contact Penny Lilly, hearing aid specialist, at (760) 972-4865 or visit 78370 Highway 111 in La Quinta. To learn about Miracle-Ear, go to Miracle-Ear.com.

NEW MEMBER SPOTLIGHT

Retro Etcetera

When Ted and Eric Zepeda combined their homes, they found they had enough left over to open a store. In 2012, they launched Retro Etcetera in Palm Springs’ trendy uptown design district. They specialize in mid-century modern antiques, art and collectibles. Over the years they were married, adopted rescue dogs and expanded their business by offering vintage clothing, jewelry, accessories and select consignments.



Now they’re growing again and are offering estate sale services. Eric had worked for years with a professional estate liquidator, where he learned the business. “I learned it was a lot more than just selling things,” says Eric. “It’s about helping clients get the most money possible to help them onto the next phase of their life.”

The public is invited to a champagne reception and ribbon cutting on Thursday, April 13 at 4 p.m. Every guest will eligible to win a \$100 gift certificate from Retro Etcetera.

If you or a loved one are moving, downsizing or transitioning and you need an experienced estate sale company, call Eric Zepeda on his cell at (760) 668-0554 for a free, comprehensive evaluation. There are no up-front costs. The store is located at 1059 N. Palm Canyon Drive in Palm Springs, and the phone is (760) 327-7387. For more information, go to Retroetcetera.com.

NEW MEMBER SPOTLIGHT

The Gray Café

The Gray Café is a Holistic Café and mini health food store. Stephanie Gray, the owner, grew up in Desert Hot Springs and noticed the lack of healthy options –which urged her to start this new venture.



Now “The Spa City” a.k.a Desert Hot Springs will have its very first plant-based restaurant. The company is CBD friendly and makes strides to enlighten the community and visitors on various health benefits of all plant foods.

Fresh-pressed hemp and almond milks are made daily. They also provide meatless meat options such as freshly-made setain. Their team understands a lot of people struggle with some sort of chronic disease, which is why they have a nutritionist that you can talk to about your specific individual needs.

They offer specialized meal preparations and recipes to help their clients through to a successful transition – supporting them along their path of plant-based eating. Cleansings are done with a combination of raw juices and plant-based meals to maintain a healthy balance.

Order online at TheGrayCafe.com or call (909) 239-3883. Let them know how they can help cater your next event. The Gray Café is located at 13104 Palm Drive in Desert Hot Springs.

REGIONAL RIBBON CUTTINGS & EVENTS

To have a Ribbon Cutting or Groundbreaking Ceremony, please contact your regional Chamber of Commerce at (760) 347-0676 and ask for Debbie Valdez. The Greater Coachella Valley Chamber of Commerce supports all business throughout the valley. Visit our website at GCVCC.org.



First West Financial — (760) 567-8235, 78370 Hwy 111, Suite 255, La Quinta



Global Development in Las Colinas — (760) 834-8278, Indio



The Legacy Group — (760) 832-6893, 471 East Tahquitz Canyon Way, Ste. 221, Palm Springs

UPCOMING RIBBON CUTTING CEREMONIES

Miracle Ear — Monday, April 10, 4 p.m. 78370 Hwy. 111, Ste. 140, La Quinta

The Shop Café — Thursday, April 13, 4 p.m. 14500 Palm Drive, Desert Hot Springs

Ben Clymer's The Body Shop — Thursday, April 27, 2:30 p.m. 73760 Spyder Circle, Palm Desert

Generations West — Thursday, April 27 - 4 p.m. 77734 Country Club Drive, Palm Desert



FOSS Resale House — 79410 Hwy 111, Suite 110, La Quinta



Studio L and R Salon — (760) 775-5757, 42425 Jackson Street, C105, Indio



The Gray Café — (760) 251-2443 13104 Palm Dr, Desert Hot Springs

MEMBER NEWS

The Beer Hunter Announces New Ownership with Fresh Ideas, Expanded Hours and Refreshed Menu

The Beer Hunter is Coachella Valley's premier sports bar and grill with over 40 HDTVs. The restaurant has announced that it is under new ownership, with fresh ideas, expanded hours including breakfast, and a refreshed menu – all of which deliver a better sports and dining experience.

Opened in 1984, The Beer Hunter has long been the year-round destination for sports fans. Now, under new ownership, it's becoming a culinary destination as well.

With a new executive chef (who's a Coachella Valley native) and a talented kitchen team, The Beer Hunter is introducing an innovative menu of new items and old favorites, fresher ingredients and healthy options. Also new is breakfast – which is now served Wednesday through Sunday, from 8 a.m. – 11:30 a.m.

The abiding philosophy for The Beer Hunter is “old fashioned bar food with a twist” – with a focus on fun fare featuring locally-sourced produce, fresh ingredients and healthy options.

The Beer Hunter is located at 78-483 Hwy 111 in La Quinta. For more information, visit TheBeerHunter.com or call (760) 564-7442

MEMBER NEWS

Children and Families in Crisis Hosts Annual Educational Conference

On Friday April 28, health professionals, caregivers, educators and students are invited to attend the 4th annual Children and Families in Crisis Conference created by The Unforgettables Foundation.

This year's topic, “Trapped by Addiction: Finding the Way Out,” will be presented 8 a.m. – 1:30 p.m. at California State University San Bernardino's Palm Desert Campus, 37-500 Cook Street in Palm Desert, with a light brunch to be catered by Cello's Pantry, located in Rancho Mirage.

Speakers, will come together to pro-actively educate, inform and equip the community on prevention, identification and intervention skills and techniques. The conference will assist those in the helping professions to better understand the mechanisms that lead to and sustain addiction. Attendees will learn methods to manage the damaging "fallout" that accompanies the disease.

Registration is available online at Unforgettables.org or by calling (909) 335-1600 or (760) 837-7373. The Auen Foundation is title sponsor, and 100 local students will be given attending sponsorships. To ask questions about the local Unforgettables Chapter, call Kimberly Krause at (760) 898-8604. In accordance with the Americans with Disability Act (ADA), please contact The Unforgettables at (909) 335-1600 or tevens@theunforgettables.com should you require special assistance.

MEMBER NEWS

Jeff Anderson Consulting/AH! Advertising Celebrates 30 Years in Business

Jeff Anderson Consulting/AH! Advertising, a La Quinta-based full-service market research and advertising firm with additional offices in La Jolla, is celebrating its 30-year anniversary.

The company has enjoyed many long-term client relationships on both the research and advertising sides of the business, with some of the company's current client relationships starting over 25 years ago.

With extensive expertise in the medical, financial, educational, wireless, high technology and media industries, many retailers in construction and entertainment have been repeat clients for the firm.

The company has conducted research on both a domestic and international basis and refers to itself as a “tri-digital” company employing the best of both traditional and digital techniques.

Jeff Anderson received his BS in Marketing from San Diego State University (1979) and holds a Masters in Business Administration (1981). He is an accredited member of the American Marketing Association (AMA), the Qualitative Research Consultant's Association (QRCA) and owns the designation of Certified Professional Consultant to Management (CPCM).

As a longtime member of the AMA and QRCA, Mr. Anderson has taught marketing, advertising and market research as an adjunct professor in the Business Department for National University.

His past experience includes as an ad agency account executive for Young and Rubicam, client experience as an advertising manager and market research director for Home Fed Savings and media experience as the Marketing Director for CBS Television Station KFMB-8 and radio stations KFMB AM/FM. He has published two luxury lifestyle publications (both print/digital versions) that were favorites among readers targeted to the upscale lifestyle segment.

For more information about Jeff Anderson Consulting/AH! Advertising, call (858) 794-9596 or JeffAndersonConsulting.com.



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MEMBER NEWS

ERA Real Estate Enters Local Market with Franchise Affiliation of Dune Palm Realty

ERA Real Estate, a global franchising leader, today announced the affiliation of Dune Palm Realty based in La Quinta. Established in 2013, the firm will now do business as ERA Dune Palm Realty.

Led by David and Laura Gray, the company serves the multi-faceted Coachella Valley market consisting of year-round residents and second-home owners as well as a significant first-time homebuyer segment.

“With a strong professional background in technology, David Gray represents the next generation of real estate leadership as he develops a team of real estate professionals who align perfectly with today’s connected consumer,” said Sue Yannaccone, president and CEO of ERA Real Estate. “With his commitment to coaching and professional development, David has a great opportunity to leverage ERA’s learning platform to fuel growth for his affiliated sales associates and firm.”

“Aligning with ERA Real Estate was critical to enhancing our value proposition and bringing our company to the next level as we look to attract top talent and expand our market presence in the region, particularly to the west toward Palm Springs,” said David Gray, broker/owner of ERA Dune Palm Realty.

“As a firm equally focused on innovative thinking and creating connections to our diverse community, our culture and values aligned perfectly with ERA’s unique personality and we will leverage those synergies to provide our team and our clients with a next-generation experience that will distinguish us in our market,” said co-owner Laura Gray.

ERA Real Estate is an innovative franchising leader in the residential real estate industry with nearly 45 years of experience in developing consumer-oriented products and services. The ERA network includes approximately 36,000 affiliated brokers and sales associates and approximately 2,300 offices throughout the United States and 30 countries and territories.

For more information on ERA Real Estate, go to ExploreERA.com or call (760) 565-5048.

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GCVCC 2017 PIZZA TASTING CONTEST & CHAMBER MIXER

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The Chamber offers local businesses the largest referral program, powerful networking coverage throughout the valley, and unmatched print and event exposure opportunities. GCVCC is also your pro-business legislative advocate!

Contact us today to set up an appointment with an account executive to review your business needs.

(760) 347-0676

info@gcvcc.org | gcvcc.org

Economic Development | Networking | Education
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Connections | Advertising

MEMBER NEWS

Thunderbird to Host Inaugural American Outreach Invitational

The American Outreach Foundation is partnering with Thunderbird Country Club in Rancho Mirage to produce the inaugural American Outreach Invitational Charity Golf Tournament the weekend of May 5, 6 and 7.

The American Outreach Foundation is a 10-year-old Palm Springs area charity that gives electric wheelchairs free-of-charge to veterans, low-income seniors and under-insured individuals.

Thunderbird is a storied country club that created the first 18-hole golf course in the Palm Springs area. The club was host to the 1955 Ryder Cup and the home for the Palm Springs Golf Classic (later renamed the Bob

Hope Classic). It was the club of choice for numerous Hollywood celebrities including Bob Hope, Bing Crosby and Lucille Ball. It has also attracted the likes of President Ford, President Eisenhower and President Obama.

“We are delighted to host this special event,” stated Scott Julien, chief operating officer of Thunderbird Country Club. “Our members and our club have been deeply moved by the extraordinary work that is done by this charity to help veterans and the needy get wheelchairs. Giving these people mobility offers them the freedom and dignity they deserve.”

The entire weekend of events are open to the public. For sponsorship opportunities, tickets and any questions, contact tournament executive director, Dan Mechem, at dan@mechemmedia.com or by calling 310-363-5900. To learn more about the American Outreach Invitational, visit AmericanOutreachInvitational.com.

MEMBER NEWS

FIND Food Bank to Host Annual Telethon Fundraiser April 7

In this beautiful community of majestic mountains and bright blue skies, hunger often hides in plain sight. While it isn't always easy to see, hunger is a harsh reality for an average of 85,000 residents each month across the Coachella Valley. FIND Food Bank has served more families this past year than at any time in its 34-year history. Nearly half of those served are children; another 20% are seniors.

During the academic year, 4 out of 5 local school children, across all three local school districts, access school-based meals through the Free and Reduced-Price Meal program, which often provides breakfast and a snack as well as daily lunch. But during scorching hot summers, when budgets are tightest and school is out, less than 1 in 10 local kids have access to school-based meals.

To meet the needs of children and their families during these hard summer months, FIND relies on the generosity of donors during its Annual Telethon fundraising event. On Friday, April 7, FIND and CBS Local 2 will broadcast the telethon live from FIND's warehouse to raise awareness and ask viewers to call in donations to help hungry families in the community. During CBS Local 2's prime-time evening coverage (5 p.m. – 11 p.m.) notable and public figures of the community will be taking calls to accept and thank donors for their support and for stepping up to the plate to help end hunger.

Funds raised during telethon will help provide over 800,000 nourishing meals, offered in a Farmer's Market atmosphere, to children and their families in need, alleviating some of the hardship of having extra mouths to feed during the summer months.

And with every \$1 donation, FIND is able to provide 7 meals, which means this community problem has a community solution.

For more information about FIND Food Bank or how to become a sponsor of the telethon, visit FINDFoodBank.org or call donor relations officer, Theresa Jewett, at (760) 775-3663.

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Spring Cleaning For Your Face

Submitted by:
The Bodyworks & Esthetics Center

Spring cleaning time is here – time to slough off all that dead winter skin. As they say, out with the old and in with the new!

With the spring and summer months upon us, many of us are looking for ways to put our best face forward. Chemical and resurfacer peels, facials and microdermabrasion are quick, affordable procedures that leave your skin refreshed without downtime. G.M. Collin clinical treatments and peels are ideal to get you on your way to revealing youthful radiant skin.

High quality products combined with the technology of microdermabrasion, micro current and infrared lights work simultaneously to remove dead skin cells and stimulate new cell growth. They are also excellent for long-term skin care maintenance following more aggressive cosmetic laser treatments.

Undergoing a series of treatments is a good way to do spring cleaning on your face. Here is a new treatment to consider:

BOTINOL

G.M. Collin's signature age-defying treatment. This innovative, clinically proven procedure combines five peptides including Matrixyl®3000, Myoxinol™, Argireline® and Retinol. This relaxing treatment session offers pleasant textures and exquisite essences delivering an overall sense of well-being. An ideal treatment for people determined to mask the signs of aging.

Benefits:

- After just one treatment, expression lines appear relaxed.
- Lines and wrinkles are visibly reduced.
- The skin appears visibly younger.

Prior to each treatment, the esthetician will discuss what your treatment goals are and make an appropriate results-driven recommendation based on your goals and skin type.

With over 20 years of experience in both the skincare and bodywork industry, Gabriela Curry and Kim Heatherington at The Bodywork & Esthetics Center are experts in result-driven European skincare techniques, waxing and bodywork. They are located at 78026 Calle Barcelona, Suite A, in La Quinta. Schedule a treatment session by phone or text at: (760) 641-7680 or (760) 409-0565.

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Moving with Medicare or Covered CA

By: Randy Foulds, Foulds & Feldmann Insurance Agency

With the constant changes in health insurance, it's important to take advantage of any Special Enrollment Periods (SEP) that you will get due to a move or change in your household.

on the cost of coverage in your new home area. If it increases by more than 15%, you may then also qualify for a special enrollment period into a new plan.

But in most cases, you have a limited time to use your SEP, or it's gone for good. If you've moved recently, or are planning a move, you

should probably review your Medicare plan. Medicare has some really interesting rules when it comes to coverage areas. And they can seriously affect what type of care is available to you.

If you are on a Medicare Advantage plan (MAPD), you are required to report any change of address directly to the insurance plan and to Medicare. If the move took you out of the service area for that plan, then the insurer needs to notify you in writing that you will no longer be covered by that plan. That letter is crucial. It provides proof that you now qualify for any plan you want in your new service area. Any plan. No health questions or screening. Even if you now want a Medicare Supplement, you cannot be declined.

For those who are currently on a Medicare Supplement, you are also required to report any change in address to your insurer and Medicare.

Your Medicare supplement will then recalculate your premium, and it may increase or decrease, depending



Covered California also requires a change of address to be reported in a timely manner, and again, this can drastically affect your premium and choice of plans.

Moving to a new area may mean different plans are available, different networks of doctors, higher or lower premiums, and significant changes to your advanced tax credit. Don't assume that a plan that had a large network of providers in your old area has a good selection in your new home.

Enrollment Periods are an important time to check your health plan, and ensure your coverage is still the right choice for you and your family.



Randy Alan Foulds is an independent health insurance agent with Turning65 and Foulds & Feldmann Insurance Agency in La Quinta. You can reach him by phone

at (760) 346-6565.

Interesting Facts About Juicing

By: Kerry Anderson, SIP Coffee House & Juice Bar

1. Eating 6 large carrots is equivalent to drinking 8 ounces of carrot juice.
2. Because carrot greens, rhubarb greens or the peels of oranges and grapefruit contain toxic substances, these greens and skins should not be juiced. However, the pithy white part of citrus is very nutritious.
3. When choosing raw fruits and veggies to juice, terms such as “pasteurized” and “hydrogenated” indicate that the food has been heated above the 118 degrees threshold, which make them cooked, not raw foods.



4. While oysters and chocolate are well-known aphrodisiacs, juiced celery and watermelon can also boost sex drive. For example, celery increases male pheromones and watermelon helps relax blood vessels that increase the libido. Avocados contain a vitamin B which is said to boost male hormone production.

5. Some of the best sources of calcium are collard greens, kale, spinach, okra, broccoli and almonds.
6. Green juice is rich in chlorophyll, which helps the body detoxify and circulate oxygen. It also balances the body's pH by reducing acidity.
7. The skins of fruits such as kiwi and papaya should be removed prior to juicing, but the skins (peels) of lemons and limes may be left on.
8. Because juicing removes fiber from fruit and veggies, the body absorbs fructose sugar from fruit juice more easily – which can upset blood sugar levels. Many health professionals encourage people to drink more veggie juices and to limit fruit juice to a glass a day.
9. In a Department of Agriculture study, researchers analyzed 12 fruits and found that 90% of the antioxidant activity was in the juice rather than the fiber.
10. Because apple seeds contain cyanide, it is important to core apples and carefully remove seeds before juicing.
11. To make juice more balanced with protein, it's suggested adding almond milk, Greek yogurt, flaxseed or peanut butter.
12. Leftover pulp from juicing can be used in cooking, such as muffins or broth.
13. Most Americans (90%) do not eat the U.S. daily recommended amount of fresh fruits and vegetables. Juicing can help a person meet the daily recommendation in one drink.



Kerry Anderson is the owner of SIP Coffee House & Juice Bar, located at 44100 Jefferson Street in Indio, at the corner of Fred Waring and Jefferson. For more information, call (760) 200-9474.

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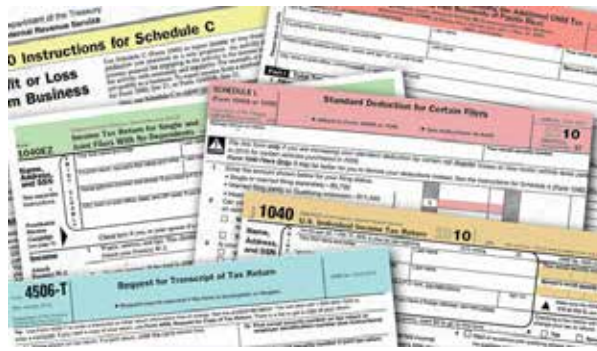
By: Jason Schneider, Osborne Rincon CPAs

As tax season has progressed, one of the questions that has repeatedly been asked is “What’s President Trump going to do with taxes?” The answer to that question is easy: we’re not sure yet. We know that tax reform is on the horizon, we just don’t know what it will ultimately look like.

From an individual standpoint, President Trump and the GOP plans to call for reducing the number of tax brackets from seven to three with the maximum rate being 33%.

Additionally, there is a lot of talk about what to do with the standard and itemized deductions, and both plans call for increasing the standard deduction while eliminating certain itemized deductions.

However, this is where the proposals start to differ and the discussion may get pretty complicated. There is a reason why we have not had significant tax reform in many years, and that’s because we all have competing interests. The housing industry will fight vigorously against any proposal that



includes a reduction of property tax or mortgage interest deductibility, while non-profit organizations and philanthropists will take a stand against any policy that limits our ability to deduct charitable contributions.

From a business standpoint, it appears that tax reform will take place in the corporate tax rate for traditional C-corporations and in the tax rate on flow through income for partnerships, LLCs and S-Corporations. While we don’t yet know what that tax rate will be, it’s widely believed that the rate will be significantly lower than the highest individual rates and will flow through at that corporate rate on the personal income tax return. With this being the case, an individual taxpayer in the 25% tax bracket

could potentially be paying tax at multiple rates on their income tax return.

The application of the corporate tax rates and how they will affect income that flows through to individual returns creates several tax planning opportunities in how that income is structured. Because of the uncertainty and the various tax planning strategies, it will be more important than ever to remain in contact with your CPA throughout the year as some of these pieces of tax reform start to become reality.

The tax industry as a whole is still unsure of what the final tax reform package will look like. But one thing is certain, there will be change and keeping open lines of communication with your CPA will be crucial in order to capitalize on that change as it happens.



Jason A. Schneider, CPA, has been in public and private accounting for over 10 years. Jason’s favorite aspect of public accounting is working with clients to help them achieve their business and personal financial goals. For more information, call Osborne Rincon CPAs at (760) 777-9805 or OsborneRincon.com.

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The Importance of a Functional Movement Screen for Golf

By: Michael Butler, Kinetix Health & Performance Center

For the most part golf, is an athletic event. The average golfer's club head speed with a driver is approximately 85-90 mph, while a touring pro can average 112-120 mph. The body on the down swing can be in three different planes of motion all at once.



With all the latest technological inventions like better composites for club shafts, ball design, shoes and outerwear making billions of dollars in production each year, the bottom line is the golfer plays the game and if

he or she is broken – the outing will be miserable for him or her. We all know golfers have an obsession for wanting to play every day no matter what is going on with the weather, playing conditions or themselves.

To keep golfers playing and enjoying the outdoors or the competition, a functional movement screen can help to identify a physical problem before it occurs. A functional movement screen, or FMS as it's marketed, is a physical screen conducted by a certified trainer/therapist. The philosophy was first introduced in 1995 by Gray Cook, MPT, and Lee Burton, as a means to identify asymmetries in functional movement patterns that could potentially lead to injury.

The FMS has seven screens and two clearing tests. Each test is graded separately from 0-3. If the client receives a 0, there was pain with the movement. If they received a 1, they were unable to perform the test with the criteria given. If the score was a 2, then the client was able to complete the test but it was modified. If a 3 was given, then they passed the test with perfect form. Once the scores are tallied, a corrective exercise program is developed to correct the worst-scored functional pattern followed by the next identified poor pattern, and so on.

Restoring movement before it becomes an identified painful pattern can help keep you stay on course for many healthy years of golf.



Michael Butler is co-owner and director of sports performance at Kinetix Health & Performance Center. He has been awarded the prestigious "Pillar of the Community" Award by the City of La Quinta, and holds many nationally-recognized certifications in the health and wellness fields. You may contact Michael at (760) 200-1719 or KinetixCenter.com.

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Cleaning Can Calm Your Allergies

By: Natalie Angrisani, JNA



As winter ends and we enjoy our beautiful springtime in the Coachella Valley, many of us are engaged in the annual ritual of spring cleaning. For allergy sufferers, spring cleaning is a perfect time to address some of the major

pollutants that cause asthma and other breathing problems.

With vigorous cleaning, allergy sufferers often find it torturous as a collection of irritants move around in the air. Before beginning spring cleaning, consider some of these tips:

Wear a face mask. This will reduce your exposure to molds, dust mites and other allergens that will be disturbed as you clean.

Use a microfiber or damp cloth for dusting. Avoid feather dusters, which only whisk dust and dirt into the air, and in turn, into your tender nose.

Complete deep clean early in the day. Open as many windows as you can. This will facilitate thorough ventilation.

Use a HEPA filter on your vacuum. Unlike traditional vacuum filters, HEPA filters can trap very fine particles, like pollen and dust mite feces, which often cause allergy attacks. Change the filter as recommended.

You'll do yourself and your family a favor when you take steps to eliminate dust mites in mattresses. Here's how:

1. Wash mattress pads frequently in hot water at least every 2 months.
2. Consider purchasing a microfiber, hypoallergenic pad – which will prevent mites from slipping in onto your mattress in the first place.
3. Using your vacuum's wand attachment or upholstery tool, carefully vacuum the entire surface of your mattress – paying extra attention to indentations or buttons.
4. Flip and rotate your mattress regularly.

In addition to routine cleaning tasks, use your spring cleaning time to dust your ceiling fan blades, light fixtures and vents.

In today's lifestyle, we spend at least 90% of our time indoors, and in most instances, the air quality inside can be far worse than it is outside. Identifying indoor contaminants can be accomplished with a convenient, easy-to-use test kit.

Once your air is tested, you can take the steps needed to eliminate the problems caused by indoor pollution, thus making your family home or business healthier and safer for everyone. We breathe over 3000 gallons of air each day and it is important to purify the indoor air you breathe. If we don't, our lungs will be the filter.



Natalie Angrisani represents Vollara, a Texas-based leader in green technology with the systems to clean the air we breathe and safely reduce the contaminants that we are absorbing on a daily basis. If you suffer from allergies, asthma or any respiratory issues, this technology is for you as it also reduces

and removes dirt and dust that is in the air we breathe. Find out what you are breathing in your home or office, request our Indoor Air Quality Test Kit. For product information, contact Natalie (760) 501-8350 or visit Eco-Friendly.NatalieZAngrisani.com.



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The Need for Voluntary Insurance: A Personal Story

By: Tom Burnett, Aflac



Voluntary (also known as supplemental) insurance has long served as a way to help protect employees when they're sick or injured – regardless of their major medical insurance coverage.

But there's a lot more to it. Why would anyone consider spending extra dollars on something they might never need? The fact is: We never

know when the unexpected will happen – whether it's an injury, a major surgery, heart attack, cancer diagnosis or other medical emergency. It can happen to anyone at any time.

It takes a physical and emotional toll on you and your loved ones. But it also takes a financial toll, even with the best medical insurance. I know first-hand.

Up until June of 2016, my cousin, who lived in Palm Springs, was in good health. Then he discovered an unusual lump in his right armpit. Following a biopsy and a CAT Scan, doctors confirmed the diagnosis: Melanoma Cancer. And it had already spread through other parts of his body – Stage 4. He was given just months to live.

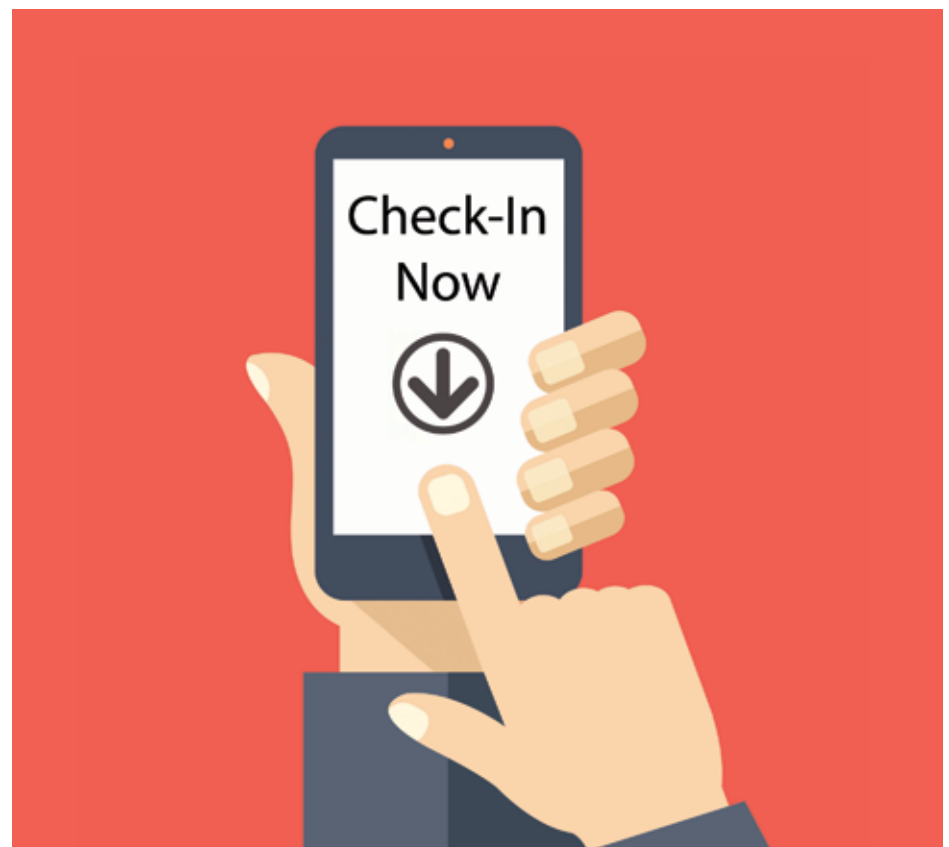
He was devastated, never expected it would happen to him. But he did not give up. He tried the latest treatments. He had good medical insurance. But it wasn't enough. His co-pay alone for one of treatments was over \$1,900 every 3 weeks. The other he tried cost more than \$1,300 a month.

Years ago, when he started his legal career, his employer offered voluntary insurance. When my cousin met with his agent, he told the agent, "Sign me up for all of it. I don't care what it costs. I know I might not need it now but I might someday." And, unfortunately, he did need it.

He kept his policies for years. But he's glad he did because by having those voluntary policies, he was able to afford those expensive co-pays, along with home health care, without having to worry about paying his bills.

He died barely 5 months after discovering that lump. But, before he passed away, he told me, "Use my story in your business. Let people know why they need these policies." So, at his request, I'm sharing the story as an example of why any of us could face an unexpected medical emergency at anytime. Just make sure you and your family are financially ready. It's one less worry for you and for them.

Tom Burnett is an agent representing Aflac in the Coachella Valley. He can be reached by phone or text at (442) 234-2001 or by email at thomas_burnett@us.aflac.com.



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Homeowner Tips in the Event of an Earthquake

By: *Carrie Babij,*
Desert Insurance Solutions

Between 1918 and 2004, there were twenty 6.0+ earthquakes in Southern California – on average, one every 4.3 years. Over that period, the longest gap between 6.0+ earthquakes was 12 years.

It's been 12 years our last 6.0+ earthquake.

If you live on the West Coast, you've already been told what to do (get away from things that fall) and what to have in your earthquake kit (water, food, flashlights, radio, first aid kit, some cash). Here are a few more things for you to consider:

1. You should always have both a flashlight and fire extinguisher in your kitchen. Your kitchen is a likely source of fire.

2. You need to turn off the gas. Locate the gas turnoff valve, then learn how to turn it off which typically involves turning a square-shaped nut with a special wrench that is almost always missing. You can use an adjustable wrench, but you should have that wrench near that valve.

3. Be sure to turn off the water.

If you have an all-house valve you can turn it off “at the house” which will keep your irrigation system flowing (including possible breaks). Or you can turn it off “at the street” which will turn off everything, but it's frequently very hard to lift the cement cover over your street water valve without a tool such as a large screwdriver.

4. Prepare for opening your garage door manually. Electric garage doors have little red knobs hanging from ropes that are meant for emergency release/manual use. Once pulled, the door can be manually lifted, but it is quite heavy. It's a good idea to see if you can do it before you really need to.

5. Know your meeting spot.

You and your family should prearrange a meeting place to go if your house is uninhabitable. Assume cell service will be down. Your house will be rendered uninhabitable (regardless of your opinion) if the civil defense authority “red tags” it due to gas leak, foundation cracks, etc. You can assume no nearby hotels will be available.

6. Consider earthquake insurance.

Talk to your insurance broker about earthquake insurance. It's expensive because the risk is very real. For those who want to manage cost, consider covering the structure but not the contents, since the contents are partially recoverable most scenarios.



Carrie Babij is president of Desert Insurance Solutions in La Quinta, and has more than 25 years' experience with high net worth personal and commercial lines of insurance.

For more information, contact Carrie at carrie@desertinsurancesolutions.com.



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It's Not Too Late to Buy Your First Home

By: *Patty Jenab,*
Diversified Capital Funding



The election's over, the stock market is soaring to new heights, and the expectation

of interest rates to do the same is not far off. Think you've missed the boat? Absolutely not. There are still some great opportunities to take advantage of (still) low interest rates, along with available low- and no-down payment assistance programs to help you move into your new home. Here are just a few of the options that are open to home buyers:

1. **FHA** – This is the most familiar of the low-down payment programs. In Riverside County, you have a purchase price limit of \$379,500, with a minimum down payment of 3.5%. It is not limited to first time homebuyers.
2. **VA** – The Veterans Administration helps service members, veterans, and eligible surviving spouses become homeowners. The VA provides a guaranty through mortgage lenders, allowing for 100% financing for a purchase of a home.
3. **CALHFA** – A state-chartered agency assisting in making low-interest rate loans available to first-time homebuyers, CALHFA offers both Conventional and FHA first mortgages – which can also be combined with ZIP

(Zero Interest Program) to help pay for closing costs. Utilizing these programs, a borrower can actually finance up to 105% of the value of the property.

There are purchase price limits, and household income limits to qualify for this program.

Down Payment Assistance

1. **Golden State Finance Authority (GSFA)** – This program allows for a non-repayable grant of up to 5% of the purchase price of the home to be used for down payment and/or closing costs. This program is not limited to first-time homebuyers, but there are income limitations.

2. **My Home** – This program offers a deferred-payment junior loan of an amount up to 3.5% of the purchase price to assist with down payment and/or closing costs. This must be combined with a CALHFA 1st mortgage, and is subject to income limits.

3. **Extra Credit Teacher Program (ECTP)** – This program helps teachers and employees of any California K-12 public school with a deferred-payment lien of up to \$15,000 for down payment. Must be a first-time homebuyer to qualify for this program.

Contact your mortgage professional to inquire about these programs, while funding is still available and rates are still low – you'll be that much closer to your new home!

Patty Jenab is a 27-year veteran of the Mortgage Industry. She is the sales manager/senior loan officer at Diversified Capital Funding in La Quinta. She can be reached at (760) 300-4145, ext. 5217 or via email at pjenab@divcap.net.

Do You Understand the Responsibilities of Your HOA?

By: *Cal Lockett, Executive Director,*
Community Associations Institute – Coachella Valley Chapter

The Community Associations Institute (CAI) developed the Community Association Governance Guidelines to help community association boards govern fairly, responsibly and successfully. Embracing these 12 basic principles can help any association board increase harmony, reduce conflict and build a stronger community.



1. **Annual meetings:** Conduct at least one membership meeting annually.

2. **Assessments:** Collect assessments in a timely and equitable manner and in accordance with state statutes and board-approved procedures.

3. **Communication:** Provide at least one form of regular communication with residents, and use it to report substantive actions taken by the board.

4. **Conflicts of interest:** Disclose all conflicts of interest before assuming a board position and before participating in any board decisions.

5. **Elections:** Hold fair and open elections in conformance with the Davis-Stirling Act and governing documents.

6. **Financial transparency:** Share information and rationale with residents about budgets, reserve funding, special assessments and other issues that could impact their financial obligations.

7. **Foreclosure:** Initiate lien and foreclosure proceedings only as a last step in a well-defined debt-collection procedure.

8. **Governance and the law:** Govern and manage the community in accordance with all applicable laws and regulations.

9. **Grievances and appeals:** Allow residents to bring grievances before the board or a board-appointed committee and give residents the opportunity to correct violations before imposing fines or sanctions.

10. **Records:** Allow homeowners reasonable access to appropriate community records, including annual budgets and board meeting minutes.

11. **Reserve funding:** Account for anticipated long-term expenditures as part of the annual budget-development process, commissioning a reserve study as required by the Davis-Stirling Act.

12. **Rules:** Uniformly enforce all rules after seeking compliance on a voluntary basis.

Note: Association boards should consult with attorneys to ensure their association is governed in accordance with all federal, state and local laws and regulations. A list of qualified HOA attorneys can be found at CAIonline.org.

CAI is the primary source of education for association board members and community managers. Join them for one of their educational lunch programs for free. Call the CAI-CV office at (760) 341-0559. More information about CAI can be found at CAIonline.org or CAI-CV.org. Cal Lockett is executive director of CAI-CV and can be reached at clockett@cai-cv.org.

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How Real Estate Agents Help During Home Sales

By: Jeff Fishbein, Coldwell Banker Residential Brokerage

Just because you can buy and sell property on your own doesn't mean you should. Real estate agents remain essential when making these pivotal financial transactions. There are many ways agents add value during the purchase or sale of a home. Here's what they bring to the table:

Handle the technical nuances – Whether you're the buyer or the seller, a home sale includes a dizzying amount of paperwork. Skilled agents know how to fill out what documents and when, saving you time and helping you avoid mistakes.

Speak the lingo – The industry uses an astonishing number of acronyms. Working with a real estate agent gives you the opportunity to better understand the conversation.

Can negotiate without emotion – It's easy to get triggered when a potential buyer picks apart your home. Let the agent handle criticisms or requests that could set you off or scare away an interested party.

Help you look beyond the property's walls – Agents have expertise beyond the sale, including insight on everything from utilities to neighborhoods to quality schools.

Are well connected – It takes a village to complete a home sale. Whether you need a trustworthy home inspector, an efficient mortgage broker or a creative interior designer, turn to your agent for credible recommendations.

Keep up with the most recent laws and regulations – You may only complete a few real estate deals in your lifetime, whereas an agent often signs off on several each year. Experienced real estate agents know as soon as something in the industry changes and can save you from a liability headache.

Whether your aim is to net money from the sale of your home or spend wisely on a new one, a real estate agent has your best interests in mind and can make the process as seamless as possible.

Jeff Fishbein is a real estate consultant with Coldwell Banker Residential Brokerage, which is celebrating over 100 years in business and world-wide exposure. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, Palm Desert and the entire Coachella Valley. Jeff can be reached at (760) 984-4145 or by email at jeff.fishbein@camoves.com.

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Trending Colors

By: Pat Wood, Encore Consign + Design

Architectural Digest was recently on the Today show talking about home décor trends for 2017. It seems like the stark modern trends from 2016 are giving way to clean lines with warm colors.

Textures, mixing shapes and wallpapers are coming back. Green is the new blue (the trend for 2016), and all shades of green are “in.” It can complement other jewel tone or contemporary colors in a room. From deep sage tones to emerald, greens are bringing “the outside in.”

“Trend” evolution (mostly for the continued prosperity of fabric, wallpaper and paint manufacturers) can be a bit disappointing if you don’t want to make significant changes in your home. But, a few subtle additions or changes, can keep the look of your home current and give a nice overall “refresh.”

Here are a few tips:

Add a Few Plants – The various shades of green in house plants can bring warmth to a room. From jade plants to Dieffenbachias to spider plants, they can be a nice addition. This helps bring the outside “in.”

Consider a Statement Rug – The easiest way to make the biggest impact without making major furniture changes is by adding or changing out area throw rugs. Adding an area rug that has interesting or

contemporary colors can change the feel of an entire room. Whether modern or traditional, the color and texture make a big impact in a room.

Change Out your Pillows and Throws – Accents are a great way to update the color of a room. Look for pillows in unusual shapes and with textures. Incorporating dimension in your accent pieces will bring a whole new look and feel to the same “old” room.

Go Organic – Add a few natural pieces in your room. Consider a wooden planter or nicely carved bowl. Adding natural pieces can add warmth.

Remember, your home should be a place where you are comfortable and relaxed. Select what makes you happy. When you are ready to look for a few new pieces, there is always your local consignment store with one-of-a-kind finds.



Pat and Jack Wood are the owners of Encore Consign + Design Studio located at Highway 111 at Dune Palms in La Quinta. Encore has several showrooms of exquisite furnishings, accessories and artwork with new pieces arriving daily. Call (760) 564-7200 or email Info@EncoreLQ.com.



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How Should You Wear Festival Hair?

By: Jessica Herrick, J.L. Salon

It's that time of year again and the festivals are upon us. Whether it be Coachella or Stagecoach that you are attending, it's always important to have festival-fabulous hair.

From Boho braids to curly waves, the goal with any festival style is that it can last through the heat of the day and the dancing all night. With a good style and some great product applied, you will even find your style lasting all three days of the event.

If you are going to be camping at the event, it is important to bring a good dry shampoo. This will help with your styling and to extend your hair washing. It's also important to think of your hair like you do your skin. Your hair gets sun burned just like your skin does. Product placement is important

so that your hair doesn't get burned in those scorching temperatures.

For festival-goers, it's important to find a salon that offers a menu that caters to the events specifically. The hairstyles worn are not only trendy, but a creative expression of who you are.

Festival culture is a lifestyle – from the flowing dresses to the flower crowns and the corn row braids. A salon that will offer you a multitude of styles and the potential to purchase those accessories to adorn yourself with before you head out for your weekend of music is always a plus.

Need help choosing a style that will work for you? Contact Jessica Herrick at J.L. Salon for a complementary consultation. Jessica offers a full menu of products and services, as well as a 25% off new client discount (cannot be combined with other discounts or specials). J.L. Salon is located at 79430 Highway 111, Suite 3, in La Quinta. For more information, call (760) 880-6598, email JLSalonStudio@gmail.com, or visit JLSalonStudio.com.

Savîle Sangria

Submitted by: Jule's Market

April in the Coachella Valley is a wonderful time of year. The weather is almost perfect – usually in the mid-80's to low 90's. The desert is in bloom, filling the area with orange, pink, purple, red, and yellow.

There are many activities to enjoy, with hiking, tennis, and golf topping the list. It is also festival season, with Coachella and Stagecoach bringing thousands of people to our beautiful valley. This creates many opportunities to socialize with favorite friends and even to make some new ones.

Everything you need to make your Savîle Sangria is available at Jule's Market, located at the corner of Calle Tampico and Desert Club Drive in La Quinta. Stop by the market or place an order for home delivery at JulesMarket.com. Free delivery for orders of \$100 or more; \$10 for orders under \$100, with a minimum order of \$20. Jule's Market is open daily 6 a.m. to 11 p.m. For more information, call (760) 777-9000.

A great way to enhance any gathering is with Savîle Sangria, a delicious and delightfully easy drink to make.

Here are the simple ingredients:

3 bottles of Savîle Premium Rumtini
1 liter bottle of Peach Vodka
1 750ml bottle of champagne
Ginger Ale
Pineapple, berries, or any desired fruit

Here is how easy it is:

1. Mix Savîle, vodka and fruit in a large jug.
2. Cover and refrigerate for two hours (or you can prepare up to two days in advance).
3. Add champagne and ginger ale to taste when removed from refrigerator.

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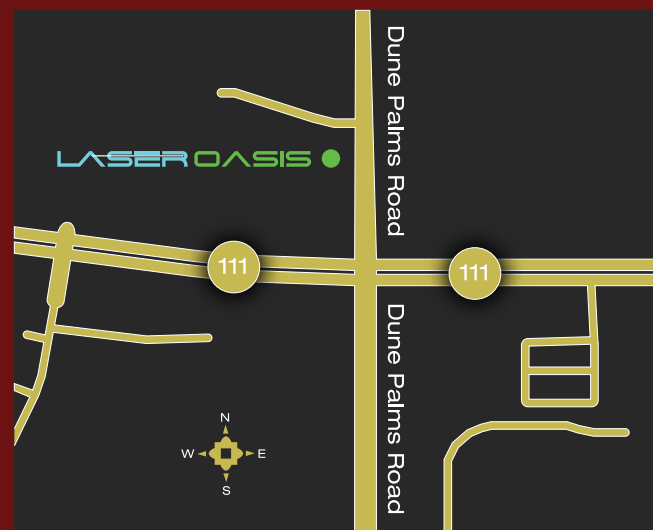
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