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Pages 19-22

Summer
Salads & Wine

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Showing Appreciation
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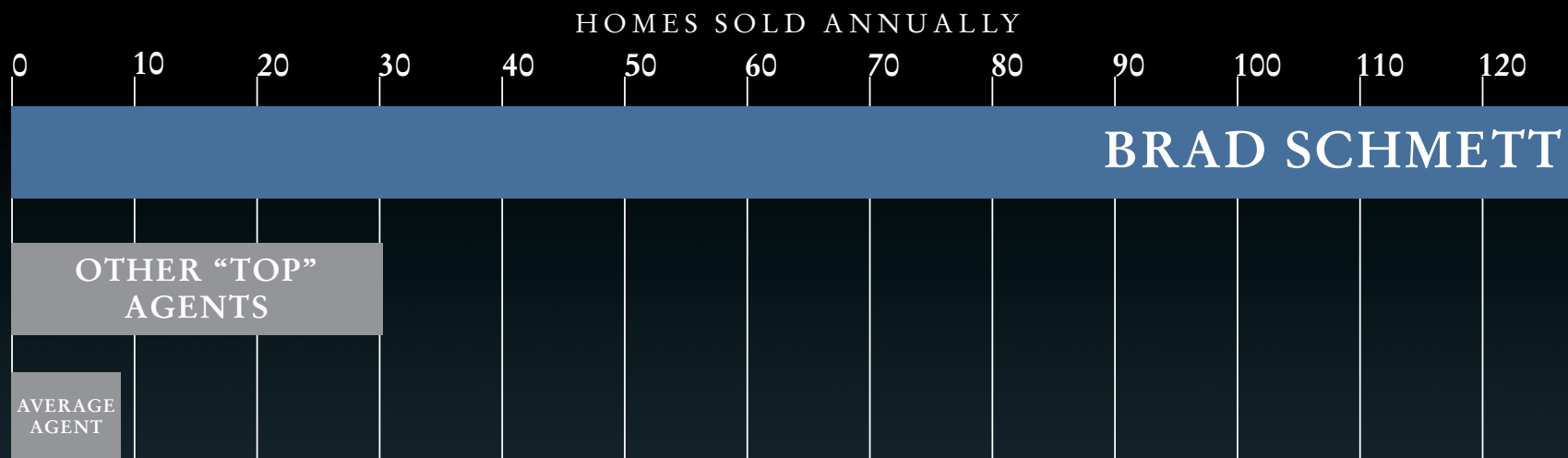


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The Greater Coachella Valley Chamber of Commerce was created in 2016 in cooperation with the former Coachella, La Quinta, and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. It enhances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

THE GEM PRODUCTION TEAM

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CONTENTS • JULY 2016

Chamber CEO's Message *By: Josh Bonner, Greater Coachella Valley Chamber CEO* 6

This Independence Day, Remember Freedom Isn't Free
By: Frank Anderson, Church 212^o 7

Show Appreciation for America's Armed Forces on July 4th
By: Patty Jenab, Diversified Capital 8

Is Your Business Prepared for Generation Z?
By: Dr. Jeff Suderman, Suderman Solutions 9

Someone Filed a Tax Return Using My Identity! What Do I Do?
By: Pedro Rincon, OR CPAs 10

City of La Quinta: The City Report 11 - 16

Summer Salads and Wine *By: Betty Berrysmith, Jules Market* 17

Summer Barbecue Essentials *By: Jeff Fishbein, Coldwell Banker Residential Brokerage* 18

Summer Steals, Deals & Bargains *By: Pat Wood, Encore Consign + Design Studio* 18

Loving the Local Life! *Special Summer Offers Pull-out Section* 19 - 22

Ways to Keep COOL This Summer *Submitted by: MedPost* 23

Care For Your A/C, So It Can Work For You *Submitted by: General Air Conditioning* 24

How does Acupuncture and Chinese Medicine Help Back Pain?
By: Zaynah Shabo, Live Well Clinics 25

The 10 A's For Alzheimer's Care
Submitted by: Caleo Bay Alzheimer's Special Care Center 26

Smile Bigger With Implants *By: Dr. Ray Cros, Cros Dental* 27

The Chamber Connection: News, Spotlights, Information & Events 28 - 33

To Retire With Confidence, Have a Plan
Submitted by: Franz Tatum Wealth Management 34

Costly Long-Term Care Mistakes *By: Marv Law, HealthBridge Insurance Solutions* 35

What is a Conservatorship? How to Avoid It With Proper Planning
By: Andrea Shoup, Shoup Legal 35

Summer Income Adjustment: Are You Getting Your Full Health Insurance Tax Credit? *By: Randy Foulds, Foulds & Feldmann Insurance Agency* 36

Four Tips to Help Student Athletes Market Themselves for College Sports
By: Elizabeth Venturini, College Career Strategist 37

Cash in Those Jewels *By: Lauren Boucher, Boucher Fine Jewelers* 38

On the cover: Peace, Love & Summer! It's a great time of year for "Loving the Local Life" with sizzling hot local deals.

Armen Karimyan, D.D.S.



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CHAMBER CEO'S MESSAGE

Greater Coachella Valley Chamber of Commerce Hosts Inaugural Installation & Business Awards Dinner

By: *Josh Bonner, Greater Coachella Valley Chamber CEO*



Exciting things are happening as the Greater Coachella Valley Chamber of Commerce (The Chamber) gets up-and-running. Its inaugural Installation and Business Awards Dinner was held on June 23 at the Fantasy Springs Resort Casino in Indio. At the event, The Chamber honored significant business achievements across the valley. It also recognized incoming and outgoing members of the regional and local board of directors and unveiled its new official logo and website, GCVCC.org.

The newly created Regional Chamber was formed in cooperation with the Coachella, La Quinta and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. This new chamber will deliver services and benefits to its members on a scope not seen before in the Coachella Valley. At the event, the GCVCC honored several very deserving businesses and individuals from across the valley.

- Small Business of the Year: *Coachella Valley Urgent Care*
- Large Business of the Year: *Costco Wholesale La Quinta*
- Chamber Champion: *Forest Lawn Memorial-Parks & Mortuaries*
- Nonprofit of the Year: *Desert Arc*
- Chamber Volunteer Award: Felice Chiapperini
- Leadership Award: Susie Harvey
- President's Achievement Award: Lincoln A. Castellanos
- The prestigious GCV Lifetime Achievement Award was awarded to Mario Del Guidice of *Mario's Italian Restaurant*

Get involved in The Chamber! Meet the new leadership:

Executive Committee

- Chairman of the Board: Jason Schneider, *Osborne Rincon CPAs*
- Chair-Elect: Ernesto Rosales, *Forest Lawn Memorial-Parks and Mortuaries*
- Immediate Past-Chair: Paul MacKey, *Cabazon Band of Mission Indians/ Fantasy Springs Resort Casino*
- Vice Chair: Jill Tremblay, *Best Best & Krieger*
- Treasurer: Dr. Frank Curry, *Desert Urgent Care*
- Secretary: Carmen Contreras, *State Farm Insurance*

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- Ezekiel Bonillas, *Twenty-Nine Palms Band of Mission Indians/Spotlight 29 Casino*
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This Independence Day, Remember Freedom Isn't Free

By: Frank Anderson, Church 212^o



“Freedom isn't free” is a phrase that was first used by someone long ago, but it can still be heard by those who know current or former members of the United States Military.

The “greatest generation,” those who came of age in the decade before and during the Second World War, paid a heavy

price for the freedom of many in Europe, Africa and Asia. From the time of the American Revolutionary war to conflicts in which the United States is currently engaged, American blood has been spilled “from sea to shining sea.”

Millions have worn the uniforms of the Army, Navy, Marines, Air Force and Coast Guard throughout our history. As each man or woman raised his or her hand and took the oath of enlistment or received a commission, a promise was made to defend this country against all enemies, foreign and domestic.

In a figurative sense, all who did so wrote a blank check to the United States of America and its citizens in an amount payable with their lives. That “check” was never cashed in most cases, but many were wounded and maimed – and some still struggle with the repercussions of those injuries.

It is remarkable that the United States has been involved in 35 wars and conflicts since it came into existence in 1776. The American dead in the Revolutionary War numbered about 25,000. Certainly the costliest – in terms of the number of dead – was the American Civil War, when more than 625,000 lost their lives on both sides of the conflict.

The Twentieth Century saw horrific wars in Africa, Europe and Asia. In the First World War, America lost 116,615. In the Second World War, she lost 405,399, but it is important to understand that over 16,000,000 wore an American uniform. In Korea, 36,516 fell, and 58,209 were killed in Vietnam.

Altogether, more than 1,300,000 men and women have perished serving this great nation. There are many memorials to those heroes exist in Washington, D. C. The number of warriors who have fallen in battle to establish our nation, to preserve its unity, and to defend it and our allies against foreign enemies, is astonishing! We had a day of remembrance for these on May 30. Our men and women in uniform continue to serve us and protect our liberties. Let us continue to be mindful of this on Independence Day 2016.



Frank Anderson is a decorated combat veteran and one of the Assistant Pastors at Church 212^o in Bermuda Dunes. Frank can be reached at Frank@church212.com. For more wisdom and hope, visit Church 212^o on Sundays, check out their website Church212.com or call (760) 773-3212.

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Show Appreciation for America's Armed Forces on July 4th

By: Patty Jenab, Diversified Capital

It's our country's 240th birthday this year! In celebration, support and recognize active and former members of the Armed Forces for all their sacrifices in protecting our freedom. Here are a few ways you can express your gratitude to the troops:



1. Volunteer at a VA hospital or donate your time to a veterans group. Riverside County Veterans Services can help point you in the right direction: VeteranServices.co.riverside.ca.us.

2. Talk to a veteran or an active service member. Ask questions about their service, why they joined the military and listen to their stories. A little interest can go a long way.

3. Visit a memorial. All across the United States, military members are honored through monuments that memorialize their service and sacrifice.

4. Put together a care package. The Palm Springs Bob Hope USO has a "Wish List" to help you pack the most needed items for the troops: BobHopeUSO.org. They also welcome your monetary donations.

5. Donate to a worthy cause. There are literally hundreds of charitable organizations that support the troops and their families, and they need assistance. Here are just a few:

- *Veterans of Foreign Wars* (oldest U.S. military support organization, founded in 1898 - (VFW.org);
- *Wounded Warrior Project* (WoundedWarriorProject.org);
- *Fisher House Foundation* (Fisherhouse.org);
- *Homes for Our Troops* (HFOTusa.org).

6. Attend a parade or local July 4th celebration. It's a great day to connect with your neighbors while honoring our troops. Your presence is a welcome sign of support! There are numerous parades and community celebrations scheduled throughout the Coachella Valley for you to choose from.

7. Offer to help a military spouse. While expressing gratitude to our servicemen and women is important, helping their families is also necessary. Offer to cook a meal, run errands or watch children to help give a military spouse a welcome break.

8. Fly our stars and stripes. A simple expression of support also shows your patriotism. Make sure you follow the code when you fly the flag at home.

9. Simply say, "Thank you for your service." You can't imagine how supportive and encouraging that phrase is to a member of the Armed Forces. It's a statement that cannot be heard enough by our troops.



Patty Jenab is a 26-year veteran of the mortgage industry, beginning with Diversified Capital in 1990. Diversified Capital offers all conventional and jumbo financing options, including special programs for military and first responders. Call Patty at (760) 300-4145 or reach her via email at pjenab@divcap.net.

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Is Your Business Prepared for Generation Z?

By: Dr. Jeff Suderman, Suderman Solutions

You can expect to see many of their applications and resumes in the months ahead as Gen Z-ers are just beginning to graduate from college.

Demographers define this generation as those born between 1995 and 2010. And as we have learned with previous generations, they will bring some changes! Here are a few insights about what you can expect:

- Gen Z appears to be more realistic in their work and career expectations than their predecessors, the optimistic Millennials.
- The recent recession has jaded their outlook and they will often be saddled with heavy student debt.
- 40% see failure as an opportunity to try again (partially influenced by video game culture).
- Personal growth and work-life balance are more important than salary.
- One in three of them want to be managers within 3 years of beginning work.

- Four in five of Gen Z-ers show symptoms of distress when they are separated from their phones.
- 33% watch lessons on-line to educate themselves (does your staff training allow this?).
- They need to understand a clear path to career progression or will become frustrated.
- 60% want to have an impact on the world (39% of Millennials said the same).
- They expect to work at four companies over their lifetime.
- 50% will be university educated (33% of Millennials are).



Dr. Jeff Suderman owns Suderman Solutions, a consulting company committed to improving organizational effectiveness through leadership development, training and strategic planning. Visit his blog at JeffSuderman.com to review the full Gen Z infographic. Or, if you want to learn how to lead an increasingly intergenerational workforce, contact him at jeff@jeffsuderman.com.

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Someone Filed a Tax Return Using My Identity! What Do I Do?

By: *Pedro Rincon, OR CPAs*

If someone uses your information to file a fraudulent tax return, they are looking to get your tax refund. You'll want to work with the IRS as soon as you discover the identity theft to ensure that your actual return is processed as quickly as possible.

Notification

In many cases, when someone files a tax return using your Social Security number, you won't find out until after the second return is filed. The second return could be from you or the person who has stolen your information.

When the IRS receives two different returns with the same Social Security number, the second return filed will be rejected if you e-filed. If you paper-filed, you'll get a written notice that explains that a return



IRS Form 14039

When you discover another tax return has been filed with your Social Security number, you'll use IRS Form 14039 to alert the IRS. When you complete this form, you'll indicate that someone has stolen your identity, and it has affected your tax account since they have filed a return using your identifying information. You'll also provide information about the tax year affected and the last return you filed prior to the identity theft.

After you complete Form 14039, mail it to the IRS with a copy of your Social Security card and driver's license. If you don't have a driver's license, you can substitute a U.S. Passport, military ID or other government-issued identification card.

has already been filed. Even if you don't get a letter from the IRS but suspect a fraudulent return has been filed with your information, you can still take action.

If you received an IRS notice concerning the fraudulent return, include a copy of the notice. Mail the form and documents to the address shown in your notice.

Additional Precautions

When someone has enough of your personal information to file a fraudulent tax return, they can use your identity to commit other crimes. In addition to alerting the IRS, you should place a freeze on your credit report file with all three credit bureaus to prevent unauthorized accounts from being opened. The Federal Trade Commission also suggests filing an identity theft report with your local police department, and also with the FTC online.



Pedro T. Rincon, CPA, CVA, has over 20 years of experience in accounting with an extensive background in providing accounting and tax services for agriculture, construction, distribution, hospitality and not-for-profit entities.

For more information, call OR CPAs at (760) 777-9805 or go to ORcpas.com.

10



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CITY MANAGER'S MESSAGE



New Fiscal Year Begins for City of La Quinta

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

In July each year, the City of La Quinta embarks on its new Fiscal Year – and the 2016-17 Fiscal Year is now upon us. So

what does that mean? The City's plans and budget for the next 12 months are put into motion. Do you know how revenue is generated to provide for all the things you love as a resident of La Quinta? If you'd like to learn more, read on.

As you might expect, taxes make up nearly 65% of the City's revenue. What might surprise you is that property tax is a very small piece of the tax pie. Most residents think their property taxes go directly to the City, but in actuality, only seven cents of every property tax dollar is allocated to the City of La Quinta. The majority of property tax dollars go to fund the school districts and the county.

Sales tax takes the top spot in tax revenue for the City's budget – with 64% of sales tax generated by non-residents, and 36% by full-time La Quinta residents. When broken out by categories, Consumer Goods is the biggest at 43%, and next are restaurants, bringing in 19%.

Transient Occupancy Tax (TOT) is also a significant contributor to the revenue stream, representing 27% of tax revenue for the City. Hotel TOT revenue is projected to be flat – with one possible factor being the U.S./Canadian exchange rate and its cooling effect on tourism. Short term vacation rental TOT, however, is projected to increase as compliance efforts grow.

Other revenue sources include licenses and permits, charges for services, and fines and assessments. For more information or to review Frequently Asked Questions (FAQs) about the City's upcoming sales tax measure, go to La-Quinta.org.

Have a happy Fourth of July holiday, and enjoy the local life this summer!

City of La Quinta Enhances Safety at Community Parks

City of La Quinta and La Quinta Police Department are enhancing the safety of park visitors with the addition of the newly adopted La Quinta Public Park and Recreational Areas Safety Ordinance. The goal is to make sure that everyone has an opportunity to enjoy city facilities and feel safe at all city parks and recreational areas.

For about a year, city staff and police received multiple complaints about alcohol/drug use and damage to public and private property. Although, La Quinta Police Officers are actively enforcing city park rules, under the previous ordinance, offenders could only be expelled for one day. This was ineffective, as most violators are repeat-offenders. Therefore, after a year of trying to decrease illegal activities, both City of La Quinta and La Quinta Police decided it was time to modify the former ordinance to allow officers

to expel repeat-offenders for up to a year from the park where the incident occurred. The intent of the ordinance is to let repeat-offenders know that there are consequences to bad behavior. Parks are for the enjoyment of all.

The new ordinance incorporates the following:

- Peace officers may expel a repeat violator from the park or recreational area where the violation occurred for a period of up to one year.
- An expulsion notice so issued constitutes an administrative citation pursuant to the La Quinta Municipal Code, and may include a \$50 administrative fine for an initial violation and a \$100 administrative fine for each subsequent violation.
- Violators may contest any expulsion notice in accordance with the procedures provided in chapter 1.09 of the La Quinta Municipal Code.

As La Quinta Police implements this new ordinance, park visitors are asked to report any illegal or suspicious activity to police at (760) 936-3215 ext. 5.



FIRE DEPARTMENT



Heat Safety

Extreme heat caused 7,415 heat-related deaths in the United States from 1999 to 2010. Heat-related deaths and illness are preventable, yet many people succumb to extreme heat annually. Now is the time to prepare for the high temperatures that kill hundreds of people every year.

Take measures to stay cool and remain hydrated. Getting too hot can make you sick. You can become ill from the heat if your body can't compensate for it and properly cool off. Those who are at highest risk include people 65 and older, children younger than two, and people with chronic diseases or mental illness. People at greatest risk for heat-related illness can take the following protective actions to prevent illness or death:

- **Stay in air-conditioned buildings as much as possible.** Contact your local health department or locate an air-conditioned shelter in your area. Air-conditioning is the number one protective factor against heat-related illness and death. If a home is not air-conditioned, people can reduce their risk for heat-related illness by spending time in public facilities that are air-conditioned, and using air-conditioning in vehicles.
- **Do not rely on a fan** as your primary cooling device during an extreme heat event.
- **Drink more water than usual** and don't wait until your thirsty to drink.
- **Check on a friend or neighbor** and have someone do the same for you.
- **Avoid using the stove or oven to cook** – it will make you and your home hotter.
- **Limit outdoor activity**, especially midday when the sun is hottest.
- **Wear and reapply sunscreen** as indicated on the package.
- **Pace activity.** Start activities slow and pick up the pace gradually.
- **Wear loose, lightweight, light-colored clothing.**
- **Schedule workouts or practices earlier** or later in the day when the temperature is cooler.
- **Take cool showers or baths** to cool down.
- **Never leave children or pets in vehicles.**

Information provided by cdc.gov. For more information visit rvcfire.org.

POLICE DEPARTMENT



Childhood Drowning Prevention

In California, drowning is the leading cause of injury death among children under the age of 5 years. Of all preschoolers who are victims of a swimming pool drowning, 70% are in the care of one or both parents at the time of the drowning and 74% are missing from sight for five minutes or less.



La Quinta Police Department would like to offer these simple reminders in the hope of reducing the chance of you or a family member becoming a drowning victim.

EDUCATION: Water safety starts with the education of parents and pool owners as to the dangers posed by swimming pools. It is also essential to start educating children early and set the rules for using the pool.

ADULT SUPERVISION: There is simply no alternative to “**Constant Eyes On**” supervision when children are in or near water. Often referred to as the **Water Watcher**, this adult is to —

- Watch the water at all times.
- Avoid being distracted by reading, music or conversation.
- Refrain from any use of alcohol.
- Never leave the area until relieved by another adult.

NEVER leave a child alone or unsupervised by a pool, spa or any body of water!

PHYSICAL BARRIERS: Swimming pools should be enclosed on all four sides by a wall or fence barrier that is at least 5 feet high. Bars or slats in the fence barrier should be less than 5 inches apart. Any door, gate or window leading to pool or spa areas must be equipped with **self-closing and self-locking** mechanisms that are out of the reach of children.

SWIMMING SKILLS: Learn to swim yourself, teach children to swim and check the swimming skills of younger children each year—or more frequently. Teaching your child to swim provides the basic water safety skill that goes with your child any time he or she enters the water.

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

IT'S YOUR LIBRARY

The "Read for the Win" Summer Reading Program continues! All ages can enjoy FREE programs at the La Quinta Public Library!

SUMMER READING PROGRAM

(Reading Program and prize redemption ends July 31) You still have time to join us for some fun programs during this year's "Read for the Win" Summer Reading Program! All ages can register online at srp.rivlib.net for the reading component in order 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! Dates: July 11, July 18, and July 25. **Teen Grand Finale: Real Life Mario Kart and Prize Drawing on Monday, July 25 at 3 p.m., after the Mario Kart event; must be present to win. (NOTE: No "Teen Ramp" program on July 4- Library Closed)**

"Get Moving with Ms. Sarah"- Tuesdays at 11 a.m. (ages 2-8) Enjoy story time, crafts, music, games, and special guests! Dates: *July 5, July 12, July 19, and July 26 (***NOTE: There will be a special "Family Movie" or "Family Board Game Day" on July 5 at 11 a.m.**)

"Think Fast"- Wednesdays at 3 p.m. (ages 9-12) Fun games, mazes, special guests, and treasure hunts! Dates: *July 6, July 13, July 20, and July 27 (***NOTE: There will be a special "Family Movie" or "Family Board Game Day" on July 6 at 3 p.m.**)

"Enjoy the Show!"- Thursdays at 3 p.m. (All ages) Don't miss out on these entertaining programs; enjoy a variety of shows sponsored by Friends of the La Quinta Library! (**Note: There will be NO show on Thursday, July 7**). Prize Drawing after each performance:

"La Quinta Library Olympics!" (Library Staff) July 14 at 3 p.m. Enjoy this interactive program with library staff! Fun indoor obstacle course, games, craft, free produce from the FIND Food Bank booth, prizes & more!

"The Wacko Show" 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) 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 for ages 0-12, must be present to win!**

"Grown Up Game Time"- (Adults 18+) "TV Game Show Day" on Saturday, July 16 at 1:30 p.m. - Bring your competitive spirit and play some fun games as seen on television. **Grand Prizes for Adults that participated in the Reading Program will be given separately in August.**

REGULAR LIBRARY PROGRAMS

Adults (18+)

"BYOB Book Club" (Bring Your Own Book), Saturday, July 23 at 10:30 a.m., call or sign up at the Adult Reference Desk.

"La Quinta Reads" Book Club, Monday, July 25 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.

Tweens (ages 9-12)

Tween Book Club, Tuesday, July 12 at 4 p.m. and Tuesday, July 26 at 4 p.m., call or sign up at the Children's Reference Desk.

Teens (ages 13-17)

Anime Club, Saturday, July 9 at 4 p.m.

Teen Think – Art/Science/Tech Workshop, Friday, July 15 at 4 p.m.

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

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

For details, visit laqlibraryteens.blogspot.com

SAVE THE DATE

"Stuffed Animal Sleepover" Wednesday, August 10 at 5 p.m. (All ages)

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

September 2016 is "Library Card Sign Up Month" Get your FREE Library Card and receive a special prize during the month of September, as supplies lasts.

September 25 to October 1, 2016 is "Banned Book Week" Check out our special Banned Books Display!

*** 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](https://www.facebook.com/laquintalibrary) and at laquintapubliclibrary.wordpress.com.

EXPLORE YOUR MUSEUM



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

EXHIBITS

By Design 2016

Design concepts and themes affect many aspects of our everyday lives and often reflect change in our preferences over time. La Quinta Museum's By Design 2016 exhibit will showcase design influences in Fashion, Interior, Industrial, Architectural and Landscape Design from 1850 to the present. Now on exhibit is the Mid-Century Modernism Era – 1950-1990. This will be on view through September.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE EVENTS

STEM*/STEAM SUMMER CAMP**

STEM is Tuesdays 1-3 p.m., through 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

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.

Brown Bag TED* Talk

Tuesday, July 12, 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

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

Saturday, July 16, 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.

Trending Topics

Tuesday, July 26, 10-11 a.m.

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

Good Reads in the Gallery Book Club

Thursday, July 28, 5-6 p.m.

Pick up a copy of "To Kill a Mockingbird" by Harper Lee 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.)

La Quinta Artist Studio Tour – December 2016

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. Email, call or stop by the Museum for more information. Please let us hear from you!

laquintamuseum
77-885 avenida montezuma • la quinta • ca • 92253

SILVERROCK RESORT

Back 9 Closed

The back 9 at SilverRock Resort will be closed through October so that work can be carried out in preparation of a future luxury 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.

As a result, the front 9 will remain open and players will have the option of playing 9 holes or 18 (play front 9 twice). Golf rates have been adjusted and tee times can be booked by calling the golf shop at (760) 777-8884 or booking online at silverrock.org.

FootGolf

This summer, SilverRock will offer a FootGolf course on the front 9. What is FootGolf? FootGolf is a combination of the popular sport of soccer and golf. To play FootGolf, athletes use soccer balls on a traditional golf course with 21-inch diameter cups. The rules largely correspond to the rules of golf. This wonderful game is played, for the most part, without the supervision of a referee. The game depends on the integrity of the player to show consideration for other players and to abide by the rules. All players should conduct themselves in a disciplined manner, demonstrating courtesy at all times and sportsmanship, regardless of how competitive they may be. This is the spirit of the FootGolf game.

The sport is played in the traditional format of up to four players per group with FootGolfers using golf carts.

FootGolf uses golf's basic model including tee boxes, greens, bunkers, hazards and 18 holes of play. Scorecards display par scores for each hole as in regular golf. FootGolf as a game is played throughout the world in many different forms, but as a sport, it is regulated by the Federation for International FootGolf (FIFG). The American FootGolf League (AFGL) is the exclusive member of the FIFG and governing body for the sport of FootGolf in the United States.

Call the golf shop for more information on FootGolf and availability. 760-777-8884 ext. 3.

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 cooling off and watching a movie in the pool!

This free event will be open to the public, so bring your friends and family as well as your swimsuit, floaties, and a towel.

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

SPORTS

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

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays



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)



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.

COMMUNITY SERVICES CLASSES & PROGRAMS: JULY & AUGUST

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 July

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	July 22
Friday Social Ballroom Dance	6 p.m. – 7:30 p.m.	F	August 26
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	July 12
Floral Perfect (Floral Design)	1 p.m. – 4 p.m.	TH	August 9
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

(Physical Wellness)

Chair Massage CMT (Clare Dune)	10:15 a.m. – 12:15 p.m.	W	
Mat Pilates	8:15 a.m. – 8:45 a.m.	M/W/F	
Meditation	6 p.m. – 7 p.m.	TH	
Morning Workout	9 a.m. – 10 a.m.	M/W/F	
Personal Trainer (14 years & up)	12 p.m. – 8 p.m.	M/W/F	
Reiki (Healing Art/Meditation)	10 a.m. – 11:30 a.m.	TH	
Sunset Yoga (15 years & up)	6 p.m. – 6:45 p.m.	M/W	
Taekwondo (4 years & up)	5 p.m. – 8 p.m.	M/W	
Tai Chi Chuan	10:15 a.m. – 11 a.m.	T/TH	
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	July 29
Social Bridge (Call Doris (760) 564-2878)	12 p.m. – 3:30 p.m.	M	
Mah Jongg (Contact Center for more information)	1 p.m. – 4 p.m.	T	

WELLNESS CENTER EVENTS

July Luncheon

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

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

Online registration is available at la-quinta.org

Live Well Clinic Visits the Wellness Center

Mondays from 9-10 a.m.

Vitamin B-12 injections will be offered at the Wellness Center on a walk-in basis (cash or credit card accepted).

Family Hospice Care Support Group

Meets Fridays from 10-11 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.*

Hypnotherapy

Monday, July 11 from 10-11 a.m.

Loretta M. Siani, Doctor of Clinical Hypnotherapy will encourage guided imagery to encourage the benefits of guided imagery and become reacquainted with the principles of the power of the mind. Reservations required.

SCAN Medical Insurance

Monday, July 18 & July 25 from 10-11:30 a.m.

Enjoy a healthy Smoothie's beverage with Cesiah Mireles representative of SCAN who can answer questions pertaining to SCAN medical insurance.

Boys & Girls Club Donation Luncheon

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

Minimum of \$10 donation to attend.

Online registration is available at la-quinta.org



Summer Salads and Wine

By: **Betty Berrysmith, Jules Market**

I love to cook, but when the temperature hits the triple digits – all I want is a delicious salad and a great glass of wine!

There are a few things to consider when pairing wine and salads:

1. Acid matches acid. This means selecting a wine that can hold its own against vinegars or citrus juice in dressings.
2. Weight of wine matches weight of dressing. Creamy dressing pairs with wine that has oak aging, i.e., Chardonnay.
3. Protein in salads can be used to match your wine.

The wine that is mentioned over and over as a great pairing for all salads is Gruner Veltliner, a lovely Austrian white wine. Gruners also have enough weight to handle salads with proteins.

Biokult Gruner Veltliner 2014: “This wine has soft aromas of citrus, minerals and prairie grass and has a dryish, light body with a touch of white pepper and lemon rind finish.” (as described in its tasting notes). It makes a great addition to your summer wine collection.



Rose or an un-oaked Chardonnay pair well with the creaminess of a Caesar dressing. If adding grilled chicken, a richer Chardonnay or Chablis work well.

I enjoy a sparkling wine such as Tarantas Sparkling Rose, or would choose a Sauvignon Blanc to match a vinegar-based dressing, the salty bite of kalamata olives and the feta cheese of a Greek salad.

Salads Nicoise is a complete meal including crisp greens, haricot verts, tuna, red potatoes, tomato, eggs, black olives and anchovies. Sable d’Azur Côte de Provence from the area where this salad was born (the French Riviera) is a beautiful pairing.

A slightly fruity wine can be a counterpoint to the soy sauce, ginger and garlic of an Asian Chicken Salad. A Jules Market staff favorite is the Carl Graf 2014 Riesling Kabinett.

Grilled Vegetables: Here’s where oak comes in to complement the smoky favors. La Crema Sonoma Coast 2013

Chardonnay pairs well with fire-roasted vegetables.



My favorite – a Mexican salad with grilled chicken and lime-cilantro vinaigrette. This is where I’m going out on a limb with a spicy, earthy and

smoky Filus Malbec from Argentina. Kim Crawford’s New Zealand Sauvignon Blanc, which has “aromas of intense tropical fruit and fresh cut grass” is another great choice.



Each of these wines and salad fixings can be found at Jules

Market, your neighborhood gem! For more information, call Betty Berrysmith, Resident Wine Specialist, at Jules Market (760) 777-9000. Jules Market is located at 78-130 Calle Tampico in La Quinta. Visit their website at JulesMarket.com.



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Summer Barbecue Essentials

By: Jeff Fishbein, Coldwell Banker Residential Brokerage



Summer is primetime for barbecuing! Here are some things to consider as you prepare your barbecue meals this summer.

Choosing a Grill or Smoker

There are a variety of grilling options available, and each has its pros and cons:

Charcoal grills take longer to heat up, but they also achieve hotter temperatures – making them perfect for searing meat. And purists love charcoal for the flavor it produces.

Gas grills are a favorite among recreational grillers, largely because they're easy to use and heat up quickly. They do cost more than charcoal grills up front, but they're less expensive to operate over the long term.

Electric grills are portable and compact, providing a practical, affordable alternative for people living in apartments that restrict outdoor grilling. But critics of electric grills argue that they won't give you that smoky barbecue flavor.

Smokers slow cook meat to achieve the distinct flavor connoisseurs love, but the process does take more time.

Gathering Gadgets for Grilling

Before you start cooking, make sure you have these grilling essentials:

- Tongs
- Skewers
- Basting brush
- Rubs and marinades
- Heat-resistant grilling gloves
- Wire basket for vegetables and seafood
- Grill brush for cleaning

Finding the Best Recipes

Not sure what to cook? Check out the New York Times' Summer Barbecue Essentials for an ample list of grilling recipes organized by category, including sauces, marinades and rubs.



Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage. He has an extensive sales and negotiating background, and specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage and Palm Desert. Jeff is also active in La Quinta's Chamber of Commerce, serving on the Executive Committee as Chamber Treasurer. Contact him at (760) 984-4145 or jeff.fishbein@camoves.com.

Summer Steals, Deals & Bargains

By: Pat Wood, Encore Consign + Design Studio

Summer is sizzling in the desert with steals, deals and bargains. When it's hot outside, we live indoors. It's a great time to freshen your home and take advantage of summer savings.

Whether you are planning a family gathering or simply chilling out with friends, a little effort can make your home sparkle. Updating a home can range from adding a throw rug for personality to giving the walls a new lift with color. Here are few tips when hunting for summer bargains:



- **Make a List.** Write down what you are looking for and prioritize it. Bargain hunting can be overwhelming.
- **Do Your Research.** Become knowledgeable on what you want to buy. Many websites have good ideas on decorating, quality furniture and evaluating costs. Know What You Want or Need. Don't fall into the trap of buying just because something is on sale. Pick a theme or specific colors and stick to it.
- **Come Prepared.** If you're looking for pieces for specific areas in your home, make sure to take the dimensions with you. Bring a tape measure along to check that a piece will fit, and remember to bring rope or twine and a few old blankets to protect and secure your buys during transportation. Inspect Thoroughly. Sometimes a piece isn't a bargain; it's junk. That may not be obvious at first. It's always better to take a close look than to be sorry later.
- **Shop with Intent.** Great deals won't last forever! As the old saying goes: If you snooze, you lose. If you find something you like, chances are someone else probably will like it too.
- **Keep on Searching.** You never know what you might discover. The key is to be patient. It may take a few trips. But, the thrill of purchase is partly in the hunt. Don't be discouraged. Just keep on hunting!

Now is the time to take advantage of great buys and support your local retailers. They will appreciate it during the dog days of summer!



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

LOVING THE LOCAL LIFE!

Sure, it's hot, but summer in the desert means deals and steals for those who support the Coachella Valley economy year-round! Part of the rewards for surviving the heat are the special offers businesses extend to loyal locals. Love the local life even more by taking advantage of these outstanding deals available with the following La Quinta Chamber members:

1. Shop.com/Shop Local



10% off on TLS weight management. Not a diet but a lifestyle. Become a fat burning

machine. Isotonix, drink your vitamins and absorb up to 95% in 5 minutes. Enhance your natural beauty for a fraction of the name brands. 2 million followers on Instagram. Contact your Customer Manager, Rick Miller at (760) 219-0715, shop.com/rickmiller or RickMiller1.com. Offer valid July 1 - August 30, 2016.

2. Footloose Reflexology



Enjoy \$5 off any service

when you mention this ad! Offer valid July 1 - September 30, 2016. Two locations: 79-630 Highway 111, #101, La Quinta - (760) 863-0900; and 72-877 Dinah Shore Drive, #104, Rancho Mirage - (760) 770-6700. Visit their website at FootlooseReflexology.com.

3. Cello's Pantry

Free delivery (a \$25 value) when you mention The Gem! Offer valid July 1 - September 30, 2016.



Located at 70-225 Highway 111, Rancho Mirage. (760) 328-4200 - CellosPantry.com.

4. Chris Hegarty Plumbing, Inc.



\$75 Summer Tune-Up! Water Heater Flush + Free Home Inspection (\$175 value). Make sure your home is ready for the rough

summer weather. Pipes and water heaters work overtime during the extreme daytime heat and cold nights, which will cause them to leak or even burst if not properly maintained. Home inspections covers all your plumbing fixtures in the house, making sure they are in proper working condition. \$175 for tankless water heaters; includes solution. (\$275 value) Offer valid July 1 - September 30, 2016. (760) 285-7678 - ChrisHegartyPlumbing.com.

5. MountainView Tire & Service



Check out these six great summer

offers! 1) Four Free Los Angeles Dodger tickets with the purchase of four Cooper Tires. 2) Rebates on Goodyear tires. 3) Free Battery Test. 4) Brake special \$25 off. 5) Air Conditioning Performance Test, \$15 off. 6) Free vehicle maintenance inspection. Offers valid July 1 - 31, 2016. 79-265 Highway 111, La Quinta - (760) 564-5343 - MountainViewTire.com.

6. CollegeCareerResults

Desert cities parents with college-bound teens who want to gain acceptance to highly-selective schools with the confidence of knowing a well-paying career is also on the horizon work with CollegeCareerResults. With skill, inspired guidance and support, your student will show



up like a winner on their college applications. From July 1 to August 31, 2016, enjoy a 10% discount on our most popular packages: College Applications, Essay Help and Finding Financial Aid. If your teen is ready to roll up their sleeves and earn a place at their dream school, contact CollegeCareerResults. Call Elizabeth Venturini at (949) 636-9055 or visit CollegeCareerResults.com.

7. Farmers Insurance Mike Murrell Agency

Free Quake Hold Earthquake Furniture Strap (all summer, while supplies last) as well



as earthquake tips and keychain flashlight. Just stop in, say hello and ask for your free earthquake gift(s). No Insurance quote necessary, though Auto - Home - Life - Earthquake Insurance quotes are available. Located at 74-836 Technology Drive, Suite 106, Palm Desert. (760) 999-9900 - GoToAgent.com.

8. US Taekwondo Team (USTT)

We have a summer special that allows kids, teens and adults to take Taekwondo lessons for 3 months for just \$250 plus a FREE uniform! Offer valid July 1 - August 13, 2016. Located at 79-825 Highway 111 Suite 103, La Quinta. (760) 342-3006 - USTT.us.



9. Cello's Bistro

Summer Specials include \$19.95 Prix Fix Menu and all night Happy Hour! Summer Hours: Open Tuesday-Saturday at 5 p.m. Offer valid July 1 - August 14, 2016. Located at 35-943 Date Palm Drive (Date Palm & Gerald Ford), Cathedral City. (760) 328-5353 - CellosBistro.com.



LOVING THE LOCAL LIFE!

10. Douglas Motz Insurance Agency

FREE New Policyholder Earthquake Kit. California rocks as a place to live. But it rocks with earthquakes, too!



California Earthquake Authority (CEA) has a new California Rocks! campaign. From July 1 - August 31, 2016 (while supplies last), when you purchase your earthquake insurance from Doug Motz Insurance Agency, the CEA will send you a free new policyholder Earthquake Kit, a \$60 value. Many Californians are unaware that earthquake damage is not covered by their home insurance policy. For your free earthquake quote, call (760) 200-0270 or go to DougMotz.com. Located at 43-875 Washington Street, Suite H, Palm Desert. License # 0F00702.

11. Alan's Award Winning Instant Photography & Video



Book 2 or more hours of instant giant screen photo booth photography, drone video or traditional video

and receive the 3rd hour free. Offer valid July 1 - October 15, 2016. (760) 898-5110 - palmspringsphotographers.net.

12. elg design

\$50 off initial 2-hour residential interior design consultation by award-winning Ev Levin Gerisch of elg design in La Quinta. Your appointment may cover consultation



and ideas for paint selection, room updating, flooring, surface materials (countertops, backsplash, etc.), furniture, accessories, lighting, ceiling fans, room repurposing, space re-arranging & more. Call elg design at (760) 777-1907 or (310) 383-5006 (cell) and mention "The Gem Summer Promotion" for the discount. Offer valid July 1-September 30, 2016. (Services not available July 9-22; August 16-September 4.) (760) 777-1907 - houzz.com/pro/elgdesign.

13. Austin Industries



Get 15% off all HVAC equipment and parts this summer. Just mention this ad! Discount offered July 1 - September 5, 2016. Located at 73-950 Dinah Shore Drive, Unit 308, Palm Desert. (760) 324-3735 - austinsales.net.

14. All Valley BBQ, Spa & Fireplace



Buy any cart-model BBQ, we'll waive the Local delivery fee! (\$99 value) Offer valid July 1 - September 1, 2016. Located at 77734

Country Club Drive, Unit D, Palm Desert. (760) 342-5277 - AllValleyBackyard.com.

15. Desert Fireplaces & BBQ's



Free ceramic log set with purchase of any American Fyre Designs fireplace! Offer valid July 1 to September 1, 2016. Located at 74055 Highway 111, Palm Desert. (760) 345-4003 - DesertFirePlacesEtc.com.

16. Pride Piper Service & Repair

Free 1/4 Hour of service with paid 1-hour service call! (Value up to \$25)

Offer valid July 1 - September 1, 2016.

Located at 77734 Country Club Drive, Suite D1, Palm Desert. (760) 568-5009 - PridePiper.com.



17. SIP Coffee House & Juice Bar

All Fresh Juices 20% when you mention this ad. Limit one per person per visit. Offer valid July 1 - August 31, 2016.

Open Mon-Fri: 6 a.m. - 6 p.m., Sat: 6 a.m. - 5 p.m., Sun: 7 a.m. - 3 p.m. Located at 44-100 Jefferson Suite 302, Indio. - (760) 200-9474 - fb.com/SIP-Coffee-House-Juice-Bar-1507141416236699.



18. Old Town Artisan Studio

Art Camps for Kids: pottery, glass, painting and drawing. 10% off for

July camp sessions. Call the studio to register for these discounted camps. Beat the heat and let your kids create something special in a cool, safe and fun environment. Located in Jules Market shopping center - a perfect local place! Discount valid July 1 - September 5, 2016.

Located at 78-134 Calle Tampico, Suite 160, La Quinta. (760) 777-1444

oldtownartisanstudio.org.



PULL OUT
this section
and **SAVE** locally
all summer
long!

LOVING THE LOCAL LIFE!

19. Jule's Market

Save 10% at Jule's Market this summer!



Every Tuesday, teachers and

senior citizens receive 10% off their order*. Every Wednesday, veterans receive 10% off their order*. Every Thursday, public servants (police, fire, EMS, local government) receive 10% off their order*. (*Liquor, tobacco, gift cards, lottery, and fluid milk excluded).

Contact store to enroll for your discount.

Offer valid July 1 - September 30, 2016.

Located at 78-130 Calle Tampico, La Quinta. (760) 777-9000 - JulesMarket.com.

20. La Quinta Resort & Club



Full body chill! Visit Spa La Quinta for their Summer Chill

Body Renewal. The treatment begins with a refreshing body scrub followed by a serene rain shower and a soothing full body massage.

75 minutes for \$230. Located at 49-499

Eisenhower Drive, La Quinta. (760) 564-4111

LaQuintaResort.com. Offer valid July 1 - September 5, 2016.

21. Healing Hands Mobile Spa



Receive a complimentary 20 min body scrub of your choice free (\$45 value) with and any stand-alone service. Offer valid July 1 - 31, 2106. (760) 834-1275 - HealingHandsMobileSpaServices.com.

22. Paul Associates

Printers

\$25 discount on any order over \$100. Think of anything you need to have printed and most likely we can produce that item for you. This includes Business Cards, Stationery Packages, Programs, Jewelry Cards, Multipage Booklets, Brochures, Newsletters, Posters, Menus, Postcards, Rack Cards, Mailers, Letterhead, Carbon-less Forms. At Paul Associates Printers, we offer quality printing and employ the specialized processes that help to create eye-catching graphics, including: foil stamping, die-cutting, embossing, and jewelry card manufacturing. Mention The Gem for your \$25 discount on any order over \$100. Limited one per customer. Offer valid July 1 - September 5, 2016. Located at 44-919 Golf Center Pkwy, #11, Indio. (760) 347-8886 - paprinters.net.



23. The Ideal Match



25% OFF all regular memberships. Get out there and meet some other quality singles like yourself! Offer valid July 1 - September 30, 2016. (760) 674-2007 - TheIdealMatch.com.

24. Signature Window Treatments



Enjoy 10% off your entire purchase of energy saving window

coverings, including roller shades, honeycombs and motorization. Must mention this offer when you call to schedule your free in-home consultation. (760) 408-9493. Located at 41-801 Corporate Way, Ste. 6, Palm Desert. Offer valid July 1 - August 31, 2016.

25. Encore Consign + Design Studio

Summer is sizzling at Encore Consign + Design! Home



furnishings, accessories, artwork and more. Now is a great time to update your home. Even your patio! Stop by our showrooms today and look for our July & August Summer Specials. We have great pieces at terrific discounts. All summer specials are discounted between 10 - 50%. Look for the summer red-lined specials. New pieces arrive daily. See why we have been voted 'Best of the Best.' Located at the corner of Dune Palms & Highway 111. Get out of the heat and cool off at Encore...Where Savvy Shoppers Meet! Located at 47-120 Dune Palms Rd., La Quinta. (760) 564-7200, info@EncoreLQ.com - EncoreLQ.com.

26. Massage Envy



Experience Summer Glow at

Massage Envy this July! UV Rays, sweat and excess oil take a toll on your skin. Combat summer with a personalized facial from the skin care experts at Massage Envy. Take \$10 off a Healthy Skin Facial and receive a free deluxe Murad sample. The Summer Glow event runs from July 5 - 31, 2016. Massage Envy. Located at 79-485 Highway 111 at Dune Palms, La Quinta. (760) 771-2244 - MassageEnvy.com/clinics/CA/La-Quinta.aspx.

27. Ivan's Blinds & More



\$100 off of any order of \$1,000 or more. Offer valid July 1 - September 30, 2016. Ivan's Blinds and

More is located at 79-485 Highway 111, La Quinta, (760) 777-7670 - 4Ivan.com.

LOVING THE LOCAL LIFE!



28. J.L. Salon

Enjoy a 25% discount on salon services! A Coachella Valley resident for 25+ years, Jessica Herrick understands how important it is to

acknowledge the residents who sustain local businesses through the off-season. J.L. Salon offers a year-round 'Hero's Discount' – where military, first responders and their families receive 25 % off. From July 1 - September 15, 2016, J.L. Salon is extending the 25% discount to all local residents who mention this ad. (760) 880-6598 - JLSalonStudio.com.



29. Soul of Mexico

\$5 off any lunch or dinner food order of \$25 or more. (Does not include alcohol or tax.

Not valid with other discounts or on Happy Hour menu.) Offer valid July 1 - September 30, 2016. Also enjoy Happy Hour specials Monday-Thursday; 2 p.m. - 6 p.m. Located at 44-100 Jefferson Street, Indio. (760) 200-8787 SoulOfMexicoCV.com.



30. Desert CrossFit

MindFlex for Seniors is about brain and body fitness. It is a program

focused on strength, stability, movement, mobility and cognitive ability designed to improve quality of life. MindFlex for Seniors is the fusion of physical training and cognitive exercises, designed to add years to your life and life to your years. Summer Special: Locals receive 1 free week of MindFlex classes at Desert CrossFit. Call (760) 779-8880 or email: cheryl@desertcrossfit.com to reserver your spot. Offer valid July 1 - September 5, 2016. Located at 73-605 Dinah Shore Drive, #1400N, Palm Desert. DesertCrossfit.com.

31. W Bruce Steever d/b/a BusinessExitAdvisor.Com



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Free 60-minute consultation with

prospective clients, including overview/evaluation/assessment of a business's likelihood of being transferable (\$200 value). Offer valid July 1 - September 5, 2016. (714) 342-9034 - BusinessExitAdvisor.com.

32. Laulima 760 Massage

Aloha Summer Massage Special. Have you tried

**LAULIMA 760
MASSAGE**

out our therapists at Laulima 760 yet? Well if you haven't, then you're missing out. Take advantage of our summer special of just \$60 for your first massage – when you book your appointment just mention this ad in The Gem. Offer valid July 1 - August 31, 2016. Find us on Facebook, Instagram and Yelp. Laulima 760 is conveniently located in La Quinta at 79-430 Highway 111 (corner of Dune Palms) inside of Sola Salon Studios. (760) 574-8544 Laulima760.MassagePlanet.com.

33. Quality Massage Therapy and Skin Care



Enjoy a full body therapeutic massage of any style in our studio for \$59. Valid July 1 - September 1, 2016.

Groups of 6 or more guests for mobile services receive 1/2 hr free session on same day of paid services at regular price of \$85/hour – either mobile to your location or at our Spa Studio is located at The Plaza Resort & Spa, 2601 Golf Club Drive, Palm Springs. (760) 408-5626 - QualityMassageTherapy.com.

34. La Quinta Olive Oil Company

NEW! Just in time for summer barbecuing, come try our incredible balsamic BBQ sauces



and hot sauces. Mention this ad for a 10% discount on these fun new sauces. *Balsamic BBQ Sauces:* Cinnamon Apple, Coconut Pineapple, Garlic Cilantro, Orange Ginger, Scorpion Pepper & Lemon, Smoked Fig and Raspberry Chipotle. *Balsamic Hot Sauces:* Garlic, Garlic Cilantro Lime, Habanero, Key West "Hottie" Lime, Mango, Salmon Glaze and Tropical Passion. Discount offered July 1 - September 1, 2016. Located at 78-075 Main St #102, Old Town La Quinta. (760) 777-9992 LaQuintaOliveOilCompany.com.

35. The Patio Place

Free local delivery or special pricing on furniture covers to protect your outdoor furniture with any purchase of \$500 or more. Offer valid July 1 - September 5, 2016 at both stores – 72-650 Dinah Shore Drive, Palm Desert (760) 324-5353; and 77-622 Country Club Drive, Palm Desert (760) 772-9195.



ThePatioPlace.com



36. Laser Oasis

Have fun this summer and save with these specials! 1) Buy 1

attraction, get 1 free! 2) Cunningham's: 10% off any single food item. 3) Receive a \$10 Adventure Card with any food and beverage purchase of \$50 or more. Just mention The Gem for your savings! Offers valid: August 5- August 31, 2016. Opening soon at 46-805 Dune Palms Rd, La Quinta. (760) 777-4321 LaserOasis.com. Hours of operation starting August 5: Sunday through Wednesday: 11 a.m. – 10 p.m.; Thursday through Saturday: 11 a.m. – 1 a.m.

Ways to Keep COOL This Summer

Submitted by: MedPost

While summer means school is out and is just around the corner, it also means the heat is on. Air conditioning can be expensive and you can only stay inside under the fan for so long.

Here are a few summertime tips that you can use to stay cool:

Freeze Those Sheets. It can be hard to fall asleep when it's toasty out, but one easy thing you can do is place your sheets in the freezer a half hour before bed. Cool bed guaranteed!

Know Your Body. Certain areas of your body act as quick-cooling spots, so applying cold to these body parts will help dramatically. If you're hot, putting an ice pack on your neck, wrists or ankles to help your whole body cool off.

Use Fans Wisely. Fans can certainly help cool you off, but what works even better is putting ice or



frozen water bottles in front of them to blow cool air towards your direction. Try adding salt to the water. It should make the coolness last longer.

Stay Hydrated. Dehydration can lead to a number of problems from migraines to loss of sleep, so keep a bottle of water on you at all times and drink throughout the day.

A Cool Shower. Don't have a pool to beat the heat? Just briefly hop into a cool shower. Even if you are subject to the local water shortage, a few seconds of cold water on your skin may be all you need.

Eat Away the Heat. From popsicles to ice cream, there are tons of frozen treats that can help you cool off in summertime. You can even try making a new recipe.

Pick the Right Clothes: If you're wearing a black shirt and black pants, you're going to feel much hotter than you would if you wore lighter colors. It also helps to wear looser clothing with lighter fabric, so steer clear of anything that's too tight or is water-repellant, like polyester.

Think Positive. Science has shown that heat fatigue just might be all in your head. If you focus on how hot the weather is, there's a chance that you might feel hotter than usual. So, stay positive and think about snow in the winter.

**MedPost
Urgent Care**

If the heat ever gives you or a friend or family member more than simple discomfort, visit a MedPost location near you for evaluation and treatment. For more information, go to MedPost.com or call (760) 777-7847.

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- A+ rated by Better Business Bureau

Let Horizon Solar Power put solar on your home and start saving today!
Visit HorizonSolarPower.com/LaQuinta or call 844.907.6527.

Special offer for La Quinta residents: \$1,000 cash rebate at installation!

Offer valid on the installation of your solar system by June 30, 2016!





Care For Your A/C, So It Can Work For You

Submitted by: General Air Conditioning

Anything mechanical requires maintenance to keep it running at its best: our bodies, our cars, our business equipment. Home comfort air conditioning systems are no different.

Statistics and industry leaders agree that for cooling equipment to operate at peak performance, regular annual maintenance is key. You don't buy a new vehicle and never touch it again until it's time to sell it. If so, you'd be buying a new vehicle pretty frequently.

The principle is the same for your air conditioning system. The intricate parts require yearly assessing, cleaning, tuning and testing to ensure you're getting the maximum performance from the unit as a whole.

The top 5 reasons to schedule an annual air conditioning tune-up are:

1. A trained professional will check each component of your system to make sure everything is clean, lubricated and running together properly.

2. Air filters – which are constantly working to remove dust, dirt and other impurities from the air pulled into the equipment – need to be cleaned regularly. If left unchecked, the filters will become clogged and air flow will be impeded or prevented entirely.

3. The condenser coils on your cooling system require regular cleaning to make sure air is flowing through and cooling at the optimum level.

4. Other smaller parts – such as belts, contacts, and wiring – are equally important and need to be checked and cleaned annually.

5. Lubricants and other fluids should be maintained regularly to ensure they are allowing for optimum performance.

Regularly-scheduled maintenance will allow knowledgeable and trained technicians to detect potential problems before they become costly repairs or, at worst, cause a need for a complete cooling system replacement. A little investment on the front end can prevent a large expenditure down the road.



For more information or to schedule your annual air conditioning tune-up, contact General Air Conditioning at (760) 343-7488. The General is located at 31-170 Reserve Drive in Thousand Palms. Visit their website at CallTheGeneral.com.

24

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How does Acupuncture and Chinese Medicine Help Back Pain?

By: Zaynah Shabo, Live Well Clinic

If you have yet to try acupuncture, it may seem a little odd that such tiny needles could help with problems like back pain. For over 3000 years, acupuncture has been used as the primary form of health care throughout East Asia, and continues to be used worldwide. When performed by a licensed practitioner, acupuncture is very safe, effective and relaxing. Most patients drift off to sleep during treatments, and report feelings of not only pain relief, but better energy, mood, digestion and improved sleep patterns overall.



The basic concept of how acupuncture works is by improving circulation. The Chinese have an idiom: "where there is free flow there is no pain, where there is pain there is no free flow." Chronic pain is not natural, and it depletes energy for daily activities and survival needs.

When pain persists long-term, the body perceives this as a potentially infected area, and further inhibits circulation to that region – which leads to more pain, creating a vicious cycle that must be interrupted.

Acupuncture helps the body to correct itself via the insertion of hair-thin needles. Anything that passes through the skin (even a paper cut) activates the immune system, and the body sends a cascade of red and white blood cells to clean and repair the tissue, as well as endorphins – which create a relaxing effect. Stagnant, painful muscles with previously-reduced circulation are cleansed and revitalized in the process, and change is rapid. Similar to a deep tissue massage, a sensation of muscular ache or a twitch is felt, and is quickly followed by a deep, lasting sense of relief and increased range of motion.

Chinese medicine sees all aspects of health as interconnected. For example, one person's shoulder pain may be caused by unaddressed anxiety, while for another, weak digestion may be the root cause. During treatments, acupuncture practitioners seek to uncover these hidden correlations, and provide a comprehensive plan for rehabilitation. This includes nutritional and physical modifications to help patients recover faster and stay out of pain. Acupuncture can bring relief to patients with muscle tension, whether from athletic training, old injuries that never fully healed, or mysterious pains with unknown causes.

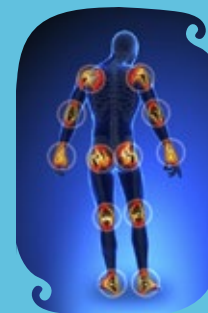


Zaynah Shabo, L.Ac, is a licensed acupuncturist practicing at Live Well Clinic in La Quinta. If you are ready to live pain free, call for a free 10-minute consultation to determine if you are a good candidate for relief through acupuncture. For more information, go to LiveWellClinic.org or call (760) 771-5970.

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47805 Caleo Bay Drive, La Quinta, CA 92253 | 760.771.6100 | jeaseniorliving.com

Support Group

Every Tuesday, 10:00 am to 11:30 am
Facilitated by the Alzheimer's Association

Meaningful Moments® Education Luncheons

Third Wednesday of every month,
11:00 am to 1:00 pm
Please RSVP

Special Events

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

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

License #336426054

The 10 A's For Alzheimer's Care

*Submitted by:
Caleo Bay Alzheimer's Special Care Center*

Providing care for persons with dementia (Alzheimer's Disease and other related dementias) is often difficult and can be a source of anxiety and discomfort. The following information is designed to assist caregivers and family members in enhancing care and structuring their loved one's daily routine.

Arguments are useless. In fact, they often make matters worse. Confusion, memory loss and frustration are making the person behave irrationally and you can't argue them out of it.

Allow as much freedom and independence as possible, while keeping safety and comfort in mind.

Actions help when verbal communication may fail. Help the person by demonstrating what you mean, or sometimes by starting the activity.

Assume that the person may understand and hear what you say even if they are confused. Do not say things to others in front of them as if they are deaf.

Appreciate good moments or good days even though the person's ability is not going to remain capable.

Appropriate activities help persons pass the time meaningfully and productively, plus reduce agitation, boredom, daytime sleeping and depression.

Agitation is often alleviated when the caregiver remains calm, reassuring and respectful of the person's feelings.

Adults with disabilities are still adults. It is important that they are always treated with respect and dignity.

Adapt the task to fit the ability of the person with dementia. Break down the activity into separate steps and simplify tasks by eliminating parts that could be frustrating.

Assessment is ongoing. What is safe and effective for now may not be so at a later time. Keep watching and re-evaluating.



Caleo Bay Alzheimer's Special Care Center is nestled in the beautiful desert community of La Quinta, with breathtaking views of the mountains and desert. Caleo Bay is a JEA Senior Living Community, with experts in providing care and support to those living with or affected by all types of memory loss. For more information, go to JEASeniorLiving.com/LaQuinta.html or call (760) 771-6100.



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Smile Bigger With Implants

By: *Dr. Ray Cros, Cros Dental*

Missing teeth can be a source of discomfort, both physically and socially. With 70% of middle-aged Americans missing at least one tooth, it may seem like an inevitable part of aging.

However, teeth work best in a full, properly-aligned set. If an accident or decay has caused you to lose one or more teeth, Cros Dental can help restore your teeth to their former glory with dental implants.

IMPLANT BASICS

Implants are an excellent replacement for natural teeth. The process begins with a surgically placed titanium implant (the root of the tooth below the gum line) in the empty space.



The initial healing process only takes a few days and will take several months before the implant is fully integrated with the jawbone in which it is placed. This establishes a foundation for the rest of the implant: the abutment (connects the root to the cap), and finally, the crown (cap) – which is specially designed to match with the rest of your teeth.

The implant crown with all of its components will provide and maintain support for the rest of the teeth in the vicinity.

IMPLANT BENEFITS

Implants prevent bone loss and future loss of otherwise healthy teeth as well as improved esthetics, phonetics, and function. The jawbone begins to deteriorate, which causes your face to change shape and prematurely age. That is all due to bone loss since – without teeth or implant support – the bone has no reason to stick around.

Implants are also an excellent way to secure dentures if you have already lost many teeth. Conventional dentures are removable and can be high-maintenance and uncomfortable – especially if they do not fit properly. Without any roots anchored into the jawbone, the dentures may float around in the mouth. With a few implants holding the dentures in place, the gum ridges have the support they need.



You don't have to live with missing teeth. Talk to the dental team at Cros Dental in Rancho Mirage to learn more about how implants can stabilize and renew your smile. For more information, call (760) 444-3202 or visit CrosDental.com.

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The Chamber Connection

News, Spotlights, Information & Events

July 2016

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

Greater Coachella Valley Chamber of Commerce Events

Friday, July 1 - 7:30 p.m.

Free Movies in the Park:

"Teenage Mutant Ninja Turtles"
Bagdouma Park: 51251 Douma Street, Coachella

Friday, July 8 - 4 p.m. to 7 p.m.

Ribbon Cutting and Grand Re Opening for The Vein Doctor

44300 Monterey Avenue, Suite B, Palm Desert

Friday, July 8 - 7:30 p.m.

Free Movies in the Park: "Minions"

Bagdouma Park: 51251 Douma Street, Coachella

Friday, July 8 - 11:30 a.m.

Ribbon Cutting for NPG Nelson Paving. Held at the Indio Chamber of Commerce, 82921 Indio Blvd., Indio

Wednesday, July 13 - 3:30 p.m.

East Valley Legislative Advocacy Council Meeting

Indio Chamber of Commerce, 82921 Indio Blvd., Indio

Friday, July 15 - 7:30 p.m.

Free Movies in the Park: "Pixels"

Bagdouma Park: 51251 Douma Street, Coachella

Wednesday, July 20 - 11:30 am

Flash Mob Lunch at El Mexicali

Café. 47150 Washington St., Ste. B, La Quinta
\$10 Non Member

Friday, July 15 - 4 p.m.

Ribbon Cutting for JL Salon

79-430 Highway 111, Suite 3, La Quinta

Saturday, July 23 - 10 a.m. to 1 p.m.

Co-Sponsor Event

Mommy & Me Fur-Baby Spa Event

41800 Washington Street #104, Bermuda Dunes
info@DesertZenDaySpa.com

Thursday, July 28

Business Expo 10 – 11:30 a.m.

Lunch Program 11:30 a.m. - 1 p.m.
City of Coachella State of the City & Business Expo, Spotlight 29 Casino, 46200 Harrison Pl., Coachella, Medjool Room

\$49 members - \$59 non-members
Business package- 1 expo table (limited availability) and 2 seats \$149; Business Expo Only - \$ 99
Sponsorship Table of 8 \$ 499:
Includes Business Expo Table
Mention in all signage, digital and social media posts.



La Quinta Chamber is the Voice of Business

By: Katie Stice, Regional President

Local, state and federal legislation impacts your life and your business. It is important for you to stay connected to the issues, and the Chamber can help inform, educate, poll and take positions to influence decisions. We track legislation that might affect our business members. To help you make your voice heard, we are providing questions below regarding the upcoming sales tax measure which you can answer via the email address listed so that the Chamber determine if whether or not to take a position or stay neutral.

The La Quinta Chamber of Commerce's Government Affairs Committee and the Chamber Board of Director's Executive Committee have reviewed the recent Citizen Advisory Committee Report and Recommendations for the City of La Quinta, and ask that you also review the information provided and answer the questions below.

Here is the measure referenced in the Citizen Advisory Committee Report/ Recommendations:

Shall an ordinance providing revenue, which the State cannot take, to be used locally for police protection; projects such as parks, streets, landscaping and flood control; programs attracting businesses; youth/senior services; sports/recreation programs; preserving

property values and quality of life, by setting a permanent 1% transactions (sales) and use tax, subject to citizen oversight, raising six million dollars annually (estimated), with all funds dedicated to general City services, programs and projects, be adopted?

The full Advisory Committee Report and Advisory Committee Recommendations can be found at La-Quinta.org.

1.) Have you read the report (above) created by the Citizen Advisory Committee?

2.) Do you understand why the City is looking at these types of measures?

3.) How do you think this will affect your business?

4.) Do you support or oppose the proposed measure?

5.) Do you have other revenue-generating ideas that we can share with the City?

6.) Are you interested in attending an informational meeting on the subject?

Please list the city in which you reside, and the location (city) of your business when sending your answers to Contactus@lqchamber.com.



For a complete calendar of events, visit LQChamber.com and GCVCC.org

and follow our Facebook page: [fb.com/lqchambercommerce!](https://fb.com/lqchambercommerce)



NEW MEMBER SPOTLIGHT

Jadabug's Kid's Boutique

Jadabug's is a unique boutique shopping experience, focusing on all specialty things baby and child related. Your shopping experience will lead you through strollers, books, clothing, blankets, car seats, cribs, bottles, toys, shoes, resort wear and the very best accessories around.

Some of their specialties and services include the desert's only cloth diaper delivery service, high-end gear rentals (cribs, car seats, strollers), and Diaper 101 classes. You will also find many parental resources and exceptional first communion dresses. Celebrate shopping local. They are the only amber necklace distributor in the Coachella Valley. Come learn more about these amazing teething necklaces. They serve from pregnancy through six years of age, and offer an unmatched in-store concierge service.

Jadabug's is open seven days a week, year-round. Monday and Tuesday 10 a.m. to 5 p.m.; Wednesday 10 a.m. to 6 p.m. – for those later shoppers; Thursday through Saturday 10 a.m. to 5 p.m. and Sundays 11 a.m. to 4 p.m.

Heidi McArthur, owner and operator of Jadabug's Kid's Boutique, can be reached at (760) 347-7406 or at Jadabugs.com. Visit the store at Plaza La Quinta Shopping Center (near Vons), 78377 Highway 111 in La Quinta.



NEW MEMBER SPOTLIGHT

Focus on Student Success (FOSS)

Focus on Student Success (FOSS) is a non-profit that just opened its office and thrift store three months ago. The business was established a year ago, and operated in schools and churches until getting its own facility.

FOSS is made up of a team of talented individuals. They were aware of the large drop-out rate of students in schools today, and saw a need in the community to help the youth stay in school by offering programs to keep them occupied after school.

Their new thrift store, called FOSS Resale House, will fund their programs. They teach music lesson to young men and women, including guitar, bass, piano and drums. Their goal is to increase their students to a total of 80.

The store goes far beyond just funding programs; they give students a hands-on role in their education by serving alongside leaders teaching them job skills and learning the retail industry.

Strengthening Families is a 10-week training class teaching families to learn the many skills needed to be as strong as the family unit can be.

For more information, call (760) 296-1839 or visit at 79410 Hwy 111, Suite 110 in La Quinta or go to CVFoss.org.



NEW MEMBER SPOTLIGHT

Chris Hegarty Plumbing, Inc.

Chris Hegarty Plumbing, Inc. (CHP) is family-owned and operated. Chris Hegarty, CEO and founder, is a master plumber with over 21 years of experience. Originally trained as a union plumber, he's worked in the industrial field on high rises, hospitals, hotels, boiler rooms, etc. Since his amazing and rare introduction to plumbing, Chris had a connection with residential and commercial plumbing which led him to opening a successful plumbing company on his own – a company built on superior craftsmanship, integrity, honesty, respect and fairness.

CHP provides complete plumbing repair, drain cleaning, sewer replacement, water heater repair and installation, remodels and gas services for the valley. CHP uses the most technologically-advanced equipment to repair your problems working constantly in any plumbing situations. CHP's highly-trained plumbers do preventative work on water systems to reduce the chance of any emergencies actually occurring. Our preventive maintenance is the key to catching the small problems before they become costly repairs.

CHP also prides itself with their "Green Vision". Green products are used whenever possible and urge customers to go green in their homes and businesses. They have completed over 150,000 plumbing jobs in the desert alone and offer emergency services 24/7.

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



NEW MEMBER SPOTLIGHT

J.L. Salon

Located in the Sola Salon Studios in La Quinta, J.L. Salon is a full-service salon studio providing an array of services including haircuts, styles, color, makeup, waxing, men's shaves, and more. J.L. Salon is owned and operated by hair stylist Jessica Herrick.

Having resided in the Coachella Valley for more than twenty-five years, Jessica is deeply-rooted in the community and has tremendous support from the locals. She is extremely passionate about her work in the beauty industry. She is a strong believer in continuing education and staying current with the latest trends and techniques the beauty industry has to offer.

Jessica obtained both her cosmetology license and barber license to meet the current demands in the hair industry. In 2013, she earned her teaching certificate and instructed at one of the valley's top cosmetology schools.

She also expanded her craft by continuing her education in airbrush makeup application, hair extensions and derma-planing.

Jessica's objective as a stylist is to create a look for her clients that suits their needs and can be easily replicated at home. She takes pride in educating her clients on how to maintain their hair.

J.L. Salon is located at 79-430 Highway 111, Suite 3, La Quinta. For more information, call (760) 880-6598, e-mail JLSalonStudio@gmail.com, or visit JLSalonStudio.com.



NEW MEMBER SPOTLIGHT

Panache Optical Gallery

What separates Panache Optical Gallery from the rest of the optical industry is quality. For nearly four years, owners Steven Niezgoda and Arthur Douville have been delivering handmade, limited-edition and custom made-to-order superior product. The Palm Springs location opened in January 2015, with an inventory of over 3,000 eyeglasses and sunglasses.

Before opening their first location, Steven and Art noticed styles and brands in eyewear were becoming far from unique and the quality was falling short at an alarming rate. Art knew customers wanted more choices for their eyewear fashion, and that they deserved more than what was being offered to them.

So, what truly defines the distinctiveness of Panache Optical Gallery? They provide services like specialty prescription lens types varying from high index lenses to the newest gradient polarized lenses. However, they are by no means a doctor's office. They are an eyewear fashion house. For sunglasses, say goodbye to the typical black shades and choose from grey, yellow/orange, green, amber/brown, and even rose/red. Panache is also proud to offer custom eyewear crafted from genuine buffalo horn, making a natural lightweight frame with a marbled color and texture. Stainless steel, wood, titanium, and nylon are also available.

Visit Panache Optical Gallery at 285 S. Palm Canyon Drive in Palm Springs, or call (760) 322-7284.



NEW MEMBER SPOTLIGHT

The Jones Agency

Jones Agency is an award-winning, full-service marketing, advertising and public relations agency founded in 1958. The agency, known for its keen business strategies, has won dozens of awards, including 15 American Advertising Federation ADDY Awards in 2016, 11 in 2015 – one of which was "Best of Show;" 6 in 2014; 11 in 2013 and more.

While the agency has served regional, national and international accounts for 58 years, longer than any other Inland Empire agency, it prides itself on being at the cutting edge of marketing trends, offering its clients the latest social media strategies along with more traditional advertising.

The agency's client expertise encompasses banking, healthcare, non-profit, publishing, education, major recreational attractions, special events, destination resort marketing, hospitality/tourism, restaurants, grocery stores, real estate development and retail.

Some of the agency's clients have included, the Palm Springs Aerial Tramway, Agua Caliente Casino Resort Spa, Spa Resort Casino, Pacific Premier Bank, Palm Springs Bureau of Tourism, Palm Springs Desert Resorts, Desert AIDS Project, Mt. San Jacinto Community College District, Habitat for Humanity, Palm Springs Air Museum, Desert Regional Medical Center and Presage, among numerous others.

For more information, contact Kyle Radke, CEO, at (760) 325-1437 or kradke@jonesagency.com; and visit JonesAgency.com.



NEW MEMBER SPOTLIGHT

The Vein Doctor Medical Group

Dr. Sanford Greenberg is the proud owner of the longest-running and most experienced vein practice in the Coachella Valley. He is board certified in Phlebology, the study of veins.

With his VeinCure Method, Dr. Greenberg has developed a unique methodology of vein elimination. "Veins are like weeds. If you do not kill the roots, they will keep coming back," said Dr. Greenberg. The doctor has over 26 years of experience in his field of expertise.

Endovenous ablation is an in-office procedure alternative to surgical stripping. There are several treatment options to choose from. Eliminate annoying and unsightly veins with these non-surgical procedures with little to no down time.

The office staff will work with your insurance, and are currently accepting Medicare, Anthem PPO and Blue Shield PPO providers. The highly-skilled staff offers additional services for a better body and a fresher face. Pelleve' is a painless, radiofrequency technique used to lift, tighten and smooth facial wrinkles. DermaSweep Technology is used to brighten and smooth the texture of your skin. CoolSculpting will freeze fat away permanently. Botox and fillers are also available.

The Vein Doctor is located at 44-300 Monterey, Ste. B in Palm Desert. For more information, visit TheVeinDoctor.com or call (760) 340-2200.



NEW MEMBER SPOTLIGHT

WCBS Print Services

WCBS Print Services is a locally-owned, full-service print and promotional product resource with a nationwide clientele. They are a 'one-stop shop' with 5 websites covering all capabilities.

WCBS provides everything from custom offset, digital and large format printing to promotional products, logo design and corporate packages. They are the only BBB A+ rated printing and promotional product resource in the valley.

WCBS is a virtual business without a physical storefront. Their costs are low – their prices are consistently among the lowest in the industry and they strive to provide personal customer service.

With competitors just a click away, WCBS believes a business's image is everything. A unique, memorable logo, a clean, friendly website and a strong, professional image are essential to stay competitive.

For more information or a quote, contact Bryna Blum at (760) 895-1281 or wcbps@wcbps.com. Visit WCBSPrintServices.com and compare.



RIBBON CUTTINGS & MIXERS



Ribbon Cutting Ponder Financial & Retirement Firm Inc.
73-111 El Paseo Dr. Suite 203, Palm Desert (800) 313-2269 on May 18.



Ribbon Cutting for MRC Smart Technology, 44751 Village Ct., Ste. 300, Palm Desert,
(858) 573-6302, mrc360.com, on May 18.



Ribbon Cutting at La Quinta Residence Elderly Care, 53270 Eisenhower Dr. La Quinta, 760) 564-8916, [La Quinta Residence.com](http://LaQuintaResidence.com) on June 10.



Ribbon Cutting at RR Class Act Entertainment, serving the entire Coachella Valley, (760) 777-2328, on June 15.



Workshop —Social Media for Small Businesses held on May 24.



Flash Mob Lunch at Tommy Bahama, 73-595 El Paseo, Palm Desert, (760) 836-0188, on June 9.

MEMBER NEWS

American Outreach Foundation In Need of Powerchair & Scooter Donations



American Outreach Foundation donates, on average, 80-100 electric wheelchairs and scooters each year – at no charge.

Recipients represent all ethnic and economic backgrounds, with no one in need denied assistance.

This year has seen an increase in demand compared to current inventory levels.

Consequently, the Foundation's inventory has reached an alarmingly low level. The Foundation is making a public plea for unused powerchair or scooter donations. American Outreach Foundation will arrange a convenient time to pick up devices and provide a tax-deductible receipt.

Founded in 2007, American Outreach Foundation is a 501(c)3 nonprofit organization. The program, "Donate Your Powerchair," collects unused electric wheelchairs and scooters. It repairs and sanitizes them to the highest quality standards and then gives them to local individuals without the means to otherwise afford them.

Electric wheelchair and scooters offer mobility

and independence. In the Coachella Valley, American Outreach Foundation provides assistance to area residents suffering from a variety of physical impairments. Losing mobility is a life-changing event. Recipients report the powerchairs made them happier, increased their confidence, enabled them to engage others more easily, and made it possible for them to perform daily tasks of life.

To contact American Outreach Foundation, call (760) 674-4861, email info@AmericanOutreachFoundation.com, or visit AmericanOutreachFoundation.com.



Local Club Brings a Memorable Summer Experience for Youth



The President Gerald R. Ford Boys & Girls Club in La Quinta will be open Monday through Friday 7:30am -5:30pm this summer. At the Clubhouse, youth will be served a continental breakfast and a hot lunch thanks to the Desert Sands Unified School District as part of the summer registration fee of only \$80.

In addition to providing meals, the youth will be offered a myriad of great programs and activities in a safe environment. Some of the summer

programs include: week-long camping excursions, field trips, summer sports leagues, nutrition education sessions, and arts and crafts classes.

For youth who are looking for a place to have endless fun, the Clubhouse is a fantastic opportunity. For those looking for a place to showcase their talent and possibly win a cash prize in the Club Got Talent competition, as well as those who are looking for a cool place to hang out with and make new friends, the Club is the place to be this summer.

The Clubhouse has been providing youth with the opportunity to be mentored by a caring, qualified staff who administer tried-and-true youth development programs since 1990 in La Quinta.

The Boys & Girls Club offers youth a fun clubbing experience while equipping them with the necessary tools to make that delicate, oftentimes challenging transition from childhood to adulthood.

For more information, call (760) 836-1160, email qegson@bgcofcv.org or go to BGCoFCV.org.



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**"You must be the change you wish to see in the world."
— Mahatma Gandhi**

CareerBuilder Challenge Announces Phil Mickelson as Official Ambassador, Nick Raffaele as new Executive Director



The CareerBuilder Challenge has announced that World Golf Hall-of-Fame member Phil Mickelson will serve as the official ambassador of the CareerBuilder Challenge, beginning with the upcoming 2017 tournament. Mickelson is a California native and a 42-time PGA TOUR winner and five-time major champion.

As Official Ambassador, the part-time La Quinta resident looks forward to being back in the desert to promote the tournament and participate in various functions during tournament week, January 16 – 22, 2017. Mickelson, who twice won this tournament when called the Bob Hope Classic, plans to bring exciting enhancements to the event.

In other news, the CareerBuilder Challenge named Nick Raffaele, a golf industry veteran who was most recently Vice President of Global Sports Marketing at Callaway Golf, as the new executive director of the CareerBuilder Challenge and the CEO of Desert Classic Charities.

The 2017 CareerBuilder Challenge is scheduled for January 16-22 and will be played at the TPC Stadium and Jack Nicklaus Tournament Courses at PGA West and La Quinta Country Club. La Quinta serves as the host city for the tournament.

The CareerBuilder Challenge is operated by Desert Classic Charities, which has raised more than \$57 million for Eisenhower Medical Center and other local charities since its inception as the Palm Springs Golf Classic in 1960.

A number of volunteer opportunities with the CareerBuilder Challenge are available. To find out more about how to get involved, contact Kristi Hanousek, Tournament Services Manager, at Kristi@DesertClassicCharities.com; or visit CareerBuilderChallenge.com.

Desert Sands Unified Celebrates Anniversary, Volunteers Needed for Celebration Event

The 2016-17 school year is certain to bring many reasons to celebrate, but among them is a time to reflect on the past as July 1, 2016, marks the anniversary date of the creation of Desert Sands Unified School District (DSUSD).

The 34 DSUSD schools have cause to celebrate. They are among the top schools in Riverside County in both academics and athletics. To honor the past and celebrate the present and future, a number of activities are planned.

The Desert Sands Educational Foundation is working with the Coachella Valley History Museum – the site of upcoming celebrations. Discussions are also underway regarding an exhibition at the museum on the history of the district. A commemorative book is also planned.

Current plans are for a party from 5:30 p.m. to 7:30 p.m. at the museum Thursday, November 17, featuring hors d'oeuvres prepared and served by the La Quinta High School culinary arts students, led by their teachers and a guest chef. Assisting with the event and beverages will be the Deli on Miles in Indio. Entertainment will be provided by several of the district's award-winning bands and choirs. Tickets will be available in late summer.

On Sunday, November 20, the museum and the foundation will jointly hold a free community day with activities for families with both a history and education theme. Toys, games, crafts, stories, and more from the past 50 years will be available.

To volunteer for the planning of these events, contact Mary Perry at (760) 771-8502 or mary.perry@desertsands.us. The community is invited to participate in this celebration by providing their memories of days spent as DSUSD students, staff, parents, volunteers, etc., and stories can be emailed to Mary, as well. To sponsor, contact Rebecca Rizzo at (760) 464-9636 or Rebecca@lqchamber.com.



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How Do I Get My Child to Eat Healthier?

By: **Galina Kulikyan, My 1st University**

Most parents want what's best for their children, and they want to make sure that their kids are healthy. For some parents, meal time can be stressful and frustrating. On many occasions parents try to force a child to eat, but this strategy does not work and leads to mealtime battle. Most parents underestimate their potential in turning the mealtime into an enjoyable experience for themselves and their children.



Parents have the power to turn non-preferred foods such as veggies and fruits on a child's plate into a favorable snack or dish. Parents can use several strategies when feeding their children.

When serving your child, do not have any discussion about food but pick a subject that your child enjoys. For instance, while feeding your son or daughter, talk about different types of animals, trees or any other interesting subject. Do not focus on a child's negative feeding behaviors but concentrate on something positive that can be praised.

Parents can try another strategy so children can appreciate nutritional food by getting kids involved.

For some kids, eating carrots or celery can be frustrating. But these kids may find it exciting when they start cooking using various fruits and vegetables. Something simple as making juice from fruits and vegetables will increase a child's appetite.

Also, children will eat more vegetables, fruits, dairy products and whole grains when parents cut down on junk food. Remember that forbidding junk food completely will make it more appealing. Thus, allow kids to have some treats. The key is moderation.

Besides cutting down on junk food, parents can introduce various dressings for the non-preferred foods such as organic ketchup, hummus, salsa or even plain yogurt. The dressings will enhance a vegetable's flavor, and at the same time, get kids more interested in eating more vegetables.

Finally, parents are role models for their children. Children pay more attention to what their parents do rather than what their parents say. Eventually, children will consume most of the food that parents eat because they simply mimic their parents' behavior.

Even though these suggestions may seem like common sense, it may be challenging to implement. In this case, parents may seek support from physicians or dieticians.



Galina Kulikyan is the director and founder of My First University Preschool in La Quinta. Galina holds a Bachelor degree in education, as well as Master's degree. Her goal is to provide exceptional care, quality education and promote moral development in a safe and secure environment. Galina can be reached at galina@myfirstuniversitypreschool.com. For more information, visit MyFirstUniversityPreschool.com or call (323) 807-2790.

To Retire With Confidence, Have a Plan

Submitted by: **Franz Tatum Wealth Management**

If you want to retire with confidence, have a plan.

"As you near retirement age or even within a decade or so, it is time to start doing some serious financial planning," said Larry Stein, CFA, author of *Peace of Mind Investing*. "Retiring with confidence is to develop a plan that makes sense, executing it, and reviewing it at least every five years to make sure you're on track."

Stein addresses a number of risks we need to consider – those we know and those we don't know. This includes increased longevity, inflation, family responsibilities (such as caring for parents), healthcare, and interest rates. All could have a major affect on finances and lifestyles.



Stein says a couple with both spouses at age 65 today has a 50 percent chance one of them will live past 92, and a 25 percent chance one will live to 97 – in which challenges can arise. Unless you have serious health risks or unfortunate heredity, basing your financial planning on a 95-year lifespan makes sense.

Peace-of-mind investing is built on a single premise that's been time-tested through the Great Depression, two World Wars, and multiple other major events – yet is incredibly simple. The grand premise: stock prices rise over time. Stein's book boils down to the following key points:

- **First**, set return goals that make sense for your personal situation. The only benchmark that would make sense is to achieve your personal goals over a time horizon that fits your specific situation. Your performance goals should be the rate of return you need to live comfortably through retirement. The true measure of investment performance is your return through a full-market cycle, up and down. "Beating the S&P 500 or any other such nonsense is pure noise and distraction," says Stein.
- **Second**, manage risk through asset allocation and rebalancing.
- **Third**, trim risk during euphoria and overvaluation; buy during times of fear and undervaluation.

Stein says retirees and pre-retirees must manage risk vigilantly. Withdrawals from a portfolio that sustains significant declines can accelerate the loss in value. Risk management is imperative.

For more information, contact Franz Tatum Wealth Management by calling (760) 770-2003, by emailing info@franztatum.com or on the web at FranzTatum.com.

The above material was prepared by Peak Advisor Alliance. No strategy can assure success or protect against loss. Investing in the market is subject to possible loss of principal. Please seek the advise of your Financial Advisor regarding your personal situation. Securities and advisory services offered through National Planning Corp. (NPC) Member FINRA/SIPC. A registered Investment Adviser. Franz Tatum Wealth Management and NPC are separate and unrelated companies.

Costly Long-Term Care Mistakes

By: *Marv Law,*
HealthBridge Insurance Solutions



Long-term care is often very misunderstood. Here are three costly and common mistakes people make when planning for extended care in the home, an assisted living home or in a skilled nursing facility.

“The government will pay for my long-term care.” Health insurance and Medicare pay for medical care but not custodial care, and only short term in a skilled nursing facility. Medi-Cal typically only pays toward a skilled nursing facility, but only after assets and income are reduced to near poverty levels. Without proper planning, individuals must often pay for their custodial care out of their own pocket and may be in danger of losing nearly everything for which they have spent a lifetime working.

“My family will take care of me.” We often see family members stepping in to assist in care-giving in order to preserve retirement savings and other assets, however there can also be a high price to pay for family providing care. Sometimes the

highest toll is not financial but rather the impact to a caregiver’s health – who often become more ill than the one for which they are providing care. We also frequently witness significant stress on family relationships when there is a need for care when addressing how each family member will participate financially and/or in the actual physical caregiving, or both.



Even if this topic has been discussed with family, when care is actually needed, circumstances often change and what seemed like a good plan initially is no longer viable due to the availability or health of those family members.

“I will pay for it myself.” Even those who have the resources to pay \$50,000 to \$120,000 or more annually for the cost of care – unless those funds were allocated to pay for care in the planning and accumulation stage – the need for care can devastate even the best financial plan. Also, if those funds are being taxed when withdrawn, then the reduction of principal is accelerated even faster, leaving substantially less available for interest income and other obligations for which those resources were planned, including legacy issues.

In addition to traditional long-term care insurance, there are a number of options that might be used to help pay for care. A licensed professional who is Certified in Long Term Care (CLTC), working with your financial advisor, can assist you in planning to avoid these costly mistakes. Although plans are most cost effective when made early, it is often never too late to find solutions when it comes to the high cost of long-term care.



For more information, contact Marv Law, CLTC, at HealthBridge Insurance Solutions at (760) 345-4705 or marvlaw@HealthBridgeInsurance.com. On the web, visit

HealthBridgeInsurance.com. CA License #0D69107



What is a Conservatorship? How to Avoid It With Proper Planning

By: *Andrea Shoup, Shoup Legal*

We all want to remain in control of ourselves, our finances, and our medical decisions. However, there may come a time when we cannot. Proper planning can keep you in control of who will step in for you – rather than leaving it to a judge who has not met you – to decide.

In California, a conservatorship is the legal means to appoint someone to assist an adult who cannot care for themselves or make financial decisions due to illness, injury or the aging process. The concern is that an individual may not be able to protect their own interests if physical or mental conditions prevent sound decision-making. If no other arrangements have been made, a court may appoint a conservator for their well-being and to handle financial matters.

The problem with a conservatorship is that (1) a court is making decisions for you; (2) the process is public; and (3) a conservatorship may be much more than is needed for a specific situation.

The conservatorship process can be avoided with advanced, proper planning. What Are The Alternatives to a Conservatorship?

The best way to avoid a conservatorship is to create a power of attorney for both financial and health care decisions, and then name a trusted individual (such as a family member or professional fiduciary) as the agent to act on your behalf. While a power of attorney can be drafted any time, you never know when it will be needed – that is why it is important to plan ahead. How Do I Plan In Order to Avoid a Conservatorship?

By speaking with an estate planning attorney, you can evaluate the best steps to protect yourself. Some planning tools, such as a living trust, may already be a part of your estate plan – but you may want to add others that could prevent the appointment of a conservator, if unnecessary.

The planning tools include:

- Joint Financial Accounts
- Advance Health Care Directives
- Powers of Attorney for Finances and Health Care
- Living Trusts

These documents work together to form the foundation for a sound estate plan.



If you have questions about how to protect your health care and financial decisions, please contact attorney Andrea Shoup at (760) 808-8115.



Summer Income Adjustment: Are You Getting Your Full Health Insurance Tax Credit?

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

Thousands of La Quinta residents make a lot less money in summer months than they do in season. With reduced hours, fewer shifts, or even layoffs, it can be hard to make ends meet. One way to reduce your expenses is to make sure you are receiving the full health insurance tax credit you deserve.

If you are currently enrolled in Covered California, you are probably receiving a subsidy toward your health insurance premium each month, called the Advanced Premium Tax Credit (APTC). The amount you receive each month is based on what you reported as your income at the time you enrolled. But if your income is now less, you can report the change and receive a higher credit each month.

For example, a couple both aged 35, with an income of \$4,000 per month, would receive approximately \$115 per month in credit. But, if that income drops to \$2,500 in the summer months, they would receive approximately \$350 per month toward their health insurance premium. That's a difference of \$235!

If you are enrolled in an individual plan outside of Covered California because you made more than the maximum amount to qualify for the APTC, but your income has now dropped to the level where you would qualify, you can also make that change now.

If you are self-employed, be sure that your income estimate used during open enrollment is still accurate. If you are earning less net revenue than you thought, you can also change your estimate and use your current monthly net to receive more of the APTC.

Covered California can help with any changes either over the phone or online. It's important to remember though, that you also have to report when your income increases again in season. These changes are called "life change events," and these trigger a special enrollment period for you, which not only allows you to receive more of the APTC, it may allow you to change health insurance plans too.

The Advanced Premium Tax Credit has to balance at the end of the year when you file your taxes. The amount you received will be reconciled against your Modified Adjusted Gross Income for the year and, if you were diligent in reporting the changes, you should not have to pay any of it back, or receive further credit.



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



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Four Tips to Help Student Athletes Market Themselves for College Sports

By: Elizabeth Venturini, College Career Strategist

For high school juniors, summer is the time for writing college essays, enhancing extra-curriculars for college applications, studying for admittance tests, and enjoying some downtime before heading back to school in the fall. But for student athletes, summer also means athletic recruiting and getting the attention of a coach or recruiting staff.

Because college coaches are looking at thousands of recruits, your teen needs to have all of their personal, academic and athletic information ready for viewing. Here are four tips to help your teen athlete prepare and market themselves for college athletic recruiting:

Tip 1 - Look Good on Paper and Online

Start your teen off by creating an athletic resume. It should include a nice photo, personal, academic and sports information. Include key athletic statistics, awards, honors, school contact info, press citations and links to video clips (1 to 2 minutes in length) of playing time. Teens with Facebook accounts should also create a folder with highlights of their athletic accomplishments.

Tip 2 - Research the Team

Make sure your teen knows the team's NCAA Division, ranking and their big rivals. Read about the current key players and their playing statistics so your teen can compare. Look for the coaching staff's bios on the university's website. You can identify which coaches, in addition to the head coach, will need your teen's playing information.

Tip 3 - Get on the Coaches' Radar

After identifying the coaches, your teen needs to send a personalized one-page letter and their academic/sports bio by email, stating their interest in coming to their school, playing their chosen sport and why they would be a good fit for the team. Your teen should indicate their chosen major and the value they will bring to the school while attending there.

Tip 4 - Make a Good First Impression

Help your teen practice how to confidently introduce themselves. Remind your teen to always be polite and respectful of the coach's interest in them and their school - even if they are not interested in attending. Coaches are well connected and might suggest that another school's coaching staff look at your teen's playing ability.



With Elizabeth Venturini's guidance and support, students show up like winners on their college applications, essays and extra-curricular activities. Moms and

dads have peace-of-mind knowing they received the help they needed to make the best college choices for their teens. To enroll in Elizabeth's programs, email her at Elizabeth@CollegeCareerResults.com or go to CollegeCareerResults.com.

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Cash In Those Jewels

By: Lauren Boucher, Boucher Fine Jewelers

Many women are cashing in their luxurious jewels and turning them into vacations, education, trendy jewelry or even big-figure checks. Caren, who had

a small cache of sparkling trinkets hidden away, received these items from loved ones such as her husband, her parents or prior relationships. Once she married, though, she found that she did not wear many of these pieces anymore or that they were not to her taste and brought me a gorgeous pile from her collection. She asked all the question I had been asking myself for more than 10 years: "What should I do with all these things? I don't have anywhere to wear them anymore."

My answer was one that confounded her – I told her to melt it and start from scratch. She was attached to them and felt like an old friend was sitting in front of her. But after many self-reflective questions, she realized there was no reason to hold on to them anymore. She designed a piece with me, and was given a pretty substantial check for the stones too. She wears the piece daily and enjoys it more than she would have if it had been hidden away.

I have found pieces I own that are outdated also inspired changes and a "cleaning out" of the old. The energy involved in the change brings on a creative spurt and thrusts me into research of the latest in

trends and styles which are much more interesting than a bracelet that has elongated gold leaves and yellowing pearls from 1956.

You may want to hold on to all those items that are collecting dust in bank vaults, hollowed out floorboards, or dark recesses of the closet. I know what you're thinking: in most cases you do not lose the value of your esteemed pieces.

Sometimes they are worth much more, as they are highly collectable and desirable pieces. However, valuations are free and it is fun to dream of what could be made from things that seemed too heavy, too old or are from a prior relationship – during a different time. Find a jeweler you trust and establish a relationship. With some luck, you will be on your way to an exciting destination or showing of your new collection!



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

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

Intellectual Wellness

Expand the mind and learn new skills

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

Social Wellness

Connect with others

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

Physical Wellness

Improve fitness and overall health

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

Creative Wellness

Spark your inspiration

- Music
- Language
- Arts & Crafts
- Dance

Nutritional Wellness

Fuel your body with good food

- Healthy Cooking
- Nutritional programs
- Community Herb Garden



La Quinta
GEM of the DESERT

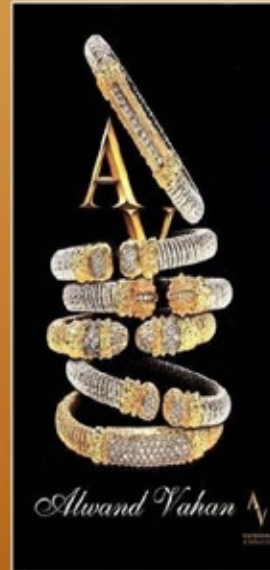


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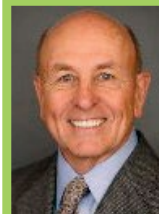
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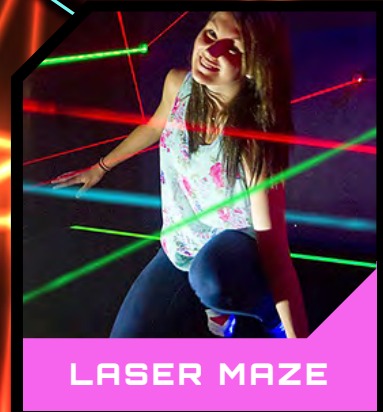
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