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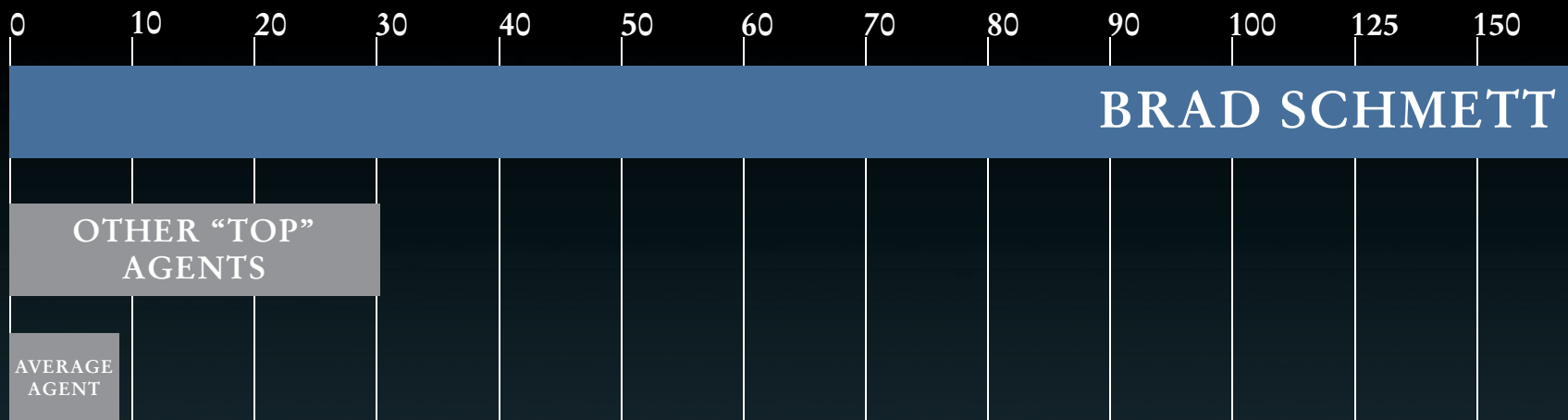
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The Greater Coachella Valley Chamber of Commerce (GCVCC) was created in 2016 in cooperation with the former Coachella, La Quinta, and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. It enhances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

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*On the cover: Spring is here! It's a great time to get out and explore the beauty of the Coachella Valley on a bike!*

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## CHAMBER CHAIRMAN'S MESSAGE

### Season is in Full Swing with March Events & Activities

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



March is the highlight of our season in La Quinta. The weather here is the best in the country, and cultural events and happenings abound. Whether you're looking to do some exercise, observe some breathtaking views high above the desert floor, admire some incredible art or dine with friends and celebrate St. Patrick's day in one of our fine establishments – La Quinta has all this and more going on in March.

**The 35<sup>th</sup> La Quinta Arts Festival** happens this month, March 2-5 at the La Quinta Civic Center Campus. Ranked best in the nation in 2013, 2014, and 2015, this award-winning event attracts art patrons and tourists from across the nation and is continually one of the best-attended events in the Coachella Valley.

**The Rhythm, Wine and Brews Experience** takes place on Saturday, March 4 at the Empire Polo fields (Polo continues throughout the month as well), the event highlights some of the best west coast craft breweries and wineries, as well as local gourmet food trucks and a healthy dose of music to boot.

Additionally, some of the best local hiking can occur this month. The City sponsors several guided nature walks and hikes this month that visit beautiful sites back in the mountains above our city. And don't miss the full moon hike that takes advantage of the bright desert moonlight to guide hikers all the way back into the Boo Hoff trail.

As St. Patrick's Day rolls around, many of our eating and drinking establishments such as the newly-remodeled Beer Hunter Sports Bar & Grill and the new Fortun's Kitchen + Bar will have specials laced with green to attract those of us who enjoy watching all of the March Madness in college basketball unfold.

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

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# Fun and Surprises Await at the 35th La Quinta Arts Festival: March 2-5

Submitted by: La Quinta Arts Foundation

Loyal art patrons who return to La Quinta Arts Festival year after year anticipate a top-shelf experience. This year will be no exception! In addition to amazing world class art, great entertainment, delicious food and drink, some surprises are in store to commemorate thirty-five years.

Scope out the community-contributed Yarn Bombs. These installations are part of a competition and the winners will receive \$500. While you are at the Festival, vote for your favorite creation at [Facebook.com/LaQuintaArtsFoundation](https://www.facebook.com/LaQuintaArtsFoundation).



Be part of the festival theme and Make A Splash by participating in the Beach Ball Treasure Hunt. Find one of the many hidden beach balls throughout the Festival and turn it in at the Festival Shop to receive the 35th Anniversary Poster, value of \$35.



Stop by the Splash Lounge to sample some So Delicious Dairy Free treats made with almond and coconut milk, while you take in some house music by spin master IAMNOTADJ.

Look for the Tower Project in the north meadow: A monumental installation created by La Quinta Arts Foundation scholar Kas Infinite, aka Chris Sanchez. Read about the many successes of LQAF's Scholars on storyboards throughout the Festival.

Proceeds from La Quinta Arts Festival fund visual art college scholarships. There have been 376 students

awarded \$1.23 million dollars to date. In addition to supporting the livelihoods of working artists, the enduring legacy of La Quinta Arts Festival is ensuring future generations of creatives who bring beauty to our lives.

Don't miss the La Quinta Arts Festival at the La Quinta Civic Center Campus, Thursday, March 2 through Sunday, March 5, 10 a.m. to 5 p.m. each day. Tickets are \$17 for a single day admission, or enjoy all four days for a \$22 multi day pass. Children under 12 are free. To purchase tickets and for more information, visit [LQAF.com](http://LQAF.com).



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*Joan Petruzzi, Teacher, CANCER SURVIVOR*

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## Five Tips for Parents to Help their Teens Survive March Madness

By: Elizabeth Venturini, College Career Strategist

It's that time again! Thousands of high school seniors (and moms and dads) spend the month of March in a state of anxiety as they await their college acceptance letters. To keep your teen's stress level from getting out of control, here are five tips to focus on while you both wait for those big envelopes to arrive in the mail:

### 1. Keep the Grades Up

Make sure your teen doesn't come down with a case of senioritis leading to a slip in grades. The colleges where your teen applied expect the same level of academic achievements that were submitted in your teen's original application.



### 2. Take a Final College Tour

If your student is still interested in attending a school, go to the college admissions page and check for tour dates and times. From there you can work backwards to plan your road trip, visiting colleges by geographic area to save travel time and money.

### 3. Verify Colleges Have Everything They Need

Have your teen contact the admissions offices to verify they received the application and all supporting documents. It is your teen's responsibility to keep on top of changes so make sure they are checking their email accounts for any updates from the college.

### 4. Don't Call the Colleges for Admittance Information

The month of February is a busy one for admissions officers as they review thousands of applications – making final decisions regarding admittance. Most schools advertise when they post decisions so there is no need to call and try to get first-hand information.

### 5. Encourage Your Teen to Keep a Positive Attitude

Remind your teen when they started the application process, that all the schools they selected were ones that were a good academic, social and financial fit – and they would be happy to attend any one of them. Assure your teen that no matter what, they did their best and now they need to let it go. And remember – the waiting will all be over in a couple of weeks.



College Career Strategist Elizabeth Venturini provides personal college admissions help to parents in the desert cities who want the best college and career choices for their teens. Contact Elizabeth at Elizabeth@CollegeCareerResults.com or go to **CollegeCareerResults.com** to get your free copy of "54 Tips to Set the Stage so Your Teen Launches Fabulously from College."

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# Desert Sands Oversight Committee Presents Report

Submitted by: *Desert Sands Unified School District*



Members of the Desert Sands Unified School District's Citizens' Bond Oversight Committee recently presented the school board with their annual report. An oversight committee was first established in 2001 following the passing of Measure K, a bond that passed with over 80% approval

and infused the District with \$450 million. At that time, the committee was established to review the expenditures made from that funding including school renovation and improvement, along with the purchase of needed school equipment.

In November 2014, voters approved Measure KK – a bond measure that will generate \$225 million for needed renovations and updates to schools while improving safety and security, enhancing energy efficiency, equipping classrooms for 21<sup>st</sup> century teaching and learning, and strengthening pathways for student success in college and career.

The DSUSD Citizens Bond Oversight Committee includes: Chairman Dr. Bill Feddersen, Vice Chairman Arnold Kaminsky, and members J. Spencer Baker, Kathleen Boylan, Rosanna Cardenas, Elaine Eldred, Laura Lassman-Poster, Sonja Martin and Alice Young.

Dr. Bill Feddersen, oversight committee chairman, addressed the school board noting that the Indio High School construction project is nearly complete. As of January 2017, the only remaining work to be accomplished is a reconstruction of the baseball and softball fields. He also spoke about the progress on the Herbert Hoover Elementary School and La Quinta Middle School projects, as well as the energy efficiency projects, seismic repairs and safety and security measures underway at various schools.

The reconstruction project of Indio High School began in 2011. The new classroom buildings, gymnasium, performing arts center and administration building are complete and fully occupied. Ground breaking on a new elementary school will take place in spring 2017, and is expected to be completed in the fall of 2018.

The committee's eight-page report features information on all projects, including the new school set to begin construction in the spring, and provided both narrative and statistics on the projects and the method of oversight used including a financial audit.

Assistant Superintendent Jim Novak thanked the committee for their diligence and hard work. A copy of the report is available at the District. The report will be widely distributed throughout the community, and questions and comments should be emailed to [information@dsusd.us](mailto:information@dsusd.us).

For more information on Desert Sands Unified School District, go to [DSUSD.us](http://DSUSD.us).

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## A Smarter Way to Pay for College

By: Dennis Stewart,  
Educational Funding Solutions

There is a way to pay for college with a financial vehicle that assures you of a guaranteed and predictable return, puts you in control of your money and doubles as a college funding and retirement vehicle.

With the cost of college going up 7-8% every year, paying for college is a challenge. For years, financial professionals have touted 529 plans, UGMA's (Uniform Gift to Minors Act), UTMA's (Uniform Transfer to Minors Act) and Parent PLUS loans (Parent Loans for Undergraduate Students) as a way to fund college. These methods of funding your student's college education lack control and guarantees.

There is a better way to pay for college – a way that enables you to pay for college and not subject your retirement to market risk. If you have children, of any age, that you want to put a financial plan together for, this is something to think about.

This is the time of the year where it is necessary to start planning for the upcoming September college semester. Along with filing the FAFSA, the CSS Financial Aid Profile (if necessary), methods for paying for college must be considered.

Here's a comparison of the various college funding methods.

**Seven Questions Parents Should Ask When Choosing the Best Way to Pay for College:**

**1. Do you control how the money is used?**

529 Plans – **NO**  
UGMA's/UTMA's – **NO**  
Student & Parent Loans – **NO**  
The New Plan – **YES**

**2. Can you avoid having the funds count against you when applying for federal student aid?**

529 Plans – **NO**  
UGMA's/UTMA's – **NO**  
Student & Parent Loans – **YES**  
The New Plan – **YES**

**3. Can you use the money for non-education purposes?**

529 Plans – **NO**  
UGMA's/UTMA's – **NO**  
Student & Parent Loans – **NO**  
The New Plan – **YES**

**4. Can you use the plan beyond college without owing taxes?**

529 Plans – **NO**  
UGMA's/UTMA's – **NO**  
Student & Parent Loans – **NO**  
The New Plan – **YES**

**5. Are there tax benefits involved?**

529 Plans – **?**  
UGMA's/UTMA's – **?**  
Student & Parent Loans – **?**  
The New Plan – **YES**

**6. Can your plan finish funding itself if you pass away?**

529 Plans – **NO**  
UGMA's/UTMA's – **NO**  
Student & Parent Loans – **NO**  
The New Plan – **YES**

**7. Is the growth of your money guaranteed?**

529 Plans – **NO**  
UGMA's/UTMA's – **NO**  
Student & Parent Loans – **NO**  
The New Plan – **YES**



*For the past 15 years, Educational Funding Solutions has been helping families to affordably send their students to college without sacrificing*

*their retirement. For more information about The New Plan, contact Dennis Stewart, owner of Educational Funding Solutions, at (818) 597-1532; dennis@educationalfundingsolutions.com or visit [EducationalFundingSolutions.com](http://EducationalFundingSolutions.com).*

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# Finding Your New Customers on Television

By: Richard Fernandez, KDFX-TV FOX 11



The first paid television commercial aired on July 1, 1941, on what is now known as WNBC-TV in New York City. It was a nine-second Bulova watch commercial. Today, television is the leader in generating brand recognition, and demand for products and services. Even new media and Internet companies, from Trivago to Netflix, invest heavily in television advertising.

For an advertiser, the product of a television station is not the programs themselves, but the particular audience these programs attract. Each program may have a different audience depending on its content, time of day, etc. For example, a daytime talk show can have a very different audience than a local news program. The audiences could vary in age, gender, education level and socio-economic status. That is why on television you generally advertise on particular programs. On radio, it is more common to place advertising within time segments, since radio stations generally have a similar audience according to their type of programming or music.

It is important to always remember that you are trying to reach your customers. The programs you watch may not be particularly relevant to your customer base. If your customers are mostly men between the ages of 18 and 34, then finding the programs they watch must be a key element of your strategy. Defining the right programs for your customer demographic can be simple and intuitive, or surprising depending on the program.



You may casually assume that an NFL football game is a great space to reach men, but a lot of women are also watching. A Spanish-language telenovela is often associated with a female audience, but depending on the storyline and the cast, it can yield a large male audience.

Matching your customers' viewing habits, your budget and the campaigns objectives yield the best results. Television is as effective as the plan used to place and run the campaign.

A typical viewer needs to see your message three times before creating a response. Longevity on the air also yields better results. Your potential new customer may not need your product or service today, but by regularly presenting your message over time, they will think of you the next time your product matches their wants and needs. That is the reason even well-known brands advertise consistently.



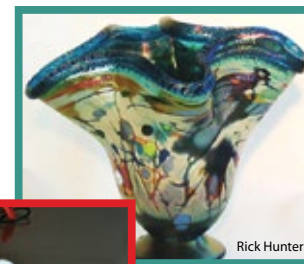
Richard Fernandez, MBA, is a broadcast television account executive with KDFX TV FOX 11 and KCWQ TV CW 5. He can be reached at (760) 423-4547, or [Richard.Fernandez@kdfx.com](mailto:Richard.Fernandez@kdfx.com).

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PALM DESERT

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# Toppling the Top Myths of Public Relations

By: **Andrea Carter, Andrea Carter & Associates**

Public relations, PR, media relations... industry jargon meaning what, exactly? Most would agree this terminology refers to the promotion of someone or something, but how does it truly work?

Public relations requires a sophisticated, strategic approach with the goal of securing publicity in an increasingly complex media industry where editors are striving to tell the most relevant stories with reduced news staffs while keeping up with the fast-paced “news network” of social media.

Understanding the ‘Top Myths of Public Relations’ will give you some tips on the tricks of the trade.

**If you send it, they will run with it.** Many still believe public relations is essentially writing a press release, sending it to the media and then it will appear in the newspaper or newscast. But unfortunately it isn’t as simple as Field of Dreams’ cinematic theme, “If you build it, they will come.” You’re competing with

hundreds of other press releases hitting the media’s in boxes every day. Write concise press releases that include the most newsworthy information within the first paragraph for your best shot of garnering coverage.



**Your media buy is your ticket to news features.**

The sales department and the newsroom of a

media organization must remain “church and state” if it is to be a credible news source. So you can’t go to your media sales rep and ask them to shuffle his/her way into the newsroom and suggest that they need to cover your press release because you drop dollars into their advertising coffers. You’re sending your rep into a wolves den!

**Charitable giving is your conduit to coverage.**

Sponsoring non-profit events and making donations to charities is important, but it shouldn’t be done for the sole purpose of getting your name in the news. Many companies are clamoring to get exposure for

their charitable efforts, but if the media covered every check presentation and glamorous gala, there would be nothing else in the news. Be ok with recognition for your sponsorships at the event in their program or signage displays.

**The media is one size fits all.** While the media is often categorized as one entity, they all operate differently. Radio show hosts have a couple hours of content to fill, and therefore can schedule multiple interviews. TV newscasts have 22 minutes, all of which need to incorporate hard news, weather and sports. Publications are great for more in-depth articles, but you still have to convince them why your story is worthy of the ink on their pages. Know your media – their opportunities and their constraints.

Bottom line? Be realistic about how the media works and get creative about how you can ‘promote’ within their parameters – then dust off your interview skills and prepare to start speaking in sound bites.



*Andrea Carter is a local public relations and marketing strategist, and is CEO of Andrea Carter and Associates. For more information on her clients and capabilities, go to [AndreaCarterAssociates.com](http://AndreaCarterAssociates.com).*

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## True relationship banking starts with a strong foundation.

Take the first step in building a successful, long-term banking partnership by opening a First Foundation Bank checking account. To show our appreciation, we are offering new checking account relationships access to a high-rate Money Market Account or Certificate of Deposit.

**1.07** % APY <sup>(1)</sup>  
Money Market Account

**1.25** % APY <sup>(2)</sup>  
13-Month CD

## STRENGTH & STABILITY

### Financial Strength (as of September 30, 2016)

Since its inception, First Foundation has continued to experience stable and consistent growth.

TOTAL LOANS

**\$2.51** BILLION

TOTAL DEPOSITS

**\$2.34** BILLION

TOTAL BANK ASSETS

**\$3.60** BILLION

### Bank Ratings & Key Ratios (as of September 30, 2016 unless otherwise noted)

First Foundation Bank’s latest credit ratings and capital ratios reflect our strong credit quality and capital levels.

IDC RATING <sup>1</sup>	<b>226</b>	Superior (200-300), Excellent (165-199) Average (125-164), Below Average (75-124) Lowest Ratios (2-74), Rank of One (1)	TIER 1 LEVERAGE RATIO	<b>8.37%</b>
BANKRATE	<b>4-star</b>	Superior (5-star), Sound (4-star) Performing (3-star), Below Peer Group (2-star), Lowest Rated (1-star)	TOTAL CAPITAL RATIO	<b>12.89%</b>
BAUER FINANCIAL RATING	<b>4-star</b>	Superior (5-star), Excellent (4-star), Good (3.5-star), Adequate (3-star), Problematic (2-star), Troubled (1-star)		

<sup>1</sup> As of June 30, 2016

LEARN MORE: Jay Kanner, VP Branch Manager | 74-850 Highway 111, Indian Wells | (760) 776-9042 or (760) 340-7595 | [jkanner@ff-inc.com](mailto:jkanner@ff-inc.com) | [ff-inc.com](http://ff-inc.com)

Member  
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<sup>(1)</sup> Annual Percentage Yield (APY) is for a limited time only, subject to change, and cannot be combined with any other offers. The minimum balance to open and obtain the advertised APY for an Anniversary Money Market Account is \$50,000 – new money only – and must also open a new checking account. Balance tier amounts and APYs associated with the end-of-day balance for purpose of paying interest on an Anniversary Money Market Account are: \$0.00-\$2,499.99 - APY .00%; \$2,500-\$24,999 - APY .10%; \$25,000-\$49,999 - APY .10%; \$50,000 or more - APY 1.07%. Interest rate is variable and subject to change after account opening. A monthly fee will apply if the account balance falls below \$2,500. Fees may reduce earnings. Transaction limitations apply. Additional terms and conditions may apply. Offer not available for Specialty Deposits or Public Funds. Deposit maximums may apply. See branch for details.

<sup>(2)</sup> Annual Percentage Yield (APY) is for a limited time only, subject to change, and cannot be combined with any other offers. The minimum balance to open a Certificate of Deposit (CD) account and obtain the advertised APY is \$2,500 – new money only – and must also open a new checking account. The APY assumes interest remains on deposit until maturity. A withdrawal of interest will reduce earnings. A penalty may be imposed for early withdrawal. Fees may reduce earnings. Additional terms and conditions may apply. Offer not available for Specialty Deposits or Public Funds. Deposit maximums may apply. See branch for details.

# LA QUINTA

## City News

*La Quinta*

GEM of the DESERT

Paid Advertisement

### CITY MANAGER'S MESSAGE



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

March is always an exciting month in La Quinta, and this year we celebrate a big milestone: The 35<sup>th</sup> Annual La Quinta Arts Festival, to be held March 2-5 at the Civic Center Campus. If you haven't yet been to the festival, I

encourage you to do so this year, as it's grown to not only become one of La Quinta's most popular signature events – it has also been ranked one of the top arts festivals in the country.

What some may not realize is that the beginnings of the City of La Quinta and La Quinta Foundation are intertwined, dating back to early 1982 when a small group of civic leaders envisioned incorporating

La Quinta to become the “cultural and artistic center of the Coachella Valley, providing the community with the cultural and artistic offerings that are vital to a functional society,” as described by Fred Wolff, La Quinta's first mayor.

That same year, the non-profit La Quinta Arts Foundation (LQAF) was created. Their first task was to launch an annual arts festival in a village-like atmosphere that would attract artists and visitors to La Quinta. The following spring, 50 artists including celebrity artist Red Skelton, along with 1,476 patrons, attended the first “Celebration of the Arts” – which evolved to become “La Quinta Arts Festival.”

For its 10th Anniversary in 1992, legendary entertainer Merv Griffin began a multi-year commitment presiding as “Lifetime Honorary Chairman” of the festival. Griffin was honored at a gala commemorating LQAF's and the City of La Quinta's 25th Anniversary in February 2007, in one of his last public appearances.

This year's festival will feature 220 artists from 40 U.S. states, Argentina, Canada, Czech Republic and Nicaragua. For more interactive fun, patrons are invited to snap and post a photo with their favorite 'Yarn Bomb' installation and participate in a 'Beach Ball Treasure Hunt.'

You can always count on premier food and drink at the festival, from Ruth's Chris Steakhouse and Fisherman's Market & Grill to E Pels Italian Ices and Brandini Toffee. Beer, fine wines, specialty coffees and other libations will be available as well.

Live entertainment and performance will be enjoyed in the amphitheater, with notable headliners Horace & the KG's bringing upbeat R&B on Friday, the ever-popular Mike Costley crooning jazz and standards on Saturday, and Steve Madaio Band will have crowds swinging as they close out the event on Sunday.

*For more information or to purchase tickets, visit [LQAF.com](http://LQAF.com).*

## La Quinta Historical Society Events

**March 9, 2017: 8 a.m - 3 p.m. - Meet at La Quinta Museum**

**Borrego Springs Tour & Lunch**

Travel to the village of Borrego Springs with Harry Quinn and Michelle Hedgecock who will lead the tour through wildflowers, the Sculpture Garden & Nature Center.

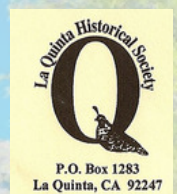
Members \$50/Non-Members \$60 - Deadline March 7, 2017 - Space is limited

**April 13, 2017: 10 a.m - 1 p.m. - Enter IW Tennis Garden at Gate 7/West Parking Lot**

**Indian Wells Tennis Garden Tour & Lunch**

Go behind the scenes to get an insider's view of this recently renovated facility.

Members \$45/Non-Members \$55 - Deadline April 8, 2017



*La Quinta*  
GEM of the DESERT

## SILVERROCK RESORT

### 2017 La Quinta Annual Residents Golf Tournament

The La Quinta Annual Residents Golf Tournament will be played on the Arnold Palmer Classic Course at SilverRock Resort on Sunday, April 23.

Sign-ups are at the SilverRock Golf Shop; deadline is April 17. The cost of the event is \$80 per person which includes golf, BBQ lunch, gift bag and other prizes to be awarded. The event will be a best-ball two-person team event.

There will be a Men's, Ladies, and a Mixed Division (one man, one woman). The tournament begins at 8 a.m. with a shotgun start and registration beginning at 7 a.m. Please call the golf shop for more details (760) 777-8884.

### Walk the Rock

SilverRock continues the popular 9-hole "Walk the Rock" program this month. Currently, golfers are able to walk and play golf starting at 3:30 p.m. Beginning on March 13, start time for Walk the Rock will get pushed back to 4 p.m. The fee for La Quinta residents with valid La Quinta Resident Cards is \$20 (juniors under the age of 17, \$10). The fee for non-La Quinta residents is \$40. Please contact the golf shop for reservations at (760) 777-8884.

### La Quinta Resident Cards

La Quinta Resident Cards are issued and renewed at the SilverRock Resort golf course administration trailer open Mondays, Wednesdays, and Fridays from 10 a.m. to 3 p.m. and the first Saturday of every month from 8 a.m. to 12 p.m. It is located in the SilverRock Resort parking lot. For more information, please call (760) 771-1669.



### The Silverrock Grill

The SilverRock Grill is open for breakfast and lunch daily with breakfast being served all day from 7 a.m. to 3 p.m. and lunch from 10:30 a.m. to 3 p.m. Try the delicious fresh Kobe Hamburger or the famous Fish Tacos that are always a favorite. In addition, Happy Hour is served daily from 3 p.m. to 6 p.m.

*SilverRock golf course is located at 79-179 Ahmanson Lane (off Avenue 52). For general questions, please call (760) 777-8884.*

## DON'T ABANDON YOUR BABY

February is Safely Surrender Awareness Month

**NO SHAME  
NO BLAME  
NO NAMES**

Riverside County Baby Safe Haven Confidential Information

**1-800-472-5697**

Under the SSB law, a parent or person with lawful custody can safely surrender a baby confidentially, and without fear of prosecution.





## IT'S YOUR LIBRARY

Enjoy **FREE** programs for all ages!

### Adults (18 years & older)

- **Read Harder Better Faster Stronger Challenge, Ongoing** - We want you to read more (and different!) books this year. Read a variety of books to earn free ones! We'll also have grand prize drawings at the end of the year. Sign up at the Adult Reference Desk. **Ends December 31, 2017!**
- **La Quinta Chapter Book Club Meeting on Wednesday, March 1 at 10:30 a.m.** - Join us as we discuss "Hillbilly Elegy" by J.D. Vance at this meeting and pick up the book we'll discuss in April. Bring your library cards!
- **Desert Regional Medical Center Lecture on Tuesday, March 14 at 4 p.m.** - This month's topic is "When Handshakes Hurt - Options for Pain in the Hand and Wrist." Call (800) 491-4990 to reserve your spot and for more information.
- **Third Age Club on Wednesday, March 15 at 11 a.m.** For ages 55+! "Seniors and Social Media:" Learn how to work social media on your device! Learn safety, the different social platforms, and how to stay connected with family and friends.
- **Stranger than Fiction (Nonfiction Club) on Thursday, March 16 at 6 p.m.** - Join us for lively discussions!
- **La Quinta Reads Book Club on Monday, March 27 at 11:30 a.m.** - Register at the Adult Reference Desk!

### Special Events

- **Dr. Seuss's Birthday Celebration on Thursday, March 2 at 11 a.m.** - Ms. Sarah will have a special celebration in honor of Dr. Seuss's 113<sup>th</sup> birthday! Join us for reading, fun, and a special surprise! For all ages.
- **"Play Ball" with Don Reiss on Thursday March 9 at 4 p.m.** - Don Reiss presents an interactive program of baseball memories and stories. Mr. Reiss will share the joy and experiences of growing up in the

shadows of an iconic ballpark: Ebbets Field, home of the Brooklyn Dodgers from 1913 to 1957. Arrive early for the best seats!

- **"Be Our Guest" Tween & Teen Party on Saturday, March 18 at 2 p.m.** - Celebrate the live-action release of "Beauty and the Beast" with food, fun, and festivities. For ages 9-17.
- **ReaderCON 2017 on Saturday, March 25 from 10 a.m. to 4 p.m.** - Our celebration of the graphic arts and its local authors/creators, featuring vendors, panels, a cosplay, and special guests returns! To pre-register, you must have a Riverside County Library System library card. Special bags and incentives will be given to those who pre-register. To get a library card, see the Library's Circulation Desk. For more information see the FAQs on the Eventbrite page. To pre-register go to <http://goo.gl/aztWae> or search for "ReaderCON 2017" at [eventbrite.com](http://eventbrite.com). If you would like to volunteer for ReaderCON 2017, contact Natalie Perez at (760) 771-0395.

### Teens (ages 13-17)

- **Anime Zone on Saturday, March 4 at 4 p.m.**
- **Book Trailers for Beginners on Thursday, March 9 from 4 p.m. to 6 p.m.** - Find pictures, choose music, and create a video trailer for your favorite book. Sign up at the Reference Desk.
- **Teen Think on Friday, March 10 at 4 p.m.**
- **Teen Book Club on Saturday, March 18 at 4 p.m.**
- **Teen Game Night on Friday, March 24 at 4 p.m.** Join your friends for a head-to-head competition every month!
- **Teen Computer Lab at the Wellness Center on Thursdays, March 2, 16, 23, & 30 from 4 p.m. to 6 p.m.** - Work on homework, watch a video, play a game - the lab is yours. Research assistance and tech help available from the Teen Librarian.

### Tweens (ages 9-12)

- **Tween Makerspace, Tuesday, March 7 at 4 p.m.** Join us for Experiment Night in the Children's Room. We will be making Elephant Toothpaste!

- **Tween Book Club on Tuesdays, March 14 & 28 at 4 p.m.** - This month's book is "The Cricket in Times Square" by George Selden. **The first 10 kids to register will get a FREE copy of the book!** Runs through May 2017.
- **Tween Book Club on Tuesdays, February 14 & 28 at 4 p.m.** - This month's book is *Escape from Mr. Lemoncello's Library* by Chris Grabenstein. **The first 10 kids to register will get a FREE copy of the book!** Runs through May 2017.

### Children

- **1,000 Books Before Kindergarten (Ages 1-4)**, registration is ongoing, see Ms. Sarah for more information.
- **Book Babies Storytime (ages 0-2)** every Tuesday at 10 a.m. & 11 a.m.
- **Preschool Storytime (ages 2-5)** every Thursdays, March 9, 16, 23, & 30 at 10 a.m. & 11 a.m.
- **"Bilingual Storytime with Ms. Minerva" on Wednesday, March 1 at 5:30 p.m. (All ages)**
- **Pajama Tales on Wednesday, March 8 at 5:30 p.m. (All ages)**
- **Family Fun Night on Wednesday, March 15 at 5:30 p.m.** - Enjoy a fun and interactive evening with Ms. Sarah. Join our first ever **Superhero Boot Camp** as we get ready for ReaderCON later this month!
- **Something on Saturday (Ages 2-12), Saturdays, March 4 & 11 at 3:30 p.m.** - enjoy a half hour of activities in the Children's Area!
- **Family Game Night, Fridays, March 10 & 24 at 4:30 p.m.**

### Library Outreach Programs

- **Library Booth at the Certified Farmers' Market in Old Town La Quinta every 1<sup>st</sup> Sunday, 8 a.m.-11 a.m.** (now to May 2017), visit the booth to discover our library programs & get a free book, as supplies last!

For more information call (760) 564-4767 or visit [rivlib.info](http://rivlib.info). Follow us online: Snapchat: [lqlibrary](https://www.snapchat.com/add/lqlibrary), Facebook: [/laquintapl](https://www.facebook.com/laquintapl), Instagram: [@laquintapl](https://www.instagram.com/laquintapl), Twitter: [@laquintapl](https://twitter.com/laquintapl), WordPress: [laquintapubliclibrary.wordpress.com](http://laquintapubliclibrary.wordpress.com)

## EXPLORE YOUR MUSEUM



The La Quinta Museum is located at 77-885 Avenida Montezuma 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 welcomed! For more information, call (760) 777-7170 .

### EXHIBITS

#### **Tell Me a Story: Women in the Arts**

This new exhibit "Tell Me a Story" features original art by female artists. Each piece will be accompanied by a personal story.

#### **Tell Me a Story: Black Women Authors**

Another new exhibit that is rich in storytelling featuring Black female authors.

#### **Community Room**

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

#### **Local History Gallery**

Features Cahuilla Indian and local La Quinta history.

### FREE EVENTS

#### **Pre-School Story Time with Miss Beth** **Wednesday, March 1, 10 a.m.-10:30 a.m.**

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

#### **First Thursday Concert: Sandii Castleberry & Friends** **Thursday, March 2, 5 p.m. – 6 p.m.**

La Quinta resident and Bluegrass musician will entertain during this twilight concert. Courtyard, weather permitting.

#### **La Quinta Museum Coloring Club for Adults** **Friday, March 3 & Friday, March 17, 1 p.m. - 3 p.m.**

We are coloring the first and third Fridays of the month. Coloring pages are provided. Coloring books are available for purchase in the Museum Gift Shop.

#### **All Ways a Woman - Wednesday, March 8, 2 p.m.**

*All Ways a Woman* is a celebration of women as seen through the eyes of watercolorist Lynn Centeno and the pen of author/poet Carol Mann. Meet the authors and enjoy a reading from their newly published book.

#### **An Evening with Chip Miller**

#### **Thursday, March 9, 7 p.m. - 8:30 p.m.**

Enjoy a screening of a PBS Special. Director/writer/artist, and musician Chip Miller will host a Q&A, provide commentary and behind-the-scenes stories. Refreshments provided by the La Quinta Historical Society.

#### **"Tell Me A Story: Women in the Arts" Book Launch** **Saturday, March 11, 1 p.m. - 3 p.m.**

We've gathered the stories of the talented women who participated in this exhibit and we've a published a book. Limited edition available in the La Quinta Museum Gift Shop.

#### **Brown Bag TED\* Talk - Tuesday, March 14, 12 noon**

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

#### **Family Craft Day with S.C.R.A.P. Gallery** **Saturday, March 25, 11 a.m. - 12 noon**

Enjoy a fun morning of crafting. S.C.R.A.P. Gallery has a great program with upcycling and recycling.

#### **Trending Topics - Tuesday, March 28, 11 a.m. - 12 noon**

Come by the Museum and meet your newest representatives on the La Quinta City Council. Councilwoman Kathleen Fitzpatrick and Councilman Steve Sanchez will be available to answer your questions and discuss all things La Quinta. Coffee and pastries will be served.

#### **Good Reads in the Gallery Book Club** **Thursday, March 30, 5 p.m. – 6 p.m.**

Pick up a copy of "A Girl Named Zippy" by Haven Kimmel 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.)



## Ophelia Project Art Display

La Quinta City Hall

Community Art Gallery

78-495 Calle Tampico in La Quinta

February 20 through May 12

Reception Thursday, March 9, 4—6pm

Displaying Eight Years of Unique Art Projects

Created by 3,375 Ophelia Girls

Directed by Local Artists

Gideon and Melody Cohn

"Increasing engagement in education through the visual arts"



# FOUNTAIN GRASS

## DANGER - Don't Plant This Grass!

**What You Should Know About This Plant:**

- ◆ Fire Hazard!
- ◆ Invasive and Fast Growing
- ◆ Sold as an Ornamental
- ◆ Seeds Spread by Wind
- ◆ Overtakes Landscapes
- ◆ Chokes out Native Plants
- ◆ Disrupts Flow of Water

Fountain Grass  
(Pennisetum setaceum)  
Visit our website for more photos!

**How To Identify Fountain Grass**

- Approx. 3'-5' tall with feathery purple or white plumes
- Dense clumping growth with erect stems
- Basal leaves have tiny 'teeth' when brushed backward
- During dormancy it appears straw yellow as if it is dead

Pink Muhly Grass  
(Muhlenbergia capillaris)

Bull Grass  
(Muhlenbergia emersleyi)

Deer Grass  
(Muhlenbergia rigens)

Bear Grass  
(Nolina Bigelovii)

**STOP The Spread of This Noxious Weed - Here's How:**

- Bag Seeds and Dig out Roots
- Tell your Nursery Not to Sell It
- Plant Native Alternatives as pictured at left; additionally:
  - California Fescue
  - Sacaton
  - Blue Oat Grass
  - Giant Wild Rye

With support from Friends of the Desert Mountains & California Native Plant Society

Desert Horticultural Society of the Coachella Valley  
Email: [deserthorticulturalsociety@gmail.com](mailto:deserthorticulturalsociety@gmail.com) • Web: [www.deserthorticulturalsociety.org](http://www.deserthorticulturalsociety.org)



## SPECIAL EVENTS

**The Wellness Center will be closed Monday, February 27 - Monday, March 6, due to the La Quinta Arts Festival.** Through a partnership with the Desert Recreation District, Wellness Center members can access the La Quinta Community Fitness Center by showing your Wellness Center membership card during the festival dates (2/27/17 - 3/6/17). The La Quinta Community Fitness Center is located at 77865 Avenida Montezuma and can be reached at (760) 564-9921.

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

**AARP Tax Assistance, Tuesdays**

Volunteers are offering free tax preparing services for simple tax form; all necessary documents are required at the time of registering for your appointment. Tax appointments are scheduled for Tuesdays and appointments are taken on Mondays after 8 a.m. First call, first serve. (760) 564-0096.

**A Matter of Balance: Tuesdays & Thursdays, March 7 - March 30; 2 p.m. - 4 p.m.**

An evidence based program with practical strategies to manage falls. Reservations required. Fee: \$25. For more details please call Caroline (760) 777- 7182.

**Transcendental Meditation: Friday, March 10; 10 a.m. - 11 a.m.**

Dr. Cheryl Beckett will be presenting an introductory talk on the Transcendental Meditation Program. TM is an easy, effortless tool that could be called "do nothing 101" since it uses no concentration or visualization yet allows the body & mind to settle down to very deep rest allowing rejuvenation & healing. Research shows results in better health, clarity of mind, personal interactions. Please call the Wellness Center at (760) 564-0096 for your reservation.

**Keeping Your Mind Young: Monday, March 13; 11 a.m. - 12 noon**

Dr. Rhonda Donahue presents brain boosting foods that really work and how to improve brain function as you age. Reservations please call (760) 564-0096.

**March Luncheon: Thursday, March 16, 11:30 a.m.**

\$4 per person (maximum of 2 people per household)  
Online registration is currently available at [la-quinta.org](http://la-quinta.org).

**Energy Clinic, Riverside County Community Action Partnership  
Tuesday, March 21; 9 a.m. - 10:30 a.m.**

Low Income Home Energy Assistance Program assists with utility bills. Participants must bring copies of required documents. No appointment necessary.

**Talent Showcase: Friday, April 28; 5 p.m. - 6 p.m.**

Do you have a talent you like to showcase to a friendly audience?  
Children to Adults are welcome to audition. Please call for an audition appointment.

*La Quinta*

GEM of the DESERT

# Desert Youth Olympics

**Saturday**

**March 11, 2017**

**9:00 a.m.**

**La Quinta High School  
Children 3 to 8 Years Old**

Register Now!

[www.PlayInLaQuinta.com/DYO](http://www.PlayInLaQuinta.com/DYO)



## 25TH ANNUAL SENIOR INSPIRATION AWARDS



City of La Quinta Honoree:  
Linda Williams

**Friday, March 24**  
**JW Marriott Desert Springs  
Resort & Spa**  
**74855 Country Club Dr.**  
**Palm Desert, CA 92260**  
**11:30 a.m.**

**Join us to honor La Quinta's unsung hero!**  
**For ticket information and reservations please call**  
**760.863.2556 or visit [www.seniorinspirationawards.org](http://www.seniorinspirationawards.org)**

# COMMUNITY SERVICES CLASSES & PROGRAMS: MARCH & APRIL

Online registration available at [la-quinta.org/register](http://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	
Cutting Edge Basketball	2 p.m. – 4:30 p.m.	S	
Please register at <a href="http://cuttingedgebasketball.com">cuttingedgebasketball.com</a>			
Cutting Edge Basketball	3 p.m. – 5:30 p.m.	Sun	
Please call (760) 238-0223 Greg Minor			

## LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years)	6:30 p.m. – 7:15 p.m.	TH	
Belly Dancing (18 years +)	6 p.m. – 7 p.m.	W	

## LA QUINTA LIBRARY

Dance, Play, & Pretend(2.5 – 5yrs)	4 p.m. – 4:45 p.m.	M	
Gentle Flex Yoga	10:45 a.m. – 11:45 a.m.	M	
Gentle Flex Yoga	10:15 a.m. – 11:15 a.m.	W	

## 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 p.m.	F	(March 17)
Friday Social Ballroom Dance	6 p.m. – 7 p.m.	F	(April 21)
Beginning Guitar	6 p.m. – 7 p.m.	T	
Second Level Guitar	7 p.m. – 8 p.m.	T	
Ukulele Beginning	2 p.m. – 3:30 p.m.	TH	(March)
Watercolor	8:45 a.m. – 10:15 a.m.	T	
Watercolor	10:30 a.m. – 12 p.m.	T	
You Can Sing! 15+	7 p.m. 8 p.m.	F	

### (Intellectual Wellness)

AARP Safe Driver (55+)	8:30 a.m. – 4:30 p.m.	T	(April 4)
Acting (12+ Years)	3:30 p.m. – 4:30 p.m.	F	
Cinema Discussion Group	1 p.m. – 3:30 p.m.	W	(March 8)
Cinema Discussion Group	1 p.m. – 3:30 p.m.	W	(March 22)
Cinema Discussion Group	1 p.m. – 3:30 p.m.	W	(April 5)
Cinema Discussion Group	1 p.m. – 3:30 p.m.	W	(April 19)
Computer Literacy	1 p.m. – 3 p.m.	M	(March)
Here & Now Discussion Group	6 p.m. – 7 p.m.	TH	
Herb & Vegetable Garden Group	9 a.m. – 10 a.m.	F	(March 17)
Herb & Vegetable Garden Group	9 a.m. – 10 a.m.	F	(March 31)
Intermediate Bridge 2	1 p.m. – 3 p.m.	W	(April)

### (Nutritional Wellness)

Fara's Food "Mainly Vegetarian"	11 a.m. – 12:30 p.m.	W	(March 8)
Fara's Food "Mainly Vegetarian"	11 a.m. – 12:30 p.m.	W	(April 12)

### (Physical Wellness)

A Matter of Balance	3 p.m. – 5 p.m.	T/TH	
Cardio & Strength (Silver Sneakers)	9:45 a.m. – 10:30 a.m.	M/F	
Chair Yoga	11:15 a.m. – 12 p.m.	T	
Fit & Fun (Stretching)	2 p.m. – 3 p.m.	T/TH	
Gentle Flex Yoga 2	9:45 a.m. – 10:45 a.m.	T	
Meditation	6 p.m. – 7 p.m.	TH	
Personal Trainer (Kristoffer Kepler)	12 p.m. – 8 p.m.	M/W/F	
Personal Trainer (Janice Snyder)	12 p.m. – 6 p.m.	T/TH	
Pilates (Mat work)	9:30 a.m. – 10:30 a.m.	W/F	
Pilates Mid Morning (Mat Work)	10:35 a.m. -11:35 a.m.	W/F	
Reiki 2	10: a.m. – 11:30 a.m.	TH	(April)
Sunset Yoga (15 years & up)	6 p.m. – 7 p.m.	M/W	
Sun Style Tai Chi (Silver Sneakers)	10:45 a.m. – 11:30 a.m.	M/F	
Taekwondo (4 years & up)	5 p.m. – 8 p.m.	M/W	
Tai Chi Ch'uan	10:15 a.m. – 11 a.m.	T/TH	
West Coast Swing	7 p.m. – 8 p.m.	TH	
Zumba	9:30 a.m. – 10:30 a.m.	M/W	
Zumba (Morning)	8:30 a.m. – 9:30 a.m.	T/TH	
Zumba (Saturday)	8:05 a.m. – 9:05 a.m.	S	

### (Social Wellness)

Desert Oasis Strummers	1 p.m. – 3:30 p.m.	F	
Desert Oasis Strummers Concert	1:30 p.m. – 3:30 p.m.	F	(March 31)
La Quinta Voices	10 a.m. – 11 a.m.	T	
Social Bridge	12 p.m. – 3:30 p.m.	M	
(Contact center for details)			
Mah Jongg	1 p.m. – 4 p.m.	T	
(Contact center for details)			

## RENTALS: Book Park Rentals Online!

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

## Having an Event?

### We've got you covered!

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





# The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

(760) 347-0676 GCVCC.org

March 2017

## Connect With Residents, Professionals & Visitors at Events

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



Connect with your community through fun, education, networking and more. Bring the family to the car show and EXPO. And don't forget your business cards when you attend the mixer and state of the city event. We look forward to seeing you!

### La Quinta's State of the City Thursday, March 2

Embassy Suites La Quinta Hotel & Spa:  
50777 Santa Rosa Plaza, La Quinta  
Tickets: GCVCC.org and Eventbrite

### Envoy Mortgage Fiesta Mixer Thursday, March 9 5 p.m. to 7 p.m.

Envoy Mortgage: 47110 Washington St., Ste. 201, La Quinta  
Enjoy a tasty taco bar, margaritas, Latin guitarist Alex Santana, desserts by Minus 30 and more!  
\$5 Members/\$20 Non Members

### Day of the Child/Dia De Los Ninos Friday, March 11 9 a.m. to 12 Noon

Three Locations: Cathedral City, Coachella and La Quinta. Free snacks, children's performances, entertainment, kids activities, special guests and more. Get involved! Contact: Estella Briceno at (760) 863-2912

### Legislative Breakfast with Assemblyman Chad Mayes Saturday, March 17

7:30 a.m. to 9 a.m.  
Woodhaven Country Club, 41555 Woodhaven Drive, Palm Desert \$20  
RSVP to info@gcvcc.org

### The Chamber's Lunch Bunch St. Patrick's Style Event! Friday, March 17

11:30 a.m. to 1:30 p.m.  
Western Water Works Supply Co:  
85998 Jones Ct., Coachella  
Hosted by Mike Ethridge & Western Water Works Supply Co. Limited space, Must RSVP to info@gcvcc.org. \$5



### The Chamber's Lunch Bunch Friday, March 31 11:30 a.m. - 1:30 p.m.

Cambria El Paseo: 73520 El Paseo, Ste. A, Palm Desert  
Enjoy casual networking at a member location over lunch. The only cost is your meal. Bring plenty of business cards and prepare a 30-second elevator speech to share. Limited Space. RSVP to info@gcvcc.org

### Greater CV Chamber Golf Festival Thursday, April 6

6 a.m. registration, 8 a.m. start  
The Golf Club at Terra Lago: 8400 Terra Lago Pkwy, Indio  
Tickets: GCVCC.org and Eventbrite

To get involved in chamber or community events, contact us at GCVCC.org, (760) 347-0676 or by email at: Info@GCVCC.org.



The Greater Coachella Valley Chamber of Commerce's 2nd Annual Golf Tournament is set for Monday, April 6. The event will be held at The Golf Club at Terra Lago, taking place on both the North and South courses, with registration starting at 6 a.m. and an 8 a.m. shotgun start/scramble.

Last year, over 220 local professionals representing 90 local businesses teed it up at the Greater Coachella Valley Chamber of Commerce Golf Tournament. The 2017 event promises to be one of the largest business networking golf tournaments of the year.

"Our inaugural event last year was a huge success," said Joshua Bonner, President and CEO of the GCVCC. "To be able to fill up two golf courses, and then bring everyone together for lunch afterwards, it was a tremendous day for golf, fun and business. We anticipate an even bigger tournament this year." You can reserve your spot today by calling the Chamber at (760) 347-0676, or register online at Eventbrite.

The 2017 Golf Tournament is presented by John F. Kennedy Memorial Hospital, Desert Regional Medical Center and CBS Local 2.



## NEW MEMBER SPOTLIGHT

### All Things Are Possible

All Things Are Possible is a non-profit that is unique in how they work with overlooked autistic and special needs children and adults in the Coachella Valley.



In Palm Desert, they have been gifted with a 14,000 square foot building, where the organization will be providing “Music and Motion Therapy” to accomplish, according to its medical board, life-changing modifications in the socialization and communication skills of autistic, bipolar, down-syndrome, cerebral palsy and other special needs children and adults.

Therapies includes: ballroom dancing, voice training, basic movement, musical instruments, band and performing on stage in musical and drama productions. The gifted children with Aspersers Syndrome will have special instruction in math, science and the arts.

Other parts of the country are experimenting in some aspects of this program, but not as comprehensively. Professionals in this field of endeavor include: pediatricians, psychologists, speech therapists and special needs teachers. All indicate this therapy program will soon go nationwide.

There is a 16-member team composed of medical staff, music, voice, band and dance. All Things Are Possible is looking for both volunteers and interns with backgrounds in related fields to help in their efforts. The modifications to their building will be completed and opened by the summer of 2017.

For further information, contact Bob Horn at (760) 413-3593 or e-mail [bobhorn.atap@gmail.com](mailto:bobhorn.atap@gmail.com).

## NEW MEMBER SPOTLIGHT

### Dale Gribow

Dale Gribow was selected “Top Lawyer” (Accidents/DUI) by Palm Springs Life (2010-17) and Inland Empire Magazine (November 2016), received a perfect 10.0 AVVO peer rating and selected “Man of the Year” seven times, including by the City of Palm Desert and City of Hope.



His philanthropy and community service led Beverly Hills and Palm Desert to declare “Dale Gribow Day” four times. He has been appointed to two Palm Desert Blue Ribbon ad hoc committees and has been a legal columnist/analyst/commentator and legal radio talk show host in L.A. and Palm Desert. He currently has a weekly legal column for a local paper and covers society events for The Desert Sun.

Graduating from USC and Loyola Law, he was a public defender and then had a 30-person firm in Beverly Hills. As a lecturer/faculty member at The International College of Surgeons, he annually instructed orthopedic doctors on how to write a medical/legal report. Palm Springs Life selected him “Legal Eagle - Best and Brightest” (2016). A board member of over 40 nonprofits and president, chairman or VP of 20, Gribow is prominently featured in over 50 “Who’s Who” distinctions nationwide. Martindale Hubbell rated him “Preeminent” and honored him with a Client Appreciation and Client Distinction Award.

For more information, go to [DaleGribowLaw.com](http://DaleGribowLaw.com) or call (760) 837-7500.

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## NEW MEMBER SPOTLIGHT

### Jay Kanner, First Foundation Bank

Jay Kanner joins First Foundation Bank as the Vice President, Branch Manager for the bank’s new Indian Wells location.



In his new role, Kanner will lead the team in growing its existing relationships in the Coachella Valley while expanding its footprint into new markets. Kanner brings over 30 years of experience in the banking industry, with 20 of those years focused on the Coachella Valley.



Kanner brings a tremendous amount of experience to the role, most recently at Opus Bank as Vice President Client Experience Manager as well as his time as Assistant Vice President, Branch Manager at OneWest Bank.

First Foundation Bank offers the full array of products and services for businesses and individuals tailored to each person’s financial needs. Included with your account is the ability to access any ATM worldwide at no cost to you.

Contact Jay Kanner at (760) 776-9042 or [jkanner@ff-inc.com](mailto:jkanner@ff-inc.com) for the most current promotional offerings.

## NEW MEMBER SPOTLIGHT

### KRET/MeTV (Memorable Entertainment Television)

KRET/MeTV (Memorable Entertainment Television) is the Coachella Valley’s only locally owned and operated TV station. They provide viewers the very best in timeless and memorable television favorites, including iconic programs from the 60’s, 70’s and 80’s that rank among the most revered and beloved TV shows of all time.



Chosen from a wide array of genres, the programs of KRET/MeTV pay tribute to, and reflect the love of television comedies including *M\*A\*S\*H*, *The Andy Griffith Show*, *Mary Tyler Moore*, *I Love Lucy*, *Cheers* and *The Odd Couple*; dramas such as *MacGyver*, *Perry Mason* and *Columbo*; great westerns including *Gunsmoke*, *Bonanza*, *The Rifleman* and *The Big Valley*; the heroics of *Batman*, *Wonder Woman*, *Wild Wild West*, and other worldly classics such as *Star Trek*, *Lost In Space* and *The Twilight Zone*.

Every month, viewers tune in to KRET/MeTV to enjoy a carefully-curated and programmed schedule that flows easily from comedy to drama – from the suspenseful to the whimsical, day and night, weekdays to weekends on Spectrum 14, Frontier 21 and Over-the-Air 45.1.

To get your business name and message out in a creative way on a budget you can afford, contact Joe Angrisani, KRET/TV Account Representative, at (818) 235-2654 or [josephangrisani@gmail.com](mailto:josephangrisani@gmail.com).

## NEW MEMBER SPOTLIGHT

### Let's Talk Speech Therapy Clinic

Naturally Speaking Therapy Corporation (NST) is now the proud owner of Let's Talk speech therapy clinic in Old Town La Quinta. Let's Talk was established in 2014 by Shanna J. Lund M.S. CCC-SLP where she provided exceptional speech-language therapy and consultation giving voices to children with exceptional needs.

The logo for 'Let's Talk' features the words 'Let's Talk' in a playful, multi-colored font. The 'L' is red, 'e' is yellow, 't's' is green, 'T' is blue, 'a' is purple, and 'l' is pink. The word 'Talk' is in a similar multi-colored font. To the right of the text are three small colored dots: red, yellow, and green.

When Lund decided to pursue retirement, she met with the co-owners of Naturally Speaking Therapy Corporation to discuss the transfer of ownership of Let's Talk. Lund wrote in a letter to her clients introducing the new owners, "I feel blessed to have met these wonderful, dedicated and knowledgeable people, who are already making a difference in the lives of children."

NST's goal is to operate in excellence with unmatched employee and client satisfaction, leading the field of speech-language pathology in innovative evidence-based practices. It is with this same spirit that Let's Talk continues to live on.

Let's Talk offers comprehensive evaluations, speech and language therapy, and consultation for children and adults seeking support for their communication needs.

Visit [NaturallySpeakingTherapy.com/letstalk/](http://NaturallySpeakingTherapy.com/letstalk/) or call (760) 660-5811 for more information.

## NEW MEMBER SPOTLIGHT

### Tile Designs by Fina, Inc.

Tile Designs by Fina, Inc. has been the best kept secret in the Coachella Valley since 2013. Their dedicated and knowledgeable staff with 40 years of combined experience in the flooring and hard surface industry promises to exceed all hard surface and decorative tile needs.

They specialize in unique products and offer an array of exclusive tile lines that will eclipse other tile providers. With a recent showroom expansion, Tile Designs by Fina is poised to be the area's premier tile design showroom. Their collections embody the best in today's current trends; from traditional to contemporary, rustic to refined, and mission to mid-century.

As a proud member of Interior Design Society (IDS), owner Fina Meraz was honored to be nominated and won the "Spirit of the Entrepreneur" Award 2016 in the Small Emerging Business Category, sponsored by Cal State Bernardino for the Inland Empire.

Tile Designs by Fina enjoys close working relationships with the area's top interior designers, builders and architects – and of course continues to work with and provide superior customer service to homeowners who trust her to make their houses become stunning homes.

If you are in need of backsplashes, countertops, bathroom, pool and flooring tile as well as architectural elements such as fireplaces, fountains or door surrounds, stop in and meet their friendly staff and experience the difference that Tile Designs by Fina can make in your hard surface design selections.

For more information, go to [TileDesignsByFina.com](http://TileDesignsByFina.com) or call (760) 636-1744.



## NEW MEMBER SPOTLIGHT

### Funtastik Balloons and Party Rentals

With how stressful planning a party is, Funtastik Balloons and Party Rentals makes event planning much more simplistic. Boasting many intricate and beautiful balloon decoration designs, their goal is to make your party or event impressive to say the least. But Funtastik Balloons is so much more than a balloon store. Schedule an appointment today to get a Henna temporary tattoo, professionally done body art or a beautiful yet unique face paint.

Funtastik Balloons and Party Rentals also offers an almost limitless supply of party rentals. Even if they don't have what you were looking for, give them a few short days and they will be able to acquire it for your event.

Funtastik Balloons opened with one goal in their mind – to keep your party as Funtastik as possible. With just a soft opening back in December, they've already had a surplus of satisfied customers. They have proven that they are more than ready to officially introduce themselves to the valley.

Place your orders for fun! Funtastik can be reached at (760) 205-1334 79305 Highway 111, Unit 2, La Quinta



## NEW MEMBER SPOTLIGHT

### Vitalitas Home Care Referral Agency

Vitalitas Home Care Referral Agency is dedicated to serving Coachella Valley residents seeking non-medical, in-home care for themselves or a loved one. Founded with a commitment to consumer-directed care, Vitalitas believes clients have a right to determine the services they need and should have the freedom to choose their care providers. A proud member of The California Coalition of Domestic Referral Agencies, Vitalitas sources, carefully screens and refers truly inspired, highly-qualified, professional personal care attendants (PCAs) who provide in-home, non-medical companionship services to elderly clients, as well as to adult clients with an illness, injury, or disability who require assistance with self-care.

The home care professionals Vitalitas refers to clients have all completed comprehensive interviews and assessments, passed criminal background, DMV & TB screenings, possess superior knowledge, skills and experience, hold current registrations and certifications, and have had employment eligibility authorized through E-Verify (a service of the Department of Homeland Security and the Social Security Administration).

What further distinguishes the professional PCAs Vitalitas refers is the genuine passion they radiate for their work, as well as their demonstrated commitment to delivering exceptional care. Through its signature screening and interviewing process, Vitalitas digs deep into each registry applicant's talents, motivators, values, and vision. Only those applicants who satisfy all the criteria are converted to active registry status and subsequently referred to clients for further review and consideration.

Vitalitas Home Care Referral Agency is a referral agency as defined by and operating in accordance with the requirements set forth in the California Civil Code. For additional information visit [VitalitasHCA.com](http://VitalitasHCA.com) or call 760) 407-6505.



## REGIONAL RIBBON CUTTINGS

To join the new regional Greater Coachella Valley Chamber of Commerce and get involved in the community with ribbon cuttings, events, networking and advocacy, contact The Chamber at [GCVCC.org](http://GCVCC.org) (760) 347-0676



**Alexandrite Active & Golf Wear** — (760) 625-1364, 78100 Main St., Ste. 103, La Quinta (Old Town La Quinta)



**Maxim Healthcare Services** — (760) 469-8908 73800 Dinah Shore Dr., Ste. # 102, Palm Desert



**CV Background & Drug Screening** — (760) 698-9686, 78060 Calle Estado, La Quinta



**Let's Talk** — (760) 600-5811, 78030 Calle Barcelona, Ste. F, La Quinta



**HighRoad Consulting** — (760) 671-5647, 12155 Palm Dr. Ste. C, Desert Hot Springs



**Massage Trilogy** — (760) 777-4018, 78471 Highway 111, La Quinta

## MEMBER NEWS

### Augustine Casino Names Annual Award Winners

Augustine Casino named its annual winners of Team Member and Leader of the Year at a lunch reception held recently at PGA West in La Quinta.

Ricardo “Rick” Castillo, slot tech manager, was honored as Augustine Casino’s Leader of the Year during the annual awards event. Castillo joined Augustine in 2002. His technical leadership and wide-ranging knowledge of the intricacies of the casino floor were a huge asset during the casino’s 2016 casino renovation project.

Alejandro Silva, senior facilities engineer, won the honors as Team Member of the Year. Alejandro has been employed with Augustine more than 14 years and is a “go-to” expert who is relied upon by nearly all departments across the casino.

Winners were selected from among 2016 Team Members and Leaders of the Quarter. Castillo’s and Silva’s awards were announced by Jef Bauer, general manager of Augustine Casino. “I couldn’t be more proud of these two individuals and all their accomplishments during the past year. They exemplify our commitment to service and dedication to the Tribe and its operations here.”

Fellow team members helped create a special surprise tribute video highlighting not only the two winners, but all eight Team Member and Leader finalists who were up for the annual awards.

*Augustine Casino is nestled in the shadows of the beautiful San Jacinto Mountains, just three miles east of PGA West in the Coachella Valley at 84-001 Avenue 54 in Coachella. For more information, visit [AugustineCasino.com](http://AugustineCasino.com).*

## MEMBER NEWS

### Heritage Festival to be Held at Coachella Valley History Museum

On Saturday, March 18, a fun-filled day is planned for the Heritage Festival – which will be held from 10 a.m. - 4 p.m. Cultural exhibits and activities will be available for the entire family.

The Festival will be recognizing the contributions of the early cultures that were so significant in developing the valley – Cahuilla, Mexican-American, Anglo, Black, Armenian, and Japanese. Pioneer families have prepared story boards giving the history of their family in the early days of the desert.

Entertainment will include Japanese Taiko Drummers, a gospel choir, folkloric dancers, fiddlers, folk singers, antique cars and much more. Come and enjoy demonstrations by wood carvers, quilters, weavers and spinners as well as old time games, crafts and activities for children. Enjoy multicultural foods and take a ride on a jeep tour of the historic murals in Old Town Indio.

*Admission is free. The Coachella Valley History Museum is located at 82-616 Miles Avenue in Old Town Indio. For more information, call (760) 342-6651.*

## MEMBER NEWS

### Major Retailer “Chips-In” and Keeps the Ball Rolling for Young Golfers

The First Tee® of the Coachella Valley (TFTCV) received a grant of \$12,500 from the PGA Tour Superstore (PGATSS) on behalf of the Arthur M. Blank Family Foundation. The funds will support TFTCV programs, allowing children in the Coachella Valley to have access to the game of golf and learn valuable life lessons taught on the greens. This keeps the ball rolling for select young golfers via partial and full scholarships through grants.

“The ongoing support of the PGA Tour Superstore is truly appreciated and allows us to continue our mission of bringing The First Tee Life Skills program to our Valley youth,” said Executive Director, Tim Skogen, of The First Tee®.

In partnership with the Arthur M. Blank Family Foundation, PGATSS awards grants and other donations to The First Tee to help the youth development organization’s goal of reaching 10 million new young golfers. According to Barbara Prusinowski of the Tournaments and Events division of the PGA Tour Superstore, “The programs of the First Tee certainly provide young golfers with the ability to sharpen their skills, but more importantly, the Nine Core Values that they learn to live by will stay within them for a lifetime.”

The First Tee has established Nine Core Values that represent some of the many positive values connected with the game of golf: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy, and judgement. By participating in The First Tee, young golfers are introduced to these core values which are incorporated throughout the program.

*For more information or to register a child in The First Tee® of the Coachella Valley programming, visit [TheFirstTeeCoachellaValley.org](http://TheFirstTeeCoachellaValley.org) or call (760) 779-1877.*

## MEMBER NEWS

### Desert Sands Foundation to Host 4<sup>th</sup> Annual Hike 4 Education

Desert Sands Educational Foundation will host its 4th Annual Hike 4 Education, generating funds for local schools. The Hike 4 Education is a community event with a large portion of the fees going directly to the foundation for use with the offering of mini-grants.

A 5-mile hike will circle through the Cove Trail, a 3-mile will go around Lake Cahuilla, and a 2-mile nature walk will be led by Indio High School students. The 5-mile hike begins at 8:00 a.m. with staggered starting times for the other hikes. There will also be informational booths and fun activities. Participants receive goodie bags and event t-shirts. Parking inside the Lake Cahuilla Recreational Park is included.

If you can’t participate that weekend, consider being a “virtual hiker” and submitting an online donation at [Hike4Education.com](http://Hike4Education.com).

*Cost is \$35 per hiker (\$15 students/seniors). An early bird discount is also available. Register at [Hike4Education.com](http://Hike4Education.com).*

## MEMBER NEWS

### JFK Hospital Has Among Lowest ED Evaluation Wait Times in the Country

John F. Kennedy Memorial Hospital is one of only seven hospitals in the country – and the only one in California – where patients were seen promptly in the emergency department by a healthcare professional, without any wait time, according to a Jan. 25, 2017, article published by *Becker's Hospital Review*.

In all, only 59 hospitals nationwide reported that patients spent an average of four minutes or less in their emergency department before being seen by a healthcare professional, according to the article, which was titled, "59 hospitals with the lowest ED wait times." JFK Memorial's wait time averaged zero minutes. The national average in U.S. hospital emergency departments for door to diagnostic evaluation is 22 minutes, *Becker's* reported.

The publication based the article on a national comparison of the "door to diagnostic evaluation" measure in the Emergency Department Care Measures dataset on the Centers for Medicare & Medicaid's (CMS) *Hospital Compare* website. The information was collected from April 2015 through March 2016.

"We are committed to ensuring that our patients receive prompt, high-quality care in our emergency department and we're proud to be one of the few hospitals in the country with virtually no wait time before patients are evaluated in our ED," said Gary Honts, CEO of JFK Memorial Hospital.

*JFK Memorial Hospital, part of Tenet California, is a 145-bed acute care hospital serving the Eastern Coachella Valley since 1966. JFK is fully accredited by the Joint Commission, the nation's oldest and largest hospital accreditation agency. For more information, go to [JFKMemorialHosp.com](http://JFKMemorialHosp.com).*

## MEMBER NEWS

### Trilogy at La Quinta Holds 9<sup>th</sup> Annual Health & Wellness Fair

The 9<sup>th</sup> Annual Health & Wellness Fair will be held on Saturday, March 25, from 9 a.m. – 12 noon at Trilogy at La Quinta, 60-750 Trilogy Parkway.

The event is open to the public with free admission and will offer demonstrations, information and products from a variety of health and wellness professionals, as well as hand and chair massages from The Coral Spa at Trilogy. There will be food, music, and raffle prizes. Raffle tickets will be sold for \$1 and proceeds will benefit the Coachella Valley Volunteers in Medicine. The mission of the Coachella Valley Volunteers in Medicine is to provide no-cost primary health care service to medically underserved adults residing in the Coachella Valley.

The Coachella Valley Volunteers in Medicine clinic began providing medical as well as dental services to low-income uninsured patients in November 2010. This marked the culmination of a three-year planning process that established the only no-cost free clinic in the Coachella Valley. To learn more, visit [CVVIM.org](http://CVVIM.org).

*The Trilogy at La Quinta Health and Wellness Fair is sponsored by Desert Health, TLQS and The Coral Spa at Trilogy. For more information, contact Sharon McKee at (760) 702-3037.*

# JOIN US!



## There's No Better Time to Become a Member of the Valley's 1st Regional Chamber!

The Greater Coachella Valley Chamber (GCVCC) is made up of these area Chambers: Coachella, Indio, La Quinta, Cabazon Band of Mission Indians, Twenty Nine Palms Band of Mission Indians & Cathedral City (soon to join).



The Chamber offers local businesses the largest referral program, powerful networking coverage throughout the valley, and unmatched print and event exposure opportunities. GCVCC is also your pro-business legislative advocate!

Contact us today to set up an appointment with an account executive to review your business needs.

(760) 347-0676

[info@gcvcc.org](mailto:info@gcvcc.org) | [gcvcc.org](http://gcvcc.org)

Economic Development | Networking | Education  
Referrals | Community Involvement  
Connections | Advertising



# CAR SHOW GETS LA QUINTA REVVED UP!



The 11th Annual La Quinta Hot Rod, Classic & Custom Car Show was held February 4 at Frances Hack Park. With the help of some terrific weather, the event was a tremendous success. Greater Coachella Valley Chamber of

Commerce (GCVCC) staff estimates nearly 5,000 were in attendance to see 120 classic and custom cars.

Local business owner and Chamber member, Randy Foulds, has been involved in the event for several years and was very pleased with this year's show. "What an incredible team! The staff, board members and volunteers put on the best La Quinta Hot Rod & Custom Car Show ever," Foulds said. The event featured live music, food vendors and a beer garden. The car show was joined by several local sponsors, including Tesla – which brought out their state-of-the-art technology that continues to revolutionize the auto industry. The show was presented by the GCVCC along with Title Sponsor, the City of La Quinta.

Photos by: Craig R. Edwards (Copyright 2017)  
craighedwardsphotography.com



## 2017 CAR SHOW WINNERS

### Mayor's Choice

1935 Blue Ford Roadster  
Ray Malzo

### People's Choice

1950 Ford  
Dave Roach

### Best Low Rider

Chevy Monte Carlo Green  
Fabian Gallegos

### Best Muscle Car

1969 Road Runner  
Rick McCoy

### Street Rod – Open

1933 Ford Phaeton, Red  
Dale Nohre

### Street Rod – Closed

1929 Ford Model A, Red  
Mr. Thibodeaux

### Classic Older 65

1947 Ford  
Jerry Schneider

### Best Truck

1946 Hudson  
Stephanie Haas

### Best Paint

Chrysler 300 – Orange  
Angel Villa

### Best Motorcycle

Harley, Fat Boy  
Richard Navaro

### Best Sports Car

1965 Shelby Cobra  
George Lazzazolo

### Best Camaro

1969 Green Z/28 Camaro  
David Mattice

### Best Engine

1971 Chevy  
El Camino Race Car  
Ernesto Avila

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## Training Young Athletes

By: Michael Butler, Kinetix Health & Performance Center

Parents and coaches come to me quite frequently asking what the appropriate age is for kids to start lifting weights. I always say that when they are mentally, emotionally and physically mature enough, that's when they should start.

National studies have been presented over the years, stating that weight training – when performed right – is the safest sport when it comes to injury risk.

1. **Training should be fun:** If you are working with a young athlete that has not trained before, keep to the basics. Work on building a solid foundation by doing exercises that will address posture and neuromuscular development.

2. **Start resistance training when applicable:** Working out consistently (2-3x a week) helps to develop the neuromuscular system, provides a good base of support and aids in increasing bone density.

3. **Add dynamic stretching before workouts or into everyday life:** Dynamic stretching, also known as movement-based warm-ups, can help reduce injuries, increase local circulation and prepare athletes for sports participation. There is evidence-based research that shows dynamic stretching is more valuable than static (holding) stretching.

4. **Add plyometrics and running activities:** Implementing developmental base movements – such as bounding, leaping, skipping and jumping activities – is a great and fun way to get athletes moving and build strong bones, increase proprioception, circulation and reduce injuries.

5. **Add Olympic lifting when the athlete has built a solid foundation:** Olympic lifting involves exercises like the snatch and clean and jerk, which are complicated movements that take years to perfect but are explosive and highly-transferable to sport if done correctly and at the right times of the season.

6. **Add recovery time to your programs:** Probably the most important portion of this program design is the athlete's need for down time. Injury rates will be significantly reduced if volume, intensity and rest are varied.



Michael Butler is co-owner and director of sports performance at Kinetix Health & Performance Center. He has been awarded the prestigious "Pillar of the Community" Award by the City of La Quinta, and holds many nationally-recognized certifications in the health and wellness fields. Contact Michael at (760) 200-1719 or visit [KinetixCenter.com](http://KinetixCenter.com).

## Health Benefits of Fruit Smoothies

By: *Kerry Anderson,*  
*SIP Coffee House & Juice Bar*

Fruit smoothies can be an easy way to nourish your body with essential nutrients.

There are six categories of fruits that contain a variety of vitamins and minerals – citrus, berries, tropical, drupes, pomes and melons. Citrus fruits, such as grapefruits, oranges and lemons, contain good amounts of vitamin C, potassium and folate. Vitamin C helps your immune system and synthesizes collagen that aids in the framework of your body. Potassium supports your heart function and helps maintain a normal blood pressure, while folate promotes healthy cells.



The berry category includes blueberries, strawberries, blackberries, raspberries, cranberries and grapes. They contain particular antioxidants that decrease inflammation and phytonutrients that help fight disease. Tropical fruits include papaya, kiwi fruit, pineapple, avocado, coconut, pomegranates, bananas and mangos. Typically these fruits are sources of vitamin C, potassium, folate and manganese, which keeps your bones, blood sugar, thyroid gland and nerves healthy.

Common drupe fruits are cherries, apricots, peaches and plums. They provide beta carotene, potassium and vitamin C. Beta carotene helps your vision and immune system function properly. Pome fruits include apples and pears which contain vitamin C and potassium. The melon category includes watermelon, cantaloupe, honey dew and casaba – which all contain adequate amounts of vitamin C.

Drinking fruit smoothies can help you reach the recommended intake of fiber, which is 25 grams for women and 38 grams for men. One serving of fruit typically contains 2 to 4 grams of fiber with blackberries, pears and apples having the highest concentration of 5 to 7 grams per serving. The soluble fiber found in fruit helps slow digestion, and may aid in controlling blood sugar and lower cholesterol.

Smoothies can be made with water, cow's milk, soy milk or yogurt. The healthier options include water, low fat milk or low fat yogurt. I suggest coconut water, which will provide your body with fluid that is necessary for metabolism of food and transportation of nutrients.

When trying to lose or maintain a healthy weight, smoothies could be used as a meal replacement, not addition. For instance, drink a dairy-based smoothie for breakfast or drink a water-based smoothie as a snack. Fruit smoothies can be a healthy addition to any meal plan.



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



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# Stem Cells From C-Sections – is it Safe?

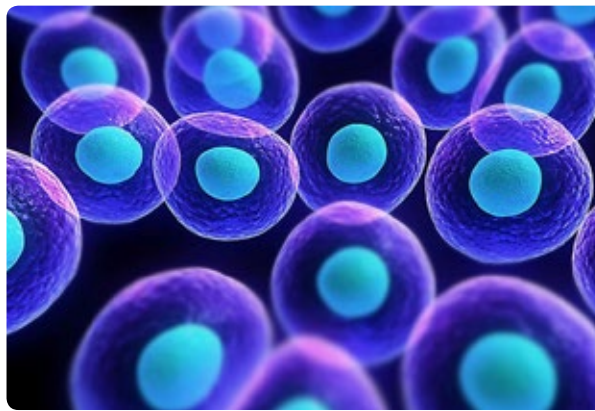
By: *Dr. Naota Hoshimoto, Desert Medical Care*

Stem cells have been the Cadillac of regenerative medicine, but plantal derived amniotic fluid injections have received an equal amount of buzz. These still have some stem cells in them (less potent and smaller amount) and do have the ability to help repair damaged tissue such as joint arthritis in an individual.

Because this is a foreign tissue being deployed in your body, the Food and Drug Administration (FDA) has required all companies to have a stringent sterilization process to ensure there is no transfer of diseases.

## How safe are these injections?

Amniotic stem cell treatments have been used by ophthalmologists to aid with corneal surgery for over 20 years. They also has applications in plastic surgery, assisting in burn patient healing. To date, more than 10,000 injections have been performed without a single reported adverse side effect. As with all treatment options, the biggest risk of a stem cell injection is that it does not alleviate all your pain – but does afford one more option prior to surgical intervention.



## What are the Chances my Body will Reject these Regenerative Cells?

Amniotic cell therapy comes from an immunoprivileged site (newborn babies). This means that patient-rejection is extremely rare. The use of amniotic stem cells is well researched, safe and effective. All amniotic stem cell donors go through a rigorous screening process, as determined by the FDA and American Association of Tissue Banks (AATB).

## What Benefits Does Amniotic Stem Cell Therapy Offer?

- Amniotic stem cell therapy is very safe and effective. Here are benefits this treatment has to offer:
- Amniotic stem cells contain no steroids. Instead,

the injections rely on naturally occurring anti-inflammatory agents so this will provide a healing effect on your damaged joints.

- Amniotic stem cells contain hyaluronic acid, which lubricates cartilage and promotes new cartilage growth.
- Amniotic stem cells contain growth factors, which stimulate tissue growth.

This type of treatment is ideal if you have one joint that needs to be treated.

## Does Insurance Cover Stem Cell Therapy?

Most insurance companies do not cover amniotic tissue injections at this time unless you have a health savings account or flexible spending account as part of your insurance plan. Many insurance companies, however, may cover the initial consultation as well as some aspects of the treatment, such as the injection fee, radiographs and use of ultrasound guidance if necessary during your appointment.



*If you are interested in stem cell therapy, providers at Desert Medical Care in La Quinta are providing free consultations. Dr. Naoto Hashimoto & Dr. Bohdan Olesnicky have also written a book about stem cells which is available on Amazon (get your free copy with consultation). Call (760) 777-8377 to set up your consultation.*

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# What You Need to Know About Hip Fractures

*Submitted by: JFK Memorial Hospital*

Hip fractures send more than 300,000 Americans aged 65 and older to the hospital each year. While hip fractures can be treated, the injury can lead to severe health problems and reduced quality of life.

A hip fracture causes pain in the outer upper thigh or groin area as well as the inability to bear weight on the side of the injury. The hip area may become stiff, show signs of bruising or swelling, and a significant level of discomfort could occur after any attempt to rotate or flex the hip. Most hip fractures are diagnosed following an X-ray, which also shows where the fracture occurred in the hip.



**Treatment is determined based on the patient's overall health and age as well as the location and severity of the fracture. Most hip fractures are treated surgically using one of three methods:**

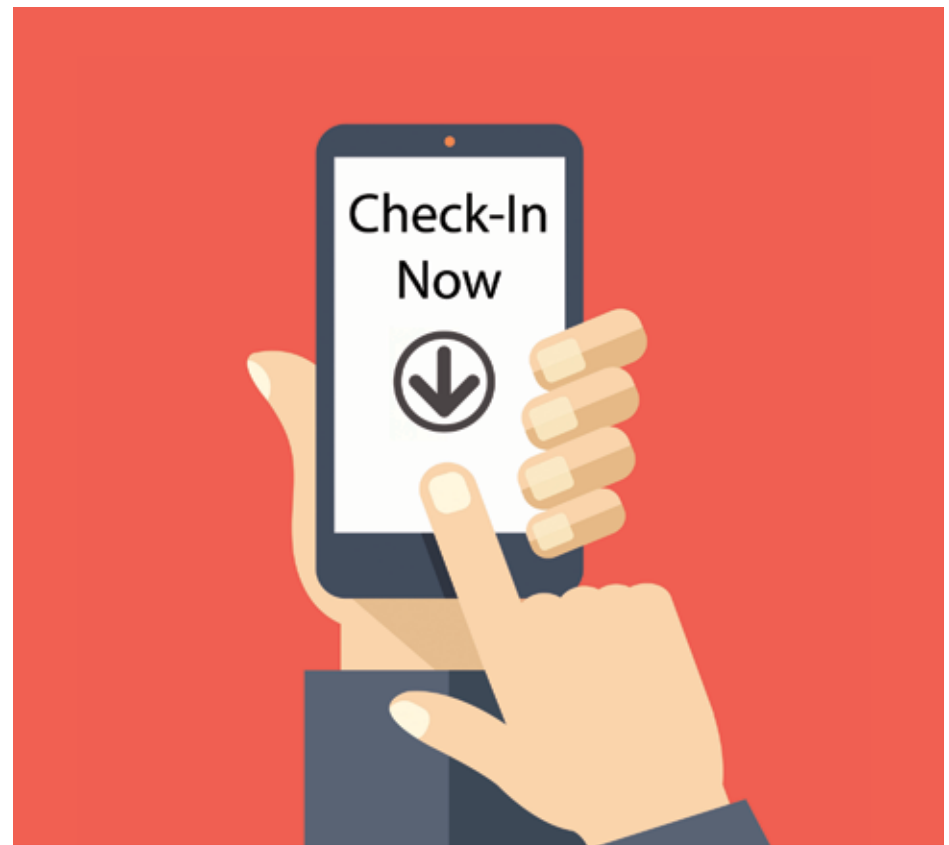
1. Inserting metal screws into the bone, if it is properly aligned, to hold it together as it heals.
2. Replacing part of the femur, the long bone that extends from the pelvis to the knee. This method, called a partial hip replacement, calls for removing the head and neck of the femur and replacing them with a metal prosthesis.
3. Replacing the upper femur and pelvic bone socket with a prosthesis. This is called a total hip replacement.

Patients typically do better if they undergo surgery soon after the hip fracture occurs. They may be encouraged to get out of bed the day after surgery with help from a physical therapist, who also will work with patients to help them regain strength and start walking again. After a hip fracture, most patients are hospitalized for approximately one week and may then be either discharged home or referred to a nursing home if they are unable to live independently. Physical therapy rehabilitation usually takes approximately three months.

**People at risk for hip fractures can take steps to reduce their chances of falling.**

1. Get enough vitamin D and calcium in your diet if over the age of 50.
2. Engage in weight-bearing exercise to help strengthen bones and prevent falls.
3. Avoid excessive amounts of alcohol and do not smoke.
4. Wear shoes with non-skid soles. Avoid high heels and shoes like sandals and bedroom slippers that flop when you walk.
5. Check your home for trip hazards like throw rugs, electrical cords and clutter.
6. Make sure your home and outside walkways are well-lit so you can see where you are walking.
7. Talk to your doctor or physical therapist about whether assistive devices may be needed to help you keep your balance.

*For more information, contact JFK Memorial Hospital for a physician referral at (844) 946-7846, or visit their website at [JFKMemorialHospital.com](http://JFKMemorialHospital.com).*



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# Constipation: The Struggle is Real

By: Dr. Brian Myers, Live Well Clinic

When I begin to discuss gastrointestinal health with my patients, I begin by asking if they have regular bowel movements. The typical response is some variation of



“yes.” My follow-up to that is “what is regular for you?” And this is where things get interesting. For some people, “regular” means one bowel movement per day. For others, it means one bowel movement per week. Some aren’t even regular at all.

The optimal bowel movement frequency is one well-formed movement after major meals with the same size and

consistency as a banana. One to two movements per day that don’t require much straining tend to be the most common frequency in my experience.

Irregular bowel movements or infrequent movements can lead to a menagerie of problems, including hemorrhoids, headaches, bloating, fatigue, bacterial microbiome imbalances, infections and more. So how do we help ourselves maintain regular movements?

**Water.** It is suggested that rather than eight glasses of water per day that we need a minimum of one half ones body weight in ounces of water per day. That’s the bare minimum for an inactive day.

**Fiber.** When I used to think of fiber, I imagined the amount I was getting from my cereal in the morning. Plants are our best source of dietary fiber. Aim for at least two handfuls of plants at every meal – including breakfast.

**Squatting.** Toilet design isn’t very considerate of our ergonomics when it comes to having a bowel movement. A squatting posture is far superior for the evacuation of stool. Consider investing in a squatty potty or even using yoga blocks to raise your legs when on the loo.

**Minerals.** It is estimated that half of the U.S. population is deficient in magnesium. Serum magnesium values may not be the most effective indicator of deficiency either. Magnesium is a fantastic mineral with many benefits, including relaxing muscles and increasing bowel frequency.

**Probiotics.** Healthy gut flora is impacted by the foods we choose to eat – we are what we eat. Probiotics can help populate our intestines with the proper balance of bacteria to allow for a smoother, timelier bowel transit time.

Our goal is for regular, well-formed bowels. Sleep, nutrition, fitness and stress management are important factors in this endeavor. The above suggestions are also vital. If you find these things don’t help, consider seeing a knowledgeable health care practitioner to resolve the underlying cause of your constipation.



*Dr. Brian Myers is a naturopathic primary care doctor with a focus on pediatric and family health at Live Well Clinic in La Quinta. For more information regarding how you can protect yourself from the flu, go to [LiveWellClinic.org](http://LiveWellClinic.org) or call (760) 771-5970.*

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# The Benefits of Your Brain on Gratitude

By: Dr. Simone Ravicz

A recent issue of *Time* magazine had an article entitled, "The Drug That's Treating Everything." To what was the title referring? Botox. While many of us think of botox as the stuff of Beverly Hills females – from teens to seniors – it's being used for depression, overactive bladders, migraines, sweaty palms and other conditions. Allergan holds 800 patents for current and potential Botox applications.

Botox may come close in man's search for cure-alls. However, there are negative aspects, like cost and adverse effects related to its use. The great news is that there is something with panacea-like qualities without drawbacks.

**Attitude of Gratitude** — What is this alternative? Simply put, it's gratitude. Gratitude has positive mental and physical consequences. Some of these include improvements in sleep, greater willpower, increased calm, increased exercise, reduced depression, more happiness and improved employee morale.



One study (Emmons and McCullough, 2003) showed that keeping a gratitude journal boosted enthusiasm, energy, determination and attention. It can also increase optimism and reduce physical pain.

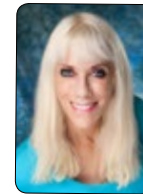
**Being Grateful Helps the Brain** — Brain activity is central to gratitude. Elevated gratitude is linked with brain activity in the anterior cingulate cortex and medial prefrontal cortex – areas of value judgment and moral thought. During gratitude, the amount of dopamine, the "reward" neurotransmitter, increases. This makes practicing gratitude easier. Dopamine is a motivator, and once you start seeing things to be grateful for, your brain starts looking for more things for which to be grateful.

Be aware of the tendency to take things for granted. While a power outage may make you realize the critical nature of electricity briefly, after the power has been restored you will expect its presence and no longer be aware of your gratitude.

Tip: To change your brain's pathways so you become more positive, keep a gratitude journal –or upon awakening or going to sleep – focus on several things (big or little) for which you are grateful.

The more you practice being aware of the positives in your life, the more good you'll notice later – which sets the stage for a more successful and happier life.

*"Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend."* – Melody Beattie



Dr. Simone Ravicz is a brain coach, certified business/life coach and best-selling author who uses proven brain-based techniques to eliminate blocking thoughts and behaviors leading to success and joy. To learn more, email her at [srpsydr@gmail.com](mailto:srpsydr@gmail.com), go to

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## KNOW WHO YOUR FRIENDS ARE

By: Pastor Shana Howard, Church 212<sup>o</sup>

Recently, I read a great Facebook post by Sandra Householder, a church member and my sister. She listed friendships into several categories and gave us permission to share her insights.

**Unbreakable Friendships** — Offer a true bond, loyalty with a sincere desire to share and do life together. When we ask these people to get together, it's never a long laundry list of their work schedule,

or their to-do list, or this or that -- in order to justify their lack or unwillingness to meet up for face-to-face time or a phone call.

Instead, it's "I can do it on this day," or a simple "YES!" Unbreakable friends do life with you; they send happy texts messages with images or life updates, just to stay in touch. Unbreakable friends are friends for life. They really like you, and all of you, every side, is fully accepted.

**Soul Friends** — Those people you had immediate kinship with. Nothing can break it. You love them and want to hang out with them, regardless of their reciprocity. You always like hearing about their lives, opinions and what they are up too.

**Mentoring Friends** — People you respect, who have contributed to your growth. These friends speak into your life. They call you to a higher level of thinking and a balanced life. You listen to them.

**Esteemed & Cherished Friends** — The select few who have been there through your most difficult

trials and adversity. No matter how often you see them, you will always honor them for their genuine care and support.

**Casual Friends** — A group of people you see from time to time; your lives have been folded or intertwined for some reason, at some point. Whether it's work, charity, family, church or recreational sports, you connect at a certain level with some common bond.

**Old Friends** — These are the friends who knew you as a kid or in your early 20's. Most of these people don't know you well anymore, only knew a small part of your life – and sometimes you can rekindle these friendships through another connection later in life.

**New Friends** — People help us see life in new ways, something we all need.



Shana Howard is one of the assistant pastors at Church 212<sup>o</sup> in Bermuda Dunes. To reach Shana directly, email [shana@church212.com](mailto:shana@church212.com). For more encouragement, visit Church 212<sup>o</sup> on Sundays, check out their website [Church212.com](http://Church212.com) or call (760) 773-3212.

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## Health Insurance Update

*By: Carrie Babij,  
Desert Insurance Solutions*

The country's new administration wants to change Obamacare. The changes are yet unknown, but here's some background:

### What has Obamacare tried to solve?

1. Too many uninsured individuals.
2. Health care costs being too high.

### What is the Obamacare "solution"?

1. Health insurance is required for everyone:

**65+** — Medicare

**Low income** — Medicaid

**Sick** — preexisting conditions covered

**Employees** — through work if 50 or more employees

**Middle income** — through exchanges with subsidies

**Others** — standard priced individual market

2. Plans are standardized:

Ten essential benefits

"Choice" is limited to network, share of cost and price

### How does Obamacare pay for new and sick insureds?

1. Younger, healthier and wealthier people pay more to subsidize older, sicker and poorer people. Plus, it subsidizes the whole thing through the taxpayer.

2. Establish more central control of the health care system which means less discretion for doctors and insurers.

### How was Obamacare "sold" to the American people?

Nations like Canada and the UK have made hard tradeoffs to provide universal health care. Unfortunately these tradeoffs were sugar coated for Obamacare. People were told "if you like your plan you can keep it" – which was not true. They were also told premiums would be lower, there would be lots of choice, you could keep your doctor and health care costs would be lower.

### Obamacare Results and Issues

Millions who were previously uninsured are now insured. However, millions who liked their old plans saw them cancelled. Standard premiums are going up by double digits and deductibles are painfully high. And choice is being reduced as insurers can't make the numbers work. The economics of Obamacare as it's currently configured do not appear sustainable.

**Changes on the Horizon** — It's unlikely Obamacare will be completely tossed out. Certain provisions, like allowing for preexisting conditions, are very popular. Some changes being considered are:

- Use federal "high-risk pools" for the sickest individuals
- Provide flexibility on mandated benefits (maternity for example)
- Grant a tax deduction for individuals buying insurance
- Promote the use of Health Savings Accounts to reward healthy behavior and help people dealing with high deductibles

**Closing Thought** — Democrats built good aspects into Obamacare. Republicans have good ideas to improve it. If leaders put politics aside and, together, come up with something that works and is affordable for our country, it would benefit all. Our health is too important to be a political football.



*Carrie Babij is president of Desert Insurance Solutions in La Quinta.. You can contact her at [carrie@desertinsurancesolutions.com](mailto:carrie@desertinsurancesolutions.com).*



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## Small Business & Cybersecurity

By: Robert Hendrix, Osborne Rincon CPAs

Not a week goes by without a new hacking story in the news. Whether it's Target, Yahoo, the DNC – even the NSA was hacked last year. These big headlines show just how vulnerable we all are. Small businesses are becoming more and more targeted due to not having the resources, and more importantly, not having a plan to mitigate their risk.

The end goal of the attacker is to take and exploit an organization's sensitive data. The cyber enemies retrieve this data through malware, password attacks, phishing or other more complicated tactics. They seem to have unending resources to continue to beat the protection on the shelf. These exploits can bring harm to your customers and members, and affect how your brand and reputation are viewed in your community.

So what can I do to protect my organization? What best practices will keep my company as safe as possible?

**1. Cybersecurity Insurance** – Your general liability insurance does not often cover you from cyberattacks. It is important to really look into your policy to see what kind of coverage you will receive. There is a large variance in the different types of coverage, so make sure you have the correct coverage for your needs.

**2. Software** – Keeping your software up to date is an easy way to help make sure you have the initial protection that you need. Hackers know where the weaknesses of the software are, and not having the corrected patches makes your organization more vulnerable.

**3. Infrastructure** – Have a redundant technology infrastructure that continuously backs up your data to multiple areas. Having your information saved on multiple servers will allow you to recover your information and restart normal operations without significant downtime.

**4. Security Policies** – Regularly updating and strengthening passwords, and informing your employees on how to be safe while on your network, is one of the easiest ways to protect yourself. Limiting personal emails and social media websites are also a good way to keep the bad guys out.

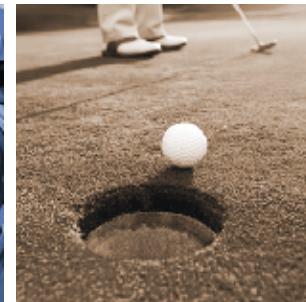
**5. Risk Assessment** – Have an IT consultant review your system to educate you on where you are vulnerable. Paying a consultant may seem expensive, but can you put a cost on your organization's reputation?

Whether you are a large or small business owner, cybersecurity is a part of being in business. Are you doing enough to protect yours?



Robert Hendrix has an MBA and CPA giving him a unique perspective on consulting with non-profit entities including golf clubs, private schools and charitable organizations – where his expertise is in audits, board development, organizational consulting and tax planning. (760) 777-9805; [OsborneRincon.com](http://OsborneRincon.com).

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## Considering Reverse Mortgage Line of Credit

*Submitted by: Synergy One Lending Inc.*

For homeowners over the age of 62, there are as many reasons to establish a line of credit (LOC) with a reverse mortgage as there are needs for cash. Recently, the reverse mortgage loan has undergone significant changes making it safer and less expensive. One feature is the "standby" LOC, with benefits that traditional home equity lines of credit (HELOC) don't offer.

One difference from the HELOC is that the unused LOC grows larger month after month. Even if you don't need the cash today, it is growing to offer a readily accessible resource for future planned, or unplanned, contingencies – perhaps to convert this cash into a tax-free monthly payment, to pay off other costlier debt like credit cards, use for assisted home care expenses, or any of numerous other uses. If you never use it, great, but it is still equity in your home.

Another benefit of the LOC is that it is easier to qualify for. Many home owners, especially those on fixed incomes, can get approved for a substantial LOC. Unlike the HELOC, the LOC can never be cancelled, frozen or reduced. Since the growth of the LOC is independent of the value of the home it is a hedge against, there is a possibility of a future decrease in market value.

The hallmark of the reverse mortgage is there are no required payments while the borrower lives in the home.

The borrower remains responsible for payment of property taxes, insurance, the costs of home maintenance and any HOA fees.

While a HELOC starts with interest-only monthly payments, at some point in time (usually ten years), the outstanding balance is amortized over the remaining term. This increase in payment can cause "payment shock." In fact, many homeowners who took HELOCs in the 2003 – 2007 period are experiencing this right now. With the LOC and the reverse mortgage, however, the borrower is in control of their LOC. They can make a payment if they choose, thereby increasing the amount of their LOC, but they never have to.

Baby boomers have a lot to think about when it comes to a successful retirement, and running out of money is often the number one fear. For the majority, the equity in their home represents more than half of their net worth making it an asset not to overlook. The use of the reverse mortgage sooner, rather than later, can be a type of "longevity insurance" that helps minimize the risk of running out of money.

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## Where Does Your Credit Score Stand?

By: *Jeff Fishbein, Coldwell Banker Residential Brokerage*

Are you considering making a major purchase, like buying a home, this year? If so, your credit score will likely come into play. An understanding of the basics can help you effectively monitor and manage it.

**Credit Score 101** — Your credit score will usually range from 300 to 850. It's derived from an algorithm that takes into account several factors, including payment history, the total debt owed and length of credit history.

Lenders use this three-digit number to predict risk and the likelihood that you'll repay your debt on time. The higher your credit score, the less risk you are and the lower your loan terms will be.

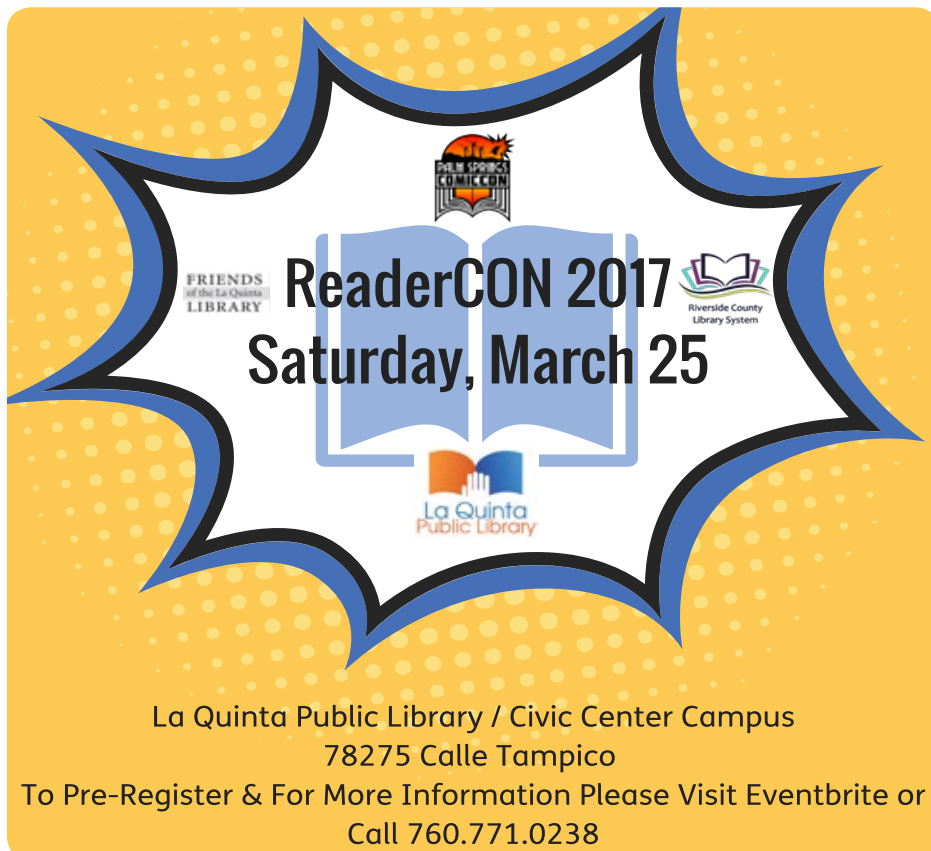
For example, a person with a "good" credit score of 700 may have a lower interest rate and smaller required down payment than someone with a "poor" credit score of 400.

### How to Improve Your Score

If you don't have much credit history or you have a few negatives on your report, consider these strategies to increase your score:

- Pay all of your bills on time. Late payments can negatively impact your score.
- Pay off debt where you can. The less debt you have, the lower your debt-to-income ratio.
- Keep your credit card balances as low as possible, aiming to use no more than 30 percent of your available credit. And pay off as much as you can each month since higher balances can sink your score.
- Review your credit report at least annually, and keep an eye out for mistakes and identity theft.

*Jeff Fishbein is a real estate consultant with Coldwell Banker Residential Brokerage, which is celebrating over 100 years in business and world-wide exposure. He specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, Palm Desert and the entire Coachella Valley. Jeff can be reached at [jeff.fishbein@camoves.com](mailto:jeff.fishbein@camoves.com) or by calling (760) 984-4145.*



The graphic features a yellow background with a blue, stylized, multi-pointed shape in the center. Inside this shape, there is a blue open book icon. Above the book is the Palm Springs Comic Con logo. To the left of the book is the Friends of the La Quinta Library logo. To the right is the Riverside County Library System logo. Below the book is the La Quinta Public Library logo. The text "ReaderCON 2017" is prominently displayed in the center, with "Saturday, March 25" below it. At the bottom of the graphic, it says "La Quinta Public Library / Civic Center Campus", "78275 Calle Tampico", and "To Pre-Register & For More Information Please Visit Eventbrite or Call 760.771.0238".

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## Does Your Board Have a Code of Ethics?

By: *Cal Lockett, Community Associations Institute  
Coachella Valley Chapter*

Establishing a Code of Ethics goes a long way toward creating a sense of community, and can serve as an important guidepost for board and committee members, community managers and homeowners. Here are some excerpts from CAI's *Rights and Responsibilities for Better Communities*.

### Model Code of Ethics for Community Association Board Members

#### Board members should:

1. Strive to serve the best interests of the association regardless of personal interests.
2. Use sound judgment to make business decisions for the association.
3. Act within their authority as defined by law and the governing documents.
4. Provide opportunities for residents to comment on association decisions.
5. Perform duties without bias for or against any owner.



6. Disclose personal or professional relationships with any company or individual who is seeking to have a business relationship with the association.
7. Conduct open, fair and well-publicized elections.
8. Support all board decisions—even if the decision was obtained without unanimous consent.

#### Board members should not:

1. Reveal confidential information provided by contractors or share information with those bidding for association contracts unless authorized by the board.

2. Make unauthorized promises to a contractor or bidder.
3. Advocate any action that violates a law or regulatory requirement.
4. Use their positions for personal gain or to seek advantage over another owner.
5. Spend unauthorized association funds for their own personal use.
6. Accept gifts from owners, residents, contractors or suppliers.
7. Misrepresent facts in any issue involving association business.
8. Divulge personal information about any owner, resident or employee.
9. Make personal attacks on colleagues, staff or residents.
10. Harass, threaten or attempt to control any board member, owner, resident, employee or contractor.
11. Reveal the discussions and decisions made at any meeting of the board properly closed or held in executive session.

*CAI is the primary source of education for association board members and community managers. Join them for free lunch programs and invite your HOA boards and community managers. Contact CAI-CV at (760) 341-0559 or visit [CAIONLINE.org](http://CAIONLINE.org) or [CAI-CV.org](http://CAI-CV.org). CAI-CV Executive director Cal Lockett can be reached at [clockett@cai-cv.org](mailto:clockett@cai-cv.org).*

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## Creating Drama With Art

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

This is the time of year we celebrate our magnificent weather by enjoying the sights of snow on our mountains while basking in the wonderful temperatures outdoors. Include art festivals in your outdoor activities schedule. They are a great way to be outside while enjoying the art scene. It is also a perfect time to search for a piece that makes *your* statement.



Art can be found in paintings, photography, glass, paper, ceramics, wood, sculptures, carvings, gems or any medium that reflects the style, personality or taste of the collector. And, art can set the tone of a room or home. It can take center stage, be an accent or serve as background. It can complement or contrast. Art can be anything the collector chooses because art is personal to the beholder.

Here are few tips to consider when looking for art:

**Buy what you like and like what you buy** – Art should be personal, unless you are professional collector. You have to live with your art like you live with your family. Why not love your art?

**Art can set the tone of your space** – Traditional, modern or abstract, a painting or sculpture can be the focal point of a room with furnishings as a complement.

**Multiple works of art can complement each other** – There is no hard and fast rule of one painting per room or per wall. Many times, multiple pieces can have a greater impact.

**Bring out a color from your artwork** – When your décor supports the art, it can provide more visual interest. An easy way to do this is by picking up accent colors from the art in the room.

Make sure to take some time to enjoy, appreciate and look at the possibilities that a piece of art can add to your home. We are lucky to have quality events scheduled in and near La Quinta during the season. And, remember that when you are ready to retire your art or interested in a change, there is always your local consignment store.

Enjoy your field trips!



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



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## Tips for Redesigning Your Small Bathroom

By: *Ev Levin Gerisch, elg design*

Even large desert homes often have at least one small bathroom that could use a more efficient space plan. Here are some winning ideas.

**Feature your vanity** – Consider repurposing a vintage dresser or using a piece of reclaimed wood as the base. By capturing the eyes' attention, it will make the room seem more spacious.

**Choose small-scale, eye-catching fixtures** – Opt for a single lever hot/cold faucet with pop-up drain that doesn't crowd the vanity, and towel bars and accessories in proportion to the bathroom. This includes the sink and mirrors.

**Use the walls** – By installing a floating vanity and storage (e.g., wall-mounted, raised above the floor), more floor space will be exposed, giving the illusion of a larger space.

**Look at pedestal (free-standing) sinks** – These are especially useful in powder rooms that do not require much storage. Many styles are available from traditional to modern. A tall, slim design will draw the eye upwards while saving space.

**Choose bold paint colors or wallpaper** – I favor tonal or vibrant, desert colors over dark ones that may be striking but make the room appear smaller. Specialty paint finishes like pearl, metallic, or clay can make a big impact in a small space. Incorporating wallpaper in a small space is one of the easy, economical ways of making a dramatic difference. Wallpaper in small bathrooms is the ideal place to make an inviting splash without feeling overwhelmed by it, and brightens up a tight space, especially when there is no window.

**Think of storage** – As with a floating vanity, if going with built-in and wall-mounted storage off the floor, it will feel less imposing and allow more floor to be seen, creating a more spacious feeling.

**Go with glass** – Your eyes travel through it, so it helps open up a room. Trade out frosted glass or shower curtains for a chic, half-wall glass shower or full clear, frameless shower enclosure. If there is an eye-level window, replacing it with glass block will allow space-enhancing light in while providing privacy.

**Tile the floors** – Large-format tile is the perfect design element for making your space feel larger than it really is.

**Try a total makeover** – A more space-efficient layout with relocated features may be an option. Online floor planners can be useful as a guide, or engage a designer or contractor.



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*Ev Levin Gerisch is the owner of award-winning elg design, based in La Quinta. elg design includes eco-friendly options to afford clients the opportunity to make a difference in sustainability of resources and jobs. For more information, call (310) 383-5006 or (760) 777-1907; email [elg.elgdesign@gmail.com](mailto:elg.elgdesign@gmail.com); go to [Houzz.pro/elgdesign](https://www.houzz.com/pro/elgdesign) or [AngiesList/elgdesign](https://www.angieslist.com/elgdesign).*





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## Millennials Gravitates Towards River Cruises

*By: Charles Greenberg,  
Your Travel Agency*

Who are you likely to find on river cruises?

Older travelers? Not so. The fact is, an increasing number of Millennials\* are interested in river cruising.

These days, river cruise lines are delivering river-exploring experiences for an entirely different demographic. It seems as if everyone is looking for something new, and the river cruise market is a great new way to experience something different.

Smaller venues like a river cruise ship allow guests to customize their experiences. Accessing a city from a river boat is a far more intimate way to see a city and its culture.

Many Millennials enjoy nightlife and fine dining. Most river cruises along the Danube include an optional Mozart concert in Vienna.

River cruise lines are also featuring late-night shore excursions so guests can take advantage of the local nightlife. Often, that's coupled with later breakfast hours for those who prefer sleeping late the next morning.

Best of all, younger travelers can cruise with parents and other family members – there's something for everyone.

For example, AMAWaterways, recognizing guests have different tastes, has developed a "menu" of shore excursions in every port — and they're all included in your cruise fare. Choose gentle, regular and active tour paces.

There's always a city tour designed to show the renowned highlights and landmarks in grand capitals and charming villages alike.



But, if it's a first visit to Vienna, one can also opt for an unforgettable exploration of the major sights led by a local, English-speaking guide who is well versed in history and culture.

AMAWaterways was the first river cruise line to carry a fleet of complimentary bicycles on board, so guests can experience biking alongside enchanting riverside pathways and in city centers.

Whether you feel like joining one of AMA's exclusive guided bike tours, or want to go discover on your own, there are many ways for you to explore on two wheels during your cruise.

You won't just pass through a destination — you'll experience it.

It's official – river cruising is now open to all generations!

*\* The Millennials generation references people who were born between 1980 and 2000.*



*Charles Greenberg, owner of Your Travel Agency, is an ocean and river cruising expert. Send Charlie an email if you have any questions or if you'd like to*

*receive his monthly newsletter. Your Travel Agency is affiliated with Travel Planners International and Ensemble Travel. You can reach Charlie at (760) 772-5888 or by emailing greenbergcharlie@gmail.com.*

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## The ABC's of Bike Maintenance

Submitted by: Old Town Peddler Bike Rental & Repair

Whether you are a dedicated daily cyclist or an every-now-and-then pleasure rider, proper care and maintenance of your bicycle is paramount to a safe and enjoyable experience. This basic checklist, if followed before each ride, will keep you and your bike in great shape.

**A = Air** – The right air pressure in your tires makes a big difference in how your bike handles the terrain. Under or over inflation can also run the risk of a flat tire or tire damage. If you are going on a long ride, it's a good idea to take a patch kit and small pump with you as well.

**B = BRAKES** – Working brakes are a no-brainer for a safe ride. It is important to check that your brakes are engaging properly; a firm squeeze on the brake lever should bring you smoothly to a quick stop. If not, you may need to replace your brake pads or adjust the cable tension.

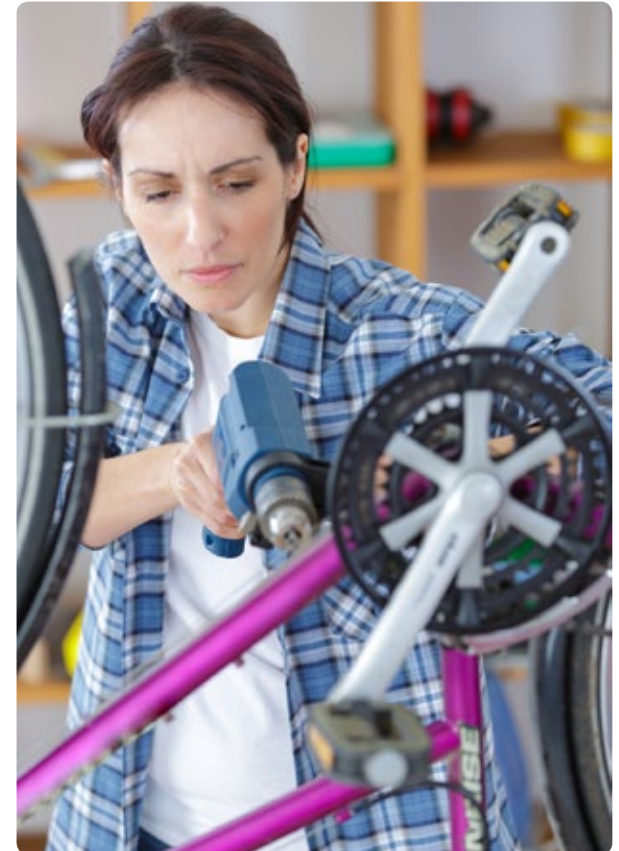
**C = CHAIN** – The chain of your bike is the most important basic component of all, and should be checked for rocks and other debris before each ride. Keeping it clean and well-lubricated will prevent chain wear and help your drive train last longer. Be careful not to over-lubricate your chain as it will attract dust and debris. In a dry climate like the Coachella Valley, a "dry" lubricant is best.

A quick post-ride check for thorns or sharp objects in the tires and dust or rocks in the drive-train is also recommended.

Regular maintenance by an experienced mechanic is vital to keeping your bike properly tuned and running smoothly. This might be weekly or monthly if you are an avid rider, or semi-annually if you ride less often.

A trusted mechanic will also tell you what might need repair now, and what can wait. Some repair shops even offer free inspections prior to service – check with your local shop. Most importantly, have fun... that's what bikes are for!

*Old Town Peddler Bike Rental & Repair is La Quinta's first bike repair and rental service, located right next door to the Village Post Office. Contact them at (760) 625-7290 or online at [LQBikeRental.com](http://LQBikeRental.com). Old Town Peddler is featured on the cover of this issue of The Gem.*



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