

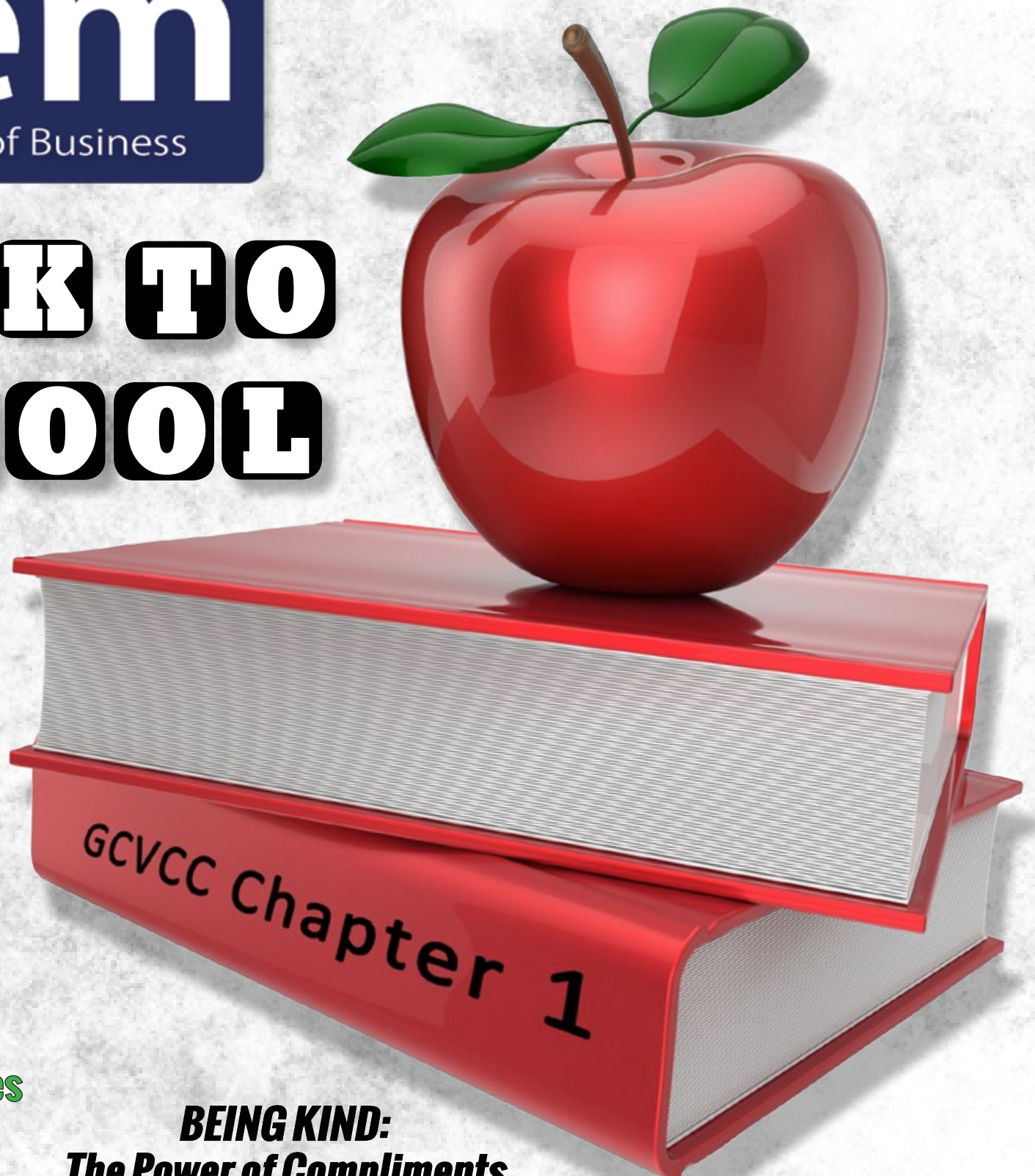
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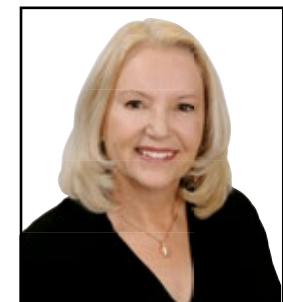
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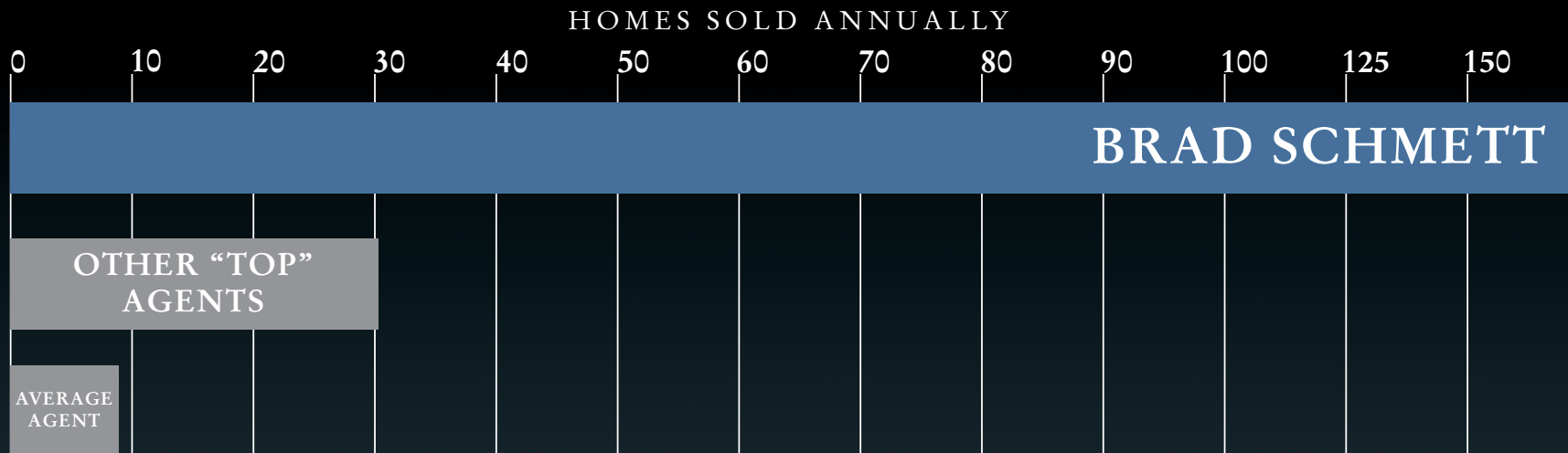
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The Greater Coachella Valley Chamber of Commerce was created in 2016 in cooperation with the former Coachella, La Quinta, and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. It enhances and significantly improves the way businesses interact with each other and the community in the entire Coachella Valley. As a Regional Chamber, the GCVCC delivers services and benefits to its members on a scope not seen before in the area.

THE GEM PRODUCTION TEAM

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On the cover: August is here! It's time for students and teachers to get ready to head back to school and hit the books.

Armen Karimyan, D.D.S.



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CHAMBER CHAIRMAN'S MESSAGE

A New Chapter for Local Business

*By: Jeff Fishbein,
La Quinta Chamber of Commerce
Business District Chairman*



History has been made here in the Coachella Valley! On June 23rd, the newly-formed Greater Coachella Valley Chamber of Commerce (GCVCC) celebrated the installation of its inaugural Board of Directors and the swearing in of the new Business Districts' representatives.



The installation gala was complemented by a silent auction (hundreds of items generously donated by local businesses) and awards ceremony attended by nearly 500 business owners, political leaders and a great many other pillars of the community. There, a new beginning was witnessed by all, one full of optimistic possibilities and hopes of furthering the business community's development in La Quinta and the entire Coachella Valley.

Many notable awards were presented to deserving members of the community. **Desert Arc was named Non-Profit Partner of the Year; Mario Del Guidice, owner of Mario's Italian Restaurants, was presented with a Lifetime Achievement Award;** and the **Chairman's Leadership Award was bestowed upon Susie Harvey,** who has been instrumental in business growth here in La Quinta and throughout the Coachella Valley. (See photos from the event on Page 31.)

Having served on the executive committee of the La Quinta Chamber of Commerce for the last 12 months, I am fortunate to have played a part in the formation of this grand new endeavor. Making the decision to move away from our La Quinta comfort zone and to move toward this collaborative GCVCC future has been both an exciting and difficult process. However, with its formation, and the founding of the La Quinta Business District, we will continue to serve our local businesses here in our community and we will have the opportunity for expanded business outreach through the strength of this newly formed partnership. I am ecstatic about the direction we have chosen to pursue and hope that, together, we might broaden the already thriving business community here in the City of La Quinta.

Jeff Fishbein can be reached at (760) 984-4145 or jeff.fishbein@camoves.com.

ABOUT THE NEW CHAIRMAN:

Jeff 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. He has over 30 years of extensive sales and negotiating background with a Forbes Top 25 customer service-focused private corporation and celebrates tremendous success in helping home sellers and buyers come together. Jeff's specialty is in residential real estate and investment opportunities in La Quinta, Rancho Mirage and Palm Desert. In addition to being very active in the La Quinta's Chamber of Commerce, serving on the Executive Committee as Chamber Treasurer, he is also a Rotarian in La Quinta and the president of the local BNI chapter. Jeff loves to boat anywhere on the Colorado River, play tennis, or hike. He has 2 young adult children living in Orange County and San Diego.

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Record Keeping 101: Information Your Small Business Needs To Maintain

Submitted by: SCORE Coachella Valley

One of the most important administrative responsibilities small business owners face is keeping accurate and current records. Not only is it critical for assessing opportunities and risks that can affect your company's profitability and potential for growth, it's also necessary for ensuring legal and regulatory compliance.

Here's a list of some commonly required records businesses need to maintain. While this list is not all-inclusive, it will give you a good idea of the basic items you need to track and keep in your possession.

- Accounting records (Expenses, Income, Invoices, Customer payments, Transaction records, Tax filings, Bank and Credit card statements)
- Contracts (with clients, vendors, partners, etc.)
- Purchase orders
- Licenses and permits
- Employment applications
- Vehicle mileage logs
- Articles of Incorporation or Certificate of Organization (depending on your business's legal structure)
- Operating Agreement
- Annual Meeting minutes
- Trademark, service mark, and patent registrations
- Inventory logs



Software programs (such as accounting tools, sales and customer relationship databases, inventory software, etc.) alleviate some of the work, but remember they all require some manual attention to make sure information is logged and entered correctly. If information is missing or inaccurate, you (not your software) are ultimately

responsible for the integrity of your records.

Also make sure you back up your digital data. Many cloud-based software applications provide backup of the data you've entered, but your computer files (Word documents, Excel files, etc.) should be backed up, too. Consider backing up your data on an external hard drive and through a cloud-based data backup service such as Carbonite or Mozy.

Consulting with professionals who specialize in taxes, accounting, and business law can also help ensure you meet regulations and requirements. If you find it difficult to dedicate time to maintaining good records, you might also consider transferring some routine record-keeping tasks to a trusted and capable bookkeeper, virtual assistant, or a consultant. To locate reputable professionals in this community, consider asking a SCORE Coachella Valley mentor for recommendations.

Visit ScoreCV.org to look at profiles of its mentors and find one with experience that you are looking for or you or call (760) 773-6507 to be matched with the right mentor. SCORE mentoring services are free and confidential. Their mission is to help small businesses in the Coachella Valley become successful. E-mail info@scorecv.org to get started.

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What is the 'Brexit Vote' and How Does It Impact You?

By: *Patty Jenab, Diversified Capital*

No doubt you've been hearing about the 'Brexit' (Great Britain's Exit) from the European Union, -- a collection of 28 countries operating as a single economic and political block. The creation of the European Union (or EU, as it's referred to,) introduced a passport-free area for many member countries, removing borders throughout much of Europe for both people and money.

Although Great Britain has been a member of the EU for over 40 years, it retained some restrictions on both monetary policy (their currency is the English Pound as opposed to the Euro in other EU countries) and their borders.

While the odds were as much as 75% in favor of Britain staying in the EU, the world was shocked when 72% of eligible voters turned out for a nail-biter of a decision -- in the end, 48% voted to stay in the EU, 52% voted to leave.

Britain's vote to exit the EU on June 23 has sent global markets into a tailspin, mostly due to uncertainty about the future of monetary policy, taxes, immigration, border crossings and trade policy for the country and the European Union, as a whole.

But, what does this mean for you? The Brexit vote has had a positive impact on U.S. mortgage rates, dropping to near-historic lows. The reason? When there is uncertainty in global markets, investors tend to move towards safer investments. In this case, there has been a surge of buyers worldwide pouring cash into what are considered to be safe investments -- many in U.S. mortgage-backed securities.



The bottom line: Interest rates are lower. This event has provided existing homeowners an opportunity to review their current home mortgage loans to possibly drop their monthly payment, change from an ARM to a fixed-rate loan or take cash out for home improvement or other needs. It also helps potential (new) homebuyers enter the housing market, enabling them to qualify more easily for a home. For travelers to the U.K., the Brexit has caused the Pound to spiral downward to levels the currency hasn't seen since 1985 -- meaning, your dollars will go further.

Although the Brexit has certainly wreaked havoc in many global markets, the U.S. stands to benefit from this historical event. And the British? They will, (no doubt,) 'Keep Calm and Carry On.'



Patty Jenab is a 26-year veteran of the mortgage industry, beginning with Diversified Capital in 1990. Diversified Capital offers all conventional and jumbo financing

options, including special programs for military and first responders. Call Patty at (760) 300-4145 or reach her via email at pjenab@divcap.net.

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How Workspace is Evolving in the Workplace

By: Dr. Jeff Suderman, Suderman Solutions

In the past, when we spoke of 'going to work,' we were referring to a brick-and-mortar location. However, technology and demographic changes (Gen Y and Z) have introduced significant changes in the 'place' that we work. Here are six ways that your traditional workspace is changing.

The non-traditional traditional workplace: Organizations like Google and Facebook have introduced creative workspaces that provide their employees with an ultra-creative workplace. Why, you ask? To improve productivity!

The mobile workspace: A friend once told me that his office is created whenever he enters his truck with his cell phone. The mobile workspace has been perfected by travelling salespeople over many years. However, it is now gaining wider traction as it shifts from being a requirement to a convenience of choice.

The virtual workspace: Through the use of a telephone, Skype, Meet.me and email, we can successfully transact business without any workspace. Tip: This category is about to explode in its usage due to developments in virtual and augmented reality. I predict that a VR headset will be a staple piece of office equipment soon.



The coffee-shop workplace: The corner coffee shop has become a regular workspace for people equipped with laptops, cell-phones and a good pair of headphones. Even those who have offices escape to these zones for a change of pace.

The rent-a-workspace: Businesses like the recently opened Palm Desert Office Suites provide a turnkey workspace solution. Fully-furnished

offices and meeting rooms provide short or long-term spaces for businesses to operate in without the traditional barriers of office set-up and leases.

The creative commons rent-a-workspace: Business start-ups like SpaceWorks in Tacoma, The Toolry in Lynchburg or The Common Desk in Dallas provide people with a rent-a-workspace with an edge – the promise of like-minded people who will help you be more creative and innovative. Think of this as a blend of a rent-a-workspace with a Starbucks attitude and a focus on community.

An overarching theme to these various workspaces is the word 'flexibility.' No matter what business you are in, you will need to be more flexible in order to meet the needs of your business.



Dr. Jeff Suderman owns Suderman Solutions, a consulting company committed to improving organizational effectiveness through leadership development, training and strategic planning. Contact Dr. Suderman to discuss how he can help you lead an increasingly-flexible workforce. He can be reached at jeff@jeffsuderman.com.



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Who Is On Your Team?

Submitted by: OR CPAs

In business, you need all the help you can get. You need a team behind you that can help you maneuver the many complicated areas we all must overcome in business. This certainly includes your CPA, your attorney, and a few others. Do you have banking needs to keep your banker on your team? Do you have investment matters to keep your investment advisor on your team? How about your insurance advisor?

Every day, matters come before a business owner that would require the advice of a professional. Communications with clients needs to be a number one priority. You would be much more successful to have the advice of your CPA up front on a matter, versus after the fact. In tax law, there are numerous ways to accomplish what you may be trying to do, and your CPA can help you maneuver those options to the best possible solution.

A good CPA should work closely with clients and their advisors to make sure all potential problems can



be anticipated and all opportunities are discussed. Obviously, this is easier said than done; we all have examples of problems that were not anticipated or opportunities we were not prepared for. The aspect of having those discussions with your professional advisors in the same room, at the same time, can be incredibly valuable. The cost of such a meeting may seem to be expensive at the time, but the money either saved or made in the future will far outweigh that cost.

These meetings may be about your corporate structure, corporate sale or corporate creation. You should constantly make sure the type of entity you have today is still be best option for your business and your type of ownership. If you are considering a sale of your company, you want to make sure you are protected for the sale and to minimize the tax bite.

If you are creating a new company, you will want to consider whether it should be a corporation, a partnership or a sole proprietorship. Should your corporation be a C corporation or possibly an S corporation? Should your partnership be an LLC, a general partnership or a limited partnership? Should your sole proprietorship be a single member LLC? If you do have multiple owners, do you have a buy-sell agreement and do you need life insurance to facilitate the buy-sell agreement? Each one of these types of entities has pros and cons.

Make sure you have the best team possible to help you answer these questions, and use them. For more information, call OR CPAs at (760) 777-9805 or ORcpas.com.

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CITY MANAGER'S MESSAGE



City of La Quinta Expenditures

By: Frank J. Spevacek, La Quinta City Manager

Even as La Quinta began its new fiscal year and budget for 2016-17 last month, the City is continually monitoring revenue

and expenses. Historically, the City has been known to be fiscally conservative and recognized as good stewards of taxpayer dollars.

So what type of expenditures does the City of La Quinta incur? Over half of the City's budget – 56% – goes to public safety costs such as police and fire. And while the next largest category consists of salaries and benefits at 20%, the City has taken several steps

to restructure in recent years – decreasing staffing levels by 28% since 2011-12 and eliminating cost-of-living pay increases in 2013. In addition, all hires are now on a more cost-efficient retirement plan.

Most of the remaining expenditures are made up of things that help maintain the exceptional quality of life enjoyed in La Quinta – including maintenance and operations, utilities and capital expenses. The City has cut operating costs by \$700,000, and decreased expenditures by \$2.8 million.

Even after paring down expenses, the City will be challenged to present a balanced budget in coming years as costs for police services are expected to rise 6.9% for at least the next 4-5 years.

Projected revenue is not on target to fund these increases – and after receiving a report and unanimous recommendation by a 14-member resident Advisory Committee that concluded the City would face a \$50 million deficit over the current

10-year Projection Period – the City Council voted to place a sales tax measure on the November ballot that would increase the sales and use tax in La Quinta by 1% to provide additional revenue for bridging the prospective gap. This ballot measure gives the community an opportunity to weigh in at the polls: Shall the City increase revenue to support current and expanded services or further reduce services so that service costs align with current revenue?

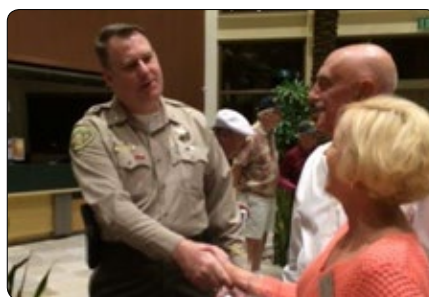
This would be a general tax to fund City services, and is protected under the State Constitution from reallocation by the State to back-fill funding for State agencies or programs. For more information or to review Frequently Asked Questions (FAQs) about the City's upcoming sales tax measure, go to La-Quinta.org.

Hope you enjoy these last few weeks of summer before school is back in session!

MEET THE CHIEF

In June of last year, Assistant Police Chief Dave Walton introduced a new community policing program called "Meet The Chief".

His idea was to promote a more effective community policing program between the La Quinta Police Department and the community, by developing and building a better relationship from the patrol deputy, all the way up to the Chief. It would allow for a more perfect union between the La Quinta community and the whole department such that it would generate a more congenial, one on one, relationship between the Office of the Chief and the citizens it serves.



Some of the residential communities that recently had a Meet the Chief program are: Trilogy, Rancho La Quinta, Andalusia, and Citrus. Plans are under way for additional Meet the Chief programs at other residential complexes later this year. If your community would be interested in having a Meet the Chief, please contact Gene Salute, La Quinta Police, Community Liaison, at (760) 863-8882.

Animal Licensing and Impound Fees to Increase August 1, 2016.

The City of La Quinta has adopted the Riverside County Department of Animal Services Licensing and Impound Fees, which will become effective August 1, 2016. Resolution No. 2016-003 went to Council on January 19, 2016 and was approved, suspending Resolution 99-150. The fee schedules are as follows:

License Fees

Altered Dog (1/2/3 yr)	Unaltered Dog (1/2/3 yr)	Altered Dog (Senior) (1/2/3 yr)	Late Fee	Replacement Tag
\$17/34/49	\$100/200/300	\$12/24/36	\$25	\$6

Impound Fees

Impound – Altered				Impound – Unaltered			
First	Second	Third	Fourth	First	Second	Third	Fourth
\$50	\$100	\$150	\$150	\$50	\$100	\$150	\$150

* Unaltered dog impounds: RCDAS charges \$75 Mandatory Spay Neuter Deposit + daily boarding fees per impound.

FIRE DEPARTMENT



MONSOON SAFETY

The peak of summer and its heat occur in the month of August. However, August is also known for its monsoon like weather. A monsoon is a seasonal shift in the prevailing wind direction, which usually brings with it a different kind of weather. In the eastern part of Riverside County monsoon activity typically brings lightning and flash flooding. Do you know how to stay safe?

PLANNING AHEAD

The best way to avoid lightning, flash floods, and other dangerous conditions is by not being in danger in the first place. Some ways to help avoid these conditions are:

- Watching current weather forecasts on TV on the internet.
- Listening to weather reports on the radio.
- Subscribing to severe weather notification services.
- Before leaving a safe location scan the skies overhead and all around you.

FLASH FLOOD SAFETY

More deaths each year occur due to flooding than any other thunderstorm related hazard because people underestimate the force and power of water. Many of those deaths occur in automobiles that are swept downstream.

- If you live in a flood prone area have an evacuation plan, and secure wanted objects to prevent them from floating away.
- Store materials like sandbags, plywood, plastic sheeting and lumber for protection from floodwaters and to make quick repairs after a severe storm.
- Learn where to find high ground, which is safe from flooding. In a flash flood seek high ground immediately.
- As little as ten inches of water can float average sized cars, mini-vans, SUVs, and trucks.
- Avoid areas that are already flooded, especially if the water is flowing fast.
- Do not attempt to cross flowing streams. Driving around barricades is illegal and dangerous.
- Be especially cautious at night. Flood dangers are much more difficult to see in the dark.

Information provided by MonsoonSafety.org

POLICE DEPARTMENT



BACK-TO-SCHOOL SAFETY

The La Quinta Police Department asks that parents and guardians help keep students safe by discussing the importance of good safety habits.

BICYCLE SAFETY

Bicycle riders are part of the traffic flow and should ride on the right side of the road—never against traffic. Bicycle riders should learn and use proper hand signals. Helmets are required by law for bicycle riders under the age of 18. Bicycle riders should listen for vehicles approaching beside or behind them. This means NO HEADPHONES!

PEDESTRIAN SAFETY

Teach children to always use a crosswalk. They should look left, then right, and then left again before crossing the street. Children should always cross the street where there is a school crossing guard on duty. And, for added safety, children should walk with a buddy and wear bright colored clothing.



SCHOOL BUS SAFETY

Talk to your children about remaining seated, obeying the bus driver, never throwing items from the bus, and never sticking their arms outside the windows. Riders must enter and exit the bus safely, and must never cross in front of a moving bus. They must learn to stay clear of the 10 feet of space around the bus (the "Safety Zone") as the driver's visibility is limited here. Instruct children to stay away from the rear wheels of the bus at all times.

VEHICLE SAFETY

The law requires all vehicle occupants, with few exceptions, be secured by an appropriate safety belt or child passenger restraint system. The restraint system must be maintained and in good condition. Children under 8 years old must ride in the rear seat (if equipped) and in an appropriate child passenger restraint system. It is important to note that an improperly worn seat belt is unsafe and a violation of the law. If you cannot wear your seat belt properly for a medical reason, obtain a note from your physician. Seat belts save lives.

Wishing all students a safe and rewarding 2016/2017 school year!

IT'S YOUR LIBRARY



All ages can enjoy FREE programs at The La Quinta Library! Regular hours are Monday to Thursday from 10 a.m. to 7 p.m., Friday and Saturday from 10

a.m. to 6 p.m., and Sunday 12 p.m. to 4 p.m. Got a library card? Get one today! With your library card, you can check out books, Audiobooks, DVDs, CDs, and download E-Books, digital magazines, as well as music! Public computers and a printer are available for Library Card Holders. Copy machine and Wi-Fi internet access is also available in the library.

Programs

Adults (18 years & older)

- **NEW! Stranger than Fiction (Nonfiction Club)**

1st Meeting: Friday, August 5 at 11 a.m.

Join our Librarians, Sarah and Jade as they introduce a new nonfiction club! For this club, we'll listen to podcasts, read articles and books and have interesting discussions!

- **NEW! Sound and Color (Fiction Club)**

1st Meeting: Friday, August 19 at 11 a.m.

Join us as we kick off our new fictional podcast club! Color while you listen to some great stories. Feel free to bring your knitting too!

- **La Quinta Reads Book Club**

Monday, August 22 at 11:30 a.m.

We invite you to read with us and join for a lively book talk! Everyone reads something different. Register at the Adult Reference Desk or call the library to sign up.

- **NEW! "Local Voices Series"**

Applications due Friday, August 26 at midnight Pacific Time (Judging completed by Friday, September 16.) Presentations will take place from October 2016 to March 2017

The La Quinta Public Library invites you to participate in our upcoming series for local authors. This program will highlight local community

member talent for stories. Sponsored by the City of La Quinta, Riverside County Library System, Library Systems and Services, and other community entities, presentations will be conducted at the La Quinta Library and the La Quinta Museum. For questions, please email, Sue Duran (City Librarian) at: sue.duran@rivlib.net. For more information and complete guidelines, visit: <https://goo.gl/W1de35>. To complete an online application, please visit: <https://goo.gl/I9zkIV>.

- **BYOB Book Club (Bring Your Own Book)**

Saturday, August 27 at 10:30 a.m.

Join us for a social hour all about books! Bring your own book and feel free to swap books too.

- **One-on-One Electronic Device Appointments**

Wednesdays at 10:30 a.m. and 4 p.m.

Do you need help with a Smartphone, Tablet, or Laptop? Meet with a staff member for a 30 minute consultation to learn more about the devices you already own. Registration required, see the Adult Reference Desk or call the Library.

Teens (ages 13-17)

- **Anime Club, Saturday, August 6 at 4 p.m.,**

Discuss, watch, and create with other teens who love Anime!

- **Teen Think Workshop, Friday, August 12 at 4 p.m.,**

Experiment and discover new ways to see the world, enjoy different Art, Science, and Tech activities.

- **Teen Book Club, Saturday, August 20 at 4 p.m.,**

Discover the theme, read, and discuss!

- **Teen Advisory Board Meeting, Friday, August 26 at 4 p.m.,**

Help determine what goes on at your library! Plan programs, select materials, and socialize.

For more information about Teen Programs, visit laqlibraryteens.blogspot.com

Tweens (ages 9-12)

- **Tween Book Club, Tuesdays at 4 p.m. on August 9 and August 23,** this month read "Holes" by Louis Sachar and join a great discussion group. Call or sign up at the Children's Reference Desk.

- **Tween Movie: "Holes" (Rated PG), Thursday, August 11 at 4 p.m.,** Tween Book Club participants and any Tween age 9 to 12 can enjoy this book to movie adaptation. Free popcorn too!

- **Tween Book Club Registration for the Fall 2016 season will begin on Wednesday, August 10 at 10 a.m.**

Call or sign up at the Children's Reference Desk. The Fall Book Club runs from Tuesday, September 13 to Tuesday, December 20.

Children

- **Stuffed Animal Sleepover (All ages)**

Wednesday, August 10 at 5 p.m.

Dress in your pajamas and bring your favorite stuffed animal for stories and songs with Ms. Sarah! Let your stuffed animal sleep overnight at the Library and see all the fun they had the next morning when you pick up your stuffed animal friend.

Save the Date

- **Book Babies Storytime** for 0 to 2 year olds returns on **Tuesday, September 6** at 10 a.m. and 11 a.m.

- **Preschool Storytime** for 2 to 5 year olds returns on **Thursday, September 8** at 10 a.m. and 11 a.m.

- **September is "Library Card Sign Up Month"** - Get your FREE Library Card and receive a special prize during the month of September, as supplies lasts.

- **September 25 to October 1 is "Banned Book Week"**. Check out our special banned book display!

Programs to Return in September

The following programs have been on break but will start again soon: Tween Makerspace, Pajama Tales, Family Game Night, Family Fun Night, and Pre-Beginning Computer Classes for Adults.

Additional Services

The Coachella Valley Bookmobile (Riverside County Library System) offers library services every Thursday from 10 a.m. to 2 p.m. on the corner of Blackhawk Way & Adams Street at the La Quinta Park.

PLEASE NOTE: The Library will be CLOSED on September 5 and September 16.

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. Now on exhibit is the Mid-Century Modernism Era – 1950-1990. This will be on view through September.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE EVENTS

La Quinta Museum Coloring Club for Adults

Fridays, 1 p.m. - 3 p.m.

All month long! Every Friday we will be coloring. Coloring pages will be provided. Coloring books are available for purchase in the Museum Gift Shop.

Flip Flop Fun for Adults!

Wednesday, August 3, 1 p.m. - 3 p.m.

Bring a new pair of flip flops to the Museum and join us as we embellish with fabric, beads and so much more!

Family Craft Day with S.C.R.A.P. Gallery

Saturday, August 6, 11 a.m. - 12:noon

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

STICKY DAY and Sno-Cones!

Wednesday, August 10, 2 p.m. - 4 p.m.

Calling all neighborhood kids to come to the museum and create art work using sticky notes. Plus, the Cone Zone will be here from 3:00-4:00pm for all the sno-cones you can eat. Open to kids of all ages, adults too!

Brown Bag TED* Talk

Tuesday, August 16, 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

An Evening with Chip Miller

Thursday, August 18, 7 p.m. - 8:30 p.m.

Director/writer/artist & musician, Chip Miller will host a Q&A following a screening of the Diahann Carroll PBS special "The Lady...The Music. The Legend" filmed at the Annenberg Theatre in Palm Springs. Chip will provide commentary and behind-the-scenes stories. Refreshments provided by the La Quinta Historical Society.

Good Reads in the Gallery Book Club

Thursday, August 25, 5 p.m. - 6 p.m.

Pick up a copy of "Travels with Charley" by John Steinbeck 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.)

Trending Topics

Tuesday, August 30, 10 a.m. - 11 a.m.

Come and meet the Mayor! Mayor Linda Evans will be here to answer questions and talk with you about our city of La Quinta.

La Quinta Artist Studio Tour – December 11

The La Quinta Museum invites artists who reside in La Quinta to participate in the 5th annual studio tour to be held on December 11. Email, call or stop by the Museum for more information. Please let us hear from you! Thank you!

SILVERROCK RESORT

All 18 Holes open at the Rock!

Good News! SilverRock's developers schedule was adjusted so that the work that will be done this summer will not impact any play on the back 9. As a result, all 18 holes will remain open. The modifications on the back 9 will take place at a later date once the hotel construction begins. Construction dates will be released later this summer.

Aerification

Summer is here and this is the time of the year our maintenance crew will aerify the greens on the golf course. Aerification is a short-term disruption that has long-term benefits for our golf course. For grass to grow at 3/16-inch, they need to have deep, healthy roots; good roots demand oxygen and aerification helps promote strong and healthy roots.

Our last and final aerification will be on August 8 and 9. During this time, the front 9 will be closed on August 8 and the back 9 will be closed on August 9. All 18 holes will reopen on August 10 for play. The greens may be a little slower for a few days following the aerification but is normal following any aerification.

Summer Hours

During the summer months, the golf shop will be open daily from 6 a.m. to 5 p.m. The restaurant will be open daily from 6 a.m. to 2 p.m.

The first available tee time of the day will be 6:30 a.m. and the last tee time will be 5:00 p.m. All golfers will need to tee off prior to 5 p.m.

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.

Tips for Pet Owners on Hot Days

We all love spending the long, sunny days of summer outdoors with our furry companions, but being overeager in hot weather can spell danger, ASPCA experts warn.

“Most people love to spend the warmer days enjoying the outdoors with friends and family, but it is important to remember that some activities can be dangerous for our pets,” said Dr. Camille DeClementi, Senior Toxicologist at the ASPCA’s Animal Poison Control Center. “By following a few simple rules, it is easy to keep your pet safe while still having fun in the sun.”

Take these simple precautions, provided by ASPCA experts, to help prevent your pet from overheating. And if you suspect your pet is suffering from heat stroke, get help from your veterinarian immediately.

VISIT THE VET

A visit to the veterinarian for a spring or early summer check-up is a must. Make sure your pets get tested for heartworm if they aren’t on year-round preventive medication. Do parasites bug your animal companions? Ask your doctor to recommend a safe flea and tick control program.

MADE IN THE SHADE

Pets can get dehydrated quickly, so give them plenty of fresh, clean water when it’s hot outdoors. Make sure your pets have a shady place to get out of the sun, be careful to not over-exercise them, and keep them indoors when it’s extremely hot.

KNOW THE WARNING SIGNS

Symptoms of overheating in pets include excessive panting or difficulty breathing, increased heart and respiratory rate, drooling, mild weakness, stupor or even collapse. They can also include seizures, bloody diarrhea and vomit along with an elevated body temperature of over 104 degrees. Animals with flat faces, like Pugs and Persian cats, are more susceptible to heat stroke since they cannot pant as effectively. These pets, along with the elderly, the overweight, and those with heart or lung diseases, should be kept cool in air-conditioned rooms as much as possible.

NO PARKING!

Never leave your animals alone in a parked vehicle. “On a hot day, a parked car can become a furnace in no time—even with the windows open—which could lead to fatal heat stroke,” says Dr. Louise Murray, Vice President of the ASPCA Animal Hospital. Also, leaving pets unattended in cars in extreme weather is illegal in several states.

MAKE A SAFE SPLASH

Do not leave pets unsupervised around a pool - not all dogs are good swimmers. Introduce your pets to water gradually and make sure they wear flotation devices when on boats. Rinse your dog off after swimming to remove chlorine or salt from his fur, and try to keep your dog from drinking pool water, which contains chlorine and other chemicals that could cause stomach upset.

SCREEN TEST

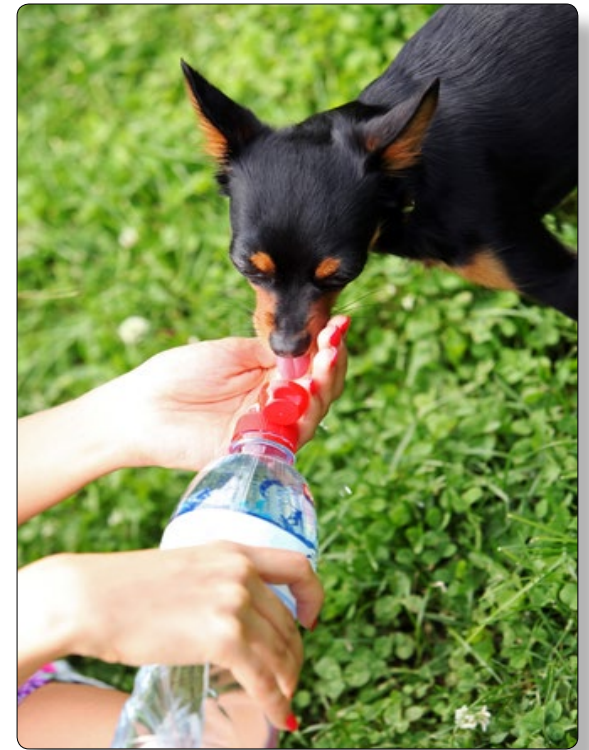
“During warmer months, the ASPCA sees an increase in injured animals as a result of High-Rise Syndrome, which occurs when pets—mostly cats—fall out of windows or doors and are seriously or fatally injured,” says Dr. Murray. “Pet owners need to know that this is completely preventable if they take simple precautions.” Keep all unscreened windows or doors in your home closed and make sure adjustable screens are tightly secured.

SUMMER STYLE

Feel free to trim longer hair on your dog, but never shave your dog: The layers of dogs’ coats protect them from overheating and sunburn. Brushing cats more often than usual can prevent problems caused by excessive heat. And be sure that any sunscreen or insect repellent product you use on your pets is labeled specifically for use on animals.

STREET SMARTS

When the temperature is very high, don’t let your dog linger on hot asphalt. Being so close to the ground, your pooch’s body can heat up quickly, and sensitive paw pads can burn. Keep walks during these times to a minimum.



AVOID CHEMICALS

Commonly used flea and tick products, rodenticides (mouse and rat baits), and lawn and garden insecticides can be harmful to cats and dogs if ingested, so keep them out of reach. When walking your dog, steer clear of areas that you suspect have been sprayed with insecticides or other chemicals. Keep citronella candles, oil products and insect coils out of pets’ reach as well. Call your veterinarian or the ASPCA Animal Poison Control Center at (888) 426-4435 if you suspect your animal has ingested a poisonous substance.

PARTY ANIMALS

Taking Fido to a backyard barbeque or party? Remember that the food and drink offered to guests may be poisonous to pets. Keep alcoholic beverages away from pets, as they can cause intoxication, depression and comas. Similarly, remember that the snacks enjoyed by your human friends should not be a treat for your pet; any change of diet, even for one meal, may give your dog or cat severe digestive ailments. Avoid raisins, grapes, onions, chocolate and products with the sweetener xylitol.

Source: rcdas.org

COMMUNITY SERVICES CLASSES & PROGRAMS: AUGUST & SEPTEMBER

The City of La Quinta has a variety of programs and activities planned to help you make the most of summer. Online registration available at la-quinta.org/register. For more information, call (760) 564-0096.

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	Aug. 26
Friday Social Ballroom Dance	6 p.m. – 7:30 p.m.	F	Sept. 23
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	Aug. 9
Floral Perfect (Floral Design)	1 p.m. – 4 p.m.	TH	Sept. 13
La Quinta Glee (5 - 14 years)	6 p.m. – 7 p.m.	TH	

(Intellectual Wellness)

Quickbooks	5:30 p.m. – 8:30 p.m.	T/TH	Sept. 6 & 9
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(Nutritional Wellness)

Fara's Food "Mainly Vegetarian"	11 a.m. – 12:30 p.m.	W	Sept. 14
Fara's Food "Mainly Vegetarian"	11 a.m. – 12:30 p.m.	W	Sept. 28

(Physical Wellness)

Chair Massage CMT (Clare Dune)	10:15 a.m. – 12:15 p.m.	W	
Meditation	6 p.m. – 7 p.m.	TH	
Personal Trainer (14 years & up)	12 p.m. – 8 p.m.	M/W/F	
Personal Trainer (14 years & up)	12 p.m. – 8 p.m.	T/TH	
Reiki (Healing Art/Meditation)	10 a.m. – 11:30 a.m.	TH	
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 Chuan	10:15 a.m. – 11 a.m.	T/TH	
Tai Chi Chuan (Evenings)	7:15 p.m. – 8 p.m.	T/TH	Sept.
Tai Chi Chuan (Strength & Balance)	11:15 a.m. – 12 p.m.	T/TH	Sept.
Zumba (Morning)	8:45 a.m. – 9:45 a.m.	T/TH	
Zumba (Saturdays)	8:15 a.m. – 9:15 a.m.	S	

(Social Wellness)

Social Bridge (Call Doris (760) 564-2878)	12 p.m. – 3:30 p.m.	M	
Mah Jongg (Contact Center for more information)	1 p.m. – 4 p.m.	T	

WELLNESS CENTER EVENTS

September Luncheon

Thursday, September 8, 11:15 a.m.

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

Online registration is available beginning August 11 at la-quinta.org.

Boys & Girls Club Donation Luncheon

Thursday, August 11, 11:30 a.m.

Minimum of \$10 donation to attend.

Online registration is available at la-quinta.org



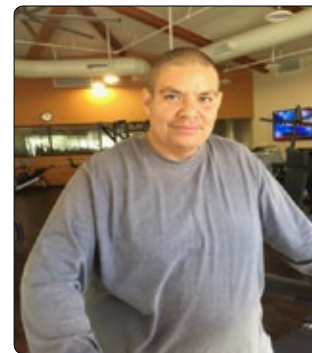
RENTALS:

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.



Rigo's Weight Loss Journey

Rigo Reyes has been a fitness member in the La Quinta Wellness Center since February 2016. Since joining, he has lost a total of 52 lbs. Rigo enjoys working out six days a week, varying his exercise between the treadmill, doing tricep extensions and

using the ab crunch machine. He also enjoys the friendly people and staff of the La Quinta Wellness Center. Rigo is a true inspiration and we wish him the best of luck on his fitness goals.

Papaya – The Little Known Superfood

Submitted by: Jule's Market



A tropical native of Central America, papayas are a nutrient-rich fruit that can also be found growing in Hawaii, Florida and Southern California. Several varieties of papayas exist, but none are more common than the Hawaiian Papaya and the Mexican Papaya.

Papayas provide more health benefits than traditionally thought of fruits such as apples and oranges. Papayas are rich in antioxidants like Vitamins A, E and C, and also contain protein-digesting enzymes that help with everyday digestion. Papayas are an excellent source of fiber, and a low fat tropical treat with minimal calories.

Hawaiian Papayas vs. Mexican Papayas

Perhaps the biggest difference, and most important factor that individualizes these varieties is taste. The Hawaiian Papaya is sweeter, with a slightly greener skin, and Mexican Papayas are muskier, and less sweet. There is also quite a size difference, but you'll have to swing by your local market to see for yourself.

So how to you eat a papaya? That's easy, you eat it as is. Wash your papaya, cut it lengthwise, scoop out the seeds and eat with a spoon. You can also cut the papaya into slices and pair with other fruits, or mix with a salad.

Ready for a refreshing summer treat that is great for the family? Here's a great recipe to try.

Papaya – Banana Smoothie

Prep time: 2 minutes. Recipe courtesy of Bobby Flay, 2007

- 1 cup milk
- ¼ cup Greek yogurt
- 1 teaspoon vanilla extract
- 1 small ripe banana, peeled & sliced
- ½ papaya, peeled, seeded & chopped
- 1 cup ice cubes

Combine milk, yogurt, vanilla banana, papaya and ice in blender, and blend until smooth.

Put a little tropic in your life and pick up one of these delicious varieties of papayas.



For more information, call or visit Corey Ball, assistant store manager at Jule's Market, 54835 Avenida Herrera in La Quinta; (760) 777-9000. Jule's knowledgeable produce team can help you choose the perfect papaya, which are offered year-round.



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Selecting the Right Window Treatment

By: Jeff Fishbein, Coldwell Banker Residential Brokerage

If the array of curtains, shades and shutters for windows is leaving you baffled about the best choice, here's some advice that can help.



To beat the extremes of our desert climate, selecting the correct window treatment can be stylish and energy efficient. If they're worn, damaged or dated, it's probably time to start "window" shopping for something new. The good news is that now more than ever there are endless styles and colors to choose from. Find the right window treatment by considering your various options.

Determine Your Style – Take a look at your decor and decide if a traditional or more modern style of window coverings would suit your home. Window coverings come in a wide variety of finishes, colors and styles.

Choose Your Material – Determine what type of material fits your budget and maintenance preferences. Options include fabric, vinyl, aluminum, wood and even faux wood. You could frame your windows with curtain panels, opt for pleated or Roman shades, hang asymmetric swags, or mount horizontal or vertical wooden shutters.

Assess Your Functional Preferences – Think about your light control and privacy concerns. For example, you may require blackout blinds for a media room or bedrooms but not for the less private areas of your home where sunlight is welcome.

Choose Custom or Off-the-Shelf – Decide if you want to go with custom window coverings that are manufactured to fit the interior dimensions of your windows, or if an off-the-shelf window treatment will suit your needs.

Consider Energy Efficiency – Think about your heating and cooling needs. Cellular shades help regulate heat loss or gain in addition to controlling the light. If you're likely to forget shade adjustment as a means of temperature regulation, consider upgrading to motorized shades. Choose solar shades to reduce glare and harmful UV rays. Another benefit of solar shades is that they are easy to clean with a wet cloth. Select from a variety of textures and fabrics, including eco-friendly bamboo and hemp blends for your green home.



Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage. He specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, and Palm Desert; and is active in the Greater Coachella Valley Chamber, serving as Chairman for the La Quinta Business District. Jeff can be reached at (760) 984-4145 or by email at jeff.fishbein@camoves.com.

Artful Browsing

*By: Pat Wood,
Encore Consign + Design Studio*

Summer is the time of year that we usually take a step back and relax. In the desert, it means that we hibernate indoors from the oppressive heat. It also gives us a good excuse to browse some of our favorite places. Some of the best finds to finish a room or home can be found when browsing – like a piece of art.

Art comes in many shapes, sizes and mediums. From original oils, watercolors and charcoal drawings to wood and textile hangings, as well as glass pieces and shimmering aluminum masks, these expressions continue to open our eyes and our senses.

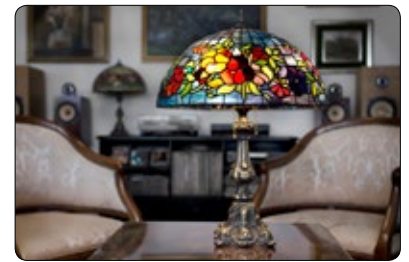
As the saying goes: "Beauty is in the eye of the beholder." Sometimes, one piece can strike a chord and it feels right. It only takes one buyer to appreciate a specific piece of art. And, it only takes one piece of art to complete a room. Art can be a very personal expression or it can simply be seen as a means to finish up a room. It can take years for people to collect the "right" pieces.

Other times, people just want to "finish it up" – buying to fill the space. Regardless of your preference, art makes a difference. A room can be filled with the right furnishings in the right places, yet, bare walls can make it look stark or hollow. On the other hand, a room can have very few furnishings, yet, with one or two pieces of "art" it can have a pulled-together and inviting look. The stories and memories created by art are found while on vacation, in family portraits, in a lovely menu commemorating a dining experience (a friend has one that is stunning), in an irresistible piece from an art fair or by scouring consignment shops.

Whether you shop local or make your way to the many art fairs that fill our coastline during the summer, this is a great time to let your senses enjoy and your imagination run on. From the traditional to the unusual, art is truly in the eye of the beholder. You will be amazed at what you can find.



Jack and Pat Wood are the owners of Encore Consign + Design Studio in La Quinta. Encore has several showrooms of exquisite furnishings, accessories and artwork with new pieces arriving daily. They can be reached at (760) 564-7200 or by email at info@EncoreLQ.com.



It's Prime(r) Time to Paint Your Home

By: *Ev Levin Gerisch, elg design*

Question: What costs \$3,500-\$10,000, will make a great impression, have a lasting impact and give you the most bang for your buck in home improvement? Repainting your residence. The estimate is based on 2,000-4,000 sq. ft. and depends on the number of colors and finishes, ceiling height, prep work required, and whether a licensed contractor is used.



There is no time like the present to start your painting project – summer is less busy, and gated communities loosen their “no weekends” seasonal rules.

Common reasons that homeowners resist painting their dwelling:

“The house was recently painted by the sellers when we moved in. There is nothing really wrong with the paint (except that I don't really like it).”

“I'm afraid of color.”

“There are too many choices and I'm overwhelmed and might make a mistake.”

“It's a hassle to have to move everything for the painters.”

My responses:

If the paint colors do not ‘speak’ to you or you want a new design direction, you will never be satisfied with the current colors despite rationalizing to accept them. Color influences your mood and energy level. Different colors and shades within them may be soothing, brighten your mood, make you feel livelier, or even angry, help focus your concentration, or arouse your amorous tendencies. Choose palettes that correspond to what you want each room to reflect in you – and if “public” rooms – your guests.

If you're afraid of color, you're ‘on trend’ with “whites” – which were chosen as ‘color of the year.’ But even whites have different personalities and complement divergent color palettes.

Not surprising. Colors “change” with the light (natural, ambient, artificial), time of day, location, and surroundings. Paint finishes – from flat to high gloss – also affect how color is seen. Choosing paint colors is art + science. That's where paint experts come to the rescue.

Yep, it's a hassle. But totally worth it for the outcome. Consider engaging a color-specialist interior designer to guide you.



Ev Levin Gerisch, award-winning owner of elg design, located in La Quinta, specializing in residential interior decorating/design with a focus on sustainability. Mention “The Gem” for a discount. Call or fax (760) 777-1907; or by cell at (310) 383-5006; or email her at elg.elgdesign@gmail.com. Look her up at houzz.com/pro/elgdesign.

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Rest, Relaxation & Restoring

By: *Leila McCauley, Live Well Clinic*

August means more heat and also gearing up for the upcoming season and/or school. How do we best support ourselves through this? There is a holistic approach.

Let's look at self-care on four levels of consciousness: physical, mental, emotional and spiritual. We'll also create a Rest, Relaxation & Restoring (R&R&R) list of techniques to best help you along the way.

Physically, as a psychotherapist, I check if a client is getting enough rest, and if they are utilizing relaxation techniques such as massage, swimming and/or spa time to help keep them operating at their best.

We have a tendency to push ourselves to the neglect of our bodies – but R&R&R is crucial to keep you going. Please take a moment right now and start your own R&R&R list of ways you can support yourself on these four levels of consciousness.

Mentally, do you know what fills you up? It can be reading, or going outside to observe nature or watching a good movie. Other ideas include going for a walk, gardening, painting, or free-form writing.

Emotionally, what's on your R&R&R list? If you're feeling drained, meditation can help on all levels. A good way to start is to simply dedicate a set amount of uninterrupted time in silence (even 5 minutes).

Additionally, allow your thoughts to pass by without attaching to them. This can be very refreshing. Other suggestions are having a good laugh, calling a supportive friend, watching an inspiring video, or writing down what you are grateful for. As you build your R&R&R list, be sure to keep it where you can refer to it easily.

Finally, on the spiritual level. Again, meditation and spending time in nature are great tools. Your R&R&R list could include spiritual reading, listening to a podcast from your favorite inspirer or reflecting on a time in your life that you felt deeply spiritual. For many people, it's singing. Only you know what's your 'thing.'

Ultimately, the question is: Do we take time for ourselves on these four levels of being? Whatever your answer is, remember we are ever evolving and can always try something new starting now. No doubt self-care is an effort, and you are worth it. It is your time, and your choice of how you use it. Just remember to slow down, refer to your R&R&R list and use them for your optimum wellness.



Leila McCauley is a licensed marriage and family therapist with a focus on spiritual psychology at Live Well Clinic in La Quinta.

For more information regarding best practices for

self-care, go to LiveWellClinic.org or call (760)771-5970.

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Dementia: Signs, Tips & Responses to Behaviors

Submitted by:

Caleo Bay Alzheimer's Special Care Center

Do you have a loved one whom you think might have some form of dementia? The following lists of signs and tips will be helpful as you assess your loved one's situation and learn new ways to communicate with him/her and respond to behaviors.

WARNING SIGNS

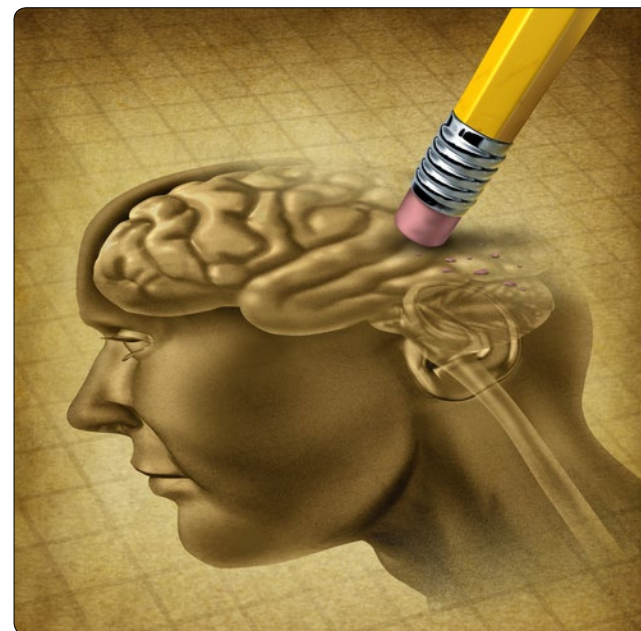
- Memory loss that disrupts daily life.
- Challenges in planning or solving problems.
- Difficulty completing familiar tasks.
- Confusion with time or place.
- Trouble understanding visual images and spatial relationships.
- New problems with words in speaking or writing.
- Misplacing things and losing the ability to retrace steps.
- Decreased or poor judgment.
- Withdrawal from work or social activities.
- Changes in mood or personality.

COMMUNICATION TIPS

- Be calm and supportive.
- Focus on feelings, not facts.
- Pay attention to tone of voice.
- Address the person by his or her name.
- Speak slowly and use simple words.
- Ask one question at a time.
- Avoid vague words and negative statements.
- Don't talk about the person as if he or she is not there.
- Use nonverbal communication, like pointing or gesturing.
- Be patient, flexible and understanding.

RESPONDING TO BEHAVIORS

- Remain flexible, patient and calm.
- Explore pain as a trigger.
- Respond to the emotion, not the behavior.
- Don't argue or try to convince.
- Use memory aids.
- Look for reasons behind each behavior.
- Acknowledge requests and respond.
- Consult a physician to identify any causes related to medications or illness.
- Don't take behavior personally.
- Share your experiences with others.



Caleo Bay Alzheimer's Special Care Center is nestled in La Quinta, with breathtaking views of the mountains and desert. 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. Visit them on the web at JeaSeniorLiving.com/laquinta.html or call (760) 771-6100.

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Celebrating Three Years as Your Local Memory Care Resource

If you have a loved one with memory loss, we are here to help. Our support and educational services are complimentary and open to the public.

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Support Group

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We host several special events throughout the year to educate, support and engage caregivers, their loved ones and the community at large.

*For event updates email
wendy.gerbrands@jeasenioring.com
or call us at 760.771.6100*



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Is the Fitness Industry Becoming Harmful to Our Health?

By: Cory Kelly, Palms Athletic Club

At some point in our lives, many feel it is necessary to seek the advice of doctors, medical websites, or fad diet plans whose promises of instant weight loss are truly captivating. In nearly every case, we find that this is too good to be true.

The fitness industry is growing faster than ever before, and in order to survive as a provider, it is necessary to bring new ideas to the table. Amidst the chaos, there are many hyped programs designed to help fitness businesses turn a profit, rather than being focused solely on what is best for participants. This is where one must be vigilant and do research before participating in any diet or weight loss program.

In most cases, a quick Google search will yield thousands of results, which appear to provide relevant information — the problem here is that anyone with an opinion can post information online, whether right or wrong. Additionally, any trainer or fitness center can make promises that their 21-day program will have you in shape and healthy for life.



Sadly, in nearly every case, this is absolutely false. Furthermore, in a majority of cases, this is more damaging than the client will ever realize. Programs with hyped-up names and methods are typically the worst offenders: Six Weeks to Fit, 36-Day Fix, 42-Day Fat Blaster, etc.

The reality here is that losing 60lbs in 30 days is simply unhealthy. Participating in an exercise program of such high intensity is actually retro-active — let me explain. We will use the 1-10 scale for exercise intensity: let's say that when one decides to participate in such a program, the intensity level will be set at 10 of 10. What happens here is that the body adapts to burning fat and optimizing health levels at that level of intensity. It is inevitable that the intensity will have to be reduced, and when that happens, the body returns to its old practices of storing fat — only now it is better at accomplishing those fat storage goals.

I haven't yet mentioned the major health problems that occur as a result of this practice. Educate yourself, and be vigilant in your efforts to find a program which focuses on longevity, rather than the quick fix.



Cory Kelly is a co-owner and Restorative Fitness Specialist at Palms Athletic Club, and has gained extensive knowledge of the fitness industry through his work with private defense contractors, and elite forces in the Department of Defense. Cory is also Wounded Warrior alumni, which provided him an opportunity to help other Wounded Warriors recover upon their transition home. He can be reached at (760) 283-7110 or (208) 964-6011; or by emailing cory@palmsathleticclub.com.

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Play It Safe With Team Sports

Submitted by: MedPost

From concussions to heat exhaustion, it seems like we're hearing more and more about the hazards of youth team sports. While there are always going to be some bumps and bruises, there are steps you can take to help keep your child safe and in the game. Always get a pre-participation exam.

Most schools now require athletes to get pre-participation physical exams before they can compete. But even if your school or league does not, it's essential to make sure your child is in good shape physically before they play. What's more, coaches and teachers should be made aware of any issues with your child's health – such as allergies or asthma – that could be triggered by athletic activity.

Be comfortable with the coach, the facility and the equipment.

Is the coaching staff certified in First Aid and CPR? Are the facilities clean and safe? Is equipment well-maintained and in working order?



What's the action plan if an athlete gets hurt? A lack of attention to any of these important details should be a red flag.

Avoid the heat.

Even the most conditioned athletes struggle in the heat. And while an athlete's body can be acclimated to performing in high temperatures, this is a weeks-long process that is done under careful supervision and monitoring. That being said, when it comes to heat, use common sense. If you think it's too hot for your child to play, it probably is. Heat-related illnesses are extremely dangerous.

Drink up.

Dehydration is also very dangerous and is a real problem in warmer areas. Make sure your child drinks plenty of water before, during and after participation. If your child is engaged in intensive physical activity lasting more than 60 minutes – such as long-distance running – a sports drink might be needed. However, for most activities, water is your best bet.

Be concussion conscious.

Concussions are serious injuries for athletes of all ages. But they are particularly dangerous in young players. Learn the signs and symptoms of a concussion, and always make sure your child is wearing the appropriate safety gear.

Rest and recover.

Taking some time off from a sport or activity can help prevent overuse injuries, fatigue and mental burnout. Kids need at least two days off a week from any sport, and at least 10 weeks of rest time from any one sport each year.

For more information about sports physicals, contact MedPost at (760) 777-7847 or go to Medpost.com.

How to Receive the Most Money for College

By: Dennis Stewart, Educational Funding Solutions

Over the summer, high school juniors will be deciding where they might want to attend college. Of concern to many is how to obtain the most 'free money' for college. There are things that parents unintentionally do that can hinder achieving that goal.

It all starts with the FAFSA (Free Application for Federal Student Aid). This is the application that all families must file to determine how much aid your student qualifies for. The formula consists of parents' income and assets, the student's income and assets, the total number of family members in the household and the number of students who will be attending college that year. After all this information is entered into the formula, the Department of Education determines how much aid you qualify for.

Herein lies the problem: The way you enter that data will either help or hurt you in determining how much aid you will receive. There are certain assets that should be included on the FAFSA and there are assets that should not be included. That single mistake can cost families thousands of dollars in lost financial aid every year.

The way income is reported is another huge mistake that parents make. In my fourteen years of helping families through the "maze" of the financial aid process, I have seen mistakes that were made that simply were avoidable. One of the worst situations that I saw was a family that cost themselves \$25,000 in lost financial

aid due to one single line item!

Many financial planners that also deal in stocks and bonds will lead you to believe that 529 plans are the panacea of college funding. In my experience, this is not the case. Here is a question to ask yourself: "What good is a financial vehicle that potentially grows

tax free when you can lose your principal?" 529's are vehicles invested in the stock market, and families lost between 35%-45% in each period – 2001-2002 and 2007-2008. UGMA's and UTMA's are other financial

vehicles that have cost families money.

Grandparents who want to help with college funding often help the wrong way, and again, that causes families to lose financial aid.

There are better solutions to utilize when funding your children's college education that will not only get you the most free money, but also will enhance your retirement as well.



For the past 14 years, Educational Funding Solutions has been helping families to affordably send their students to college without sacrificing their

retirement. For more information, contact Dennis Stewart with Educational Funding Solutions at (818) 597-1532 or dennis@educationalfundingsolutions.com; or go to EducationalFundingSolutions.com.

Get a Jumpstart on College Admissions with These 13 Tips

By: **Elizabeth Venturini**,
College Career Strategist

Every summer, moms and dads try cramming three years of college-prep work into three months, creating unnecessary stress on themselves with college selections/visits, SAT/ACT testing, financial aid forms and applications. Here are 13 tips to help you and your teen get a jumpstart on the college admissions process before going back to school in the fall:

Pre-Application – Do the Research

- Provide your teen with an interests assessment to help clarify their interests toward a marketable college major.
- Research colleges based on academic, cultural, social for your teen and financial fit for you.
- Build a list of 20 colleges with the programs to support your teen's chosen college major; any one of which your teen will be happy to attend.
- Create with your teen their resume of accomplishments for use on applications.
- Make sure your teen has signed up for student accounts on the CSU, UC, The Common App, private schools, and CollegeBoard websites.

The Application – Up and Running

Begin gathering all information for application completion, and verify all parent, student and school information. Start working with an essay specialist to help your teen brainstorm essay

subjects, provide insight, and keep track of all essay submissions. Help your teen identify and politely ask two teachers for college recommendations and provide them with your teen's accomplishments and list of desired schools.

Testing - One, Two, Three

- Prep for PSAT/SAT/Subject Tests/ACT tests and test dates so your teen is not overwhelmed with studying for tests and keeping up with school work. Work with test prep professionals who can show your teen how to study and provide test prep guidance so your teen doesn't underperform on test day.

Financial Aid - Before You Write the check

- Calculate your estimated family contribution number to estimate how much financial aid you will receive and need.



- Check all financial aid deadlines for submitting the FAFSA and CSS profile to state schools and highly-selective schools.
- Look for outside scholarships now, check requirements, and create a calendar to keep your teen on track with submissions.
- Print out copies of all documents and check, check, and double check all applications before your teen selects the "submit" button.



With Elizabeth Venturini's guidance and support, students show up like winners on their college applications, essays and extra-curricular activities. Moms and dads have peace-of-mind knowing they received the help they needed to make the best college choices for their teens. To enroll in Elizabeth's programs, email her at Elizabeth@CollegeCareerResults.com.

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Desert Cities parents who want their college-bound teens to gain acceptance to highly selective schools with the confidence of knowing a well-paying career is also on the horizon work with **CollegeCareerResults™**.

With confidence, skill, inspired guidance and support, your student will show up like a **WINNER** on their college applications. If your teen is ready to experience the personal pride of earning a place at their dream school then set up an appointment now with **CollegeCareerResults™!**

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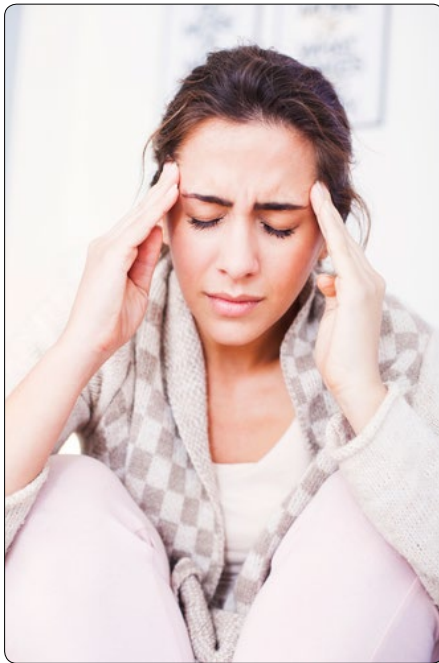
By: **Randy Foulds,**
Foulds & Feldmann Insurance Agency

If you have a student heading off to college this fall, you will probably have to provide proof of health insurance coverage or enroll them in a college-provided group plan. Choosing which plan you want for your student is not just a matter of choosing the cheapest plan.

If you don't provide proof of coverage, most colleges will automatically enroll your child in their health insurance plan, which is likely to be an HMO.

Some things you might want to ask before enrolling are:

- How far from campus or housing is the closest urgent care? Any PPO or HMO plan will have contracted urgent care centers, which will be cheaper to use than an emergency room. Have the address and number of the hospital ER and the urgent care center on hand.
- What are the choices for primary care physicians? Research Primary Care Physicians (PCP) available in the network, and be sure they are accepting new patients. Read any reviews you can find on websites like **Healthgrades.com**. If my child is home for breaks or weekends, is he/she covered at home? Most likely, you will have coverage for ER visits only. Check to see what out-of-pocket expenses you might be responsible for, or if a hospital ER or urgent care will be an out-of-network charge.
- If your child has any chronic conditions or prescription medications, check coverage for those as well.



- If your family is covered by a group plan through your employer, check that plan's coverage in your student's college area. If their current coverage is through Covered CA and they are going to a campus out of state, you may be much better off selecting the college's plan.
- Finally, have a copy of the student's insurance card accessible at home. The student should have one with them at all times, and a picture of it in their phone. But it's advisable to have a back up at home too, in case you get a call from a health care provider.



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

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Consistency in Follow-up Could Double Your Sales

By: Paula Terifaj, SendOutCards

Relationship marketing has proven to be the most cost-effective method to grow any business. It's not really a new concept, there just wasn't a name for it until Joe Girard happened along.

Having sold 13,001 cars at a Chevrolet dealership between 1963 and 1978 (average 72 cars/month), Girard has been recognized by the Guinness Book of World Records as the world's greatest salesman. Back in Joe's day, he worked systematically to educate, build trust and develop a relationship with everyone he met.



Aside from the excellent service he provided, Joe used greeting cards to celebrate special occasions in the lives of the people he served. Even the children of families he sold to received birthday cards. He

is quoted as saying; "I never sold a car in my life – I sold a Girard."

Joe mastered the art of relationship-building by consistent follow-up. In sharp contrast, 48% of sales people today fail to follow-up with prospects. That's not you, right? You might also be surprised to learn that 80% of sales are not made on the first contact. So, if only 20% of your prospects are ready to move forward after meeting with you – what happened to the other 80%?

Business-to-business or business-to-consumer does not matter – the buying process is the same. Some prospects go through these steps in a day; others may take a few months, or a year or more. You can't control the snail's pace some travel. However, a good prospect remains a good prospect until they are ready to buy.

Too few businesses account for a long and intermittent buying cycle. By having a plan to systematically educate, build trust and develop the relationship with your prospects over 6 months, a year or long term – you will capture more business than you will lose to your competition.

So, how can consistent follow-up double your sales? Let's do the math. If you make 10 presentations a week and sell 2 out of 10 prospects (20%) and then follow-up with the other 8 and get 2 more – congratulations, you just doubled your business!



Paula Terifaj is a certified trainer for SendOutCards – a personalized contact management system designed to keep you top-of-mind with your prospects and build long term relationships with your clients. Her workshop, *Boost Your Business Like Magic*, will teach you how to sort and organize all your business contacts, provide follow-up strategies and more. For a demonstration of SendOutCards, call (714) 335-3090 or email

Paula@ItPays2bNice.com.

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The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

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August 2016

Meet the Greater Coachella Valley Chamber of Commerce Team!



Jonathan Becerra
Communication Supervisor
Dream Ride: '65 Fastback
Brand: Versace
Movie: The 5th Element

Jonathan is a whiz behind a camera with a passion for video production. He owns his own production company, Miles and Monroe Productions, and also serves as the Executive Producer for Culturitas Music and Arts and runs Coachella Underground. Jonathan was born in Indio and is a graduate of Indio High School.



Anne Blalock,
Sales Executive
Hometown: Catalina Island
Food: Cheeseburgers
Shoes: Sandals

Anne has been working for small businesses in a tourism-driven city from an early age, starting in Avalon on Catalina Island. Anne moved to La Quinta in 2007 and joined the La Quinta Chamber team at the front desk. She then moved to sales, a job she has been doing successfully for nearly 6 years.



Joshua R. Bonner,
President and Chief Executive Officer
Brand: The North Face
Wheels: Chevy Truck
Home Town: Indio

Joshua assumed leadership of the Greater Coachella Valley Chamber of Commerce after serving as CEO of the Indio Chamber since 2014. Prior to that, he was active with the chamber as a member of the Board of Directors since 2011. Josh is married with six children and resides in Indio.



Dawn Mason,
Office Manager
Team: San Diego Chargers
Movie: Men of Honor
Music: Rob Thomas

Dawn has been involved with the La Quinta Chamber since April 2013, working at the chamber as well as a private country club in the food and beverage department. Dawn is a resident of North Indio and a mother of three adult daughters who all attend college locally.



Loretta Moss,
Sales Executive
Activity: Golf
Club: Rotary
Wheels: Miata

Loretta moved to the desert in 2002. As a lifelong salesperson, she got involved with the Building Industry early on, achieving success. During that time she was involved in the chamber, and membership sales seemed to be a nice transition. Loretta lives in Indian Wells with her cat.



Elsa Reyes,
Membership Manager
Team: Chargers
Movie: Forest Gump
Hometown: Coachella

Elsa has been involved with the Coachella Chamber of Commerce as a volunteer since she was 18, serving as a board member and office manager. She has 2 children and 5 grandchildren, and has been a resident of the City of Coachella for 56 years.



Rebecca Rizzo,
Director of Sales
Fuel: Life
Activity: Selling!
Cause: CV History Museum

Rebecca is a master communicator. She has lived in the Coachella Valley for over 20 years. Rebecca has grown an intense passion for how and why the Coachella Valley works the way it does, and proudly graduated the Leadership Coachella Valley program in 2009. Rebecca and her husband have 4 children.



Enda Rodriguez,
Events Manager
Team: Dodgers
Food: Shrimp Ceviche
Music: Everything!

Enda has been in the chamber industry for 18 years. She is a graduate of Indio High School as well as Leadership Coachella Valley. In her spare time, Enda enjoys spending time with her family and friends. Enda is married with three children and three dogs.



Diana Soto,
Vice President of Events, Regional President
Fuel: Coffee
Activity: Glamis
Actor: Tom Hanks

Diana joined the Indio Chamber team in 2014. Previously she owned and operated her own small business in Indio, preceded by a successful career in advertising and marketing. Diana has a Business Administration degree from the University of Redlands. She is married with 5 children, loves to bake and is a certified barista.



Katie Stice,
Vice President of Core Services, Regional President
Band: Pearl Jam
Movie: Mary Poppins
Brand: Sevenly.com

This is Katie's ninth year with local chambers of commerce, during which time she earned IOM and ACE designations through the US Chamber and Western Association of Chamber Executives. She graduated the Leadership Coachella Valley program in 2001. Katie is married to a super hero and resides in Indio, where she graduated high school.



Patrick Swarouth,
Community Development Officer
Hometown: El Centro
Wheels: Corvette

Team: American Rider Cup
Patrick handles all of GCVCC legislative affairs and brings 30 years of active service in the community. His background is utility companies, such as IID and So Cal Gas. He served with Indio and La Quinta chambers and served as the Legislative Advocacy Committee chairman. He and his wife run Bella Cristia Bed & Breakfast in La Quinta. He serves on the Habitat for Humanity board and fosters dogs for Guide Dogs of the Desert.



Debby Valdez,
Sales Representative
Vacation: Jackson Hole
Singer: Carrie Underwood
Hometown: Shreveport
Debby handles sales for the

Greater Coachella Valley Chamber of Commerce. If you haven't gotten a call from her yet, you will. She is married with two daughters, six grandchildren and two great grandchildren. She loves to read, swim, cross country ski and spend time with her family.

NEW MEMBER SPOTLIGHT

Action Door, Inc.

Action Door Inc., is a 24-hour full service repair and installation company specializing in garage doors and gates. Action Door provides same-day appointments and repairs, as well as free estimates. Action Door's services are available throughout the entire Coachella Valley and the upper Morongo Basin.



Founded by Jack Amos after 12 years of experience in the industry, Action Door, Inc. is a family-owned and operated company with over 25 years of cumulative experience. With so many years of experience, Action Door has the ability to service all customers, both residential and commercial, with knowledgeable and cost-effective options. Action Door is licensed, bonded and insured – giving the customer the confidence that their services will be performed with a professional and honest company.

Providing a wide range of styles and services, Action Door also provides custom fabrication of garage doors and gates. Action Door will help the customer choose the best option, with a free estimate and flexible scheduling – leaving the customer with a door that looks great and operates perfectly.

Action Door prides itself in their 100% customer satisfaction and their individual customer focus. For more information or to schedule a free estimate, contact Action Door, Inc. at (760) 296-7777 or email info@actiondoor.net.

NEW MEMBER SPOTLIGHT

Desert Zen Spa

Desert Zen Day Spa is a locally-owned and professionally-licensed day spa offering a wide variety of relaxing amenities to locals, as well as visitors. They offer massage, facials, Misencil eyelash extensions, body scrubs, UV and sunless airbrush tanning, Botox and more.



All of their therapists are professionally trained and licensed. They pride themselves on being the “friendliest and cleanest spa in the Coachella Valley. They carry a professional line of products to maintain your goals at home.

Desert Zen Day Spa will be offering a variety of 30-minute spa treatments for \$40 throughout the summer, as well as monthly Botox parties. Join them on August 11th, when Dr. Sison from Milligan Dermatology will be offering Botox, Juvederm, Voluma and skin tag removal. Best of all, you are treated to champagne and free chair massage.

For more information, visit DesertZenDaySpa.com or call (760) 360-8192. They are located at the northwest corner of Washington and 42nd Street in the center near Dairy Queen in the Rite-Aid Plaza at 41800 Washington Street in Bermuda Dunes. Join them to and balance your mind, body, and spirit.

NEW MEMBER SPOTLIGHT

Dr. Simone Ravicz

Dr. Simone Ravicz is a “brain coach,” certified business and life coach, international best-selling author, radio show host and motivational speaker. She fully embraces her roles with passion and enthusiasm whether she is coaching, speaking publicly, hosting events and her radio show – even through the pages of her books.



Dr. Ravicz has a Ph.D. in Clinical Psychology, an MBA and extensive work experience which have maximized her knowledge of business and human behavior. She worked for years as a psychologist before the move to coaching, which allows her to spread her inspirational impact to more people.

She is fascinated by neuroscience and how its applications can greatly improve lives. As a coach, she uses scientifically proven brain-based techniques with small business owners and entrepreneurs to largely eliminate negative self-talk, stress, negative feelings and sabotaging behaviors which block success. Her clients learn to make lasting transformations in their thoughts, feelings and actions so they achieve phenomenal business and personal success with ease.

Dr. Simone is offering a limited number of free Success Strategy Sessions, during which current challenges are reviewed, desired goals are clarified, and strategies to achieve them are designed. For more information, go to SuccessBrainCoach.com or call (760) 327-8305.

NEW MEMBER SPOTLIGHT

JIRVANA Workshops, LLC

Life circumstances can create blocks that prevent us from living a full and satisfying life – impeding us from becoming who we truly are and who we truly want to be.

JIRVANA Workshops, LLC offers you a rare place to look at what's holding you and/or your family back. They create a safe, loving space to explore and work through any barriers to living life fully and joyfully.

They use a unique process that allows you to see how things from your past may be affecting your life today. You can learn to reconnect with your feelings and express them. Your self-esteem will rise from identifying and beginning to change self-destructive patterns.

You have an opportunity to start a new plan for your future and have a safe and supportive place to practice that plan. You can access the origin of your beliefs and survival techniques that sometimes interfere with your relationships and block you from getting the love you want. You can choose to begin to live a fulfilling life.

For more information, go to JIRVANAWorkshops.com or call Matt Misuraca, LMFT, at (760) 708-8253 or Maureen Misuraca, BaDiv at (760) 408-3873. You can also find them on Facebook and Twitter.



JIRVANA Workshops, LLC
Change ... Heal ... Grow

NEW MEMBER SPOTLIGHT

Paula Terifaj

Paula Terifaj is a certified trainer for SendOutCards – a personalized contact management system designed to keep you top-of-mind with your prospects and build long-term relationships with your clients.



Terifaj hails from Orange County, where she grew up and started her professional career. After she sold that business in 2011, her desire for a more relaxed lifestyle, love of open spaces, and an attractively-priced real estate purchase led her to start a new life in Desert Hot Springs. In this desert wonderland, she felt energized to seek out new opportunities using her business skills to help others succeed in their own pursuits.

Terifaj is an avid reader and long time student of personal development, which led her to read a book that would later come to have a big influence in her life – Swim With The Sharks Without Being Eaten Alive by Harvey Mackay. His takeaway message was the importance of building meaningful relationships.

For a demonstration of SendOutCards, call (714) 335-3090 or email Paula@ItPays2bNice.com.

NEW MEMBER SPOTLIGHT

Susan Portener, Origami Owl Custom Jewelry

Origami Owl Custom Jewelry encourages you to imagine a memorable, custom designed 'living locket' with charms that tell the story of your life and things you love. You can thoughtfully create a one-of-a-kind piece of jewelry for yourself, family members, and friends, as well as to celebrate special occasions.



Displaying your favorite sports team pride has never been so much fun, or reflecting on your favorite hobby or pet. If it is close to your heart, you can create it. Origami Owl also carries earrings, bracelets and a wide selection of accessories. Locket sizes vary and charms are interchangeable, ergo the name 'living lockets.'

Origami Owl
CUSTOM JEWELRY
INDEPENDENT DESIGNER

These unique, customizable pieces of jewelry can be created online, in home, or by making a personal appointment with Susan Portener. Invite a group of friends over to your home and host a Jewelry Bar. Susan will display a huge selection to choose from and walk you through the creative process. Also very popular are the Facebook Jewelry Bars – as you can host anywhere you are.

Your jewelry creation is shipped direct from the center and arrives at your door within just a few days. Samples and stock items are readily available locally in La Quinta.

Susan Portener is a 14-year resident of the Coachella Valley. She is an Independent Designer (#201789119) with Origami Owl Custom Jewelry, along with working part-time with special needs children.

For more information, call or text Susan at (760) 668-6873 or email her at susanusa.origamiowl@gmail.com; or visit her website at SusanUSA.OrigamiOwl.com.



The Greater Coachella Valley Chamber of Commerce was created in 2016 in cooperation with the former Coachella, La Quinta, and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. It enhances and significantly improves the way businesses interact with each other and the community in the entire Coachella Valley. As a Regional Chamber, the GCVCC delivers services and benefits to its members on a scope not seen before in the area.

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(760) 564-3100



The Coachella Valley is witnessing its own artistic and cultural renaissance. Huge events like Coachella and the Southwest Arts Festival have brought fresh artistic recognition to our home. Coachella Underground is a new column in The Gem, which aims to celebrate and document this renaissance. Coachella Underground will be focused on sharing the stories and works of local artists and musicians who have contributed to this recognition and whose ranks continue to grow within our wonderful valley. To share your story, contact Jonathan Becerra at (760) 347-0676.



Adam Enrique Rodriguez

Born and Raised in Indio, Adam

Enrique Rodriguez is becoming one of Southern California's most prominent artists. Known for his street art style of abstract faces and human figures, he incorporates classical and modern techniques coupled with influences of street art and contemporary, urban graffiti. His work has been featured at the Palm Springs Art Museum and sold to the Broad Art Foundation private collection. He has had work published internationally in fashion magazines, album artwork for musician Anderson Paak, and the upcoming project



CHAMBER SPECIAL FEATURE

By: Jonathan Becerra, GCVCC Communication Supervisor

"A Well Worn Life" with Tom's Shoes. Rodriguez has been painting professionally since 2012.

Most recently, he became resident artist at Westfield Palm Desert, which includes the installation of his new mural "ValleyCode." When you enter Adam's studio at Westfield, his hard work and creativity is all over the place. Canvas, supplies and various stages of work are set all about. You can smell the different paints and sealants and even a hint of the old pastry store that his studio used to be. We sit down and immediately just dive into talking about Adam's art.

What do you do for your art?
I'm a painter.

Why are you an artist?
I've been trying to figure out that question my whole life. The reason I'm an artist is because it's the one thing that I've found throughout my life that I have absolute control over. I can learn more about my existence as well as the inner workings about humankind.

Can you describe your live painting and why you've gone that direction?
Live painting is something that I incorporated into my work after I went up to San Francisco. It's been something that I've really set my sights on. Introducing the general public to art in a way that they least expect it. Where they are confronted with it. Where they're not having to sit in a seat for it.



Dreamers on the Astral Plane

Dreamers on the Astral Plane is made up of Indio boys Brandon Hernandez, Andrew Gonzalez and Cristian Alvarez. Founding member, Brandon, began 'jamming out' with Dreamers back in 2012 while he was in high school. Over the years, old members have left and new members have joined to create a trio of multi-talented musicians. The members have a very comfortable environment when they practice. Everyone's voice seems to be equal with no obvious 'boss.' This has to do with the fact that Andrew Gonzalez and Cristian Alvarez each have their own bands and projects. Andrew is the front man for Alchemy – an established band based here in the Coachella Valley.

Cristian is the drummer and manager for Pale Palace. We got a chance to sit down with the band after a show they played in Riverside. Still with their guitars in hand, they were more than happy to talk about their work as they sang a few songs in between.

Why Dreamers on the Astral Plane?
The name comes from an inspiration. The idea was that we wanted to

use music to get the message out to get people to change. People want to hear music and at the same time, I don't think they want to hear just music or just be serious all the time. I started realizing there was a lot I wanted to say, but there

wasn't an exact point to it all. I felt other people could say it better than myself. Already being a 'Dreamer' and on that plane where dreams are, I wanted this band to go beyond that. Dreamers on the Astral Plane isn't about being a musician. I'm already a musician. I want to use music to take what we're doing further into the realm of the impossible.

Brandon has written most of their upcoming EP that's coming out end of summer 2016. What can you say about the EP?

I think the EP came from an accumulation of a bunch of songs I've made since my freshmen year in high school. Most of the songs were made through different periods of my life. Some of them have a message while some of them are just an expression. 'Smoke and Mirrors' is a song where I'm just questioning reality; 'Indecisive' I'm just going through emotional distress through relationships; and, there's 'High on Life' where I'm talking about experiences to try and reach higher spirituality. I'd say it's just a group of songs to help express the trials and tribulations in mine and my friends lives. I try to put the bigger picture together in my songs.

CHAMBER INSTALLATION AWARDS



Desert Arc accepts the Non-Profit Partner award.



Forest Lawn accepts the Chamber Champion award.



Desert Urgent Care accepts the Small Business Partner award.



Actor Lincoln A. Castellanos accepts an award, surrounded by supporters.



Costco accepts the Large Business Partner award.



Susie Harvey accepts the Chairman's Leadership award.



(Photo right) Mario Del Guidice, owner of Mario's Italian Restaurants, was presented with a Lifetime Achievement award.

(Photo below) Board Members are sworn in for the new Greater Coachella Valley Chamber of Commerce.



Greater Coachella Valley Chamber Events

Wednesday, August 10 - 11:30 a.m.

Chamber Lunch Bunch

Golden Dragon

81-944 Highway 111, Ste. D, Indio

Pay for your own lunch.

Tuesday, August 16 - 5 p.m. - 7 p.m.

Business Mixer

La Quinta Beer Hunter Sports Pub & Grill

78-483 Hwy 111, La Quinta

Admission \$5 Members, \$15 Non Members

Raffle Tickets

Friday, August 26 - 3 p.m. - 4 p.m.

Back to School Celebration

Cruz Language Academy – Kiddos Lingua

James Monroe Elementary School

42-100 Yucca Lane, Bermuda Dunes

Monday, August 29 - 11 a.m.

Ribbon Cutting & Grand Opening for East Valley Coalition

44-199 Monroe St, Indio



For a complete calendar of events, visit GCVCC.org and follow our

 Facebook page: fb.com/greatercoachellavalleychamber/

Old Town La Quinta Hosts Labor Day Block Party



The public is invited to attend a Labor Day Weekend Block Party on Saturday, September 3 from 6 p.m. to 10 p.m. on the Old Town La Quinta Event Lawn (78-100 Main Street, La Quinta). Admission is free.

The event will feature a DJ, live music, and food and beverages offered by Old Town restaurants including: Solano's Bistro, Stuft Pizza Bar & Grill and La Quinta Brewing Co. Local music favorites The Refills will be among the bands providing live entertainment.

There will also be a new Tesla Model X on display and emergency vehicle presentations by CalFire and the La Quinta Fire Department, along with stilt walker Too Tall Tom, giveaways by Jule's Market and live radio remote by 106.9 The Eagle, Coachella Valley's Classic Hits.

A portion of the proceeds from food and beverages sales will benefit Coachella Valley Volunteers in Medicine (CVVIM.org).

For the latest details on the Old Town La Quinta Labor Day Weekend Block Party, visit Old Town La Quinta's Facebook page: facebook.com/oldtownlaquinta or call (760) 600-0758.

MEMBER NEWS

Salton Sea License Plate Program Offers Opportunity to Help

The Greater Palm Springs Convention & Visitors Bureau and Salton Sea Authority – in partnership with the Department of Fish and Wildlife – have created the Salton Sea Specialty License Plate Program, offering the first step California residents can take to help save the Salton Sea.

The potential environmental concerns surrounding the Salton Sea have finally been gaining momentum in the media. It is essential for the message to get out that if the Salton Sea's problems are ignored, it will have a devastating effect on our community, local economy and quality of life.

However, with many of the solutions costing millions of dollars, many individuals are feeling hopeless or unsure how they can get contribute or make a difference. Now, individuals can get involved and play a part in saving the Salton Sea by going to SaltonSeaPlate.com.

All California residents are able to register, and when 7,500 people have sent in their reservation form and paid the corresponding fee, the plates will go into production. A portion of every plate sold will go to the restoration of the Sea and spread awareness of the importance of our Salton Sea for the Coachella Valley and the entire state of California.

For more information and to reserve your plate, please visit SaltonSeaPlate.com.

For other inquiries, please email Cindy@BuzzFactory.biz.

barton CPA Has New Name and Expands



barton CPA is the new name of the former Gregory D. Barton CPA & Associates, and the firm continues to expand.

Since the La Quinta office opening in late 2015, they have also opened a San Bernardino office and recently relocated their Palm Springs office to the Uptown Design District of the city for additional space.

Notably, barton CPA was named by Intuit® as one of the Top 20 Accounting Firms of the Future. Recognized for their convivial business personality with personalized service, there are now over 20 associates serving individuals to international business clients.

Office locations:

Palm Springs, 787 N. Palm Canyon Dr., (760) 969-6499

La Quinta, 79-220 Corporate Centre Dr., Ste. 103, (760) 771-3546

San Bernardino, 293 S. Stoddard Ave., (909) 384-1224

Antelope Valley, 1805 West Avenue K, Ste. 119, Lancaster, CA, (661) 266-1555

Utilizing innovative strategies with a blend of advanced accounting techniques, a full range of financial services includes accounting and bookkeeping, payroll, and tax preparation. For more information about barton CPA, visit GregBartonCPA.com.

Desert Trip: Carpool For Hire

By: Doug Motz, Douglas Motz Insurance Agency



In the past, many people have been known to “carpool for hire,” meaning they will drop off and pick up passengers at Stagecoach or Coachella festivals for a fee.

With the upcoming concert of a lifetime – *Desert Trip* – there will be many people wanting to “carpool for hire.” But before you do, you need to contact your insurance agent.

Know that your auto insurance policy has an exclusion that will deny coverage if you use your vehicle for “public conveyance” – which simply means if you use your car to “carpool for hire” and use it as a taxi cab – your personal auto insurance will most likely not cover you in the event of an accident.

The basis for having the “public or livery conveyance” exclusion is that when you are hiring out your vehicle for transport, you are in a commercial activity and that’s where your personal auto insurance policy draws the line. You will have an increased number of passengers in the car, which also increases the risk.



Be sure you check with your insurance agent and the DMV before you decide to “carpool for hire.”

Call Doug Motz at Douglas Motz Insurance Agency at (760) 200-0270 or go to DougMotz.com with any questions. License #0F00702

Being Kind: The Power of Compliments

Submitted by: JIRVANA Workshops



There is a video going around of a special needs school teacher and his class. Every morning, he would greet each and every child with what he liked or appreciated about him or her. He found that after some time, the children started complimenting each other, and there was no more fighting in the classroom – in fact, the children started supporting and encouraging each other.

Think about how you feel when someone gives you a compliment. When you truly can accept it as that person’s truth (and not denying or explaining how it’s not true or secretly trying to figure out what that person really wants), don’t you feel more relaxed, feel seen, and just feel good?

Now this is not about being a Pollyanna – truly it can get seriously overwhelming with all the madness going on not only in the United States, but all over the world. But aside from that, sometimes just a small change in the world around us can have ripple effects.

Have you ever heard of that old Cherokee legend about the two wolves that fight inside all of us – one wolf represents evil and one good? Which one will win? The legend states “the one that is fed.” Won’t approaching the world feeling good about yourself and the others around you be better than focusing on the bad around you?

All people can be broken down into a sum of their experiences and the physical abilities they were born with. Miserable people, angry people, people in denial of things going on right in front of them, people who attack – even psychopaths and geniuses can be understood from a psychological and medical standpoint.

Free will? Yes, and we are profoundly affected by what is around us, the messages we hear and our perception. Seeing a person clearly, or accurately, entails seeing them as whole – not just a behavior or a belief they have. It also means accepting that they are doing the best they can, just as you are, and it’s okay.

So try an experiment. Spend several days focusing on what you like and what you enjoy about the people around you. Be kind. Tell them – but make sure it’s the truth! What have you got to lose?

For more information, please visit JIRVANAWorkshops.com or call Matt Misuraca, LMFT, at (760) 708-8253 or Maureen Misuraca, BaDiv, at (760) 408-3873. You can also find them on Facebook and Twitter.

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Pool Owners: Go Green & Save

Submitted by: Chris Hegarty Plumbing

No one likes the chore of pool service or repair, but regular care keeps the water clean and balanced, and your equipment functioning properly. Pools are responsible for approximately 30% of outdoor water use. A standard uncovered pool in the Coachella Valley in a warm summer will exceed four inches a week, equaling 5.35 feet in 4 months.

Swimming pools and spas use energy to heat water, to run filtration systems, to pump water into the pool and through swimming pool water features, and for lighting. You can reduce the energy consumed by your swimming pool by implementing the following recommendations:

Manually clean your filter every 3 months. The average backwash uses between 250 to 1,000 gallons. Monitor pool filling. Don't let it overflow! Meter the water that refills the pool; if you notice a sharp increase in water, you may have a leak. Update to the correct power of pump to cut down on circulation time and energy. Run a pump 3-4 hours max per day. Solar pumps are now available and affordable.

Reduce the temperature to also reduce water loss to evaporation. Cooling pumps can lower pool temps up to 15 degrees.

Repair any swimming pool leaks. Even a small leak in either pool equipment or the pool's structure represents a substantial waste. In fact, an inch-a-day leak in a 15x30-foot pool can waste approximately 102,000 gallons per year.

If heated, reduce your pool and/or spa water temperature.

Install a solar cover. Perhaps the best and easiest way to conserve water is to put a solar cover on your pool. The average uncovered pool loses one inch of water per week. Covering your pool can save up to 50% of water lost and reduce heating bills.

Find more tips online. Your savings will vary depending upon your specific swimming pool and situation, but by implementing a few simple efficiency measures, it should be possible to save a substantial amount of energy in your swimming pool. If you do need a repair, having it done by a Licensed Master Plumber comes with a guarantee and peace-of-mind the work is completed properly and cuts down on return visits.

So, keep having your pool parties and barbecues. Spending more time with family in the pool this summer will generate good vibes while conserving water and money. Your family will be happy you did.

For more information, call Chris Hegarty Plumbing at (760) 285-7678 or visit ChrisHegartyPlumbing.com. Follow them on Facebook at /CHegartyPlumbing.

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