

APRIL 2016

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Top Myths About Income Taxes

11 Reasons to Drink Coffee

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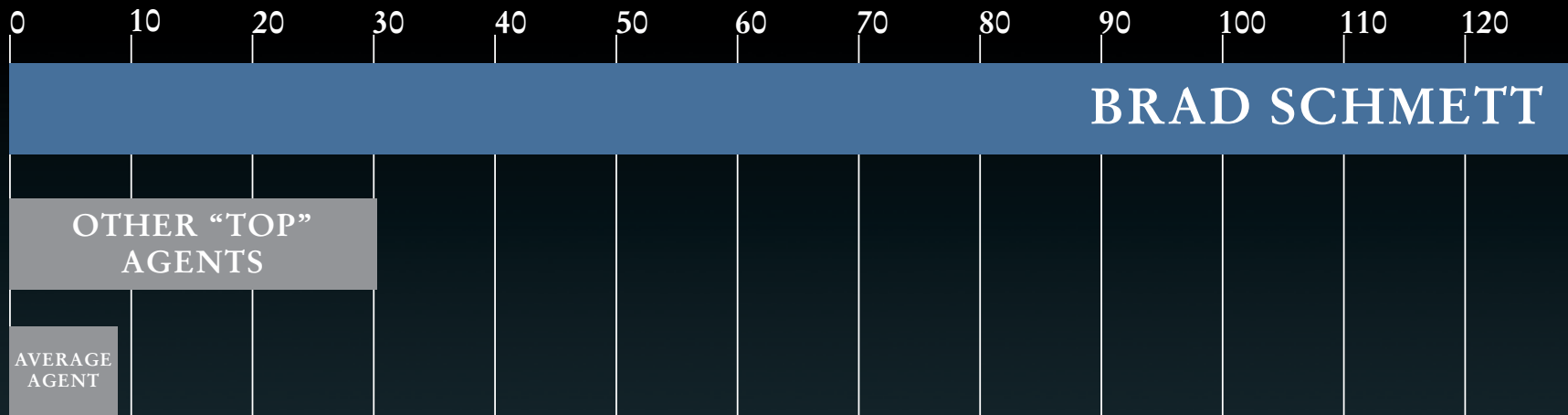
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MISSION STATEMENT

To promote and enhance business growth, civic well-being and a sound quality of life.

STRATEGIC OBJECTIVES

- Creating a Strong Local Economy • Promoting the Community • Providing Networking Opportunities
- Representing the Interests of Business with Government • Political Action

PLEASE NOTE: Reservations required for all special events. COSTS: Range from \$30 for members to \$35 for non-members with reservations 3 days prior to the event; \$40 for walk-ins. MIXERS - \$5 for members \$10 for non-members. We accept Cash, VISA, M/C, Amex, and checks.

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On the cover: Festival Fever! Coachella Music & Arts Festival and Stagecoach Festival are set to bring music, art and a big boost to the local economy for three weekends in April. Photo credit: Paula Jo Ubben

Armen Karimyan, D.D.S.



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CHAMBER CHAIRMAN'S MESSAGE

Voting is Vital, La Quinta!

By: Jason Schneider, Chamber of Commerce Chairman

It's a beautiful day in La Quinta! We have had a great response to the vote regarding the Greater Coachella Valley Chamber of Commerce, and we are moving forward as we work to consolidate chamber teams and ensure that the foundation for our new chamber is solid.

The teams from La Quinta, Coachella and Indio have been working together and collaborating on ideas since the beginning of the year, and the leadership team could not be more proud of their spirit of togetherness in the goal of growing and protecting business in the East Valley.

As we are knee deep in the election cycle, we would all be well served to remember this spirit of togetherness that is being modeled by our three organizations. The only way we accomplish our goals, personally, professionally and politically, is to work together and get involved. I would urge all of our great residents and chamber members to be proactive as we get ready to vote for the future leaders of our local, regional and national communities.

Take time to learn about the candidates and the issues that affect us both directly and indirectly. At the end of the day, we are all working towards the same goal which is the growth and development of ourselves personally and professionally as well as the growth of our communities. We all might have different views as to how we accomplish that goal, but the truth of the situation is that no individual or organization will satisfy that goal if they cannot or choose not to work together.

Jason Schneider is a CPA with OR CPAs. He can be reached at (760) 777-9805.



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*To join go to LQChamber.com, Call (760) 564-3199
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Coachella & Stagecoach Continue to Reinvent Festival Fever

Whether you attend the Coachella and/or Stagecoach festivals or own a business that benefits from all the festival attendees in town, there is a lot to look forward to as festival fever sets in. Coachella runs April 15-17 and April 22-24, and Stagecoach will be held April 29-May 1 – all at the Empire Polo Club in Indio.

Goldenvoice continues to enhance the festivals by adding new features that keep attendees coming back for more. And the bigger the festivals get, the better things get for business. A 2012-13 Economic Impact Analysis published by Development Management Group revealed that the festivals provided an economic impact to the regional economy of \$254.42 million dollars in a single year.

Venturing Virtual

This year, the experience will be beefed up for festival-goers with new virtual reality programming. A new app and a custom Google

Cardboard headset were included in their wristband 'Welcome Boxes.'

The Coachella VR app allows Cardboard and Gear VR owners to flip through 360-degree photos from past festivals and access interviews and performances from this year's artists. It also provides a virtual tour of the festival grounds.

Festival-goers can also turn their body in a circular motion and see scenes such as the Coachella poster or the festival panorama. The app will be regularly updated with new content up to the festival's first weekend.

Going Gourmet

For the third year, Goldenvoice has invited Outstanding in the Field to amp up the dining experience. This pop-up dinner crew creates locally-focused, elaborate meals in places such as beaches, farms and rooftop balconies.

Outstanding in the Field will feature three chefs cooking both seatings per night, many of whom are nationally recognized. There are two dinners per night for all six days of the festival. The 18 chefs cooking at the festival have some level of name recognition in the culinary world.



Corralling Country

Country fans continue to come to Stagecoach Festival in droves, making it Southern California's premier country music festival. Beyond the biggest stars in country music, Stagecoach offers festival fun that includes the air-conditioned Honky-tonk Dance Hall, the Half Pint Hootenanny for kids, and the opportunity to see Budweiser's Clydesdales live. The Goldenvoice festivals bring a unique brand of entertainment to the desert, and whether you make it to the festivals or not, the entire community benefits through economic windfalls and national exposure that continues to feed the Coachella Valley's #1 industry: Tourism.

7



11 Reasons You Should Drink Coffee Every Day

By: Kerry Anderson,
SIP Coffee House & Juice Bar

6. Coffee can make you a better athlete.

Scientists and many athletes have known for years, of course, that a cup of coffee before a workout jolts athletic performance, especially in endurance sports.

7. Coffee can reduce your risk of developing Type 2 diabetes.

Researchers found that people who drink 4 or more cups a day reduce their chances of developing Type 2 diabetes by 50%.

8. Drinking coffee could help keep your brain healthier for longer.

Researchers found that people older than 65 who had higher blood levels of caffeine developed Alzheimer's disease two to four years later than others with lower caffeine.

9. Smelling coffee could make you less stressed.

Researchers examined the brains of rats who were stressed with sleep deprivation and discovered that those who were exposed to coffee aromas experienced changes in brain proteins tied to that stress.

10. Coffee could reduce your chances of getting skin cancer (if you're a woman).

Brigham & Women's Hospital followed 112,897 men and women over a 20-year period and women who drank three or more cups of coffee a day were much less likely to develop skin cancer than those who didn't.

11. Coffee may make you more intelligent.

A jolt from coffee not only keeps you awake, it makes you sharper. Coffee allows your brain to work in a much more efficient and smarter way.

Kerry Anderson is the owner of SIP Coffee House & Juice Bar, located at 44-100 Jefferson Street, Ste. 302, in Indio. Call (760) 200-9474 for more information.

There are many advantages to being part of the 54 percent of Americans over 18 who drink coffee every day. Coffee can be pretty amazing for your brain, your skin and your body.

1. Americans get more antioxidants from coffee than anything else.

According to a study done in 2005, nothing else comes close to providing as many antioxidants as coffee.

2. Coffee could lessen the symptoms of Parkinson's disease.

ScienceDaily reported in 2012 that drinking coffee may help some people with Parkinson's disease control their movement.

3. Coffee is great for your liver (especially if you drink alcohol).

A study published in 2006 showed that those who drink at least one cup of coffee a day were 20 percent less likely to develop liver cirrhosis.

4. Coffee can make you feel happier.

Another study found that those who drink four or more cups of coffee were about 10 percent less likely to be depressed than those who had never touched java.

5. Coffee consumption has been linked to lower levels of suicide.

A Harvard School of Public Health study determined that drinking between two and four cups of coffee can reduce the risk of suicide in men and women by about 50%.

Laurie McLennan

Fish A Bit Ranch has reduced the price \$3 million dollars! This World Class facility is located in Thermal with over 7000 sq ft of living space, 10 acres, 17 stall barn, covered arena and priced to sell. Being offered turnkey furnished.



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Join Desert Regional for an evening of art, refreshments, and education on men's health—from the story behind testosterone to recent developments in prostate health and screening guidelines.

Testosterone and Men's Health: It's About More Than Just Your Sex Drive

Dr. Daniel Cosgrove

What is testosterone? If you think it just regulates your sex drive, you'll be surprised to learn that it affects everything from moods to muscle mass—and even bone density. As men age, testosterone levels fall about one percent each year beginning at the age of 30. Learn more about testosterone's role in men's health and what options exist from 30 to 70 and beyond.

Men's Health and Prostate Cancer: To Screen or Not to Screen

Dr. Amir Lavaf

How have prostate screening recommendations changed, what are the benefits, and why is there controversy over whether to have screenings or treatment at all? Join us as we divide fact from fiction to help you make the right health decisions.

Wine and hors d'oeuvres will be provided by our host,
Heather James Fine Art.

Space is Limited. RSVP REQUIRED: 800-491-4990



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CITY MANAGER'S MESSAGE



Committee Weighs in on La Quinta's Future

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

La Quinta has seen such a surge of activity in the past few weeks as we welcomed thousands of visitors for another successful *La Quinta Arts Festival* as well as the *BNP Paribas Open*. The businesses certainly appreciate the additional foot traffic, and the exposure La Quinta receives helps feed its tourism industry – which ultimately is beneficial for the entire community.

At the recent La Quinta Chamber of Commerce State of the City Mayor's Luncheon, we received a comprehensive update from the mayor and members of the City Council. We learned that through a

25% reduction in workforce, efficiencies through a restructured organization and cost-cutting measures in operations, the City has been able overcome a deficit that began following the state's elimination of redevelopment agencies – which resulted in a \$63 million annual loss for La Quinta.

We heard how the City is continuing to focus on the priorities that make La Quinta great – including infrastructure improvements, public safety, outstanding facilities and recreational opportunities such as well-maintained hiking and biking trails.

The mayor and city council also shared the challenges facing La Quinta in the coming years. Projected revenue will not be enough to cover the increasing public safety costs, and the City would need to deplete reserves in order to uphold the standard of public safety that the community has come to expect and appreciate. A 14-member citizen's advisory committee has recommended that a measure go to the voters on this November's ballot to present a proposed increase in sales tax from 8 percent

to 9 percent. The committee reviewed the City's financial reports in depth over the past 6 months and concluded that the City could be looking at a \$50 million deficit in the 10 years if something isn't done to increase revenues.

It is now time for the La Quinta stakeholders to decide. In the coming months there will be much debate regarding our financial future. Some have stated that the path forward should entail cutting staff and all non-public safety activities. Others have stated that increasing revenue through a tax measure is the prudent option since much efficiency has been realized through past cost cutting initiatives. The beauty is that the community will now determine what path the City takes.

The City of La Quinta remains dedicated to keeping this community the Gem of the Desert, and we will continue to keep residents apprised of what's happening to plan for our future. If you would like to sign up for our email newsletter to stay informed, please go to La-Quinta.org.

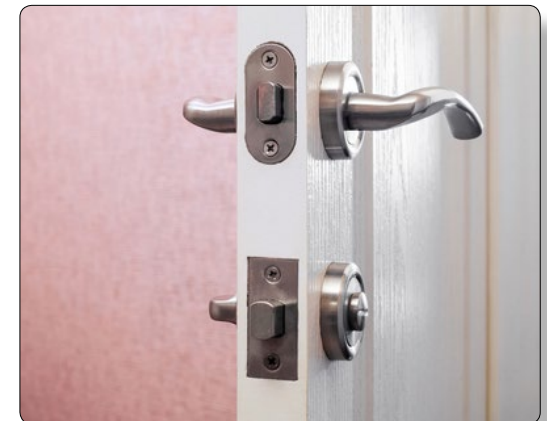
POLICE DEPARTMENT

Safety Tips to Keep in Mind

The La Quinta Police Department works every day to ensure your safety, but there are things you can do to help:

- Always keep doors and windows locked. Install dead-bolt locks on all doors.
- Keep your home well lit at night, inside and out.
- Install a peephole in your front door so you can see the person before you open the door.
- Ask for proper identification from deliverymen or strangers. Don't be afraid of asking - if they are legitimate, they won't mind.

- If a stranger asks to use your telephone, offer to place the call for him/her yourself. Never let a stranger into your home.
- Do not leave notes on your door when you are gone, and do not hide your keys under the mat.
- Never give out information over the phone indicating that you are alone or that you won't be home at a certain time.
- When you are gone for more than a day, make sure your home looks and sounds occupied - use automatic timers to turn on lights.
- Never give any personal information over the telephone, this includes: bank information, credit card numbers or social security numbers.



For more safety tips and information on crime prevention, visit our website at LaQuintaPolice.org.

COMMUNITY NEWS

Now Accepting Applications to Fill Vacancies on City Boards & Commissions

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.

Architecture and Landscape Review Board – 2 Positions and 1 Alternate

Construction Appeals Board – 1 Specialty Contractor and 1 Structural Engineer

Community Services Commission – 2 Positions and 1 Alternate

Historic Preservation Commission – 3 Professional Positions, 1 Non-Professional Position and 1 Alternate

Housing Commission – 1 Tenant of the Housing Authority age 62+ and 2 Non-Tenant Positions and 1 Alternate

Investment Advisory Board – 3 Positions and 1 Alternate

Planning Commission - 2 Positions

Interested residents may get additional information on each Board/Commission and fill out and submit an application at la-quinta.org/commissions. Please submit your application by May 30 at 5:30 p.m. Interviews and appointments are scheduled for a City Council meeting in June (date to be determined). Contact the City Clerk department at (760) 777-7103 for additional information or visit la-quinta.org/commissions.



Notice From the Coachella Valley Mosquito and Vector Control District

The Coachella Valley Mosquito and Vector Control District has issued a notice of intent to apply aquatic larvicides and adulticides for vector control as part of the District's Integrated Vector Management program.

This notification covers District control measures from March 1 – December 31 as needed for the suppression of vector populations and arbovirus transmission when non-chemical strategies aren't feasible.

Application of mosquito control products will be made throughout the Coachella Valley Mosquito and Vector Control District by Ultra Low Volume (ULV) and barrier adulticide applications and Larvaciding applications.

Applications are made based on key vector and arbovirus surveillance indicators. All pesticide labeling requirements are complied with during application of vector control products.

For more information on vector control products used, call (760) 342-8287 or go to CVMVCD.org.



Welcome Renters: What You Need to Know Renting in the City of La Quinta

April is a busy month for vacation rentals in La Quinta with all the festivals and events happening in the area. If your La Quinta property is a vacation rental, here are some things your renters should know so that their stay can be a positive experience not only for them, but for your neighbors and surrounding La Quinta residents, as well.

Renters are advised that all rules will be strictly enforced. Failure to comply may result in a citation, fines, and/or expulsion from the rented property. City residents have the right to call a short-term vacation rental hotline to report violations of the rules outlined in this brochure.

NOISE: Please keep any music to an appropriate level. Remember you are renting in a residential neighborhood. The surrounding neighbors have access to a 24/7 hotline that they may call to file a complaint. The homeowner or an appointed agent will be expected to respond to any complaint within 45 minutes or the La Quinta Police Department will be called.

TRASH: Rental properties should be kept clean with no visible trash. Please keep all trash containers out of street view.

PARKING: Onsite parking is limited to approved carports, garages, and driveways. Renter's vehicles should not block a neighbor's driveway. Additional vehicles should be parked directly in front of the rental property. Keep in mind you are renting in a neighborhood.

SHORT-TERM VACATION RENTAL HOTLINE: (760) 833-9050

Used Oil and Filter Exchange Event

Saturday, April 9 from 9 a.m. to 12 noon

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Bring your used oil filters and used oil to this event and receive a free replacement oil filter (up to \$6.99 value). Free filters are only available on event day and while supplies last. Limit two free filters per person. The event is being funded by CalRecycle.

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Programs

TWEENS! (Grades 4th to 7th)

Tween Makerspace Trivia – Tuesday, April 5 at 4 p.m.
Tween Book Club – Tuesday, April 12 and 26 at 4 p.m.
 Please visit the Children's Reference Desk to sign up.

Bilingual Storytime

Wednesday, April 6 at 5:30 p.m.

(Last Bilingual Storytime for the season)

Join Ms. Minerva for fun stories and songs in English and Spanish. Enjoy a craft too! All ages welcome.

TEENS! (Grades 8th to 12th)

Teen "Writing on the Wall" Workshop

Mondays at 4 p.m.

Join our Teen Librarian to create characters, build their stories, then kill them off (or not, your choice). Creations to be featured on the La Quinta Library Teen Blog. Space limited and registration required online at rivlib.info

Teen Magna Club – Saturday, April 2 at 4 p.m.

Teen Think – Art/Science/Tech Workshop

Friday, April 8 at 4 p.m.

Teen Book Club – Saturday, April 16 at 4 p.m.

Teen Advisory Board Meeting

Friday, April 22 at 4 p.m.

For more information, please visit laqlibraryteens.blogspot.com

Pinterest Craft Club: What is Pinterest?

Saturday, April 9 at 11:30 a.m.

Want to learn more about Pinterest? Join us for an informative presentation and learn how to set up a Pinterest account, how to search and Pin ideas to your board, and more! Enjoy refreshments while you learn from Jade, the La Quinta Library Reference Librarian. Registrations are required. Please see the Adult Reference Desk or call (760) 564-4767.

Desert Regional Medical Center Lecture:

***Why Won't My Wound Heal?* by Dr. Ryan Wood, DPM**
Tuesday, April 12 at 4 p.m.

Do you have a wound that just won't heal? When should you seek treatment? Join Dr. Wood for an informative discussion of how your body heals wounds and what options are available for advanced wound healing. Call (800) 491-4990 to register.

Pajama Tales

Wednesday, April 13 at 5:30 p.m.

Kids – Wear your favorite PJ's for this fun storytime!

Family Fun Night

Wednesday, April 20 at 5:30 p.m.

Every third Wednesday, enjoy an interactive evening with Ms. Sarah for crafts and experiments. All ages are welcome!

Family Game Night

Friday, April 8 and April 22 at 4:30 p.m.

Join us for fun board games like Operation, Candyland, Twister and more.



"La Quinta Reads" Book Club

Monday, April 25 at 11:30 a.m.

Looking for a book club? Adults, we invite you to read with us and join us for a fun book discussion meeting. See the Adult Reference Desk or call (760) 564-4767 to sign up.

Lecture: *Protect Your Loved Ones:*

The Importance of Pre-planning Funerals

Presented by Forest Lawn Memorial Parks

Wednesday, April 27 at 4 p.m.

Being a difficult topic to discuss, most families spend less than 5 minutes talking about planning their funerals, which causes them to be completely unprepared and overwhelmed. The goal of this presentation is to provide insight on what preventative measures can be done ahead of time, the processes that are involved, and answer any questions regarding planning ahead. Enjoy light refreshments while you learn from Laura Chapa, Advance Planner from Forest Lawn Coachella Valley. Please call (760) 771-0395 to reserve your spot. Walk-ins are welcome.

Dia De Los Niños/Day of the Young Child

Sponsored by Friends of the La Quinta Library

Saturday, April 30 from 2 p.m. – 4:30 p.m.

(Registration starts at 1 p.m.)

Join us for a fun-filled day to celebrate children & books! Enjoy games, prizes, craft, face painting, special performance by "The Clown Family," and more! (As supplies lasts for the first 150 children.)

Book Babies Storytime

Ages 0-2 – Every Tuesday at 10 a.m. and 11 a.m.

Preschool Storytime (ages 2-5) – Enjoy stories, songs, and a craft every Thursday at 10 a.m. and 11 a.m.

Colonel Mitchell Paige Middle School Programs

Every Tuesday and Thursday at 6 p.m. (ages 3-12)

A variety of special programs like Pajama Storytime, No-Bake Cooking, Tween Book Club, Tween Electronics Learning Lab, Crafty Days, and STEAM Activities. Program themes rotate weekly and are age specific.

For more information please call (760) 564-4767 or visit rivlib.info. Follow us on Facebook at facebook.com/laquintalibrary and at laquintapubliclibrary.wordpress.com.

EXPLORE YOUR MUSEUM



The La Quinta Museum is located at 77-885 Avenida Montezuma (near La Quinta Community Park) and contains historical artifacts and information on La Quinta and also offers seasonal events and classes for all to enjoy. Hours are Tuesday through Saturday from 10 a.m. to 4 p.m. (closed on Sundays and Mondays). Admission and all programs are free, but donations are always welcomed! Call (760) 777-7170 for more information.

EXHIBITS

By Design 2016 — Design concepts and themes affect many aspects of our everyday lives and often reflect change in our preferences over time. La Quinta Museum's By Design 2016 exhibit will showcase design influences in Fashion, Interior, Industrial, Architectural and Landscape Design from 1850 to the present. Opening this month will be the Modernism Era – 1910 to 1945. This will be on display through June 30.

Local History Gallery — Features Cahuilla Indian as well as local La Quinta history.

Community Room Gallery — The Museum is proud to present a traveling exhibit in the Community Room. Antoni Gaudi will be showcased through April 9.

FREE EVENTS

La Quinta Museum Coloring Club for Adults
Friday, April 1 and April 15, 1 p.m. – 3 p.m.

Coloring pages will be provided. Coloring books are available for purchase in the Museum Gift Shop.

First Friday Concert – Bob Allen
Friday, April 1, 5p.m. – 6 p.m.

Bob Allen will take you on a musical journey from the 1950s to the present with favorite songs and melodies.

Story Time and Craft at the Museum with Miss Beth
Wednesday, April 6, 10:30 a.m. – 11 a.m.

Come and enjoy a fun time with stories, songs and a craft!

La Quinta Museum Fiber Friday
Friday, April 8, 1 p.m. – 3 p.m.

Are you a knitter? Do you crochet? How about needlepoint? We are starting a new program for all of our fiber loving friends. Bring your own project to work on. This will be a chance to share ideas and inspiration.

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

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

**Technology, Entertainment, Design*

Prohibition Talk
Thursday, April 14, 4 p.m. – 5 p.m.

Joshua Kunkle, President of the Coachella Valley Homebrewers Club will present an interesting talk on the Prohibition Era.

Family Craft Day with S.C.R.A.P. Gallery
Saturday, April 23, 11 a.m. – 12 noon

Join us for a fun evening of crafting. S.C.R.A.P. Gallery always has a great program with upcycling and recycling.

Trending Topics
Tuesday, April 26, 10 a.m. – 11 a.m.

Join your neighbors for coffee and a special program of interest to our community. This outreach program brings experts in various fields to the Museum to share information.

Good Reads in the Gallery Book Club
Thursday, April 28, 5 p.m. – 6 p.m.

Pick up a copy of *Mary Coin* by Marissa Silver at the Museum and then join our discussion group. Refreshments will be served. (There are a limited number of free copies available; however the title is also available for check out at the La Quinta Public Library.)

Story Time and Craft at the Museum with Miss Beth
Wednesday, May 4, 10:30 a.m. – 11 a.m.

Come and enjoy a fun time with stories, songs and a craft!

SILVERROCK RESORT

2016 La Quinta Annual Residents Golf Tournament

The La Quinta Annual Residents Golf Tournament will be held on the Arnold Palmer Classic Course at SilverRock Resort on Sunday, April 17. Sign-ups are at the SilverRock Golf Shop; deadline is April 12. The cost is \$80 per person, which includes golf, BBQ lunch, gift bag and other prizes to be awarded. The event will be a best-ball two-person team event. There are three divisions - Men's, Ladies', and Mixed (man/lady). The tournament begins at 8 a.m. with a shotgun start and registration beginning at 7 a.m. Please call the golf shop for more details (760) 777-8884.

Golf Clinics

The SilverRock Golf Academy will continue to offer weekly Saturday golf clinics that will feature 50 minute group clinics on topics such as putting, chipping, bunker play, driver, full swing and short game. The cost is \$25 per person with a minimum limit of 3 and maximum of 8 people per clinic. Clinics will begin promptly at 11 a.m. Sign-ups will be at the golf shop on a first come first serve basis. For more information, please call the golf shop at (760) 777-8884.

Walk the Rock

SilverRock Resort continues its popular 9-hole "Walk the Rock" program this month. Golfers are able to walk and play golf starting at 3:30 p.m. The cost is \$20 for current La Quinta Resident Cardholders, \$40 for non-La Quinta residents, and \$10 for juniors. Please contact the golf shop for reservations at (760) 777-8884.

La Quinta Resident Cards

La Quinta Resident Cards are issued and renewed at the SilverRock Resort golf course administration trailer open Mondays, Wednesdays, and Fridays from 10 a.m. to 3 p.m.; and the first Saturday of every month from 8 a.m. to 12 p.m. It is located in the SilverRock Resort parking lot. For more information, please call (760) 771-1669.

The SilverRock golf course is located at 79-179 Ahmanson Lane (off Avenue 52). For general questions, please call (760) 777-8884.

UPCOMING SPECIAL EVENTS



Annual City Picnic
Saturday, April 30, 9 a.m. to 12 noon
Civic Center Park

Enjoy live entertainment, food, games and a great time at the La Quinta City Picnic. Bring the family to this free event and enjoy the day meeting other residents as well as learning about different services offered to members of the community.



SPORTS

Open Gym (Boys & Girls Club)
7 p.m. – 9 p.m.

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays



Disc Golf

Saturday, April 9 at 10 a.m.

The First Tee of the Coachella Valley (Cost: \$15)

Saturday, May 14 at 10 a.m.

Civic Center Campus (Cost: \$10)

The City of La Quinta and Helix Disc Golf have teamed up to bring you exciting disc golf. All ages and experience levels are welcome – there will be a division for everybody. Prizes awarded to the top finishers in each division (advanced, novice, youth). Registration to be taken onsite day of the event.

GUIDED HIKES & WALKS

Hikes Around the Coachella Valley with Philip Ferranti: Garner Valley Hike, Art Smith Trail Parking Lot
Saturday, April 16 at 9 a.m.

All participants should dress appropriately and bring water. Meet and carpool from 42185 Washington Street, Palm Desert (Albertson's Shopping Center – south parking lot, first two rows in front of Welty's Postal Connection).

Nature Hike – Where Was the Ranch of the Seventh Range?

Saturday, April 9 at 9 a.m.

An easy hike led by Hal Summers exploring Cahuilla petroglyphs, early Japanese settler etchings and CVWD's recharge ponds. Meet at the Top of the Cove parking lot on Calle Tecate.



Nature Hike – Geology

Saturday, April 16 at 8 a.m.

An easy 1 -2 mile hike led by Joe Migliore to the Top of the Cove exploring the amazing geology of our mountains. Meet at the Top of the Cove parking lot on Calle Tecate.

Nature Hike – Explore Our National Monument: Celebrating 15 Years

Saturday, May 21 at 8 a.m.

An easy 1-2 mile hike to the Top of the Cove. Meet at the Top of the Cove parking lot on Calle Tecate.



WELLNESS CENTER EVENTS

La Quinta's Got Talent

Friday, April 29, 5 p.m. – 7 p.m.

Let us entertain you and make you smile during the annual talent showcase. Auditions will be held Friday, April 22 from 3 – 5 p.m. Adults and young performers can schedule their audition by calling (760) 564-0096. Doors will open for audience participation on the day of the event at 4:30 p.m.

May Luncheon

Thursday, May 12, 11:15 a.m.

\$4 per person (maximum of 2 people per household)

(Registration begins March 10)

Online registration is available at la-quinta.org

COMMUNITY SERVICES CLASSES & PROGRAMS: APRIL & MAY

Online registration available at la-quinta.org/register. For program questions, please 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

COLONEL MITCHELL PAIGE MIDDLE SCHOOL

Beginning Spanish* 6 p.m. – 7 p.m. TH (April)

Italian for Everyone* 6 p.m. – 8 p.m. T (April)

(*Pre-registration required)

LA QUINTA LIBRARY COMMUNITY ROOM

Dance, Play, Pretend (2.5 - 5 years) 4 p.m. – 4:45 p.m. M

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 6:30 p.m. – 7:15 p.m. TH

Rojas Martial Arts (4 years and up) 6 p.m. – 7 p.m. M/W

Tai Chi Chuan (18 years and up) 7:15 p.m. – 8 p.m. M/W (May)

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. – 7:30 p.m. F (April 15)

Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F (May 27)

Beginning Guitar 6 p.m. – 7 p.m. T

Second Level Guitar 7 p.m. – 8 p.m. T

Floral Perfect (Floral Design) 1 p.m. – 4 p.m. TH

La Quinta Glee (5 - 14 years) 6 p.m. – 7 p.m. TH

Voice Overs 9 a.m. – 11 a.m. S (April 30)

Nutritional Wellness

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (April 20)

Herb & Vegetable Gardner Group 9 a.m. – 10:30 a.m. F (April 1)

Herb & Vegetable Gardner Group 9 a.m. – 10:30 a.m. F (April 15)

Intellectual Wellness

Beginning Computer 6 p.m. – 8 p.m. W (April)

Here & Now Discussion Group 7:15 p.m. – 8:15 p.m. W

Intermediate Computer 6 p.m. – 8 p.m. M (April)

QuickBooks 2 5:30 p.m. – 8:30 p.m. T/TH (April)

Use Digital Camera II 9 a.m. – 11 a.m. W (April)

Physical Wellness

Basic Exercise Form – Janice, CFT 11:15 a.m. – 12:15 p.m. T

Golf Fitness (Dr. Darcy Dill) 10:30 a.m. – 11:30 a.m. W

HIIT (High Intensity Interval Training) 9 a.m. – 10 a.m. M/W

Mat Pilates 8:15 a.m. – 8:45 a.m. M/W/F

Mindful Movement 10:30 a.m. – 11:15 a.m. W

Morning Workout 9 a.m. – 10 a.m. M/W/F

Nia the Workout 3:30 p.m. – 4:30 p.m. T/TH (April)

Personal Trainer (14 years & up) 12 p.m. – 8 p.m. M/W/F

Personal Training, Janice 12 p.m. – 6 p.m. T/TH

PIYO (Pilates & Yoga Fusion) 2:15 p.m. – 3 p.m. T/TH

Reiki (Healing Art/Meditation) 10 a.m. – 11:30 a.m. TH (April)

Sunset Yoga (15 years & up) 6 p.m. – 6:45 p.m. M/W

Taekwondo (4 years & up) 5 p.m. – 8 p.m. M/W

Tai Chi Balance & Strength 2:15 p.m. – 3 p.m. T/TH

Tai Chi Chuan 11:15 a.m. – 12 p.m. T/TH (April)

Tai Chi Intermediate 12:15 p.m. – 1 p.m. T/TH (April)

Tai Chi Advanced 1:15 p.m. – 2 p.m. T/TH (April)

Zumba (Morning) 8:45 a.m. – 9:45 a.m. M/TH

Zumba (Day) 10 a.m. – 11 a.m. T/TH

Social Wellness

Ukulele Concert 1:30 p.m. – 3:30 p.m. F (April 29)

Ukulele Concert 1:30 p.m. – 3:30 p.m. F (May 27)

Social Bridge 12 p.m. – 3:30 p.m. M

(Call Doris at (760) 564-2878)

Mah Jongg 1 p.m. – 4 p.m. T

Woodcarvers (18 years & up) 4 p.m. – 7 p.m. F

(Call (760) 564-0096 for more information)

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 and 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.

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Introducing the Greater Coachella Valley Chamber of Commerce

Submitted by: La Quinta Chamber of Commerce

The final results of the recent ballot measure on the Greater Coachella Valley Chamber of Commerce are in. On February 25, 2016, ballots were distributed through email, constant contact, in-person, at the front desk and at events to all members. As of March 25, 2016, the ballot voting has closed. The results of the measure are as follows:

Yes: 357 Votes

No: 14 Votes

Total Votes: 371

Based on the rules governing the organization, it is the expressed wish of the members of the La Quinta Chamber of Commerce that this resolution pass.

“We are thrilled to welcome all of you as charter members of the Greater Coachella Valley Chamber of Commerce, the first and only multi-city regional chamber in the Coachella Valley,” said Katie Stice, CEO of the La Quinta Chamber of Commerce. The Greater Coachella Valley Chamber of Commerce will include La Quinta Chamber, Indio Chamber, Coachella Chamber, Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians.



Katie Stice, CEO
La Quinta Chamber of Commerce

Over the next few weeks, your Board of Directors will work in partnership with the other chambers to form a governing board for the new chamber. Several steps will need to be undertaken, including selecting an executive director, finalizing a budget for the next fiscal year, forming committees, and much more. You will be receiving frequent updates as progress is made towards these goals. Please do not hesitate to reach out to the team of the La Quinta Chamber of Commerce with any questions you may have.

“Thank you to everyone who worked so diligently on this project over the past year,” added Stice. “It is with great hope and enthusiasm that we now turn our attention to building a regional chamber our members can all be proud of and benefit greatly from, while continuing our 66 year history of supporting La Quinta. Know that as we move forward, your La Quinta Chamber representatives and staff will be here for you, continuing to work for a strong local economy and supporting this fantastic community.”



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STEM Education: A Focus on Science, Technology, Engineering & Mathematics

By: Gary Rutherford, Desert Sands Unified School District

Science/Technology/Engineering/Mathematics (STEM) education has recently been a hot topic, as politicians and business leaders worry over the lack of qualified workers in science and engineering. Although much discussion focuses on higher education and high school curriculum, educators and others are realizing that for students to really get hooked on the sciences, STEM instruction must start early.

Traditionally, students hit the books to find information but may not have opportunities to apply it to real-world experiences. A STEM education breaks that tradition, engaging students with the course material as an incentive to dig deeper, conduct research, and apply learning in relevant contexts. When students understand the advantages of STEM education and how active learning applies to the world and their lives, when they make discoveries that put theory into action—eyes are opened to an array of opportunities.

Two exciting new magnet schools are about to open in the La Quinta beginning in the 2016-2017 school year. With a new emphasis comes a fresh “rebranding” as the schools consider names that announce their transformation. Current frontrunners are, Discovery STEM Academy: La Quinta (grades 6-8) and Discovery STEM Academy: Truman (grades K-5). These free public schools will approach teaching and learning using a STEM philosophy including:

- Grounding STEM education in “real life” problems
- Student participation in original research projects
- Student internships and mentorship with STEM professionals

In general, studies show that specialized STEM schools make a difference. Their graduates pursue STEM fields in college at a rate of nearly 50% higher than that of other students. Compared with the national average, nearly 20% more



selective STEM graduates earn a STEM-related postsecondary degree within four years of high school graduation. Source: successfulstemeducation.org

STEM is not just for scientists any more. In today’s economy, almost any job with decent pay requires STEM skills, and many require advanced STEM abilities. Far too many U.S. residents are unprepared for today’s occupational demands. Formerly a world leader in math and science, the United States is struggling to keep up. The lack of knowledge undermines the nation’s economic productivity and global competitiveness.

STEM academies respond to this challenge by offering rigorous curricula, uniquely trained and prepared teachers, more hands-on experiences, and state-of-the-art resources. These schools will be a beacon for other schools seeking to encourage young people to become the innovators, educators, researchers, and leaders who can solve the most pressing challenges facing our nation and our world.

For more information, or to enroll your child in a DSUSD STEM academy, contact Child Welfare and Attendance at (760) 771-8612.



Gary Rutherford, Ed.D., is the superintendent of school for Desert Sands Unified School District. Desert Sands invites you to stay informed on school happenings by receiving their weekly newsletter, *The Beacon*. To sign up for your free subscription, visit the website at DSUSD.us.

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The Top Myths About Income Taxes

By: Joseph M. Tames, Enrolled Agent

Below is a partial list of the top myths regarding income taxes that I have heard in the last month. Using humor and common sense, I have attempted to summarize and paraphrase short answers. If further explanation is needed, Google it or contact your tax advisor.

1. The IRS makes all the tax laws.

INCORRECT: The IRS, as well as other tax agencies, enforce the laws passed by elected officials. If you are still asking why taxes are such and such, contact your elected representative.

2. You do not have to pay taxes after a certain age.

INCORRECT: If you have taxable income, you will pay taxes until you die (and in some cases even after you die). This is commonly confused with social security earnings limits.

3. You didn't receive a 1099 so you don't have to claim it.

INCORRECT: As a U.S. Citizen, you are required to report all worldwide income, regardless of whether or not you received a 1099 or not.

4. You can claim an allowance for charitable contributions.

INCORRECT: There is no "allowance" or whatever the IRS allows. Cash/check/

credit card donations must be listed in detail. Donations to organizations such as Goodwill must provide greater detail (and is a high audit area). That \$500 bag of old clothes? Prove it.

5. You can settle your taxes for pennies on the dollar.

INCORRECT: Only if you are unemployed or homeless (and even then the IRS will classify your account as Currently Not Collectible). There are specific guidelines that determine what an Offer-in-Compromise will be settled for. Also, there will be what I like to call "house arrest" stipulations that could be worse than the OIC.

6. Loan Payoffs are deductible for capital gains calculations.

INCORRECT: Loans repayments are not deductible. To calculate gain or loss of assets, in most cases the formula is Sales Price minus Expenses of Sale minus Purchase Price minus Improvements (verifiable).



Joseph M. Tames is an Enrolled Agent (a federally-licensed tax practitioner.) He has over 20 years of experience, specializing in tax audits, appeals, protests,

collections and bankruptcy options. For the latest in tax planning and defense, call (760) 851-5999. You can also reach him by email at jtames@askmytaxmanjoe.com or visit AskMyTaxManJoe.com.



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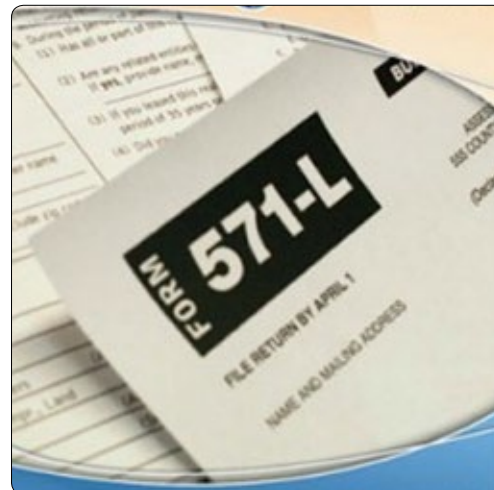
There is a demand for Pilates Trainers in the Valley. Call for details on our Teacher Training Certification course!

Business Personal Property Tax

By: Michelle Sierra, OR CPAs

It's that time of year when businesses will be receiving notices from county tax assessors requesting a business personal property tax return to be filed (also known as Form 571-L).

While many businesses are accustomed to filing Form 571-L, new business owners are often uninformed as to what this return is, whether they need to file, or when the return is due.



The California Revenue and tax code permits the taxation of all property, both real and personal. Businesses that have personal property used in day-to-day operations are, therefore, required to report property annually to the county in which the business operates. A business owner may be subject to filing multiple business personal property tax returns if there is more than one business location.

Businesses are subject to the filing requirement when they receive a Business Personal Property Statement from the county assessor. Businesses are also required to file on your own accord (without notice from county assessor) when the value of business personal property equals or exceeds \$100,000.

Depending on what county the business is located in, this form must be paper filed or electronically filed by April 1. Penalties will incur if the return is not filed and received by the county by close-of-business on May 7. However, if May 7 falls on a weekend

or observed holiday, the return will be considered timely filed if received by the close of the next business day.

Assets subject to assessment include all personal property owned as of January 1 of each year. Some of the more common assets subject to tax include, but are not limited to, machinery and equipment, office furniture and computers. Certain items such as vehicles licensed with the California Department of Motor Vehicles, application software, and solar panels are exempt from reporting. It is important to clearly

distinguish these assets on your books and records to avoid inadvertent assessment.

Once the return is submitted, the county assesses a property tax based on the information provided and will send a notice of tax due. Most tax rates range from 1% to 1.25% based on the location of the property.

It is also important to make sure disposed, sold or abandoned assets are removed from your records prior to filing to avoid any assessments on any assets that are no longer in existence.



Michelle Sierra joined OR CPAs in August of 2013. While attending school full-time, Michelle gained knowledge working as an intern at Coachella

Valley Water District in the Finance Department. For more information, call OR CPAs at (760) 777-9805 or go to ORcpas.com.

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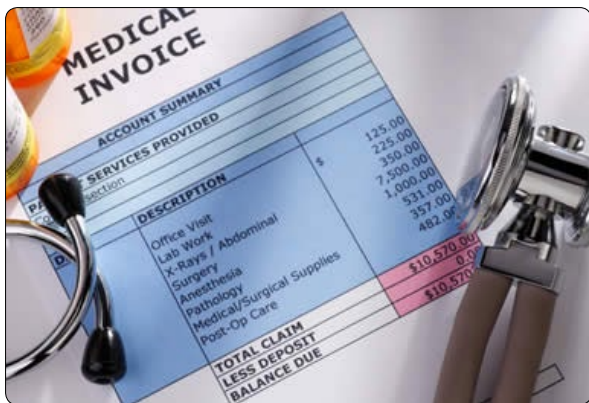
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Budgeting Healthcare

By: Randy Foulds, Foulds & Feldmann Insurance Agency

In the last few years, many of us have become much better at being informed consumers when it comes to our healthcare. It can be hard to predict what you will spend in a year in out-of-pocket costs, but there are some steps you can take to reduce your exposure. First, here are the basic terms you should know about your health insurance plan choices.

Premium: This is the amount you pay per month for your health insurance plan. If you are on Medicare, this can be a combination of 3 different plans. Medicare A and B, Medicare Supplement, and Part D (prescription drugs.) A premium is not considered an “out-of-pocket cost,” in insurance language but, when comparing plans, of course you have to consider the monthly cost of the plan.



Deductible: This is the amount you pay before your insurance coverage begins. This is a little misleading because many services are now covered without the deductible. In other words, screenings, check-ups, etc. are health services not subject to deductible.

Many plans have a separate, lower deductible for medications. You should know both your medical and the drug deductible.

Copays: This is the amount you pay for any service, before or after deductible. Usually, there is a set copay for primary care doctor visits, another for specialists, one for basic services such as x-rays, and another for prescriptions. All of these copays are counted towards your maximum out-of-pocket costs, IF you stay “in network.”

You know that going “out of network” costs you more for most services. But did you know that in most cases, dollars you spend out of network do not count towards your deductible, or your out-of-pocket maximum? This can greatly affect your annual out-of-pocket costs. It is almost always better financially to stay in network, even if it means traveling to a specialist or a facility that’s further way. Of course, the quality of care and comfort level of the provider factors in here too. Those are hard to quantify and are a personal choice.

Knowing these terms, and what your potential costs might be, can help you budget for your healthcare.



Randy Alan Foulds is an independent health insurance agent, with Turning65 and Foulds & Feldmann Insurance Agency in La Quinta, and can be reached at (760) 346-6565.



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The Trouble with Heartburn Medications

By: **Dr. Brian Myers, Live Well Clinic**

We've all experienced it – that burning, gurgling discomfort after certain meals. The common solution is to quench it with a proton pump inhibitor (PPI) such as Prilosec or Nexium – relief. Heartburn is a bother for many and is commonly diagnosed as gastroesophageal reflux disease (GERD).

Our stomachs are well-suited to house lots of stomach acid, which is used to break down what we eat into useable nutrients (amino acids, vitamins and minerals, etc). Our esophagus is quite sensitive, by comparison, to acid. People who suffer from GERD experience small amounts of stomach acid creeping up into their esophagus, which can be very uncomfortable and sometimes painful.

PPIs block our stomach's ability to produce stomach acid, which can cause a decrease in *symptoms* associated with GERD and make people happier. The drawbacks, however, are significant. Without stomach acid, those proteins aren't broken down as well and can thus lead to a variety of vitamin and mineral deficiencies.

Research is now showing that long-term use of PPIs for heartburn and GERD may increase the risk of dementia, heart disease, and chronic kidney disease. Stomach acid helps break down food and it also functions as a barrier against various pathogens. When there's less acid, we become more vulnerable to things like clostridium difficile, pneumonia, and salmonella among many others.

So what can one do instead? The first thing would be to identify the foods and behaviors that trigger the symptoms. Often times overeating, eating before sleeping, not chewing your food, and eating fatty or greasy foods, caffeine, spicy food, alcohol, peppermint, and chocolate are on the short list of triggers.

Once you are aware of what exacerbate your symptoms, it is easier to choose not to suffer the heartburn aftereffects. Your GERD may also be the result of another underlying infection, H. pylori. Consult with your physician to help rule that, or other causes, in or out. PPIs may be effective for short-term symptom management, but use caution when you find yourself reaching for them on a regular basis.



Dr. Brian Myers is a naturopathic primary care doctor with a focus on pediatric and family health at Live Well Clinic in La Quinta.

To learn more, visit LiveWellClinic.org or call (760) 771-5970.

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The Difference Between a Will and a Trust

By: *Andrea Shoup, Shoup Legal*

Many people have questions about the difference between a will and a trust, and when a trust may be necessary.

The Basic Facts About Wills

Very simply, a will states the wishes of a person upon their passing about how to distribute their property to heirs. The will also names an executor who oversees the process of distributing assets, as well as nominates a guardian to care for minor children. A will is only in effect after someone passes.

If a person's assets are over \$150,000 or there is real property involved when they pass, the Probate Court will be involved. Probate is rather lengthy, on average 18 months, and expensive: probate fees for a conservative estate of \$500,000 are over \$26,000.

How a Trust is Different From a Will

A properly funded living trust should avoid any court involvement when someone passes. A living trust is a more flexible "will substitute" which not only provides for asset distribution upon passing, but also includes instructions if someone cannot make financial decisions for themselves.

A trust is not only for the wealthy, but for anyone who wants their heirs to avoid court involvement and high fees, as well as anyone leaving assets to a minor child.

When a trust is established, assets are held by you as trustee of your trust. Your assets are then managed according to your instructions during your lifetime and upon passing. Most trusts can be amended or revoked during your lifetime. A trust based estate plan offers a lot of flexibility and is widely used.

If I Already Have a Will, Why Would I Need a Trust?

Even if you have will, your current circumstances may require different estate planning strategies that can be accomplished with a trust.

In addition to the above, a trust can assist with:

- The care of minor children, with ongoing support amounts paid from the trust
- To care for individuals with special needs, without disrupting government benefits
- Real estate holdings can be managed and do not have to be sold during unfavorable market conditions



By speaking to an experienced California estate planning attorney like Andrea Shoup, you can learn exactly how a trust might work for your situation. Contact

Shoup Legal at (760) 808-8115 to discuss whether a trust is right for you.

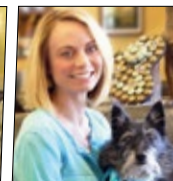
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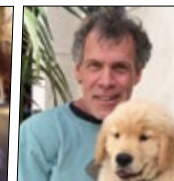
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How An Attorney Handles A Major Dog Bite Case

*By: Sebastian Gibson,
Law Offices of
R. Sebastian Gibson*

In order to obtain a settlement after being bitten by a dog, there is much more to be done than simply telling the dog owner you want to be compensated for your injuries.

After a dog bite or dog attack, we encourage our personal injury clients to discuss in detail the dog attack with the investigating officers in their home, if possible, and to walk with them to the scene of the dog attack.

It's important to have photos printed to show to the investigators the extent of the injuries. In serious dog bite cases, a victim's injuries will usually be bandaged up. An investigator is usually hesitant to ask a dog bite victim to unwrap their bandages. Insurance company adjusters will often ask to see photos of any remaining scars.

The attorney who fails to make every possible effort to reduce all of the medical liens, government liens and insurance liens does a real disservice to their client. As much time in preparing one's case for litigation, mediation or settlement can and should be spent by a dog bite attorney to reduce the dog bite victim's liens.

Even if a dog bite victim does not want to go through plastic surgery or scar revision treatment, it is helpful to their case to obtain estimated costs of such treatment to present in mediation.

In cases with significant scarring, it is important to obtain information from the dog bite victim's specialists describing not only the medical procedures that may be needed, but also the length of time such scars will be visible and to the extent to which they will be permanent. In the case of a child, a permanent scar can mean being teased by other school children and then even being shunned by others as an adult.

The number of dog bite injuries in California continues to rise each year. The more an experienced dog bite lawyer can do to guide their client to the best possible treatment, to document their injuries and their emotional impact, and then to reduce the medical and insurance liens, the greater the outcome will be for the client.



Recognized as one of the Top Lawyers of 2015, 2014, 2013, 2012 and 2011 by Palm Springs Life Magazine, personal injury attorney, Sebastian Gibson, is a well-known name throughout Southern California. For more information, call The Law Offices of R. Sebastian Gibson at (760) 776-1810 or go to SebastianGibsonLaw.com.

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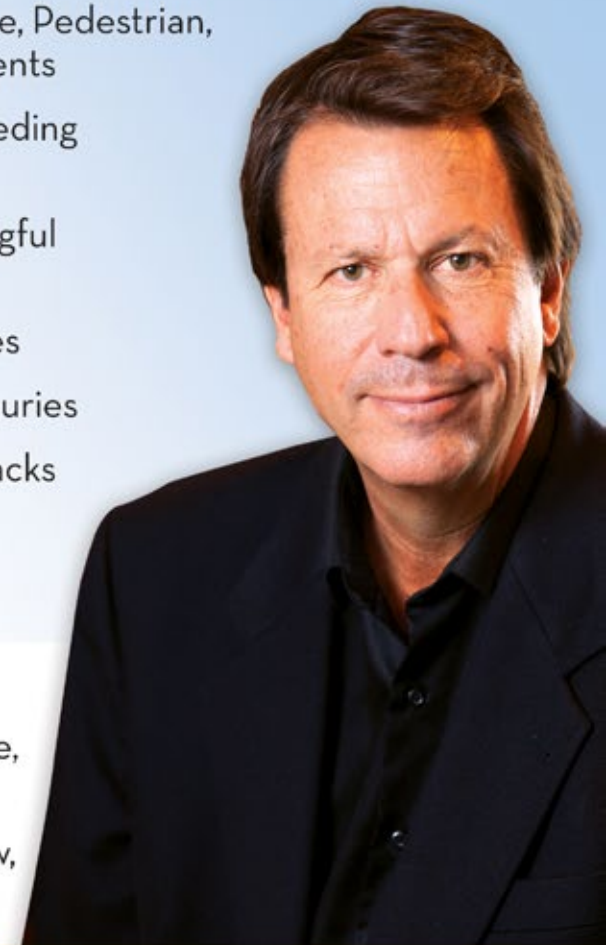
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Caution: El Niño Floods and Your Car

By: Jim Mellin, Mountain View Tire & Service

As we all have been informed, El Niño is producing a wetter than normal season. If we do experience flooding, do not – under any circumstances – drive into standing water, and here is why:

For most vehicles, the air induction for the engine is located in the lower bumper area or grill area. What this does is supply air to the engine. That air combined with fuel, once compressed and sparked, is what makes your car go.

If water is sucked into that air induction, it fills your cylinders (along with other stuff) with water. The engine dies, the driver tries to restart the engine and just hears a click. That's because there is no place for the piston to travel because the cylinder has been filled with water.

If you do drive into standing water and your engine dies, do not try and restart. After you have called a tow truck, don't let him/her try and start your car. Have it towed directly to the shop of your choice and call your insurance company.

Most times if the car has not been attempted to be restarted, it can be salvaged. Otherwise, the insurance company will write you a check and take your car. So check the roads, and stay away from standing water by using alternative routes.

Jim Mellin is with Mountain View Tire & Service, located at 79265 Highway 111 in La Quinta. For more information on services, call (760) 564-5343 or email laquinta@mountainviewtire.com

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Refresh Your Interior with the Right Paint

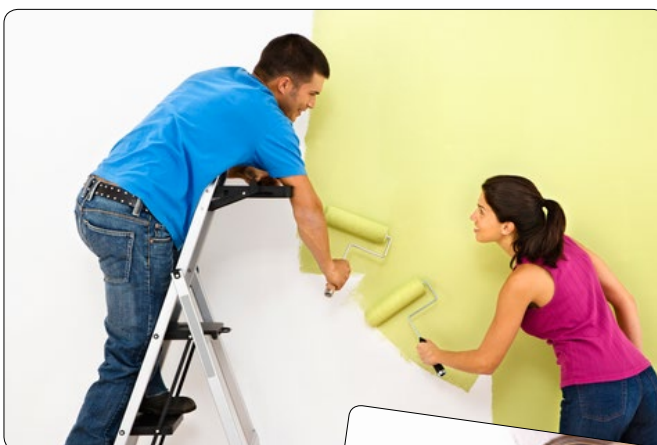
By: *Jeff Fishbein,*
Coldwell Banker Residential Brokerage

Looking for a quick way to rejuvenate your living space? Before you go changing layouts or knocking down walls, try giving your interior a fresh coat of paint. This fairly simple task can dramatically alter the look and feel of your home.

Changing interior paint is an easy do-it-yourself project that most can tackle in a weekend or two. Before you get the rollers out and start painting, here are some basics about the interior paint finishes available:

Flat or Matte: Hide imperfections with flat paints, which absorb light and make the colors seem darker. The downside? This type of paint is the least stain resistant, so reserve it for low-traffic areas and ceilings.

Eggshell: Not as dull as flat paint but less shiny than semi-gloss, this low-sheen option works well



in living rooms and bedrooms. Be aware that the shine can accentuate wall imperfections, so it's best on smooth, well-prepared surfaces.

Satin: This easy-to-clean finish is often used on windows, doors and trim. Its soft sheen sets it apart from walls painted in eggshell or flat finishes. Though it is highly durable, satin paint has less protection than shinier options.



Semi-Gloss: Designed to stand up to stains, semi-gloss paints are the easiest to clean, making them ideal choices for kitchens and children's rooms. Semi-gloss sheen also stands up to moisture, so consider this selection when repainting a bathroom.

Low VOC: The name says it all. This type of paint contains fewer volatile organic compounds (VOCs), which release toxic gases. Opt for low-VOC paint if you want to go green in your home and deal with less paint fumes.



Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage, which is celebrating over 100

years in business and worldwide exposure. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, and Palm Desert. Jeff is also very active in La Quinta's Chamber of Commerce, serving on the Executive Committee as Chamber Treasurer. Jeff can be reached at (760) 984-4145 or jeff.fishbein@camoves.com.

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Checking For Leaks Can Help Water Conservation

By: Carl Daniels II,
American Leak Detection

Water is a critical part of California's way of life. Our economy, our environment and our day-to-day lifestyle need water to flourish. But our water is limited – especially during this historic drought.

The lack of rain and snow this winter means we have to stretch the water that we do have. Residents living in California can help out by repairing plumbing issues

early. Some common types of leaks found in the home include worn toilet flappers, dripping faucets and other leaking valves, swimming pools/spas and irrigation systems. Here are some areas to check:

Toilets: Twenty percent of all toilets leak, often silently or at night. Look for drips - faucets, fixtures, hoses and plumbing in kitchens, bathrooms, laundry rooms and appliances.

Water Softeners: Check the salt reservoir. Increased salt use correlates to increased water usage, and may indicate a change in the regeneration schedule or a malfunction.

Water Heaters: These leaks are usually quite obvious and you will discover substantial amounts of water on the floor around your heater. Normally, the first sign of a heater problem is water dripping from the bottom of the jacket. This indicates that the tank has corroded through.



Irrigation: Look for broken sprinkler heads, missing emitters, cut drip lines and saturated areas. Check your irrigation schedule (length of time, number of days and stations).

Irrigation Valve Box: Listen for the sound of running water at the pressure regulator where the water line comes into the house. Look for drips at all outside plumbing and irrigation

Pools: Place a bucket on the top step of the pool and fill it with water about 4 inches from the top. Mark the water level inside and outside of bucket. After a day, if the water level in the pool is lower than the bucket, there probably is a leak in the pool structure or plumbing system.

Watch your water meter to find a leak. Most property owners underestimate the true cost of dealing with water leaks. For example:

- A leaking faucet, even just a small drip, can waste up to 34 gallons of water each year if it leaks a single drip per minute.
- An irrigation system that has a leak 1/32nd of an inch in diameter (about the thickness of a dime) can waste approximately 6,300 gallons of water per month.
- A pool leak could total tens of thousands of gallons per year and potentially create further damage to the surrounding property.



Carl Daniels II is a Regional Manager with American Leak Detection. For more information, call (760) 219-1622.

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10 Questions to Ask as a Caregiver of a Loved One with Memory Loss, Alzheimer's Disease or Dementia

Submitted by: Caleo Bay Alzheimer's Special Care Center



The decision to move a loved one from your home into a memory care community is a thoughtful and kind one—however, there can be feelings of grief and guilt. It is important to remember that your role as a caregiver does not end when a loved one lives elsewhere.

The move often enhances the lives of both parties, allowing for more social time and activities. If you are currently a caregiver of a loved one with dementia, you may want to consider the following questions when determining whether a change in care might be necessary:

1. What is the overall health of my loved one? Does he/she require monitoring for conditions or situations unrelated to dementia that require time and more care than I can provide?
2. Is my own health being compromised due to stress and lack of rest?
3. Am I missing work due to unavoidable situations that require my time?
4. Are the needs of my other family members (spouses, children, grandchildren) not being met because of my lack of time and personal resources?

5. Am I unable to manage the affairs of running a household due to lack of time?
6. Do I have sufficient support from siblings, children, friends or other relatives?
7. Are in-home or respite care services unavailable, unreliable or unaffordable?
8. Is my loved one experiencing an increased decline and exhibiting difficult behaviors, wandering, or incontinence? Is my loved one becoming more dependent on me for activities of daily living such as dressing, eating and bathing?
9. Is my loved one requiring more supervision than is realistic for one person to manage?
10. Can my loved one's current physical demands be met in the home? Are there narrow hallways, doorways or stairs which could inhibit my loved one's mobility or cause possible injury?

In addition to a memory care community, support groups, short term stays and educational opportunities are ways you can help yourself maintain a healthy lifestyle while caring for a loved one with dementia.

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Caleo Bay Alzheimer's Special Care Center offers specialized care for those with Alzheimer's disease and related dementias. Caleo Bay is a JEA Senior Living Community, with experts in providing care and support to those living with or affected by all types of memory loss since 1993. For more information about Caleo Bay and its Meaningful Moments resident program, visit 47805 Caleo Bay Drive, La Quinta, or call (760) 771-6100.

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The Chamber Connection

News, Spotlights, Information & Events

April 2016

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Business Development & Connections Calendar

GOLF TOURNAMENT & FESTIVAL

Thursday, April 7, 8: a.m. – 3 p.m.
Terra Lago Golf Club
\$600 Foursome, \$160 Individual Player
84-000 Terra Lago Pkwy, Indio 92203
(See right for more information.)

ALL VALLEY LEGISLATIVE LUNCHEON

Friday, April 8, 11:30 a.m. – 2 p.m.
Agua Caliente Resort, Rancho Mirage
\$50 - Senators, Assembly Members, and
Congressmen - Contact Palm Desert
Area Chamber (760) 346-6111

Speaker Series Luncheon

Wednesday, April 13,
11:30 a.m. – 1:30 p.m.
Embassy Suites La Quinta
50-777 Santa Rosa Plaza, La Quinta
Luncheon Sponsor is Caleo Bay
Alzheimer's Special Care Center
\$40 Members, \$45 Non Members,
\$50 at the door

TOPIC: "Snowbirds - the key factor
driving the Valley's economy and
housing markets"

RIBBON CUTTING

Jimmy John's Gourmet Sandwiches
Friday, April 15, 11 a.m.
79-845 Highway 111, Suite 102,
La Quinta

RIBBON CUTTING

Coachella Valley Home Care
Wednesday, April 20, 4 p.m.
44-100 Monterey Avenue,
Suite 204, Palm Desert

RIBBON CUTTING

Friday, April 22, 4 p.m.
Dream Vacations
78-075 Main Street, Suite 201,
Old Town La Quinta

EDUCATIONAL SERIES WORKSHOP

**"Accessing 1 Billion Customers/
Facebook Advertising 2016"**
Tuesday, April 26, 8 a.m. – 9:30 a.m.
This is the first workshop of four
workshop series.
\$5 - La Quinta Chamber – Study
Sessions Room
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NETWORKING MIXER

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Thursday, May 12, 5 p.m. – 7 p.m.
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Multi-Chamber Golf Tournament & Festival Set for April 7



Known as one of the largest and best golf tournaments and festival in the Coachella Valley, the Multi-Chamber Golf Tournament & Festival provides members the opportunity to enjoy a day on the links with business friends, clients or prospects, and network with East Valley Chamber leadership, board members and numerous elected officials. Money raised goes to the Chamber leadership training, education programs, economic development, business services and equipment needs. The event will be held on Thursday, April 7 at Terra Lago Golf Club, 84-000 Terra Lago Pkwy, Indio 92203.



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For more information on the 2016 Golf Tournament & Festival, contact the Indio Chamber at (760) 564-3111.

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Facebook page: [facebook.com/lqchambercommerce!](https://facebook.com/lqchambercommerce)

NEW MEMBER SPOTLIGHT

Jeff Anderson

Jeff Anderson is a marketing research and advertising professional. He is well known as a focus group and in-depth interview consultant. He also excels in quantitative research and statistical applications including market potential, customer satisfaction, segmentation analysis and Adaptive Choice Conjoint Analysis.



Jeff Anderson Consulting/AH! Advertising is a Tri-Digital (Traditional and Digital) marketing research and advertising consulting firm. Their award-winning creative is based first and foremost on meeting marketing objectives and defining the target audiences. Blending the best strategic minds with exceptional creative concepts provides their clients targeted, clutter-busting advertising.

Anderson has been awarded the American Marketer of the Year by the American Marketing Association, among other awards for marketing and advertising excellence. He is a Certified Professional Consultant to Management (CPCM), an accredited member, Qualitative Research Consultants Association (QRCA) and has an MBS in Business Administration. He is a current Adjunct Professor of Marketing, National University.

Anderson created Jeff Anderson Consulting, in 1987 to specialize in branding, segmentation, creative ideation and strategic media placements. Jeff has been a frequent speaker for national and regional marketing, public relations, and advertising associations on psychographics and consumer behavior, the aging of America, branding and re-positioning and other marketing topics.

For more information, call (858) 793-0441 or visit JeffAndersonConsulting.com.

NEW MEMBER SPOTLIGHT

Dig Even Deeper

Stephanie Harrison was born into a pastor's home and her family was so secure. She was the youngest of five children and felt treasured. When Stephanie was 12 years old, her mother came to her and said she was leaving her father and she would have to go live with her older sister. Less than twelve hours later, Stephanie's world changed dramatically. Stephanie felt abandoned. Have you ever had a traumatic experience that left you with unexplained emotions, feelings of rejection and struggles within?



Stephanie struggled for 15 years with a host of negative emotions which caused irrational behaviors. These emotions included, anger, rage, self-hatred, bitterness, fear, and insecurity. Stephanie has spent 40 years researching emotions and discovered why they occur and how to overcome them.

Stephanie's focus is to help people express healthy emotions using love, humor and real stories from 40 years of marriage, 38 years of parenting, and many years of life experience. Stephanie uses these stories as illustrations to bring a message of healing and restoration both to family relationships and to personal victory over hurts, hang-ups and pain.

For more information, email Stephanie at Stephanie@digevendeeper.com, visit her website at DigEvenDeeper.com and like her on Facebook.

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AVMP is an audio visual equipment rental company that provides service and insight when you are planning an event. They rent lighting, audio and video equipment for meetings, parties, weddings and corporate events.



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Dream Vacations: The Vacation Authority



Bob and Sue Marie Leidner are delighted to share their travel expertise by opening their new storefront in Old Town La Quinta. Although they are a full-service travel agency having a dedicated office at which you can drop in and pick up brochures, DVDs and other travel advice and tips, they are also available online.



Whether it be ocean or river cruises, all-inclusive resorts or guided or freestyle tours anywhere in the world, Dream Vacations was created to make your vacation experience a memory to last a lifetime.

Having personally traveled to destinations all over the world, Bob and Sue Marie are excited to share their passion and knowledge to help you check another one off your "Bucket List." Representing over 100 companies, they can assist in designing the perfect vacation for any budget or occasion.

For more information, stop by their travel offices in Old Town La Quinta at 78-075 Main Street, Suite 201. Visit them online at TheVacationAuthority.com, where you can enter your email to receive special promotions like free upgrades, onboard credits, drink packages and a host of other exciting offers.

NEW MEMBER SPOTLIGHT

Mattress Showroom

Mattress Showroom is a locally-owned and operated business that has been providing local Coachella Valley residents with high-quality mattresses at great prices for more than 31 years.



From their price guarantee, to their comfort promise, to their wide variety of in-stock mattresses and knowledgeable sales people, Mattress Showroom is confident that they can help you find the perfect mattress to get a great night's sleep.

As a Tempur-pedic Elite retailer, Mattress Showroom's first priority is to educate you and help you through the buying experience so that you can be confident in your decision. They have the largest selection in the Valley with every mattress line in store, factory direct.

Mattress Showroom offers free delivery and mattress removal on purchases. With six locations including their Grand Opening La Quinta store, they are conveniently located for every area of the Coachella Valley.

For more information, visit Mattress Showroom in La Quinta at 79-800 Highway 111, Suite 107, or call (760) 770-8008.

NEW MEMBER SPOTLIGHT

Rembrandt Pools & Spas

Built on service, quality and reputation, Rembrandt Pools & Spas is located in the heart of the desert and is here to design and build your custom pools and spas in an artistic manner, along with the landscape and hardscape to create "a true masterpiece" in your very own back yard.



With more than 15 years of building the finest pools and spas, their talented design team will help you create the environment that reflects your life style, personality and charm. They will understand and expectations for the finest custom quality and workmanship in every detail.

Rembrandt Pools & Spas uses nothing but the best pool and spa equipment, controls, lighting and the finest selection of surface finishes throughout the complete design with durability in mind.

From new swimming pool and spa designs, construction and installation, to modernization of existing pools, equipment, hardscapes and landscapes, your back yard will sparkle with new beauty – creating a relaxing place to share memorable times of enjoyment with family and friends.

With Rembrandt Pools & Spas, making the decision to build your pool and spa is an easy one to transform your backyard into a desert oasis. When you are ready to get started, Rembrandt will give you everything you have dreamed in your new pool and spa in just a 4 to 6 week construction time.

To get started on your backyard "masterpiece," call (760) 771-2121 visit RembrandtPoolsAndSpas.com.

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Practice Management Solutions, LLC

Practice Management Solutions, LLC, is made up of revenue cycle managers who have a proven system for managing accounts receivable for physicians' practices.



Their certified, experienced staff provides full billing services from completed superbills to claims processing. They also handle post payments; immediately deal with unpaid claims, denials and appeals; as well as manage patient inquiries regarding their statements and charges.

Practice Management Solutions provide on-the-job training and resources for front office staff. Their focus is customer service and proper procedures in the areas of reception, insurance eligibility and authorizations, physician referrals, scheduling, updating patient information, regulatory compliance, patient co-payments, deductibles and co-insurance.

They provide on or off-site front office functions such as reception, scheduling, confirming appointments, insurance eligibility, insurance authorizations, physician credentialing, organizing paperwork flow, keeping forms current, and claims recovery from prior billing method and management.

Practice Management Solutions helps you with strategic and operational planning by assessing your risk, analyzing your expenses, human resource alignment, market conditions, patient satisfaction and procedure codes and fees. Their team has over 75 years of successful experience in health care management.

For more information, visit PracticeManagementSolutions.net. Contact Merradee Lyons, President, at (760) 771-2492 or email merradee@practicemanagementsolutions.net for a free, confidential assessment.

NEW MEMBER SPOTLIGHT

Billionaire Real Estate Services

Whether you are looking for your forever home or dream vacation home, Billionaire Real Estate Services will be honored to help you locate and buy it. Their team will be by your side from start to finish, and long after you move in.



Conversely, if you are looking to sell your home, they will be there to make the process as smooth and easy as possible for you. Offering nothing less than exceptional service, they take care of everything – right down to the smallest details.

Billionaire Real Estate Services makes the process of buying and selling real estate as serene and seamless as possible for their valued customers. Their intimate, immaculate office – located in the heart of bustling La Quinta – reflects the quality of service their customers receive.

For more information or to contact Billionaire Real Estate Services, call (760)342-2500 or visit BreSoCal.com.

NEW MEMBER SPOTLIGHT

Suderman Solutions

Similar to our physical bodies, our businesses and organizations also need to be maintained. As a business doctor, Dr. Jeff Suderman helps organizations get healthy. He partners with businesses to create strategic plans, develop leaders, train staff and coach employees.



In his roles as a consultant, professor and futurist, he is passionate about improving organizational performance. His mission is to help businesses capitalize on opportunities and minimize challenges in order to achieve their mission.

Jeff's recent projects have included: one-on-one leadership development, coaching, organizational process audits, market research about customer behavior, day-long executive leadership development workshops, conference training workshops, and strategic plan development.

Suderman Solutions is owned and operated by Dr. Jeff Suderman. His management consulting firm serves the non-profit, education and business sectors. He has over 20 years of experience in administration and leadership which range from front-line sales to serving as a Vice President.

Jeff earned his Doctorate in Strategic Leadership at Regent University (Virginia) and teaches Master's and Doctoral courses on leadership, strategy, ethics and organizational development for universities in the United States and Europe.

For more information, visit JeffSuderman.com or email jeff@jeffsuderman.com.

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Your Promotional Products is a full-service advertising specialty distributor. The company also offers a wide range of executive gifts, awards and trophies.

Printing services are available for one-stop convenience. Since 1985, clients have consulted and worked with Dennie Marks to help expand their marketing programs. She has said "the appropriate promotional product is crucial in any marketing campaign. There are many factors to consider, and enlisting the help of a trustworthy professional dedicated to detail will make a significant difference in a company's ROI."

Since service is Your Promotional Products' most important product, the goal is to guide clients to just the right item and, at the same time, pay attention to their budget. The company is proud to help non-profits and their supporters stretch dollars.

Go to Your Promotional Products' website at YourPP.info. Review options in different category. Search under item and price to help narrow browsing. The site has thousands of options for review and cost will usually be lower than listed prices. For more information, contact Dennie at (760) 360-9047 or yourpp@dc.rr.com.

RIBBON CUTTINGS



Ribbon Cutting for Coldwell Banker, 45-000 Club Drive, Indian Wells, (760) 771-5454, on March 2.



Ribbon Cutting for Mattress Showroom, 79-800 Highway 111, Suite 107, La Quinta, (760) 770-8008, on March 2.



Ribbon Cutting for DesertArc Recycling, 45-875 Commerce Street, Indio, (760) 346-1611, on March 2.

Achieve a Celebrity-Worthy Smile with Cosmetic Veneers

By: Dr. Sheri Cros, Cros Dental

What do Leonardo DiCaprio, Kate Winslet, Chris Rock, Sylvester Stallone, and Lady Gaga all have in common? They were all in attendance at the 88th Annual Academy Awards ceremony. However, these celebrities share more than that—they also sport winning celebrity smiles for which they are well known.

If you have ever admired these and other celebrities for their stunning smiles, it is possible for you, too, to captivate those around you with a celebrity-worthy smile. The answer is simpler, faster, and more affordable than you might think—cosmetic veneers.



Unlike many misconceptions that may exist about the veneer process, it is actually a streamlined and painless experience. An experienced dentist can actually take a conservative cosmetic approach to help their patient hide permanent stains and chipped teeth to achieve a brighter smile makeover. This process can be achieved with the slight removal of your current tooth material in order to prepare the tooth.

Then a temporary veneer is cemented to the tooth while a custom-made outer covering is crafted just for you. During the next step, the porcelain veneer is permanently affixed. The entire cosmetic procedure is painless and affordable. This conservative approach to treatment may be done in as little as two office visits and respects your time, money, and will help you invest in your overall appearance and good dental health.

Are you happy with your tooth shape already? Consider professional in-office whitening for a brighter smile. In this day and age, it is possible to achieve an Oscar-worthy smile with the assistance of a competent and skilled dentist. Your smile is an investment in your appearance and boosts your confidence — and that is simply priceless.



Dr. Sheri Cros is a general and cosmetic dentist at Cros Dental in Rancho Mirage. For more information on improving your smile, go to CrosDental.com or call (760) 444-3202.

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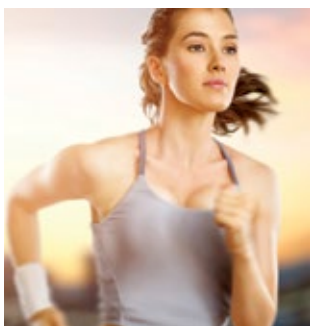
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Braille Institute Offers New Technology Center for Those with Low Vision



For people living with vision loss caused by eye diseases such as macular degeneration, glaucoma, or chronic diseases such as diabetes, learning how to use new technology can be a daunting task.

To help ease the transition, Braille Institute has opened a new state-of-the-art technology center at its campus in Rancho Mirage. Dubbed Connection Pointe™, the user-friendly center offers users one-on-one and group training on everything from using adaptive computer software to enlarge text, to maximizing accessible features such as text-to-speech on mainstream devices such as the iPad or iPhone.

The center also features special adaptive technology stations allowing visitors to download digital books, use scanners to digitize text, access closed-circuit TVs to enlarge images and utilize other hand held devices. Connection Pointe™ offers training for every skill level, from beginners who are just exploring their technology options, to advanced users who want to get the most out of their devices.

Braille Institute Rancho Mirage offers a broad range of free programs and services that serve people who are blind or visually impaired. Thanks to the support of its generous donors, Braille Institute demonstrates that vision loss is not the end of independence, but the beginning of a new way of living. Whether through classes, the free audio-book Library program or outreach presentations, our staff and volunteers stand ready to serve those who seek support.

For more information about Braille Institute, call (760) 321-1111, or email: RM@brailleinstitute.org.

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Fast & Fab Ideas for Summer Xeriscape

By: Pat Wood, Encore Consign + Design

With record droughts and the water restrictions that go with them, lush lawns are disappearing in the desert. While xeriscape seems to have taken over, the end result can all too often look somewhat barren and uninviting.

Are you planning on eating outdoors, entertaining or simply lounging and not interested in having your yard looking like others? Then it's time to get your design talents flowing and rethink how that area looks. Here are a few simple outdoor "decorating" tips.

Give it Purpose

Before you start decorating, you should think about how you want the end result to look, feel and function.

Do you have visions of a personal retreat? Hammocks and sofas are key.

Are you planning to use your space for entertaining? Make sure you have clusters of tables and chairs or sofas for plenty of gathering spaces.

Do you want to attract birds? If that's the case, bird feeders and a birdbath are obvious choices.

Regardless of what you choose, focus on one purpose or the area will be more difficult to decorate.

Got Space?

Having wide open spaces can allow for creativity, but can also make decorating daunting. Approach the outside much like you would focus on rooms or space indoors. Imagine your outdoor space like a room, just one without walls. If you have the space, create intimate



settings around focal pieces like an all-weather sofa or a table where people can sit, talk and relax. Large pots, interesting garden sculptures or even stones can become a focal point.

Choose with Care

Consider the size and scale of your yard before adding décor or accessories. Furnishings that are too small will get lost in the expanse of the space. They can be used best by incorporating them into a larger display as complimentary pieces.

Keeping with a monochromatic palette can help tie all the pieces together. You can pull off a polished look without

overdoing it, and you can always add a touch of fun with colorful accents. Bold cushions or decorative pots can create a necessary pick-me-up to liven the space.

Know Thy Flowers

If you do choose to decorate with "container gardens," it's essential that you know what

kinds of plants you're getting. Flowers that add color and texture are perfect for customizing your outdoor space, but they also have to be able to survive and thrive in the desert heat.

Plant flowers in similarly or neutral colored pots for a subtler look, and in contrasting colored containers for a real pop of color. Just a few "container gardens" can change the look of an entire yard.



Pat Wood is co-owner of Encore Consign + Design Studio in La Quinta. Encore has several showrooms of exquisite furnishings and accessories with new pieces arriving daily. Pat

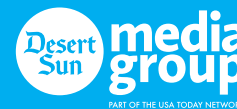
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5 Reasons a Small Cruise Might Be Right For You

By: Charles Greenberg, Your Travel Agency

It's a cliché, but it's true: bigger isn't always better. While large cruise lines offer amazing amenities such as Broadway-style productions, lavish spas and sprawling ice-skating rinks – it can be little things that make a big difference. Here are 5 reasons a small cruise might be right for you:

#1 – You're Not Fond of Crowds

Think of it this way: you won't be competing for a lounge chair on the sundeck. Smaller cruise ships are more sparsely populated, and fewer people means an easy embarkation and disembarkation.

#2 – You Enjoy Being Spoiled

Personally monogrammed pajamas, butler service, a poolside steward who's ready to polish your sunglasses—these are some of the luxuries that come with an intimate ship. It's a fact – smaller ships have a high level of service. You'll find a completely different experience with fewer people and a higher ratio of crew to guests.



#3 – You're a Foodie

Not only are open dining times a valued bonus (passengers are not relegated to timed seatings on small ships), but smaller can also be better in terms of food quality. A manageable dining room allows for local sourcing. Some dining rooms are on par with medium-sized restaurants so food is prepared to order – which is impossible on a large cruise ship.

#4 – You're an Adventurous Traveler

Small ships have the advantage of accessing ports that large ships can't. This can mean traveling up the Thames in London, chasing the Northern Lights in Scandinavia or getting up close and personal with sea turtles in the Galapagos. Small ships tend to go to off-the-beaten-path ports.

#5 – You Want to Meet Like-Minded People

Are you a shutterbug? Wildlife enthusiast? Cyclist? Wine aficionado? Many small cruise lines offer themed experiences where passengers can meet others who share common passions. For example, the luxury small river cruise line AMA Waterways features art cruises on which guests can take painting classes, attend lectures by art historians, and visit where the masters worked. Customized land tours are also geared toward small group excursions that range in style, difficulty, duration and theme.



Charles Greenberg, owner of Your Travel Agency, treats each client's trip as if it were his own and does not charge any fees. He is affiliated with Travel Planners International and Ensemble Travel, and is a cruise vacation specialist who has long term relationships with all major ocean-going and river cruise lines. For more information, call (760) 772-5888 or email: greenbergcharlie@gmail.com.

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