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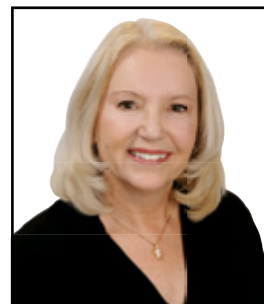
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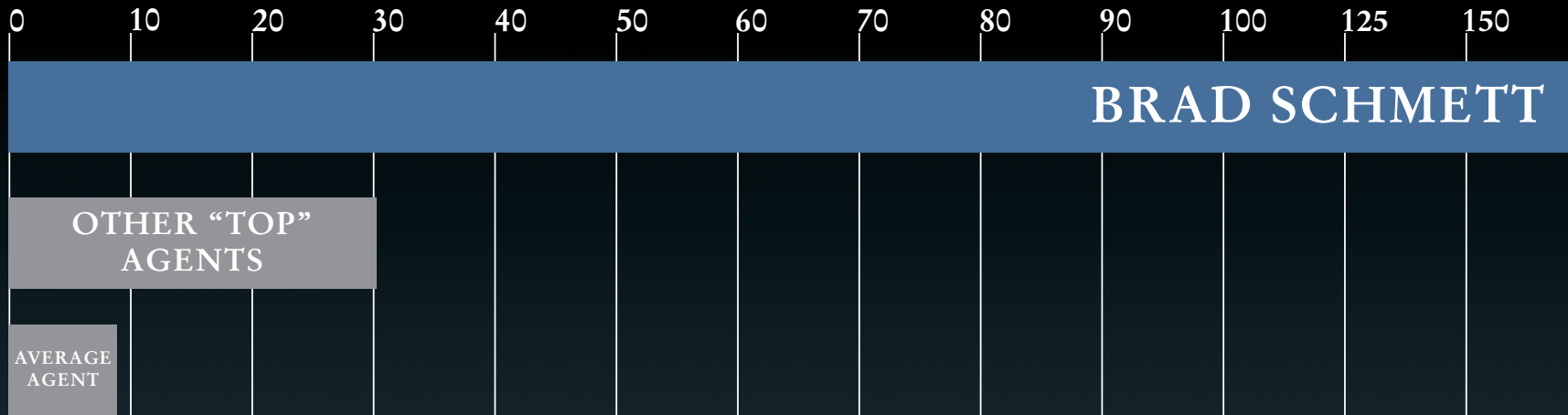
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On the cover: Summertime is a great time to shop and dine in the desert. Get out and take advantage of great deals and help support our local businesses. (Pictured are shoppers in Old Town La Quinta.)



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CHAMBER CHAIRMAN'S MESSAGE

Summer Deals & Special Opportunities

By: *Jeff Fishbein,*
La Quinta Business District Chairman



Summer is now in full swing here in the Coachella Valley. School is ending, graduations are upon us and we celebrate our fathers this month. Our festival-goers have come and gone, and boating season is upon us. But don't fear – there are still plenty of great events and activities planned here in La Quinta and in the surrounding communities.

Beginning June 2, the 10-day Greater Palm Springs Restaurant Week is back to celebrate its 10th year of offering locals and visitors an array of diverse dining experiences. The three-course, prix fixe dinner menus are available at participating restaurants for \$29, \$39 or \$49 per person.

Many of our local hotels, spas, and attractions like the Palm Springs Aerial Tramway and Desert Adventures Jeep Tours also offer special rates during restaurant week. Even renting an electric bike at Pedego in Old Town La Quinta can be lots of fun and less expensive this time of year.

Splash House returns to Palm Springs this summer, June 9-11, for their fifth year. Each site hosts a poolside stage festival, and party-hopping is welcomed. Shuttles run non-stop between the official venues – The Saguaro Palm Springs, Riviera Palm Springs and Renaissance Palm Springs.

This being my last opportunity to write my chairman's article as my term is coming to an end, I want to thank those of you who have mentioned reading my articles each month. I've truly enjoyed sharing my thoughts and views regarding the City of La Quinta and the Greater Coachella Valley Chamber of Commerce. But I must also thank my fiancée, Irick, for her support, thoughts, ideas and mostly her words that go into this article each month. She has truly authored much of these articles.

Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage. Jeff can be reached at (760) 984-4145.

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DSUSD Increases Graduate Rate and a-g Completion Rate

*By: Daniel Miller,
Desert Sands Unified School District*

On April 10, the California Department of Education released the 2016 graduation, dropout, and "a-g" completion rates for the state, counties, districts, and high schools. Desert Sands Unified School District improved in all three college readiness indicators from the prior year; the graduation rate increased from 89.4% to 91%; dropout rate decreased from 6.2% to 5.5%; and "a-g" completion rate improved from 38.6% to 44.8%. The growth in "a-g" represents six straight years of growth for Desert Sands since 2010 when data was first collected.

The percentage of students completing the "a-g" sequence of courses is an important indicator, as it is one of the measures used by the state to evaluate how well schools are preparing students for college. Used exclusively by the University of California (UC) and California State University (CSU) systems, entering freshmen are required to complete certain courses in high school, including history, English, math, science, world language, and visual/performing arts.

These courses are called the "a-g" courses because of the letter each

subject area is assigned: "a" is for history/social science, "b" is for English, and so on. Students who successfully complete the "a-g" minimum course requirements and receive a "C" or better are eligible for entry into the UC or CSU system. In addition to taking approved high school "a-g" courses, other UC/CSU admissions requirements include grade point average, minimum scores on SAT/ACT, taking rigorous courses beyond the minimum "a-g" requirement while in high school, and completing Advanced Placement or International Baccalaureate exams.

High school graduation requirements are not the same as "a-g" requirements. While minimum standards for high school graduation requirements are defined in the state education code, actual graduation requirements vary from school district to school district. Students may take a class that earns credit toward graduation, but it only counts toward the "a-g" requirements if the course has been certified by UC/CSU.

The Desert Sands a-g completion rate of 44.8%, is an increase of 6.2 percentage points over 2015. The DSUSD rate aligns with the top performing schools in the county and state. Students not planning to attend a UC/CSU school do not necessarily need to complete the "a-g" sequence of courses. For example, community, private, and independent colleges can differ from UC/CSU significantly in their admissions requirements and application processes. Additionally, students who intend to join the military, attend a trade or technical school, or are pursuing an interest-themed career pathway often elect to take classes in their area of interest instead of the sequence of courses required for "a-g" completion.

For more information on Desert Sands Unified School District and its schools, visit DSUSD.us.

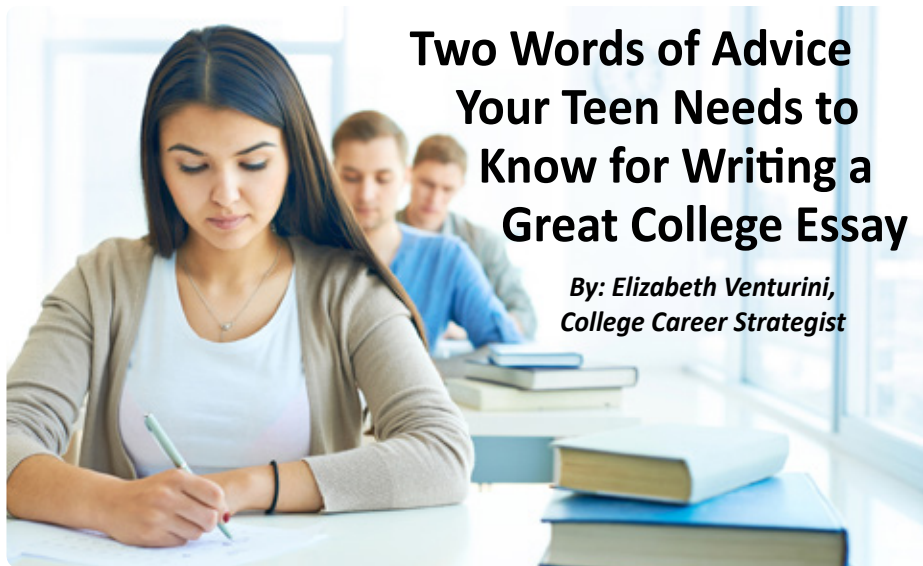
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Two Words of Advice Your Teen Needs to Know for Writing a Great College Essay

By: Elizabeth Venturini,
College Career Strategist

There are only two words of advice students need regarding the college essay: *start early*. No matter how many times the words are said, students still wait until their senior year to begin the process when they are occupied with too many other activities to write a good essay. With so many talented students having 4.0 + GPAs, and perfect admissions test scores, a mediocre essay can make or break admittance to your student's dreams school. Here are three tips to help your teen avoid procrastinating on the most important writing assignment for college admissions:

Start a journal: Essays, prompts, and writing supplements require serious thought and several drafts before they can be submitted. To avoid writing a lack luster topic at the last minute, create an essay calendar. Check all college writing deadlines and back track by at least two weeks to give your teen plenty of time to put final touches on all of their work.

Avoid overthinking the college essay: The college essay does not need to be on a grandiose topic such as world peace, politics, religion or cliché topics like, "The Big Trip," The Winning Game," or "The Day Fluffy Died." Have your teen focus on stories that could only have happened to them. You want the admissions reader to know about your teen as a person and how they are going to contribute to the college's student body.

Getting over writer's block: Most teens have never written anything about themselves and often have a difficult time expressing themselves on paper. If your teen is struggling with writer's block, start working with an essay specialist. He or she can help your teen brainstorm topics; answer detailed questions; and, develop and organize their topic to help them move forward with their writing. An essay specialist lives and breathes college essays, and a good one can help your teen write a story that's important to them in the voice of a 17 year old – who shows the college admissions team they are more than a test score or GPA.

An early start in the process will give your teen time to carefully consider life experiences, their uniqueness, and how these fit in the essay questions. You can help decrease your teen's stress writing a great college essay by encouraging them to complete it before the end of summer instead of waiting until the week before college applications are due.



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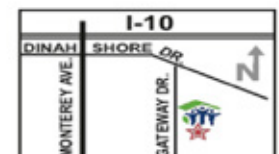
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How Middle-Class and Small Businesses Can Benefit From Trump's Proposed Tax Reform

By: *Gene Snook, Osborne Rincon CPAs*

In a White House Briefing on April 26, Secretary of the Treasury, Steve Mnuchin and Director of the National Economic Council, Gary Cohn, released Donald Trump's proposed income tax reform – intended to provide significant changes to the current tax system. The proposals are merely a framework at this time, but provide us with enough information to speculate on potential opportunities that may be available to individual taxpayers and small businesses in our community.

First, Gary Cohn revealed that Trump's plan would reduce the number of individual tax brackets from 7 to 3. Current individual income tax brackets of 10, 15, 25, 28, 33, 35 and 39.6%, would be reduced to 10, 25, and 35% brackets. Middle class taxpayers would benefit substantially if the range of income that the 10% and 25% brackets in the new plan were to include income currently taxed in the 28



and 33 percent brackets. In addition, the proposal to eliminate the Alternative Minimum Tax would alleviate many middle class taxpayers from the burdens of a tax originally intended for the wealthiest taxpayers.

The current standard deductions would be doubled for each filing status and all itemized deductions would be eliminated, except for mortgage interest and charitable contributions. The doubling of the standard deduction would be beneficial for middle-class taxpayers who are not able to capitalize on the mortgage interest deduction; either because they rent, have low mortgage payments, or have no mortgage at all.

For small businesses, the proposed plan would reduce the current rate for C-Corporations from 35% to 15%. With dividends currently taxed at 15%, the rate of double taxation on C-Corporation earnings would be reduced from 55% to 30%. S-Corporations by contrast currently have their pass-through income subject to the maximum individual tax rate of 39.6%, so a 15% cap on pass-through income would create an unprecedented tax opportunity. Mandatory reasonable wage compensation to corporate officers presumably will be subject to proposed 10, 25 and 35% brackets.

While the proposed rollout is merely in its infancy stage, the proposed legislation offers significant opportunity for members of our community. For unincorporated businesses, now may be the time to consider changing to an S-Corporation; especially if the proposed legislation passes and is enacted retroactive to the beginning of the 2017 tax year.



Gene A. Snook, CPA, joined Osborne Rincon in 2014. He has been in public accounting for 14 years and has extensive experience in providing tax preparation and strategic tax planning services for many areas of industry. For more information call (760) 777-9805 or go to OsborneRincon.com.

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Local Television Broadcasting Still Dominant Media

By: Richard Fernandez, KDFX TV FOX 11 & NPGDigital

Television viewing used to offer a handful of channels and sometimes spotty reception quality, depending on your distance from the signal source, your local topography, etc. The advances made to television signal quality, and the wide variety of delivery systems, would astound someone from just a few decades ago.

Today's television delivery methods encompass a variety of options; from traditional over-the-air broadcasts, to streaming of local news on a smartphone. While choices are broader, some things remain constant. Broadcast television still dominates all other media in the sheer number of viewers.

According to a 2016 GFK TVB Mentor Survey, a television advertising campaign is still the most powerful and effective way to influence your customers' purchasing decisions. The survey also found that local broadcast television news is the number one source for news. Additionally, broadcast news websites and apps are the top digital source for news.

A changing marketplace with different viewing and consumption habits led local broadcast television stations to fine-tune their offerings and delivery capabilities. Signal quality greatly improved with the universal adoption of high definition digital broadcasting.

Most people don't know that the over-the-air signal is superior. Satellite and cable companies highly compress television signals, losing some data. Broadcast stations do not have to compress their signals as much, resulting in a clearer and sharper picture.

A television station's local news product is vital for developing and maintaining a strong local audience. Coincidentally, this is the same audience that local businesses need to reach. Local television stations own their local commercial inventory. Advertising on a local broadcast station ensures your commercial is seen over the air, on cable and on satellite. If you are watching a local television station, the same commercials will be seen no matter which delivery system you choose.

Local cable penetration varies widely by market. In some it is as low as 13%, in others as high as 84%. In the Greater Palm Springs market it hovers at only 62%, meaning that almost half of area households do not have cable. Only local television stations offer the entire Coachella Valley television universe to local business advertising.

Richard Fernandez, MBA, is a broadcast television and digital account executive with KDFX FOX 11, KCWQ CW 5, KESQ.com & NPGDigital. Call 760) 423-4547, or email him at Richard.Fernandez@kdfx.com.



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Drone Insurance: Do You Need It?

By: Doug Motz, Douglas Motz Insurance Agency

U.S. officials estimate that nearly one million consumer drones were sold in the U.S. last holiday season. No matter how much aviation experience you have, these small aircraft come with more risk than the average hobby. The Federal Aviation Administration (FAA) now requires every drone owner to register each drone that is purchased weighing over .55 lbs. If your drone is NOT registered you may be subject to the legal consequences defined in the U.S. Government drone regulation terms.

Are you aware that when you operate a drone, you become liable in the event of property damage or personal injury? Almost no one is thinking about insurance coverage when they're buying a drone.



Why Would I Need to Insure My Drone?

There are many instances of drone-related accidents that have been documented. The operator could lose control of

the drone, or the drone could run out of power – causing it to crash and destroy someone's property or worse, cause bodily injury. What would happen if your drone hit an electric line causing a black out or if your drone lost power, or hit a car causing an accident?

There are several dangerous scenarios a drone operator can experience that could cause harm to property of others or injure people, resulting in high costs of property damage, personal injury and medical expenses. And be aware, there are "Invasion of Privacy" claims out there also.

You may already have coverage for drone damage insurance and liability through your homeowner's, condo or renter's insurance policy – depending on the kind of drone you have and how you use it. A homeowner's policy will not cover drones operated for commercial use, nor will a landlord's insurance protect you if you're a renter.

To safeguard yourself you should check with your insurance agent to be sure you are covered for personal liability, medical coverage, property loss or damage and invasion of privacy. There are different types of drone insurance policies to choose from, and it is important that you get the right coverage for your needs.



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It Takes Two

*By: Carrie Babij,
Desert Insurance Solutions*

This article is about motorcycle safety, but before you stop reading, consider that 75% of motorcycle accidents involve a car and 67% involve a car driver who fails to see a motorcycle. So for most motorcycle accidents, it takes two.

It's no surprise that riding a motorcycle is dangerous: fatality rate per mile driven is 35 times higher than when in a car. Only 25% of motorcycle accidents don't involve cars, and are typically due to a slide-out on a turn from inexperienced riders.

So if most motorcycle accidents are caused by car drivers not seeing motorcycles, what can we do?

If you ride:

- Wear bright gear and a helmet;
- Take a riding course and be defensive;
- Ride a bike that fits, has good daylight lighting and antilock brakes.

Car drivers should look for motorcycles. Once spotted, think of them as people, not vehicles, and give them space. Motorcycles can slow down rapidly by downshifting so don't rely on their brake lights. To spot motorcycles, use all of your mirrors followed by head checks, and to warn motorcycles, signal your turns and don't make abrupt moves or lane changes.

Many are amazed at motorcycle lane splitters in California. In this state, lane splitting is legal, it's illegal to block lane splitters and you can be held liable if you veer out and are struck by a lane splitter, so watch out for it – particularly when freeway traffic slows and you're tempted to change lanes. Lane splitters are asked to follow these guidelines:

- Only split when traffic is below 30mph;
- Keep speed differential below 10mph;
- Split between lane 1 (furthest left) and lane 2. Splitting further right is dangerous because cars tend to veer right to exit ramps.

Motorcycles have a right to the road just like cars and riders count on car drivers to keep safe. And motorcycle/car collisions are likely to have severe consequences for both the rider and driver. So let's spend a few extra seconds searching for them.



Carrie Babij is President of Desert Insurance Solutions in La Quinta, and has over 25 years' experience with high net worth personal and commercial lines of insurance. Desert Insurance

Solutions offers motorcycle insurance discounts to riders with experience, a safety course diploma, antilock brakes and a claims-free history. For more information, contact Carrie at carrie@desertinsurancesolutions.com.



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Mon. & Tues. from 5-10PM will
include drinks for \$1.00 & tokens
(Bring your game board & stay awhile)

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LA QUINTA

City News

La Quinta

GEM of the DESERT

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CITY MANAGER'S MESSAGE



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

Another school year is ending, and summer fun is about to begin. As temperatures rise, the community gets a little quieter – but that doesn't mean there are a lack of things to enjoy in the summertime.

One program that is highly anticipated each year is the La Quinta Summer Golf Tour. It's a great way to play different golf courses at stellar prices – while making new friends in a little friendly competition.

The La Quinta Summer Golf Tour kicks off at the La Quinta Resort & Club Dunes Course for just \$55. Every Saturday thereafter, tour members play a different desert course at special rates. Other outstanding golf courses on the tour include the PGA West Stadium Course, La Quinta Country Club and the La Quinta Resort & Club Mountain Course just to name a few. Register at PlayInLaQuinta.org/summer-golf-tour-2017/.

A central spot for keeping cool is the Fritz Burns Pool, which has undergone some renovations and will be open for business later this month. This splash zone is popular with local families, and is operated by the YMCA. To learn more about recreational swim, lap swim and swim lessons, go to YMCAofthedesert.org or call (760) 771-4347.

The Fritz Burns Pool is located on the corner of Avenida Bermudas and Avenue 52 in La Quinta.

Of course, there are incredible specials at La Quinta restaurants and businesses, too – so be sure to shop and dine local to take advantage of all that's available and to support your friends and neighbors who own these businesses. You can start by trying the thoughtfully-paired prix fixe menus at a number of area restaurants as part of the Greater Palm Springs Restaurant Week, June 2-11. To view participating restaurants, menus and pricing, go to VisitGreaterPalmSprings.com/restaurantweek.

For more information on what's happening in La Quinta, go to PlayInLaQuinta.com.

EXPLORE YOUR MUSEUM

The La Quinta Museum is located at 77-885 Avenida Montezuma. Hours are Tuesday through Saturday from 10 a.m. to 4 p.m. (Closed on Sundays and Mondays). Admission is free, but donations are always welcome. Call (760) 777-7170 for more information.

EXHIBITS

California A to Z

Enjoy a California adventure! We are covering the entire state...from A to Z. Discover something new and share a slice of the California experience. This exhibit will run through August 26.

Community Room

Mural by Andre Blanchet (part of La Quinta Art in Public Places Program) and Dorothea Lange photo gallery of Coachella Valley images.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE EVENTS

La Quinta Museum Coloring Club for Adults

EVERY FRIDAY, 1 p.m. - 3 p.m.

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

EVERY TUESDAY – STITCH

1 p.m. – 3 p.m.

Pre-School Story Time with Miss Beth

Wednesday, June 7, 10 a.m.-10:30 a.m.

Fun time for pre-schoolers ages 3-5 with stories, songs and a simple craft.

Brown Bag TED* Talk

Tuesday, June 13, 12 noon

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

Trending Topics

Tuesday, June 27, 10 a.m.-11 a.m.

Topic TBA. Coffee and pastries will be served.



Good Reads in the Gallery Book Club

Thursday, June 29, 5 p.m. – 6 p.m.

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

Saturday, June 17, 11 a.m. -12 noon

La Quinta Artist Studio Tour – December 2017

The La Quinta Museum invites artists living in La Quinta to let us know if you are interested in participating in the 6th annual studio tour to be held in early December. Participants must be current residents of La Quinta. Email, call or stop by the Museum at (760) 777-7170 for more information.



IT'S YOUR LIBRARY

Enjoy **FREE** programs for all ages!

Summer Reading Program

June 19 to July 27

Join us for this year's theme, "Reading by Design"! All ages can register online for the reading component to get rewards and earn free books. All programs are generously 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 Stop Motion Academy

Mondays at 4 p.m. (Ages 13-17)

Each week will focus on a different aspect of stop motion animation. **Starts Monday, June 19**

Kids Create with Ms. Sarah

Tuesdays at 11 a.m. (Ages 2-8) Join Ms. Sarah for stories, games, crafts, and other activities! **Starts Tuesday, June 20**

Tween Design Lab

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

Join Ms. Sarah for a different activity each week. **Starts Wednesday, June 21**

Family Showtime

Thursdays at 3 p.m. (All ages)

Get ready for some entertaining shows! Prize Drawing will follow each performance. **Starts Thursday, June 22**

June 22 - One World Rhythm

June 29 - Franklin Haynes Marionettes

(Please Note: There will be no show on Thursday, July 6!)

July 13 - Christy Lane's "Dare to Dance"

July 20 - Egg Drop Competition

July 27 - Pacific Animal Productions (Grand Finale)

SPECIAL EVENTS

Cop for A Day

Friday, June 23 at 3 p.m.

For Tweens and Teens ages 9-17. Examine the crime scene, question witnesses, and discover

what a day in the life of a police officer is really like! Presented by the La Quinta Library and the Riverside County Sheriff's Department.

Canva Graphic Design Class

Friday, June 23 at 11 a.m.

For adults 18+. Learn how to create graphics with the free online website Canva.com for everything from social media to flyers to business cards! This class is open to the first 10 registrants! Intermediate computer skills required. Call the Library to register or for more info!

Adults (18 years & older)

La Quinta Chapter Book Club Meeting

Wednesday, June 7 at 10:30 a.m.

See the Adult Reference Desk for info!

Stranger than Fiction (Article Club)

Thursday, June 15 at 6 p.m.

See Adult Reference Desk for materials!

La Quinta Reads Book Club

Monday, June 26 at 11:30 a.m.

Register at the Adult Reference Desk!

Teens (ages 13-17)

Anime Zone on Saturday, June 3 at 4 p.m. - Discuss, watch, and create with other teens who love Anime!

Teen Think on Friday, June 9 at 4 p.m.

Teen Book Club on Saturday, June 17 at 4 p.m.

Teen Computer Lab at the Wellness Center on Thursdays, June 1, 8, 15, 22, & 29 - 4 p.m. to 6 p.m.

Tweens (ages 9-12)

Choose Your Own Adventure: Creative Writing Workshop

Tuesday, June 20 at 4 p.m.

Exclusive to ages 9-12

Tween Book Club

Tuesdays, June 13 & 27 at 4 p.m.

This month's book is "The Unwanteds" by Lisa McMann. The first 10 kids to register will get a FREE copy of the book!

For more information please call (760) 564-4767 or visit rivlib.info.

La Quinta

GEM of the DESERT

SilverRock Resort Updates & Information Visit

www.LaQuintaCA.gov



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www.RIVCOWATERSAFETY.org

COMMUNITY SERVICES CLASSES & PROGRAMS: JUNE & JULY

Online registration available at la-quinta.org/register.
For more information, call (760) 564-0096.



WELLNESS CENTER

(Creative Wellness)

Ballroom Dance - Beginning	7 p.m. – 8 p.m.	T	
Ballroom Dance - Intermediate	6 p.m. – 7 p.m.	T	
Creative Art Workshop 1 (7-11yrs)	10-11:30 a.m.	S	(June 10)
Creative Art Workshop 1 (7-11yrs)	10-11:30 a.m.	S	(July 8)
Creative Art Workshop 2 (7-11yrs)	10-11:30 a.m.	S	(June 24)
Creative Art Workshop 2 (7-11yrs)	10-11:30 a.m.	S	(July 22)
Little Mozart's (3-6yrs)	9 a.m. – 10:10 a.m.	TH	
Friday Social Ballroom Dance	6 p.m. – 7 p.m.	F	(June 16)
Friday Social Ballroom Dance	6 p.m. – 7 p.m.	F	(July 21)
Watercolor	10:30 a.m. – 12 p.m.	T	(June)

(Intellectual Wellness)

SMART Driver Course (50+)	8 a.m. – 12 p.m.	M/T	
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(Physical Wellness)

Cardio & Strength (Silver Sneakers)	9:45 a.m. – 10:30 a.m.	M/F	
Chair Yoga (Milissa Meyer)	11:15 a.m. – 12 p.m.	M	
Fit & Fun (Stretching)	10 – 11 a.m.	T/TH	
Personal Trainer (Kristoffer Kepler)	12 p.m. – 8 p.m.	M/W/F	
Personal Trainer (Lori Farkas)	12 p.m. – 8 p.m.	T/TH	
Pilates (Mat work)	9:30 a.m. – 10:30 a.m.	W/F	
Sun Style Tai Chi (Silver Sneakers)	10:45 a.m. – 11:30 a.m.	M/F	
Taekwondo (4 years & up)	5 p.m. – 8 p.m.	M/W	
Tai Chi Ch'uan	10:15 a.m. – 11 a.m.	T/TH	(June)
West Coast Swing	7 p.m. – 8 p.m.	TH	
Zumba (Morning)	8:30 a.m. – 9:30 a.m.	T/TH/S	

(Social Wellness)

Desert Oasis Strummers	1 p.m. – 3:30 p.m.	F	
Social Bridge (Contact center for details)	12 p.m. – 3:30 p.m.	M	
Mah Jongg (Contact center for details)	1 p.m. – 4 p.m.	T	

Wellness Center SPECIAL EVENTS

Family Hospice Care, Group meets on Fridays from 9 a.m. - 10 a.m.

Your local bereavement support group is open to all who have experienced the death of someone close. Support is free of charge in a non-religious, safe and caring environment. First time attendees please call Family Hospice Care office at (760) 674-3344 to register.

June Luncheon — Thursday, June 22 at 11:15 a.m.

\$4 per person (maximum of 2 people per household). Registration begins May 25. Online registration is available at laquintaca.gov.

Health Presentation — "How to Get Natural Restorative Sleep"

Monday, June 12; 11 a.m. - 12 noon

Dr. Rhonda Donahue presents some new and interesting ways to help us get a healthful and restorative night's sleep. Reservations please call (760) 564-0096.

Community Youth Sports Program, Mondays & Wednesdays;

June 5 – June 28; 5:30 p.m. - 7:30 p.m.

A basketball coaching and training program with Desert Recreation District for youth 7-14 years old. This program will emphasize health, fitness, skill development and sportsmanship. Location: Colonel Mitchell Paige Middle School Bird Cage. Fee: \$50 each session. For information or to register, visit MyRecreationDistrict.com or call (760) 347-3484.

July Luncheon — Thursday, July 6 at 11:15 a.m.

\$4 per person (maximum of 2 people per household). Registration begins June 22. Online registration is available at laquintaca.gov.

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 & 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.



GCVCC 2nd Annual Installation and Awards Dinner

Agua Caliente Casino
Resort & Spa
32-250 Bob Hope Dr,
Rancho Mirage, CA

5:30PM
Registration, Cocktail
Hour & Silent Auction
6:30PM

HONOREES

- President's Award
- Lifetime Achievement Award
- Large Business of the Year
- Small Business of the Year
- Non Profit of the Year Spirit Award

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The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

(760) 347-0676 GCVCC.org

June 2017

Connect With Residents, Professionals & Visitors at Events

*By: Katie Stice, Greater Coachella Valley Chamber
La Quinta Regional President - Katie.Stice@GCVCC.org*



Here's a list of our June Events, including a workshop and networking opportunities to build your business. Reservations are always encouraged. To get involved in chamber or community events, contact us at GCVCC.org, (760) 347-0676 or by email at: Info@GCVCC.org.

Thursday, June 1

11 a.m.

Ribbon Cutting with

Oshita Skin Care Essentials

La Quinta Chamber Offices at City Hall
78-495 Calle Tampico, La Quinta

Saturday, June 3

5 p.m. - 9 p.m.

Indio Block Party!

Free admission. Miles & Smurr, Indio,
(Between Oasis St. & Indio Blvd.) Visit
DiscoverIndio.com for more details.

Friday, June 9

11:30 a.m.

Lunch Bunch

Laser Oasis: 46805 Dune Palms Rd., La
Quinta. Networking with like-minded
professionals over lunch. The only cost is
your meal.

Wednesday, June 14

8 a.m.

Chamber 101 Learning Session

Learn about the new regional Chamber's
services, programs, classes, products
and more. La Quinta City Hall: 78495
Calle Tampico, La Quinta. (See the
article on the right for more details!)

Wednesday, June 21

7:30 a.m.

Sunrise Series

Loans to start or grow your business
(presented by an expert panel).
Heritage Palms Golf Course:
44291 S. Heritage Palms Drive, Indio
\$20 pp - Please RSVP by email at
Info@gcvcc.org

Wednesday, June 21

10 a.m. – 2 p.m.

**Storm Water Permit Compliance
Workshop**

City of Palm Desert, Council Chambers,
73510 Fred Waring Drive, Palm Desert
FREE educational event.

Tuesday, June 27

5:30 p.m.

**2nd Annual GCVCC Installation,
Business Awards Dinner & Silent
Auction**

Agua Caliente Casino Resort Spa
Reservations (760) 347-0676 or
Info@gcvcc.org

Chamber 101:

Learn About the New Regional Chamber

In July 2016, three local chambers and two tribal nations merged to form the valley's first regional chamber of commerce. The Greater Coachella Valley Chamber of Commerce is made up of Coachella, Indio and La Quinta chambers plus the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. Cathedral City Chamber will be officially merging next month to add to the largest business network in Riverside County. The Chamber, as it has become known, has impacted 1,400+ member businesses.

We have combined services, programs, products, events and aligned resources, referrals and leadership into a new organization serving Coachella Valley businesses in a big and powerful capacity unseen in the desert.

To explain this diverse new organization and its offerings and opportunities, The Chamber is hosting an event called Chamber 101 this month in La Quinta where we will address the following:

- General services offered for small business and nonprofits
- Networking for business-to-business relationships
- Sponsorship opportunities in the community for direct business-to-consumer relationships/sales
- Print options, such as The Gem, Discover Indio, maps, restaurants guides and more
- The largest referral program in Riverside County
- Meet the staff and how they work with businesses
- Meet board members and ambassadors who will help you get connected
- Meet other like-minded business professionals
- Meet our full time legislative advocate
- Learn how to become a chamber leader through the Ambassador Program
- Find out how to get your literature into 4 chamber/visitor center locations throughout the valley
- Get an overview of our website, a content-based website to serve our members by sharing their news
- How to increase your knowledge in marketing, accounting, HR and more through educational programming
- How to increase your sphere of influence

Join us on Wednesday, June 14 at 8 a.m. at La Quinta City Hall, Study Session Room for a great event! All are welcome – reservations requested. Special thanks to Chandi Group USA and Dunkin' Donuts for their sponsorship of the event. Refreshments will be served.

Contact the Greater Coachella Valley Chamber of Commerce at (760) 347-0676, Info@gcvcc.org and visit the website at GCVCC.org. We have locations in Coachella, Indio and La Quinta.

NEW MEMBER SPOTLIGHT

All Valley Insurance Group

All Valley Insurance Group was formed after its founder discovered that most of the small business owner's policies were not written in the best interest of the small business owners. It is with that spirit that All Valley Insurance Group is dedicated to protecting what clients value most.

It their duty and privilege to ensure that every client that puts their trust in the company are protected against possible financial ruin. While they are a full-service insurance company that provides property/casualty insurance, their passion lies in the small business and the equine and collectible care insurance markets.

All Valley Insurance Group is a proud member of the American National Insurance Family of Companies, which was founded in 1905 with a rating of A. American National has evolved into a well-respected member of the multi-line insurance industry, offering both longevity and stability to its to more than 5 million policyholders.

As a member, All Valley Insurance Group offers a broad variety of agribusiness insurance options including equine ranch and farm insurance, targeted commercial exposures, collectible car insurance and property/casualty insurance for personal lines, life insurance, retirement annuities along with accident and health insurance.

For more information, visit our AllValleyInsuranceGroup.com or call (760) 636-4709 for a consultation.

NEW MEMBER SPOTLIGHT

Greater Health, Financial Freedom

It's time to create a life assurance policy that becomes debt free both physically and financially. The following is a realistic way to increase your income without a large investment. Healthy living should be easy and affordable for everyone. They provide safer solutions for you, your home and environment.



Greater Health, Financial Freedom, Cleaner Environment for Prosperity & Success is a business with over 5000 wellness products available online, with over 1.75 billion dollars in annual sales. The consumer gets paid to shop. It is a great way to invest your time and energy, which will equal value. Revenue sharing will strengthen you and your family.

Imagine being able to have the freedom to live life on your own terms. This referral business is the largest online shopping club in North America. There any membership perks with no distributors, carries no inventory, does not take orders or do any billing. Plus, the vast majority of customers remain loyal for a lifetime (96.3%).

Products are manufactured in the United States, backed by in-depth research, providing higher quality ingredients that are more effective. Products include sports nutritionals, weight loss, total health, premium coffee, essential oils, and, safer, more effective, cleaning products.

For more information, contact C. Erik Baltzar, Greater Health, Financial Freedom, Cleaner Environment for Prosperity & Success, at (760) 346-1984; (760) 408-5794; or Packard1708@gmail.com.

NEW MEMBER SPOTLIGHT

DTLA Entertainment Group, LLC



DTLA Entertainment Group, LLC, an established, full-service marketing and public relations firm specializing in mainstream and specialty media campaigns, is opening an office in Palm Springs to serve the Coachella Valley and Riverside.

Headquartered in Los Angeles, Charles Lago and Christopher Johnson have – for over a decade – secured, strategized, and implemented successful publicity campaigns for actors, authors, music artists, theatrical film and live-performance companies.

DTLA's Entertainment Group's most notable clients include: actors Cloris Leachman, Tom Sizemore, Sally Kellerman, Britt Ekland, Courtney Stodden, Doug Hutchison and David Proval; as well as notable luminaries such as John Dean, Arianna Huffington as well as many published and self-published authors.

The firm has a proven track record of success that plans and implements outreach specific to each campaign and utilizes an extensive media list that specializes in those diverse topics including print, television, news services, radio and web/blog.

They provide an array of services that include Film and Television Talent Publicity, Author Publicity and Promotional Services, Theatrical and Live Theatre Release Campaigns, Social Media Creative Strategies, Regional Theatrical Screening Outreach, Press Days, Red Carpet and Premiere Planning, Set Unit Publicity, Television and Radio Satellite Media Tours and Press Kit and Media Training.

If you are an author, actor or have entertainment publicity needs, DTLA Entertainment, LLC welcomes you to contact them for an appointment to discuss how they can help you. Call (760) 894-0630, email info@dtlaent.com or visit DTLAent.com to learn more.

NEW MEMBER SPOTLIGHT

State Farm Insurance – Phil Goodge, CLU® ChFC®

State Farm Agent Phil Goodge and his team of professionals have been providing State Farm's full array of insurance and financial services to the Coachella Valley for over ten years. The team takes pride in keeping the State Farm 'good neighbor' promise, along with providing personalized service that helps their clients live with confidence by structuring solutions to manage their risks of everyday life, recover from the unexpected and realize their dreams.

Insurance solutions include auto, home, life, health and commercial policies. Financial services include annuities and a wide array of banking products such as auto and home loans, deposit accounts, and credit cards.

Appointments are available in your home or office, including evenings and weekends. When they are closed, their 24-Hour Customer Care Center is available to take your phone calls, messages, payments, and claims, as well as quote some policies.

For assistance, call (760) 328-3233, Mon – Fri, 9 a.m. – 5 p.m. Information is available 24/7 at GoodgeAgency.com. License #0F02978, MLO #1178644.

NEW MEMBER SPOTLIGHT

Farmers Insurance Group - Jim Kingslan

In 1928, two men shared a dream of providing a quality insurance product at a reasonable price. In the decades that followed, they've grown and adapted to meet the changing needs of Americans. But one constant has remained: They have an unwavering commitment to uphold their founding ideals to provide industry-leading products and first-rate services to the customers they're privileged to serve.



Their story began with the simple goal of insuring the vehicles of rural farmers, but as the world changed, so did they. Farmers not only prides itself on helping you plan wisely for the unexpected, but also on helping restore order when it occurs so you can keep moving along the road of your life's plans.

Today, the companies comprising the Farmers Insurance Group of Companies make up one of the country's largest insurers of vehicles, homes and small businesses and provide a wide range of other insurance and financial services products. Farmers is proud to serve more than 10 million households with more than 19 million individual policies across all 50 states through the efforts of over 48,000 exclusive and independent agents and nearly 21,000 employees.

"When I was offered the opportunity to own a Farmers Agency, I jumped at the chance," said Jim Kingslan. "The Farmers Insurance Group of Companies has always been a staple in my life and I am proud to represent them – just as I would be proud to represent you and earn your business."

For more information, contact Jim Kingslan at (760) 333-9664 or email jkingslan@farmersagent.com. His office is located at 1023 S. Palm Canyon Drive in Palm Springs.

NEW MEMBER SPOTLIGHT

EōS Fitness



EōS Fitness is not here to sit still. They are here to move. To lift. To sweat. To prevail. Every step is forward momentum. Every rep is a triumph over limitation.

Some people may call EōS just a gym. But they see things differently. They see a well-oiled machine, a large facility with a vast variety of exercise options, a diverse team all with one simple goal: to help every one of their members reach their absolute potential. A gym is a place to workout. EōS is a place where you belong. Every day they are moving forward, reaching higher. You can see that in their obsessively well-equipped facilities. You can sense it in their trainers' dedication to personalized programs that meet your needs without bias or pressure.

EōS isn't just a gym, it's a revolution where individuality, teamwork, dedication and fun live side-by-side. They're a home-base for serious athletes and a haven for casual exercisers alike. Their mission is to be accessible to anyone and welcoming to everyone. There's a restless spirit that keeps them up at night. A drive to improve, a need to succeed. Every step brings new discoveries. Every rep is a triumph over mediocrity. They're just getting warmed up. It's your body. It's your life. OWN it!

EōS Fitness can be reached at (760) 360-0565, EOSfitness.com or by visiting 77900 Country Club Drive, #4, in Palm Desert.

NEW MEMBER SPOTLIGHT

Venus De Fido

Venus De Fido is a brand-new, first-of-its-kind, 27,000 square foot Italian-inspired luxury health and wellness spa for canine pets and their people. Located in Palm Desert, Venus De Fido is the new "it" place for locals and dog-lovers alike.

Venus De Fido will passionately indulge you in both human and canine preeminent spa treatments, health and wellness therapies, and personalized fitness programs. Spend the day relaxing and being pampered with spa skincare, massage and body treatments, and hair and nail salon services. Or join their exclusive "Fido And You" Fitness program where you and your dog can work out together – an experience that can't be found anywhere else in the Coachella Valley,

One side of Venus De Fido houses a 5-star spa complete with a Himalayan salt cave, two boutique-style gyms showcasing the latest fitness equipment, a dance room with state-of-the-art audio and visual technology for a variety of dance and fitness classes, and the valley's only indoor squash court.

The designated Fido side is where your pup can enjoy year-round play either outside at their new private dog park, or indoors in their climate-controlled park. They also have grooming and dog daycare services on-site, as well as a pet supply retail store for all your furry friend's needs. If that's not enough, there is also a retail store showcasing spa products, makeup and local designer clothes; as well as a café where both you and Fido can enjoy a morning cup of joe or afternoon lunch on their pet-friendly patio together.

Stop in today and see for yourself all that Venus De Fido has to offer. It's located at 73-600 Alessandro Drive in Palm Desert. For more information, call (760) 834-7070 or go to VenusDeFido.com

NEW MEMBER SPOTLIGHT

Western Exterminator

Western Exterminator has been in the pest business for almost a 100 years. They have found success in long-lasting partnerships and commitment to excellence when it comes to all things service. The company services both large and small accounts, business and residential. Western goes beyond Pest Control. Not only they we protect you from bugs, but they hit them right where it counts with their additional lines of business.

For example, have drain flies? Or bad odors coming up through the floor? Western offers a Bioremediation program to combat that. They also offer vegetation management services that will fight all year around and leave your property looking beautiful and free of pest harborages. Got some smelly trash areas? Or stinky bathrooms? Western has you covered with odor services. All of these services work against pests and can be included in your routine service.

Recently they have become one with a much larger service company, Rentokil. This has major benefits. Now with a global reach and an array of resources and lines of business, there is no job too big or too small. Every plan is customized and tailored to a client's needs.

For more information, call Zachariah Boardman, Commercial Account Manager in Thousand Palms at (760)218-3416 or by emailing zachariah.boardman@west-ext.com.

REGIONAL RIBBON CUTTINGS & EVENTS

To have a Ribbon Cutting or Groundbreaking Ceremony, please contact your regional Chamber of Commerce at (760) 347-0676 and ask for Debbie Valdez. The Greater Coachella Valley Chamber of Commerce supports all business throughout the valley. Visit our website at GCVCC.org.



Ben Clymer's The Body Shop — 73760 Spyder Circle, Palm Desert (760) 656-7600



Disabled American Veterans — CoachellaValleyVeterans.com



Priority Lighting — 78015 Wildcat Dr., Ste. 104, Palm Desert (800) 709-1119



Western Exterminator Co. — 72096 Adelaid St., Thousand Palms (760) 343-1335



La Quinta Montage Groundbreaking at SilverRock Resort



Coachella Library & Conference Center Ground Breaking



StayBridge Suites — 67711 30th Ave., Cathedral City (760) 980-7070

MEMBER NEWS

Meet La Quinta Arts Foundation Scholar and Game Art Wizard, Harley Weir



La Quinta resident and multi-year La Quinta Arts Foundation (LQAF) Visual Art Scholar, Harley Weir, is set to graduate this spring from Laguna College of Art and Design with a BFA degree with an emphasis in Game Art.

In his studies, Weir has been working to specialize in concept art, texture art, design and game development and hopes to put his talent to work "transporting the player to fantastic new worlds."

Weir is involved with University of Southern California's GamePipe Laboratory program

gamepipe.usc.edu on 'Threshold' – a virtual reality escape room experience in a computer-generated environment. Weir's first GamePipe project was 'Swarm' in 2015, initially serving as a concept artist but was given more important tasks over time, including the general UI art for the game, the ability icons, and even helping to iterate and design a new character.

"I am extremely grateful for the opportunities La Quinta Arts Foundation has given me, and the faith you have shown in my art," writes Harley. "This scholarship not only helped me financially in getting enrolled at a private, prestigious school like Laguna College of Art and Design, but it was also an honor to be validated and recognized by the LQAF scholarship committee."

Local artists, particularly in La Quinta, have been a crucial foundation for his aesthetic outlook. Their landscapes and paintings have truly inspired him to become a better visual artist, and he hopes to continue drawing on their influence to help create the concept work that he does.

As a result of a successful 35th Anniversary La Quinta Arts Festival, LQAF was able to increase scholarships by \$8,000, awarding \$48,000 to 24 students who will attend college during the 2017/18 academic year. Since its inception in 1984, the La Quinta Arts Foundation has awarded more than \$1.278 million in scholarships to over 400 college-bound art students. According to LQAF President and CEO Christi Salamone. "LQAF scholars are doing great things in our community, and – around the world!"

In keeping with LQAF's mission of "Promoting and Cultivating the Arts," annual scholarship awards are made possible with proceeds garnered from LQAF public art events including La Quinta Arts Festival (ranked #1 in the nation 2013, 2014, 2015). Scholarship applications are available each year in February. A gallery of this year's scholarship recipients is on view at LQAF.com.



MEMBER NEWS

Summer Art Camps and Junior Historian Programs at CVHM



Summer sessions begin June 12 and run through July 14 at the Coachella Valley History Museum. A series of weekly art camps and junior historian programs are available for youth aged 8-14.

Art programs which offer a choice of Ceramics, Creative Drawing, Water Media, Multi-media Drawing and Multi-media Sculpture run from 9 a.m. to 11 a.m. The junior historian program runs from 12 noon to 2 p.m. daily and cover topics such as a Journey to Boot Camp, Family Histories, Fighting the American Revolution and Election Mania. Each weekly camp is \$50 with a special expanded option of \$110 for both (9 a.m. to 2 p.m.).

The Coachella Valley History Museum's summer hours of operation (June 1 - September 30) are Friday and Saturday 10 a.m. - 4 p.m.

All buildings are air conditioned. Admission: \$8 general admission, \$6 seniors (over 62) and persons under the age of 18 free. Special tours are available, and the museum site is available for rental for weddings, birthdays, corporate events.


Coachella Valley History Museum is located at 82-616 miles Avenue in Indio. For more information, go to CVHM.org or call (760) 342-6651.

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Are You Drinking Enough Water?

By: *Natalie Angrisani, JNA*

Dehydration is more common than you may think – occurring when the body loses too much fluid without having it replenished. But many people think you only get dehydrated when you're extremely thirsty and are exercising for a long period of time (or are stuck out in the desert with miles of sand between you and the nearest oasis).



Many people who exercise don't drink enough water during their work out, and since they lose fluid through perspiration, they can end up being dehydrated. The same is true when you are hiking.

People can also become dehydrated through the course of their daily lives because they're not drinking enough water. Often this happens gradually, and we'll hardly notice it until we begin to feel extremely thirsty. If this happens to you, it's a good indicator that you've been dehydrated for a while, since if you feel thirsty it's a definite sign of dehydration.

Thirst isn't the only side-effect; dehydration will leave people feeling lethargic, sickly, or even faint. Though you may be drinking caffeinated beverages or drinks with high sugar content, they aren't very good at hydrating you – and diuretics like coffee can even leave you even more dehydrated.

The best way to avoid dehydration, both in times of illness and in day-to-day life, is to make sure that you're

drinking enough water. It seems basic, but making a conscious effort to drink plenty of water over the course of the day can have great effects on your energy levels and your overall well-being. It's usually as simple as carrying around a water bottle or keeping a glass of water filled on your counter at home or office, since if the water is there in front of you, you're more likely to drink it before you get dehydrated.

As we get older it becomes more important to stay hydrated with the right type of water – water that helps minimize the effects of acid, helps flush toxins from your cells and easily hydrates your body. This type of water is known as hydrogen-enriched water. Equally important, we should also have great tasting water with antioxidant properties and proper pH levels.

Natalie Angrisani represents Vollara, a leader in green technology and the H2Fuel Bottle, the new mobile companion to their Living Water healthy home technology. H2Fuel makes it easy to have hydrogen-rich water anywhere you go. For details, contact Natalie at (760)-501-8350 or visit hWater.NatalieZAngrisani.com. **22**

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Father's Day: Fun Facts & Food

By: *Betty Berrysmith, Jules Market*



June is known for its celebration of Father's Day. There are lots of stories about when and who started Father's Day, but all seem to agree that it's a time for children and families to celebrate their fathers.

This June 18 marks the 100th year of Father's Day, according to a common story. Sonora Smart Dodd, from Spokane Washington,

was struck with the idea of celebrating her father during a Mother's Day church service. In 1909, Dodd approached the Spokane YMCA and suggested her father's birthday, June 5, as the day for observance – however, needing more time to prepare, it was decided to celebrate on June 19th instead.

The State of Washington celebrated it first on June 19, 1917. It spread through the United States, and in 1924, President Coolidge officially recognized the third Sunday in June as Father's Day. Congress officially recognized it in 1956 with the passage of a joint resolution, and 10 years later, Lyndon Johnson issued a proclamation calling for the 3rd Sunday in June to be recognized.

Father's Day festivities always include food. Grilling is synonymous with Father's Day. Lots of fathers "man the BBQ grill" preparing their favorite dishes. In South Carolina, my father-in-law, Mott McClary, was known for grilling one of his hogs using his famous Carolina "BBQ mop and sauce" prepared with Frank's Hot Sauce, apple cider vinegar, red pepper flakes salt and pepper. Potato salad, grilled corn-on-the-cob and homemade peach cobbler or pound cake could usually be found at the table, too.



Here in the Coachella Valley, June grilling is likely to be prepared early to avoid the 100 plus heat. A great idea might be to pick up a Father's Day gift basket with all the items dad needs for grilling: utensils, briquettes or propane, chicken, steak, vegetable fixings and dessert. And don't forget the beer or wine.



Stop by Jules Market in La Quinta, where they can create a special Father's Day basket just for you or dad. Jules Market CEO, Jeremy Cullifer's, remembers his Father's Days from years past: "Since my father was a minister, we were in church on Sundays. After church, there was a potluck dinner and my favorite part of the meal was Campbell Pork & Beans with Hawaiian sweet rolls." To learn more about Jules Market, contact Betty Berrysmith, Resident Wine Specialist, at Jules Market, located at

78-130 Calle Tampico in La Quinta; (760) 777-9000; JulesMarket.com.

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What Is Pitaya?

By: Kerry Anderson, SIP Coffee House & Juice Bar



Pitaya fruit is commonly known as the dragon fruit, and is among the most nutritious and wonderful exotic fruits. It features a mouth-watering light, sweet taste and an intense shape and color.

It is considered a “super fruit” – indigenous to central and South America. Grown all over the world, pitaya fruit dates back to the 13th century. In Vietnam, where it is extensively grown, pitaya is known as “thang loy.” It is believed that the fruit was introduced to Vietnam by the French.

Due to its vital nutrients, the pitaya fruit is suitable for all diets as it supplements fiber. People who have high blood pressure, diabetes and obesity have attested to the fruit’s benefits.



Pitaya originates from the dragon fruit cactus plant, which usually appears like vines. Unlike day pollination done by bees, it is surprising to note that this nutritious and tasty fruit blooms at night where pollination is caused by nocturnal living things such as bats and moths.

The fruit is rich in magnesium, which helps increase energy. It is a good source of iron, which carries oxygen to your entire body and is vital for brain and muscle functionality.

Pitaya is also rich in Vitamin B2, which is a water-soluble vitamin. The human body needs a daily dose of it since it cannot be stored in the body. It plays a major role in energy production.

In addition, pitaya is high in fiber. Diets high in fiber can help reduce the risks of heart disease, control blood sugar levels and maintain bowel health, lower cholesterol levels and aid in achieving healthy weight.

Pitaya is rich in antioxidants, which help protect your cells against the effects of free radicals that can cause heart disease, cancer and other diseases. It has powerful Vitamin C benefits, which include protection against immune system deficiencies, cardiovascular disease, prenatal health problems, eye disease and skin wrinkling. Pitaya is great in smoothies, juice bowls, drinks, salads and more.



Kerry Anderson is the owner of SIP Coffee House & Juice Bar, located at 44100 Jefferson Street in Indio. For more information, call (760) 200-9474.



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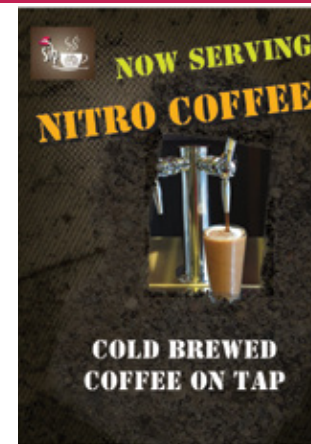
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The Latest in Home Design Trends

By: **Jeff Fishbein**,
Coldwell Banker Residential Brokerage

Whether you're a prospective seller or a longtime homeowner, revamping your space may be on your to-do list. Before you begin, preview these design trends and learn how to make them your own.

Quick Decorating Touches: Add the latest color – from deep emerald to the lime hue of Greenery (the Pantone Color of the Year), verdant shades are instant hits. To incorporate the trend, sprinkle in a few eye-catching accessories or splurge on a plush, room-filling rug.



Bring in Bronze and Brass: These of-the-moment metallics look luxurious, but they have economical price tags and complement a variety of colors and styles.

Spruce up your kitchen cabinets with brass handles or use bronze light fixtures to warm up a room.

Toy with Texture: Whether you're drawn to fabric wallpaper, a decorative wall hanging or a collection of well-placed throw pillows, texture is an easy way to make a space more inviting. And don't shy away from mixed materials like leather and wool.

Trendy Upgrades

Enrich your Entryway: You have only one chance to make a first impression. For a small investment, you can transform your home's entrance with an artisan-crafted credenza or an oversized mirror that amplifies the natural light.

Update your Countertops: Laminate options from recycled granite to glass are easy on the wallet and the environment. Want to go all out? Lighter shades in quartz, marble and wood are popular upgrades in today's kitchens.

Establish a "Shedquarters:" Whether you work from home, want a relaxing retreat or host house guests regularly, a separate on-site structure aptly dubbed a "shedquarters" may be a worthy addition.



From a quick, low-budget change to a well-planned build-out, homeowners have several options when it comes to implementing the latest home design trends.

Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage. Jeff has an extensive sales and negotiating background with a Forbes Top 25 customer service-focused private corporation. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage and Palm Desert. Jeff can be reached at (760) 984-4145 or jeff.fishbein@camoves.com.

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Trends in Kitchen Remodeling

By: Craig Blecka, Generations West Construction

After many years of holding back on investing in the home, many homeowners are coming out of the shadows and are finally getting back in the game of improving the home. For many desert families, the kitchen is the first spot being renovated.



For many people, the kitchen sets the tone for the entire home by serving as the epicenter of most family activity. Therefore, having a functional kitchen that matches the styles and tastes of the family is of utmost importance to many.

As people embrace kitchen remodeling in the home, several trends are emerging. Below are some details on the major trends that are present in kitchen remodeling today.

Creating a Modern Look

European styles have been gaining popularity in the United States as of late, particularly in kitchen design. Characterized by simplicity, European designs often feature sleek lines. Common materials are hard plastics and steel, which are in contrast to more traditional American designs that typically featured intricate woodwork.

Ergonomics is a study that focuses on functionality in spacing and utility. Ergonomics, it would seem, should have always played a role in kitchen layouts, but the truth is that kitchens are not always planned for reliable

workability in their original form. Newly designed kitchens reflect the professional layouts of restaurant kitchens. Often these kitchens include:

- A fruit and vegetables prep area located near the main sink;
- A baking station: pull-out cutting board and/or lift-up mixer in the base of the cabinets;
- A second sink in an island for additional prep;
- A bar and mini-fridge in the island.

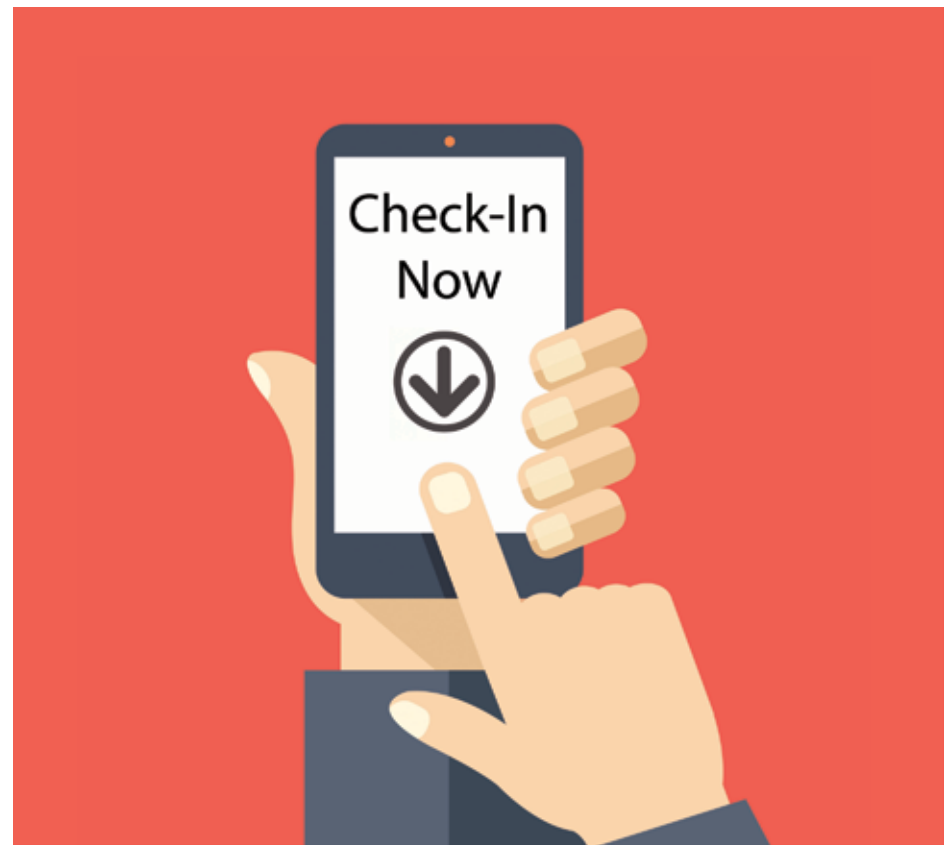
These modern, ergonomically-sound kitchens are focused on organization and ease of use – two qualities that are of utmost importance to today's on-the-go homeowner.

Layered Styles — Though there was a time when the style was to keep everything in a room very coordinated, designers are now playing with a mix of



materials and styles to create depth of appearance in a space. Mixed materials create an inviting appeal, keeping the kitchen at the forefront of spaces that family members desire to be in.

Generations West Construction is owned by Craig Blecka, who is a licensed General Contractor specializing in kitchen and bath remodels, finished carpentry and millwork. The Generations West Showroom is located at 77-734 Country Club Drive in Palm Desert. For more information, please call (760) 345-9898.



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Blurring the Line Between Inside & Outside with Floors

By: *Ev Levin Gerisch, elg design*

Imagine walking into a room and seeing the whole back wall open to the outside, or so it appears. As you walk toward the back, the side walls and the roof stop, but the floor keeps going – no back wall, no barrier, no threshold. One moment you are indoors, and the next, outdoors. Only a roof above you (or not) reminds you where you are.

Here are a few ways to help accomplish that sensation of freedom and infinity with your own home.

1. Use the same flooring indoors and out, including size and sheen. When possible, remove any barriers like screen door sliders so there is no elevation change or threshold to step over. If a track line is required, using the same material will minimize the distraction and make the interior feel merged with the outdoors.
2. If the same flooring material indoors and out is not feasible or to your liking, use materials very similar



so the change is minimized. An example is interior hardwood and a decking material of the same color, laid the same direction. This will also camouflage any sliding door tracks.

3. Use concrete both indoors and out, polished indoors and natural outside, with joint lines lined up. Despite the change in sheen, this creates a seamless flow.
4. Use the same material but in different sizes inside and out. This will create a continuous feel.
5. If there is an overhang/ceiling outdoors and tracks are evident, extend both the ceiling and flooring

material past sliding track doors. The eye will follow from one space to the other.

6. When there are track lines, install the flooring tile at the same level as the track lines. Use the same tile inside and out, creating a strong sensation of one continuous space.
7. Use a transition material that runs the length of the windows on either side. This technique works well when you do not want or cannot use the same flooring inside and out but want to create the sensation of continuous flow. Imagine hardwood inside, a decking material like stamped concrete outside and a slate border to unite both.
8. Utilize plants and rocks on either side of large windows. This will bring the indoors out and visa versa – a challenge to maintain in a desert climate.



Ev Levin Gerisch, IDS, L.A., is an entertainment attorney-turned eco-conscious interior decorator/designer and owner of elg design since 2007. Located in La Quinta and serving the Coachella Valley, learn more at Multiple Houzz.com and Angie's List awards; or call (310) 383-5006 or (760) 777-1907; or visit elgdesign.com.



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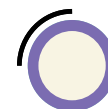
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Sofas: Comfort, Style & Space

By: Pat Wood, Encore Consign + Design Studio



A sofa is one of the biggest noticeable furniture investments of the house. Sure, bedroom suites can be pricey, but everyone sees and almost everyone sits on the sofa. And, the sofa stays around the house for years. Usually, when retired from the living or great room, the sofa serves another useful purpose – in a playroom, hobby room or donated as the first sofa when a young adult moves out of the house. Regardless, a sofa lives on.

When furnishing a living or great room, the sofa becomes the focal point. Because sofas can last for years, it's important to buy the right sofa. Here are a few tips when considering your sofa purchase:

Size – Sofas come in various lengths. Measure the space and determine the size that will provide space and comfort.

Use – Size and fabric considerations should be made based on how many people will be using the sofa and how often. Sofas selected for daily family use can be different from those selected for a one or two-person household.

Sturdiness – The sofa should feel solid and heavy.

Cushions – Cushions should also be sturdy with the core made of polyurethane foam, which provides long-lasting, no-show wear. Sofas can come with one, two or three cushions. Many times, selection of the number of cushions depends on the number of people seated at one time or the style desired.

Joints/Frames – Better quality sofas have joints that are fitted in place with dowels, glue or screws (no staples) and feet that are part of the frame.

Depth of Cushion – Sofas can have different depths. Depth matters for room placement and comfort.

Pillows – Sofas can come with or without pillow backs, and with or without loose pillows. Pillow backs provide comfort, yet limits your ability to fluff and clean.

Style – Sofas come in many styles. The look and feel is created by selecting: base style, arms, cushions and fabric. The size and type (traditional sofa, love seat or sectional) also define the style.

It's important to get the sofa right for comfort, style and space. It will be with you for a long time.



Pat and Jack Wood are the owners of Encore Consign + Design Studio, located at Highway 111 at Dune Palms in La Quinta. Encore has several showrooms of exquisite furnishings, accessories and artwork with new pieces arriving daily. For more information, call (760) 564-7200 or email Info@EncoreLQ.com.



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How to Plan a Spa Party

Submitted by: Quality Massage Therapy & Skin Care (Source: WikiHow.com)

Spa—ahhhhhh! June is the halfway point of the year, and the month which kicks off the summer season. It's also a great time to throw a spa party.

If you have any day or several days where you want to gather friends for birthdays, girlfriend getaways, bachelorette parties, bridal parties, golf outings, family reunions, conventions, office retreats, employee appreciation, anniversaries, chair massage, private or Chamber events, here's how to go about planning a spa party:

1. Start by turning a room in your house into a spa. Use rooms like the living area or your bedroom – you will need lots of space.
2. Clear an area in the middle of the room and lay out a chair for each one of your friends.
3. On the back of each chair, put a fluffy towel and an eye mask. You could even get the towels personalized with your guests' names.
4. Next, at the bottom of each chair, place a wash-up bowl. You can purchase these from dollar stores, etc.
5. Fill the wash-up bowls with warm, soapy water and add a drop of aromatic oil.
6. After you have done this, get two smaller bowls per person and place them next to the wash-up bowl. Fill these also with warm water.

7. Whip together some home-made facemasks and lay them out on a table. You can experiment with oats, fruits and honey.

8. Lay out all of nail varnishes on a separate table.

9. Put up some spa decorations, play some calm music and create the perfect atmosphere for your spa party.

10. When your guests arrive, show them to their seats and have them soak their feet in the wash-up bowls while wearing their cooling eye masks.

11. Then, give them a facemask of their choice and place cucumbers over their eyes. While they are relaxing, you could paint their toenails with a pretty polish.

12. After 15 minutes, remove the face mask from your guests' faces, splash with cold water and pat dry.

13. Have them soak their hands and choose a polish and paint their nails.

14. Finish off the party in style by either making your own smoothie, making your own lip gloss or having a "before and after" photo shoot.

Ellen Pirosh is the team leader of Quality Massage Therapy & Skin Care – a mobile company specializing in spa parties with a studio at The Plaza Resort & Spa, A Wyndham Resort. They have licensed male and female therapists, and have been in business 18 years. For more information, go to QualityMassageTherapy.com or call (760) 408-5626.

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Solo Travel Could Change Your Life

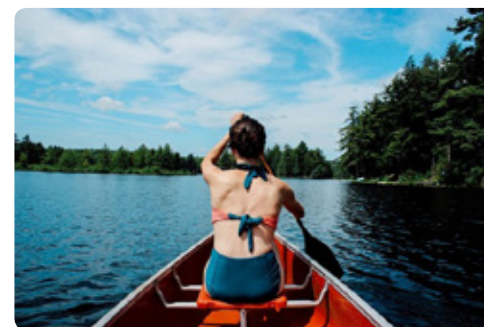
By: *Charles Greenberg,
Your Travel Agency*

Have you considered taking that first solo trip?

If so, ponder this: traveling solo can do more than just help you discover new destinations. It could actually change your life.

A recent survey found the first travelling alone experience can inspire life-changing decisions. The survey revealed that 13% changed their job or career, 13% changed their relationship and more than 20% chose to live somewhere new.

Who knew a vacation could do all that? Here's why.



The Confidence Boost — Sure, solo travel can be nerve-racking, but moving out of your comfort zone and discovering you can cope is a huge confidence boost.

You may find you're better organized than you thought, or better able to deal with issues as they arise. That knowledge can do more than you realize — it can make you feel like you can take on the world.

Expanded Horizons — Pushing your own boundaries is a great way to open your eyes to what you could do in life. Yes, you could relax on a beach for a week, but there's probably at least one activity that would get your heart racing. And, after that activity, sticking to a dull daily grind may seem less enticing. There's a reason almost two thirds of us think that well-travelled people are more interesting.

People Skills — Learning to love your own company is a great life skill. But

only the most contented introvert is likely to come back from a solo trip without having spoken to others along the way, making new friends or negotiating plans with a new group of people. These are valuable skills.

Self-Discovery — You'll almost certainly come back from a solo trip having learned something — even a few words of a different language or the ingredients of a new "favorite dish."

But, perhaps, you'll discover something about your character which helps you decide to take a new path in life. It might even be a new passion, an unexpected creative streak or a desire to be more socially responsible.

The No Fear Factor — Finally, for almost any decision in life, it's so easy to think "what if."

For many of us, that's enough to put off travelling solo, let alone leaving their job or moving to another city. But when you've taken the leap and discovered it's not as scary as you thought and it's even better than you'd hoped, the fear factor suddenly isn't such a big deal.

And the question changes to: Why not? What if I don't give it a try?



Charles Greenberg, owner of Your Travel Agency, is an ocean and river cruising expert. Many cruise lines are now offering discounts for solo travelers so they don't have to pay

the double occupancy rate. Your Travel Agency is affiliated with Travel Planners International and Ensemble Travel, and has long-term relationships with all major ocean-going and river cruise lines. For more information, call (760) 772-5888 or email greenbergcharlie@gmail.com.

HAPPY ANNIVERSARY!



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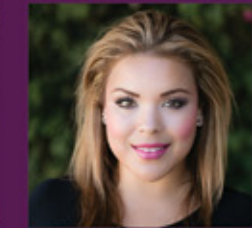
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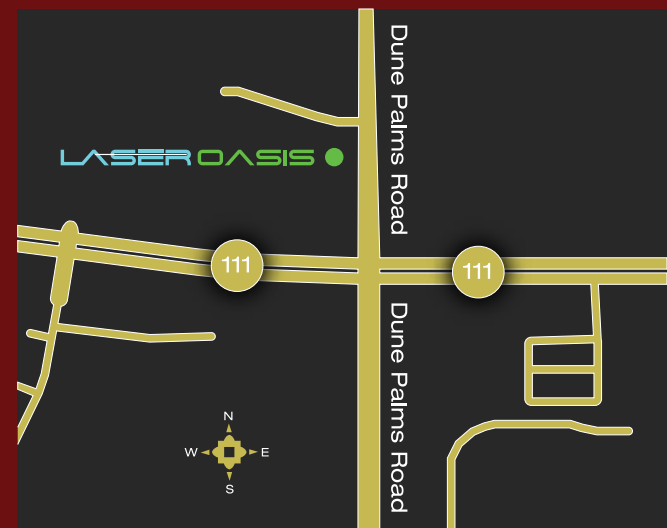
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