

AUGUST 2015

The Gem

The Voice of Business

Chamber Recognizes Top Businesses

See all of the Annual Awards WINNERS inside!



Keeping Animals COOL this SUMMER

Chamber Pull Out Map Inside!

HOT SUMMER DEALS

LOCAL HAPPY HOUR CONTEST

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CHAMBER OF COMMERCE

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LQChamber.com

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Go Ahead & “Check” Around.

Thinking of selling your La Quinta home this year?
Here’s a helpful “REALTOR® Comparison Checklist” to ensure you select
the most qualified real estate professional.

REALTOR® Comparison Checklist	Brad Schmett	Agent #2	Agent #3
Sells A House Every Three Days	✓		
“Best of the Best” Award - California Real Estate Agents	✓		
Most Listings Are Sold at or Near Full Asking Price	✓		
Career Over \$200 Million Sold	✓		
25+ Years Real Estate and Business Experience	✓		
Local Broker/Owner Experience	✓		
Licensed Real Estate Broker, Not Just an Agent	✓		
Top La Quinta Real Estate Online Marketer	✓		
Top La Quinta Real Estate Offline Marketer	✓		
Certified Residential Specialist	✓		
Certified Luxury Home Marketing Specialist	✓		
Certified Real Estate Brokerage Manager	✓		
Accredited Buyer’s Representative Certification	✓		
Graduate, REALTOR® Institute	✓		
Short Sales and Foreclosure Resource Certification	✓		

You could point to Brad Schmett’s years of dedicated client service or the genuine care he devotes to his clients as keys to his success. But the real secret to selling premier La Quinta properties is all about generating maximum exposure for your home. That’s why Brad and his team have developed highly advanced and laser-focused marketing programs that expose your property to a global audience and give you a decisive edge when selling a home. If you’re considering the sale of a La Quinta home, call the Brad Schmett Real Estate Group today.



760.880.5845 LaQuintaHomeSold.com Brad@LaQuintaHomeSold.com

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“When someone asks me which knee I had replaced, I have to stop and think about it”

—Gary Apfelbeck

GARY APFELBECK really likes playing pickle ball, but before his knee replacement surgery he could barely walk off the court after playing just a few games.

“I really couldn’t get around because it’s a fast game that requires a lot of quick movements,” he said.

Gary is just one of more than 715,000 patients who have knee replacement surgery each year in the U.S. The knee joint, the largest in the body, can wear out due to inflammation caused by arthritis, injury, as well as every day wear and tear. Knee replacement surgery may be recommended if pain limits activities, the knee is stiff or deformed, or if there is moderate to severe pain that occurs during rest. Patients can usually resume normal daily activities three to six weeks after the procedure.

“I had no idea that we could get him back out there doing the things he’s doing today,” said Gary’s wife, Letitia. “I think the great outcome is due in large part to the due diligence of the staff at JFK Memorial Hospital.”

At JFK, patients are prepared for successful outcomes through a seamless continuum of care, starting with our innovative OrthoPreOp Class through post-operative physical therapy. JFK Memorial Hospital is a recipient of Healthgrades® Joint Replacement Excellence Award™ for 7 years in a Row (2009-2015).



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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: Congratulations to the La Quinta Chamber of Commerce 2015 Awards winners: Business of the Year - Stuft Pizza Bar & Grill and Nonprofit of the Year - Braille Institute.



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CHAMBER CHAIRMAN'S MESSAGE



By: Jason Schneider, Chamber of Commerce Chairman

It's another great day in La Quinta!

As a member of the La Quinta business community, I am always looking for ways to help grow my business and create a competitive advantage. One of the most effective ways I have found to do that is through the La Quinta Chamber of Commerce.

Like most things in life, your Chamber membership will only be as effective as the time you commit to it. We have some incredible opportunities to connect businesses with each other, elected officials, and the community at large.

The Gem is distributed to every member of the La Quinta community, and will soon be sent to Bermuda Dunes, Indian Wells, and Sun City Palm Desert. Our members have the exclusive opportunity to provide content such as an article – and no other Chamber in the valley allows members to put their message directly in the hands of every community member *FREE* of charge.

In addition to writing an article, there are opportunities to advertise as well as announce upcoming events. We work hard to spotlight new and existing members that are doing great things to help make La Quinta the 'Gem of the Desert.'

Lastly, get involved! The Chamber exists to promote and enhance business growth, civic well-being and sound quality of life. This is done through the relationships that are fostered when everyone gets involved. Let the La Quinta Chamber of Commerce grow YOUR business, enhance YOUR civic well-being and improve YOUR quality of life.

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

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Wellness Center Now Open



Sign up for your fitness membership today!
\$50 for La Quinta residents
\$75 for non-residents

Monday - Friday 5:30am - 9pm
Saturday 8am - Noon



Wellness Center offers a variety of services and facility offerings to assist you in your wellness journey. Here are some examples:
(Program offerings may require additional fees)

Intellectual Wellness
Expand the mind and learn new skills

- Life-long learning courses
- Technology programs
- Computer Lab
- Facility-wide WIFI

Social Wellness

- Connect with others
- Nintendo Wii Golf & Bowling
 - Social Bridge
 - Mah Jongg
 - Dominos

Creative Wellness

- Spark your inspiration
- Music
 - Language
 - Arts & Crafts
 - Dance

Physical Wellness

- Improve fitness and overall health
- Yoga
 - Pilates
 - Tai Chi
 - Martial Arts
 - Interval Training

Nutritional Wellness

- Fuel your body with good food
- Healthy Cooking
 - Nutritional programs
 - Community Herb Garden



Wellness Center

78450 Avenida La Fonda
La Quinta CA 92253
760.564.0096

We Asked. You Spoke. We Listened.

***By: Gary Rutherford, Desert Sands
Unified School District***

A recent column invited the community to access the Desert Sands Unified School District web site to learn more about LCAP (Local Control Accountability Plan). Many visited our online survey or attended one of 50 stakeholder forums.

Three goals were adopted to guide spending decisions: 1) All students will demonstrate growth as measured by state/federal assessments; 2) All students will graduate and be prepared to make a successful transition to further education and/or career opportunities; 3) All students will develop and consistently demonstrate responsible, respectful, and ethical behavior in a safe, clean, and orderly learning environment. The results of each goal will be monitored, with results shared back to the community.

In June, the DSUSD Board of Education approved these initiatives.

A commitment to continue reducing class size. Kindergarten through third grade levels are progressing toward an average of 24 students per classroom. The district's new full-day kindergarten program, piloted at eight schools, will average 24 students per classroom. Grades 4-8 are projected to average 29 students per class and 30.5 students in grades 9-12.

A commitment to encourage and support teacher leadership. We are blessed with talented and dedicated teachers who are essential to our improvement efforts. Teacher on Special Assignment (TOSA) positions will facilitate the delivery of essential programs and services, including instructional coaching, English language learners, Next Generation science standards, special education, PAR/BTSA program (beginning teacher support), attendance recovery, and counselors for student assistance programs.

A commitment to use technology to create relevant learning environments and build digital literacy. A task force

will develop, implement, and monitor a plan to increase technology tools while introducing a system of site-based technician support.

A commitment to provide cutting-edge, rigorous, and relevant career/technical education (CTE) to prepare youths for a wide range of high-wage, high-skill, high-demand careers. Five full-time educators will be assigned to serve as high school Career Technical Education (CTE) assistant principals. In addition, \$300,000 has been set aside to support career/technical education. New academies/pathways include aviation, information technology, and environmental engineering.

A commitment to keep students safe and schools secure. Assistant principal positions will be introduced at elementary schools with high numbers of students. Five attendance facilitators will support student achievement and well-being through increased attendance and reduced absenteeism/truancy.

A commitment to "grow" what is working well in DSUSD. Increased levels of financial support will go to programs such as the California College Guidance Initiative (CCGI), Advancement Via Individual Determination (AVID), Advanced Placement (AP), and International Baccalaureate (IB).

A commitment to improve special education services for students with disabilities. Nine additional teachers will reduce caseloads, para-educator hours will be increased, additional professional development opportunities supported, and more dedicated and responsive administrative oversight committed. A copy of the final report containing specific key initiatives for DSUSD education enhancement can be found at **DSUSD.us**. Together we are building a better future.



Gary Rutherford, Ed.D., is the superintendent of school for Desert Sands Unified School District. Desert Sands invites you to stay informed on the happenings at our

*schools by receiving our weekly newsletter, The Beacon. To sign up for your free subscription, visit the website at **DSUSD.us**.*

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Take Advantage of the Best Happy Hours in Town This Summer!

Sure, locals have to beat the heat in the summer – but one of the benefits of being in the Coachella Valley all year is enjoying the special deals businesses offer in the summer months to reward customers who are here year-round.

The La Quinta Chamber of Commerce is celebrating that spirit of summer in the desert by spearheading a *Simply the Best Happy Hour* competition. Here is a list of La Quinta Chamber of Commerce restaurant members that have provided happy hour specials for you to take advantage – then vote for your favorites! Here are the categories:

- ☺ **Best Alcoholic Drink Specials**
- ☺ **Best Non-Alcoholic Drink Specials**
- ☺ **Best Food Specials**
- ☺ **Best Happy Hour Hours**
- ☺ **Best Value**
- ☺ **Best Overall**



Go to: surveymonkey.com/s/5ZTY6Q7 or click on the QR code above or to be connected to a survey allowing you to cast your vote during August. Watch for the results in a future issue of *The Gem*. Happy “Happy Hour-ing!”



Augustine Casino

Where Locals Eat,

Play, and Win! Experience 804 hot slots, 10 table games with the friendliest dealers, and good food at Cafe 54, where you'll find the best value in the Valley. 84-001 Avenue 54, Coachella (760) 391-9500; AugustineCasino.com

Happy Hour: 8am-1pm, Everyday

HH Highlights:

Bloody Marys - \$3

Coffee Liqueur - \$3

Mimosas - \$1.50



Brandini Toffee

More than the creator of the world's most delicious almond toffee, we're a family owned company started by two high school students.

Now our secret recipe has people craving our

succulent toffee from all parts of the world. Rancho Las Palmas Shopping Center, 42-560 Bob Hope Drive, Rancho Mirage, (877) 327-2634 132 S. Palm Canyon Drive, Palm Springs, (760) 200-1598; BrandiniToffee.com
Highlights: 25% off all products



California Ocean Grill

Not Just Seafood: Fresh, green, healthy, organic. We have an Urban Cultivator which grows our veggies right at our location.

Come in and taste the fresh health cuisine. Our food is fresh!

79-680 Highway 111, Suite 102, La Quinta

(760) 775-6988; CaliforniaOceanGrill.com

Happy Hour: 2-5pm and 8pm-close;

Monday through Friday

HH Highlights:

Clam Chowder Bowl: \$3

Buffalo Fish Bites: \$4

Crispy Calamari: \$4

Shrimp Taco: \$4

Coronado Trio Sliders: \$5

Drinks:

Pabst Blue Ribbon: \$2

Bottled Beer: \$3

House Wine: \$4



Egg Cafe

Egg Café focuses on quality ingredients and

customer service, community involvement, and creating a good work environment. Owner Doriel Wyler also strives to treat her customers like family in a unique, friendly atmosphere.

50-855 Washington Street, La Quinta

(760) 564-3223

Happy Hour: 10am-12pm, Wednesday-Friday

HH Highlights:

Heuvos Rancheros, \$6.99

Fresh-Squeezed OJ, \$1.99

FREE Coffee with Entrée Purchase



El Mexicali Cafe

Traditional Mexican dishes made from scratch and hardly found in other restaurants.

47-150 Washington Street,

La Quinta. (760) 625-1541; ElMexicaliCafe.com

Happy Hour: 2-6pm, Monday-Friday

HH Highlights: Buy 1, get 1 drinks for \$1

Buy one get one ½ off all appetizers



La Brasserie

Brasserie [bras-uh-ree], the French term for brewery, refers to an unpretentious restaurant that serves drinks

and classic Parisian bistro food. La Brasserie Bistro & Bar is an authentic French bistro that juxtaposes sophistication, charm and casualness with a high-energy environment.

78-477 Highway 111, La Quinta

(760) 771-4400; LaBrasserieLaQuinta.com

Happy Hour: 5-9pm, Monday-Thursday; 4:30-9:30, Friday & Saturday

HH Highlights:

\$2 off Cocktails

Experience the "Queen Royal Cocktail," which features Cremant D'Alsace, honey liquor, and Ashurts family honeycomb



La Quinta Brewing Co.

Taste the sunshine! La Quinta Brewing Co. opened its doors in November of 2013. Although relatively young, it's already an

award-winning brewery. They took home a bronze medal in their first year for their Indian Canyon IPA at the 2014 San Diego International Beer Competition.

77-917 Wildcat Drive, Palm Desert

(760) 200-2597; LaQuintaBrewing.com

Happy Hour: 3-5pm, Monday-Friday

HH Highlights:

\$1 off all beers

\$2 off all growler refills



La Rue Café Wine Bar

Welcome to La Rue Café Wine Bar, now open on Main Street in the heart of charming Old Town La Quinta. With its

sophisticated, yet comfortable ambiance, unique wine list, extensive beer selection, delicious food and outstanding customer service, La Rue is quickly becoming a popular location in the Valley for lunch, Happy Hour, dinner, Sunday brunch and live music.

78-015 Main Street, #109, La Quinta

(760) 296-3420; LaRueWineBar.com

Happy Hour: 3-6:30pm Daily

HH Highlights:

\$2 off draft beer (12 to choose from)

\$5 house wine

\$7 flat bread pizza

\$7 chicken wings

\$7 sliders of the day





Las Casuelas Quinta

Las Casuelas restaurants have a long and proud heritage. In the city of Mazatlan, Mexico, founder Florencio Delgado's grandmother prepared wonderful dishes and perfected recipes to hand down to

her children. Las Casuelas Quinta blends the tastes of colonial Mexico with contemporary California in traditional Las Casuelas style.

78-480 Highway 111, La Quinta
(760) 777-7715; LasCasuelasQuinta.com

Happy Hour: 3pm-closing, Sunday-Friday

HH Highlights:

Half off selected appetizer menu

\$3 Beers

\$5 House Margaritas

\$2 off House Wine and Well Drinks



LG's Prime Steakhouse

Why do we call ourselves LG's Prime Steakhouse? Quite simply because

PRIME is the best by any standard and is the USDA's highest designation for beef. PRIME steaks have the necessary marbling, that imparts a unique combination of taste and texture, which defines the ultimate steak-eating experience.

78-525 Hwy. 111, La Quinta
(760) 771-9911; LGsPrimeSteakhouse.com

Happy Hour: 5-6:30pm

HH Highlights:

Hand Cut Kennebec Potato Frites \$4.95

LG's Crab Cakes \$13.95

Crispy Calamari \$9.95

Tempura Squash Blossom \$7.95



Morton's Steakhouse

Come enjoy the

"Good Life" with us at Morton's The Steakhouse, Palm Desert. Located minutes from the El Paseo Shopping District and the McCallum Theatre for the Performing Arts, the restaurant's rich decor, beautiful patio and lively bar make this restaurant the ideal spot for happy hour.

74-880 Country Club Drive, Palm Desert
(760) 340-6865; Mortons.com

Happy Hour: Friday, open - 6:30pm and 9pm - Close
HH Highlights:

Beverages start at \$5.50

Bar bites start at \$7



Turn to Page 10 for more! →



Port of Subs

Customers have been enjoying

the great taste of Port of Subs® sandwiches for 40 years. Over the decades, the Port of Subs® brand has become synonymous with quality sandwich making and superior customer service. Port of Subs® made-fresh-to-order sandwiches are prepared while the customer looks on.

46-520 Washington Street, La Quinta

(760) 399-9678; PortofSubs.com

Happy Hour: 4-8pm, Everyday

HH Highlights:

Buy any menu item and receive any other menu item of equal or lesser value free.

No limits, no restrictions!



Rock 'n' Roll Mini Golf

Rock 'n' Roll Mini Golf is a one of the coolest places in town for indoor fun during the heat of summer.

46-805 Dune Palms Road,
La Quinta

(442) 400-3572; RockNRollMiniGolf.com

Happy Hour: 12-5pm 2-for-1 golf, Tuesday - Friday
(must mention you saw it in *The Gem*)

Highlights: 18-hole black-lit mini golf course with rock and roll neon décor and classic rock music
Party rooms, arcade area and full snack bar that includes: Hot Dogs, Nachos, Popcorn, Sodas, and Candy



Rooster's

Fried Chicken & Spirits

When you're in the mood for tasty, you're in the mood for

Southern favorites at Rooster's Fried Chicken & Spirits.

79-255 Hwy. 111, Ste. 5 & 6, La Quinta

(760) 289-4413; RoostersLQ.com

11am-6pm, Everyday

HH Highlights:

\$4.25 well drinks

\$3.00 domestic draft and bottle beer



RosAmarillo's

RosAmarillo's blends integral Mexican attributes with a progressive technique of cooking to create unique and flavorful dishes.

49-990 Jefferson St., Suite 120, Indio

(760) 777-1175; RosAmarillos.com

Happy Hour: Every day from 3-9pm



HH Highlights:

\$3 Draft Beer \$4 Happy-Margaritas

\$5 House Wine- White & Red

New Bar Appetizer Menu

Every Friday & Saturday night "Live Music"

"Taco Tuesday" New Hours- 3pm—9pm



Solano's Bistro

A West Coast Bistro!

Solano's Bistro is a chef owned

and operated restaurant in Old Town La Quinta. Dine inside or out, browse local artists' creations, and feel like part of the family while enjoying their delicious creations.

78-075 Main Street, #105, La Quinta

(760) 771-6655; SolanosBistro.com

Happy Hour: 4-9 pm, Monday-Saturday in the bar

HH Highlights:

Happy Hour wine - \$5 a glass,

Bottled beer - \$5 domestic; \$6 imported,

House wine - \$6, Draft beer - \$5, Well drinks - \$5

Happy Hour Bar Bites: Sweet Potato Fries \$6; Classic

Caesar \$7; Tomato Bruschetta \$7; Black Bean

Quesadilla \$8; Kobe Beef Sliders 3 for \$9 or \$4.25

each; Buffalo Wings \$10, and more



Stuft Pizza Bar & Grill

Stuft Pizza is so much more than just pizza!

78015 Main Street #100, La Quinta

(760) 777-9989; StuftPizzaBarandGrill.com

Happy Hour: 3-6pm Daily

HH Highlights:

50% off all Draft Beer (prices start at 16 oz. for \$2.25 and 25 oz. for \$3.38)

50% off House Wines by the glass, featuring Stuft's signature 8 oz. pour (prices start at \$4)

\$4 Well Drinks: Vodka, Gin, Rum, Bourbon, Brandy, Scotch, or Tequila

\$2.50 off all small pizzas and 25% off Small Plates



Tack Room Tavern

Located at the Empire Polo Club, offers one of the desert's most unique and affordable settings for hosting guests.

81-900 Avenue 51, Indio

(760) 347-9985; EmpirePoloEvents.com

Happy Hour: 3-7pm

HH Highlights:

Glass House Wine \$5, Well Drinks \$4.50,

Jugador Margarita \$6, Bud Light Draft \$3,

and Stella Artois Draft \$4. Taco Tuesday is back all

summer. Unlimited Taco Bar trips for \$12!



The Beer Hunter

← Turn to Pages 8-9 for more!

Coachella Valley's Premier Sports Bar & Grill offering a HUGE selection of games available every day including the Big 10 Network, MLB Stretch Run, ESPN Game-Plan and much more. All are available on Big Screen HDTV. Plaza La Quinta, 78-483 Highway 111, La Quinta

(760) 564-7442; LaQuintaBeerHunter.com

Happy Hour: 3-6pm Monday – Friday & Sunday; 9-11pm Sunday

HH Highlights:

\$3 Small Plates (chips and salsa, chili cheese fries, fried zucchini)

\$5 Small Plates (chicken quesadilla, chicken taquitos, calamari, potato sticks, mozzarella sticks, chicken and bean tostada)

Drink Specials: \$4.25 Well Drinks

Wine Specials: \$4.75 House Wines

Beer Specials: \$2.75 Domestic Pints; \$3.75 Import & Premium Pints



The Crab Pot

Our Specialty: We take a variety of fresh seafood, steamed with mouth-watering spices, we pour it out on the table on butcher paper, give you a mallet, bibs & let you go at it!

78121 Avenida La Fonda, La Quinta

(760) 564-7333; CrabPotLaQuinta.com

Happy Hour: 3-6pm



HH Highlights:

Oyster Shooters \$1.50 Oysters on the ½ Shell \$8.00

Bay Shrimp Cocktail \$4.00 Prawn Cocktail \$8.00

Shrimp Taco (fried) \$2.75 Fish Taco (Fried Cod) \$2.75

Seafeast Pizza 10" Pizza \$10.95

Drinks:

Well drinks \$4.00 House wine \$4.00

Bottled beer \$2.50 Premium bottle beer \$3.50

Domestic Draft Pints \$2.20 Premium Draft Pint \$2.45



The Grill on Main

Meet, dine and unwind at La Quinta's favorite neighborhood bar and grill. Located in the heart of Old Town La Quinta.

78-065 Main Street, #106, La Quinta

(760) 777-7773; TheGrillonMainLQ.com

Happy Hour: Tuesday – Sunday; 2-7pm

HH Highlights:

Drink specials: \$5 house wine, well drinks and margaritas

\$1 off all draft and domestic bottled beer

Food specials (prices \$6 - \$14) including: Grilled Flat Bread, Carne Asada, Fish & Chips, Mahi Mahi Tacos, Grilled Pesto Salmon, Sesame Encrusted Ahi Tuna, Shrimp Queso, Hot Wings, Blackened Ahi Tuna Caesar, Chicken BLT Salad, California Turkey Burger & Fries, The Grill Burger & Fries, Blue Cheese Salisbury Steak, Tempura Cauliflower, and Chips, Salsa & Guacamole.

Plus, "Taco Tuesday" Happy Hour specials run from 2 p.m. to close every Tuesday and include \$2 Tacos (choose from Mahi Mahi, Crispy Fish, Chipotle Shrimp, Shredded Beef Barbacoa or Street Tacos); Beans & Rice for \$3; Modelo Especial and Bud Light \$3 and \$5 margaritas, house wine and well drinks.



NEW PARTICIPATING RESTAURANTS ADDED THIS MONTH!



Cliffhouse Grill & Bar

Serving the Valley for 25 years with one of the most popular Happy Hours in the desert.

78250 Highway 111, La Quinta, (760) 360-5991,

LaQuintaCliffHouse.com

Happy Hour: Monday – Saturday; 4-6:30pm; Sunday, 4 – 9:30pm

HH Highlights:

Taco Tuesday – Best Fish Tacos in the Valley! 2 Fish Tacos for \$8.00

Wednesday Wine Night – All Bottles of wine are ½ price

Sunday Night – All Night Happy Hour

\$5.00 House Wines \$5.00 Tap beer \$7.00 Martinis



Soul of Mexico

At Soul of Mexico, you'll feel like family! Try the dishes grandmother made – from their table to yours. Soul of Mexico has a variety of vegetarian dishes as well as homemade corn & flour tortillas. Live entertainment with local bands on Friday nights after 10pm.

44-100 Jefferson Street, Indio, (760) 200-8797, SoulOfMexicoCV.com

Happy Hour: Monday-Friday; 2-5pm

HH Highlights:

Nachos \$6.95 Calamari \$5.95

Draft beer \$3.00 Happy Chavelas \$4.50

Happy Margarita \$5.00 House wine glass \$3.95 House Well drinks \$3.95



Thai Smile of Rancho Mirage on El Paseo

Enjoy authentic Royal Thai and Malaysian cuisine featuring the flavorful spices of Southeast Asia. Dishes are prepared using a blend of spices and employing pungent roots such as galangal, turmeric and ginger; aromatic lemongrass and kaffir lime leaves together with other ingredients like coconut, palm sugar and chillies.

73725 El Paseo, Palm Desert, (760) 341-6565, ThaiSmileRM.com

Happy Hour: 4pm to 7pm (Dining Room); 4pm to 9pm (Bar Area only)

HH Highlights:

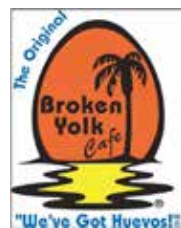
Thai smile crab Rangoon (6 pieces) \$5.99

Kanom Jip (6 pieces) \$5.99

Satay chicken (3 skewers) \$5.99

Fish cakes (7 pieces) \$5.99

Drinks: Cosmopolitan, Lemon Drop, Manhattan & Pomegranate Drop Martinis for \$5



The Broken Yolk Café

Hungry for a great value? Broken Yolk Café has an EGGCELENT summer menu with breakfast choices for only \$5.75 and lunch selections for only \$7.75 including an Entrée, Side Dish & Beverage. Available Monday-Friday 6AM-3PM. Open all summer!

78430 Highway 111, La Quinta, (760) 777-9655,

TheBrokenYolkCafe.com

Happy Hour: 6am-3pm, 7 days a week

HH Highlights:

Beat the heat with refreshing Mimosa & Beer Flights for only \$5!



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Getting the Hang of It: Enhance Your Living Space with Art

By: Pat Wood, Encore Consign + Design Studio

Have you ever had the experience where you walked into a home, shop or gallery and were absolutely taken back by a piece of art? Like one of those “ah-ha” moments?

Displaying artwork is a great way to personalize your space while making a statement. Even if you don't consider yourself art savvy, you can easily select a piece that strikes you - something that resonates with a preference, memory or your taste. No matter the budget, no matter the taste, by following a few simple guidelines, you can decorate your home with art that adds character and flair.

Buy Pieces You Enjoy

Don't buy artwork simply to fill an empty space. Decorating with art becomes easier and much more fun when you buy what you love and surround yourself with it. Art can be as simple as enlarging a photo you have taken.

Know Your Style

Whether you prefer traditional, contemporary or abstract art, make sure the art you choose to fill your home reflects your personality. The goal is not to impress friends and family but to decorate your space to make you feel comfortable and at home.

Choose a Focal Point

Choosing a statement art piece is a great way to introduce a solid focal point in a room. If you already have a focal piece of furniture or a unique architectural aspect in your space, select some decorative art pieces to complement the room's overall theme. A room can have multiple areas that draw your attention, but the design

elements that make up these interest points need breathing space to avoid cluttering.

Use Art to Fill Shelves

Wall art often comes to mind when we talk about decorating with art. Yet, styling a shelf with art can add a lot of character to a room. Bookshelves can be transformed into display cases featuring a mix of books and objects while layering in a few framed photos or small artworks.



Select Different Mediums

The right collection of wall art can drastically transform your home, but paintings and prints are only a few of the mediums out there. Different mediums will have varying effects in a room. Sculptures can add depth and structure, paintings will add a color impact and mixed media pieces can add texture.

Getting Started

Many times, the hardest part is getting started. Start with what you already have. Try displaying your pieces in various areas in a room and in different rooms. It's fun to play around and even more fun to shop around. And remember, if you have a great piece that no longer fits, there are consignment stores that can help you. In fact, they also have a good selection.



Pat Wood is co-owner of Encore Consign + Design Studio in La Quinta. They have showrooms of exquisite finds and unique designs. Pat can be reached at: (760) 564-7200

or by email at Info@EncoreLQ.com. Encore: Where Savvy Shoppers Meet.

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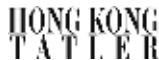
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Keeping Animals Cool

By: Ben Klopf, The Living Desert

Animals in our collection are members of an elite group that have adapted in order to thrive in what some may consider to be the most unforgiving ecosystem in the world: Deserts.

Animals use different modes of thermoregulation while in their native habitats through physical and behavioral adaptations. Many desert dwellers such as fennec foxes have groups of blood vessels close to the surface allowing heat to dissipate in the environment. Even though an opossum cannot sweat, they create an evaporative cooling affect by licking their fur. Adapting to the rising temperatures may even be something simple such as seeking shade and resting during periods of extreme heat.

At The Living Desert, our animal exhibits are designed to allow our collection access to plenty of shade and water to survive the summer onslaught. Exhibits and holding spaces are equipped with mister systems, swamp coolers or air conditioning.

There are even a couple species that enjoy a dip in their own pool like the African wild dogs and jaguars.

Our world-class animal care staff don't just rely on exhibit modifications to help the collection cope. Throughout the summer, keepers work hard to give the animals something "cool" to keep them busy, usually involving ice. The giraffe occasionally enjoy a jumbo ice cube filled with produce. The mountain lion loves her blood-sicles.

When you visit the park in the summer, you may be surprised to see that not every animal takes us up on the offer for a cooler space. Some prefer their own adaptations. The Arabian Oryx, for example, prefer to dig down to cooler sand before laying down instead of using the misters that are provided.

As you are enjoying your own cool microclimate this summer, there is no reason to feel bad for the animals on exhibit at The Living Desert. Remember, they have special ways of beating the heat and thriving in the extreme climate of the Coachella Valley. Come pay them a visit!



Ben Klopf is the Animal Care Manager of Wildlife Programs at The Living Desert, which is an AZA-accredited zoo and gardens that is dedicated to conservation and education. It is a family-friendly place to explore nature and create meaningful experiences for guests that are remembered for a lifetime. For more information: (760) 346-5694 or visit LivingDesert.org. The Living Desert is located at: 47-900 Portola Avenue in Palm Desert.



UPCOMING SPECIAL EVENTS



Superhero Summer Movies

Join us at **Fritz Burns Pool** (78107 Avenue 52) for the Superhero Summer movie series. The movie will be shown on a 20' inflatable movie screen in the pool area. Admission is \$1 per person and snacks will be available for purchase for a nominal fee.



Teenage Mutant Ninja Turtles
Friday, August 7



Guardians of the Galaxy
Friday, August 21

Sports

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

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Summer Golf Tour — Saturdays through August 29

\$69 enrollment fee with discounted green fees for each course.

Play some of the best golf courses in the Coachella Valley at a discounted rate.

All courses will play shotgun format and will tee off at 7:30 a.m.

Please email communityservices@la-quinta.org for more details.

Date	Course	Green fee
August 1	Westin Mission Hills Golf Resort, Pete Dye	\$45
August 8	Classic Club	\$50
August 15	Desert Willow Golf Resort, Firecliff	\$45
August 22	Indian Wells Golf Resort, Celebrity	\$50
August 29	PGA West, TPC Stadium Course	\$55

End-Of-Tour Banquet will be held at noon on August 29 at PGA West Tournament Clubhouse Legends Ballroom (Free for members, \$25 for guests).



Aquatics — Swimming at Fritz Burns Pool

Swim Lessons	9:45 a.m. - 11:45 a.m.	M/T/W/TH
Swim Lessons	5 p.m. - 6:15 p.m.	M/T/W/TH
Rec Swim	Noon - 4 p.m.	M/T/W/TH/F/SAT
Lap Swim	7:30 a.m. - 9:30 a.m.	M/T/W/TH
Lap Swim	6:30 p.m. - 7:30 p.m.	T/TH
Pre-Swim Team	11 a.m. - 11:45 a.m.	M/T/W/TH
Pre-Swim Team	5:30 p.m. - 6:15 p.m.	M/T/W/TH
Splash Ball Team	Noon - 1 p.m.	SAT
Water Aerobics	8 a.m. - 8:45 a.m.	T/TH
Water Aerobics	6:30 p.m. - 7:15 p.m.	M/W

For more pool information, please call the Family YMCA of the Desert at (760) 341-9622 or register online at ymcaofthedesert.org.



COMMUNITY SERVICES CLASSES & PROGRAMS: AUGUST & SEPTEMBER

Online registration is available at la-quinta.org.

COMMUNITY ROOM (located at the Boys & Girls Club)

Dance, Play, Pretend (2 ½ - 5 years) 9 a.m. - 9:45 a.m. F

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 7:15 p.m. - 8 p.m. TH
 Dance, Play, Pretend (2.5 - 5 years) 6:30 p.m. - 7:15 p.m. TH (Sept.)
 Rojas Martial Arts (4 years and up) 6 p.m. - 7 p.m. M/W (Sept.)

LA QUINTA HIGH SCHOOL GYM (Dune Palms Street Entrance)

Dance, Play, Pretend (2.5 - 5 years) 6:30 p.m. - 7:15 p.m. TH (Aug.)
 Rojas Martial Arts (4 years and up) 6 p.m. - 7 p.m. M/W (Aug.)

WELLNESS CENTER

(Creative Wellness)

La Quinta Glee (5 - 14 years) 6 p.m. - 7 p.m. TH
 Tiny Tigers (3 - 5 years) 12:30 p.m. - 1:15 p.m. M/TH
 Ukulele Strummers Advanced 1 p.m. - 3:45 p.m. F
 Piano Party Int. (5 - 14 years) 1 p.m. - 3:45 p.m. t

(Intellectual Wellness)

AARP Safe Driver 8:30 a.m. - 4:30 p.m. W (Sept. 9)

(Physical Wellness)

Ballroom Dance 7 p.m. - 8 p.m. T
 Ballroom Dance Intermediate 6 p.m. - 7 p.m. T
 Chair Fitness 10:15 a.m. - 11:15 a.m. W/F
 Mat Pilates 8:15 a.m. - 8:45 a.m. M/W/F
 Morning Workout 9 a.m. - 10 a.m. M/W/F
 Sunrise Yoga (15 years and up) 6 a.m. - 6:45 a.m. M/W
 Sunset Yoga (15 years and up) 5:30 p.m. - 6:15 p.m. M/W
 Taekwondo 5 p.m. - 8 p.m. M/W
 Chair Massage CMT (by appointment) 8:15 a.m. - 10 a.m. M/W
 Chair Massage CMT (3 minute) 10 a.m. - noon T/TH (Aug.)

(Social Wellness)

Social Bridge Noon - 3:30 p.m. M
 Mah Jongg 1 p.m. - 4 p.m. T

WELLNESS CENTER EVENTS

Boys & Girls Club Donation Luncheon

Thursday, August 13 11:30 a.m.
 \$10 donation to help purchase school supplies for local youth.
 Online registration is available at la-quinta.org.

International Luncheon

Thursday, September 10 11:15 a.m.
 \$4 per person (maximum of 2 people per household).
 Online registration is available at la-quinta.org.

Free Ukulele Concerts

Friday, August 28 1:30 p.m. & 3:30 p.m.



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 your wedding reception, birthday party, company gathering, banquet, neighborhood event, family reunion, or other social event. The multi-purpose room has a capacity of 200 and includes usage of tables and chairs for up to 200 people. An elevated stage and dance floor are included; large kitchen is available for additional fee. Call (760) 777-7090 for more information and pricing.



The Best Time of Year for Tax Planning is Now

By: Kelli Cox, OR CPAs

It's summer time, and local business owners are dealing with slow-downs while many families are on vacation or spending time away from the desert heat. No one feels like talking about taxes and the IRS.

The truth is that now is the best time to do your tax planning for the remainder of 2015.

Good tax planning happens as part of your yearly cycle, and is much more effective when you have time to implement a new cash flow plan or research an equipment purchase that will help grow your business and reduce your tax bill. Starting now is beneficial, instead of waiting until the end of the year and panicking, or even worse, discovering in April that you have a huge tax bill, and you have very few options to lower it at that point.

For businesses, having your tax professional review your financials mid-year can give you a number of tax-saving options. It might be time to set up a defined benefit pension plan, which can be a large deduction for your business as well as a way to set money aside for yourself. If you need to purchase equipment, Section 179 depreciation can drastically reduce your tax bill.

Another important item that needs to be addressed mid-year is shareholder salary. 401k deferrals must be made as payroll is paid out, and if this is not planned for, you may owe a big payroll tax bill if you wait until the end of the year to cover those deferrals. Additionally, the IRS continues to threaten to audit S-corporations for "reasonable salary"— an

unfavorable decision could result in a big bill if the IRS decides all owner draws should be subject to payroll taxes.

For individuals, it is time to take a look at your investment income. The new Net Investment Income Tax adds an additional 3.8% to your tax bill on investment income if your income exceeds \$250,000 for married filers. Investment gains include interest, dividends, capital gains, rental income, and many other passive activities.

Another tax deduction that needs careful planning is charitable giving. Appreciated property, which would otherwise cause a large taxable gain, can be donated for a deduction. Charitable donations over \$5,000 must be carefully planned and require an appraisal. There are several creative ways to donate property and still retain some income flows from it, such as a Charitable Remainder Annuity Trust.



Kelli Cox is a CPA with Osborne Rincon CPAs, located at 79245 Corporate Center Drive, suite 101 in La Quinta. She can be reached at (760) 777-9805.

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49
M-2

Village Park Animal Hospital is a full service Veterinary Clinic offering Comprehensive Medical, Surgical and Dental Care. We strive daily to partner with our clients to provide the best in personalized preventative veterinary healthcare. Our services include detailed medicine, dental care, surgery and rehabilitation, as well as upscale suite style boarding and compassionate, experienced grooming. As La Quinta's only independent veterinary practice our goal is to not just meet, but exceed your expectations in caring for your cat, dog, or exotic pet.

THE VILLAGE PUP

(760) 564-1600
77-895 Avenida Montezuma, La Quinta
www.thevillagepup.net



50
N-4

The only fully cage-free pup play and overnight stay facility in the Desert! When it comes to raising Happy Pups, it takes a Village, The Village Pup! Open 7 days a week.

Wellness Center

WELLNESS CENTER

(760) 564-0096
78-450 Avenida La Fonda, La Quinta
www.la-quinta.org



51
N-7

The new Wellness Center – perhaps one of the city's most highly anticipated amenities – opened its doors in January. This new health and wellness facility provides people of all ages a variety of services and assists in their wellness journey.



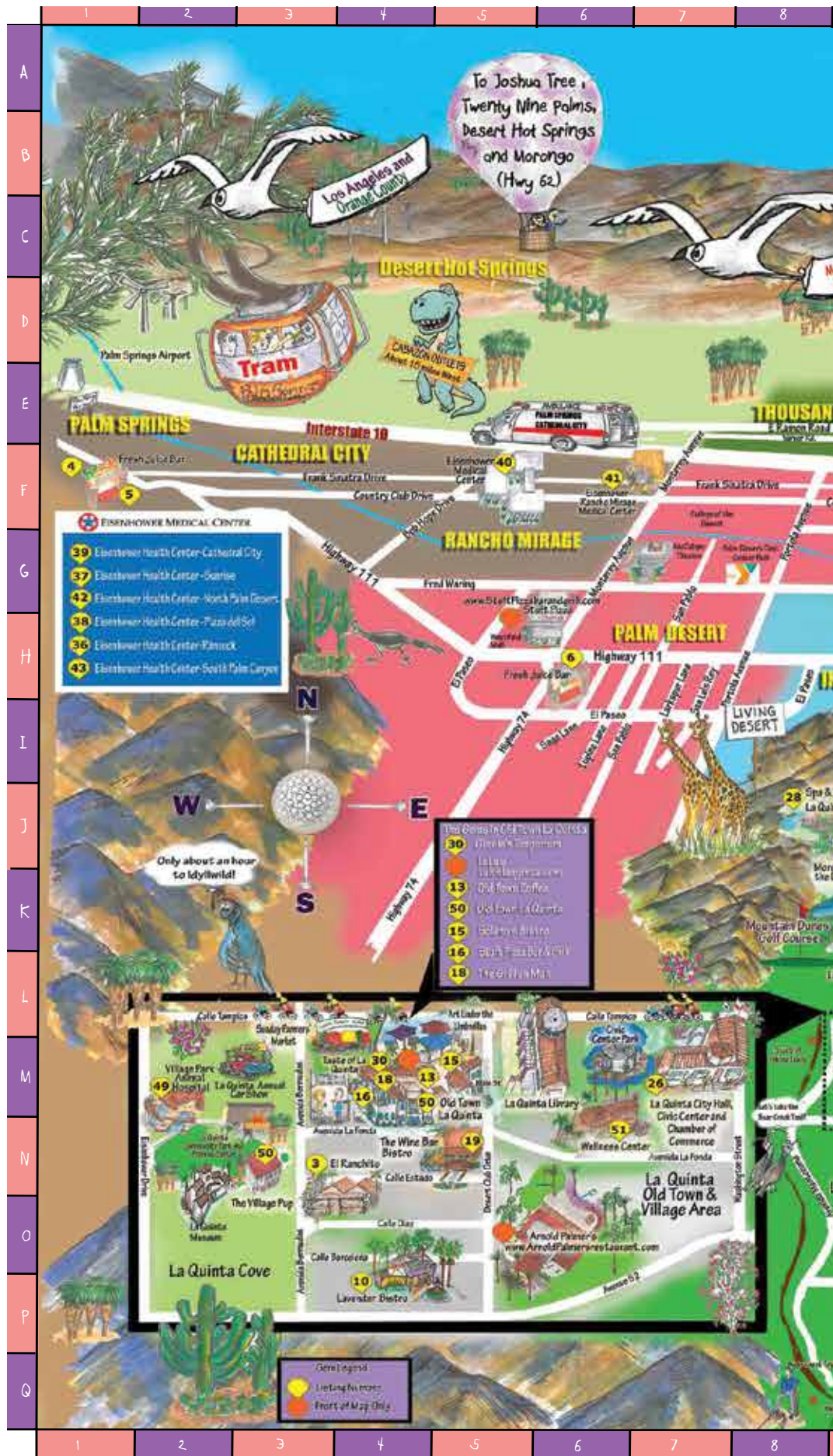
**PULL OUT
LA QUINTA
VACINITY MAP!**

LA QUINTA & VICINITY MAP

THE CHATEAU
AT LAKE LA QUINTA

*"La Quinta's Luxury
Boutique Hotel"*

Map Presented by
La Quinta Chamber of Commerce
Illustrated by Lori Archer



La Quinta & Vicinity Map

Map by the La Quinta Chamber of Commerce



SAND PALMS

Bermuda Dunes Airport



NORTH INDO

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- LA QUINTA LEGEND**
- Fire Stations
 - Police Stations
 - Post Office
 - Hospitals
 - Schools
 - Gas Stations
 - Library
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 - Parks
 - Dog Parks
 - Urgent Care
 - Hiking Trails

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Restaurants

ADOBE GRILL
(760) 564-5725
49-499 Eisenhower Drive, La Quinta
www.LQRAAdobeGrill.com



Famed for their award-winning tamales, Adobe Grill offers an authentic regional Mexican dining experience. On weekends, enjoy live music on the open air plaza. Relax and take pleasure in the one-of-a-kind surroundings.

BELLATRIX
(760) 601-3690
75-200 Classic Club Blvd., Palm Desert
www.classicclubgolf.com



Located within the award winning Classic Club, Bellatrix restaurant offers New American cuisine and an extensive wine list which features both unique and iconic wines from California, Washington and Oregon.

EL RANCHITO
(760) 564-0061
78-039 Calle Estado, La Quinta



Authentic Mexican food at affordable prices. Specializing in carnitas and fajitas. Try a "Ranchito Margarita" with our Al Mojo de Ajo shrimp plate. Daily and Happy Hour specials. Patio seating. Phone orders welcomed.

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Downtown Palm Springs
116 La Plaza, Palm Springs
www.freshjuicebar.com



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www.freshjuicebar.com



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www.freshjuicebar.com



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www.LaQuintaBrewing.com
Facebook.com/LaQuintaBrewingCo
Twitter: @LaQuintaBrewing



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LAS CASUELAS QUINTA
(760) 777-7715
78-480 Highway 111, La Quinta
www.LasCasuelasQuinta.com



Enjoy family parties or a romantic dinner for two. Live music inside, or sit outside on the popular Palapa Patio. Happy hour all night.

LAVENDER BISTRO
(760) 564-5353
78-073 Calle Barcelona, La Quinta
www.LavenderBistro.com



Serving the freshest and finest cuisine; from our pastries to our seafood and meats. Dine on our "award-winning" patio. Happy hour 4pm to close, and live music nightly.

LOUISE'S PANTRY
(760) 771-3330
47-150 Washington Street, La Quinta
www.louisespantry.com



Louise's Pantry was established in 1946. We are a friendly diner offering a variety of homestyle breakfasts and lunch platters at reasonable prices. We are open 7am to 2pm everyday.

MORGAN'S IN THE DESERT
(760) 564-7600
49-499 Eisenhower Drive, La Quinta
www.morgansinthedesert.com



La Quinta Resort's signature restaurant showcasing contemporary American cuisine featuring celebrated Chef Jimmy Schmidt, one of the pioneers in farm-to-table cooking; Chef Jimmy Schmidt is a James Beard Award winner.

OLD TOWN COFFEE COMPANY
(760) 564-5233
78-100 Main Street, La Quinta



Proudly serving 100% organic coffees and espresso! Find fruit smoothies, tea, fresh baked pastries, breakfast sandwiches, deli sandwiches, wraps, salads and more. A must try — our world famous "Dirty Chai"!

PORT OF SUBS
(760) 399-9678
46-520 Washington Street, La Quinta
www.PortofSubs.com



The unique taste of Port of Subs® comes from sliced fresh meats and cheeses, freshly baked breads, farm fresh veggies, zesty dressings and spices.

SOLANO'S BISTRO
(760) 771-6655
78-075 Main Street, Suite 105, La Quinta
www.solanosbistro.com



Deemed a "Neighborhood Gem" by locals, Solano's is chef owned. From the homey dining room, eclectic bar or beautiful patio, you can enjoy fresh, organic West Coast cuisine by Chef Solano.

STUFF PIZZA BAR & GRILL
(760) 777-9989
78-015 Main Street, Suite 100, La Quinta
www.stuffpizzabarandgrill.com



Located in Old Town La Quinta. Enjoy prime steaks, seafood, salads, pastas and award-winning pizza! We offer separate curb-side to go. The best Happy Hour in La Quinta 3pm-6pm daily!

**TERRA BISTRO & WINE BAR
EMBASSY SUITES
LA QUINTA HOTEL & SPA**
(760) 777-1711 fax (760) 777-9538
50-777 Santa Rosa Plaza, La Quinta
www.embassysuites.hilton.com/La_Quinta



Terra Bistro & Wine Bar is open for lunch and dinner. Featuring Mediterranean inspired cuisine in an elegant, yet relaxed atmosphere.

THE GRILL ON MAIN
(760) 777-7773
78-065 Main Street, Suite 106, La Quinta
www.TheGrillonMainLQ.com



"Meet, Dine & Unwind" at La Quinta's favorite neighborhood bar and grill. Open daily for lunch and dinner, offering patio dining, daily happy hour (2pm to 6pm), weekend brunch and live music. Specialties include appetizers, traditional American fare and fresh seafood.

TWENTY6
(760) 564-5720
49-499 Eisenhower Drive, La Quinta
www.twenty6lqr.com



An American Bistro with innovative approaches to familiar favorites using local and seasonal ingredients. The relaxed ambiance in the restaurant and adjoining bar is as fun and tasteful as the fare.

Golf Course

SILVERROCK RESORT
(760) 777-8884
79-179 Ahmanson Lane, La Quinta
www.SilverRock.org



SilverRock Resort's Arnold Palmer Classic Course, home of the Bob Hope Classic 2008-2011 is 7,578 yards, sprawling over 200 acres with massive native bunkers set against the Santa Rosa Mountains.

Hotels / Resorts

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Enjoy your stay in a spacious two room suite with a private bedroom and separate living room. Also, included is a complimentary daily cooked to order breakfast and evening reception.

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www.laquintaresort.com



A Waldorf Astoria Resort, this world-renowned destination is known for award-winning golf and tennis. As well as its luxurious Spa La Quinta®, fine dining and distinctive meeting facilities.

LA QUINTA VACATIONS RENTAL
(760) 269-4685
50-730 Santa Rosa Plaza, La Quinta
www.LaQuinta-Vacations.com



Casitas, in the resort city of La Quinta. Offering one-bedroom Casitas, each with a full kitchen, fireplace and pool. Includes sleeper sofa in each living room. Located in Old Town La Quinta.

THE CHATEAU AT LAKE LA QUINTA
(760) 564-7332
78-120 Caleo Bay, La Quinta
www.thechateauatlakeaquinta.com



The Chateau at Lake La Quinta is one of California's most exclusive boutique hotels. We provide a relaxing adult sanctuary where you can get away from it all.

City Office

CITY OF LA QUINTA
(760) 777-7000
78-495 Calle Tampico Street, La Quinta
www.la-quinta.org



La Quinta is a large playground offering exhilarating golf, miles of hiking, and inspiring paths for walkers and cyclists. Enjoy art, culture, and a variety of stores and restaurants. Explore La Quinta at www.PlayInLaQuinta.com.

Spas

**SPA HIBISCUS
EMBASSY SUITES
LA QUINTA HOTEL & SPA**
(760) 238-9081
50-777 Santa Rosa Plaza, La Quinta
www.spahibiscus.com



Spa Hibiscus is a full-service spa providing a tranquil hideaway to nurture and soothe the mind, body and soul. Services offered range from massage to body wraps as well as skin care.

SPA LA QUINTA
(760) 777-4800
49-499 Eisenhower Drive, La Quinta
www.laquintaresort.com



A soothing sanctuary of wellness and discovery, Spa La Quinta offers a peaceful sanctuary and therapeutic treatments to awaken the sense of touch and the benefits of nature's indigenous elements.

Important Numbers

UTILITIES

Phone: Verizon	(800) 483-4000
Electricity: Imperial Irrigation District	(760) 391-5900
Gas: Southern California Gas Company	(800) 427-2200
Water: Coachella Valley Water District	(760) 398-2651
Trash: Burrtec Waste & Recycling Service	(760) 340-2113
Cable: Time Warner Cable	(760) 340-2225

SCHOOLS

Coachella Valley Unified School District	(760) 399-5137
Desert Sands Unified School District	(760) 777-4200

SERVICES

La Quinta Chamber of Commerce	(760) 564-3199
Post Office: Corporate Center Dr.	(760) 771-2465
Fire Non-emergency	(760) 564-2122
Fire Non-emergency	(760) 564-4351
Police Non-emergency	(760) 863-8990
La Quinta Library	(760) 564-4767
Desert Recreation District	(760) 347-3484
La Quinta Historical Society	(760) 564-1283
La Quinta Arts Foundation	(760) 564-1244
La Quinta Wellness Center	(760) 564-0096

HOSPITALS

John F. Kennedy Memorial Hospital	(760) 347-6191
Eisenhower Medical Center	(760) 340-3911
Desert Regional Medical Center	(760) 323-6511

LA QUINTA CITY HALL

General Information	(760) 777-7000
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Annual Chamber Events

- Hot Rod & Custom Car Show
- Taste of La Quinta
- Pizza Tasting Contest Mixer Event
- Annual Awards & Installation Luncheon
- Mayor's Cup Golf Tournament
- Chili & Apple Pie Contest Mixer Event
- Toys for Tots Charity Mixer Event

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Wellness Center

78450 Avenida La Fonda • La Quinta • California • 92253
Telephone 760.564.0096



Fitness center memberships available for only \$50 per year!
(For La Quinta residents, \$75 for non-residents)

Brand new state-of-the-art TechnoGym equipment for cardio, strength training, and flexibility. This equipment is the same as in Olympic training centers, professional sports teams, Camp David, and the White House!

Wellness Center offers a variety of services and facility offerings to assist you in your wellness journey. Here are some examples:
(Program offerings may require additional fees)

Nutritional Wellness

- Fuel your body with good food
- Healthy Cooking
- Nutrition Programs
- Community Herb Gardens

Social Wellness

- Connect with others
- Nintendo Wii Golf & Bowling
- Social Bridge
- Mah Jongg
- Dominos

Creative Wellness

- Spark your inspiration
- Music
- Language
- Arts & Crafts
- Dance

Intellectual Wellness

- Expand the mind and learn new skills
- Life-long learning courses
- Technology programs
- Computer Lab
- Facility-wide WiFi

Physical Wellness

- Improve fitness and overall health
- Yoga
- Pilates
- Tai Chi
- Martial Arts
- Interval Training

POOLS 41 POOLS, 53 HOT SPAS
GOLF MOUNTAIN COURSE, DUNES COURSE, TPC STADIUM COURSE AT PGA WEST™, JACK NICKLAUS TOURNAMENT COURSE AT PGA WEST™, GREG NORMAN COURSE AT PGA WEST™, LQ EXPRESS AT MOUNTAIN & DUNES, PGA WEST GOLF ACADEMY **DINE** MORGAN'S IN THE DESERT, TWENTY6, ADOBE GRILL, CENTRE COURT CAFÉ, ERNIE'S, WALLABY'S WEST **SPA** SPA LA QUINTA, JUNIOR SPA **TENNIS** 23 TENNIS COURTS, TENNIS CLINICS **SHOP** AUDREY'S & GRETA'S, TENNIS & FITNESS CENTER PRO SHOP, LOLLIPOPS, POLO RALPH LAUREN, THE MARKETPLACE GIFT SHOP, THE BUNGALOW, TUMBLEWEEDS, OASIS SPA SHOP, GOLF SHOPS **ACTIVITIES** BICYCLE RENTALS, FITNESS CLASSES, LIVE MUSIC ON THE PLAZA, KID'S KAMP, HIKING, HISTORY TOUR + **MORE!**



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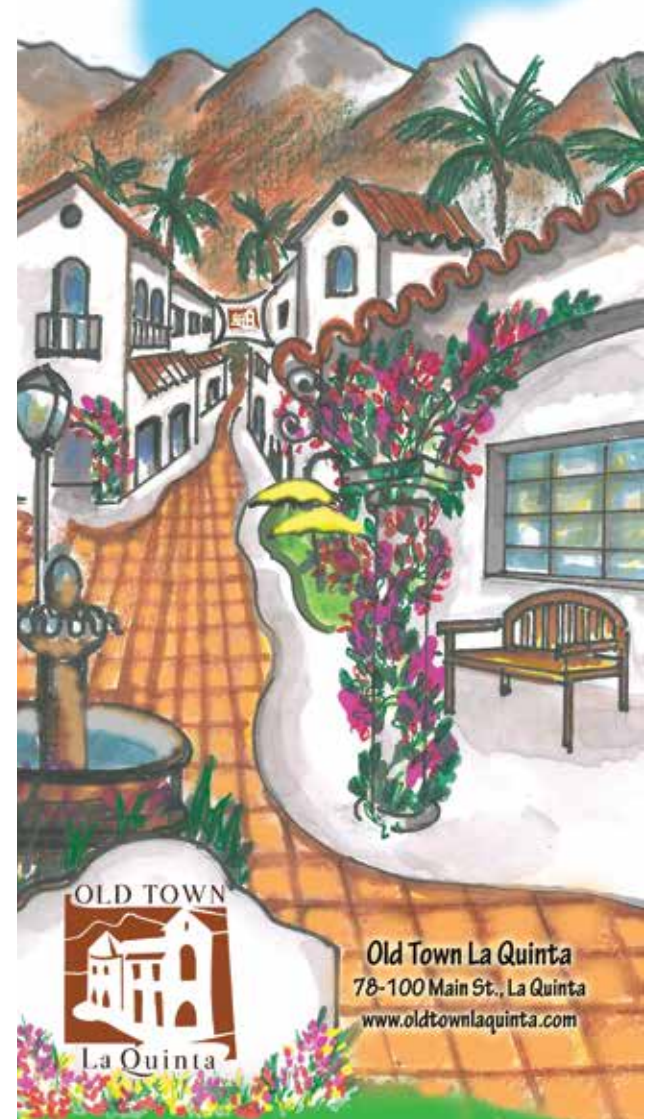
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the Dangleys Family invites you to visit this Sunday!

Should You Insure Jewelry on Your Homeowners or Renters Policy?

By: Lauren Boucher, Boucher Fine Jewelers

We are asked daily whether clients should insure their jewelry with a homeowners or renters policy. To clarify the jewelry mystery of many homeowners' insurance policies, are these true examples:

A young woman came in the store several months ago, upset that her home insurance had allotted only a fraction of what a replacement ring would cost when she lost it while in the water on vacation. Unfortunately, her appraisal was 20 years old and the price of gold and diamonds had increased so much since then, she was unable to receive enough money from her insurance company since it was insured for the amount listed on her 20 year-old appraisal. She went forward with a replacement ring, paying the difference out of pocket.



On another occasion, a young couple that had a custom engagement ring made by us took our advice to appraise the ring by our graduate gemologist and also insure the ring with Perfect Circle, a division of Jewelers Mutual Insurance. Upon returning home from a family reunion, she was upset when she came into our store because she had lost her new ring and wanted to know what to do. We immediately contacted Jewelers Mutual Insurance for her, and because she had an appraisal from a firm that is insured by

Jewelers Mutual, we were given immediate approval to begin her replacement ring at the appraised value. She left the store relieved, knowing her ring would be identical to the original.

Your jewelry may currently be insured by your homeowner policy because that's the way it has always been. However, we strongly urge you to get a current appraisal from a GIA graduate to appraise your collection(s). You should also research the amount you're paying now, and get a free quote from Perfect Circle. We know you will be amazed at the price difference.

One of the most gratifying aspects of this trade and being in this community is the people who live here. Since we have opened our doors, not a day goes by that we have not felt privileged to help build a new memory, re-build an old one and support every customer that walks through our door.

Your treasures are more than just jewelry, they are valued memories.



Lauren G. Boucher is the owner of Boucher Fine Jewelers. For more information about insuring your jewelry collection, call (760) 777-8100

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In 2011, according to Center for Disease Control (CDC), there were 220,000 women diagnosed with breast cancer, and 40,930 women died from breast cancer in the United States. Obviously treatment is not the solution. The solution will be prevention. Prevention of occurrence and prevention of re-currence.

Test	Can Predict Occurrence and Recurrence	Can Provide Genetic Counseling	Predictive Value	Cost
GENES TEST	Yes	Yes	Medium	\$400 per gene (3 genes)
URINE STRIP ESTROGEN METABOLITE TEST	Yes	No	High	\$280
MAMMOGRAM	No	No	None	\$100-\$200
ULTRASOUND	No	No	None	\$300
MRI	No	No	None	\$750-\$1,000

Learn how the new urine strip test (\$280) can be used to reduce/eliminate the risk (changing the gene expression) even if you have the genetic markers of BRCA1 and/or BRCA 2 (like Angelina Jolie)

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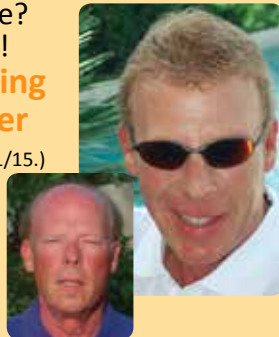
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Give Your Teeth a 'Facial' 5 Easy Steps

By: Dr. Nash Sourial, Blu Oasis Dental

Try a Tee-cial = Teeth + Facial: a mouth (teeth/gums) care regimen that is similar to a facial but instead done for your teeth. You can do a Tee-cial once a week as an added bonus to your everyday teeth care routine.

5 STEPS - TEE-CIAL

1. Cleanse — It is recommended to clean the teeth for two minutes with an electric toothbrush instead of manual because it does a better job of removing plaque and fighting gum disease.

2. Exfoliate — Give your teeth a "scrub a dub dub" by eating a few slices of crunchy foods. Apples, raw carrots, celery, and cucumbers are great options. Celery protects teeth by producing saliva, which neutralizes acid that causes demineralization and cavities. Eating crunchy vegetables and fruits can actually help scrub away stubborn stains over time.



Get adventurous and try a Tongue Scraper to remove bacteria and reduce bad breath. You will find that food even tastes more vibrant.

3. Extraction/Flossing — Toothbrushes are limited because they cannot get into every crack and crevice. Flossing is so important because it extracts leftover food particles from areas between the teeth. This prevents bacteria from lingering and causing plaque buildup.

4. Massage — Massaging your gums increases blood flow, which raises the availability of nutrients and oxygen to that area. Ayurveda, a 6,000 year old ancient science, suggests gum massaging with sesame oil. Sesame oil reduces bacteria counts, inflammation, and plaque. Here is an Ayurveda massage technique: Place a drop of sesame oil on the thumb and forefinger - gently rub using a squeeze and release motion along the gum line. Then move along gums in a circular motion.

5. Rinse — The final step to complete your Tee-cial: Rinse with your favorite mouthwash. Rub your tongue across your teeth...WOW, what a smooth and refreshing feeling! Now you are ready to show that wonderful smile.



Dr. Nash Sourial provides general and cosmetic dental services at Blu Oasis Dental, located on Hwy 111 in the La Quinta Costco Shopping Center. Call (760) 342-2258 to schedule an appointment.

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2015 CHAMBER AWARD WINNERS

The “Ann Kosich” Ambassador of the Year: *Richard Bentley*

Richard is a very active ambassador. He is a hands-on contributor (Taste of La Quinta and Hot Rod & Custom Car Show). He attends most ribbon cuttings, flash lunch mobs, and mixer events.

Also nominated: Linda Evans, Mickey Jumapao, Karen Lambrose, Carole Motz, Doug Motz and Elisa Steffan.

The Community Service Award:

JFK Memorial Hospital/Desert Regional Medical Center

The Community Service award is presented to an individual, business or organization contributing invaluable time, talents and efforts to the benefit of others. JFK Memorial Hospital and Desert Regional Medical Center are very active in the community.

Also nominated: Angel View and Carole Motz.

Business of the Year: *Stuft Pizza Bar & Grill*

The Business of the Year award is presented to a firm recognized for their success in business, as well as contributions to the community and its neighbors. Stuft Pizza Bar & Grill contributes to many events (Taste of La Quinta, Pizza Contest).

Also nominated: Douglas W. Motz Insurance, Encore Consign + Design and Osborne Rincon.

Non-Profit of the Year: *Braille Institute*

The Non-Profit of the Year award is presented to a non-profit business or organization recognized for their contributions to the community. The Braille Institute serves the needs of those living with vision loss in the Coachella Valley with free programs and services.

Also nominated: American Outreach Foundation, Angel View, Boys & Girls Club and Desert Arc.

Chairman’s Choice Award: *American Outreach Foundation*

The Chairman’s Choice award is designed to honor an organization that – while they contribute greatly to the Community, City of La Quinta, and the Chamber – may go unnoticed to the population at large. American Outreach Foundation gives electric wheelchairs to military and children with financial hardships.

Special Recognition Award:

City of La Quinta’s Community Development & Public Works

This award is dedicated to a local business with a positive impact to the local community and businesses. The City of La Quinta’s Community Development & Public Works department provides enhanced customer service with their online forms.

Honoring Outstanding Members at Annual Awards & Installation Luncheon

By: David, Archer, CEO, La Quinta Chamber of Commerce

The 2015 Awards and Installation Luncheon, sponsored by Augustina Casino, was held June 18th at the La Quinta Resort & Club. Special thanks go to Lisa Amick and her staff of the La Quinta Resort & Club for their time and attention in making sure this annual luncheon was extra special.

This event is held each year to welcome in new Chamber Board Members, as well as recognize businesses and individuals who have been nominated and selected to receive Chamber awards, which include: The “Ann Kosich” Ambassador of the Year, Business of the Year, Non-Profit of the Year, Community Service Award, Chairman’s Choice Award, and the Special Recognition Award. Richard Ramhoff of Desert Regional Medical Center presented the awards. (See list of winners on left.)

After awards were presented, new Board Members were installed. **Doug Motz** has been Chairman of the Board for the past year, and welcomed Jason Schneider into the role for 2015-16. The Chamber thanks Doug for his hard work, loyalty and dedication to the Chamber.

Special recognition was given to two Board Members who are wrapping up their terms on the Board, **Kathleen McEntee** of Kathleen McEntee & Associates, and **Steve Sanchez** of Wilson Johnson Commercial Real Estate. They were thanked for their time and dedication to the Chamber and the support they gave to the Events Committee.

The new 2015-2016 Board of Director was installed, including: **Ken Alan, Felice Chiapperini, Ray Dominguez, Jeff Fishbein, Kellie Kennedy, Jay Kriske, Art Lambrose, Thomas McDermott, Doug Motz, Richard Ramhoff, Jason Schneider, Patrick Swarthout, Hugh Van Horn, Mike Veto and Mike Williams.**

The 2015-2016 Executive Committee includes:

Jason Schneider - Chairman
Jeff Fishbein - Treasurer
Patrick Swarthout - Incoming Chair
Mike Williams - Secretary

The Chamber welcomes everyone aboard and is excited about the coming year.



Business of the Year
Stuft Pizza Bar & Grill

John Bertram and David Archer



Non Profit of the Year
Braille Institute

Lisa Jiminez and David Archer



Chairman's Choice Award
American Outreach Foundation

Victoria Llort and David Archer



The Community Service Award
**JFK Memorial Hospital/Desert
Regional Medical Center**

Richard Ramhoff, David Archer and Ken Alan



The "Ann Kosich"
Ambassador of the Year
Richard Bentley

*Ann Kosich, Richard Bentley
and David Archer*



**Special
Recognition Award**
**City of La Quinta's
Community
Development &
Public Works**

*Tim Jonasson,
Angelica Zarco,
Les Johnson,
and Frank Spevacek*

UPCOMING CHAMBER EVENTS



Don't Miss It!

By: Jenifer Prisbey
La Quinta Chamber of Commerce Events Coordinator



We may be in the heat of summer, but there are still plenty of fun Chamber activities to explore!

Join us for the SCORE SunRise Business Mastermind workshop titled "Blogging" from 7:30 a.m. – 8:30 a.m., Tuesday, August 18, at the La Quinta Chamber of Commerce office (78-495 Calle Tampico, La Quinta). This FREE workshop is presented by Jeff Harrison and Andrew McCauley of SCORE.

Come celebrate as we cut the ribbon for La Quinta's newest grocery store, Jules Market at 10 a.m., Friday, August 21, at 78-130 Calle Tampico, La Quinta.

The Indio Chamber of Commerce – in partnership with the Coachella Chamber of Commerce and the La Quinta Chamber of Commerce—is hosting a joint mixer from 5 p.m. – 7 p.m., Tuesday, August 25, at The Date Shed. Chamber members, prospective members, and our community friends are invited to attend. Mix and mingle with local business owners, professionals, as well as corporate and community leaders. Build relationships while networking and enjoying an evening of appetizers (provided by the hosting establishment), drinks (cash bar), and raffles. For more information, contact the Indio Chamber of Commerce at (760) 347-0676 or email enda@indiochamber.org.

Love Happy Hour? For entire month of August, select Chamber-member restaurants (listed on pages 8-10) are participating in our *Simply the Best* Happy Hour competition. Visit any of these establishments during their designated Happy Hour, then check out the *Survey Monkey* link surveymonkey.com/s/5ZTY6Q7 to vote on the following six categories:

- 1) Best Alcoholic Drink Specials;
- 2) Best Non-alcoholic Drink Specials;
- 3) Best Food Specials;
- 4) Best Happy Hour Hours;
- 5) Best Happy Hour Value; and
- 6) Best Happy Hour Overall.



The winners will receive a plaque and be listed in the October issue of *The Gem*. You have the entire month of August to try the different participating Happy Hours, so enjoy the specials and get your votes in by August 31, 2015!

SAVE THE DATE...The La Quinta Chamber of Commerce—in partnership with the Coachella Chamber of Commerce and the Indio Chamber of Commerce—is hosting an "All-American-Style" joint mixer from 5:30 p.m. – 7:30 p.m., Wednesday, September 23, at La Quinta Resort & Club. Join us for a chili and pie taste-off! Enter your favorite recipes. Perhaps you'll be voted the best in the following categories: best vegetarian chili, best beef chili, best hot & spicy chili, most unique chili, people's choice chili, best pie crust, best pie filling, most unique pie, and people's choice pie! Cost is \$10 (both chili & pie entries). General admission is \$15 for members; \$20. for non-members. For more information call (760) 564-3199.

NEW MEMBER RIBBON CUTTINGS

The La Quinta Chamber of Commerce is proud to welcome our new Member, **Sip Coffee House & Juice Bar**, 44-100 Washington Street, Indio; (760) 200-9474. This photo is from their recent New Member Ribbon Cutting Ceremony.



**Become a Member of the
La Quinta Chamber of Commerce**

Visit LQChamber.com to sign up!

(760) 564-3199

78-495 Calle Tampico, La Quinta

NEW MEMBER SPOTLIGHT

Cabazon Outlets

Conveniently located between Palm Springs and Los Angeles, Cabazon Outlets offers a unique desert landscape shopping experience nestled between the San Rosa and San Gorgonio Mountain Range.



This quaint 65,000 square foot retail shopping center features 18 specialty retailers such as Columbia Sportswear, Reebok and Rip Curl in a relaxed open-air environment. Cabazon is a name that has become synonymous with quality outlet shopping and is a destination for over 15 million shoppers every year.

Come to Cabazon Outlets for the last of Summer Sidewalk Sales, this Labor Day weekend, where you'll find savings of 30-70% off retail! Visit Customer Service located in Suite 100, and mention this article to receive your VIP Savings Card for even more discounts and giveaways! Cabazon Outlets is a pet-friendly outlet center.

For more information, go to CabazonOutlets.com.

NEW MEMBER SPOTLIGHT

Creative Juicez

Need a one-stop shop media source for general print marketing, graphics and web design? Connect with Greg Kain, owner of Creative Juicez – a Coachella Valley business meeting customer needs for the past 15 years. When you work with Creative Juicez, you will experience:



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Clients from various industries and diverse backgrounds have one thing in common: they demand unique, outstanding marketing products with affordable pricing that won't break the bank. Creative Juicez prides itself on designing materials that are perfectly matched to your business.

Creative Juicez produces a brand for each company that can stand on its own. When you need professionals to take your graphics, printing or web design and marketing needs forward, Creative Juicez makes the decision easy – with a specialty in branding your business with logos, brochure, business cards, direct mail postcards and more.

Call Greg Kain at (760) 564-2291. Go to CreativeJuicez.com to view the best option that best fits your business needs.

NEW MEMBER SPOTLIGHT

Earth House Studios

Sharon Davis is the owner of EARTH HOUSE STUDIOS. She majored in Liberal Arts, but like many, her path veered in the direction of responsibility and capital gains.



After many years in and out of the desert, Sharon planted her roots in Morongo Valley and is fortunate enough to be able to live the Bohemian lifestyle she has always had in her heart.

Earth House Studios – emphasis on the letters 'a r t' – is a growing work of art in itself with paper bag floors, wrapping paper walls, and table tops of leather belts and tin can lids. Her studio is the heart, the spirit of what she does.

Sharon will be part of the 2015 Hwy 62 Art Tours in October and is a member of the Art Colony of Morongo Valley as well as the Morongo Bain Cultural Art Council. Her works can be seen in a few upper desert art galleries and shops.

For more information, contact Sharon at (703) 508-7007.

NEW MEMBER SPOTLIGHT

Coachella Valley Horse Rescue

Coachella Valley Horse Rescue is a 501(C)(3) non-profit organization that serves the community. They have rescued, rehabilitated and placed several horses that were abused, neglected, or headed for slaughter. These horses are now thriving and given a second chance thanks to the dedication and the help of those that contribute time, love and care with the rescued animals at the Coachella Valley Horse Rescue ranch.



Through the generosity of local businesses, agencies, and individuals, donations help the rescue save more horses and pay for daily needs, which include, but are not limited to hay, pellets, supplements, hoof care, medical attention, grooming supplies, corrals, shades, feed buckets, water barrels and tack.

The community programs of the Coachella Valley Horse Rescue include opportunities for equine-assisted growth and educating organizations such as 4-H, Girl Scouts, Boy Scouts, schools and other local recreation groups in order to develop skills such as horsemanship, leadership, and to teach the importance of giving back to the community.

The rescue currently has animals adoptable to loving, forever homes and are also available for monthly sponsorship including miniature horses that are available for visitation and therapy.

Coachella Valley Horse Rescue is located in Indio, two miles north of the I-10 Freeway. To arrange a tour or get more information, call (760) 808-6279 or go to CVHorseRescue.org.

NEW MEMBER SPOTLIGHT

Laurie McLennan, HOM Sotheby's International Realty

A California girl most of her life, Laurie McLennan was attracted to the Coachella Valley by the relaxed quality of desert living, a temperate environment and the abundance of outdoor activities. The proximity to the beach, mountains and city make the desert an ideal place to live.



Laurie is a second-generation realtor and has been licensed in California and Nevada for more than a decade. During this time, she has earned a reputation for a commitment to excellence in service and personal attention to her clients.

Laurie analyzes and evaluates the desires and needs of her clients, and develops a strategy to achieve that goal. With a thorough understanding of the market, contracts, real estate law, lenders and escrow companies, Laurie has worked with top producing teams and has earned multiple top producing awards in both Nevada and California.

Call Laurie regarding any of your real estate dreams, needs or questions and please visit her website, LaurieMcLennan.com. She is with HOM Sotheby's International Realty at 70-380 Highway 111 in Rancho Mirage, CA. Call (760) 844-7700 or email lmclennan@HOMgroup.com.

NEW MEMBER SPOTLIGHT

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An electric bike is just like a regular bicycle – only better! You can pedal normally (or not), and get assistance up to 20 mph. It gives you the freedom to go farther and faster, without getting too sweaty. You're empowered to conquer hills and headwinds with ease.

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Pedegos are the very best electric bikes on earth because they're the most fun to ride. That's why Pedego owners don't like their bikes- they love them. It's the company's policy to do whatever it takes to make sure that every single Pedego customer is delighted with their bike and overall experience.

For more information on Pedego Elective Bikes, go to their shop newly located at 78-075 Main Street, Suite 104, in La Quinta. Or, call (760) 972-4017 or visit them online at PedegoLQ.com.



NEW MEMBER SPOTLIGHT

Smart Tech



At Smart Tech, security is their passion. Smart Tech understands that it is imperative that you trust your alarm company – both to monitor your alarms 24/7 and also to install and maintain your security equipment to the highest standard possible.

As a family-run business that values community and the support of other local businesses, Smart Tech has been operating in the Coachella Valley for more than two decades and are in tune to the needs of their clients.

Smart Tech's priority is satisfied customers, and they take the time to listen to your requirements, and then discuss the various options available to you. They take into account your security concerns and your budget, and come up with a solution that will ease any safety fears you have -- without putting pressure on your wallet.

If you are interested in an alarm system, camera system, or home automation for your home or business, call (760) 610-5984 or go to SmartTechProtect.com. Smart Tech is located at 77-852 Wildcat Drive, Unit 3, in Palm Desert.

NEW MEMBER SPOTLIGHT

TOP Shop



The dynamic duo of Ivan and Breanna Sewell with TOP Shop can assist you with your professional and personal printing needs – anything from business cards, flyers, posters and envelopes to banners, signage, catalogs and graphic design. They are active Rotarians and Chamber members, and have been in business for just over three years.

TOP Shop is dedicated to being the only print shop that you will ever need. The TOP Shop team will manage and understand all of your print and design needs. Not only will this help save you time and money, it will also create a more uniformed look across all of your materials.

With in-house design, TOP Shop can produce modern, eye-catching printed materials for your business needs. Breanna and Ivan hope to expand in the East Valley and look forward to hearing from you.

They can be reached at (760) 996-8880, via email at breanna@theonlyprintshop.com or ivan@theonlyprintshop.com, or visit them online at TheOnlyPrintShop.com.



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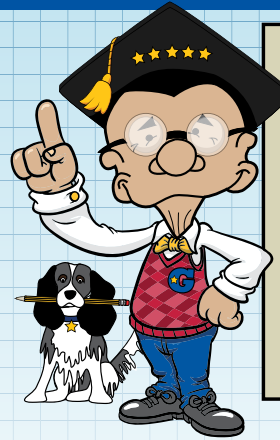
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80 minutes | \$149 (regularly \$220)

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