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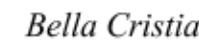
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On the cover: Among the wonderful things May brings is a special day to celebrate all of the Mothers in our lives.

Armen Karimyan, D.D.S.



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CHAMBER CHAIRMAN'S MESSAGE

Reflecting on Another Great Season

By: Jason Schneider, Chamber of Commerce Chairman

As we bid farewell to our wonderful snowbird friends on another beautiful La Quinta day, I can't help but reflect on what an incredible season it's been for our community.

The City of La Quinta and Old Town La Quinta launched the wonderfully successful block parties, which brought residents from all over the valley to our "gem" in the desert. The CareerBuilder Challenge was a huge success, and the move to the Stadium Course at PGA West provided some great drama as well as spectacular views of the golf and La Quinta. If that wasn't enough, the BNP Paribas Open had great weather and hosted record-breaking crowds.

Besides all of the great events right in our backyard, by an overwhelming majority vote of our members, the La Quinta Chamber has successfully merged with the Indio and Coachella Chambers of Commerce to form the Greater Coachella Valley Chamber of Commerce (GCVCC). The GCVCC has started the arduous task of seating the Board of Directors as well as aligning our staff and business districts in order to provide a smooth transition into the new organization.

Just like all of the wonderful events on the east end of the valley, this merger has put La Quinta on the map in the chamber world as a forward-thinking organization with the ability to adapt to meet the changing needs of our member businesses and the business environment as a whole.

We are winding up the fast-paced visitor season and rolling into our locals' summer season, but there are still exciting things on the horizon and a lot of work to be done. So as the traffic starts to lighten ever so slightly, get out and enjoy this "Gem of the Desert" and have a great La Quinta day.

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

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Enjoying Nature's Bounty in the Desert

By: Donna Weeks, American Outreach Foundation

Climb a rocky mountain trail? Relax by a stream in a shady grove of palm trees? Throw snowballs at 8,500 feet? We desert dwellers are fortunate to live in a place where, in just minutes, we can engage in any of these activities. Wherever we live in the Coachella Valley — La Quinta, Palm Desert, Rancho Mirage, Indian Wells, Indio, Cathedral City or Palm Springs — these treasures are available to us every day.



I was reminded of this last weekend, when my friend, Ginni, came for a visit. On Friday, we arose early and beat the crowds to The Living Desert. After entering, we set out for the nature trails — just beyond Bighorn Mountain. The desert was gorgeous that morning, with its wide vistas, picturesque

desert plants, and well-maintained trails. The area was easy to navigate, with its helpful signs and shaded rest huts.

After our hike, Ginni and I wandered through the zoo and gardens. We saw bighorn sheep with their babies: one, an agile seven-week-old; another, a frisky lamb, only four days old. Of course, we had to visit the meerkats, zebras, buzzards, warthogs and some hungry giraffes. We ended our visit with a stop in the butterfly exhibit. Butterflies of all colors — brilliant blue, orange, yellow, black — fluttered among the flowers, even surprising some visitors by landing on their T-shirts!



On Saturday, Ginni and I drove to Palm Canyon, arriving precisely at 8:00, when it opened. We parked near the trading post and stopped briefly to observe hummingbirds dining eagerly on nectar at several outdoor feeders. Then we descended the steep trail to the lush oasis below.

For centuries, the Cahuilla people have been loving caretakers of this majestic grove of California Fan palm trees. A gentle stream babbles through the rocky gorge and a scattering of picnic tables offers visitors a chance to sit and enjoy the magic of a cathedral-like setting. We hiked up and down the canyon along the shaded stream, stopping occasionally to listen to bird sounds and feel the cool breeze.

As our adventure ended, I marveled at how lucky I am to enjoy our desert bounty any time I please. To find out more about life in the Coachella Valley, visit **MoreThanBlogging.com**. Guest bloggers are also invited to share their own local experiences.



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

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When Mother's Day Isn't Happy

By: Shana Howard, Church 212^o



What do you think about Mother's Day? Is this a day that strikes up painful memories? Are you dreading this holiday approaching? Not everyone is excited about Mother's Day. For many people, this holiday brings disappointments and grief. So how do you manage your emotions when it seems everyone else is happy?

1. **Realize you are not alone.** Many people are struggling with similar feelings. Perhaps they're grieving a mother, or their own child or they're dwelling on a difficult past inflicted by a dysfunctional parent. Whatever the sorrow, you are not alone.
2. **Let go of expectations.** Holidays have us dreaming of perfection but we do not live in a perfect world. Get real about what this Mother's Day will look like at its best. Try not to imagine all the past Mother's Days or what Mothers Day is like for who you perceive to be the "perfect families. Instead, accept what this year can bring.
3. **Make a plan.** Life is harder when we don't prepare. Decide ahead of time how you will handle the "big day." Plan some activities you enjoy. Focus on someone else. Happiness can come when we choose to give to others rather than expect to be given to.
4. **Take a brisk walk.** Did you know walking briskly for 30 minutes has the same affect on our bodies as an antidepressant? So put your tennis shoes on and head out the door.
5. **Share your feelings with others.** We were not made to live alone or carry all of our burdens alone. By telling others what you are going through, you begin to feel a little better inside. And every little bit counts.
6. **Keep perspective.** Although there may be difficult parts of your life, don't allow the negative stuff to negate all that is positive. Remind yourself what is good. Make a list of what is going right in your life. Are you healthy? Do you like where you live? Do you have friends? Write down these things and give thanks. Gratitude makes us feel good. It's even an immune booster.

Going through a difficult season can sometimes make you believe nothing is good in your life. If this is your situation, involve a friend, co-worker, church member or counselor. Getting someone else's perspective can help us bring balance to our viewpoint.

Shana Howard is one of the Assistant Pastors at Church 212^o in Bermuda Dunes. For more encouragement, visit Church 212^o on Sundays, check out their website Church212.com or call (760) 773-3212.

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Importance of Qualified Caregivers for Seniors and the Disabled

By: Howard Gordon, Coachella Valley Home Care

Seniors and those with disabilities are special people with special needs. They cannot do everything needed for themselves so therefore require help. From seniors with dementia, to disabled veterans to the vision impaired, these people suffer everything from physical problems to psychological difficulties. Knowing how to deal with their peculiarities requires knowledge and experience. These are fragile souls who actually put their very lives into a stranger's hands.

If these caregivers – the 'strangers' – don't know what they're doing, or their attention lapses for only a moment, there could be catastrophic consequences. Broken bones from a fall could be the least of potential problems. How can we mitigate the risks of injury (both physical and emotional)? Answer: Just one word, TRAINING.

Responsible home care companies provide their caregivers with a comprehensive training program. This should include both an academic component and hands-on training in the use of the equipment they will likely be using. Academics can be

structured using written materials, on-line tutorials and lectures from knowledgeable, experienced professionals. In order to accomplish serious hands-on training in the use of equipment such as a bed, wheelchair, walker, commode, crutches, cane and a Hoyer lift, the company must have enough dedicated space and all of the above equipment to train and practice with at will.

It isn't enough to address only medical problems. It's the consequences of physical problems that lead to psychological and emotional difficulties that we must be aware of, recognize and respond to immediately. It begins with understanding. Seniors feel particularly lonely, isolated and not connected as they see their friends either move away for a higher level of care, or pass away.

There are techniques for dealing with these seniors, even when the beginnings of dementia start to appear. Caregivers must be taught how to deal with feelings of isolation, depression and disconnect. We can make these suffering people feel so much better if we are schooled in proper techniques. An example would be understanding that they will never enter our realm of reality and so it is up to us to enter theirs. That is perhaps the only path to effective communication and allows caregivers to earn the trust they must have to make a difference in their clients' lives.

Howard Gordon is the founder of Coachella Valley Home Care LLC, located at 44-100 Monterrey Avenue #204 in Palm Desert. The Coachella Valley Home Care mission is to improve the quality of life for loved ones in need of specialized and personal in-home care. For a complimentary assessment interview, call (760) 773-3233 howard@coachellavalleyhomecare.com or visit CoachellaValleyHomeCare.com.



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Velscope Helps the Fight Against Oral Cancer

By: *Dr. Ray Cros, Cros Dental*

Michael Douglas may be well-known for his illustrious acting career and for his familial contribution to an acting dynasty, but a lesser known fact is that he has recently undergone treatment for oral cancer as well.

Although not as highly publicized as breast and other types of cancer, oral cancer nonetheless kills thousands of people annually. Each year, nearly 38,000 people are diagnosed with oral cancer at various levels of severity. Perhaps more shockingly, this deadly disease claims the lives of nearly 8,000 people around the globe. If this number surprises you, then you're not alone. Fortunately, there are steps you can take to avoid becoming one of these alarming statistics. As with other types of cancer, early detection is the key to longevity when dealing with oral cancer.



Schedule Routine Check-ups

A visit to your dentist for regular check-ups is the first step. As part of your routine exam, your dentist will palpate your lymph nodes and various areas of your mouth looking for suspicious lesions.

Ask About a Velscope Screening

An additional procedure can be done to increase the chances of early detection of oral cancer with a quick and non-invasive screening using the Velscope. The Velscope is a state-of-the-art handheld diagnostic

tool that a dentist can use alongside your normal exam. Incorporating the latest technology, it uses fluorescence to identify unhealthy tissue in a process which takes only minutes and is pain free. Once a lesion in the mouth is detected, the area will first be photographed and then sent to an oral surgeon for a possible biopsy to determine if oral cancer is present.

Besides early detection of cancerous and precancerous oral lesions, the use of a Velscope can also aid your dentist in identifying tumors, inflammation and various infections within the mouth. It is a fast and non-invasive tool for early detection that can literally save your life or that of a loved one. Check with your oral health care provider to see if they use the Velscope for early detection of oral cancer and the best preventative dental care available.



Dr. Ray Cros is a general and cosmetic dentist at Cros Dental in Rancho Mirage. To schedule an appointment, go to CrosDental.com or call (760) 444-3202.

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Fibromyalgia and Multiple Sclerosis: Same Causes and Same Treatment?

By: Dr. Devin Wilson, Live Well Clinic

Fibromyalgia and Multiple Sclerosis: Two common conditions you have probably heard of, but never knew may be caused by the same thing, and both could be treated with a novel, safe and effective therapy.



FIBROMYALGIA is a disorder characterized by chronic, widespread musculoskeletal pain. It more commonly affects women and it is estimated that 6.4% of the American population suffer from this condition. Despite more than 4,000 published research papers, the primary cause of fibromyalgia largely remains a mystery. Many hypothesized exist such as infection, and immune dysregulation, but one notable suspected cause, chronic oxidative stress and the resulting mitochondria dysfunction, is thought to be a major contributor to this conditions. The treatment of fibromyalgia includes pharmaceutical intervention, nutrition and diet modifications, exercise programs, counseling, etc.

MULTIPLE SCLEROSIS (MS) is an autoimmune condition characterized by inflammation and damage to nerve tissues. It is estimated that over 400,000 Americans are afflicted with this condition, and women between the ages of 15-45, being more commonly affected. Similar to fibromyalgia, researchers are still unclear about the primary cause(s) of MS. They believe it could be due to genetics, infection, immune system dysregulation, and low and behold, chronic oxidative stress and mitochondrial dysfunction. Treatment for MS typically includes pharmaceutical intervention using steroid medications and immunosuppressants.

Fibromyalgia and MS may both be caused or at least exacerbated by chronic oxidative stress and mitochondrial dysfunction. But what do these terms mean?

Chronic oxidative stress is caused by an imbalance between 'free radicals,' which cause damage to cells and reduces their function and health, and the antioxidant system of the body, which reduces "free radicals" and damage caused by them.

As chronic oxidative stress increases, so does the damage it causes and the mitochondria unfortunately incur much of this damage. Mitochondria are basically energy power plants that live in every cell of your body to supply cellular energy. When mitochondrial function is altered due to infection, poor nutrition, chronic oxidative stress, etc., dysfunction occurs reducing available cellular energy.

Fibromyalgia and Multiple Sclerosis, though strikingly different, may share a common cause; chronic oxidative stress, and may be treated with the same therapy; Intravenous (IV) Ozone Therapy. IV Ozone Therapy is an effective therapy that uses medical grade oxygen-ozone gas to treat a wide range of acute and chronic conditions. Ozone therapy significantly reduces oxidative stress, increases the capacity of the antioxidant system, stimulates mitochondrial function, increases blood and tissue oxygenation, reduces pain and more.



Dr. Devin Wilson is a naturopathic primary care doctor with a focus on cardiometabolic and digestive health at Live Well Clinic in La Quinta. He is also a trained and certified Ozone Therapist. For more information on improving heart health and Ozone Therapy, visit LiveWellClinic.org or call (760) 771-5970.

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Injectable Fillers, Volume Replacement & Liquid Face Lifts

By: Dr. Kenneth Jesser, About Face Medical Aesthetics

What makes a young face look young, and the same face appear older 40 years later? Tight skin becomes lax. Bright, even-toned skin becomes dusky and irregular. Previously full, elevated facial features deflate and descend. Is a surgical facelift the only answer? Sometimes yes, but facelifts don't address skin quality or volume loss. An increasing number of patients want to avoid surgery and its accompanying issues.



Skillful artistic delivery of **injectable fillers** corrects and reverses many of the issues causing facial aging. Common problem areas include deflated sagging cheeks in the mid face; hollow temples, brows and under the eyes; collapsing around the upper and lower mouth; deep "smile lines" and "smoker's lines" – particularly of the upper lip.

Current injectable fillers require no skin testing. Unlike collagen of 20 years ago that lasted 30-60 days, current cosmetic fillers may last a year or more. Most of these fillers are synthetic versions of hyaluronic acid, a natural component of joint fluid.

Depending on thickness and viscosity of the filler, results are typically visible at least 6 months after injections. Using an advanced technique, it is regularly possible to lift and restore the mid face with 1-3 syringes of filler in 15 minutes, and instantly "take off" 5-7 years.

Belotero and *Restylane Silk* are two fillers that instantly improve superficial lines on the face and lips. Because it is relatively thin, it is placed directly under the undesirable lines without later detection.

Juvederm, *Restylane*, *Juvederm Voluma*, *Restylane Lift*, and *Radiesse*, are fillers of differing thickness and viscosity – they have slight differences in physical qualities, and can be used in combination depending on each patient's needs. They all work immediately. *Sculptra* is a water-based filler that gradually stimulates collagen (think of the supporting skeleton of the skin) production. Results are visible for a year or more.

Results may be dramatic, or subtle – it is important that your injector hears your concerns and describes your plan before they begin. Your lips should not be too big, and you should never look overdone.



Dr. Kenneth Jesser with About Face Medical Aesthetics – located in Old Town La Quinta next to Stuft Pizza – offers complete range of injectable fillers as well as Botox Cosmetic injectable. Affordable treatment packages are available. To schedule a complimentary consultation, call (760) 564-6633 or go to AboutFace1.com.



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Thank you for a wonderful season!

We will close for the summer on June 13 and reopen on September 22.

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Health Insurance That Pays YOU!

By: Marv Law, HealthBridge Insurance Solutions

With the changes in health insurance in recent years, more people are experiencing greater out-of-pocket medical expenses. Higher health insurance premiums have pressed many people to choose health plans with higher deductibles, co-pays and coinsurance so they can better afford the premiums. As a result, more consumers are experiencing increased medical bills, often even having to make arrangements with providers, doctors and hospitals to pay the bills.

Also, even though health insurance pays some of the medical bills, it never pays the other bills such as mortgage, rent, groceries, utilities, insurance, auto, etc. If a critical illness or injury affects one's ability to pay these bills, then health insurance alone may not be adequate financial protection. Here two types of insurance related to health that pays the patient directly and can often avoid large financial pitfalls.

- **Supplemental insurance** helps cover gaps in health insurance to reduce and sometimes even eliminate out-of-medical pocket expenses. These plans typically pay cash benefits directly to a person diagnosed with a critical illness such as cancer or heart disease. They can also pay when an individual is confined to the hospital or has an injury and offset out of pocket expenses for doctors and treatment.
- **Income protection** in the event of an illness or injury can replace income to help pay for all the other bills if an individual is unable to work. These plans can be short term or long term disability plans and customized depending on the need, age of consumer, budget and other family and financial resources available to the individual.

When developing a strategy to cover expenses if you get sick or hurt, health insurance alone is often an insufficient plan if it does not also pay you when you need it the most to use that money as you choose to use it. However, when these plans that pay you directly are combined in a comprehensive strategy along with health insurance, they form a strong financial bridge of protection.



A properly designed plan can be very affordable and provide a better value than medical insurance alone, giving consumers more viable options when seeking for more affordable health insurance.

For more information, contact Marv Law, CLTC at HealthBridge Insurance Solutions by calling (760) 345-4705 or via email at marvlaw@HealthBridgeInsurance.com.

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Summer Reading Program 2016

"Read for the Win!" - June 13 to July 31, 2016

At the La Quinta Public Library!

Every week there is something different! Join us @ the library for some fun!

"Teen Ramp!" (Ages 13-17)

Mondays at 3 p.m.

Games, crafts, movies and challenges!

"Get Moving with Ms. Sarah!" (Ages 2-8)

Tuesdays at 11 a.m.

Enjoy storytime, crafts, music, games, & special guests!

"Think Fast!" (Ages 9-12)

Wednesdays at 3 p.m.

Enjoy games, mazes, special guests and treasure hunts!

"Enjoy The Show!" (All Ages)

Thursdays at 3 p.m.

A variety of performers!

Grand Finale: "The Rope Warrior"!

"Grown Up Game Time" (Adults 18+)

Select Saturdays - 6/25 and 7/16 - at 1:30 p.m.

Bring your competitive spirit for fun games days like "Left, Center, Right" and "TV Game Show Day"!

Jumpstart the FUN!
Join us for our SRP PREVIEW!
Wednesday May 18, 2016 at 5:30 p.m.
During "Family Fun Night"!

The La Quinta Library Summer Reading Program is FREE and is intended for all ages! It consists of 2 parts: The reading component and weekly programming. Online registration for the reading component begins May 1, 2016. Contact the La Quinta Library for more information. Please note, all program components and prizes are subject to change.



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COMMUNITY SERVICES CLASSES & PROGRAMS: MAY & JUNE

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

LA QUINTA BOYS AND GIRLS CLUB COMMUNITY ROOM

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

LA QUINTA LIBRARY COMMUNITY ROOM

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

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 6:30 p.m. – 7:15 p.m. TH
 Rojas Martial Arts (4 years & up) 6 p.m. – 7 p.m. M/W
 Tai Chi Chuan (18 years & up) 7:15 p.m. – 8 p.m. M/W

WELLNESS CENTER

(Creative Wellness)

Ballroom Dance (Beginning) 7 p.m. – 8 p.m. T
 Ballroom Dance Intermediate 6 p.m. – 7 p.m. T
 Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F (May 27)
 Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F (June 24)
 Beginning Guitar 6 p.m. – 7 p.m. T
 Second Level Guitar 7 p.m. – 8 p.m. T
 Floral Perfect (Floral Design) 1 p.m. – 4 p.m. TH (May 3)
 Floral Perfect (Floral Design) 1 p.m. – 4 p.m. TH (June 21)
 La Quinta Glee (5 - 14 years) 6 p.m.-7 p.m. TH

(Intellectual Wellness)

AARP Safe Driver 8:30 a.m. – 4: 30 p.m. W (May 24)
 Here & Now Discussion Group 7:15 p.m. – 8:15 p.m. W
 QuickBooks 5:30 p.m. – 8:30 p.m. T/TH

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (May 4)
 Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (June 8)
 Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (June 15)

(Physical Wellness)

Chair Massage CMT (Clare Dune) 10:15 a.m. – 12: 15 p.m. W
 Mat Pilates 8:15 a.m. – 8:45 a.m. M/W/F
 Morning Workout 9 a.m. – 10 a.m. M/W/F
 Personal Trainer (14 years & up) 12 p.m. – 8 p.m. M/W/F
 Personal Training 12 p.m. – 8 p.m. T/TH
 PIYO (Pilates & Yoga Fusion) 2:15 p.m. – 3 p.m. T/TH
 Reiki (Healing Art/Meditation) 10 a.m. – 11:30 a.m. TH
 Sunset Yoga (15 years & up) 6:00 p.m. – 6:45 p.m. M/W

Taekwondo (4 years & up) 5 p.m. – 8 p.m. M/W
 Tai Chi Strength & Balance 1 11:15 a.m. – 12 p.m. T/TH
 Tai Chi Strength & Balance 2 12:15 p.m. – 1 p.m. T/TH
 Tai Chi Chuan 10:15 a.m. – 11 a.m. T/TH
 Zumba (Morning) 8:45 a.m. – 9:45 a.m. T/TH

(Social Wellness)

Ukulele Concert 1:30 p.m. -3:30 p.m. F (May 27)
 Ukulele Concert 1:30 p.m. -3:30 p.m. F (June 24)
 Social Bridge 12 p.m. – 3:30 p.m. M
 (Call Doris (760) 564-2878)
 Mah Jongg 1 p.m. – 4 p.m. T
 (Contact Center for More Information)

RENTALS

Book Park Rentals Online!

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

Having an Event? We've got you covered!

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



UPCOMING SPECIAL EVENTS

MOONLIGHT MOVIES

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

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

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



**Friday, May 6
8 p.m.**
Civic Center Park
*Open Season
Scared Silly* (PG)



**Friday, May 20
8 p.m.**
La Quinta Park
Jurassic World
(PG-13)

SPORTS

Open Gym (Boys & Girls Club)

7 p.m. – 9 p.m.

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Disc Golf

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

Saturday, May 14 – 10 a.m. Civic Center Campus (Cost: \$10)

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

Golf Tour

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

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

This is open to the public, so you do not have to be a La Quinta resident to participate. Registration Fees: Early Bird through May 15 - \$50, After May 15 the cost is: \$65. Guests are always welcome to join for \$15 plus green fees. Participants can register at: la-quinta.org starting now!

GUIDED HIKES & WALKS

Nature Hike – Explore Our National Monument: Celebrating 15 Years
Saturday, May 21 at 8 a.m.

An easy 1-2 mile hike to the Top of the Cove. Meet at the Top of the Cove parking lot on Calle Tecate.



WELLNESS CENTER EVENTS

May Luncheon – Thursday, May 12, 11:15 a.m.

\$4 per person (maximum of 2 people per household)
(Registration begins now!)

Online registration is available at la-quinta.org

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

\$4 per person (maximum of 2 people per household)
(Registration begins May 12)

Online registration is available at la-quinta.org



IB World

By: Gary Rutherford, Desert Sands Unified School District



There are a myriad of programs throughout Desert Sands Unified School District (DSUSD).

Many schools have CTE Programs (career and technical education) in health, environment, aviation and more.

Then there is the world of the International Baccalaureate (IB) Programme (note the British spelling of the word "program"). There are four DSUSD schools using this unique, international, academically rigorous path of study.

International Baccalaureate provides an educational foundation for students aged 3 to 19 that helps develop the intellectual, personal, emotional and social skills to live, learn and work in a rapidly globalizing world. Founded in 1968, IB works with 3,747 schools in 147 countries for over 1,171,000 students. IB is afforded the highest academic recognition by universities that provide up to a full year of college credit for diploma recipients and course credit for individual subject certificates.

Amelia Earhart and Benjamin Franklin elementary schools offer the IB Primary Years Programme (PYP), a framework of inquiry-based learning focused on the development of the whole child as an inquirer, both in the classroom and in the world. It uses six global transdisciplinary themes derived from six subjects. Fifth graders are tasked with the completion of a collaborative exhibition project that includes in-depth research on a real life issue or problem, culminating in an end-of-year presentation.

The IB Middle Years Programme (MYP) at John Glenn Middle School

encourages students to become creative, critical and reflective thinkers.

It emphasizes intellectual challenge, encouraging students to make connections between their studies in traditional subjects and the real world. It fosters the development of skills for communication, intercultural understanding, and global engagement. In the MYP, students must complete a community project based on need and value.

La Quinta High School offers the IB Diploma Programme (DP) as an academically challenging and balanced curriculum with final examinations. It is designed to address student intellectual, social, emotional and physical well-being and is respected by the world's leading universities. While the PYO and MYP are total school programs, the high school level is incorporated into other school programs with students choosing to enter this challenging and advanced program. Students must participate in a theory of knowledge class, complete community service hours, successfully complete study in a minimum of two languages, and consolidate their education into an in-depth research project, culminating in an extended essay.

While one of the goals of the International Baccalaureate Programme is accelerated college placement, the fundamental basis is to, "encourage students across the world to become active, compassionate and lifelong learners who understand that other people, with their differences, can also be right."



Gary Rutherford, Ed.D., is the superintendent of school for Desert Sands Unified School District. Desert Sands invites you to stay informed on school happenings by receiving

their weekly newsletter, *The Beacon*. To sign up for your free subscription, visit the website at DSUSD.us.

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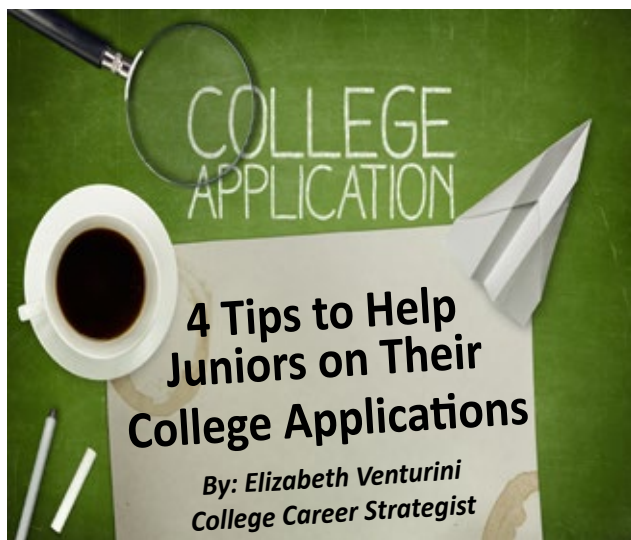
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The advertisement features a vibrant background with various fruit-based drinks and bowls of fruit. A map shows the location in Old Town La Quinta, CA, near Avenue 50 and Calle Tampico. The text includes the business name, slogan, contact information, and a note about new management.



"If only we had started earlier on college applications . . ." is a frequent saying among parents who have recently gone through the stressful and expensive college admissions process. And with today's confusing applications, selection of a major, writing of essays, listing extra-curriculars – applying to college can be a major dilemma giving frazzled parents cause for grief. Here are four tips to help start your high school junior with their college applications:

1. College Applications

Admissions teams *want* kids that are excited about attending their school above all others. To help your teen stand out, check the college's website and look at the specific programs and activities of your teen's selected school, program and major. Find out what makes the school unique for your teen. Make it easier on the admissions team to give them a reason to say, "Admit" to your teen.

2. College Major/Career Selection

Before students complete one college application, have them complete an interests assessment to learn about their interests, likes, dislikes, values, work and learning style. Provide your student with an assessment if they are in their junior year and need help deciding a college major.

3. Essays

After reading "How I Caught the Winning Touchdown" for the 100th time, an admissions office is often dying to read an essay that is so special it could have only been written by one person. Brainstorm several topics with your teen each with a "hook" to grab the attention of an admissions

officer. And whatever the topic, it should also reflect something about your teen's interest in the school and/or program.

4. Extra-Curricular Activities

From a summer spent at some exotic location, attending an Ivy League summer school program, or working in the local fast food restaurant, admissions officers value all types of different activities. To catch the attention of an admissions officer, your teen's activities need to show why this extra-curricular activity is important and the results of their involvement.



With Elizabeth Venturini's guidance and support, students show up like winners on their college applications, essays and extra-curricular activities. Moms and dads have peace-of-mind knowing they received the help they needed to make the best college choices for their teens. To enroll in Elizabeth's programs, email her at Elizabeth@CollegeCareerResults.com or go to CollegeCareerResults.com.

17

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Strategic Planning and Teamwork 101

By: Dominique Fruchtman, Escape Room Palm Springs

It's that time of year when many organizations are gearing up to have their annual Strategic Planning Sessions. A Strategic Planning Session is an organization's process of defining its strategy, direction or decision-making process. They decide how to allocate their resources and how to pursue their strategies for the upcoming year.

This meeting includes brainstorming and teamwork. Consider using a fun and appropriate warm-up exercise such as a teambuilding event. If time and resources allow, bowling, rock climbing or playing an escape room are all great ways of warming up your team and freeing their minds in preparation for creativity and brainstorming teamwork.



After your warm-up, set up a comfortable meeting environment. Make sure the room is well-lit and that you have the tools, resources, refreshments and planned breaks necessary for a productive event. Create a realistic agenda ahead of time and assign a timekeeper to ensure that each segment of the meeting stays on track.

Once everyone is gathered, appoint someone to scribe the ideas that will arise from the session, but not the team leader if possible (it's difficult to record and contribute). Post notes where everyone can see them, such as flip charts or whiteboards. You can snap photos using a smartphone and email them as you go.

Here are a couple of popular brainstorming techniques:

Voting technique: Participants write their ideas anonymously, then the facilitator collects the ideas, and the group votes on each idea. Ideas can then be prioritized. This can be useful for coming up with themes for a fundraiser, for example.

Group Passing Technique: Each person starts with a blank piece of paper and writes one idea, then passes the piece of paper to the next person, who adds their thoughts. This continues until everybody gets his or her original

paper back and everyone will have elaborated on each original idea.

Mind

Mapping:

A mind map is a diagram used to visually

organize information and is created around a single concept, drawn as an image in the center of a blank page, to which various representations of ideas such as images and words are added.

Planning meetings don't have to be a chore to be dreaded. Be creative, have fun, and allow your team to help plan your strategic meeting.



Dominique Fruchtman owns Escape Room Palm Springs, the only live adventure game in the Coachella Valley. She is team building expert, a Distinguished Toastmaster, and an award-winning public speaker. For more information on team building, contact Dominique at dom@escapePS.com, check out EscapePS.com or call (760) 779-8888.

Having a Mentor: A Proven Way to Increase Your Chance for Success

Submitted by: SCORE Coachella Valley



Did you know that 70% of small business owners that have a mentor survive for five years or more? That is a remarkable success rate when compared to the survival rate of only 35% for business owners that do not have a mentor. And according to a recent survey, 88% of business owners with a mentor say

that having one is invaluable. The obvious question is, "Why doesn't every business owner have one?"

Here are some typical answers—if you are a business owner without a mentor, ask yourself why you don't have one before reading further:

1. I do not like asking for help.
2. No one knows my business like I do.
3. I have no idea where to go to find a qualified mentor.

I do not like asking for help.

Not asking for help is a common theme but something most business owners can overcome if they see the value of a mentor, and the statistics above should clearly prove that mentors are valuable.

No one knows my business like I do.

It is true that no one knows your business like you do and that is why you need a mentor—a relationship with an experienced and trusted advisor, not someone who comes and goes. A relationship with a mentor takes time to develop and over that time the mentor will learn the business. He or she will also have a different perspective—one that is informed by not being involved in the details of your business—and that can be very valuable.

I have no idea where to find a qualified mentor.

It may be easier to find an experienced mentor than you think. SCORE Coachella Valley has over 40 volunteers including mentors who have owned businesses, worked in international consulting firms, and served as executives at in multinational corporations.



Visit ScoreCV.org to look at the profiles of the mentors and find one with experience that you are looking for or you or call (760) 773-6507 to be matched with the right mentor. SCORE mentoring services are free and confidential.

SCORE is a resource partner of the U.S. Small Business Administration and a 501(c)(3) nonprofit organization. Their mission is to help small businesses in the Coachella Valley become successful. E-mail info@scorecv.org to get started.

Feng Shui Questions and Answers

By: Jenny Wallis, Ask Jenny Now

What is Feng Shui?

Feng Shui is an ancient Chinese belief that is over three thousand years old. It offers a variety of practical and simple ideas to improve your quality of life. It has been said that it can help in harmonizing both working and living environments.

Everything that happens in this universe is because of the behavior and interaction of energy. Feng Shui helps us to have better control of that energy, so that things around us can work together. The definition is Feng=*Wind* and Shui=*Water*.

What is Chi?

Spoken in the Chinese language, Chi means living energy or universal energy. Feng Shui operates on the principle that harnessing the Chi of our surroundings improves the flow of Chi around us and in our bodies, and that will enhance our health, wealth and happiness.



Chi flows through the veins of the earth. It is often interpreted as electromagnetic energy, but magnetic fields only make up a part of this spiritual force that is present everywhere.

The front entryway to your home is called the 'Mouth of Chi' because it is the place where nourishing energy enters your home. Even if you normally use a different door, you

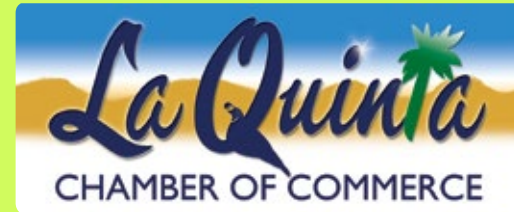
should make it a point to use your front door at least once a day. If you go in and out through the garage most of the time, the Chi around the front door will get stale. And stale energy breeds more stale energy.

Suggestions for the Mouth of Chi:

- Turn on the exterior light beside or over the front door for a few hours every evening, which will help to attract Chi to your home and keep the energy strong.
- Increase the interior lighting in a dark entryway; make sure to turn it on for at least a couple of hours every day.
- Potted plants beside the front door, especially blooming varieties, are a good way to enhance this area.
- Anything that gets in the way of the front door is a Feng Shui no-no, so don't use the space behind or around it as a storage area no matter how convenient it may seem.
- A wind chime hung beside the front door or at the top of your porch steps will help to disperse any negative or overly strong Chi before it hits your front door.



For more information on AskJennyNow, go to AskJennyNow.com or contact her via email at Jenny@askjennynow.com or by calling (760) 505-0952.



PRESENTS

Annual "Slice of La Quinta" Pizza Tasting Contest

Thursday, May 12

5 p.m. – 7 p.m.

Enjoy Pizza & Beverages

\$10 Members \$15 Non-Members

PUBLIC WELCOME!

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— OF LA QUINTA —

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Awards for:

- Best Pepperoni
- Best Vegetarian
- Best Thin Crust
- Best Deep Dish
- Best Crust
- Most Unique
- Best White Pizza
- People's Choice



8 Reasons to Plan Your Exit in 2016

By: *W Bruce Steever*,
BusinessExitAdvisor.com

For owners who run their own companies and have the majority of their personal net worth tied to that illiquid business, 2016 may be an opportune time to begin exit planning.

1. The Timing is Right

In real estate, the saying is “location, location, location;” with exit planning, it’s “timing, timing, timing.” If you are contemplating an exit within the next three years, then 2016 could be an ideal time to plan for, and potentially execute, an exit within the next 3 years.

U.S. Ten Year Private Transfer Cycle



2. Private Equity Groups' Current Demand for Solid Businesses Is High

Private equity groups exist to purchase private businesses and add value to them. If you can catch this wave of buyers now, you may achieve a higher value for your exit.

3. Supply and Demand of Exiting Owners is About to Jump Dramatically

The oldest baby boomers start turning 69 this year. The Pew Research Center predicts roughly 3.6 million business owners per year will be looking to exit their business. Simply put, there will be far more sellers than buyers unless owners initiate exit planning now.

4. Interest Rates Will Likely Rise

Interest rates are likely to creep upward after a decade of historically low levels, increasing a buyer's borrowing costs and likely reducing the value to be paid for a business.

5. A New U.S. President is Unlikely to Reduce Uncertainty

Whether a Republican or a Democrat next occupies the White House, there will still be challenges/uncertainties in the overall world economy that might impact an exit.

6. The Federal Tax Code is Set for a Long Overdue Overhaul

The last overhaul was in 1986; they tend to occur approximately every twenty-five years. Given the United States' massive national debt (and strident calls for massive top-end tax cuts, despite this debt), it is unlikely that current tax rates, deductions and loopholes will continue, so taking advantage of existing laws before they disappear could be propitious.

7. Your Business May Not be Providing You With the Lifestyle You Expected

If you're like many business owners, you may not be experiencing the same lifestyle that you once did. Exit planning in 2016 can help you focus on, and assess, your current post-exit lifestyle and other objectives.

8. If Your Business Improved in 2015 (and 2016 Prospects Look Good), A Higher Value Might be Attainable

A future owner of your business will care about two components: its future cash flows and the [perceived] risk of achieving those cash flows. Therefore, each year of solid performance can support a higher exit valuation to help you meet your personal lifestyle and other post-exit goals.



W Bruce Steever helps business owners evaluate their professional/personal/family needs and options; measure their mental/financial readiness for an exit transition; develop a customized exit strategy; and successfully execute the exit strategy. For more information, contact W Bruce Steever at WBS@BusinessExitAdvisor.com or (714) 342-9034.

When Do I Need a Power of Attorney?

By: *Andrea Shoup, Shoup Legal*

Many people have heard the term 'power of attorney' but have questions about when it is needed, and under what circumstances. A power of attorney (POA) grants a family member or other trusted individual the ability to make financial or healthcare decisions for you as your 'agent.' This responsibility can be as broad or narrow as you wish to make it, and the POA will contain all of the specifics.



Often, a POA is triggered when you become incapacitated through illness or injury, but it could also be used if you are traveling out of the country and need to have your affairs handled if you are unavailable.

While incapacity may seem like a remote possibility for healthy adults, there is always the risk that you are unable to make decisions, even for a short time. The POA is a wise planning tool for those who want to decide who will step in to make financial and healthcare decisions, especially for significant financial or business interests, young children or other responsibilities.

What are the Different Types of POAs?

There are different types of POAs that can be used depending on your circumstances and how long it could be in effect, and your estate planning attorney can tell you which might be most suitable.

General POA

General POAs can cover the full range of personal or legal responsibilities, and can include buying and selling property, filing tax returns or handling banking transactions.

Limited POA

A limited POA is just that, restricted to a specific area or decision, such as a single financial transaction or to manage business interests for a short period of time.

Healthcare POA

This may be most well-known POA. The POA gives the agent the duty to make medical decisions on your behalf if you are unable or unconscious, according to the specific medical care directives of your living will.

Durable POA

Durable POAs are most common for healthcare related POAs, and may be used if you are incapacitated. The 'durable' aspect of this POA means that if you are unable, your agent can make decisions regarding your medical care or other personal and financial matters, depending on how you drafted the POA.



If you have questions about how a POA can be used in your estate and life planning, contact attorney, Andrea Shoup, at (760) 808-8115.



INVESTMENT MATTERS

5 SMART INVESTMENT STRATEGIES

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10 Great Reasons to Volunteer

By: *Kristi Hanousek, CareerBuilder Challenge*

When you ask a volunteer *why* they volunteer, you will receive a variety of responses. As a volunteer, you are making your community a better place to live and work.

Top 10 Reasons to Volunteer:

1. **Impact on Community**
2. **Career Advancement Opportunities**
3. **Connecting with Others**
4. **Expanding Network and Boosting Social Skills**
5. **Good for Mind and Body**
6. **A Way to Start a New Family Tradition**
7. **A Chance to Give Back and Make a Difference**
8. **Learn New Skills**
9. **There's a Need for Volunteers**
10. **Brings Fun and Fulfillment to Life**

During the 2016 CareerBuilder Challenge, John Hamaliuk, a 15-year volunteer of the tournament, decided he wanted to do more for the community that he's belonged to for 17 years. John joined the 2016 PGA TOUR Volunteer Challenge, a program where volunteers engaged in a friendly competition, while raising funds for charity.

John managed to raise a total of 831 votes with the help of family and friends, which secured his win and gave him the opportunity to present a \$10,000 donation to the Boys & Girls Club of Cathedral City. John chose the club after researching the organization and visiting the site. He created a relationship with the club and as said, "There is nothing better than helping children in my community." John is a true inspiration to the Boys & Girls Club of Cathedral City and volunteers everywhere.

The Boys & Girls Club of Cathedral City plan to use the funds toward their College & Career Center. The goal is to encourage further education for teens who may otherwise slip through the cracks. The center will provide the resources and help the need to further their education and start their careers. John is a true example of how one volunteer can make a difference.

Volunteering sends a powerful message of hope, support and inspiration to a community. Volunteers are the lifeblood of any charitable organization. An ideal candidate for a volunteer is someone who wants to have fun and give back to their community.

For more information on how you can join the CareerBuilder Challenge volunteer team, visit their website at CareerBuilderChallenge.com. Kristi Hanousek is the Tournament Services Manager at the CareerBuilder Challenge and can be reached at Kristi@DesertClassicCharities.com.

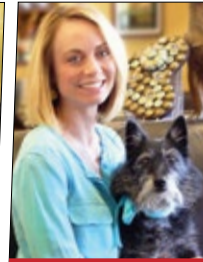
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David Jeffrey
BSc, BVMS

Village Park Animal Hospital has many ongoing activities and events. Download **VPAH Mobile App** on iTunes or Google Play Store!

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5 Signs It's Time to Redesign Your Website

By: Kim Salerno, *Thetford Web Development*

We all know the importance of having a website. It's your first impression most of the time and can often make or break the deal with a new customer. But at what point is it time to refresh your website? Does it really make that big of a difference? Is an outdated website still better than nothing? If you have been ignoring your website or simply unaware of why or if you need to redesign, ask yourself these questions.

- 1. Does your website look good on your desktop, laptop, tablet and mobile phone?** If your website is more than a couple of years old, the answer to this question is probably not. Your site can be redesigned to be responsive so it looks great no matter what device the end user is looking at to view it.
- 2. Is it time to freshen up your website?** If your site is more than 5 years old, then yes. Styles and technology are ever-changing. What worked a few years ago may not today. If your site looks old, you are sending signals to your customers that your organization isn't changing with the times.
- 3. Is your site still user-friendly?** Perhaps you have continued to add content to your website but have not really been strategic in your efforts. Sometimes a great website starts off very nice in the initial design, then people start adding more content to the home page and the clutter effect happens.
- 4. Has your brand changed?** Or are you doing more social media? Stay consistent. If you are changing your brand, make sure all marketing materials reflect your new brand. Are you focusing on your social media? Are their links to and from your website and social media pages?
- 5. Are you tired of looking at your website?** Even the best designs can get old after a while. If you're tired of looking at the same old website, your visitors probably are too. If it seems like it's been too long since you've changed the look of your site, it probably is.



Contact a website professional today and get up-to-date!

For more information about *Thetford Web Development*, visit ThetfordWD.com or contact Erin Salerno at erin@twdmail.com or by calling (760) 904-4789. **23**

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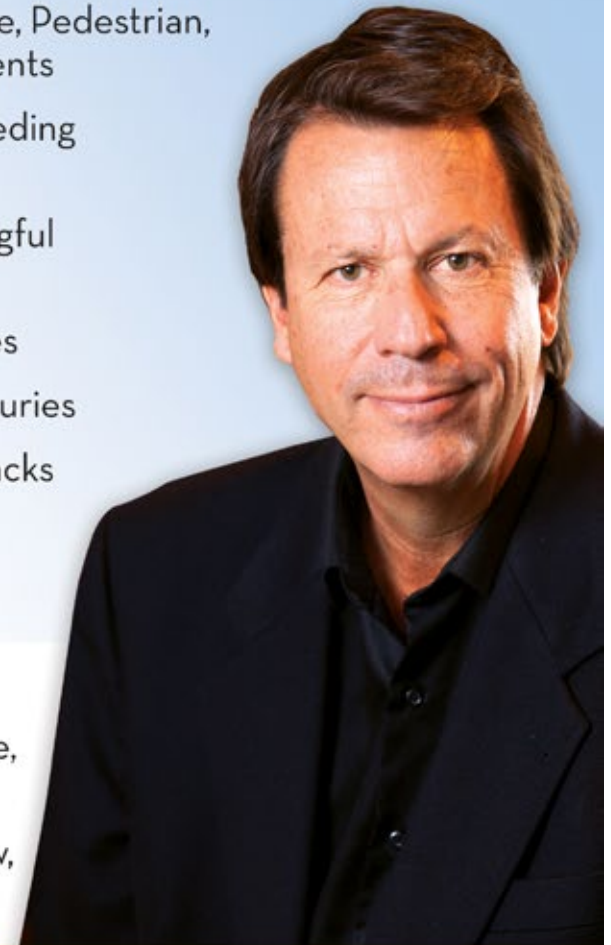
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Creative Ways to Save for a Down Payment

By: *Patty Jenab, Diversified Capital Funding*

With such low interest rates, there are still some great home purchase opportunities here in the Coachella Valley. Finding it tough to raise the funds for a down payment?

Below are some examples of the minimum down payment requirements for loan programs available.

- VA Loan: 0%
- USDA loan: 0%
- Conventional loan (up to \$417K): 3% - 20%
- FHA Loan: 3.5%
- Jumbo Loan: 10% - 20%

Consider gift funds

Some lenders will allow you to use gift funds for your entire down payment. If you have a family member, business partner, employer or non-profit group who wants to gift you a down payment, gift fund programs can help you use that money to purchase your home.



Supplement Your Income

Here are a few innovative ways to boost your cash flow, getting you into your new home that much faster:

- **Become a Billboard.** If you don't mind transforming your car into an advertisement, FreeCarMedia will pay you up to \$400/month if you wrap your entire vehicle with an ad. Back window ads alone will pay approx. \$50/month.
- **Make Money Online.** One of the most popular ways of making money is to offer your services as a virtual assistant (VA). If you have a reliable internet connection, you could pick up jobs ranging from writing/editing, transcription, data entry and more. VA jobs can be found at Elance, Upwork and Guru. A few hours per week can earn cash fast.
- **Sell Your Stuff.** The old saying, "one man's junk can be another's treasure," can work to your advantage. Get rid of that stuff collecting dust! Have a yard sale, place an ad on Craigslist, or go to your local consignment store. Additionally, Cardpool and Raise are two great websites to sell those unwanted gift cards for cash.
- **Get Behind the Wheel.** Your car could be a big help in raising that down payment. If you have a good driving record and insurance, you can work on your own schedule driving for Uber, Lyft or Shuddle.

Just a little creativity can go a long way in getting you closer to that new home. From saving, controlling spending or trying some of the ideas above – you'll be at the closing table in no time!



Patty Jenab is a 26-year veteran of the Mortgage Industry, beginning with Diversified Capital Funding in 1990. Their newest office is located at 51-555 Desert Club Drive #200 in La Quinta. She can be reached at (760) 300-4145 or via email at pjenab@divcap.net.

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The Simple Choice to Go Solar in California

By: Regina Marston, Horizon Solar Power

Watching his electric bill do nothing but rise year in and year out, La Quinta resident Steve Smith had been thinking of “going solar” for a long time. He wasn’t sure it was worth it, believing that it was expensive to install and the savings weren’t immediate. Finally, he met with a solar company and he leased a solar system with no money out of pocket – saving him an average of \$100 per month on his electric bill.

Like many of California’s quarter of a million households that have gone solar, saving money is the thing that sealed the deal for Smith. By going solar, he locked in his energy cost with the installation of the panels and that amount was substantially less than his monthly energy bill. The vast majority of the time, converting to solar requires no upfront costs and saves customers 20 to 40 percent on their monthly electric bill. The exact amount a household converting to solar can save depends on a few factors, such as



the monthly energy consumption, the local utility rates and the amount of sunshine the home receives.

Californians are subject to some of the highest electrical rates in the country. Historically, in the electric utility market, most residents and commercial consumers have had little to no choice in how this service is purchased. In addition to having some of the highest rates, these same customers have been subject to frequent, unpredictable and expensive rate changes – making it almost impossible to budget for this variable cost.

But thanks to California’s long history of supporting solar energy, that obligation is often an easy and beneficial commitment to make. The state continues to maintain a critical solar policy called net metering that gives solar customers full, fair credit for excess power they provide to the grid. This is why many consumers who convert to solar see their electric bill disappear immediately. An added bonus is the great feeling customers have in knowing they’re also doing something positive and responsible for the environment.

And there are now many ways to pay for the solar equipment and installation. Customers can purchase with cash, financing and leases or PPAs (power purchase agreements). This way, they can choose whether or not to pay all, a portion, or none of the cost upfront.

Going solar has never been easier or more affordable. Contact a solar provider today and celebrate your freedom from high utility bills this summer.

Regina Marston is the Senior Director of Community Engagement for Horizon Solar Power. To schedule an educational seminar or for more information about going solar for your home or business, contact her at regina.marston@horizonsolarpower.com.

25

Go Solar This Summer & Save!



Celebrate your freedom from high electric bills!

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

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

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



5 Must-Dos Before a Home Showing

By: Jeff Fishbein, Coldwell Banker Residential Brokerage

Thoughtful home staging is more than just tidying up and cleaning every room. It could mean a quick sale and higher selling price if done right. Here are five ways you can leave a positive impression on potential buyers.

Eliminate Clutter — Clear the clutter from around your home. It is easy to overlook things you see every day, so try to approach all spaces with fresh eyes. Consider having a friend come over to help point out unnecessary items. Larger pieces like coat racks and side tables can make a room feel smaller.

Clean Out Storage Spaces — Make space in kitchen and bathroom cupboards, closets and other storage areas. Pack up items you don't regularly use, and put them out of sight or donate them. Leaving these areas completely full may give potential buyers the impression that your home doesn't have enough storage space for their needs.



Clear the Way — Make sure potential homebuyers can move through your house easily. Remove furniture that blocks the natural flow of traffic or hinders sight lines into other rooms.

Remove Personal Items — Family pictures, children's artwork and other personal items should be removed or pared down to avoid distraction. Personal belongings can also make it hard for potential buyers to imagine themselves living in the house.

Remember Curb Appeal — Make a strong first impression by sprucing up your front yard and entryway. Replace the house numbers and exterior light fixtures, if necessary. Keep the lawn trimmed, the yard free of clutter and toys, and the plants well maintained.



Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage, which is celebrating over 100 years in business and worldwide exposure. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, and Palm Desert. Jeff is also very active in La Quinta's Chamber of Commerce, serving on the Executive Committee as Chamber Treasurer. Jeff can be reached at (760) 984-4145 or jeff.fishbein@camoves.com.

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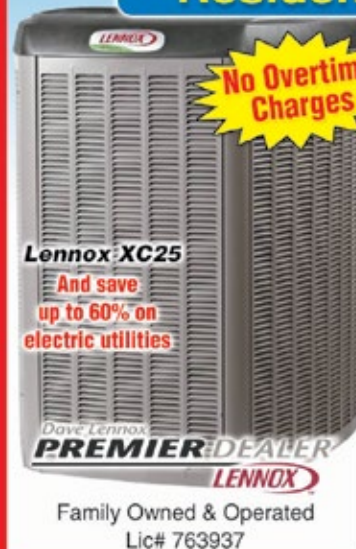


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The Watch Story

*By: Lauren Boucher,
Boucher Fine Jewelers*

Watches are more than just timepieces. If you are married to someone like I am, watches are an eternal source of educational updating – what's new, what's old, what it's worth and how to acquire yet another watch.

Of course there are also people

like me who are satisfied if the watch just tells the correct time, and does not require a manual to use. My motto: if it isn't broke, don't fix it.

This is an article focused on the watch-aholic, as I endearingly call them, and the fastidious investment on their wrist. They are wearing a timepiece of importance, be it a wedding gift, a long awaited self-congratulatory present, and sometimes an inherited piece that has great significance. To you watch-aholics, we have answered a few important questions you have asked over the years.

Let me begin with Wayne from Portsmouth, IN. Wayne asked:

“Do you come across many watches that have been butchered by inexperienced watchmakers and filled with generic parts?”

Sadly, yes, and it is difficult for a customer who doesn't know much about watches to understand what's necessary. You won't know what's been replaced unless you ask for the old parts back and request timing machine readings. Get a couple of quotes from different places and take your watch to someone with a solid reputation who will guarantee the work (in writing) for 2-4 years.

Marcy from Pacific Palisades, CA, wanted to know:

“What should I expect from a standard watch repair?”

For starters, ask what experience the watchmaker has. Have they been trained and certified by a watch brand? Only once you've passed the exam, which is tricky, can you get access to parts; which require specific equipment to service that brand. Other than the usual clean, polish, and re-oil, there will always be wear in a watch where metal is acting on metal. Expect that some parts need to be changed due to damage of the case, bracelet or crown as this can add up to extra costs.

And lastly; from more than 1,000 customers:

“What can I expect to pay for a standard cleaning?”

The answer is complex but simply said, the more expensive the watch, the costlier it is to maintain. Get a quote in writing and know your local jeweler personally. It doesn't hurt to shop around.



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


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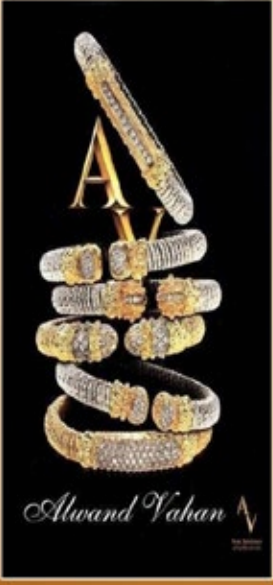
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The Chamber Connection

News, Spotlights, Information & Events *May 2016*

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

Business Development & Connections Calendar

RIBBON CUTTING

Wednesday, May 4, 11 a.m.

Diversified Capital Funding

51-555 Desert Club Drive, Ste. 200, La Quinta. All are welcome to attend.

RIBBON CUTTING

Friday, May 6, 11 a.m.

Dr. Carreon Foundation

La Quinta Chamber Office, 78-495 Calle Tampico, La Quinta. All are welcome to attend

SPECIAL EVENT

Thursday, May 12,
5 p.m. - 7 p.m.

Annual "Slice of La Quinta" Pizza Tasting Contest Mixer

Eight local restaurants participating to win your vote! \$10 Members and \$15 Non-members or Public. Hyundai of La Quinta, 79-025 Highway 111, La Quinta



RIBBON CUTTING

Wednesday, May 18, 4 p.m.

MRC Smart Technology Solutions

44-751 Village Court, Ste. 300, Palm Desert. All are welcome to attend.

BUSINESS MIXER

Thursday, May 19, 5 p.m. – 7 p.m.

Palm Springs Air Museum All Valley Chamber Business Mixer, \$5

745 N Gene Autry Trail, Palm Springs

SPECIAL EVENT

Friday, May 20, 6 p.m. – 9 p.m.

Dr. Carreon Foundation 25th Anniversary Celebration

\$60 per person or \$450 table for eight Embassy Suites La Quinta
50-777 Santa Rosa Plaza, La Quinta

EDUCATION SERIES WORKSHOP

"Social Media Today"

Tuesday, May 24, 8 a.m. – 9:30 a.m.

\$5, La Quinta Chamber Study Sessions Room, 78-495 Calle Tampico, La Quinta

BUSINESS MIXER

Wednesday, May 25, 5 p.m. – 7 p.m.

La Quinta Chamber Business Mixer at The Braille Institute

Food, drinks, raffle and drawings along with great networking in a fantastic location make up this mixer event. Join in and learn more about our very own amazing Braille institute.

\$5 Members / \$10 Nonmembers

Booths \$40 limited

70251 Ramon Road, Rancho Mirage

For questions, to make reservations or to set up sponsorships, contact the chamber at LQCchamber.com (760) 564-3199 or contactus@lqchamber.com

Top Ten Reasons to Celebrate the Greater Coachella Valley Chamber of Commerce

By: *Katie Stice President/CEO, La Quinta Chamber*



1. More resources and staff, working for your business.
2. A strong legislative voice, fighting for pro-business issues on all levels of government. There is power in numbers.
3. Stop paying multiple memberships!
4. More than double your networking opportunities. Whether you make new contacts for your business OR new vendors to help save your business money – you win.
5. More than double your exposure in advertising and sponsorship opportunities – 30+ annually.
6. Efficiency in business. No need to try to attend three golf tournaments anymore.
7. Largest business federation Valley-wide with the most members collectively from La Quinta, Indio and Coachella Chambers of Commerce plus the Twenty-Nine Palms Band of Mission Indians and Cabazon Band of Mission Indians.
8. Forward thinkers. Regional thinkers have consolidated services and programs for your benefit.
9. Business district access will keep you connected to individual communities.
10. Strength in numbers. Do more business with the largest business referral program in the desert.



Member Perk! Professional Head Shot Sessions Offered



Do you need a professional head shot? Here is your chance! On **Thursday, May 5 and Friday, May 13 from 10 a.m. to 2 p.m.**, Sola Fide Photography is offering head shots to our members for \$99!

- You will get a 20 minute session with multiple poses.
- 5 edited images in both high resolution and web resolution.
- All images will be sent via online gallery within 7 days.

Limited spaces available, so contact the La Quinta Chamber today at (760) 564-3199 to book your reservation.

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

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

NEW MEMBER SPOTLIGHT

Allstate Insurance – La Quinta

Allstate in La Quinta is conveniently located on Hwy 111 directly in front of the Wal-Mart Supercenter. Owner Kenneth Rickerd and his staff of five are here to help put you in good hands. The desert community agency is focused on being your trusted risk advisor – making sure clients have a clear understanding of the risks they face, and what type of coverages/policies are available to help mitigate those risks.



Kenny started with Allstate Insurance in 2009 working in two different agencies, from San Gabriel Valley to the Inland Empire before moving to the Coachella Valley. After a few years as a Licensed Sales Professional, he became the owner of the La Quinta agency in April 2012. Kenny enjoys doing protection reviews to uncover exposures and offer advice.

The La Quinta Allstate agency has four licensed agents and an administrative assistant. The team in the agency prides themselves on exceeding customer expectations – meeting the needs of the client while providing level 10 service.

The agency has a wide breadth of insurance products available including auto, homeowners, life, commercial, accident and short-term disability.

For a free insurance review, call (760) 564-2443 or email krickerd@allstate.com.

NEW MEMBER SPOTLIGHT

Andi Mallen – Keller Williams

Andi Mallen, a real estate agent with Keller Williams, is a 1975 graduate of Pepperdine University in Malibu, with a degree in Liberal Arts and an Elementary Credential. She also holds an MA degree in Educational Psychology, and an Administrative Services Credential. After a long and successful career as a teacher, high school counselor and high school administrator, Andi retired from education in 2009, acquired her California Real Estate License, and has devoted herself fully to the real estate profession.



Andi works predominantly in the central and east Coachella Valley. What sets Andi apart from other agents is her education background, her effective interpersonal communication and, most importantly, her counseling skills.

She attributes her success in providing concierge service from start to finish to these skills, and the fact that she is a servant and service driven leader, as well as very knowledgeable about the desert market.

Andi is the 2016 president elect of the Women's Council of Realtors, Palm Springs/Desert Cities Network. She is a member of The Girlfriend Factor, the La Quinta Chamber of Commerce and also spends a few days a week serving as a counselor at Carter Elementary School in Palm Desert. Andi can be reached at andimallen@kw.com or (760) 668-7031.

NEW MEMBER SPOTLIGHT

Diversified Capital Funding



Finding the right home loan can be difficult. Finding the right company to assist you in getting the right home loan can be even more confusing. With literally thousands of lenders to choose from, borrowers can easily be overwhelmed.

Diversified Capital Funding has spent over 25 years setting the highest standards in customer service and satisfaction in mortgage loan funding, and they are excited to be your new full-service lender in the Coachella Valley. They offer a complete array of all loan products and can tailor a mortgage to fit your unique needs – from purchase to refinance, construction or commercial lending.

Diversified Capital is a family of trusted mortgage professionals who, through high integrity, take pride in creating lifelong relationships by dedicating themselves to their clients' mortgage needs. Whether it's a first-time homebuyer, a debt-consolidation refinance, or taking advantage of current low rates, the team at Diversified Capital has the expertise to make your loan process fast, easy and enjoyable.

Regular loan updates and progress reports keep you informed every step of the way. For your convenience, you can apply anytime on their website.

For more information about Diversified Capital and their innovative loan programs, call Patty Jenab at (760) 300-4145 or email her at pjenab@divcap.net.

NEW MEMBER SPOTLIGHT

Desert Fashionista

What is a personal stylist? A personal stylist is a person who typically advises individuals on new fashion trends, clothing styles, colors and make-up.

Desert Fashionista's goal is to help you look stylish from head to toe with affordable seasonal fashions and accessories to discover the style that fits your lifestyle – to have less in your closet but more to wear.

Do any of the following sound like you? A busy woman on the go with no time for the mall? A woman who hates to shop but wants to look good? A woman who questions her style/fashion expertise? A woman who rifles through her closet every morning in a panic? A woman with a closet full of clothes but nothing to wear?

Let Desert Fashionista take you on a journey to discover your personal style, because it's not just about the way you look, it's about the way you feel.

If you're curious, please contact Penny at pennymcpherson11251@gmail.com or call/text (714) 496-9702.



NEW MEMBER SPOTLIGHT

Horizon Solar Power

Since its inception in 2008, Horizon Solar Power (HSP) has been leading the solar power industry in Southern California – serving the region as a premier designer and installer of residential and commercial solar systems. Rated A+ by the Better Business Bureau and backed by Oaktree Capital Management – a leading global alternative investment management firm – Horizon Solar Power has earned numerous industry accolades and widespread recognition as one of the region's most trusted solar providers.



HSP prides itself on delivering superior and dependable service, with a passionate commitment to providing customer-centric solar solutions and maximum energy savings that are unmatched in the industry. The company's superior solar consultants, highly-trained engineers, system designers, installation crews and quality control technicians are recognized as some of the best in the industry.

Horizon prides itself in providing quality customer service from contract to installation, and boasts some of the fastest installation times in the industry. If you're looking to go solar and celebrate your freedom from high electric bills, contact Horizon Solar Power today at (951) 926-1176 or HorizonSolarPower.com.

NEW MEMBER SPOTLIGHT

Jeff Anderson

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



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

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

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

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

NEW MEMBER SPOTLIGHT

Jimmy John's

Jimmy John's makes fresh, fast, tasty sandwiches. Their homemade bread is always served freshly baked, and quality meats and locally grown veggies are sliced in-house every day. As for sides, they've got kettle-cooked chips, kosher dill pickles, and giant cookies. If you're in a hurry, don't worry – Jimmy John's works freaky fast to save you time!



Your go-to catering spot, Jimmy John's offers convenient catering options perfect for any event: customizable party platters, handy boxed lunches, and individually-packaged "Mini Jimmys." They also offer exceptional delivery. Whether you need a single sandwich or a dozen sandwiches, Jimmy John's will deliver it fresh to your door.

Founded in 1983 by Jimmy John Liautaud in Charleston, Illinois, Jimmy John's is one of the fastest growing franchises in America with over 2,400 stores in 43 states.

To order a tasty sandwich, stop by Jimmy John's at 79-845 Highway 111 in La Quinta, call (760) 775-8818 or order online at JimmyJohns.com.

NEW MEMBER SPOTLIGHT

La Quinta Residence Elderly Care

Your life can change in an instant. During an emergency situation, where every second counts, would medical technicians know your medical history? Would a physician know how to accurately tend to your needs?



'Know My Care' was created to help emergency personnel and physicians save lives. When you have a condition that requires you to take several medications a day, you need a plan in case of an emergency.

'Know My Care' will assist you in getting your medications charted and organized. In the event of an emergency, medical personnel will know how to accurately tend to your needs.

At La Quinta Residence Elderly Care, they know you want the best possible care in the most comfortable environment for your loved one. They understand what an important decision it is in selecting the right facility – somewhere your loved one feels safe, happy and at home. That's why they have spent the last 25 years making their home comfortable for your loved one.

La Quinta Residence Elderly Care wants to help. Caring for an elderly loved one could be a daunting task. Their home has been modified to help meet residents' needs and is dedicated to personal hygiene.

For more information, call Fanny Ramierz at (760) 564-8916 or go to LaQuintaResidence.com.

NEW MEMBER SPOTLIGHT

The Rejuvenation Center

The Rejuvenation Center is a community-based arts awareness and wellness project bringing the community together with arts, music and workshops. They are a 'center to find your center.' The Center incorporates vibration sound technology, which ancient civilizations used to accelerate well-being.



Tune your body frequencies with their vibro acoustic massage table and crystal sound bowls to earth's Schuman resonance, love resonance, relaxation, etc., as you float into a deep meditation.

Do have a hard time relaxing? The Rejuvenation Center is here to help you find your inner peace. Energy work is also available.

Bring the vibro acoustic table or crystal bowls to your home or event. Massage tables with sound entrainment vibra acoustic transducers are available for purchase. Install the vibration of sound in your own chair or couch at home. Connect with music and movies in a way that brings you deep into the experience.

Call (760) 808-6027 or email awaken3rdi@gmail.com to set up a vibro acoustic massage session or event.

NEW MEMBER SPOTLIGHT

Sally Piano Music

Piano Music is a full-service music school that has taught over 1,000 students in San Diego and the Coachella Valley since 1999. They have several music studios in the San Diego metro area and the Coachella Valley offering piano, voice, violin and guitar lessons.



Their highly-qualified teachers can teach in students' homes or at one of their studio locations. The age range of students who have learned how to play the piano or other instruments, as well as read music, at Sally Piano Music spans from 3-4 years to the senior citizen.

Sally Piano Music provides a supportive atmosphere for kids of all ages to learn music with the most creative and highly-qualified instructors all over San Diego and the Coachella Valley area.

For more information, email sk@sallypiano.com, call (855) CA MUSIC (855-226-8742) or go to SallyPiano.com.

NEW MEMBER SPOTLIGHT

SquarePrint.com

SquarePrint.com will be opening their second location in the greater Palm Springs area in the upcoming months. They are very excited to expand their "do it all" print shop, handling everything from T-shirts and embroidery to banners, signs and more.



SquarePrint.com attributes their past success to not only being price-point conscious, but having high attention to details and great customer service, too. It all comes through in their tagline: "Love it at the best price or your money back, guaranteed."

Their main location currently produces shirts, hats and much more for companies such as Mammoth Mountain Resorts, Rocket Fizz and the United States Navy. To prove how eager they are to start working on your local needs, they can begin helping right away. The owner of SquarePrint.com has parents and grandparents who run businesses and reside in the greater Palm Springs area for over the past 60 years.

SquarePrint.com can be reached by phone at (760) 384-3700 and 1-844-6-SQUARE or by email at info@squareprint.com. Visit their website at SquarePrint.com for a complete online portfolio and an online do-it-yourself print shop where you can find their "design your own shirts" section.

NEW MEMBER SPOTLIGHT

Susan Marshall, Real Estate Agent

Susan Marshall is an experienced real estate professional whose experience is the result of the hundreds of real estate transactions she has closed over the years. She has learned how it's done – whether the market is flourishing or challenging. That knowledge alone gives her the confidence to assure you that she is a real estate agent for your needs, whatever they may be.



Susan's real estate practice began in Northern California followed by 20 years in San Diego. After years of coming to the desert as a weekend getaway, she became a year-round desert resident in 2011 residing in La Quinta.

The appeal of desert living has lived up to its expectations with so many things to do and enjoy in addition to the majestic beauty of the surrounding mountains. You can count on her enthusiasm, dedication and professionalism to assist you with your real estate needs.

Susan can be reached at (760) 533-8436 or susan@susanmarshall.com.

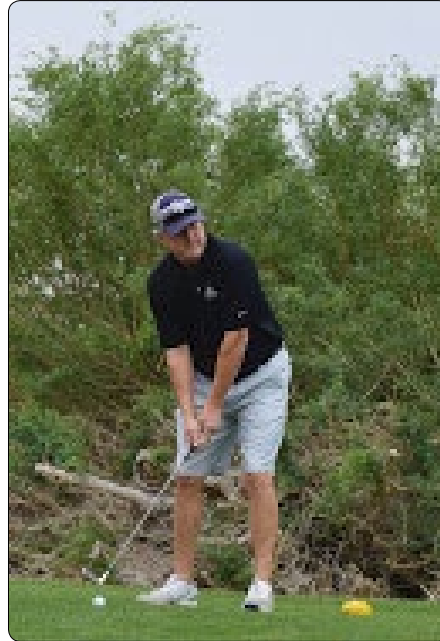


Multi-Chamber Golf Tournament & Festival



Known as one of the largest and best golf tournaments and festival in the Coachella Valley, the Multi-Chamber Golf Tournament & Festival provided members the opportunity to enjoy a day on the links with business friends, clients or prospects, and network with East Valley Chamber leadership, board members and numerous elected officials. The money raised benefits the Chamber leadership training, education programs, economic development, business services and equipment needs. The event was held April 7 at Terra Lago Golf Club in Indio.

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RIBBON CUTTINGS & MIXERS



Ribbon Cutting for PRIMP Lash & Hair, 73-833 El Paseo, Suite 106, Palm Desert, (760) 636-3205, on March 18.



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



Business Mixer at Coachella Valley History Museum, where **Deli on Miles** and **Cello's Bistro** provided refreshments and a stilt walker performed, on March 29



Ribbon Cutting for Steven B. Robbins Foundation, 78-365 Via Caliente, La Quinta, (760) 485-9662, sbrfoundation.org, on March 9.



Flash Lunch Mob at California Ocean Grill, 79-680 Highway 111, Suite 102, (760) 775-6988, on March 10.



Business Mixer at Las Casuelas Quinta, 78-480 Highway 111, La Quinta, (760) 777-7715, on February 24.



Special Event Just for the Health of It Event at Desert CrossFit, 73-605 Dinah Shore Drive, , held on March 26.



Business Mixer at Palms Athletic Club, Thank you for hosting the networking Mixer with great food by **The Grill on Main** and a DJ to keep us dancing! For more information, visit their website: palmsathleticclub.com.

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2nd Annual Memorial Weekend Block Party in Old Town La Quinta

The public is invited to attend a Memorial Weekend Block Party on Saturday, May 28 from 6 p.m. to 10 p.m. on the Old Town La Quinta Event Lawn. Admission is free.



The event will feature two outdoor stages with live music and food and beverages offered by Old Town restaurants including: La Rue Wine Bar, The Grill on Main, Stuff Pizza Bar & Grill and La Quinta Brewing Co. Local music favorites, The Refills and The 212 Band will provide live entertainment.

A portion of the proceeds from food and beverages sales will benefit La Quinta High School music programs, the Blackhawk Brigade.

For the latest details on the Block Party, visit Old Town La Quinta's Facebook page: [facebook.com/oldtownlaquinta](https://www.facebook.com/oldtownlaquinta) or call (760) 600-0758.

LA Bite Announces Customers Order More Than 2,000 Times a Month

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Your food is on the way.

In a world where consumers can order restaurant delivery from their favorite local restaurants at the click of a button, it's no surprise restaurant franchisees and owners are partnering up with local restaurant delivery companies.

Increased take-out orders and deliveries boosts sales, thus increasing revenue.

In 2015, consumers spent over 9 billion dollars on local pizza deliveries alone. However, consumers now have the option to order from an array of cuisines such as Thai, Japanese, Greek, Mexican, Italian and many more, thanks to local restaurant delivery companies. Restaurant delivery companies give restaurant owners the opportunity to offer their food to be delivered locally at a fraction of the cost if they were to do it on their own. That's why so many restaurant owners choose to use restaurant delivery companies such as LA bite – because they save money and time, while increasing profits.

Restaurant delivery companies make it easy for consumers to order food from their favorite restaurants via restaurant delivery websites or smart phone applications. Consumers can place orders and expect delivery within one hour or less. They also have the option to pre-order for catering events for residential and commercial purposes.

Since 2008, LA Bite has given Coachella Valley restaurants the opportunity to have their food delivered locally to residents and businesses. LA Bite strives for absolute customer satisfaction, ensuring repeat customers. That's why LA Bite customers order more than 2,000 times per month. With 15% year-to-year sales, it's no wonder restaurants continue to make LA Bite the number 1 food delivery company in the valley. Order at LABite.com or call (760) 776 8888.

Written by Michael Blair, Regional Manager of LA Bite. For more information, Michael may be reached at 310 466 4176 or at Michael.blair@labite.com. Restaurant owners can either reach Michael by phone or email.

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Umbrellas Add a Splash of Color to Your Patio

Submitted by: The Patio Place

Need a little poolside shade for your patio dining table or outdoor living room? How about some shade while you're in the pool for your tanning ledge?

Patio umbrellas can fulfill both a functional and aesthetic purpose. Some people simply look at umbrellas as shade covering, while others view them as architecture and style. There are numerous styles beyond the traditional market umbrella ranging

from fish tail and valance parasols to pagodas and tented pavilions for serious shade cover. Depending on the fabric selected, umbrellas also can add a nice splash of color to your patio.

Deciding on an umbrella is a matter of function, style and budget. Not only do today's umbrellas come in a variety of sizes, ranging from 6 feet to 13+ feet in diameter, they also come in many shapes including octagonal, oval, square or rectangular shapes as well as free form designs by designers such as John Caldwell which are popular with modernists.

One of the most popular umbrellas in the desert is the 9-foot market umbrella. Cantilevers also are a great option, providing 360 degrees of shade as this type of umbrella can be both tilted and rotated completely.

For those of you who have or would like a tanning ledge umbrella, consider purchasing an inexpensive silicone sleeve which protects the umbrella from corrosion from pool chemicals and increases the life of the umbrella.

Occasionally, an umbrella that looks large on a huge showroom floor will be too small once you get it home in your own environment, or the reverse can be true. Be sure to ask in advance about any customer service policies regarding returns or exchanges wherever you buy your umbrella.

For those who want some ambient lighting for the evening, there is a very cool gadget on the market – the Serenata by Treasure Garden – LED rechargeable umbrella lights that snap around like a collar at the top of the umbrella pole.

It can also be used with Cantilever umbrellas and it features a media player for music from your phone or the built-in radio. Other outdoor accessories that make summer entertaining easier include rolling beverage/serving carts, artistic yet functional display racks for pool towels and unbreakable pool safe and dishwasher safe drinkware.

For more information, visit *The Patio Place* at 77-622 Country Club Drive in Palm Desert or 72-650 Dinah Shore Drive in the Palm Desert Costco Center complex; call (760) 772-9195, or visit ThePatioPlace.com.



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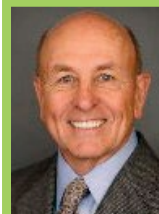
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The Truth About Art

By: Pat Wood, Encore Consign + Design

The La Quinta Arts Festival was filled with stunning pieces of magnificent art. Art was on display and for purchase in many types of medium. From original oils, watercolors and charcoal drawings to wood and textile hangings, glass pieces and shimmering aluminum masks, these expressions opened our eyes and our senses to the creativity that can strike a chord to reflect our inner preferences.



As the saying goes: "Beauty is in the eyes of the beholder." Or is it: "One man's discard is another man's gem?" It only takes one person to truly appreciate and purchase a specific piece of art. And it only takes one piece of art to complete a room.

Art can swing both ways: It can reflect the very personal expression of a person or it can simply be seen as a means to finish up a room. For some people, it can take years to collect the "right" pieces – the right piece for the

right place. What matters for them is what the piece expresses. For others, art is a decoration to "finish up" a room, making it complete.

Regardless of your interest, art can make the difference in a home. A room can be completely filled with the right furnishings in the right places, yet, with bare walls, it can still look stark or hollow. On the other hand, a room can have very few furnishings, yet, with one or two pieces of "art," it can have a pulled-together and inviting look.

Here's the truth: Art can take many forms and shapes. From traditional paintings, portraits and photos to wooden carvings, masks and textiles, people see art differently and source art from many places. The stories created from art are found on vacations and trips, in family portraits or memorabilia from earlier generations, on the cover of a lovely menu commemorating a fine dining experience (a friend of ours has one from New York that is stunning) or from the history of an irresistible piece found at an art fair or local consignment shop.

From the traditional to the unusual, art is truly in the eyes of the beholder. Let your imagination run on. You will be amazed at what you can find.



Pat Wood is co-owner of Encore Consign + Design Studio in La Quinta. Encore has several showrooms of exquisite furnishings and accessories with new pieces arriving daily. Pat can be reached at (760) 564-7200 or by email at Info@EncoreLQ.com.

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How to Care for Your Vinyl Records

By: **Matt Lehman, Finders Thrift and Vinyl**

Vinyl Records are hotter than they have been in decades. Unfortunately, records are a finite product, and each time you play them they deteriorate a little bit more. This is an important piece of information when buying records, because sometimes records are just too far gone to bring back home with you.

So how do you find the diamond in the rough while digging through the dollar bin at the thrift stores?

First, look at the surface of the record. If you see scratches, gently run the back of your fingernail across it. If you can feel the scratch, there's a good chance you will hear noise, popping, or even skips if it's a heavy scratch. Sometimes you'll hear nothing at all, which you'll learn as you test more records. If the shop has a turntable, ask for help or to play it first.

Next, don't be turned away because of a little dust, dirt or, strangely enough out here, water damage. If you thrift a lot, you will sift through hundreds of re-

ords a week and probably see some water damage. Usually, the jackets should be thrown away because of the mold.

If you're just looking for a great copy to listen to and don't care about the art, this is a great way to get a cheap copy! Mold, dirt, and dust can easily be cleaned with Windex and a microfiber cloth (some argue it must be alcohol free). For a deeper clean, there are many different price level groove cleaners.

You can even use a dental water pick with a soft bristle brush and gently scrub the record. Be careful not to get the paper label wet.

Next, older records have usually been left in boxes for decades. Often, the LPs in the back get warped from the weight of the other LPs. Most light warps can be taken out by pressing and clamping between two pieces of glass and left out in the sun for an hour or an oven that has been heated to 120 degrees and turned off. Let them completely cool before removing. I recommend testing this on some dollar records you don't care about first.

Next time, I'll teach you how to take a scratch out of a record! Yes, it can be done.



Matt Lehman has been working on a vinyl empire for several years and is the owner/operator of Finders Thrift and Vinyl located at 77955 Calle Tampico in La Quinta. For more information, call (760) 501-8969.



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