

JANUARY 2016

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See Page 17 for all the details!

Coming Soon!

Greater Coachella Valley
Chamber of Commerce

Prioritize Resolutions
for the New Year

Digital Marketing Tips for 2016

It's All About Safety:
Traffic Signal Maintenance

CareerBuilder Challenge
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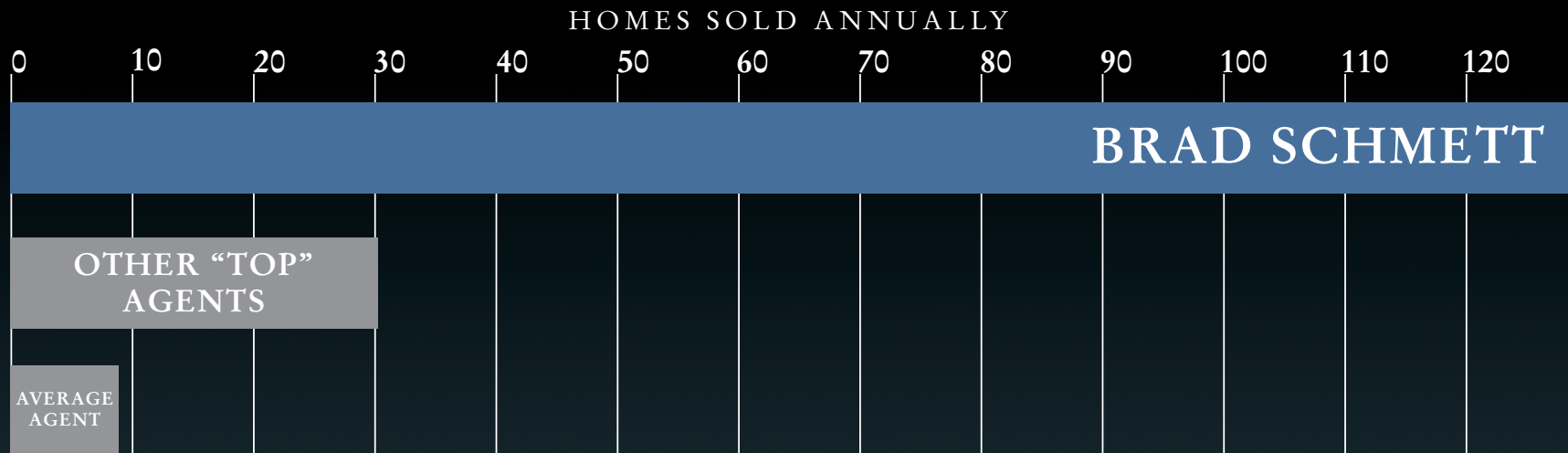
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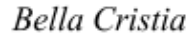
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MISSION STATEMENT

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

STRATEGIC OBJECTIVES

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

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

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CONTENTS • JANUARY 2016

Chamber Chairman’s Message *By: Jason Schneider* 6

Coming Soon: The Greater Coachella Valley Chamber of Commerce
Submitted by: La Quinta Chamber of Commerce 7

CareerBuilder Challenge PGA TOUR Event Offers Fun for Everyone
By: Brian Robin, CareerBuilder Challenge 8

City of La Quinta: The City Report 11 - 16

7th Annual Taste of La Quinta 17

4 Tips to Help You Prepare Your High School Junior for College
By: Elizabeth Venturini, College Career Strategist..... 18

The Negative Impact of Retaining Income in a Trust *By: Gene A. Snook, OR CPAs* 19

You Owe, You Owe, So Off to the IRS You Go
By: Joseph M. Tames, Enrolled Agent..... 20

Why Resolutions Don’t Work and What to Do About It
By: Elizabeth Scarcella, Live Well Clinic 21

Prioritize Resolutions for the New Year
By: Donna Weeks, American Outreach Foundation 22

Digital Marketing Tips for 2016 *By: Evy Hanson, Leap Online Media* 23

New Year, New Décor *By: Pat Wood, Encore Consign + Design Studio* 24

It’s Easy to Be Green: A New Year’s Resolution
By: Natalie Angrisani, JNA Marketing 25

The New Year is Ideal for Eliminating Electronic and Hazardous Waste
Submitted by: Desert Arc 26

There is No Substitute for a Good Substitute
By: Gary Rutherford, Desert Sands Unified School District 28

Upcoming Chamber Events 29

New Member Spotlights, Ribbon Cuttings & Toys for Tots 30 - 34

Healthgrades Recognizes JFK as Only Hospital in the Inland Empire to be 5-Star Rated in Total Knee Replacement 12 Years in A Row
Submitted by: JFK Hospital 34

Protect Your Family From Carbon Monoxide *Submitted by: General Air Conditioning* 36

Sacred Art of Living Program in Desert 36

Using the “Bounce” of Your Sand Wedge *By: Jack Gibson, La Quinta Country Club* 37

New Community Gallery Exhibition & Dual Art Under the Umbrellas Events in January *Submitted by: La Quinta Arts Foundation* 39

Online Mentoring: A Flexible Way to Help Small Businesses Succeed
Submitted by: Coachella Valley SCORE 40

On the cover: The 7th Annual “Taste of La Quinta” is January 9 in Old Town La Quinta. Photo credit: Jamie Steinberg.

Armen Karimyan, D.D.S.



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CHAMBER CHAIRMAN'S MESSAGE

2016 Brings Exciting Changes, La Quinta!

By: Jason Schneider, Chamber of Commerce Chairman

After years of talks and many months of work and planning, I'm excited to finally be able to share some great news with you this month. The La Quinta Chamber of Commerce will be merging with the Indio and Coachella Chambers of Commerce in an effort to strengthen the voice of the East Valley.

Through our increased membership and combining of resources, the Greater Coachella Valley Chamber of Commerce will have a stronger voice for business in the East Valley and beyond. The structure of the new Chamber is such that we will be able to maintain the separate identities of La Quinta, Indio and Coachella while being able to advocate for our members on a much larger scale.

We will still host all the great events you have come to know and love such as **Taste of La Quinta** (January 9 in Old Town La Quinta), the **CareerBuilder Challenge Kickoff Breakfast** (January 18 at PGA West) and the **Hot Rod & Custom Car Show** (February 6 at Frances Hack Park).

If you haven't been involved in the Chamber in the past, now is a great time to do so as we transition into an organization with the resources and voice to truly advocate for you and the La Quinta community. It's a great time to be a part of the La Quinta Chamber of Commerce!

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



We welcomed new La Quinta Chamber Members at the Mayor's Luncheon held at La Quinta Country Club, 77-750 Avenue 50, La Quinta on December 3.

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Coming Soon: The Greater Coachella Valley Chamber of Commerce

Submitted by: La Quinta Chamber of Commerce

You may have heard, and now it's official. The La Quinta Chamber of Commerce is partnering with the Indio Chamber of Commerce to become the **Greater Coachella Valley Chamber of Commerce**. Coachella Chamber of Commerce is considering joining as well.



Discussed informally for years, months in the works, with formal presentations to the three boards within the last few weeks, La Quinta and Indio chambers have voted to merge. Coachella votes soon. This follows the trend of many chambers across the country looking to become more efficient and better serve their members. It also follows direction already set by the City of La Quinta in partnering with the City of Coachella and the City of Indio to form the "East Valley Coalition for Economic Development."

Benefits are many.

- A new, larger chamber will have more clout in advocating for business-friendly legislation, economic development, and general business member services.
- We'll be able to hire a full time legislative advocate and a full time certified economic development specialist.
- A joint chamber will be able to consolidate many services. It will offer more opportunities, in more venues, for members to participate – in mega mixers, larger golf tournaments, larger and better publicized special events.
- It will be able to offer a comprehensive "shop local" campaign.
- A joint chamber will have a larger footprint, a stronger financial position, and be a better value for members and sponsors. Yet, we will be able to maintain our unique La Quinta charm.

La Quinta signature events such as *Taste of La Quinta* and the *Hot Rod & Custom Car Show* will continue – just bigger. *The Gem* will continue to be published and mailed to all residents. We will continue to host La Quinta-specific mixers quarterly. We will host the annual "State of the City" luncheon. We will continue operating the visitor center out of our office in City Hall.

Transition will begin in early 2016, with the new Greater Coachella Valley Chamber of Commerce fully functional at the beginning of the next fiscal year on July 1. A new board of directors will oversee the merged chamber, but La Quinta will maintain a business district committee to manage La Quinta-specific activities.

We think you will agree: Joining forces with Indio and Coachella Chambers is a smart business decision.



EXPLORE LA QUINTA'S MAIN STREET

Taste of La Quinta: Saturday, January 9, 1 p.m. to 4 p.m.

19th Hole Block Party: Friday, January 22, 4 p.m. to 11 p.m.




**Farmers' Market
Sundays**

8 a.m. to 12:30 p.m.

**Art Under the Umbrellas
January 16 & 23**

10 a.m. to 4 p.m.

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CareerBuilder Challenge PGA TOUR Event Offers Fun for Everyone

By: Brian Robin, CareerBuilder Challenge

Imagine sitting in Club 17 presented by Hyundai, a sports bar-like chalet surrounding the tee at the 17th Hole (aptly named “Alcatraz”) at the TPC Stadium Course at PGA WEST. Like its evil twin, the 17th at TPC Sawgrass in Florida where The Players Championship is contested, it’s a true test for even the best in the world. Picture yourself in the middle of the nail-biting excitement of this par-3 island green watching the PGA TOUR players hit their shots over a lake that seems to go on forever to a green that seems to recede just as quickly. At Club 17, the action on the course is only surpassed by the party in the club.

Enhancing the fan experience is Bob Hope Square with everything from food trucks, to the latest and greatest golf gadgets, to interactive activities and with three video walls, there’s no need to ever take your eyes off the action. If you’re imagining all of this, welcome to the CareerBuilder Challenge in partnership with the Clinton Foundation, the PGA TOUR’s first stop on the West Coast, celebrating its 57th year.

The tournament will be played on two new courses in 2016, the TPC Stadium and Jack Nicklaus Tournament Courses at PGA WEST while the venerable La Quinta Country Club rejoins the rotation once again this year for the 50th time. Club 17 is only one of the hospitality venues providing fans a comfortable way to follow the action another is Bob Hope Club presented by H.N. and Frances C. Berger Foundation. This exclusive yet relaxed club overlooking the 18th green, provides unparalleled hosting options; from high-end catered meals, full-bar and private restrooms. Membership at this club definitely has its privileges. The spectator experience at this event is unmatched, Adirondack chairs on course, plenty of hilly seats, and bleachers invite fans to get up close and personal to the TOUR. From its inception in 1960, the CareerBuilder Challenge has offered golf fans plenty of action on the courses and opportunities to experience it all, starting with a pro-am that is open to the public and features not one, but three rounds inside-the-ropes.

CareerBuilder Challenge is one of the Coachella Valley’s biggest charitable events. Since 1960, it has raised more than \$57 million for the Eisenhower Medical Center and nearly 200 other charitable organizations throughout the Valley. For tickets and information, visit CareerBuilderChallenge.com.

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UPCOMING EVENTS!

Sat., Jan. 30, 5:30pm — Dr. Carlson’s new lecture series: **“How to help your dog thrive and not just survive!”** Bring your dog!

Sat. Feb. 13, 10am-2pm — **“Strut Your Mutt”** La Quinta Community Park. VPAH is proud to be a Dog Racing Sponsor.

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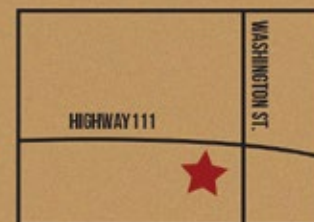
with purchase of two dinner entrees.

Expires Feb 15, 2016. Can not be combined with any other coupons or specials.

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LECTURES

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Come to the Desert Woman's Show to learn about the top tests that can save a woman's life from Desert Regional Medical Center's Dr. Janet Ihde and Dr. Marla Lander – moderated by Patti Gribow.

Saturday, January 16th

1:30 - 2:30p.m.

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Dr. Janet Ihde
Medical Director of
Women's Health,
Comprehensive Cancer Center



Dr. Marla Lander
Diagnostic Radiologist
Comprehensive Cancer Center



Patti Gribow
Moderator

The Woman's Show will also showcase the latest in beauty, weight-loss and fashion, as well as speakers, empowerment seminars, and holistic and wellness presentations. Desert Regional Medical Center is proud to be the Platinum Ticket Sponsor for the 2016 Desert Woman's Show.

For tickets and more information, go to
DesertWomansShow.com.

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LA QUINTA

City News



CITY MANAGER'S MESSAGE



Giving Back to Your Community

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

The holidays gave us time to think about others, reflect on our

blessings, and give tokens of appreciation through gifts, donations or services. The New Year holds hope that we continue this good will going forward.

Our beautiful City has a multitude of volunteer opportunities wherein you can help continue reaching out to others all year long. The Museum, Library, Wellness Center, La Quinta Arts Foundation, La Quinta Police Department and Old Town Artisan Studio could all use a helping hand. And don't forget our local schools! In-room volunteers are cherished, as are lunch and

playground monitors. Giving your time helps you connect to the community and make a difference in the lives of others. You can pick your schedule and work as much (or little) as you like! If you have the time, please consider volunteering. Our community thrives on behind the scene volunteers. It's part of what makes La Quinta the Gem of the Desert!

"We make a living by what we do, but we make a life by what we give." — Winston Churchill

PUBLIC WORKS AT WORK

"It's All About Safety"

Traffic signal maintenance staff works year-round to ensure safety on City roads. They're proactive and diligent in their efforts to upgrade signals and improve intersections so traffic flows smoothly and drivers and pedestrians are safe. Below are some of the recent successes the City is proud to share:

The Brighter, the Better

The City recently made some key upgrades at the Washington Street and Highway 111 intersection in an effort to reduce accidents. Since the majority of accidents were taking place at night, staff upgraded the lighting system using light-emitting diode (LED) lighting, which puts out more light and uses less power. It's now more brightly lit for nighttime drivers. Additionally, drivers were not yielding to pedestrians who were using the southerly crosswalk from the Beer Hunter to LG's Prime Steakhouse. The City installed "NO RIGHT TURN ON RED" signs that illuminate during the "WALK" phase, protecting pedestrians when they are invited to cross Washington Street.

Mind Those Red Lights

Unintentionally running red lights can result in tragic accidents. The City is doing its best to enhance traffic light visibility by installing additional traffic signal heads on wider roads. This will help make red

lights even more visible to drivers as they approach major intersections. For example, the visibility at the intersections of Fred Waring Drive/Adams Street and Washington Street/Simon Drive has now been improved by the addition of signal heads.

Going Wireless – Good Idea!

Antennas have been installed at major intersections to facilitate wireless, real-time communication with City Hall. Major benefits include:

- ✓ **Faster speed** – the signals now communicate with the City's central computer system much faster than the old telephone lines. This saves time and money.
- ✓ **Better visual** – staff is able to display all systems that control signals on large-sized television monitors in the Traffic Operations Center at City Hall, allowing staff to address problems remotely from City Hall, which also saves time and money.
- ✓ **Greater capacity** – the system will soon provide live video, allowing staff to monitor traffic flow and make timing changes any time of day. This is critical during special events and construction.

Public Works wishes you a happy and safe 2016, and encourages you to report City issues using the GOREquest app. Download it from the iTunes or Play Store – it's free! Please call (760) 777-7075 for more information.





FIRE DEPARTMENT

Put a Freeze on Winter Fires

Home fires occur more in winter than in any other season. As you stay cozy and warm this winter season, be fire smart!

Half of all home heating fires occur in the months of December, January, and February.

Here are some helpful tips to stay safe:

- Keep portable generators outside, away from windows, and as far away as possible from your house
- Install and test carbon monoxide alarms at least once a month
- Have a qualified professional clean and inspect your chimney and vents every year
- Store cooled ashes in a tightly covered metal container and dispose of only when cold
- Plug only one heat-producing appliance into an electrical outlet at a time
- Keep anything that can burn at least three feet from any heat source like fireplaces, wood stoves, radiators, or space heaters

Please keep in mind that heating equipment is involved in one of every six reported home fires and one in every five home fire deaths.

For more fire information on how to prevent winter fires visit usfa.fema.gov, nfpa.org, and rvcfire.org.



La Quinta Village Businesses Request Parking Time Limits

Businesses in the La Quinta Village are reaching out to the City for help with parking time limits for public parking spaces on Avenida La Fonda, Calle Estado, and Desert Club Drive. They're hoping parking signs with time restrictions can be installed as a convenience to their customers and, ultimately, as something good for all businesses in The Village. Based on initial discussions with business owners, City staff is recommending three hour parking restrictions

for all public parking spaces on Calle Estado, Avenida La Fonda, and Desert Club Drive between the hours of 8 a.m. to 7 p.m., seven days a week, which may be implemented as early as March. There are no parking restrictions recommended for the City-owned parking lot at the northwest corner of Avenida Montezuma and Avenida Bermudas and no private parking would be affected such as in Old Town or the two parking lots just west of Old Town at Calle Tampico and Desert Club Drive. The recommendation will be presented to the City Council at an upcoming date to be announced. If you are interested in sharing your comments about parking restrictions in the La Quinta Village, please contact Gabriel Perez, Planning Manager, at (760) 777-7062 or gperez@la-quinta.org.

POLICE DEPARTMENT

Citizen Volunteer Program

The La Quinta Police Department (LQPD) is committed to community-oriented policing. The LQPD Volunteer Program was created with this philosophy in mind and its goal is to:



- Recruit volunteers from the community;
- Train volunteers in various police-related duties, which are routinely performed by paid police personnel; and
- Allow volunteers to function in direct support of the police department.

The main principles of community-oriented policing are to educate the community and build trust. The establishment of a citizen volunteer program enables law enforcement and the community to share ownership, decision making and accountability.

The LQPD Volunteer Program's members are people from the community who are willing to dedicate their time and effort toward keeping La Quinta an area where residents and visitors enjoy quality living. Typical duties of the citizen volunteers include:

- Citizens on Patrol
- Traffic Control
- Clerical and Data Entry
- Event Crowd Control
- Staffing the Community Policing Office
- Interacting With and Assisting the Public
- Home and Business Security Checks

If you are interested in becoming a member of the LQPD Volunteer Program or would like more information regarding the program, please contact Volunteer Coordinator Jessica Herrera at (760) 863-8990 or JMHerrer@riversidesheriff.org

To Encourage Water Conservation, Drought Penalties Have Been Increased

The good news is that about 76% of Coachella Valley Water District (CVWD) customers are meeting the drought budgets. Unfortunately, this isn't enough. The state requires CVWD customers to reduce overall water use by 36% (when compared to the same month in 2013) or CVWD could face penalties of up to \$10,000 per day. To further encourage conservation, CVWD now prohibits outdoor irrigation on Mondays and Thursdays from now through March 31. There are also increased drought penalties, which go into effect with December water use for bills mailed in January:

Water use in Tier 1	No Penalty
Water use in Tier 2, up to 64%	No Penalty
Water use in Tier 2, above 64%	Regular rate + \$2.51/unit
Water use in Tier 3	Regular rate + \$5/unit
Water use in Tier 4	Regular rate + \$10/unit
Water use in Tier 5	Regular rate + \$20/unit



Need assistance making changes to conserve water? We can help. Visit cvwd.org, or contact our water management staff. For information, contact Heather Engel, Director of Communication and Conservation, at hengel@cvwd.org or call (760) 398-2661.



IT'S YOUR LIBRARY

The La Quinta Public Library offers free programs for the whole family!

Free Books! Visit the Library's booth at the Certified Farmers' Market in Old Town La Quinta, every first Sunday of the month and receive a free book! Booth hours are from 8 a.m. to 11 a.m. and the kids can join Ms. Sarah for story time and songs on the event lawn at 10 a.m. These programs are sponsored by Friends of the La Quinta Library.

Tweens! (ages 9-12)

Tween Makerspace: Trivia – Tuesday, January 5 at 4 p.m.
Tween Book Club Registration – begins Wednesday, January 13

Sign up to registration for February to May Club meetings at the Children's Reference Desk. (Note: There will be no Tween Book Club meetings in January).

Activities at Colonel Mitchell Paige Middle School (ages 3-12) – every Tuesday and Thursday at 6 p.m.

Enjoy special programs like crafts, STEAM activities, cooking, and pajama storytime.

Bilingual Storytime

Every first Wednesday at 5:30 p.m.
(now through April)

Join Ms. Minerva for an interactive storytime in English and Spanish, on January 6. Enjoy stories, songs, and creative crafts!

Teens! (ages 13-18)

Join Ms. Gina for the following programs:

Teen Manga Club, Saturday, January 9 at 4 p.m.

Teen Think (Art/Science/Tech Workshop),

Friday, January 15 at 4 p.m.

Teen Book Club, Saturday, January 23 at 4 p.m.

Teen Advisory Board Meeting, Friday, January 29 at 4 p.m.

For more information on teen programs, visit:
laqlibteen.tumblr.com.

"Pinterest Craft Club" (for adult crafters)

Saturday, January 9 at 11:30 a.m. - Yarn-Covered Jars

The Craft Club features our favorite crafts from Pinterest. Please bring a glass jar of your own. Registration is required; please see the Adult Reference Desk or call (760) 564-4767.

Storytime Programs with Ms. Sarah Returns!

Book Babies Storytime: Tuesday, January 12 at 10 a.m. and 11 a.m. (ages 0-2)
Preschool Storytime: Thursday, January 14 at 10 a.m. and 11 a.m. (ages 2-5)

Desert Regional Medical Center Lecture: "Keeping Your New Year's Resolution – Eating and Exercise Options" with Dr. Ramy Awad, Center for Weight Management Tuesday, January 12 at 4 p.m.

Interested in losing those extra five or ten pounds? If your New Year's resolution involves health and fitness, this event is for you! Join Dr. Ramy Awad for a look at healthy eating and exercise habits to help make this year better than the last. Call (800) 491-4990 to register.

Pajama Tales (ages 2-10)

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

Kids, wear your favorite PJ's and bring your favorite stuffed animal for a fun storytime!

Family Game Night

Friday, January 15 and 29, at 4:30 p.m.

Join us for popular board games such as Candyland, Twister, Apples to Apples, and more!

Family Fun Night: "Sensory Night with Water"

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

Join Ms. Sarah for story time about the five senses followed by a water and soap activity using toys, shaving cream and more items for the kids to identify only by touch. Be prepared to get messy!

"Bubble Wrap Appreciation Day"

Monday, January 25 at 4:30 p.m.

Join us for special crafts and games using bubble wrap to celebrate this special day! Space is limited.

"La Quinta Reads" Book Club meeting

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

Adults, join us for a lively book discussion! See the Adult Reference Desk or call (760) 564-4767 to sign up.

"Meet the Author: Victor Villasenor"

Saturday, January 30 at 4 p.m.

Join us for a special visit from Victor Villasenor (sponsored by Library Systems and Services). This beloved Mexican-American writer is best known for his national bestselling books *"Rain of Gold"* and *"Burro Genius."* A San Diego native, he has produced 65 short stories and nine novels. There will be a question and answer period with the author following his presentation.

The Library will be CLOSED on January 18.

For information on programming, call (760) 564-4767 or visit rivlib.info.

WELLNESS CENTER EVENTS

Life and Death Begins in the Colon!

How healthy is your colon? Dr. Rhonda Donahue has important information that will answer your questions on how to keep your colon healthy, and what foods can you eat to benefit your health. The lecture is scheduled for Monday, January 11 from 11 a.m. to 12 p.m. Please call (760) 564-0096 to make a reservation.

Live Well Clinic Visits the Wellness Center

Vitamin B-12 injections will be offered at the Wellness Center on Fridays from 9 a.m. to 11 a.m. by appointment or on a walk-in basis (cash or credit card accepted).

Family Hospice Care

Your local bereavement support group is open to all who have experienced the death of someone close. Support is free of charge in a non-religious, safe and caring environment. First time attendees please call Family Hospice Care office at (760) 674.3344 to register. The group meets on Fridays from 10 a.m. to 11 a.m. beginning January 8.

Wellness Support Group

This is a free, informal get-together as we meet in support of each other. Topics for this month are Altered Foods: food dyes and artificial sugars; Synthetic vs Real: what we eat matters; and Glycosylation: Glyco Nutrients and Auto Immune Diseases. The group meeting will be on Thursday, January 28 from 6 p.m. to 7 p.m.

Grossman Burn Center

The Center will provide free information to help you stay safe and healthy. Representative will have tips and ideas for burn prevention. An Information table will be in lobby on Thursday, January 14 from 10 a.m. to 11:30 a.m.

AARP Tax Assistance

Volunteers will be offering free tax preparing services for simple tax forms; all necessary documents are required at the time of reserving your appointment. Appointments are taken on a weekly basis only; first call, first reserve. Tax appointments are scheduled on Fridays from 11 a.m. to 1 p.m.



EXPLORE YOUR MUSEUM



The La Quinta Museum is located at 77-885 Avenida Montezuma (across the street from the La Quinta Community Park) containing historical artifacts and information on La Quinta and also offering 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! The gift shop offers unique and fun gifts for friends and family and the elevator will take you to the current exhibits.

EXHIBITS

“By Design – 2016” opens Tuesday, January 5

Showcasing design influences in fashion, interior, industrial, architectural and landscape design from 1850 to the present, highlighting the Victorian Era (1850-1910). The exhibit will be on display until March 31.

Local History Gallery

Features Cahuilla Indian as well as local La Quinta history.

EVENTS

Story Time and Craft at the Museum with Miss Beth (Ages 3-5) Wednesday, January 6, 10:30 a.m. – 11 a.m.

Fun time with stories, songs and a craft!

Family Craft Night with S.C.R.A.P. Gallery Thursday, January 7, 6:30 p.m. – 7:30 p.m.

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

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

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

Brown Bag TED* Talk

Tuesday, January 12, 12 p.m.

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

*Technology Entertainment Design

La Quinta Historical Society presents “Breaking Point, the Story of the Salton Sea” Film

Thursday, January 14, 4 p.m. – 5:30 p.m.

A casualty of the ‘water wars’ in the Southwest, California’s largest lake is disappearing. View this 60-minute documentary film at the Museum.

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

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

“Little Plates” Chef Program at the Museum Wednesday, January 20, 2 p.m. – 3 p.m.

We are pleased to welcome Executive Chef Fredric Nail of Andalusia for a cooking demo/tasting. Seating is limited and reservations are requested. Call (760) 777-7170 to make your reservation.

“HITS” Horses in the Sun Talk

Thursday, January 21, 4 p.m. – 5 p.m.

HITS is happening in the Coachella Valley! Come and learn about the Thermal Desert Circuit, which features eight weeks of hunter/jumper horses with total prizes of nearly \$3 million. Elizabeth Grosse will give you all of the latest information on the hunter/jumper series.

La Quinta Museum Coloring Club for Adults Reception and Exhibit Opening

Friday, January 22, 1 p.m. – 3 p.m.

Enjoy the work of the La Quinta Museum Coloring Club for Adults and meet the artists during this opening reception. Refreshments will be served. This exhibit will run through January 30.

Senior Moments/Trending Topics

Tuesday, January 26, 10 a.m. – 11 a.m.

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

Story Time and Craft at the Museum with Miss Beth (Ages 3-5) Wednesday, February 3, 10:30 a.m. – 11 a.m.

Fun time with stories, songs and a craft!

SILVERROCK RESORT

Happy New Year!

All of us at SilverRock Resort wish you a Happy New Year and look forward to seeing you enjoy all the beauty and charm at SilverRock.

Get Golf Ready

Are you intimidated by golf and afraid to even try it? SilverRock is now offering a Get Golf Ready program designed to teach everything you need to know about golf in five days in a fun and relaxed small group environment. It is ideal for adult beginners who have never played before. Instruction will be conducted by a trained PGA professional and classes will be limited to six students per instructor.

Each five-day program is scheduled for one day per week, with five one-hour sessions covering all aspects of golf – golf etiquette, rules of golf, history of golf, golf fitness, course management, putting, chipping, pitching, bunker play, iron play and woods. The fee is \$125 per person, which includes rental clubs. Please contact the golf shop at (760) 777-8884, extension 3, for reservations.

La Quinta Resident Rate

Effective, Saturday, December 26 the La Quinta Resident rate will increase to \$55. Accompanied guests will receive 30 percent off the posted public rate of \$170. The same three-day booking policy applies during this time.

Walk the Rock

SilverRock continues the popular 9-hole “Walk the Rock” special. The offer is available every day after 3 p.m. The fee for La Quinta residents with valid La Quinta Resident Cards is \$20, \$40 for non-La Quinta residents and \$10 for juniors (under 17).



UPCOMING SPECIAL EVENTS

Wellness Center Anniversary Party

Saturday, January 16, 9 a.m. – 12 p.m., La Quinta Wellness Center – Free Admission
Join us as we celebrate the one-year anniversary of the La Quinta Wellness Center. Activities planned include: fitness equipment and class demonstrations, nutritional wellness demonstrations, giveaways, membership renewals, and more.

CareerBuilder Challenge Golf Tournament

January 18 – 24

Join 2014 Winner Bill Haas, Rickie Fowler, and other PGA Tour Pros for the CareerBuilder Challenge Golf Tournament. For tickets please visit: careerbuilderchallenge.com/tickets/.

19th Hole Block Party

Friday, January 22, 4 p.m. – 11 p.m., Old Town La Quinta – Free Admission
After a day out at the CareerBuilder Challenge, come over and party with us! Enjoy live music on multiple stages, dancing, great food, drinks, and more.

WELLNESS CENTER EVENTS

January Luncheon — Thursday, January 14, 11:15 a.m.
\$4 per person (maximum of 2 people per household).

February Luncheon — Thursday, February 11, 11:15 a.m.
\$4 per person (maximum of 2 people per household).

Online registration for both luncheons is available at la-quinta.org.

Eisenhower Lecture Series at the Wellness Center

Tuesday, January 19, 4 p.m. – 5 p.m.

Dr. Lindley and Cari Sudmeier, NP, will provide nutrition tips for promoting weight loss while preventing hunger and maximizing success.

Live Well Clinic Health & Nutrition Lecture (Lecture topic TBD)

Wednesday, January 27, 6 p.m. – 7p.m.

Ageless Health and Nutrition, Rhonda Donahue, PhD

Lecture: Life and Death Begins in the Colon!

Monday, January 11, 11 a.m. – 12 p.m.

Lecture: The Truth About Calcium

Monday, February 8, 11 a.m. – 12 p.m.

Wellness Support Group Grass Roots Movement

Thursday, January 28, 6 p.m. – 7 p.m.

Thursday, February 25, 6 p.m. – 7 p.m.

Topics: Altered foods, Synthetic vs Natural, Glycosylation (reservations please).

Live Well Clinic

Fridays, 9 a.m. – 10:30 a.m. B-Vitamin Injections (cash or credit card accepted).

SPORTS

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

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Youth Tennis

The La Quinta Tennis Academy is now forming classes for the next session beginning on Monday, February 8 at Fritz Burns Park. Join us for the best tennis instruction in the Valley.

Session IV: February 8 – March 18

6-week session

10 and Under Classes (once a week \$66, twice a week \$120)

Red I: (8 and Under Beginner) and Red II: (8 and Under Intermediate)

Mondays and Wednesdays 4 p.m. – 5 p.m.

Orange I: (10 and Under Beginner)

Tuesdays and Thursdays 4 p.m. – 5 p.m.

11 and Over Classes (once a week \$99, twice a week \$198)

Level I: (Beginner) and Level II: (Intermediate)

Mondays and Wednesdays 5 p.m. – 6:30 p.m.

For more information or to enroll a student into the program, please visit LaQuintaTennisAcademy.com or call the office at (760) 895-1817.

GUIDED HIKES & WALKS

Hikes around the Coachella Valley with Philip Ferranti

Saturday, January 9 Mecca Hills, 9 a.m.

Saturday, February 6 Mecca Hills, 9 a.m.

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

Dog Hikes presented by the Santa Rosa and San Jacinto Mountains National Monument

Wednesday, January 6, 8:30 a.m. – 10:30 a.m.

Wednesday, February 3, 8:30 a.m. – 10:30 a.m.

Dogs! Fetch your master and your leash for a session of adventurous canine companionship. Be trained on observing Bighorn Sheep and other desert animals. We'll explore a desert trail with

happy tails! Learners welcome, but no aggressive dogs, please. Meet at the Top of Cove corner of Calle Tecate and Avenida Madero.

Guided Bear Creek Palm Oasis Hike with Jeff Smith and Cam Barrows

Saturday, February 13 – 8 a.m.

Strenuous, 9-mile round trip, 2,000'+ elevation gain (5+ hours) to the Bear Creek Palm Oasis and back. Meet at the Cove Oasis/top of Cove parking lot.

"Where was the Ranch of the Seventh Range?" with Hal Summers

Saturday, February 20 – 8 a.m.

Hike near the tufa, remnants of the former Lake Cahuilla; explore Cahuilla petroglyphs, early Japanese settler etchings, and the Coachella Valley Water District's recharge ponds. Meet at Lake Cahuilla.

COMMUNITY SERVICES CLASSES & PROGRAMS: JANUARY & FEBRUARY

Online registration available at la-quinta.org/register. For program questions, please call (760) 564-0096.

LA QUINTA BOYS AND GIRLS CLUB COMMUNITY ROOM

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

COLONEL MITCHELL PAIGE MIDDLE SCHOOL

Italian for Everyone* 6 p.m. – 8 p.m. T

Beginning Spanish* 6 p.m. – 7 p.m. TH

(*Pre-registration required. Register with YMCA (760) 341-9622 or ymcaofthesdesert.org)

Dodge Ball 6 p.m. – 7 p.m. T/TH

Nia the Workout 6 p.m. – 7 p.m. T/TH

(Fusion of martial arts, healing arts, and dance. Pre-registration required.)

LA QUINTA LIBRARY CLASSROOM

Chair Yoga (Silver Sneakers) 12:15 p.m. – 1 p.m. T

LA QUINTA LIBRARY COMMUNITY ROOM

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

Gentle Flex Yoga 10:45 a.m. – 11:45 a.m. M

Gentle Flex Yoga 10:15 a.m. – 11:15 a.m. W

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

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

Rojas Martial Arts (4 years and up) 6 p.m. – 8 p.m. M/W

WELLNESS CENTER

(Creative Wellness)

Acrylic Painting 10:30 a.m. – 12 p.m. M

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 (Jan 15)

Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F (Feb 12)

Beginning Guitar 6 p.m. – 7 p.m. T

Floral Perfect (floral design) 1 p.m. – 4 p.m. TH (Jan 12)

Floral Perfect (floral design) 1 p.m. – 4 p.m. TH (Feb 9)

Intermediate Ukulele 3 p.m. – 4:30 p.m. TH (Jan)

Line Dancing 11:30 a.m. – 12:30 p.m. W

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

La Quinta Voices 10 a.m. – 11 a.m. T

Sketch & Draw 9 a.m. – 10:30 a.m. T (Feb)

Ukulele Strummers (Advanced) 1 p.m. – 3:45 p.m. F

Ukulele Intermediate 3 p.m. – 4:30 p.m. TH (Jan)

Voice Overs 9 a.m. – 11 a.m. S (Feb 27)

Watercolor 10:45 a.m. – 12:15 p.m. T (Feb)

(Nutritional Wellness)

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

Herb & Vegetable Group 9 a.m. – 10:30 a.m. F (Jan 29)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Feb 17)

(Intellectual Wellness)

AARP Safe Driver 8:30 a.m. – 4:30 p.m. W (Jan 27)

Beginning Bridge 10 a.m. – 12 p.m. W (Jan)

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

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

Intermediate Bridge I 1 p.m. – 3 p.m. W (Jan)

Use a Digital Camera 9 a.m. – 11 a.m. W

Duplicate Bridge Play 12 p.m. – 3:30 p.m. M

(Physical Wellness)

Chair Exercise 10:15 a.m. – 11 a.m. W/F

Chair Massage CMT (appt & sample) 8:30 a.m. – 10 a.m. W

Chair Massage CMT (sample) 10:15 a.m. – 12:15 p.m. TH

HIIT (High Intensity Interval Training) 7 a.m. – 7:45 a.m. M/W

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

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

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

Personal Trainers (14 years and up) 12 p.m. – 4 p.m. W

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

Sunset Yoga (15 years and up) 6:00 p.m. – 6:45 p.m. M/W

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

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

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

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

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

Yoga for Health (Silver Sneakers) 11:15 a.m. – 12 p.m. T

Zumba (night) 6 p.m. – 7 p.m. M/W

Zumba (day) 10 a.m. – 11 a.m. T/TH

(Social Wellness)

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

Ukulele Concert 1:30 p.m. – 3:30 p.m. F (Feb 26)

Duplicate Bridge Play* 12 p.m. – 3:30 p.m. M

Social Bridge* 12 p.m. – 3:30 p.m. M

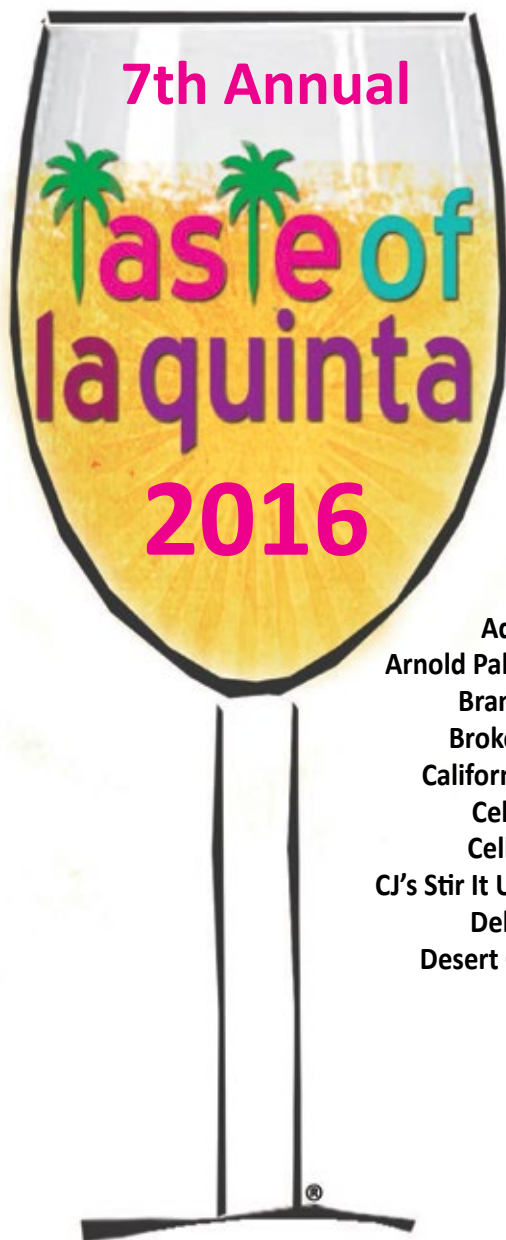
(*call Mimi (760) 360-3917)

Mah Jongg 1 p.m. – 4 p.m. T

RENTALS

Having an Event? We've got you covered!

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



SAVOR THE DATE!

Saturday, January 9

1 p.m. – 4 p.m. • Old Town La Quinta

- 30+ Restaurants • 50+ Wine Choices
- Live Music *Will Donato & The Art of Sax*

FEATURING THESE GREAT RESTAURANTS:

Adobe Grill
 Arnold Palmer's Restaurant
 Brandini Toffee
 Broken Yolk Café
 California Ocean Grill
 Cello's Bistro
 Cello's Pantry
 CJ's Stir It Up Mongolian Grill
 Deli on Miles
 Desert Cities Catering

Egg Café
 El Mexicali Café
 El Ranchito
 Fara's Foods Mainly Vegetarian
 Fortun's Kitchen and Bar
 Fresh Juice Bar
 Indian Springs Golf Club
 June Hill's Table at The Polo Grounds
 La Quinta Baking Company
 La Rue Café Wine Bar
 Lavender Bistro

La Quinta Brewing Co.
 La Quinta Olive Oil Company
 Mario's Italian Kitchen
 Pasquini Coffee
 Sip Coffee House & Juice Bar
 Soul of Mexico
 Solano's Bistro
 Stuff Pizza Bar & Grill
 The Grill on Main
 Twenty6

Early Bird Pricing* (Available until January 8 at 5 p.m.)

\$20 for Unlimited Wine Tasting \$25 for Unlimited Food Tasting

\$100 Fast-Pass Combo Tasting Ticket (food & wine)

Commemorative Wine Glass Included with Wine Tasting or Combo Purchase.

*Ticket prices increase by \$5 day of the event.

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LQChamber.com or call **(760) 564-3199**.
 Tickets available at Will Call day of event.

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4 Tips to Help You Prepare Your High School Junior for College



By: Elizabeth Venturini,
College Career Strategist

With moms and dads focusing on their high school seniors meeting their college apps deadlines, the college timeline of high school juniors can easily be pushed aside. But now is the time to start researching your students' interests, college majors, schools, and financial aid. By starting the process now, you and your high school junior will be ready to skip the "college chatter" experienced by most families. Here are four tips to help you prepare your high school junior for college:

1. Help your junior find out what makes them "tick."

Before students start looking at colleges, have them complete an interests assessment to learn about their interests, likes, dislikes, values, work, and learning style. Provide your student with an assessment now to help them narrow down their choice of college majors.

2. Find out what your teen will learn and earn.

The job market is flooded with new college grads who selected majors that offer little chance of employment or return on investment of their education. Help your student research their chosen industry for employment projections and starting salary.

3. Steer clear of "The College Perks War."

Colleges are engaged in a "perks war," outspending each other with fancy dorms, student services, and sports facilities. Focus on the quality of the education your teen will receive and who is teaching the classes – grad students, adjuncts or professors.

4. Research and Crunch the Numbers.

Talk to your college-bound teen about their college major and career choices and how they expect to pay for them. Find out now which schools are generous and provide scholarships; and calculating your Estimated Family Contribution before selecting schools.

By starting the college admissions process early, you will have a better understanding of the college landscape and be in a better position to make informed decisions for you and your teen.



College Career Strategist Elizabeth Venturini provides personal college admissions help to stressed out parents who want the best

college and career choices for their teens and financial aid options for them. With her guidance and support, students create their own personal pizzazz and show up like winners on their college applications. Elizabeth can be reached at Elizabeth@CollegeCareerResults.com. Go to CollegeCareerResults.com and get your free copy of "54 Tips to Set the Stage so Your Teen Launches Fabulously from College."



The Pilates Fitness Center

Commit to be fit

We offer dynamic group reformer classes as an affordable and fun approach to Pilates.



<p>Pilates For Newbies A beginning Pilates class on the reformer where you will learn: proper form, spring tension, cuing, and basic Pilates exercises. (Required prior to moving on to any other classes.)</p>	<p>Pilates 1 & 2 Designed for people who have done Pilates on a reformer before and feel confident in a group class setting.</p>	<p>Sports Stretch This class supports golf, pickle ball, tennis, cycling by focusing on Pilates exercises that stretch muscles and build core to up your game.</p>
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Visit our website today for class schedules, pricing and to reserve your space.
Group Reformer Classes — \$30. Limited to 6 reformers per class!

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ThePilatesFitnessCenter.com 760.777.7401
There is a demand for Pilates Trainers in the Valley. Call for details on our Teacher Training Certification course!



Artificial Grass



La Quinta Good Neighbor Program !

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Keeping California Green
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The Negative Impact of Retaining Income in a Trust

By: Gene A. Snook, OR CPAs

As a result of the Affordable Care Act, almost all trusts with net taxable income in excess of \$12,300 are realizing an additional 3.8% Net Investment Income Tax (NII Tax) on Net Investment Income (NII) retained by the trust. Common types of Income subject to the NII Tax include capital gain, interest and dividend income. In addition, trust income in excess of \$12,300 is subject to income tax at a staggering rate of 39.6%. The consequences of retaining income in a trust rather than distributing the income to beneficiaries could be costing you thousands in unnecessary tax liabilities.

A trust which requires all income to be distributed annually, known as a Simple Trust, is not generally subject to the NII Tax on interest and dividend income since such income is deemed to be distributed to the beneficiaries, whether or not actual distributions are made. In contrast, capital gain is generally required to be retained by the trust and would be subject to the NII Tax.



A trust that is not a Simple Trust, known as a Complex Trust, may or may not require that income is to be distributed annually. Such a trust would be exempt from the NII Tax only to the extent of income required to be distributed annually, if any, and distributions that are actually made to the beneficiaries. Planning for discretionary distributions therefore is absolutely essential if you want to minimize the NII Tax and increase your return on investment.

It is important to remember that the 39.6 tax bracket for a trust begins at the very low threshold of \$12,300.

A married beneficiary by contrast would not reach the 39.6 tax bracket until their taxable income exceeds \$464,850, and would not be subject to the NII Tax unless their modified adjusted gross income exceeds \$250,000. If no distributions have been made by December 31, 2015, an option is still available to designate distributions made during the first 65 days of 2016 as if they were made in 2015.

Please note that a careful analysis of the trust agreement is necessary to ensure the trustee has the ability to make discretionary distributions to shift income from the trust to the beneficiaries.



Gene Snook, CPA has been a public accountant for over 14 years. He has extensive experience in providing tax preparation and strategic tax planning services for many areas of industry, including, but not limited to construction, real estate, timeshares and homeowners associations, auto dealerships, medical practices, and other professional services. If you are currently paying too much taxes on trust income and would like to explore potential tax saving opportunities available to you, please contact Gene A. Snook, CPA at (760) 777-9805.

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Treat your spirit, mind and body to a complete and extraordinary reviving, de-stressing experience at our soft aesthetics day spa. Experience the latest in massage, skincare, and other spa services.

JANUARY SPECIALS

Nu-Face Lifting & Firming Facial

60 min. \$79 (Reg. price \$95)

Micro-current is massed over the face to tone and lift.

Therapeutic Massage

60 min. \$79 (Reg. price \$90)

A soothing combination of Swedish and deep tissue.

*Lounge by the pool, unwind in the jacuzzi or enjoy lunch in our **Café Solaz** before your appointment.*

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You Owe, You Owe, So Off to the IRS You Go

By: Joseph M. Tames, Enrolled Agent

The old adage, “if you ever find yourself in a hole, stop digging,” is never truer when it comes to owing taxes.

This tax season, several taxpayers will wait until the very last minute to file their tax returns. Why? It’s not because of any far-reaching audit conspiracy. It’s because these taxpayers owe money on top of previous taxes owed in prior years. Call it stacking; call it pyramiding. In any form, taxpayers must stop digging.

Taxpayers have some options if they are unable to pay their assessed tax liability. The best option is to full pay the taxes when they are due. United States citizens live in a pay-as-you-go tax society, which means that taxes must be paid as income is earned. Taxpayers do this either through withholdings or by making estimated tax payments.

If taxpayers cannot full pay their taxes when due, several tax agencies will allow for payment plans. For example, the Internal Revenue Service will give taxpayers a no-questions-asked 120 days to full pay their liability. The IRS will also enter into an installment agreement with taxpayers; the length, term and conditions dependent upon the amount of taxes owed and prior tax history of the taxpayer. Keep in mind, however, there is an application fee associated with setting up an installment agreement.

Unfortunately, an installment agreement is similar to house arrest. The IRS must receive the payment no later than 10 days after the due date; otherwise the installment agreement is cancelled and the entire balance becomes due. Also, the IRS will not allow taxpayers to continue to owe year after year; taxpayers must full pay their taxes by the due date of the return.

Taxpayers who do owe prior years and are in danger of owing again should they file their tax return right away. After 2-3 weeks, taxpayers can call the IRS and request an installment agreement for all prior years plus the current year.

Taxpayers do not need a tax professional to setup a 120-day hold or an installment agreement; these options are relatively simple to establish. Unfortunately, several taxpayers are unable or unwilling to continue with the terms of the installment agreement. Most taxpayers believe they can negotiate better terms with the IRS or ignore the next IRS letter after the missed due date. Nothing can be further from the truth. This is the time to hire a professional.

The longer taxpayers wait to resolve a collection issue, the harder it will be to resolve the liability painlessly.



Joseph M. Tames is an Enrolled Agent (a federally-licensed tax practitioner.) He has over 20 years’ experience, specializing in tax audits, appeals, protests, collections and bankruptcy options. For the latest in tax planning and defense, please call him at (760) 851-5999. You can email him at jtames@askmytaxmanjoe.com or visit his website at AskMyTaxManJoe.com.

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Why Resolutions Don't Work and What to Do About It

By: Elizabeth Scarcella, Live Well Clinic

Ahh, it's the beginning of another calendar year and so many of us vow to be healthier, move more, love generously and donate our time and treasures, among many other promises. But, come Valentine's Day, the best of these promises sit at the bottom of our to-do list. Why does this happen year and after year even though our intentions are strong?

Our resolutions have nothing to do with intention or desire. Keeping a promise to make a change takes commitment and practice.

Otherwise, your resolution is nothing more than a wish.



Instead of the word, resolution, I prefer the word, resolve. They may seem exactly the same, but they have totally different meanings. "Resolution" is an object, a concept, a notion. While "resolve" is an action, a commitment, a promise. Resolutions live in our mind. Resolve lives outside of our body. Resolve moves things from a nice notion or thought to the "doing" phase where results are produced. How many times have you thought of something great, worthwhile, interesting or even life changing, and here in the future your good idea is just that – a good idea that lives in your mind?

Whereas, to have resolve, we use our commitment to push us forward from the concept stage to the doing stage. We move from just a good idea to actually bringing into the material world that which only existed in our abstract mind. How do I achieve this shift, you may be wondering? I wish I had a magical solution to help you move from resolution to resolve. However, just like you, I must lobby my stubborn lazy mind to be willing to be in action in order to produce results. I must convince my mind that a thought is just that, and what I am more motivated to achieve is results. Furthermore, I must not allow my sneaky and tricky mind to manipulate me into believing that a thought is as good as resolve. When I do fall into that trap, I am left with unmet resolutions and yet another calendar year to do the same thing and expect a different result.

If you are tired of making resolutions when what you really want to have is more resolve, please call our office and schedule a 30 minute consultation. I can help you move your mind from concept to completion.



Elizabeth Scarcella is a Holistic Counselor with a Masters degree in counseling. Elizabeth helps clients with a range of ailments, including traumatic and abusive past, insomnia, fatigue, anxiety, emotional eating, self-esteem and success issues. She is available for private or group sessions. Visit LiveWellClinic.org or call (760) 771-5970 to schedule an appointment.

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Prioritize Resolutions for the New Year

By: Donna Weeks, American Outreach Foundation



It's January 2016. Is anyone else torn between treating the month of January as a shining opportunity for change and renewal or viewing it as a giant letdown from holiday excesses?

December was abundant with parties, feasts and family time. It also meant shopping, decorating, writing holiday cards, cooking, eating and listening to endless repetitions of "Feliz Navidad." For many, December is a painful reminder of being "outside looking in," or being pressured to do things because "that's

how we've always done it." It's no wonder that at least one of my relatives longs to spend the entire month of December in a Third World country. Bah Humbug!

In recent years, my husband and I have simplified our December activities. We usually schedule a trip south of the border for rest and relaxation. If the mood strikes us, we assemble our fake palm tree, festooned with lights and a few ornaments. Dining out has taken on new meaning. Gift giving has become less onerous, thanks to online shopping and the local gift card racks. We always manage to connect with our kids and grandkids for a fun family meal, a gift exchange, a few traditional movies and some board games.

So now it's January 2016. What next? New beginnings? A clean slate? A fresh start? From experience, I've learned that it's best not to overcommit to a list of resolutions. Typically, we want to:

- Eat healthier
- Exercise more
- Take a class
- Read a book
- Learn to play an instrument
- Clean out the closets
- Start working on taxes
- Find a new volunteer opportunity



These are all worthy aspirations, but is doing all of them right away realistic? Why not prioritize the list and then just work on #1 or #2? Set small, reachable goals and put them on your calendar. Be sure to schedule plenty of time to rest and reflect. Be grateful for what you have. Enjoy the silence.

The good news is that, in the winter season, the Coachella Valley offers a plethora of things to do – many of which don't cost a cent. There are also many people in need. Why not make time to lend a hand to a person or organization? Giving our time and talents to others feels good, helps us grow, and can build lasting friendships.



Donna Weeks is a volunteer with the American Outreach Foundation (AOF). She is an independent educational consultant and former teacher. To contact AOF, call (760) 674-4861 or email info@0AmericanOutreachFoundation.com.

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Digital Marketing Tips for 2016

By: *Evy Hanson, Leap Online Marketing*

As we begin the new year, it's time to review your digital marketing strategies and ensure that you're doing all you can to create the most effective online presence for your business.

• RESPONSIVE DESIGN

2016 is the year to kick up your responsive website presence. Since "Mobilegeddon" in April, Google has already given signals that how pages work on mobile will be instrumental in mobile search rankings. Make sure to include a line for responsive optimization in your 2016 digital marketing budget and be ready to create a well-functioning, user-friendly, responsive website. This may mean that you need a new website, but if you don't get on the bandwagon now, you can expect a drop off in traffic as Google starts prioritizing responsiveness.

• INTEREST-SPECIFIC WEBSITE SEARCHES

Consumers now have a multitude of options for search. Pinterest is a big player in fashion, food and craft searches, Houzz is a go-to resource for interior design and home remodeling, and Tripadvisor is exploding with searches related to travel. While you should still keep a solid SEO strategy in place, make sure you are also ready to bat where your audience is playing. Claim and optimize profiles and engage with your audience on these resource-type websites.

• WEBSITE SECURITY

Google recently reported that they've seen an 80% increase in hacked websites. Hackers can bring your website down or they can add code to your website without your knowledge. This can flag your site as hacked and Google will drop your rankings faster than a hot potato. Make sure you have a website security plan in place. It should include a firewall, backup plan and regular maintenance to cover all bases.

• EMAIL MARKETING

Email marketing is not the sexiest tool on the planet, but it's a workhorse. According to *Website Magazine*, "results from taking full advantage of the email marketing channel are unmatched in the digital realm today." Email can be incredibly dynamic when applied in the right way. Plan to grow your email list, capture leads with landing pages and make sure your campaigns are optimized for mobile.

If you want to see your business grow in the new year, you need to ensure that you have a strong digital presence. If you have questions or are considering a change to your online plan, contact me directly at evy@leaponlinemarketing.com.



Evy Hanson has more than 15 years' experience in marketing, including corporate marketing and extensive agency experience. With the goal of helping small/medium businesses transition into the online marketing realm, in 2011 she found her niche and started her own agency – Leap Online Marketing. For more information, please visit LeapOnlineMarketing.com.

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New Year, New Décor

By: Pat Wood, Encore Consign + Design Studio

Well, 2016 is finally here, and as you are pondering personal makeovers and starting fresh, why not give your home a makeover, too! Let's face it, most of your day-to-day interior décor pales in comparison to the festive and elegant lights and metallics that surround you during year's end. But, the decoration inspiration doesn't have to disappear along with the ornaments and the tree.



While your home may be looking bare with the seasonal décor back in the attic, now is the perfect opportunity to revitalize your interior and take advantage of the 2016 decorating trends. Here are some easy ways to change the look of your home with the change of the calendar year.

Integrate Color

The easiest way to drastically change the look of a room? Pick up a paintbrush and get to it. There are plenty of changes expected for the interior design world in 2016, including a rise in popularity of dramatic colors. Blue and pink are forecasted favorites, so don't be afraid to experiment with these bold décor hues. Paint isn't permanent – if you don't like it, just change it. And, if you're the non-committal type, select accent pieces in these trendy colors instead of painting a wall. Floral is back, and texture is in, so accent to your heart's content with these patterns in mind.

Out with the Old

For the best fresh start, some early spring cleaning may be in order. Go through your house and get rid of your old junk. When you de-clutter a room, you will be amazed as how fresh it looks. Almost like new! A clean and clear home is also much more relaxing and tranquil. If your new year's resolution is to minimize stress, this could be your step in the right direction.

Switch up the Flow

It's always nice to have a major home makeover, but the reality is that there is often not a lot of time or extra funds in January to do so. After cleaning up the seasonal decorations, rearrange your furniture to give your home a new look before bringing your day-to-day décor pieces out from storage. And if you're not feeling the look, you always have your favorite consignment shop ready and willing to take in your gently used pieces as you find new treasures of your own.

Happy New Year, and Happy New Home!



Pat Wood is co-owner of Encore Consign + Design Studio in La Quinta. Encore has several showrooms of exquisite furnishings and accessories with new pieces arriving daily. Encore - Where Savvy Shoppers Meet. (760) 564-7200; email at Info@EncoreLQ.com.

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It's Easy to Be Green: A New Year's Resolution

By: *Natalie Angrisani, JNA Marketing*

There are things we do in our everyday lives that have a huge impact on our environment. If one person can change things to reduce their carbon footprint and make a positive difference on the environment, imagine the difference an entire family or office can make. As we begin 2016, one of our New Year's Resolutions should be making a positive difference on our environment. Here are some easy tips which will help:

Printing Emails — While checking your emails, how often do you decide you want a copy of one or more of them and then print them? Was that really necessary? Statistics show that we use over 11 million sheets of paper a year. That's a lot of paper. Next time, create a folder in your documents and just save the copy. By reducing the amount of paper you use for printing, you are not only saving money, but you are having a positive effect on the environment. The less paper we use, the less trees need to be cut down and the more oxygen we have.

Cleaner Air with Plants — Talking about trees and oxygen, by having a plant or two in a room or office, you are in fact helping to clean the environment. There are many common indoor plants that will help clean the indoor air in your home or office and create a calm workspace.



All-Natural Cleaning Products — Be wary of chemical-laden household cleaners and products that may be around you on a daily basis. Using all-natural, non-toxic cleaning products for home or office will work against dirt and grime, while keeping our bodies healthy and you are being kind to the environment.

Many companies claim their products are 'natural' but it's best to check the labels, as they may only contain a few natural ingredients while still containing some chemical ingredients.

Buying from a well-known ethical, cruelty-free company is the best way to go. Then, not only should their products be natural, safe and non-toxic, they should also be environmentally-friendly and not tested on animals.

Let's all start the New Year making a positive difference in our environment and remember: It's Easy to Be Green.



Natalie Angrisani, owner of JNA Marketing is a Vollara Certified Air Coach. Start the New Year with a Healthy Home Check Up and find out what you are breathing. Healthy Home Check Up Kits are available with a special bonus. To learn how to get your kit, contact Natalie by phone: (760) 501-8905 or by email at jnamarketingllc@gmail.com.

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The New Year is Ideal for Eliminating Electronic and Hazardous Waste

Submitted by: *Desert Arc Recycling*

The winter air is crisp and chilly, but the smell of pine and peppermint are gone and the hustle and bustle of the holidays is over. The only remnants of merrier times are the shiny new computers, cellphones, televisions, and video game consoles that replaced the old electronics of yesteryear.

Did you get new technology this holiday season and now have an old TV, Playstation, or cellphone taking up space? Are you tempted to just throw your old, obsolete devices in the trash? Well, here is some advice: Don't do it!

It is illegal in several states, including California, to dump electronic waste, or e-waste, into the landfill. Why? It's a safety concern! Electronic goods can contain hazardous chemicals such as lead, mercury, cadmium, and others. In a landfill, where waste is buried and covered over with soil, the aforementioned chemicals can "leak" into the surrounding environment. For example, mercury or any other harmful chemical can leach down and contaminate

groundwater, which – if you haven't already guessed it – eventually ends up as our drinking water.

Water treatment has its limitations, after all, but water isn't the only medium: soil and air can also carry harmful pollutants. Anything that leaks into the environment will circle back to humans in some form. These contaminants can have dire consequences, varying in range from causing cancer, reproductive disorders and neurological conditions. These toxins are especially harmful to neurological development; that is, they can have negative effects on the brains of growing children.

These environmental hazards are easy to avoid. One way to do that is to recycle all of your old electronics. Luckily, Desert Arc Recycling provides free pick-ups of e-waste (TVs, computers and even larger appliances such as washing machines and refrigerators). And of course, it is also free to drop off your e-waste at their facility: 45-875 Commerce Street in Indio.

Desert Arc Recycling's mission is: Creating a greener tomorrow by providing community recycling services while employing people with disabilities. For more information on Desert Arc Recycling services, call (760) 346-1611 x124; email recycling@desertarc.org or go to DesertArcRecycling.com.





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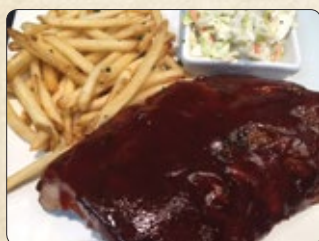
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There is No Substitute for a Good Substitute

By: Gary Rutherford, Desert Sands Unified School District



The quality education that is provided to the students of Desert Sands Unified School District (DSUSD) is dependent on approximately 1,400 highly qualified teachers who are in the classroom each and every day. Our teaching family extends beyond those in a permanent position on the DSUSD team to our guest teachers who cover

our classrooms when a teacher is out for

professional development training or for personal reasons such as illness or family crisis. On any given day there are approximately 100-120 substitutes needed at DSUSD.

Recent articles in both the education-focused press and mainstream media have noted the shortage of teachers in school districts around the country. They have not always included the fact that there is also a shortage of qualified substitute, or guest, teachers. Desert Sands Unified School District, as well as the other two school districts in the Coachella Valley, maintains lists of pre-qualified and trained substitute teachers – and that pool is shrinking.

DSUSD, like other districts, is looking for innovative solutions to the situation. Desert Sands Unified School District seeks professionals with college degrees in all industries to consider guest teaching. Desert residents in professions requiring top level skills in math, science, language arts, foreign languages, and other academic subjects are encouraged to speak to the district regarding serving as CBEST “waivered” teachers. The CBEST is the California Basic Educational Test that gauges the competency levels of a teacher in math and language arts.

Qualified professionals interested in serving as guest teachers, but who have not taken the CBEST, may apply for a CBEST waiver that is good for one year. Of the 62 teachers recently added to the approved substitute teacher list, 30 of them are “waiver teachers.” The new substitute teachers recently took part in a full day of training that included instructional strategies aligned with the Common Core Standards, behavior management, and student engagement strategies. Information included how to best support students with special needs. The sessions also included how to respond to safety and security incidents.

A recent increase to the substitute daily pay rate has also assisted in the recruitment of qualified guest teachers. In October, the DSUSD Board of Education approved payment of \$135 as a daily rate for substitute teachers and \$155 for those serving as long-term guest teachers. CBEST waived teachers receive \$115 as the daily rate and \$135 when serving in an extended substitute role.



Gary Rutherford, Ed.D., is the superintendent of school for Desert Sands Unified School District. The Coachella Valley is home to many retired professionals from a variety of industries. Substitute teaching is a fulfilling way to share those talents and skills. For more information on guest teaching at Desert Sands Unified School District, individuals should contact Patricia Gomez at (760) 771-8694.

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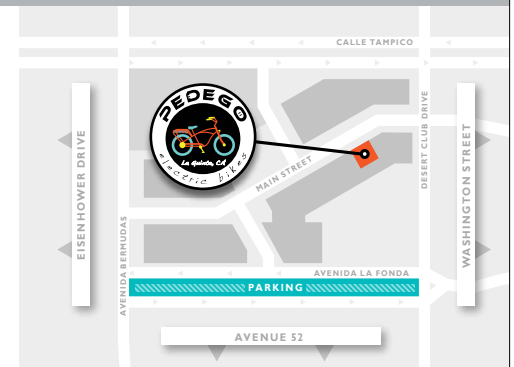
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Hailed as Palm Springs’ premier international man of magic by Becky Alfrey of TV’s hit show, Turning Point, Dean has performed at celebrity events featuring Jay Leno, Magic Johnson, Congressman Raul Ruiz and RG III.



Dean has appeared on TV’s Criminal Minds, Runway TV and CBS News, and in places as diverse as London’s Royal Horseguard Thistle, Paris’ Hotel Prince de Galles and the Grand Opening of Hollywood’s hottest new nightclub, Lure.

Bette King of King Productions says, “After seeing his close-up magic and his comedy stage routine, Dean has crossed over to ‘the next big thing!’” An accomplished actor and winner of The Desert Theater League’s Outstanding Male Lead Actor in a Drama as well as the prestigious “Best of 2015 Magician” Award, Dean resides in La Quinta with his wife, Debbie, yellow lab, Bailey, and of course, Tickles the show bunny. He is available for private parties or large groups of 500 or more, and loves to “alter reality one day at a time.”

For more information, go to DeanApple.com or call (760) 898-3846.

NEW MEMBER SPOTLIGHT

Ask Jenny Now

Ask Jenny Now is founded by Jenny Wallis – a certified Feng Shui Practitioner, Life Coach, Relationship Guru and Inspirational Speaker. Ask Jenny Now approaches relationships in a very holistic way, focusing on how you can better love yourself and others. You cannot successfully give or receive love when you are not in full alignment with yourself. Essentially, isn’t every relationship, no matter what kind it is, about your relationship with yourself?



Currently, she writes a question-and-answer column called, “Ask Jenny,” for the CV Weekly and other newspapers. Jenny is also an inspirational speaker; presenting to sales teams, marketing groups and most recently, adolescents in school. Her talks help reach that part inside all of us – the part that many of us ignore or don’t listen to. Some may call it our gut or intuition. She helps us learn not only to listen to it, but to trust it.

Join Jenny as she embarks in helping you live your life to its fullest potential by guiding you on your journey to the holistic approach to loving yourself and others. Find her at AskJennyNow.com or contact her at Jenny@askjennynow.com or (760) 505-0952. Like and follow Ask Jenny Now on Facebook and Instagram.

NEW MEMBER SPOTLIGHT

321 Desert Productions

Everyone has a story. 321 Desert Productions is here to tell yours. It all starts with the basics: Who? What? Why? And from there, a story begins.



321 Desert Productions creates videos that celebrate personal milestones such as a birthday, anniversary or wedding. The wedding reception is an ideal showcase for a video that tells the story of how the newlyweds met. These videos also can be used to honor professional accomplishments.

Luncheons, banquets and galas often honor people for dedicated service. A video that highlights an honoree’s hard work takes the level of appreciation to a new height.

Owner Trino Martinez is a La Quinta resident via the scenic route from Waco to Savannah to Los Angeles and a few points in between. He taps his 30-years in broadcast news as a producer and writer to help shape the narrative of your story. That narrative is refined with his use of words, music, pictures and video -- all of which helps preserve memories while creating new ones.

For more information, call Trino Martinez at (760) 409-2434 or email him at trinomm@aol.com.

NEW MEMBER SPOTLIGHT

WeGoShop.com

In 2002, WeGoShop.com began a grocery shopping and delivery business model that branched out throughout the United States. WeGoShop.com has quietly grown to become the largest, personalized grocery shopping and delivery service company in the nation, as well servicing locations in Canada.



WeGoShop.com

This new company in the desert provides personalized grocery shopping with free delivery to your home or office, from any of your favorite local stores. The main purpose and ultimate goal of WeGoShop.com is to eliminate all the countless hours you spend shopping for your groceries and household supplies, standing in line, and fighting traffic. By using this service, you can spend your time doing the things you really enjoy.

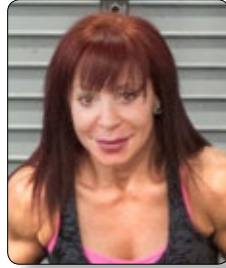
In just minutes you can order your groceries online or by phone and have them delivered right to your door from your favorite local store. There are no mark-ups on grocery items – you simply pay the same amount that the supermarket of your choice charges for the groceries you order, plus the modest shopping fee, and WeGoShop.com will deliver them for free! In addition, there is no club to join and no registration fee.

For more information about personalized grocery shopping and free delivery, you can reach WeGoShop.com by calling (877) 934-6746 ext. 54, or emailing Kevin and Naomi at desertgofor@wegoshop.com.

NEW MEMBER SPOTLIGHT

Desert CrossFit

Desert CrossFit, the Valley's original and longest-standing CrossFit training facility, is more than just a gym. It's a community of support, education and encouragement to achieve the very best version of you.



Desert CrossFit provides a total-body fitness program designed to enhance the lives of members. Their goals for members are to improve quality of life and help them become better than yesterday.

At Desert CrossFit, you will acquire skills, habits and nutritional knowledge to achieve revolutionary results and empower a lifetime of fitness. You not only become part of a team, you become part of a community – one that cares and supports all the things that you do.

Desert CrossFit's membership spans from ages 6-86, including those just starting out in fitness to the seasoned athlete. Everyone welcomes you and cheers you on. It's this atmosphere that inspires, builds confidence and empowers you to achieve your goals. Fitness is a state of mind – a way of being that impacts everything you do in a positive way.

Warning! CrossFit may be addictive. You will make many friends by joining and start to like the way you look, and love the way you feel. For questions or to schedule a free introductory session, please contact Cheryl Cohen at Cheryl@DesertCrossFit.com or by calling (760) 779-8880.

NEW MEMBER SPOTLIGHT

Indian Springs Golf Course

The immaculate Indian Springs Golf Club is rated "Best Course under \$100" by the *Desert Sun* and has received *Golf Digest's* 4-star rating. The course is known for tournament speed greens that are "a perfect 10."

This 18-hole championship course is very player-friendly for all caliber golfers with four sets of tees that range from 5,297 yards to 6,794 yards. Indian Springs Golf Club has blossomed into one of the most enjoyable courses in the Palm Springs area with friendly country club service.

Indian Springs is located in La Quinta/Indio with easy access from Palm Springs, Rancho Mirage, Bermuda Dunes, Indian Wells and Palm Desert.

For more details such as prices and available times, call at (760) 200-8988 or visit IndianSpringsGC.com.



NEW MEMBER SPOTLIGHT

Live High End

Live High End is an exclusive wellness company inspired by the cofounders' personal experience with cannabis. The two women, Courtney and Melanie, have both overcome major life-changing health issues – finding healing and comfort through cannabis. Committed to healthy life style choices, the Live High End brand is dedicated to supporting individuals on their path to optimal health.



Cannabis has been used safely for over 2,000 years. It is now widely recognized as an effective remedy for many common ailments such as arthritis, stress and chronic pain. Navigating the large variety of cannabis products available can be confusing. Live High End consultants offer empathetic assistance as a guiding hand to finding your ideal cannabis regiment.

With multiple strains of organically-grown cannabis available and a diverse product selection from infused edibles to specialty tinctures, Live High End has something for everyone. All products are tested for quality assurance. Live High End is focused on patient-centered care and offers discreet and trustworthy home dispensary service.

To learn more, visit LiveHighEnd.com or call a consultant at (760) 200-9478. Group consultations available. Operating in compliance with state and local regulations. Prop 215 & SB 420.

NEW MEMBER SPOTLIGHT

Franz Tatum Wealth Management

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Gloria Franz is a Certified Financial Planner (CFP®). Nila Tatum is a Chartered Financial Consultant (ChFC®). Franz Tatum Wealth Management is taking the guessing game out of financial planning.

The Franz Tatum team helps you maneuver through the maze of money management, while planning for your retirement and building your financial legacy. More importantly, they take the time to make sure you understand what is happening with your money.

Franz Tatum Wealth Management is strengthening its services through a joint venture with Shoup Legal. By combining the knowledge and resources of wealth managers and estate legal services, Franz Tatum and Shoup Legal offer you an additional layer of security and independence.

For more information, call (760) 770-2003 or visit FranzTatum.com. Offices are located at 34-220 Gateway Drive, Suite 100 in Palm Desert.

This information is not intended to be a substitute for specific individualized legal advice. We suggest you discuss your specific situation with a qualified legal advisor. The above material was prepared by Peak Advisor Alliance. Securities & advisory services offered through National Planning Corp. (NPC) Member FINRA/SIPC. A registered investment adviser. FTWM, NPC & Shoup Legal are separate & unrelated companies. Estate planning can involve a complex web of tax rules & regulations. Tax laws surrounding estate planning concepts are subject to change. Please consult an estate planning attorney prior to making any financial decisions. NPC does not provide tax or legal advice.

NEW MEMBER SPOTLIGHT

Thetford Web Development

Thetford Web Development is a web design and development company based locally in the Coachella Valley since 2006. Managed by Stacy Thetford, a well-known online marketing expert, they are a leading firm that focuses on providing exceptional quality and top-notch customer service.

They are proud to be certified Google partners, which allows them to provide superior targeted online strategies that can put you on page one of the search engines and top-of-mind with your prospects and customers.

If you're serious about improving conversions, increasing sales and gaining market share, Thetford Web Development is your partner. From professional website design and ongoing website maintenance to SEO and database development, they are a full service provider.

Thetford Web Development has an excellent team where customer service is their highest mission. Each client's website is different and is tailored to its business's requirements. Whether you need content strategy, E-Commerce help or a complete Internet marketing makeover, they can provide exceptional value to your company.

To find out more, visit ThetfordWD.com or call (855) TWD-TEAM for your free one-hour consultation to see how they can improve your online presence.



NEW MEMBER SPOTLIGHT

The Law Offices of Sebastian Gibson

Sebastian Gibson has been named one of the "Top Personal Injury Lawyers" by Palm Springs Life magazine for the last five years. With over 35 years of experience, he's also been rated "Superb" by Avvo, which rates lawyers across the country.

Sebastian has two law degrees – one in California, and he graduated magna cum laude in the U.K. He received his undergraduate degree from UCLA and his U.S. law degree from USD. After working in London for a Wall Street firm, he opened offices in the Coachella Valley in 1984.

Today, from offices in Palm Desert and Newport Beach, Sebastian practices personal injury, business, entertainment and international law – representing clients in the U.S. and internationally. He has obtained millions of dollars in personal injury, insurance and copyright infringement settlements.

Sebastian has performed on the stage internationally and on national TV, and has also been a writer for the Los Angeles and San Francisco Daily Journal newspapers. While representing clients throughout California, Sebastian has also become an acclaimed published novelist and been called "Brilliant," "Hilarious" and "A Legend."

Sebastian Gibson has offices in Palm Desert and Corona del Mar. Learn more by visiting SebastianGibsonLaw.com or by calling (760) 776-1810 for a consultation. You can also email Sebastian Gibson at sgibsonesq@aol.com.



NEW MEMBER SPOTLIGHT

Quality Massage Therapy and Skin Care

Have you ever wondered: How do I choose a therapist? Can I design the type of therapy I want and need? Do I go with a therapist that guarantees your work?

The therapists at Quality Massage Therapy and Skin Care will answer those questions and are here for you. Plus, they deliver!

This team of talented and caring technicians has been developed with skill and customer service at the forefront. At the helm is Ellen Pirosh, who saw the need for licensed and vetted therapists working together to provide first-class personalized treatments to each guest.

Guests choose the style or modality they want for the same price. They can be confident in knowing they will receive full 60-minute hours, not 50-minute spa hours. Longer sessions are also available.

In addition to specializing in post-surgical therapy work, cancer survivor therapy, sciatic relief and other issues, Quality Massage Therapy offers Swedish massage as well as many styles of deep tissue and all other types of therapy offered by major spas such as Sports, Reflexology, Trigger Point and Pre/Post Natal.

Their spectacular spa parties for large or small groups such as family reunions, bridal parties and bachelorette parties are memorable. The company has been in business 17 years.

For further information, call (760) 408-5626, go to QualityMassageTherapy.com or email qualitymassagetherapy@roadrunner.com. To reach Ellen directly, call or text (760) 408-9191. Mobile treatments are available throughout entire Coachella Valley, subject to availability. Their studio is located at The Plaza Resort and Spa, 2601 Golf Club Drive in Palm Springs.



NEW MEMBER SPOTLIGHT

Unique Autobody & Paint

Unique Autobody & Paint is a family-owned auto body shop. With over fifteen years of experience, they provide the finest in collision repair services using only certified technicians to provide services like one-day bumper repair, painting, frame straightening and detailing.

Whether you own a luxury car, family vehicle or commercial truck, Unique Autobody will take care of you from bumper to bumper.

Their competitive prices, guaranteed work and free towing keeps their customers coming back. Unique Autobody will beat any legitimate estimate by at least 15% and will bring your vehicle back to looking and working great as quickly as possible. They also offer a loaner car, and it may be available for you at no charge while your car is being fixed.

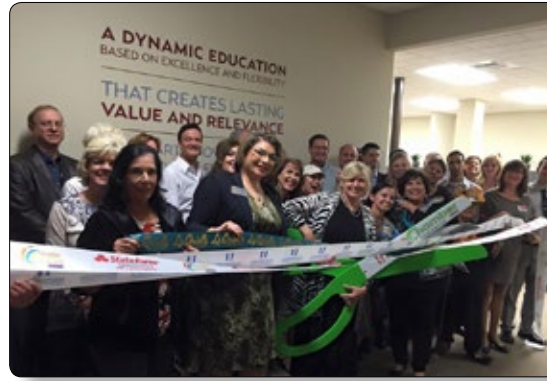
Unique Autobody works with all insurance companies, so stop by at 74-849 Joni Drive in Palm Desert or call them at (760) 779-9121 for your free estimate today. Schedule an appointment on their website at UniqueAutobodyAndPaint.com.



RIBBON CUTTINGS & CHAMBER EVENTS



Ribbon Cutting for Home Care Assistance of Palm Desert, 39620 Washington St., Ste. D, Palm Desert, (760) 345-0001 on November 17.



Ribbon Cutting for Brandman University
75-105 Merle Dr., Ste. 800 Bldg. B, Palm Desert, (760) 341-8051 on November 19.



Ribbon Cutting for Sway's Barber Lounge
78010 Main Street, Old Town La Quinta
(760) 609-8483 or (760) 397-7490 on December 4.



Ribbon Cutting for Bright Beginnings
47795 Dunes Palms Rd. La Quinta,
(760) 777-6688 on November 18.



Ribbon Cutting for Indian Springs Golf Club, 79940
Westward Ho Dr. Indio, (760) 200-8988 on December 3.



Ribbon Cutting for La Quinta Brewery Co. Old Town Taproom, 78065 Main Street, Ste. 100, Old Town La Quinta, (760) 972-4251 on December 9.



Ribbon Cutting for Bella Cristia Bed & Breakfast,
78-705 Avenida La Torres, La Quinta,
(760) 275-2119 on November 18.



Ribbon Cutting for Joy Tucker with Mary Kay,
Serving the entire Coachella Valley and Beyond,
(760) 427-5432 on December 4.



Flash Mob Lunch at Rosamarillio's,
49990 Jefferson St., Ste. 120, La Quinta,
(760) 427-5432 on November 12.



The Annual Toys for Tots Mixer was another big success! The event was held at Cambria 73-520 El Paseo, Ste. A, Palm Desert on December 7. Thank you to everyone who donated a toy to help local families in need during the holiday season.

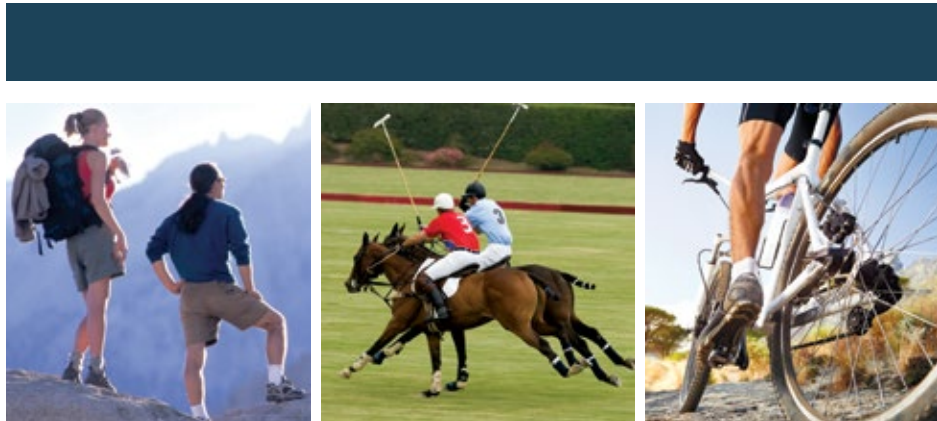
Healthgrades Recognizes JFK as Only Hospital in the Inland Empire to be 5-Star Rated in Total Knee Replacement 12 Years in A Row

JFK Memorial Hospital is the only hospital in the Inland Empire to be a 5 Star Recipient in total knee and Top 10 percent for Joint Replacement 5 Years in a Row (2012-2016), according to this year's evaluation from Healthgrades – the leading online resource helping consumers make informed decisions in order to find the right doctor, the right hospital, and the right care.

Every year, Healthgrades evaluates hospital performance at nearly 4,500 hospitals nationwide for 33 of the most common inpatient procedures and conditions. Joint Replacement at JFK Memorial Hospital is among the top 10% in the nation as measured by lowest risk-adjusted complication.

A 5-star rating indicates that John F. Kennedy Memorial Hospital's clinical outcomes are statistically significantly better than expected when treating the condition or conducting the procedure being evaluated. JFK not only performs at a 5-star level in Total Knee Replacement, Total Hip Replacement and Hip Fracture Treatment, it outperforms other hospitals in the nation in Orthopedics and as a result has been recognized with the 2016 Healthgrades Joint Replacement Excellence Award.

For its analysis, Healthgrades evaluated approximately 40 million Medicare inpatient records for nearly 4,500 short-term acute care hospitals nationwide, and assessed hospital performance relative to each of 33 common conditions and procedures. The complete *Healthgrades 2016 Report to the Nation* with detailed cohort-specific outcomes data, hospital-specific quality achievements, and detailed study methodology, can be found at Healthgrades.com/quality.



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Protect Your Family From Carbon Monoxide

Submitted by:
General Air Conditioning & Plumbing

Carbon monoxide (CO) is colorless and odorless, so you must take steps to protect your loved ones from its harmful and possible fatal effects. California Senate Bill SB183, which enacts the Carbon Monoxide Poisoning Prevention Act of 2010, mandates that all "human occupied dwelling units" have a battery operated or hardwired CO detector. The law applies to both owner occupied and rental properties, where the property owner is responsible for installation of detectors. Offenders may be fined up to \$200 for each occurrence.

The Centers for Disease Control estimates about 400 Americans die annually from accidental CO poisoning. The symptoms of low level exposure are headache, general feelings of fatigue, shortness of breath, nausea and dizziness. High levels may cause, confusion, vomiting, loss of consciousness and, ultimately, death. If you are experiencing any of these symptoms, seek immediate medical attention.

Protect your family by:

- Schedule regular heating system tune-ups
- Inspect chimneys and vents regularly
- Never using a gas range or oven as a heat source
- Install carbon monoxide detectors outside all sleeping areas

For more information about carbon monoxide protection, speak to a trusted professional like General Air Conditioning & Plumbing today.

General Air Conditioning & Plumbing is one of the highest rated HVAC companies to provide cooling, heating, indoor air quality and furnace repair, service, replacement and maintenance in the Coachella Valley area since 1984. Call (760) 895-2500 from 7 a.m. - 7 p.m., 7 days a week with no overtime charges. For more information, go to CallTheGeneral.com.



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Sacred Art of Living Program in Desert

A powerful program is underway in the desert aimed at educating all those who have some role in care giving, whether a doctor, nurse, hospice director, or any professional who assists people with living well or facing the end of their journey.

This program called "Healing the Healers" has been sponsored by Graceful Passages, Inc. (a La Quinta non-profit organization) and began this past year with two-day retreats at University of California - Riverside (UCR) Palm Desert campus on Cook & Frank Sinatra. Approximately 50 attendees, including many La Quinta residents, gave rave reviews about what they learned and how they intend to apply it in their work and their lives.

Their next retreat, "Treating Spiritual Pain," is scheduled for March 11-12 at UCR-Palm Desert. You are welcome to join the group and can find more information about this program by visiting the website GracefulPassages.org or SacredArtOfLiving.org to register.

Using the “Bounce” of Your Sand Wedge

By: Jack Gibson, La Quinta Country Club

Without trying to make it sound too simple, it is important to understand that there are really two completely different situations that will determine the best way to get out of a bunker and onto the green. Last month, I described the technique you should use when the sand is less than perfect.

Remember, if the sand is wet or hard or if there seems to be little sand under your golf ball, you want your club head to dig into the sand. To do this, you want the leading edge of your wedge to enter the sand before the “bounce.” To do this, you must have your clubface a lot less “open” than you normally would for a wedge shot. You will not get much loft or backspin, but at least you will have a chance of getting out of the bunker. This might be a good time to consider using your lob wedge or approach wedge as they both would have less of a “bounce” on their club head than your sand wedge.

When the sand is dry and “fluffy,” your focus should be on having the “bounce” on the bottom of your sand wedge enter the sand before the leading edge. Now you can address the golf ball with a very “open” clubface like you see on TV. As you are starting out with an “open” clubface and are trying to strike the sand behind the golf ball with the “bounce” of the wedge, your clubface will stay in an “open” position through the swing and your clubface will be facing the sky on your finish.

Rickey Fowler describes his technique, when hitting from normal sand, as “slapping” the sand behind the golf ball with his right hand – allowing the club head to “skim” through the sand on a shallow path. This method

of using the “open” clubface and the “bounce” on the back of the wedge will result in a much higher golf shot with more backspin.

Before even trying to use this method, I would suggest trying it off the grass to see if you can feel the “slap” with your right hand as your clubface stays “open” well into your finish. You might even discover a better way to get over those bunkers before you have to worry about how to get out of them.



La Quinta Country Club is a member-owned private country club and was the original home of the Bob Hope Classic (now Careerbuilder Challenge). For a preview, call (760) 564-4151. Jack Gibson, Life Member of the PGA of America, teaches at La Quinta Country Club to members as well as guests and is the author of “Thought Reduction Golf.” He can be reached at (760) 574-7830 or jackg@pga.com.



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New Community Gallery Exhibition & Dual Art Under the Umbrellas Events in January

Submitted by: La Quinta Arts Foundation

Happy New Year, La Quinta! To properly usher in 2016, La Quinta Arts Foundation (LQAF) is presenting a full slate of cultural, social, and free public events covering the entire month of January:

Andy Nelson: A Legacy Revealed - Ongoing through March 11 at the La Quinta Community Gallery (inside City Hall) is an exhibition of paintings created largely while Nelson was working in Palm Springs in the 1960s and living in La Quinta starting in the 1970s. Andy Nelson (1920-1996) produced a prodigious body of figurative and abstract paintings while also art directing major advertising campaigns for clients including Ford Motor Co., RCA, Eastman Kodak, and others.

Accompanying the exhibition is a guest lecture at La Quinta Civic Center on **January 27**, from 4 p.m. - 6 p.m. entitled, **"Through a Daughter's Eyes,"** a conversation between the artist's daughter, Marla Nelson, and Steven Biller, editor-at-large of *Palm Springs Life* and a contributing writer to *art ltd.* magazine.



Back-to-back Saturday **Art Under the Umbrellas** shows at Old Town La Quinta will be held on **January 16** (Martin Luther King, Jr. Weekend) and **January 23**. Both events run from 10 a.m. to 4 p.m. Free parking is available throughout the Village area.

Each event hosts over 80 artists set-up within the borders of the Old Town La Quinta venue exhibiting their original art works in painting, ceramics, jewelry, sculpture, mixed media, photography, wood and more. Members of the popular Steve Madaio Band will provide engaging musical entertainment for shoppers as they explore the artist booths and visit Old Town's boutique shops and restaurants.

Art Under the Umbrellas enlists the talents of new and emerging artists, established local artists, and others traveling in from all over Southern California and the Southwest. A contingent of La Quinta Arts Festival exhibitors intent on previewing their new work to Art Under the Umbrellas patrons will be featured at both events.

Art Under the Umbrellas is presented by La Quinta Arts Foundation (LQAF) producer of the #1 Fine Art Festival in the Nation 2013, 2014, and 2015. The 34th La Quinta Arts Festival is set for March 3-6, 2016 For information on all LQAF events and programs, visit LQAF.com or call (760) 564-1244.

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March 3-6, 2016



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~ Art Fair SourceBook

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www.LQAF.com



Art. Culture. Life.

Online Mentoring: A Flexible Way to Help Small Businesses Succeed

Submitted by: Coachella Valley SCORE

Many of you are familiar with Coachella Valley SCORE (sponsored by the Small Business Administration) for the mentoring it provides to business owners and the workshops that it conducts on topics such as sales and marketing, how to read financial statements, and social media. But you may not know that for over ten years, several Coachella Valley SCORE volunteers have been providing online counseling and mentoring to entrepreneurs and budding entrepreneurs from every part of the country.



Online mentoring facilitates finding a SCORE mentor who matches your needs and provides an opportunity for mentors to have more flexibility in advising clients. Before contacting a mentor, the prospective client searches a national data base of several hundred SCORE volunteers in order to find the volunteer

with the right experience for their needs. Once a suitable mentor is found, the client contacts the mentor via the national SCORE web site.

The SCORE online volunteers set their own schedule of availability. Many choose to be available seven days a week; others choose two or three days per week. Taking advantage of the Internet, the Coachella Valley SCORE volunteers can utilize their business experience to help people from all walks of life in many parts of the country.

Here are some typical inquiries received by Coachella Valley SCORE mentors (names changed to maintain confidentiality):

From Ohio, Anna H. wrote: *"I have developed a business plan and need help moving through the steps from idea to reality."*

From Utah, Dick C. asked: *"How do we scale our hotel management operation in order for us to continue to keep buying more hotels?"*

From Northern California, Charles H. inquired: *"I have an idea and I have done a lot of initial research, but I need help determining potential volume, operating costs, and whether or not the business could be profitable."*

When Norma L. of Nevada first contacted her SCORE counselor over the Internet, she was working two full-time jobs while trying to establish an online-based marketing consultancy business. After several months of mentoring, Norma was able to acquire a number of clients for her new business and leave both of her full-time jobs. Today she happily lives overseas in the country of her dreams while still growing her business and maintaining contact with her SCORE mentor.

If you are someone with business expertise and are interested in becoming an online SCORE mentor, please call (760) 773-6507 or e-mail us at info@scorecv.org to find out how you can provide online mentoring to small business owners.



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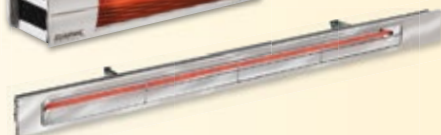
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