

JUNE 2016

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For Dad**

Father's Day is June 19

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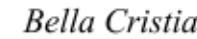
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To promote and enhance business growth, civic well-being and a sound quality of life.

STRATEGIC OBJECTIVES

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

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On the cover: Jeff Davis and his daughter, Madeline, the 2016 OLa Quinta High School Valedictorian. Photo Credit: Ed Lee

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CHAMBER CHAIRMAN'S MESSAGE

Thank You From Your Outgoing La Quinta Chamber Chairman

By: Jason Schneider, Chamber of Commerce Chairman

It's another incredible La Quinta day! As the dog days of summer are upon us, I'd like to take a moment to reflect on this past year as the Chairman of the La Quinta Chamber of Commerce. The 2015/2016 fiscal year has been one of incredible change and huge leaps forward for the La Quinta Chamber and the East Valley.



Through the efforts of our amazing staff, we were able to bring in over 150 new members, ran events that consistently exceeded our expectations and offered more networking and educational opportunities than ever before. With the guidance and leadership of Susie Harvey and Katie Stice, the La Quinta Chamber was able to successfully lay the groundwork for the merger into the Greater Coachella Valley Chamber of Commerce (GCVCC).

While we have set the bar pretty high for the next year, the creation of the GCVCC opens up opportunities to continue to flourish here in the Gem of the Desert. As we work to get it off the ground, we will form the La Quinta Business District which will be headed by Jeff Fishbein. I have a great admiration for Jeff, and look forward to his leadership of the La Quinta piece of the regional chamber.

I'd like to thank the dedicated group of volunteers who worked side by side with me this year through the transition of leadership. The year presented many challenges along the way but your chamber had an exceptional Board of Directors to guide it through the process. I'd also like to thank our incredible Ambassadors group, who made sure we had representatives at every mixer, event and ribbon cutting. None of our progress would have been possible without the tireless work of the chamber staff, ambassadors and board.

Lastly, I would be remiss if I didn't take a moment to thank my amazing wife, Laorea, my family and OR CPAs for giving me the opportunity to take on this monumental task. They have been wonderfully supportive and generous with my time during this past year. We've made great strides this year and are poised to make even greater ones in the year to come.

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

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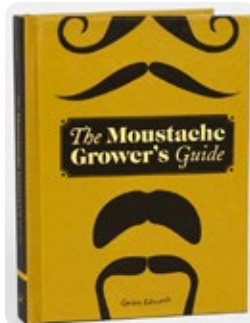
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Cool Gift Ideas for Dad

Submitted by: *Old Town La Quinta*

Father's day is June 19. Make the day extra-special with one of these cool gift ideas for the dads in your life!

Books: Whether it's a practical how-to book, whimsical read, stunning photo book, fiction or non-fiction title by a favorite author, or an interesting biography, dad is sure to appreciate a book you select.



Watches: What man doesn't like a stylish watch? Find one that pairs with his personality - either cool, classic or sporty. Select from new styles or surprise him with a vintage time piece.



Sunglasses: When you live where the sun shines 360 days a year, you need a few pairs of sunglasses! Pick out cool or classic designer shades for dad this year.

Hot Shave, Massage, Facial, Manicure, Pedicure: Dads work hard and deserve to unwind and get pampered. Give him the gift of relaxation this Father's Day with a gift card to enjoy a hot shave, massage, facial or a manicure and pedicure to keep him looking and feeling great.

Personal Care Products: Give dad fun personal care products like beer soap and liquor flavored toothpicks, or body lotions, face scrubs and face moisturizers made just for him.



Beverage Supplies: A hot gift item that's all about the chill: copper mugs known for serving the Moscow Mule cocktail. Dad is also sure to love unique glassware, bottle openers and wine/beer chillers. Or pick up some award-winning local brew.



Cooking/BBQ Supplies: For the dad who likes to cook, create a one-of-a-kind gift basket with infused olive oils, balsamic vinegars, BBQ sauces, herbs, spices and marinades and let him experiment!



Golf-Themed Cookies: There's nothing quite like a homemade gift - especially something sweet like these golf-themed cookies (pictured, right.) The whole family can participate in making them for dad. You can get the decorating instructions online here: <http://bit.ly/1R6Rp8c>

Find great gifts for Father's Day in Old Town La Quinta! Explore the shops, restaurants and professional services available on La Quinta's Main Street. For a complete list of businesses visit OldTownLaQuinta.com. Follow Old Town La Quinta on Facebook, Twitter and Instagram for all the latest news and information on special events.



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Thanks, Dad

By: Mike Harrison, Church 212^o

Being a dad makes you see your own dad through new eyes. Over a course of time, you become enlightened to what your father was trying to instill in you. By the time you become a grandfather, you realize you have graduated through the three scariest illumination stages a man experiences in his lifetime.



1. **The First Illumination:** Dads aren't jerks – they're resource protectors. When they say, "turn off the lights," "remember to set the thermostat," "don't burn rubber when pulling away your car," Dads aren't just complaining, they're guarding financial resources. Dads nag about seemingly small things because they're trying to provide for the family on their small budgets. The illumination doesn't come for years, but the "aha" moment comes to every man the first time he pays the electric bill or replaces the tires.
2. **The Second Illumination:** We sound like our dads. The light turns on when we hear ourselves say something to our kids that sounded just like our dad. "Don't forget to turn off the water hose," "Be sure you have everything packed and locked up before you leave for vacation," "Did you file your taxes on time?" Scary thought: we sound just like our dads because we have started thinking like our dads.
3. **The Third Illumination (and scariest of all):** We recognize, "I AM MY DAD." We look like him and think like him. We even start to speak less, like him. We all thought our dads were silent so often because they didn't really have anything to say. But now at this stage in our lives we realize they had so much to say to all of us but they weren't sure any of us were listening. Suddenly as grown men we realize we now are listening, longing to hear a father's simple wisdom pour into our ears.



And so as men we come to grips with the reality that these imperfect men that raised us and guided us with words and ways impacted us for good. They instilled lifelong lessons that we use to teach one generation after another.

Work hard. "People hire hard workers." **Be a man of your word.** "A man's word is his bond."

God and family are the most important relationships in your life. "Make time for family. Go to church and help out."

These lessons and words of wisdom help us establish strong communities, families and a relationship with our Heavenly Father. So thanks, dads, for complaining, reminding and being slow to speak. We are better people because of it.



Mike Harrison is the Lead Pastor at Church 212^o in Bermuda Dunes. For more encouragement and wisdom, visit Church 212^o on Sundays or listen online at **Church212.com**. To reach Pastor Mike directly, email mike@church212.com or call the church office at (760) 773-3212.

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Why Podcasts Could Be Your Secret Marketing Weapon

By: Andrew McCauley, *AutoPilot Your Business*

Have you ever listened to a Podcast? Chances are that you have come across podcasts on your travels. Did you know that the number of Podcasts listened to in the past five years has tripled from 25 million to 75 million? And last year, the number of iTunes downloads surpassed 1 billion for the first time.

Podcasting is definitely in a growth phase, and it can be a secret weapon in business too. The amount of people you are able to reach, to position yourself as an industry thought leader, has never been easier. Podcasting is at the center of 'On Demand' and there are literally Podcast topics for every industry.

Here are three reasons you need to get Podcasting, if you're not already:



Podcast

Podcast subscribers are very engaged.

Up to 90% of downloads come from a subscription app or service like iTunes, Podomatic or iHeart Radio and automatically download the next episode to your mobile device as soon as it published. This is a vital point that your message gets into the front of your audience all the time.

The Barrier to entry is very low.

The cost of the equipment and the tools needed are probably already in your pocket as you read this. Of course, there are others that have spent some extra

money on fancy microphones, but it is not a necessity. Podcasts can cover any topic that you choose. And of course, the cost to send it to iTunes and other platforms is free – great news for small businesses on a budget.

Podcasting is a great addition to your marketing tool belt.

Podcasting can integrate smoothly with your other marketing strategies. You can discuss recent posts on your blog, promote your social channels and use them as a conversation tool with listeners, build your email list through Podcasting and even sell your services via ads. Podcasts are the best format for mobile because they can be easily consumed while on the go.

There is a massive opportunity for you to reach a larger audience and position yourself as a true thought leader in your space.



Andrew McCauley is the original social media bloke. Named as one of the Top 100 Most Influential Twitter Users and an Amazon best-selling author, Andrew consults all types of businesses on their social media and online strategy. Andrew's podcast, AutoPilot Your Business, has been downloaded in over 95 countries and was recently named in the top 50 best marketing podcast by Docurated. For more information contact him at andrew@autopilotyourbusiness.com or (310) 463-2150.

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So You Want to Start a Business

Submitted by: Coachella Valley SCORE

Starting a business isn't for the faint of heart. Being your own boss offers rewards—and plenty of challenges as well. Transitioning from working for someone else to running your own company brings changes that not only you need to navigate, but that your family and friends also need to adjust to.

As you prepare to start your business, keep these things in mind so you—and your loved ones—can more easily transition into the brave new world of entrepreneurship.

Income might be unpredictable at first.

Without a steady paycheck coming from an employer, you might find it challenging to keep up with expenses both professionally and personally. When you're starting out, revenue from your business will take time to ramp up. It takes time to build a network of connections and clients. This is even more of a challenge in the Coachella Valley with the summer slow season.



You may need to forego some luxuries.

Prepare to make some personal sacrifices when self-employed. A daily caramel latte and Friday dinners out at your favorite five-star restaurant probably won't be in the budget for a while.

Working from home requires discipline.

If you decide to run your business from an office in your home, you'll face a whole new set of distractions that can threaten your productivity. Tuning out the personal to-do list and spontaneous requests from friends to meet up for coffee during the workday demand concentration—and the strength to say “no.”

Expect to work really hard.

Starting a small business requires a significant amount of time and effort. Many new entrepreneurs find themselves working harder and for longer hours than when they worked for an employer. Finding ways to maintain a comfortable work/life balance might be challenging in the beginning, but it's necessary for the well-being of you, your family, and your business.

Realize that your new business will need a variety of help and advice. You will need to form relationships with professionals you may not have needed to collaborate with before. To better your chances of success, consider creating a business development board comprised of legal, accounting, banking, and industry experts who will agree to provide pro bono guidance as you begin. Having a team to guide you can help you prepare yourself—and your family—for what to expect from running your own business.



A great first step is to contact a Coachella Valley SCORE mentor by calling (760) 773-6507 or visiting

ScoreCV.org. SCORE mentors, with their breadth of experience, can help you from the very beginning and are often willing to serve on business development boards.

10

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CITY MANAGER'S MESSAGE



Get Ready to Enjoy Summer in La Quinta

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

As schools wrap up for another year, La Quinta families prepare to transition into summer mode – which means a lot of time in the pool and other cool activities.

The City of La Quinta features indoor programs that give residents and visitors reasons to get out and enjoy the slower pace of summer. Keep moving at The Wellness Center through everything from ballroom dance lessons to yoga and Zumba. The La Quinta Museum offers adult coloring and summer camps. For book worms, the La Quinta Library's Summer Reading Program and Book Club provide great incentives to curl up with some good books as temperatures heat up.

You can also take in the great outdoors in La Quinta with events held during the cooler hours of the day. Score some great rates at local golf courses by

participating in the La Quinta Summer Golf Tour. Plus, the popular Moonlight Movies series is back, showcasing family flicks on the big screen in some of La Quinta's most scenic park venues.

There are benefits to being year-round La Quinta residents. Many of our local businesses provide summer specials, which is a win-win: it helps them drive traffic during their off-season while offering customers a chance to be rewarded for supported them all year long.

I hope you all take advantage of the great things happening in La Quinta this summer!

POLICE DEPARTMENT

Vehicle Burglary: A Crime of Opportunity

Vehicle burglary is most often a crime of opportunity, and occurs when personal valuables are left unattended and in plain view where anyone walking by the car can see them. Car burglaries can be expensive, from the cost of repairs to replacing your belongings. You can minimize the likelihood you'll fall prey to a costly car burglary by following these basic burglary prevention tips.

Hide Your Valuables – Smash-and-grab car burglars act on impulse. So keep your valuable belongings with you or out-of-sight in your trunk. Stow your belongings before you get there. Experienced thieves often stake out parking lots. Move valuable items to your trunk before you arrive at your destination.

Keep Your Car Visible – The last thing thieves want is a crowd of onlookers to witness their crime. Park your car in busy areas with pedestrian and vehicle traffic. Use well-lit parking areas if you're out after dusk.

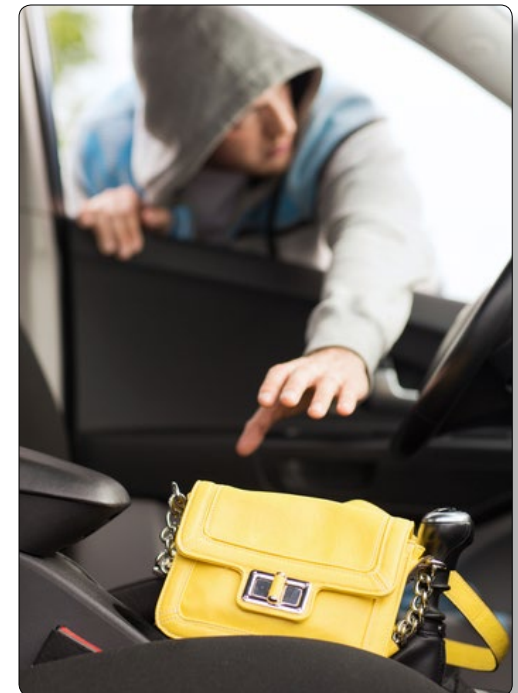
Make Burglaries Difficult – Smash-and-grab car burglars always look for the easy target. Every hurdle you can provide makes it more likely they'll move on.

- **Lock your doors and roll up your windows when you park**
- **Activate your security system**

Trust Your Instincts – If you see suspicious activity, find somewhere else to park and report your suspicions to the police. Report anyone that is seen trying door handles, looking in cars or loitering in the parking lot.

- **Call (760) 836-3215 (Option #5) to report suspicious activity.**
- **Call 911 if you witness a burglary in progress.**

By reporting suspicious activity to the police department, you can help prevent others from becoming a victim of a car burglary or another crime.



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

Children Drown Without A Sound

It only takes inches of water for a small child to drown. Taking extra safety steps at home and around pools, spas, and all bodies of water can prevent drowning incidents.



At pools, spas & other recreational waters:

- Teach children basic water safety skills.
- Learn how to swim & ensure your children know how to swim as well.
- Avoid entrapment by keeping children away from pool drains, pipes and other openings.
- Have a phone close by at all times when visiting a pool or spa.
- If a child is missing, look for them in the pool or spa first, including neighbors' pools or spas.

If you have a pool:

- Install a four foot fence around the perimeter of the pool and spa, including portable pools.
- Use self-closing/self-latching gates; ask neighbors to do the same if they have pools or spas.
- If your house serves as the fourth side of a fence around a pool, install and use a door or pool alarm.
- Maintain pool and spa covers in good working order.
- Ensure any pool or spa you use has compliant drain covers; ask if you do not know.

- Have life saving equipment such as life rings, floats or a reaching pole available and easily accessible.

At home:

- Always keep a young child within arm's reach in a bathtub. If you must leave, take the child with you.
- Don't leave a baby or young child in a bathtub under the care of another young child.
- Never leave a bucket or basin containing even a small amount of liquid unattended. Always empty and store buckets where young children cannot reach them.
- Consider placing locks on toilet seat covers in case a young child wanders into the bathroom.

Watch our drowning safety video at:

<https://youtu.be/13QDVNjkoU0>

Information provided by
www.poolsafety.gov

WWW.RVCFIRE.ORG



The Pool Is Opening!

Fritz Burns Pool will open Monday, June 13. The pool is located at Avenue 52 & Avenida Bermudas in La Quinta.

Sign up for swim lessons, pre-register for programs like water aerobics and lap swim, check the hours of recreational swim and book your birthday parties!

For more information visit: YMCAoftheDesert.org or call (760) 341-9622.



Proactive Code Compliance: What You Need to Know

Through community outreach meetings and an online survey, residents expressed a desire to see a more proactive approach to addressing code violations.

Therefore, the City of La Quinta's Code Compliance Division is doing a survey of all commercial properties in La Quinta in three different phases to identify and address all code violations observed.

The most common code violations in commercial centers are maintenance, outdoor storage and display, signage, graffiti, trash and debris, and R.V. parking. Other common violations to be addressed are, including but not limited to: hazardous trees, soil erosion, missing plants and trees, overgrown vegetation into the flow line of gutters, irrigation, electrical lighting and commercial vehicles.

The purpose of the City's collective efforts is to maintain property values, attract new visitors, and patrons, and to maximize community image. Please contact Anthony Moreno at (760) 777-7034 with any questions.

IT'S YOUR LIBRARY

Visit us and get your FREE Library card today! The La Quinta Library has over 75,000 total items in the collection that include fiction, non-fiction, DVD's, Audiobooks, CD's, and more for kids, teens, and adults. With your library card you can download E-Books, digital magazines, music, and enjoy many other Electronic Resources; it's free and accessible to library card holders. The La Quinta Public Library also offers free programs for the whole family!

Summer Reading Program

June 13 to July 31

Summer is here, so join us at the Library for fun activities and events for this year's Olympic-themed program "Read for the Win!" Children, teens, and adults can register online for the reading component to get rewards and earn free prizes. Each participant will need an individual email address to register for the online reading component. All programs are sponsored by Friends of the La Quinta Library. Prizes, events, and programs are subject to change. Call or visit the Library for more details.

Weekly Programs

"Teen Ramp"

Mondays at 3 p.m. (ages 13-17)

Fun games, crafts, movies and challenges! Starts Monday, June 13.

"Get Moving with Ms. Sarah"

Tuesdays at 11 a.m. (ages 2-8)

Enjoy storytime, crafts, music, games, and special guests! Starts Tuesday, June 14.

"Think Fast"

Wednesdays at 3 p.m. (ages 9-12)

Fun games, mazes, special guests, and treasure hunts! Starts Wednesday, June 15.

"Enjoy the Show!"

Thursdays at 3 p.m. (All ages)

Get ready for some entertaining shows; enjoy a

variety of new performers sponsored by Friends of the La Quinta Library! Prize Drawing will follow each performance:

"Flowbox" (Circus Style Entertainment)

Thursday, June 16 at 3 p.m.

Enjoy circus style entertainment like stilt and hoop dancing and much more.

"Animal Champions" (Pacific Animal Productions)

Thursday, June 23 at 3 p.m.

Discover the animal kingdoms heroes with this interactive animal show.

"Craig Newton's Halftime Show"

Thursday, June 30 at 3 p.m.

Exciting music, instruments, and more! Guitar, trombone, mandola, drum, etc.

(Please Note: There will be NO show on Thursday, July 7.)

"La Quinta Library Olympics!" (Library Staff)

Thursday, July 14 at 3 p.m.

Enjoy this interactive program with our very own library staff! Fun indoor obstacle course, games, craft, prizes & more.

"The Wacko Show"

Thursday, July 21 at 3 p.m.

Hilarious comedy and incredible magic! Join us for Wacko's fun family show.

"The Rope Warrior" (GRAND FINALE SHOW)

Thursday, July 28 at 3 p.m.

Enjoy our Grand Finale Show with David Fisher's high-energy jump roping performance. He is the Guinness World Record Holder and has made over 100 national television appearances. After the show, we will have the Grand Prize Drawing (must be present to win).



"Grown Up Game Time" (Adults 18+)

"Left, Center, Right" Game Day

Saturday, June 25 at 1:30 p.m.

Join us for some friendly competition to earn prizes!

"TV Game Show Day"

Saturday, July 16 at 1:30 p.m.

Bring your competitive spirit and play some fun games as seen on television. Chance to win prizes!

Regular Library Programs

ADULTS (18+)

"La Quinta Reads" Book Club, every 4th Monday at 11:30 a.m., call or sign up at the Adult Reference Desk.

One-on-One Electronic Device Appointments, by appointment on Wednesdays at 10:30 a.m. and 4 p.m. Must register at the Adult Reference Desk or call the Library to sign up.

"BYOB Book Club" (Bring Your Own Book), Select Saturdays at 10:30 a.m., call or sign up at the Adult Reference Desk.

TWEENS (ages 9-12)

Tween Book Club, every 2nd and 4th Tuesday at 4 p.m., call or sign up at the Children's Reference Desk.

TEENS (ages 13-17)

Teen Magna Club, every 1st Saturday at 4 p.m.

Teen Think – Art/Science/Tech Workshop, every 2nd Friday at 4 p.m.

Teen Book Club, Saturday, every 3rd Saturday at 4 p.m.

Teen Advisory Board Meeting, every 4th Friday at 4 p.m.

Please visit laqlibraryteens.blogspot.com for more information.

*** The Library will be CLOSED on Monday, July 4.**

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

EXPLORE YOUR MUSEUM



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

EXHIBITS

By Design 2016

Design concepts and themes affect many aspects of our everyday lives and often reflect change in our preferences over time. La Quinta Museum's By Design 2016 exhibit will showcase design influences in Fashion, Interior, Industrial, Architectural and Landscape Design from 1850 to the present. Now on exhibit is the Modernism Era – 1910 to 1945. This will be on view through June 25.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE EVENTS

La Quinta Museum Coloring Club for Adults Fridays, 1-3 p.m.

All summer long! Adult coloring every Friday afternoon. Coloring pages will be provided, and coloring books are available for purchase in the Museum Gift Shop.

Family Craft Day with S.C.R.A.P. Gallery Saturday, June 4, 11 a.m. to 12 noon

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

Brown Bag TED* Talk

Tuesday, June 14, 12 noon

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

*Technology, Entertainment, Design

STEM*/STEAM SUMMER CAMP**

STEM is Tuesdays 1-3 p.m., June 21-July 26

STEAM is Wednesdays 1-3 p.m., June 22-July 27

Camp is open to children grades 4-8. Summer camp is free, but space is limited, so registration is required. Call the Museum at (760) 777-7170 for more information. This year, STEM will partner with SMART Education and STEAM will partner with SCRAP Gallery.

*Science, Technology, Engineering, Math

**Science, Technology, Engineering, Art, Math

Trending Topics

Tuesday, June 28, 10-11 a.m.

Morning Meditation with KaZ Akers. Join your neighbors for a peaceful hour. De-stress and decompress.

Good Reads in the Gallery Book Club

Thursday, June 30, 5-6 p.m.

Pick up a copy of "One Summer" by Bill Bryson at the Museum and then join our discussion group. Refreshments will be served. (There are a limited number of free copies available; however, the title is also available for check-out at the La Quinta Public Library.)

Calling All La Quinta Artists for the 2016 La Quinta Artist Studio Tour

The La Quinta Museum invites artists living in La Quinta to let us know if you are interested in participating in the 5th annual Studio Tour to be held in early December 2016. Participants must be current residents of La Quinta. Call (760) 777-7170 or stop by the Museum for more information.



SILVERROCK RESORT

Back 9 Closing

Beginning June 1, the "Back 9" at SilverRock will be closed temporarily through October 2016 for work that will prepare for the future hotel that will be positioned on what is the current 18th hole. This work includes adding a Par 3 and modifying four holes, including the repositioning of three greens.

During this time, the "Front 9" will remain open, and players will have the option of playing 9 holes or 18 holes by playing the Front 9 twice.

Resident rates will be adjusted accordingly.

June 1 – 19

\$30 – 18 Holes (play Front 9 twice)

\$25 – 9 Holes

June 20 – September 11

\$25 – 18 Holes (play Front 9 twice)

\$20 – 9 Holes

Summer Food & Beverage Hours

Effective Monday, June 20, the Grill at SilverRock Resort will open at 6 a.m. and will close at 2 p.m. daily. Breakfast will be served all day and lunch will be offered from 10 a.m. to 2 p.m. daily. Hope to see you at SilverRock enjoying the vistas during the longer daylight hours!

It's Aerification Time

SilverRock Resort will be aerifying the golf course on June 20 & 21 and August 8 & 9. During these days, the golf course will be closed – including the driving range.

Aerification is a mechanical process that creates more air space in the soil and promotes deeper rooting, thus helping the turf stay healthy. For more information, please call (760) 771-1669.

*The SilverRock golf course is located at
79-179 Ahmanson Lane (off Avenue 52).*

For general questions, please call (760) 777-8884.



UPCOMING SPECIAL EVENTS

MOONLIGHT MOVIES

Enjoy some family time while watching a movie in the park!

This free event will be open to the public, so bring your friends and family as well as blankets, low back chairs and snacks.

The movie will start promptly at 8 p.m., so be sure to arrive early to get a spot on the grass!



**Friday, June 3
8 p.m.**
Civic Center Park
Monsters University (G)



**Friday, June 10
8 p.m.**
Civic Center Park
The Good Dinosaur (PG)



**Friday, June 24
8 p.m.**
Civic Center Park
Jurassic World (PG-13)



**Friday, July 15
8 p.m.**
Fritz Burns Pool
Star Wars: The Force Awakens (PG-13)



**Friday, July 29
8 p.m.**
Fritz Burns Pool
Monsters Inc. (G)



GOLF TOUR

Saturdays at 7:30 a.m. Shot Gun Start

The La Quinta Summer Golf Tour is returning for another season every Saturday starting June 4. The 13-week golf tour will allow participants to play at Coachella Valley's finest courses. The tour will make its way to courses such as La Quinta Resort, Indian Wells Golf Resort, Classic Club and Indian Wells Country Club, as well as many others. Players may choose to play in either single or team divisions as well as choose which courses to play at. Plaques will be awarded to the top finalists in both divisions at the Golf Tour Banquet on August 27.

This is open to the public, so you do not have to be a La Quinta resident to participate. Registration Fee: \$65. Guests are always welcome to join for \$15 plus green fees. Participants can register at: la-quinta.org starting now!

SPORTS

Open Gym (Boys & Girls Club)

7 p.m. – 9 p.m.

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Disc Golf

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

Saturday, June 11 – 6 p.m. La Quinta Park (Cost: \$10)



COMMUNITY SERVICES CLASSES & PROGRAMS: JUNE & JULY

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

LA QUINTA BOYS AND GIRLS CLUB COMMUNITY ROOM

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

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 6:30 p.m. – 7:15 p.m. TH
Tai Chi Chuan (18 years and up) 7:15 p.m. – 8 p.m. M/W

WELLNESS CENTER

(Creative Wellness)

Ballroom Dance (Beginning) 7 p.m. – 8 p.m. T
Ballroom Dance Intermediate 6 p.m. – 7 p.m. T
Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F June 24
Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F July 22
Beginning Guitar 6 p.m. – 7 p.m. T
Second Level Guitar 7 p.m. – 8 p.m. T
Floral Perfect (Floral Design) 1 p.m. – 4 p.m. TH June 21
Floral Perfect (Floral Design) 1 p.m. – 4 p.m. TH July 12
La Quinta Glee (5 - 14 years) 6 p.m. – 7 p.m. TH

(Intellectual Wellness)

AARP Safe Driver 8:30 a.m. – 4:30 p.m. W July 26
Here & Now Discussion Group 7:15 p.m. – 8:15 p.m. W June
QuickBooks 5:30 p.m. – 8:30 p.m. T/TH June

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W June 8
Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W June 15

(Physical Wellness)

Chair Massage CMT (Clare Dune) 10:15 a.m. – 12:15 p.m. W
Dance, Play, Pretend (2.5 – 5 years) 4 p.m. – 4:45 p.m. M
Mat Pilates 8:15 a.m. – 8:45 a.m. M/W/F
Morning Workout 9 a.m. – 10 a.m. M/W/F
PIYO (Pilates & Yoga Fusion) 2:15 p.m. – 3 p.m. T/TH
Reiki (Healing Art/Meditation) 10 a.m. – 11:30 a.m. TH
Sunset Yoga (15 years & up) 6 p.m. – 6:45 p.m. M/W
Taekwondo (4 years & up) 5 p.m. – 8 p.m. M/W
Tai Chi Strength & Balance 1 11:15 a.m. – 12 p.m. T/TH June
Tai Chi Strength & Balance 2 12:15 p.m. – 1 p.m. T/TH June
Tai Chi Chuan AM 10:15 a.m. – 11 a.m. T/TH
Zumba (Morning) 8:45 a.m. – 9:45 a.m. T/TH

(Social Wellness)

Ukulele Concert 1:30 p.m. – 3:30 p.m. F June 24
Ukulele Concert 1:30 p.m. – 3:30 p.m. F July 29
Social Bridge 12 p.m. – 3:30 p.m. M
(Call Doris (760) 564-2878)
Mah Jongg 1 p.m. – 4 p.m. T
(Contact Center for more information)

WELLNESS CENTER EVENTS



June Luncheon – Thursday, June 9, 11:15 a.m.

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

(Registration begins May 12)

Online registration is available at la-quinta.org

July Luncheon – Thursday, July 14, 11:15 a.m.

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

(Registration begins June 9)

Online registration is available at la-quinta.org



RENTALS: Book Park Rentals Online!

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

Having an Event? We've got you covered!

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

Think You Can't Afford to Buy a Home? You May Be Wrong

By: *Patty Jenab,*
Diversified Capital Funding



So, what's really stopping you from buying that house? If your lifestyle, financial goals and plans for the future are all pointing you towards owning your own home, there is one thing that may stop you – affordability.

If that's the issue tripping up your dreams of ownership, read on. Here's the scoop on what you need to buy a home (and one surprising thing you *don't*).

Debt-to-Income Ratio: Today, lenders are primarily focused on one important borrower characteristic – that they have the ability to repay the mortgage without risk of default. Ability to repay means your debt-to-income ratio is acceptable, usually 30-43% of your gross monthly (not take-home) income. Translation: your housing payment, combined with other monthly minimum payments, doesn't exceed this percentage. To determine your debt-to-income ratio, it's important to speak with a mortgage professional.

Credit: No, you don't need a FICO of 800 – a broad range of scores can qualify you for a mortgage.

Down Payment: The one surprising thing you *don't* need to buy a home is a down payment. One of the biggest challenges a would-be home buyer faces is saving up for a large (20% or more) down payment. There are numerous loan programs specifically designed to get you in that home for as little as 3%, or less.

Can you afford NOT to buy a home?

Here are a few of the financial benefits afforded to people who own vs. rent.

Equity: The value of your home, minus what you owe. Every monthly payment towards your mortgage increases your equity, in addition to local market activity helping you build equity as property values increase.

Tax Benefits: As a homeowner, you may be able to deduct your mortgage interest from your tax obligations. This can be a significant amount each month in tax savings.

Buying May Be Cheaper than Renting: One of the biggest benefits to buying is the amount of money you may be able to save compared to renting. In many housing markets, rents are increasing as much as 8% (or more) each year. The best way to determine your own benefit in buying vs. renting is to sit down with an experienced mortgage loan advisor.

If the only thing stopping you from taking this step is the fear that you might not be able to afford a home, think again. You may be closer than you ever imagined.



Patty Jenab is a 26-year veteran of the mortgage industry, starting with Diversified Capital Funding in 1990. Their office is located at 51-555 Desert Club Drive #200 in La Quinta. Call her at (760) 300-4145 or reach her via email at pjenab@divcap.net.

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What to Know Before Renting Your House to Desert Trip Visitors

By: Doug Motz, Douglas Motz Insurance Agency

By now, most residents of the Coachella Valley have heard the buzz about *Desert Trip*, the three-day music festival set for two weekends in October at the polo grounds in Indio.

Many homeowners in the desert will be wanting to rent their houses or condos for this concert of a lifetime. Something they usually don't think about is that their homeowners' insurance most likely will not cover them if a problem arises when they rent their home short term.

They assume their homeowner's insurance policy will cover their property in case of a fire, theft, damage or a liability claim. Homeowners insurance covers owner-occupied structures, your personal property such as furniture, TV's, clothes, personal liability for lawsuits and medical bills resulting from injuries sustained on your property.

If you decide to rent your house or condo for the weekend or week, you will need to purchase a Short Term Vacation Rental Policy. Keep in mind this is not the same thing as a "landlord policy" which is for a long-term lease.

Renting the home you live in for a weekend or a week has different insurance requirements than if you were to have a long-term rental. When you rent your home long term, the risk is not as high as if you are renting it short term.

Most homes, when rented long term, have minimal appliances and furniture. When you rent the home you are living in it will most likely have all of your furniture and personal possessions in it. Your primary homeowners' insurance policy will not offer protection if you decide to rent out the home you live in.



Be sure you check with your insurance agent before you rent out your home.

Doug Motz of Douglas Motz Insurance Agency can be reached at (760) 200-0270 or go to DougMotz.com for any questions regarding renting your house/condo. License # 0F00702

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Sizzling Interior Design Trends

By: *Ev Levin Gerisch, Elg Design*

Showrooms, HGTV and the Internet alike are abuzz with recent developments in interior design. Here are some highlights of what's hot for 2016:

Color — Beige and bright colors make way for black & white, minimalist furnishing and decor. Black & white is up 40% on the website Pinterest in just one year. Gray is the new black — a welcome change from desert beiges and tans for interior and exterior walls, furniture and accessories.



Faux Crocodile

Also known as “shagreen,” faux crocodile ranges from a matte, scaled look to glossy vinyl, and in ‘you-name-it’ colors is appearing on the face of buffets, storage trunks and even headboards.

Quartz — Composite countertop slabs from companies including CaesarStone, Cambria and Cosentino are surpassing the use of natural quarried stone (marble, limestone, quartzite etc.), and are available in larger sizes (so fewer seams) and fabulous new patterns reflecting today's trending colors and textures. Also look for gorgeous Dekton bars and countertops that can withstand the outdoor desert heat.

Wallpaper — Not your mother's stripes and floral prints, but a dizzying array of colors, textures, patterns and finishes. A little goes a long way — consider papering just an alcove or a single wall in a room.

Flooring — Say ‘hello’ to gray, whether porcelain tile planks, hardwood or bamboo.

Metals — All-matching metal accessories are making way for combining metals in decorating — gold, silver, bronze and copper offer an inviting contrast when paired with another new trend — matte finishes. Think chalk-finish paint, matte glazes and oxidized metals.

Benches & Stools — Seating areas trends include covered with faux long fur and short hair animal skins, and with chrome, painted or iron frames. A tray placed on top can do triple-duty as a bench, footrest or coffee table.

Corner Island Sinks — Moving the position from the traditional middle of the counter allows two people standing in front of either side to share it as a prep sink.

Farmhouse Kitchens — Elements include large apron sinks, open shelving, wood or black & white checkerboard flooring, old-fashioned stoves, free-standing cabinetry, brick fireplaces and large block tables. Add a dash of period pottery, pitchers and lighting.

Artificial Turf — New options look like the real deal, save water and don't require maintenance.



A native of L.A., Elg Design owner Evanne (“Ev”) Levin Gerisch, brings her SoCal sensibilities, creativity and professionalism as a former entertainment attorney to the design profession to

create a living environment that reflects her clients' uniqueness. Elg Design is located at 79-850 Rancho La Quinta Drive in La Quinta. For information, call (310) 383-5006 or go to Houzz.Pro.ElgDesign.Elg-ElgDesign or Angieslist.com/ElgDesign.

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Graduate Inspirations

By: *Madeline Davis, La Quinta High School Valedictorian*

When we began high school in 2012, we understood that 1 plus 1 was 2. Theory of knowledge junior year, however, taught us that 1 plus 1 could still be 1. When we took Mr. Wallace's class, we realized we may have made a miscalculated move, and statistics showed there was a great probability that calculus students would make fun of you.



But despite all these math puns, the majority of us are the product of the accumulation of 12 years of public education. Most of us will diverge going our separate ways as we pursue new things – whether that's at a community college, a university, or our parents' couch – but that does not mean we cannot be a unified answer as the young generation who will inherit the communities that we will integrate into. High school has served as our transition: the experiences, the 'phases,' the extracurriculars, the successes, and the failures.

We have all been shaped by our failures, the setbacks we have taken, and the sentiments of regret – but they have made all the difference in who we have become. These learning moments have given us the foundation to become the future, and we are essential members. We've waited 12 years for this moment, and now we're ready for this new chapter.

We are the solution.

As we leave La Quinta High School, we will be submerged into new realizations and the world around us. We take what we have been built on, as the product of our relationships, our education, and our own personal discoveries. We are well-equipped – looking for the journey rather than the conclusion. Be the solution where you see an error, and you will accomplish this. After all, the way you get to the answer is more valuable than attaining the solution you intended.

Madeline Davis will be attending UCLA as a Molecular, Cell, and Developmental Biology major with the hope of becoming a pediatrician. She is involved with National Charity League, has volunteered with Desert Regional Medical Center and the Coachella Valley Volunteers in Medicine, and plays the harp. La Quinta High School is part of Desert Sands Unified School District. To stay informed on the happenings at District schools, sign up for your free subscription to its weekly newsletter, The Beacon, at DSUSD.us.

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College Costs: Prepare & Plan Now

*By: Dennis Stewart,
Educational Funding Solutions*

The question I've been asked the most during my 14 years as a college financial consultant is: "When do I start planning for college?" The answer to that question is: "When you think of starting your family!" I've often said to parents that the earlier you start planning for college, the less financially painful it is when the time arrives.

Unfortunately, most parents wait until their students are in their high school years to start thinking about how they

will pay for college. When that time comes and they experience "sticker shock" when finding out the price tag of college, the realization hits that maybe they should have started planning earlier.

The cost of college attendance has risen by approximately 7% over the last ten years. The cost of a California State University school is approximately \$24,000/year; the cost of a University of California school is approximately \$35,000/year and most private colleges can run anywhere between \$40,000-\$69,000/year! Currently, it takes the average student between 4 ½ - 5 years to graduate college due to budget cuts and increases in the number of students attending college.

Unless a family starts planning early and effectively, this can be a daunting experience. Unfortunately, some families that I've met over the years have started their plan early, but due to stock market downturns in 2001-2002 and again in 2007-2008, many have lost approximately 40% of their college funds in both downturns. Their money was placed into unsafe financial vehicles, which as a result, did not create near the amount of money needed for their student's college education.

Well thought-out college financial plans must also take into consideration the parent's retirement goals. Most people do not think of retirement when they start any type of college plan. That is a huge financial mistake! A parent needs to look at when their last student will graduate from college and when their target retirement date is: the difference in the time is the timeframe a parent would have to build up their retirement. How do you prepare for this? Will you have the money to retire or will it be depleted as a result of the money spent to pay for college?

There are solutions to the college financial challenge that will enable the parent to accomplish both college funding and retirement.



Dennis Stewart is with Educational Funding Solutions. For the past 14 years, Educational Funding Solutions has been helping families to affordably send their students to college without sacrificing their retirement. For more information, call (818) 597-1532, email dennis@educationalfundingsolutions.com or go to EducationalFundingSolutions.com.



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What To Do With All These Sinus Infections

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

Maybe it was all the dancing at Coachella and Stagecoach. Maybe it was all the wind this spring. Whatever the cause, there have been a lot of nasal and sinus infections this season. What causes these pesky infections and how can we help rid ourselves of them?



Bacterial infection only occurs in 0.5 to 2.0 percent of episodes of acute rhinosinusitis (rhino = nose, sinus = sinuses, itis = inflammation). Even more rare are fungal infections. The vast majority of cases of acute rhinosinusitis are due to viral infection.

Acute viral rhinosinusitis begins when our eyes or nasal passageways come in direct contact with a virus. Once the virus begins to replicate and spread, inflammation, increased nasal secretions, and often a cough result in addition to any of the more common symptoms including sore throat, nonproductive cough, muscle pain, and headache. Most cases resolve in 7-10 days, and rarely last more than four weeks. Typically, the virus is shed for 5-10 days, making someone "contagious" for that period of time.

Knowing it's most commonly a viral infection, what can we do about it?

Rest is paramount with any viral infection, and is my first recommendation. Adequate sleep and stress reduction are vitally important to the proper functioning of our immune system and nothing I can recommend will have a more positive impact on your speedy recovery.

Building a fever can be surprisingly helpful. One of our greatest natural weapons against foreign invaders is mounting a fever. When our body temperature increases, it changes our environment to one that is not hospitable for our viral invaders. As a

result, they die. Fever that doesn't exceed 104 degrees is an important part of our immune response. Just be sure to drink plenty of water to maintain proper hydration.

Nutrition shouldn't be overlooked either. While it's best to avoid sugars

and simple carbs, fasting can be a helpful approach by slowing down the machinery in our body those viruses are hijacking.

Nasal lavage – which entails flushing out the nasal cavity – can be a helpful way of getting extra mucus out and it's gentle on your nose, which may be sore from all that nose blowing.

So the next time you're struck with a viral infection, consider supporting your body's own innate ability to heal instead of reaching for fever suppressors and antibiotics – which would not be helpful for a virus anyway.



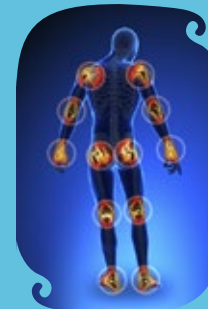
Dr. Brian Myers is a naturopathic primary care doctor with a focus on pediatric and family health at Live Well Clinic in La Quinta. For more information regarding how

you can protect yourself from the flu, go to LiveWellClinic.org or call (760) 771-5970.

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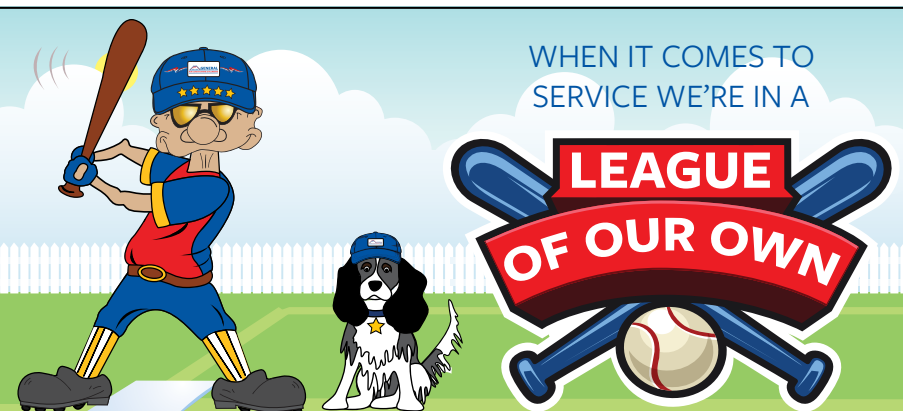
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Are Your Emotions Controlling You?

By: **Stephanie Harrison,**
Dig Even Deeper

What are emotions? When do they arise? Are they feelings? Thoughts? Are they weighing you down?

Emotions are a full system response, and they include bodily sensations linked to your thought process. They often get a strong hold in your life because you have developed habits over time, and they have become a part of your daily routine.

“Emotion” means to move out, make someone nervous, excite or prompt him or her to act out. When emotions get stirred up they bring about action. The more emotional traumatic events that happened in your past – the more dramatically you may respond when something prompts you to action. Thoughts, interpretations, judgments, and beliefs have the power to influence emotions. If you believe you are not important, then you will have emotions rise in almost every setting where people are involved.

Have you noticed that when you get upset you find physical or mental urges are experienced? There are no emotions without thought, and

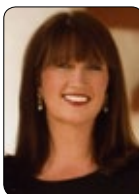
no thought without emotions. God actually made your emotions, but He doesn't want them to control you. Emotions let you know that something is wrong and you should take action. More resilient people can “roll with the punches” and adapt to adversity without lasting difficulties, while less resilient people have a harder time.

You may not see yourself as a resilient person. You may perceive yourself as the one who allows your emotions to lead you to an inappropriate action. For instance, your anger organizes you mentally to become aggressive, and that in return makes you hate yourself or may cause you to walk around with a sign that reads, “Reject me.”

Emotions give you important information about what is going on in a given situation. Emotions can be a warning sign to tell you when behavior needs to change.

What type of information are your emotions describing to you? Are your emotions healthy or depleting? How do they look under pressure? Emotions can help you move from where you are to where you need to be if you handle them appropriately.

Dig deep. Take time to write down every emotion that is directing your path at the moment. Then ask God to show you how to turn your negative emotions into action for change and use your positive emotions to make you strong.



For more information, view *Stephanie Harrison's* blog at **DigEvenDeeper.com** or go to **StephanieHarrison.org**.

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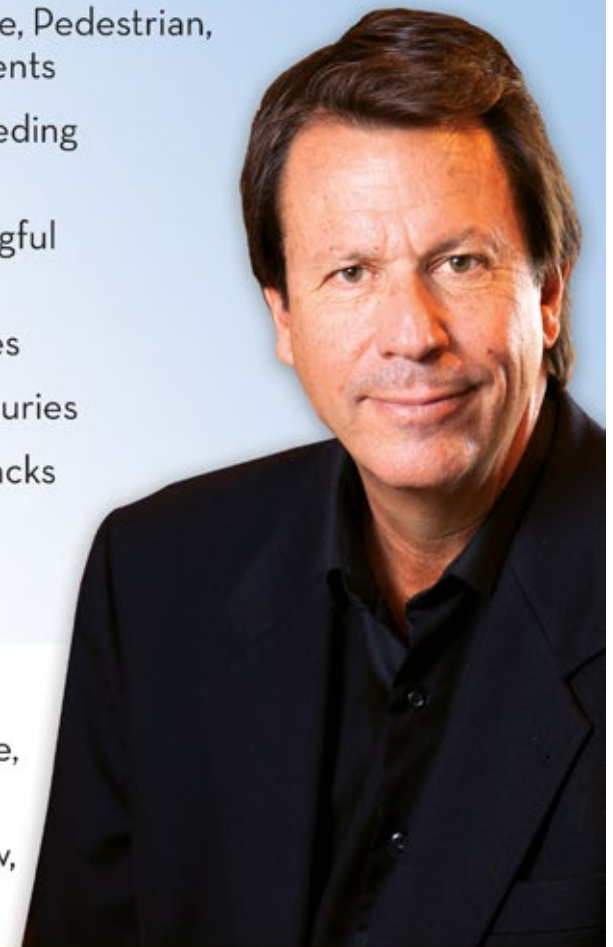
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Getting Kids Off the Couch This Summer

By: Patrick Cavanaugh, Laser Oasis

Summer is here and school is ending. In most parts of the country, summer means kids tend to spend more time outside being active. The same isn't true as temperatures rise in the desert.



Without the responsibilities and set schedule of school, ample opportunity

exists to just hang out. These days, especially in the desert heat, that typically means sitting on the couch at home, playing video games and watching TV.

Remaining sedentary in this fashion is a short term recipe for weight gain, not to mention obesity and diabetes in the long term.

Here are four summer solutions to get your kids off the couch:

1. **Stick to a schedule** — School teaches children to stick to a schedule, which is an invaluable lesson that will last into adulthood. It also occupies the majority of their time with positive pursuits. Keep that attitude going during the summer by laying out a schedule for your kids that keeps them focused and maintains consistent rules limiting TV or screen time. Too many parents give their kids a three-month break from normal routines over summer, leading to negative consequences.
2. **Get out of the house** — There's no better way to get kids off the couch than by getting them out of the house! Sit down with your children and brainstorm summer activities that will keep them busy, not to mention physically active, throughout the summer. This also is a great time to brainstorm your entire family's summer vacation that is fun, active and away from the daily grind.
3. **Challenge them** — Kids love to be challenged, so give them a few challenges of the physical fitness variety this summer. It could be as simple as trying to beat their high score at basketball every week or setting up an obstacle course in your neighborhood. Keep your kids active by giving them a reason to be.
4. **Get some help** — Health takes a hit when people don't have enough to do. Having too much free time brings on boredom, which can lead to mindless hours of video games and snacking. This summer, call in reinforcements to keep your kids occupied. Exchange play days with other parents or organize weekly activities or day trips with your kids' friends. You also can arrange for your children to attend community craft or activity classes. It's all about keeping them engaged, enthusiastic, and above all, off the couch.



Patrick Cavanaugh is the general manager of Laser Oasis, Coachella Valley's premier destination for family fun located at 46-805 Dune Palms Road in La Quinta. Officially opening its

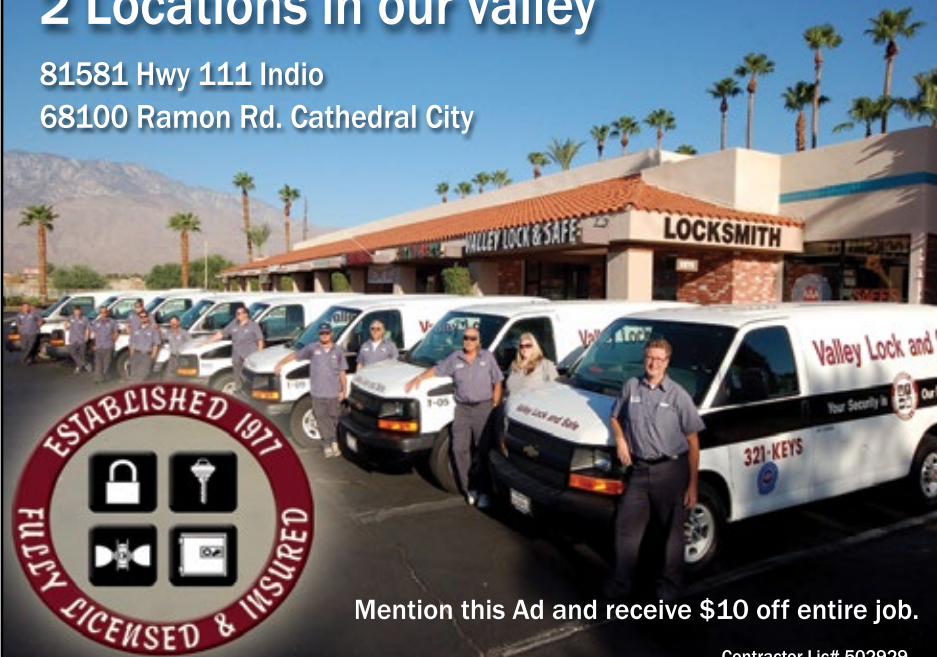
doors on Friday, July 22, you can book your party or event now by calling (760) 777-4321 or by following Laser Oasis on Facebook, Twitter and Instagram. Photo credit: Ed Lee

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Desert Summer Heat Escapes

By: Sue Marie Leidner, Dream Vacations

Although we all love the temperate climate of our beautiful Coachella Valley, when the summer heat arrives, most of us want to escape. There are a lot of ideas for summer getaways – some short, such as a 3- or 4-day cruise; some longer, such as a 7- to 15-day cruise; or a week or two, or even a month, stay in Hawaii, the Caribbean or Europe.

For families with children, the summer offers the perfect time to book a family vacation. Most cruise ships offer outstanding entertainment and learning experiences for children of all ages, allowing parents the freedom to experience a relaxing time on their own without having to be concerned about their children's entertainment or safety. A guided tour of the United States National Parks is an experience that most parents can offer their children as a fun and educational family vacation. There are lots of tours that can be customized to fit personal desires – each with a professional tour guide included.

An abundance of summer vacation packages can accommodate the desires of the most relaxed to the most active of travelers. If one desires a tour of the continental United States, a Trans-America adventure can be booked – which includes sightseeing, hotels, most meals and transportation/transfers.

HAWAII is always a popular destination most any time of the year. Norwegian Cruise Lines visits four islands in seven days with overnight stays in Maui and Kaua'i. The Caribbean is a “no-brainer” and with most cruise ships visiting the



North, South, East and West, the destinations and lengths of stay are endless.

ALASKA has a variety of sea/land packages through September that will delight nature lovers. If cruising is not your “cup of tea,” there are numerous hotel and condo choices to fit most budgets.

All-inclusive resorts such as Sandals/Beaches or Club Med are excellent summer escapes for couples as well as families.

EUROPE is most beautifully experienced by a river cruise such as the ones AMA Waterways offers along the Danube, the Seine, the Rhine or other rivers. Aficionados of wine, architecture, history and culinary specialties can lavish on a small ship with like-minded people.



Sue Marie Leidner is with Dream Vacations in Old Town La Quinta at 78-075 Main Street, Suite 201. Visit them online at TheVacationAuthority.com, where you can enter your email to receive special promotions like free upgrades, onboard credits, drink packages and a host of other exciting offers.



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Is Your Car Ready for Summer Road Trips?

By: *Randy Foulds, Foulds & Feldman Insurance*

My cars are usually at least 10 years old, or much more, and preparing your car for a road trip can make the difference between a memorable family getaway and a calamity. Here is my road trip prep list:

1. Get a good **wash**. A fresh coat of wax will help the eventual bugs and road grime wash off easier when the road trip is done.

2. Be sure **wiper blades** are soft and have no cracks.



3. **Tires** should be, at a minimum, no more than five years old, have a quarter of their original tread left and be properly inflated. Have them rebalanced and if you have uneven tread wear, then re-alignment should be done as well. Check that the spare is good and up to pressure, and that the emergency jack is in place and operating correctly.

4. Check **rotors** and **pads** for excessive brake wear and worn brake lines. Brake fluid should be fresh and topped off.

6. Be sure there are no leaks in your **cooling system**, and that hoses have no wear.

7. In most cars the **fan belt** also drives the alternator, the a/c compressor, the water pump and power steering pump. This belt is crucial. Be sure it has no cracks or tears and is adjusted correctly.

8. All **fluids** should be fresh and topped off – including oil, transmission fluid, power steering fluid, brake fluid and radiator coolant. Check them all.

9. Have your **air conditioning** recharged and inspected before you leave.

Once you've checked the car's equipment, it's time to pack your car kits. I have two car kits in the trunk ready for any road trip. One kit includes first aid, bottled water and granola bars – enough to hold us over for 2 days. The other kit is an extra drive belt, headlight bulbs, fuses, jumper cables, a wrench that fits the lug nuts, strong flashlight, can of motor oil, duct tape and bungee cords.

If going off-road, I bring a tow strap, a small folding shovel, and a portable jump starter. It's a second car battery, rechargeable, that can jump start your car. Prepare your car correctly and enjoy the ride!



Randy Foulds is a volunteer for the La Quinta Hot Rod and Custom Car Show, and member of many car clubs throughout the U.S. He can be reached at Foulds & Feldman Insurance, (760) 777-9400.

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The Evolution of the Engagement Ring

By: Lauren Boucher, Boucher Fine Jewelers

The engagement ring certainly has been getting its share of disrespect lately. I was more than surprised to read in a poll of readers of a very popular wedding magazine as to whether

skipping the engagement ring is a “do” or a “don’t” – and 7% of the respondents said that skipping the engagement ring is a “do.”

This is disheartening news for trend watchers like me. Is there any moment in life as romantic as a proposal with the presentation of an engagement ring? Are there many moments in life as fun and full of joy and exuberance for a young woman as being able to extend one’s left hand to family or friends – heck, even virtual strangers? Does it reflect a reluctance to put money into a diamond when there are so many other expenses in contemplation of marriage? Are young women today more practical, less romantic?

There is certainly a shift in the market these days as the millennials opt for a vacation over nice jewelry, or asking for cash instead of dinnerware for a wedding gift. There is good news, too, as I have been seeing young men have engagement rings made with gold or platinum collected from family members and stones they have inherited from their parents. This has made the process of getting engaged a little less stressful.



I have remade numerous rings lately that were traditional and trendy years ago, but outdated by today’s collections. Our tastes change and something once adored is now blasé. It is just as valid to melt the existing gold and remake a piece as it is to keep the ring intact – all the pieces are there, just re-assembled to be newer and prettier.

To keep an eye on expenses, there are many options for couples today. See if your parents have socked something away for your pending nuptials, or look for opportunities through a local jeweler.

Nothing is more romantic than getting your family, friends and your personal jeweler in on the big moment! Let’s bring a little more romance into our lives, and pass along something that will be treasured by the next generation.



Lauren Boucher is the owner of Boucher Fine Jewelers, located at 46-600 Washington Street, Suite #2 in La Quinta. Lauren can be reached at (760) 777-8100.

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For a complete calendar of events, visit LQChamber.com and follow our

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The Chamber Connection

News, Spotlights, Information & Events June 2016

78-495 Calle Tampico, La Quinta, 92253 (760) 564-3199 LQCchamber.com

Business Development & Connections Calendar

SAVE THE DATES!



FLASH MOB LUNCH

Thursday, June 9, 11:30 a.m. – 1 p.m.
Tommy Bahama Restaurant
73-595 El Paseo, Palm Desert

RIBBON CUTTING

Friday, June 10, 4 p.m.
La Quinta Residence Elderly Care
53270 Eisenhower Dr., La Quinta

SPEAKER SERIES LUNCHEON

Thursday, June 16, 1:30 a.m. – 1:30 p.m.
Ernie's at PGA West, 56-150 PGA Blvd, La Quinta
\$30 Members/\$40 after 6/13
\$40 Guests/\$50 after 6/13
Speaker: Tom Kirk, CVAG, with a CVLINK Update
Sponsor: Horizon Solar

SPECIAL EVENT

**Greater Coachella Valley Chamber of Commerce
Awards & Installation Dinner**
Thursday, June 23, 5:30 p.m.
Fantasy Springs Resort Casino
84-245 Indio Springs Drive, Indio
\$59 per person, \$450 Table of 8, \$550 Sponsor Table of 8

EDUCATIONAL SERIES WORKSHOP

"Growing Your Brand Podcasting"
Tuesday, June 28, 8 a.m. – 9:30 a.m.
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To make your reservations or to set up sponsorships, contact the chamber at LQCchamber.com, call (760) 564-3199 or email contactus@lqchamber.com

For a complete calendar of events, visit LQCchamber.com and follow our

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

How Do You Network?

By: Rebecca Rizzo, La Quinta Chamber of Commerce

Many people ask me about networking. My understanding of networking is the ability to move through crowds of people and be able to connect. When you begin to build a connection, it can continue to grow. Networking is when you learn about people and their needs and connect them to others for mutually beneficial relationships.

Networking through crowds of people can often feel overwhelming. My tip is to stop long enough and listen. First, walk through the room or event and look into the crowd and see if there is someone that pulls you to them – maybe someone you feel interested in when you get a sense of their inner energy.

Once you have spotted at least one of these people, smile and approach them. Chances are that they have already felt your presence, as well. Remember that at events many people feel uncomfortable just like you. Don't let your thoughts be centered on how they might be able to help you make money – focus on the connection and what that could bring for you both.

Once you reach them, introduce yourself. Ask about the things they enjoy – maybe even the reason they had for attending the event. Be honest and be open. You may not understand at that time why you were drawn to them, but as you speak with them, be aware if you are listening to respond thoughtfully.

As you communicate, you will feel if the connection is going anywhere and will flourish with your attention. Get their contact information and express an interest to meet again in a quieter area later on in the week. Once you have exchanged your information, make a mental note to FOLLOW UP! This is the number one action people do not do. Remember, you are building something that may be beneficial in many ways.

Just keep moving and mingling. Touch and connect with many people throughout the event. Avoid latching onto one person. Just because you have made one connection does not mean you have accomplished your mission. Continue to work the room and watch what happens.

Be a connector. It may not happen every time, but when you are using your good listening skills, you have a greater chance of developing new business relationships – and friends – by creating long-lasting contacts.



Rebecca Rizzo is Membership Manager/Social Media Director with the La Quinta Chamber of Commerce. She can be reached at (760) 464-9636 or via email at rebecca@lqchamber.com.

NEW MEMBER SPOTLIGHT

Alan's Award Winning Photography & Video

Put the wow factor for your next event! Have your guests take home the memories with 4 x 6 photos including text and graphics – printed seconds after being taken. You can project photos or video displays live on a projector screen as photographer, Alan Gough, walks the room with a wireless camera. Alan's wireless is like "photo booths" on steroids.



Are you looking to sell your home and need drone video of real estate property? Alan is an award-winning photographer/videographer with over 25 years of experience. Drone video adds a new, eye-catching perspective to live events.

Special offers are always available. Receive a free hour of photography or video when you refer someone who books an event.

If you have questions or wish to book an event, call Alan or Paulette at (760) 898-5110 or email alangough88@gmail.com. For more information, go to PalmSpringsPhotographers.net.

NEW MEMBER SPOTLIGHT

Business Network International – La Quinta

Business Network International (BNI) and its 7,000+ chapters have been around internationally for over 30 years, and as such, it has become the biggest business networking organization in the world. A La Quinta chapter was started just a little more than a year ago.



Through the successful growth steps learned over the years, BNI chapters grow almost organically but that's not to say there isn't effort involved in growth. Every member represents a unique business and that member will never see their "competitor" in the same chapter.

Being a young chapter, BNI in La Quinta has about 20 members with a collective goal to grow to 40. These members can collect quality referrals, and since most people have 200-300+ people in their circle, that's a market of over 8,000 prospective new referrals and new contacts.

For more information about the La Quinta chapter of BNI, and to determine if there's a vacancy for your type of business, call Growth Coordinator, Steve Wilson, at (760) 636-1090. The La Quinta chapter meets every Tuesday morning at 7:15 a.m. at Mimi's Café on Highway 111 between Jefferson and Dune Palms in La Quinta.

NEW MEMBER SPOTLIGHT

Desert Best Friend's Closet

Desert Best Friend's Closet (DBFC) is a nonprofit in Palm Desert that educates and empowers clients for employment success. The Interview Attire program helps clients make a positive first impression by providing clothing so clients look polished and professional at interviews.



Volunteers "stylists" provide one-on-one assistance. Clients may also desire to improve their job search skills and receive help with resumes and interview techniques. The Bridge to Employment program develops these job search readiness skills. DBFC initiated a veterans program, Warriors to Work, which permits any veteran residing in Riverside County to participate in their programs.

Each October, Desert Best Friend's Closet supports military families with its Military Ball Gown program, giving away ball gowns to the wives of and active duty marines from 29 Palms Military Base. DBFC formed a partnership with the Desert Recreation District, to operate a Prom Dress Giveaway program.

Clothing donations are accepted Monday through Friday 10 a.m. to 5 p.m. at their service site in Palm Desert—74-040 Highway 111, at Portola. Drop by for a tour, sign up to volunteer or shop in their thrift boutique where every item sells for just \$5—buy four items and the fifth one is free!

For more information, call Connie Golds, Founding Director, at (760) 776-9975 or email orcgold@bfcloset.org.

NEW MEMBER SPOTLIGHT

Gay Desert Guide



GayDesertGuide.com is the # 1 mobile and online LGBT guide to the Palm Springs oasis. The website was named the 2015 Business of the Year by the Desert Business Association (DBA). Founder and e-publisher, Brad Fuhr, has also created a digital marketing agency, Oasis Marketing Group, and has partnered with Burke-Rix Communications to promote the area as an LGBT wedding destination with **MarriedInPalmSprings.com**.

The website has received nearly half a million page views, and has been accessed by over 144,000 users since its inception less than three years ago. Gay Desert Guide has a large social media following on Facebook, Instagram and Twitter.

Brad used his many years in digital, radio and publishing to build a local brand that provides everything from a business directory to a happy hour finder in creating **GayDesertGuide.com** and **MarriedInPalmSprings.com**.

Gay Desert Guide is a curated guide for LGBT locals and visitors alike to discover, navigate and play in the Palm Springs oasis. Chamber members can post a free listing on the site.

For more information on Gay Desert Guide, call (760) 813-2020, visit GayDesertGuide.com, or use @GayDesertGuide on social media.

NEW MEMBER SPOTLIGHT

I Think An Idea

The experts at I Think An Idea (ITAI), have made the growing process for businesses throughout the Coachella Valley faster and more pleasant. ITAI's professionalism shows in all of the services they provide to establish and grow a company's brand.



Services include:

- Search Engine Optimization: Extensive keyword research to get you ranked for keywords and deliver results.
- Social Media Marketing & Management: Content writing and posting for your profiles.
- Online Reputation Management: How your business is perceived matters to your bottom line. ITAI can help improve your reputation, so consumers feel more positive about doing business with you.
- PPC Campaigns: Paid ads are the ideal supplement to any Internet marketing strategy. ITAI's experts use Google & Bing to get more traffic to your site.

ITAI is an Internet marketing agency that specializes in reputation management and overall growth of small businesses. Its experts have worked with various companies that have expanded quickly and even made it to the 500 Fortune list.

For a free website marketing evaluation, call I Think An Idea at (888) 240-0606 or email info@ithinkanidea.com.

NEW MEMBER SPOTLIGHT

Jeff Anderson

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



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

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

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

For more information, call (858) 794-9596 or visit JeffAndersonConsulting.com.

NEW MEMBER SPOTLIGHT

Kinetix Health and Performance Center

Known as the elite wellness and training facility for all your healthcare needs, Kinetix Health and Performance Center is a comfortable place where athletes are molded into champions, hard workers relax, members of the community learn to save lives and the determined make healthy lifestyle changes.



When temperatures soar outside, desert dwellers head inside to Kinetix – where Cryotherapy offers a state-of-the-art way to chill out. Benefits include metabolic boost, rapid recovery and pain management. You can also ramp up your summer conditioning at Palm Desert's premier health and performance center, where activities range from one-on-one personal training, golf and tennis conditioning, and nutrition coaching to group programs such as, adult boot camps and youth camps, classes and clinics.

K|Spa, located within Kinetix, is a full spa accessible to the community – who can enjoy an array of services including therapeutic, medical and sport massages as well as esthetic services that suit all physical conditions and skin types.

Kinetix boasts a knowledgeable staff that is always happy to customize your wellness experience while maintaining the highest ethical standards and confidentiality in a safe, clean and professional environment. Kinetix offers a truly unique experience.

Kinetix Health and Performance Center is located at 77-804 Wildcat Drive, Palm Desert (near I-10 freeway & Washington); (760) 200-1719; KinetixCenter.com.

NEW MEMBER SPOTLIGHT

Gordon Kelly

Gordon Kelly, and his wife Helen, have been permanent residents in La Quinta for ten years. In addition to managing their investments, two years ago, Gordon decided to contribute to the economy in the Coachella Valley by working with emerging and growth-oriented companies to develop an attainable business plan/financials that would prove the concept of their service and products, so that they execute their plans under his direction and attain working capital.



Prior to retirement, Gordon was CEO of international companies based in USA and Canada. The following reflects a few of his responsibilities, which he brings to the table in working with emerging and growing companies:

- Negotiated financial and credit arrangements with investors and banks in preparation for turnaround, growth and acquisition.
- Worked with firms experiencing marketing, financial and management challenges with revenues from startup to \$300,000,000.
- Played pivotal role in Leverage buy-out.
- Identified and established distribution for manufactured products from domestic and offshore companies.

As president of the British American Chamber of Commerce in Beverly Hills, he increased membership and developed relationships with other Chambers from European countries.

For more information, you can reach Gordon Kelly at (805) 844-5130.

NEW MEMBER SPOTLIGHT

Ponder Financial

Ponder Financial is not an asset management firm, but a strategy-based firm that teaches proven and time tested strategies, secrets and solutions of the rich and affluent by offering its clients private one-on-one coaching, consultation and financial education in the areas of estate preservation, tax secrets, strategies and solutions, asset protection, business planning, mortgage strategies, tax free retirement, charitable gifting, wealth and income creation and the 8 Laws of Banking.™



This is accomplished through a proprietary Personal Wealth Evaluation™ – which is a simple 3-step process:

1. Assessment (Information)
2. Consultation (Education)
3. Restructuring (Decision)

After 24 years, Ponder Financial has discovered that the majority of client's personal and financial goals do not match their current retirement accounts and investments because they started wrong. Most, if not all, of the professionals they trusted have no strategic plan in place to benefit the investor, which creates unresolved problems.

Receive a free 60-minute consultation with Dr. Ponder to evaluate your current situation and see if you qualify by calling (800) 313-2269 or emailing info@PonderFinancialFirm.com. Ponder Financial is located at 73-111 El Paseo Dr., Suite 203, in Palm Desert. For more information, go to PonderFinancialFirm.com.

NEW MEMBER SPOTLIGHT

Laser Oasis

Laser Oasis is on track to be the premier family entertainment center in the Coachella Valley. The only indoor venue of its kind in the region, Laser Oasis features fun for kids of all ages within a 17,000 square foot facility, including a 5,600 square foot multi-level laser tag arena, indoor ropes course, laser maze, and arcade.



The venue also is home to Cunningham's, a full-service restaurant with a bar serving beer and wine. With so many exciting things to do at Laser Oasis, it's the ideal venue for your next birthday, team part, or group event.

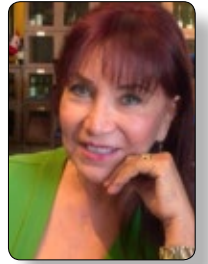
Laser Oasis will officially open its doors at 46-805 Dune Palms Road in La Quinta for fun on Friday, July 22. However, you can book your party or event now online or by calling (760) 777-4321.

Be the first to know about Laser Oasis special events and exclusive deals by signing up on their mailing list at LaserOasis.com or follow them on Facebook, Twitter and Instagram.

NEW MEMBER SPOTLIGHT

RR Class Act Entertainment

As a child, Ruth Ruiz was very timid and shy, unless of course, she was singing along with her favorite vocalists – Etta James, Sarah Vaughn, Ella Fitzgerald and Nancy Wilson. Some of her career dreams included dancer, artist and singer – but life had other plans.



Times were changing quite a bit for women, and jobs that were traditionally held only by men were finally open. Ruth became a deputy marshal and then worked as a district attorney investigator for L.A County. After 30+ years, she retired in the desert she loved.

As a young woman, Ruth would visit the jazz clubs in L.A., such as "Shelley's Man Hole" and "The Pasta House." To fulfill the need again for art, dance and music, Ruth went to all the "hot spots" in the desert. While doing this, she made some lasting friendships with some very talented musicians. These musicians found their way to Ruth's home after finishing their gigs, and would jam until the wee hours of the morning. Through this experience and association, RR Class Act Entertainment was created.

No longer timid and shy, Ruth Ruiz has emceed for several events, has had successful shows and continues to work alongside these fabulous and talented performers in dance, art, and - of course - music.

Based in the Coachella Valley, RR Class Act Entertainment provides the best talent for any music function: festivals, clubs, bars, weddings, restaurants, and private parties. For more information, call (760) 777-2328 or follow her on Facebook. On June 24, RR Class Act Entertainment is proud to have "TIERRA" perform at the Indio Performing Arts Center (IPAC), located at 45-175 Fargo Street in Indio. For tickets, call (760) 775-5200.

NEW MEMBER SPOTLIGHT

The Workthreat Group

The Workthreat Group, LLC (TWG) was established in 1988 by a group of former U.S. Secret Service Special Agents. They saw and understood the need to help companies develop the proper programs to prevent violence in the workplace. While developing these programs can seem like an unnecessary expense, TWG has years of experience profiling potential threats to the President and other dignitaries.



This has taught them that acts of violence are not spontaneous, thus preventable. Additionally, governmental regulatory agencies have handed down heavy fines to companies failing to properly protect their employees from acts of violence, and lawsuits have cost organizations millions. TWG is now sharing this expertise and training businesses, schools, healthcare and governmental organizations and other groups how they can recognize the precursory signs of potential violence.

Today, incidents like active shooters are on the rise. TWG works to educate and train organizations and individuals who want to eliminate the fear and doubt of preventing and dealing with violence in their environment to ensure safety in their workplace. Made up of former Secret Service, CIA, and State Department Agents along with clinical psychologists, TWG has a proven track record and understands the issues involved with preventing violence in any environment.

For more information, go to Workthreat.com, call (855) 951-1316 or email info@workthreat.com

RIBBON CUTTINGS



Ribbon Cutting for Coachella Valley Home Care
44-100 Monterey Ave Ste. 204, Palm Desert,
(760) 773-3233 on April 20.



Ribbon Cutting for Dream Vacations,
78-075 Main Street, Suite 201, Old Town
La Quinta, (760) 848-7200 on April 22.



Ribbon Cutting for Diversified Capital Funding,
51-555 Desert Club, Suite #200, La Quinta,
(760) 300-4145, on May 4.



Ribbon Cutting for Dr. Carreon Foundation,
serving the entire Coachella Valley,
(858) 344-4812 on May 6.



Ribbon Cutting for elg design, serving the
entire Coachella Valley, (760) 777-1907,
on May 13.



Ribbon Cutting for Desert Serenity Float,
73-712 Alessandro Dr. Ste B-1, Palm Desert,
(760) 404-0419, on May 17.



Ribbon Cutting MRC Smart Technology Solutions,
A Xerox Company, 44-751 Village Court, Suite 300,
Palm Desert (858) 573-6302, on May 18.



(Left)
Ribbon Cutting for BNI
Desert Cities Chapter,
(310) 628-8636 on May 13.

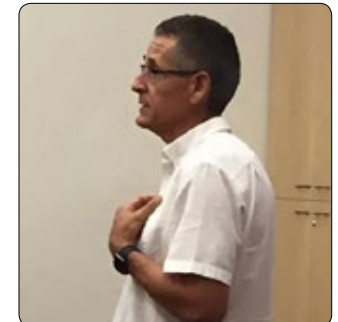
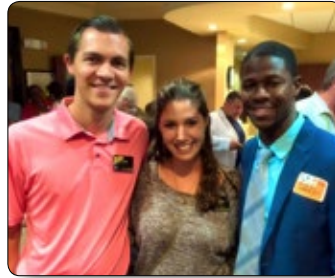
(Right)
Ribbon Cutting for My First
University, (323)807-2790,
myfirstuniversitypreschool.com,
on March 25.



MIXERS & EVENTS



Greater Coachella Valley Chamber Mixer, JFK/Desert Regional Center brought over 150 people to enjoy **Cello Bistro's** food and drink at a lovely location in La Quinta on April 27.



Educational Workshop on Facebook Advertising Opportunities for Small Business presented by Jeff Harrison of **SlingPointMedia** on April 26.



Annual "Slice of La Quinta"

The annual contest/mixer was hosted by: Hyundai of La Quinta on May 12.

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2016 "Slice of La Quinta" Winners

- Best Pepperoni - Costco Wholesale
- Best Vegetarian - Mario's Italian Cafe
- Best Thin Crust - Stuft Pizza Bar & Grill
- Best Deep Dish - Rosati's
- Best Crust - Tackroom Tavern's NEW Polo Pizza
- Most Unique - Ciro's Restaurant & Pizzeria
- Best White Pizza - Stuft Pizza Bar & Grill
- People's Choice - Tack Room Tavern's Polo Pizza
- Chairman's Choice - Tack Room Tavern's Polo Pizza
- Best Dessert - Nothing Bundt Cakes



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Marquee Academy of Performing Arts Now Offering East Valley Kindermusik™

Looking for fun and affordable activities for you and your children to liven up the long hot summer days ahead? Marquee Academy of Performing Arts is located in Palm Springs, but you can now enroll for Kindermusik™ classes in the East Valley beginning in June and July – offering irresistibly-engaging music-and-movement fun for you and your little ones, including piano, singing and ukulele for your older children.

Kindermusik™ family music and motion classes foster whole-child development, build school readiness, and introduce the joy and power of music into your home with wonderful at-home music and activities. Independent research study involving over 300 children found that three-year-olds enrolled in Kindermusik™ made literacy gains that were 32% higher than the non-enrolled control group. These classes will be offered at “All About Families” – located at 47159 Youngs Lane in Indio. For class details and schedules, call (760) 778-8000 and ask for Ms. Leslie or Ms. Diane.

Marquee Academy of Performing Arts is a 501(c)(3) non-profit dedicated to providing an encouraging environment where children of all ages can explore and develop their talents. Located at 441 S. Palm Canyon Dr. in Palm Springs, Marquee Academy offers year-round classes in piano, guitar, ukulele, drums, dance, theater arts – and much more.

For information about the 2016-17 Marquee Concert Series, and a full schedule of classes and workshops at both locations, please call (760) 778-8000.

Summer Sports Conditioning Camps: Building Strong Athletes

By: Michael K. Butler, Kinetix Health and Performance Center

Our nation has become a computer-driven, sit-on-the-couch type of society. Children are hooked on anything that contains sugar and caffeine. They frequent fast food places that contain empty calories. They stay up late watching TV or playing video games, so they are not getting the sleep that they need. We must educate and reinforce good nutrition and lifestyle habits.

A popular summer idea to get physically fit is having them attend sports conditioning camps. Whether they are an athlete or have never exercised before, this could kick-start their interest into a healthier lifestyle. Watching shy, low self-esteem kids blossom into fitness enthusiasts after exposing them to fun, energy-driven activities is priceless.



The new generation of young athletes are having a more difficult time doing simple motor skill patterns. Kids are not spending an adequate amount of time everyday exercising and are at an increased risk of health problems like heart disease and diabetes. This is where supervised conditioning camps can help. Here are helpful guidelines:

1. When looking for a conditioning camp, check out the location and time to insure that it will work for both of you – avoiding heat exhaustion and dehydration.
2. Know how experienced the trainers are and what credentials they hold. This is very important in ensuring that your young athlete is safe. A trainer that has a degree and holds national level credentials is highly advised.
3. Ideally, there should be a 1-15 trainer-to-athlete ratio to ensure safety and proper supervision.
4. Ask questions regarding the types of activities planned. To inspire kids these days it has to be fun and creative. Obstacle courses, running, skipping and strength training activities should all be included. Dynamic warm-ups and cool-downs should be covered to avoid musculoskeletal injuries.
5. They should offer information on nutrition and sleep, in addition to other relatable topics.

What really makes a camp successful is the impact the trainers have on the kids. The trainers should show passion and interact with the participants as often as possible. Camps leave a lasting positive or negative impact so choose wisely!



Michael K. Butler, B.A. P.T.A. CSCS*D RSCC*D NMT, is co-owner of Kinetix Health and Performance Center in Palm Desert. He holds a state license as a physical therapist assistant, and national certifications of distinction through the NSCA as a strength and conditioning coach. He can be reached at (760) 200-1719 or at michael@kinetixcenter.com and KinetixCenter.com.

Music Lessons in Later Life Can Protect Against Dementia

By: *Sally Kafaei, Sally Piano Music*

Some research has suggested keeping the brain active, such as playing an instrument in adulthood, can simulate the brain and reduce the risk of dementia. The research showed that extensive musical instrumental training – such as playing piano, guitar, violin or singing – even in amateur musicians, provided a cognitive benefit that can last throughout a person’s life.

Brenda Hanna-Pladdy, assistant professor of neurology at Emory University, found in her study that even if an individual did not continue playing music as they aged, they still performed better at tasks of object-naming and rapid mental processing and flexibility than those who didn’t play a musical instrument at all.

You can still teach music to an older person who has already shown signs of dementia and it’s harder for them to learn, but possible to modify the brain in the older person. The emotional response that people get from listening to or playing music and the brain chemicals that get released in the process are distinct from the structural changes in the brain that playing music over time may instigate, scientists said. Researchers determined the effect music has on dementia patients by leading half of the participants through selected songs while the other half listened to the music being played.

By pairing music with every day activities, patients can develop a rhythm that helps them to recall the memory of that activity, improving cognitive ability over time. Music can also bring emotional and physical closeness, and fosters dancing, leading to hugs, kisses and touching which reinforces security and memories.



Sally Kafaei is an accomplished musician and the founder of Sally Piano Music, a large independent music studio in San Diego, Orange County and the Coachella Valley. For more information, call 855-CA MUSIC (226-8742) or go to SallyPiano.com.

In-Home Massage for Reducing Stress

By: *Ellen Pirosh, Quality Massage Therapy & Skin Care*

Don’t we all hate that word – **STRESSED?** Some of us are stressed because season is winding down. Whatever your situation is, it’s a good time to regroup and pay attention to the way you cope with your stress and relieving it.

Imagine that your stress is a freeway. When the traffic starts slowing down and comes to a standstill, your circulation is diminished. When circulation is reduced, disease sets in. A skilled therapist can work to keep the traffic flowing.

In-home massage can be key to reducing stress. There’s nothing like lying on a comfortable table in your own home and having a skilled technician restore your physical and mental well-being. Then the therapist leaves and you are already at home to continue the relaxation process. Massage therapy is no longer just a luxury, but a necessity for stress. In order for it to be effective and to keep you healthy, a successful client relationship with your therapist is necessary.

For those of you who have had bodywork, you may have heard certain phrases from the therapist. “You should take better care of yourself.” “You should drink more water.” Such phrases can lead to shame or embarrassment and you may not want to return to that therapist, or go get any future bodywork at all. Your session should be stress free – that’s the only way to eliminate stress!

Ellen Pirosh is the team leader at Quality Massage Therapy & Skin Care. For more information, call (760) 408-5626 or go to QualityMassagetherapy.com.

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Save on Energy, Save on Taxes

By: Corry Hunter, OR CPAs

The heat of summer is here! As the temperatures rise, so will your utility bills. Federal tax credits are still available, but outside of solar, the credits may not be enough to make you want to run out and buy a new air conditioner.

Tax savings are great, but to accountants, "cash is king." In the desert, most of us look for the energy efficiency tax credit for things like the new air conditioners we plan on buying. These credits are down to 10% of total cost and are capped at \$500 in your lifetime. The credit applies if you finance, too.



Considering the cost on an air conditioning system for a modest-sized house is \$10,000-\$15,000, this may not be the best use of cash to get a \$500 credit.

However, with new programs such as HERO and Ygrene, you can

get energy efficiency home improvements and pay for it through your property taxes. Tax credit eligible improvements range from tank-less water heaters, new air conditioners, windows, and solar, to non-tax credit eligible items like patio awnings and desert landscape.

Essentially, these programs are just loans. They work much the same way as the municipal bonds you may already pay on your property tax bill. Your property tax and the interest portion is what you are allowed to deduct, not the principal.

The terms range from 10 to 20 years to pay at approximately 8% interest. You are allowed to borrow over 100% of the home value and it is not based on your FICA score. You can also do multiple projects until you have reached your limit. You do have to use a contractor, and if the contractor you prefer is not on their list, they can apply to be on their approved vendor list.

So, if you are short on cash and your AC is on the fritz, consider financing. Your CPA can help you save on both your income taxes and utility bills this summer by deducting the interest portion of your payment on your income taxes, and the improvements may even be eligible for federal tax credits.



Corry Hunter, CPA, joined OR CPAs in January 2011. After graduating from La Quinta High School, Corry served in the U.S. Army for four years before attending College of Desert and eventually graduating from USC. For more information, call OR CPAs at (760) 777-9805 or ORcpas.com.

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Summer in Savannah: A Southern Gem

By: Paolo Wakham, PIRCH

You've heard of the place. It's where "Midnight in the Garden of Good and Evil" originated and where Forest Gump reflected on a box of chocolates. Let me paint a picture of Savannah, Georgia. Twenty-two verdant squares dotted throughout the Historic District are graced with grand old oaks dripping with Spanish moss that rise above azalea bushes and dogwood trees. Red, white and lavender crepe myrtle in full bloom paint the sun-drenched corners of each park-like square. Elegant, yet unassuming, rows of brick or white-washed wooden townhomes line cobblestone streets.

If you're pondering your summer travel options, the sweet lady Savannah takes you in, welcomes you, and feeds your senses with her charms. The old Bonaventure Cemetery on the Inter-coastal Waterway is a Michelin Star "worth the trip." We made the effort to find The Wyld Dock Bar



(740 Livingston Avenue), which serves creative modern twists of low country cuisine. Live music flows over the marshes while kids play bocce ball. Rain clouds build. A rumble of thunder. Patrons scurry inside. We grab an open table under windswept triangular tarps and ride out the fifteen minute storm.

The original "grid" layout by Oglethorpe remains relatively unscathed by modern times, save for tourist-choked River Street – aptly named as it flanks the Savannah River. Check out The Gallery Coffee Lounge on Bull Street, off Chippewa Square, for a flavorful vanilla latte day or night. Breakfast at J. Christopher's on East Liberty Street or The Funky Brunch Café on East Broughton are great options. Lunch at Mrs. Wilke's Dining Room at 107 West

Jones Street will impress you. Line up early. Bring your appetite and cash for the bill. Get to know your neighbors in line. You may be dining with them at large communal tables loaded with epic dishes of southern cooking once inside. Nearby Pulaski Square is a great place to relax after the food frenzy.

The Savannah College of Art and Design (SCAD) saved many original buildings, such as the Volunteer Guard Armory, and has spawned a renaissance to preserve the beauty of colonial Savannah. Small business owners have flocked to the historic downtown. Shop with the locals at Smith Brother's Village Market at 535 East Liberty Street. You'll find ripe, juicy peaches, an extensive wine selection, meat and seafood counters, and cheeses from around the world.

Take it from this Californian. I left my heart in Savannah, Georgia.



Paolo Wakham – Worldwide Travel Guide, Italian Teacher & 2nd Level Sommelier – is currently a Sales Advisor at PIRCH, 71-905 Hwy 111, Suite B in Rancho Mirage. He can be reached at (760) 583-7557.

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(Program offerings may require additional fees)

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

Social Wellness

Connect with others

- Nintendo Wii Golf & Bowling
- Social Bridge
- Mah Jongg
- Dominos

Physical Wellness

Improve fitness and overall health

- Yoga
- Pilates
- Tai Chi
- Martial Arts
- Interval Training

Creative Wellness

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- Language
- Arts & Crafts
- Dance

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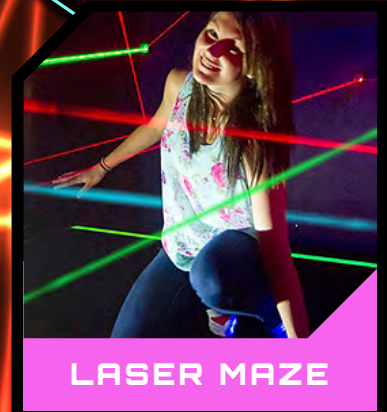
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