

SEPTEMBER 2015

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Four Reasons to Use a Private College Admissions Consultant

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Back to school

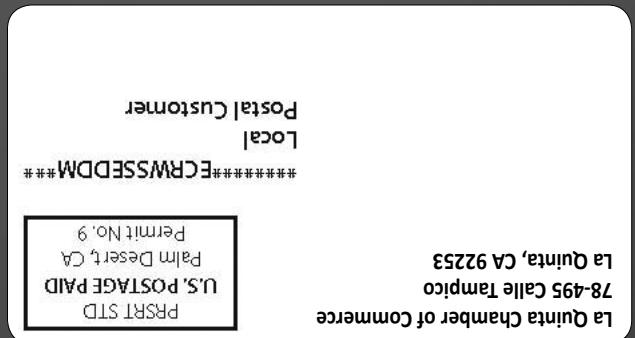
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To promote and enhance business growth, civic well-being and a sound quality of life.

STRATEGIC OBJECTIVES

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

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CHAMBER CHAIRMAN'S MESSAGE



By: **Jason Schneider, Chamber of Commerce Chairman**

It's an exciting time to be involved with the La Quinta Chamber of Commerce. I have the honor of introducing **Susie Harvey**, who has taken over the helm of the LQ Chamber as the interim CEO. Susie has extensive experience working with chambers of commerce both here in the valley and abroad. She was responsible for the accreditation programs put together by two local chambers of commerce and was the founder of the Leadership Coachella Valley program. We are excited for Susie to step in and we know there are great things on the horizon.



In addition to Susie, we are blessed to have an incredible staff working to promote the business community in La Quinta. In no particular order, we have our sales staff of **Anne Blalock** and **Rebecca Rizzo**. Most likely if you've interacted with the chamber, you have run across them. Anne and Rebecca are on the front lines with our business/

community members on a daily basis and they are always willing to step in and lend a hand wherever they can. **Dawn Mason** and **Jenifer Prisbrey** are our event coordinators. They help to set up and run all the incredible events from *Taste of La Quinta* and the *Hot Rod Car Show* to the mixers and the monthly *Flash Lunch Mob*. They are always on hand with a smile and a hearty welcome. (Pictured above: Anne, Dawn, Rebecca and Jenifer.)

The La Quinta Chamber of Commerce would not be able to have the impact that it does for the businesses and community of La Quinta without this amazing staff, so when you see them out and about, please take a moment to say hi and introduce yourself. The future of the LQ Chamber is bright, so there is no better time than now to get involved. 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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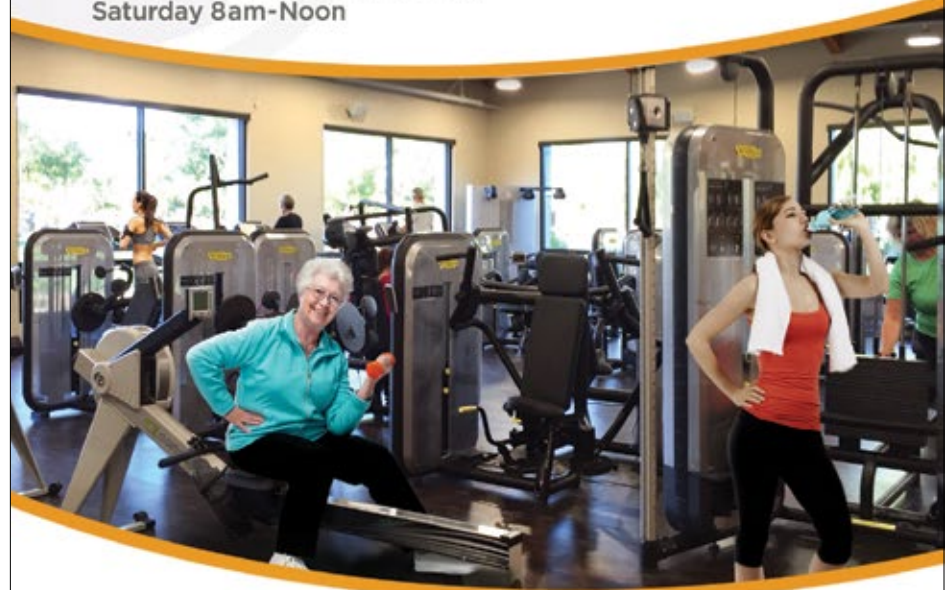
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- Dominos

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Back to School Must-Haves

By: Mary Perry, Desert Sands Unified School District

The school bell has started ringing again, and the almost 30,000 students in the Desert Sands Unified School District

have just returned to the classroom for another school year. Here is a list of the ten must-haves that will help students be successful:

- 1. Have a good night's sleep!** Studies show that students with at least eight hours of undisturbed sleep do better in school.
- 2. Have a good breakfast!** It will be a long day so start off with the fuel provided by a healthy breakfast.
- 3. Have plans for a healthy lunch!** Whether you have a school nutritionist-created meal or you bring your own...don't forget the fruit.
- 4. Have the appropriate school supplies!** Check at various local stores for school supply lists and students should take notes to bring home to help parents know what they need to bring to school.
- 5. Have a backpack or some type of carry bag!** Those books and papers can be heavy. Be certain that you can safely carry them. Consider a bag on wheels.
- 6. Have a plan!** What do you expect to accomplish this year? Plan now for the months ahead.
- 7. Have a book!** Down time during the day? Take the opportunity to read. Reading can be relaxing, entertaining, and, yes, informative.
- 8. Have safety in mind at all times!** Know your route to school, keep an adult informed of any out-of-the-ordinary situation, don't put yourself in harm's way, wear a helmet if riding a bike or skateboard, and think before you act or react. And for adults, remember to watch for our children while driving.
- 9. Have a successful wardrobe!** If your school requires a uniform, clothing can be found at a variety of local stores at some great prices. If you need assistance with purchasing uniforms, check with the school's principal for organizations that can help. If your school has a dress code, keep it in mind when shopping. Want to know why there are dress codes? Do some research, check online, and find out why appropriate clothing is required.
- 10. Have a positive attitude!** It's a new year and a new beginning. Start fresh and commit to a great year ahead.



Mary Perry is the public information officer for Desert Sands Unified School District. She has close to forty years of experience in the communications field and is a long time desert resident. Desert Sands invites you to stay informed on the happenings at the District schools by receiving its weekly newsletter, The Beacon. To sign up for your free subscription, visit the website at DSUSD.us.

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Four Reasons to Use a Private College Admissions Consultant

By: *Elizabeth Venturini,*
College Career Strategist



"If I had only known . . ." is a frequent saying among parents who have recently gone through the stressful and expensive college admissions

process. And with today's confusing applications, uncertain job market for new grads, and skyrocketing college tuition costs, college can be a major dilemma – giving frazzled parents cause for grief.

Today it is a necessity to receive expert help on how to navigate the complex college admissions process before you visit one campus or hit the submit button on a college application. With the average U.S. public high school student receiving about 38 minutes of personal advising on college admissions, receiving help from a private college consultant is no longer considered a "splurge" for rich kids going to Ivy League schools. Here are four reasons when using a private college admissions consultant can pay off for parents with college-bound teens:

1. College Selection/Applications.

You need help selecting colleges that focus on the quality of the education your teen will receive – not "campus perks" colleges try to sell you during the campus tour; and, more importantly, help on how to position your student with a compelling reason why they should be admitted to a highly selective school.

2. College Major/Career Selection.

Your teen needs help researching which college majors will pay off with a job after college as well as employment trends and starting salaries from someone in the job recruiting industry; and learning job hunting, interviewing, and networking skills so your teen doesn't return home as a "boomerang kid."

3. Financial Aid.

You need help understanding how the financial aid system works; which schools are generous, stingy, need-blind/need-based; where to find scholarships, how to apply and most importantly not LOSE it when you get them; how to calculate your Estimated Family Contribution (and what it means) before you fill out applications or write out a tuition check for \$100,000-\$250,000.

4. Special Needs Student.

Your teen will require special services at college and you need to know how to transition your teen from high school to college; what questions to ask the college, what documents to provide, a services comparison among schools, and the graduation success rate of special needs students from the college.

Today's stressed-out parents are faced with the daunting challenge of preparing their kids for college, helping in the selection of a college and marketable major, in addition to figuring out how to pay for it without going broke. Skip the drama and get expert advice from a professional who can guide you and your teen so both of you can save precious time and money.



College Career Strategist Elizabeth Venturini provides personal college admissions help to stressed out parents in the Desert Cities who want THE BEST college and career choices for

their teens and financial aid options for them. To enroll for Elizabeth's programs email Elizabeth@CollegeCareerResults.com or go to CollegeCareerResults.com.



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Local Restaurateur Success Story: Kelly McFall, Wilma & Frieda

By: Brian Rouley, SCORE

When you first meet Kelly McFall, you may get the impression that she is ready for whatever is next and she is quite happy with the present. What is happening now is the thriving Palm Desert restaurant where we are having our discussion is getting progressively busier, as people begin to crowd into Wilma and Frieda's Cafe for lunch. Kelly, at this point, has already provided more material than will fit into the paragraphs you'll find here. She does have some sage advice, though, so let's start with that.

"Although the idea of starting my own restaurant is something I held for over 15 years, I was too scared to make the jump. Looking back, I wish I had done it 10 years earlier." Kelly says. She also says you should be realistic about how tough it may be to get started and you should have a "Plan B," in case things don't go well. Do the math when creating your projections and realize your vision may not be as clear to others as it is to you.

Along the way, she gained corporate experience and she studied and collected cookbooks, to further the knowledge needed to begin this business. Names like Cordon Bleu and the CIA (The Culinary Institute of America) come up in the list of ways she has prepared a recipe for success. Her collection of cookbooks include many signed by their chef authors, and she has had the experience of working alongside some big names, like Carl Karcher, founder of Carl's Jr., one of her original mentors.

That's saying quite a mouthful. She had a SCORE mentor too, none other than John Pietro, the man who helped build the Wendy's restaurant brand. Kelly already has a mentee, a lady who will start a restaurant in San Francisco. To sum up Kelly's advice to aspiring business owners: Make the jump as early as you can. Leverage your experience in the corporate world (or wherever you get it) to make the best choices by selecting people who will support you and your passion. Feed your passion by studying and by keeping an "idea file" of things you can do once you begin. When it comes to restaurant marketing, keep it local, but definitely use social media - including Facebook, Twitter, and primarily, Yelp!



If you'd like more information on what SCORE can do for you, or what you can do for SCORE, go online locally at: scoreCV.org and nationally, at: score.org where you'll find resources on mentoring, workshops, locations, and contact information. 9



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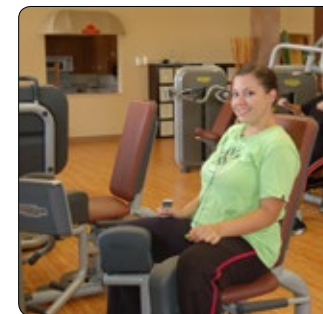


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Fall Fitness & Fun For Everyone

Submitted by: Desert Recreation District

We have both indoor and outdoor fun and fitness to keep you active and our new Bright Beginnings pre-school has opened! Our Fitness Center with Wellness system offers an indoor workout option right here in La Quinta. If you prefer to be outdoors, come play Bocce Ball! We also have Tot Programs for your little ones. Here is what's planned for September:



HEALTH & FITNESS

| | | |
|----------------------------|--------------------|-----------------------|
| Full Body Boot Camp | M/W/F in September | 5:30 a.m. – 6:30 a.m. |
| Fit After 50 | M/W in September | 2 p.m. – 3 p.m. |
| Personal Training Packages | Monday – Friday | Hours of Operations |

SPORTS

| | | |
|------------|----------------------|------------------|
| Bocce Ball | Fridays in September | 8 a.m. – 10 a.m. |
|------------|----------------------|------------------|

La Quinta Winter Softball Leagues will start up in early January 2016 so get your team together and call to sign up for the Monday or Thursday night Men's Leagues, Tuesday, Friday, or Sunday night Coed Leagues, or the Wednesday night Men's Competitive League! \$350 per team for each division – Ages 16 and over. Please call (760) 564-9921 for more information.

TOTS

Have you considered enrolling your little one into a Tot program? Currently we have Little Artists on Fridays with space available for toddlers ages 3 – 5 years old.

| | | |
|----------------|----------------------|------------------|
| Little Artists | Fridays in September | 9 a.m. – 12 p.m. |
| Tiny Tots | Monday – Thursday | 9 a.m. – 12 p.m. |

NEW PROGRAM!

Bright Beginning Pre-School at Wolff Waters*
 (*You do not have to be a Wolff Waters resident to join this program)

Enrollment begins September 1 for our Full-Day Licensed Program, 7:30 a.m. to 5:30 p.m. Monday through Friday.

Financial aid may be available through:

- Calworks Childcare Program — (800) 534-7793**
- Child Care Resource Center — (818) 717-1000**
- Riverside County Office of Education — (760) 863-3345**

The La Quinta Community Fitness Center is located at 77-865 Avenida Montezuma, right next to the La Quinta Community Park.

The Desert Recreation District provides activities, programs and special events throughout the Coachella Valley. In La Quinta, we are privileged to manage the La Quinta Community Center and Park.

*For information on activities and events, pick up an Activities Guide at the La Quinta Fitness Center, check out **MyRecreationDistrict.com** or call (760) 564-9921.*

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CITY MANAGER'S MESSAGE



City of La Quinta – A Common Sense City

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

The City of La Quinta is changing for the better and has been making strides toward being a progressive City. Too often city

governments get bogged down by routine tasks and pigeon-holed thinking and the smallest big question “Why?” isn’t asked. Thanks to our City Council, the age old way of explaining why things work the way they do in government (“It’s always been that way.”) is no longer valid and tangled bureaucracy is being replaced with common sense.

Last year doing business in City Hall was a bit different. You’d walk in, the receptionist would direct you to

a counter and you’d start your process, which often involved moving from one counter to another, ending at the Finance Department; however, that three-letter-word question was asked and now La Quinta is a one-stop shop. That was just the beginning.

“Why can’t this be done electronically?” Instead of having developers drag big rolls of building plans into City Hall for review, the plans can now be electronically downloaded and reviewed with the push of a button. All progress can be seen on line from home, too. No more trips or calls to City Hall. Garage sale permits are also available on the City of La Quinta’s website (la-quinta.org) and more on-line permitting is on the way. Similarly, through a new contract with the County, it is no longer necessary to come to City Hall to license your dog. It can be done through Riverside County on line (or at any of the County animal shelters). And, if you just miss City Hall, you can still come in and use the County’s kiosk. The changes don’t stop there.

“Why is the senior center just for seniors?” the community asked. A great question that led to the creation of the Wellness Center, which hosts a variety of classes for all ages while retaining senior programming and, to go one further, an addition of a multi-generational state-of-the-art fitness center.

The next answer to a “Why?” question culminated in an Advisory Committee comprised of 14 community volunteers who work together to give the City a new perspective on ways to increase revenue. By incorporating more La Quinta business owners and La Quinta residents into the City’s brainstorming process, La Quinta is weaving a tightly bonded community that takes even more pride in itself.

Thinking outside of the box and questioning age-old ways of doing things is just the tip of the iceberg. The City Council endeavors to break the mold of circular governmental thinking by using a common sense approach to save time, money and frustration for its residents. It’s just good ol’ common sense.

PUBLIC WORKS AT WORK

The La Quinta Public Works Department is busy working on a variety of projects involving work on City buildings, streets, and landscaping. A few items of interest are highlighted below:

A Sizzling Summer for Public Works

Several key projects were completed over the summer before the busy school days and flurry of fall, and some projects are still underway:

- A new traffic signal was installed on Adams Street at Corporate Center Drive (just north of Highway 111), which will help improve safe access to the post office as well as two major shopping centers.
- The modernization of the Jefferson Street/ Avenue 52 roundabout is now complete, improving safety for drivers, bikers and pedestrians. And in the northern part of La Quinta, the majority of streets have been slurry sealed, with fresh pavement for a smoother ride.

- Renovation work is almost complete at the La Quinta Library, which included both interior and exterior (parking lot) improvements. Soon, the Library will be refreshed and ready for its 10th Anniversary Celebration this fall.



Water Efficient Makeover on Avenue 52

The City is doing its part to help reduce water usage during this serious drought by converting

public turf areas to desert appropriate landscaping. In addition to converting turf in the medians, parkways and public facilities like City Hall and City parks, the City is also installing new landscape as a demonstration of water efficient landscape options. One such project involves the landscape work recently completed at three City-owned lots on the north side of Avenue 52 (between Avenida Navarro and Desert Club Drive). Each lot features different desert

landscaping, drip irrigation and a reduced plant palette featuring boulders, cobble and decomposed granite. This will serve as a pilot project as the City determines the best palette for reduced water usage and maintenance, while preserving the beauty La Quinta’s famous for.

Check Out Citizen Brochures on Traffic Safety!

Updated citizen brochures are now available on the City’s website on a variety of topics dealing with traffic safety. The brochures are instructional guides for the citizens of La Quinta. If you have questions or concerns about traffic safety issues or simply want more information, you need to check these out! Many topics are covered, including: Bicycle Safety Tips, Children at Play Signs, Neighborhood Traffic Safety, Roundabouts, Speed Limits, and Traffic Signals. To view the brochures, go to la-quinta.org (Your Government > Public Works > Engineering Services > Citizen Brochures).

For more information about the Public Works Department, call (760) 777-7075 or go to la-quinta.org (Your Government > Public Works).



FIRE DEPARTMENT

Snake Safety

When the sun is out and the skies are clear, people are more inclined

to enjoy outside activities with their friends and family rather than staying indoors. However, the outdoors is home to many different creatures including snakes. Do you know what to do to keep yourself and others safe? Follow these helpful tips below:

When are snakes active? From March through the beginning of November, you have a chance of seeing a snake. When snakes first appear after a long winter, they are looking for a meal and a mate. As temperatures increase during the spring through the end of summer, you may occasionally encounter snakes in your yard and during outdoor activities.

How can I look out for snakes? Look around! Never step or put your hand where you cannot see. If going out after dark to throw out the trash, don't walk in the dark to set off the motion sensor lights. Instead, use a flashlight to prevent stepping on the back of a snake.

What do I do if I see a snake? Walk! Do not run away from the snake. Take two steps backward and watch where the snake goes, then calmly turn around and leave the snake alone, or contact a professional to remove the snake. Do not kill the snake; take a picture, so that a professional can provide you with positive identification. Never get close to a snake to get a better look.

How can I keep snakes away from my house and yard? Keep grass and vegetation cut short. Trim shrubs and

bushes so you can see the ground under them. Remove debris piles immediately (branches, leaves, boards, logs). Cut low limbs (keep three feet from the ground). After cutting down a tree, remove the stump – do not leave it to rot and provide hiding and nesting places for snakes. Do not store fireplace logs on your back porch or backyard. Seal off spacing under A/C unit slabs, landscaping rocks, etc.



Look where the electrical wires and A/C lines go into the house. There is usually a metal box with a slide cover. Lift the slide and fill with expanding foam to prevent snakes from entering your attic. Trim borders (along sidewalks, flower gardens) to no more than six inches wide. Store any flat item such as plywood in a standing position four to eight inches above the floor or ground.

What should I do if bitten by a snake?

If you know the snake is venomous, remove any constricting jewelry, watches, clothing, etc. Keep the bite victim calm, and the injured limb still as you would a strain or break. Clean the bite area thoroughly, if time to the hospital is not delayed. **Call 9-1-1** and seek medical attention from a physician or hospital experienced with treating snakebites. Do not apply ice, do not use a tourniquet, and never cut on the fang marks.

If you do not know what kind of snake caused the bite, treat it as you would a venomous bite and do not waste time trying to catch or kill it. By following these guidelines, you can help keep your friends and family more safe and secure from snakes.

For more summer safety information, go to rvcfire.org.

POLICE DEPARTMENT

The La Quinta Police Department asks that parents, grandparents and guardians help keep students safe by discussing the importance of good safety habits:



BICYCLE SAFETY

Bicycle riders are part of the traffic flow and should ride on the right side of the road—never against traffic. Bicycle riders should learn and use proper hand signals. Helmets are required by law for bicycle riders under the age of 18. Bicycle riders should listen for vehicles approaching beside or behind them. This means NO HEADPHONES!

PEDESTRIAN SAFETY

Teach children to always use a crosswalk. They should look left, then right, and then left again before crossing the street. Children should always cross the street where there is a school crossing guard on duty. And, for added safety, children should walk with a buddy and wear bright colored clothing.

SCHOOL BUS SAFETY

Talk to your children about remaining seated, obeying the bus driver, never throwing items from the bus, and never sticking their arms outside the windows. Riders must enter and exit the bus safely, and must never cross in front of a moving bus. They must learn to stay clear of the 10 feet of space around the bus (the "Safety Zone") as the driver's visibility is limited here. Instruct children to stay away from the rear wheels of the bus at all times.



VEHICLE SAFETY

All vehicle occupants must be secured by the appropriate safety belt or child passenger restraint system. Older kids must use lap and shoulder harness safety belts, younger kids in booster seats and little kids in child safety seats. The La Quinta Police Department suggests that all children ages 8 and younger be transported in the back seat of the vehicle for added safety; you are four times more likely to suffer serious injury or death if ejected from your vehicle during a crash.



IT'S YOUR LIBRARY

The La Quinta Library is one of the county's busiest libraries and for good reason! All Library programs and events are free and it includes Bookmobile service at the La Quinta Community Park every Thursday from 10 a.m. to 2 p.m. La Quinta also has the Valley's first youth librarian, who creates a variety of programs predominately for the 13 to 19 age group, concentrating on current and popular themes often closely aligned with school curriculums such as the popular STEM and STEAM programs (Science, Technology Engineering, Architecture and Math), which La Quinta schools emphasize. In addition, the Library will be offering youth programs at the Colonel Mitchell Paige Middle School in October!

Due to a major renovation, which includes new carpet, paint, furnishings, new public art from the La Quinta Arts Festival and parking lot upgrades, the **Library will be CLOSED during September** (exact dates to be determined). The outside book bins will still be available, and materials will be checked in daily. **Book donations will not be accepted during the closure.** Renovations should be completed by October and a 10th Anniversary Event will be set for later this fall. For more information on the renovation, please contact the City's Community Services Department at (760) 777-7090. Other Riverside County Library System libraries will be available for services and programs during the La Quinta Library closure. Please visit rivlib.info for more information on other local library branches. And don't forget, September is "Library Card Sign-up Month," so stop by any branch and get your free library card this month!

Upcoming Fall Programs:

Teen Manga Club, Saturday, October 3 at 4 p.m. (ages 13-18). Come hang out with your friends and talk about your favorite Manga (Japanese comic books/graphic novels).

New! Special programs at Colonel Mitchell Paige Middle School - Tuesday, October 6 at 6 p.m., and every Tuesday and Thursday thereafter, enjoy crafts, cooking, and pajama storytime (ages 3-12).

Book Babies Storytime (ages 0-2), **Tuesday, October 6 at 10 a.m. and 11 a.m.** and **Preschool Storytime** (ages 2-5), **Thursday, October 8 at 10 a.m. and 11 a.m.**

Bilingual Storytime with Ms. Minerva, **Wednesday, October 7 at 5:30 p.m.** (all ages).

American Craft Week (ACW) , October 2-11, join the La Quinta Arts Foundation and other community organizations for a variety of arts and crafts activities to promote America's largest celebration of craft and creativity! ACW programs are sponsored by the Friends of the La Quinta Library. Activities include:

"Book Babies Storytime: Fall Handprint Wreath" (0-2 year olds) **Tuesday, October 6 (10 a.m. and 11 a.m.)**

"Bilingual Storytime: Mouse Craft" (all ages). **Wednesday, October 7 (5:30 p.m.)**

"Preschool Storytime: Fall Handprint Wreath" (2-5 year olds) **Thursday, October 8 (10 a.m. and 11 a.m.)**

"La Quinta Library Craft Stations"

Saturday, October 10 (2 p.m.):

"Station 1: Origami Bookmark" (all ages)

"Station 2: Book Hedgehog" (ages 12-18)

"Station 3: Book Bot" (ages 2-11)

"Station 4: Snake Craft" (all ages)

No registration is required (first come, first served). Space is limited. For more info, visit lqaf.com.

Mark Your Calendars!

Second Annual "Pumpkin Day," Saturday, October 17 Start thinking about unique costumes and join us for a costume contest, crafts, games and more! (Sponsored by Friends of the La Quinta Library).

NEW! "ReaderCon 2015" sponsored by Palm Springs Comic-Con and the Friends of the La Quinta, Saturday, October 24 – Join us for our special arts and entertainment convention for all who enjoy comic books, graphic novels, and Manga! Like Comic-Con in San Diego, "ReaderCon 2015" will have vendors, panels, presenters, food, and fun. ReaderCon's goal is to create literacy programs and get more people reading. Free to anyone who has a library card so get your card today! All ages welcome. For more details contact Sue Duran, Library Manager, at (760) 771-0238.

For more information call (760) 564-4767 or visit rivlib.info. We're also on Social Media! Please follow us for up-to-date info: [facebook.com/laquintalibrary](https://www.facebook.com/laquintalibrary) and LaQuintaPublicLibrary.wordpress.com.

WELLNESS CENTER HAPPENINGS

Special Events



Wellness Journey

Thursday, September 24 from 6 p.m. to 8 p.m. and Tuesday, September 29 from 2 p.m. to 4 p.m.

An educational lecture answering your questions regarding genetically modified food, Glycosylation and the impact on your immune system, digestive system, cognitive function and all body systems. Larry and Angie Law, founders of Angie's Option, Inc., GRM (GrassRoots Movement) will facilitate the free lectures at the Wellness Center. Reservations are required. Call (760) 564-0096.

Live Well Clinic Visits the Wellness Center

Vitamin B-12 injections will be offered at the Wellness Center on Fridays from 9 a.m. to 11 a.m. by appointment or on a walk-in basis (fee will be charged).



EXPLORE YOUR MUSEUM



The La Quinta Museum is a two-story building located at 77-885 Avenida Montezuma (across the street from the La Quinta Community Park)

that contains historical artifacts and information on La Quinta and also offers seasonal events and classes for all to enjoy. Hours are Tuesday through Saturday from 10 a.m. to 4 p.m. (closed on Sundays and Mondays). Admission and all programs are free, but donations are always welcomed! The bottom floor gift shop offers unique and fun gifts for friends and family and the elevator will take you to the current exhibits.

EXHIBITS

“Lights, Lasers, Action”

Continuing with the United Nations designated International Year of Light and Light Based Technologies we present this spectacular exhibit.

Iconic Light

The photographic works of Ansel Adams and Dorothea Lange. This exhibit features rarely seen 1930's era photos of the Coachella Valley.

Poetry in Space: 25 Days of Hubble

The Hubble Space Telescope launched into low Earth orbit in 1990, and remains in operation today. The La Quinta Museum is celebrating this 25th anniversary with a spectacular photo gallery exhibit.

Local History Gallery

Features Cahuilla Indian as well as local La Quinta history. The galleries have just been updated to highlight the ever important date industry as well as the history of golf in La Quinta.

Coming soon! Day of the Dead Shadow Box Exhibit

Are you fascinated with Day of the Dead images? Do you love the vibrant colors, grinning skulls and dancing skeleton folk art? Want to try your hand at creating a shadow box of your own? Housed in a traditional cigar box, these artistic shadow boxes depict memories of a loved one or a celebration of historical images. As part of American Craft Week, the La Quinta Museum is sponsoring an exhibit of Day of the Dead themed cigar box altars running

through the month of October. If you would like a free cigar box to use, please come by the Museum and pick one up. We will need your box returned by September 23.

FREE EVENTS

La Quinta Museum Coloring Club for Adults

Date: Friday, September 11 and September 25
Time: 1 – 3 p.m.

Do you remember how much fun it was to color as a child? We want to bring that simple pleasure back into your life! So grab your crayons, pencils, markers and a friend and join us in this re-discovered pastime. Coloring pages will be provided. Coloring books are available for purchase in the Museum Gift Shop.

Brown Bag Ted* Talk

Date: Tuesday, September 15 Time: noon
Freeman Dyson: Let's Look for Life in the Outer Solar System

Bring your lunch and enjoy a TED* Talk on the big screen. Cookies and water provided.

*Technology Entertainment Design

Senior Moments/Trending Topics

Date: Tuesday, September 29 Time: 10 a.m.
Grab your neighbor and stop by the Museum for a cup of coffee and meet Officer Tawny Castro who will be here to talk about La Quinta Lifeline as well as disaster preparedness.

First Friday in October at the Museum

Date: Friday, October 2 Time: 5 p.m.
Penny Unniversity Concert - Jazz Fusion Music
Mark your calendars! Penny Unniversity, a band from Palm Desert, combines styles of Jazz, Fusion, Latin, and Global rhythms.

CREATIVITY in LA QUINTA 2015!

The La Quinta Museum invites craftspeople/artists/hobbyists living in La Quinta to let us know if you are interested in participating in the annual studio tour to be held in early December. Participants must be current residents of La Quinta. Please let us hear from you! Stop by the Museum or give us a call at (760) 777-7170.

••• THE MUSEUM WILL BE CLOSED ON
FRIDAY, SEPTEMBER 18 FOR STAFF TRAINING.

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

SILVERROCK RESORT

Patriot Golf Day

SilverRock Resort will once again participate in **Patriot Golf Day, September 4-7**. The PGA of America and The United States Golf Association hope to empower the children and spouses of our fallen and disabled service members by providing scholarships and other educational assistance opportunities. A donation box will be located at the SilverRock Golf Shop during this time. Learn more at: **PatriotGolfDay.com**.

SilverRock App

The easiest way to book tee times for SilverRock is through our App. Download the free SilverRock App to start booking your tee times. Available in both iPhone and Android phones.

Overseeding

Please mark your calendars: the Arnold Palmer Classic Course will close for overseeding at the end of play on Sunday, October 4 and reopen on Tuesday, November 3. During this time, the Golf Shop will be open daily from 7 a.m. to 3 p.m. Please drop by to talk golf, see the new fall merchandise and book your fall golf outings and parties.

The patio, restaurant, grill and bar will be closed during this time. We look forward to welcoming you back after overseeding.

The SilverRock golf course is located at 79-179 Ahmanson Lane (off Avenue 52); (760) 777-8884.



UPCOMING SPECIAL EVENTS



Old Town La Quinta Block Party

Saturday, September 5

7 p.m. – 11 p.m. at Old Town La Quinta Event Lawn

Free Admission

Join Old Town La Quinta and the Desert Cancer

Foundation for a Labor Day weekend block party. The free event will feature two outdoor stages with live music, food offered by Old Town restaurant vendors, and a beer/wine garden with cash sales. Local music favorites, The Refills, Trill, and The Toast & Jam Band, will provide entertainment. A portion of the proceeds from the event will benefit Desert Cancer Foundation, a local nonprofit organization. To learn more about the organization, visit: DesertCancerFoundation.org.

September 11 Candlelight Vigil

Friday, September 11

7 p.m. at La Quinta Civic Center Campus

Please join us as we honor the memory of those lost on September 11, 2001. Mayor Linda Evans and members of the City Council, La Quinta Police, and La Quinta Fire Department will speak. Please bring a candle and a friend or neighbor. This event is provided through a partnership with the City of La Quinta and the Cove Neighborhood Association.



Monster Dash & Zombie Out Run (register early!)

Saturday, October 24 — 5:30 p.m. & 7 p.m.

You can run, but you can't hide! The City of La Quinta has partnered with the Family YMCA of the Desert and the National Community Renaissance's Hope Through Housing Foundation to offer a zombie infested park, obstacles, traps, and a few surprises at the La Quinta Park this Halloween season. An all ages Monster Dash will take place first, followed by the Zombie Out Run for all those who dare! All proceeds from this event will benefit the YMCA Youth & Government Program.

5:30 p.m. – All Ages Monster Dash/\$5 per person. 7 p.m. – Zombie Out Run (participants under 13 must be accompanied by an adult)/\$10 per person. Pre-registration required and available online at ymcaofthedesert.org or at the YMCA office in Palm Desert (43-930 San Pablo Ave.) For information, call (760) 341-9622.



Calling All VETERANS — Veterans Day Tribute

We are looking for veterans to be recognized at the La Quinta Veterans Tribute event on Veterans Day, November 11. If you have served in active duty, lived in La Quinta for at least three years, and can provide a copy of your DD214 or Honorable Discharge Certificate, please visit

la-quinta.org and fill out the Veteran's Nomination Form online. Please be sure to attach the DD214 or Honorable Separation Certificate to the email when you submit the form. All applications will be considered by the City Council and, if approved, you will be recognized at the Veterans Tribute event.

Aquatics — Extended Season Swimming Programs

| | | | |
|-----------------------------|--------------------|-----|--------|
| Swim Lessons | 5 p.m. – 5:45 p.m. | M/W | (Sept) |
| Water Aerobics | 6 p.m. – 6:45 p.m. | M/W | (Sept) |
| Pre Swim Team/Stroke Clinic | 6 p.m. – 7 p.m. | M/W | |

Pre-registration is required. For more pool information, please call the Family YMCA of the Desert at (760) 341-9622 or register online at ymcaofthedesert.org.

SPORTS

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

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Y Rookies Soccer — (Ages 3-5)

Children between three and five years old learn the fundamentals of soccer in a non-competitive environment. They will play games and run drills plus learn sportsmanship, fair play and participation. All participants receive a shirt and award. Register now at ymcaofthedesert.org. (Program made possible through a partnership with the City of La Quinta and YMCA of the Desert.)

Session: **September 26 – November 14**

Saturdays at 11 a.m. Price: \$95 per participant

Location: Colonel Mitchell Paige Middle School

Youth Tennis

La Quinta Tennis Academy at Fritz-Burns Park is opening September 28 and classes are forming now! Join us for the best tennis instruction in the valley.

Session: **September 28 – October 23**

10 & Under Classes

(once a week \$45, twice a week \$80)

Red I: (8 & under - Beginner)

Monday: 4 p.m. – 5 p.m.

Wednesday: 4 p.m. – 5 p.m.

Red II: (8 & under - Intermediate)

Tuesday: 5:30 p.m. – 6:30 p.m.

Thursday: 5:30 p.m. – 6:30 p.m.

Orange I: (10 & under - Beginner)

Monday: 4 p.m. – 5 p.m.

Wednesday: 4 p.m. – 5 p.m.

11 & Over Classes

(once a week \$66, twice a week \$120)

Level I & II: (Beginner/Intermediate)

Monday: 5 p.m. – 6:30 p.m.

Wednesday: 5 p.m. – 6:30 p.m.

Level II & III (Advanced Intermediate)

Tuesday: 4 p.m. – 5:30 p.m.

Thursday: 4 p.m. – 5:30 p.m.



For a complete list of offerings and prices visit LaQuintaTennisAcademy.com.

COMMUNITY SERVICES CLASSES & PROGRAMS: SEPTEMBER & OCTOBER

Online registration is available at la-quinta.org.

COLONEL MITCHELL PAIGE MIDDLE SCHOOL

| | | | |
|----------------------|-----------------|------|-------|
| Italian for Everyone | 6 p.m. – 7 p.m. | T | (Oct) |
| Library Program | 6 p.m. – 7 p.m. | T/TH | (Oct) |
| YMCA Basketball | 6 p.m. – 7 p.m. | T/TH | (Oct) |

COMMUNITY ROOM (located at the Boys & Girls Club)

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

LA QUINTA LIBRARY

| | | | |
|------------------------------|-----------------------|------|-------|
| Chair Yoga (Silver Sneakers) | 12:15 p.m. – 1 p.m. | T | (Oct) |
| Tiny Tigers (3 – 5 years) | 2:30 p.m. – 1:15 p.m. | M/TH | (Oct) |

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

| | | | |
|--------------------------------------|-----------------------|-----|--|
| Beginning Ballet (5 - 10 years) | 7:15 p.m. – 8 p.m. | TH | |
| Dance, Play, Pretend (2.5 - 5 years) | 6:30 p.m. – 7:15 p.m. | TH | |
| Rojas Martial Arts (4 years and up) | 6 p.m. – 8 p.m. | M/W | |

WELLNESS CENTER

(Creative Wellness)

| | | | |
|-------------------------------|---------------------|----|-------|
| La Quinta Glee (5 - 14 years) | 6 p.m. – 7 p.m. | TH | |
| La Quinta Voices | 9 a.m. – 10 a.m. | T | (Oct) |
| Therapeutic Drumming | 11 a.m. – 12 p.m. | F | (Oct) |
| Sketch & Draw | 9 a.m. – 10:30 a.m. | T | (Oct) |
| Ukulele Strummers (Advanced) | 1 p.m. – 3:45 p.m. | F | |
| Watercolor | 9 a.m. – 12 p.m. | W | (Oct) |

(Intellectual Wellness)

| | | | |
|-----------------------|-----------------------|---|----------|
| AARP Safe Driver | 8:30 a.m. – 4:30 p.m. | W | (Sept 9) |
| Beginning Computers | 6 p.m. – 8 p.m. | W | (Oct) |
| Duplicate Bridge Play | 12 p.m. – 3:30 p.m. | M | (Oct) |
| Use a Digital Camera | 9 a.m. – 11 a.m. | W | (Oct) |

(Physical Wellness)

| | | | |
|------------------------------------|-------------------------|-------|--------|
| Ballroom Dance (Beginning) | 7 p.m. – 8 p.m. | T | |
| Ballroom Dance (Intermediate) | 6 p.m. – 7 p.m. | T | |
| Best Stretch | 11 a.m. – 12 p.m. | M/W | (Oct) |
| Chair Massage CMT (by appointment) | 8:15 a.m. – 10 a.m. | M/W | |
| Chair Massage CMT (3 minute) | 10 a.m. – 12 p.m. | T/TH | |
| Chair Exercise | 10:15 a.m. – 11:15 a.m. | W/F | (Flex) |
| Yoga (Gentle) | 10:45 a.m. – 11:45 a.m. | M | (Oct) |
| Flow Yoga (Gentle) | 10 a.m. – 11 a.m. | T/TH | (Oct) |
| Mat Pilates Morning | 8:15 a.m. – 8:45 a.m. | M/W/F | |
| Mat Pilates Evening | 6 p.m. – 7 p.m. | T/TH | (Oct) |
| Morning Workout | 9 a.m. – 10 a.m. | M/W/F | |
| Personal Trainer | 12 p.m. – 4 p.m. | M/W | |
| Sunrise Yoga (15 years and up) | 6 a.m. - 6:45 a.m. | T/TH | |
| Sunset Yoga (15 years and up) | 5:30 p.m. – 6:15 p.m. | M/W | |

| | | |
|-----------------------------------|------------------------|------|
| Taekwondo | 5 p.m. – 8 p.m. | M/W |
| Tai Chi Strength & Balance | 2:15 p.m. – p.m. | T/TH |
| Tai Chi Chuan | 12:15 a.m. – 1 p.m. | T/TH |
| Tai Chi Intermediate | 11:15 p.m. – 12 p.m. | T/TH |
| Tai Chi Advanced | 1:15 p.m. – 2 p.m. | T/TH |
| Tiny Tigers (3 - 5 years) | 12:30 p.m. – 1:15 p.m. | M/TH |
| Yoga for Health (Silver Sneakers) | 11:15 a.m. – 12 p.m. | T |

(Social Wellness)

| | | |
|---------------|---------------------|---|
| Social Bridge | 12 p.m. – 3:30 p.m. | M |
| Mah Jongg | 1 p.m. – 4 p.m. | T |

WELLNESS CENTER EVENTS

Live Well Clinic

B-12 Injections (fee will be charged) 9 a.m. – 11 a.m. Fridays

International Luncheon

11:15 a.m. Thursday, September 10
\$4 per person (maximum of 2 people per household).

Online registration is available at la-quinta.org.

Free Ukulele Concert

1:30 – 3:30 p.m. Friday, September 25

Halloween Luncheon

11:15 a.m. Thursday, October 22
Register early! \$4 per person (maximum of 2 people per household).

Online registration is available at la-quinta.org.

RENTALS

Book Park Rentals Online!

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

Having an Event? We’ve got you covered!

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





10 Signs Your Child Has A Food Sensitivity

By: **Brian Myers**,
Live Well Clinic

If your child has a food allergy, chances are you already know about it –

hives after eating strawberries or difficulty breathing around peanuts. These types of reactions tend to be easier to determine because of the immediate immune system response. They are called anaphylactic reactions.

Food sensitivities can be harder to tease out, however, because they can take up to 72 hours to develop, and sometimes even longer. Food sensitivities may present over time in response to over-consumption of a particular food or an imbalance in the gut microbiome.

The consequence of continuing to eat foods one is sensitive to is inflammation and potentially chronic illnesses. Symptoms of food sensitivities often tend to be vague and seemingly unrelated.

The following are 10 signs of food sensitivities in your child:

1. Unexplained weight gain or loss
2. Stomach aches
3. Constipation and diarrhea
4. Frequent bed wetting
5. Fatigue, joint pain, and muscle pain
6. Frequent infections, especially of the ears and throat
7. Skin irritations and rashes
8. Behavioral issues
9. ADD/ADHD or other concentration issues
10. Autism Spectrum Disorder

Luckily there's plenty you can do to help your child resolve these issues and continue to grow happily and healthfully. The first thing you can do is empower your child by allowing them to be a detective and try to figure out which foods cause problems. This can be eased with tests, and either way, discovering the correlation can be a great relief. Food sensitivities may change over time and, with diligence and corrective action, may resolve.



Dr. Brian Myers is a naturopathic primary care doctor with a focus on pediatric and family health at Live Well Clinic in La Quinta. Visit us at livewellclinic.org or call 760-771-5970.

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•• Free Informational Seminar - Sept. 29 at 5:30 PM, RSVP to attend: 760-771-5970 ••

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“When someone asks me which knee I had replaced, I have to stop and think about it”

—Gary Apfelbeck

GARY APFELBECK really likes playing pickle ball, but before his knee replacement surgery he could barely walk off the court after playing just a few games.

“I really couldn’t get around because it’s a fast game that requires a lot of quick movements,” he said.

Gary is just one of more than 715,000 patients who have knee replacement surgery each year in the U.S. The knee joint, the largest in the body, can wear out due to inflammation caused by arthritis, injury, as well as every day wear and tear. Knee replacement surgery may be recommended if pain limits activities, the knee is stiff or deformed, or if there is moderate to severe pain that occurs during rest. Patients can usually resume normal daily activities three to six weeks after the procedure.

“I had no idea that we could get him back out there doing the things he’s doing today,” said Gary’s wife, Letitia. “I think the great outcome is due in large part to the due diligence of the staff at JFK Memorial Hospital.”

At JFK, patients are prepared for successful outcomes through a seamless continuum of care, starting with our innovative OrthoPreOp Class through post-operative physical therapy. JFK Memorial Hospital is a recipient of Healthgrades® Joint Replacement Excellence Award™ for 7 years in a Row (2009-2015).



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Arthritis & Rheumatology
Sports Medicine
Foot & Ankle Surgery/Podiatry



Three Things Could Be Hiding in Your Mouth

By: Dr. Nash Sourial, Blu Oasis Dental

Beware of what may be lurking behind that beautiful smile. Just because someone has a gorgeous smile with straight white teeth, and fresh breath doesn’t mean they have a healthy smile.

Three problems may exist in your mouth and not reveal any symptoms:

1. GUM DISEASE

Gingivitis is a mild form of gum disease. If left untreated, it can advance to periodontitis - an inflammation caused by bacteria that infects the bone, gum, and connective tissue area surrounding the tooth’s root. It leads to gradual loss of bone and tissues that support the teeth.

Gingivitis Symptoms

- Red or swollen gums
- Tender or bleeding gums

Periodontitis Symptoms

- Bad breath or bad taste in mouth
- Loose or shifting teeth
- Painful chewing
- Sensitive teeth

2. CAVITIES

Cavities are permanently damaged areas in the hard surface of your teeth that develop into tiny holes. They are caused by bacteria in your mouth that grow on the tooth enamel which mix with proteins in your saliva and form a white film called plaque. Plaque produces acid which dissolves the minerals that make your tooth enamel hard. While the acid is attacking the enamel, you can’t feel a thing. The surface of the enamel becomes porous and tiny holes appear. If these cavities are left untreated, they can lead to severe toothache, infection and tooth loss.



Cavity Symptoms

- Seeing or feeling holes or pits in your teeth with your tongue
- Brown, black or white staining on any surface of a tooth

3. CANCER

Mouth cancer occurs when something goes wrong with the normal cell lifecycle, causing them to grow and reproduce uncontrollably. Tumors may develop on the surface of the tongue, mouth, lips or gums.

Risk factors

- Smoking
- Drinking alcohol
- Human Papilloma Virus (HPV)

Symptoms

- Ulcers
- Lumps
- Red or white patches on the lining of the mouth or tongue

Only a dentist or a periodontist can recognize and determine the progression of gum disease. Good brushing and flossing habits are your best protection against gum disease and cavities. It’s important to see your dentist before a cavity forms so that the plaque you can’t reach with your toothbrush or floss can be removed. Dentists can often spot early stages of mouth cancer, as well. The outlook is much better if the cancer is diagnosed early. Don’t wait until it hurts.



Dr. Nash Sourial provides general and cosmetic dental services at Blu Oasis Dental, located on Highway 111 in the La Quinta Costco Shopping Center.

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For a physician referral, please call (800) 343-4535

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How PRP May Help Torn Tendons and Arthritic Knees, Hips & Shoulders

By: Dr. Naota Hashimoto, DC

PRP, or Platelet Rich Plasma, is a substance made from your own blood to trigger healing. Platelet Rich Plasma Therapy is a relatively simple, non-surgical treatment for joint injuries and arthritis. It merges cutting-edge technology with the body's natural ability to heal itself by utilizing platelets that contain packets of growth hormones and cytokines that tell the tissues to increase rebuilding to enhance healing.

When PRP is injected into the damaged area, it stimulates a mild inflammatory response, which triggers the healing cascade. This leads to restored blood flow, new cell growth, and tissue regeneration. This may ultimately result in faster healing of soft tissue injuries.

Where does PRP come from?

A sample of blood will be taken from a vein in your arm under sterile conditions. The blood will be placed in a centrifuge, which is a device that spins the blood. This helps to separate the blood cells from the plasma, and allows concentration of the platelets. This concentration of platelets increases healing growth factors approximately 6-8 times greater than normal.

Because PRP is prepared from your own blood, there is no concern for rejection or disease transmission. In fact, PRP contains a high concentration of white blood cells, which helps to fight infection.

What are the potential benefits?

PRP enhances your healing potential and can potentially repair torn, arthritic or injured joints, tendons

or ligaments. Patients can see a significant improvement in symptoms as well as a remarkable return of function. This may eliminate the need for more aggressive treatments such as long-term medication or surgery.



What Can I Expect During My Treatment?

You will visit with the doctor, who will ask about your medical history and give you a brief exam to determine that you are a good candidate for PRP therapy. Some offices like ours will go further with a review of x-rays, MRI's and a diagnostic ultrasound along with performing orthopedic examinations.

Then a sample of your blood will be drawn and prepared in a special machine that will concentrate the platelets and growth factors prior to injection. Once prepared, the area of treatment will be sterilized, anesthetized, marked and in our office we use ultrasound-guided injections to confirm we are avoiding important structures and treating the exact area we intended to treat. The process may be repeated 1 to 2 times over a 6-16 week period.



Dr. Hashimoto, DC and Dr. Olesnick, MD practice in La Quinta at the corner of 48th Ave & Washington (behind Walgreens) and can be reached at (760) 777-8377.

They are offering free consultations to determine if you are even a candidate for this procedure.



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Learning About Dementia

By: Jennifer Wallis,
Caleo Bay Alzheimer's Special Care Center

There are many different diseases that people are faced with, but probably one of the most insidious is dementia. Dementia is a general term for loss of memory and other mental abilities severe enough that it interferes with daily life.

Questions that are commonly asked are "what causes it?" and "is it reversible?"

There are many forms of dementia, but the most common forms are:

- Vascular dementia
- Alzheimer's disease
- Mixed dementia
- Parkinson's disease
- Huntington's disease
- Normal pressure hydrocephalus
- Creutzfeldt-Jakob disease
- Wernicke-Korsakoff Syndrome
- Frontotemporal dementia
- Dementia with Lewy bodies (DLB)

It is not known exactly what causes dementia or how to avoid it, and there are so many specifics to take into account. But one of the largest statistics is medication. Drug reactions can happen in older adults who are on numerous medications (the average is nine). They may be asked to take all of these medications at the same time, or take the wrong doses. Some drugs interact negatively with others or with some foods. There are lots of prescribed medications taken by older adults that can affect status and thinking.

Infections, urinary tract infections or pneumonia are common causes of confusion in many of the elderly. An infection that can cause a minor uncomfortable feeling in the average person, can actually cause an elderly person to act out in an extremely irrational way. It can also be responsible for causing extreme disorientation.

Metabolic disorders, chronic kidney failure, thyroid disease and the most common – dehydration – can contribute to confusion as can nutritional deficiencies, or the lack of essential vitamins and nutrients.

Brain tumors or traumatic brain injury can cause dementia depending on the location of the injury in the brain. The effects may not be reversible, but the condition could stabilize.

Chronic alcoholism has toxic effects on neurons and is associated with malnutrition. Both of these are associated with dementia. Abstaining from alcohol can prevent further decline, but may not reverse the damage that has been done.

Most dementias are permanent and often times a person might have more than one type. This is referred to as, 'mixed dementia.' Sadly, there are numerous forms of dementia and the condition is just becoming more common. All that can be done as a society is increase our awareness of the disease.



Jennifer Wallis has been working in the Senior Living industry for eight and a half years, focusing on Memory Care. Currently, she is with Caleo Bay Alzheimer's Special Care Center in La Quinta. She can be reached at (760) 771-6100 or jennifer.wallis@jeasenioring.com.



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Acupuncture For Pre- and Post-Surgery

By: *Diane Sheppard,*
AcQPoint Wellness Center

Traditional Chinese Medicine (TCM) takes a holistic approach to health and regards illness as a sign that the body is out of balance. Unlike western biomedical science, TCM does not make a distinction between the physical, mental and emotional components of life.

Acupuncture indirectly stimulates the central nervous system. When an acupuncture needle is inserted into the body, it triggers a cascading effect on neurotransmitters in the brain. Among these neurotransmitters are endorphins, which act as the body's own natural opiates. The resulting biochemical changes influence the body's homeostatic mechanisms, influencing such things as the body's perception of pain – as well as physical and emotional well-being.

With this understanding, we can see how acupuncture can be used to greatly reduce pre-operative stress and anxiety. It is important to note that acupuncture does not provide a true anesthesia or unconsciousness, since it preserves all normal sensory, motor and proprioception sensations. Rather, with the release of endorphins, patients experience deep states of relaxation, calm and drowsiness. Being in a relaxed state prior to a procedure has multiple benefits, among which is a more positive attitude and a reduction in the need for strong anesthetics.

Pain after surgery is common. It can prolong the hospital stay, as it can affect all organ systems. The goal for post-operative pain management

is to reduce or eliminate pain and discomfort with minimum side effects. It has been shown that acupuncture treatment before surgery, followed by acupuncture treatments after the surgery, significantly reduces levels of post-operative pain as well as the need for painkillers post-surgery.

Acupuncture also helps ease nausea and vomiting, common post-operative symptoms that affect up to 70% of high risk patients. Contributing pre-operative factors include young age, gender (women are three times more likely to suffer post-operative nausea and vomiting as men), prior experience leading to anxiety, smoking status and a history of motion sickness. Post-operative factors include pain levels and medications.

Post-operative acupuncture is also extremely useful in restoring balance and enhancing the body's immune

system. After an invasive procedure, the immune system and the gut are weakened, and use of opioids and antibiotics can further compromise intestinal health –

leaving the body vulnerable to infection and other issues. It is widely accepted that acupuncture accelerates the healing process by enhancing immune function, elevating the production of blood complements and increasing the circulation of blood, lymph and body fluids. It restores harmony to the gastrointestinal tract as well.

Diane Sheppard is a licensed acupuncturist with a Ph.D. in Oriental Medicine. Dr. Sheppard trained in both China and the U.S and is now a staff practitioner at Eisenhower Wellness Institute. She can be reached at AcQPoint Wellness Center in La Quinta at (760) 775-7900 or visit AcQPoint.com.



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Better Nutrition Is Not As Hard As You Think

By: *Natalie Angrisani, JNA Marketing*

Many of us want to eat healthy, but few actually do. It does not need to be hard to eat better. If you want to develop healthier habits, learning as much as you can about proper nutrition is easy. Here are some tips that can get you started in a positive way.

A sneaky, yet successful way to improve your nutrition is to sprinkle nutrient rich ingredients into the regular staples of your existing diet. If you have some choosy kids you can give them veggies without them knowing. You can do this by perhaps sneaking 1/2 cup of some white beans into something you bake, such as cakes and cookies. Your whole family will be eating healthier and they won't notice the difference.

Do you want to reduce the amount of red meat you consume? Eat red meat in very small portions. You can use red meat to add texture and flavor to grain-based or vegetable dishes. The Chinese and Mediterranean cultures do this and they have lower chances of experiencing heart-related diseases.



Are you a chocolate lover? For chocolate lovers, choose dark instead of the white or milk varieties. Dark chocolate has been proven to help lower blood pressure. Antioxidants also tip the balance of HDL and LDL cholesterol toward the "good" HDL variety. Try to buy chocolate that has at least 70% cocoa.

Do not overindulge since chocolate still contains lots of calories.

A smoothie is a delicious beverage that is fun to make. Consider this tip to add even more nutrition to your smoothie. Try mixing in things such as omega-3 or cocoa powder, to get a good measure of antioxidants. These two ingredients can make your smoothie taste even better and give you some more nutrients to boost your immune system.

There are many great healthy recipes out there just waiting for you to try. With a little experimentation you can prepare protein bars, jerky, dried fruits and other healthy snacks. You can also make delicious, healthful oatmeal pancakes quickly and easily.

You should never stop learning when it comes to nutrition; make it a lifelong goal. These tips are just a few easy ways to eat healthier. Do your homework on healthy eating, it will be well worth the effort and it's easier than you think.



Natalie Angrisani, owner of JNA Marketing, LLC is a Vollara Certified Nutrition Coach for Essentials for Life, a whole-food, complete nutritional supplement system that addresses core daily nutritional supplementation needs with vitamins, minerals, antioxidants, flora, and enzymes. For more information, visit IFeelGreatChallenge.com or contact Natalie at (760) 501-8905.



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Dehydration Can Prevent You From Getting Fit

Submitted by: Palms Athletic Club

Exercising regularly is widely accepted as a positive factor in prevention of some cancers, diabetes, obesity, and many other preventable diseases. The U.S. Centers for Disease Control (CDC) recommends that adults ages 18-64 need 2 hours and 30 minutes of moderate intensity aerobic activity (i.e., brisk walking, swimming, slow jogging) per week – AND – muscle strengthening activities 2 or more days per week, which focus on all major muscle groups. Here's the hurdle for those of us who live in the desert – it is far too risky to be participating in any activity outside which would push us to the brink of dehydration.



Exercising in the austere desert climate will surely cause dehydration regardless of how acclimated one may be. If that premise is not met with adequate fluid (water) replacement, the effects can be quite severe. The human body will respond to dehydration by first slowing, or shutting down non-essential functions such as digestion, cell reproduction, and cardiac output – which leads to significantly lower blood pressure. This drop in blood pressure, will lead to reduced blood flow to muscle tissue. This is muscle tissue that we have already addressed as having slowed in cell reproduction, so now we are adding insult to injury. If you thought that it was difficult to meet fitness goals before, this is the nail in the coffin that is your failure to produce results.

The human body has evolved over many years, storing fat in case of starvation. Toxins in the body are also whisked away from vital organs and stored in this adipose fat tissue as a way to protect critical bodily processes. The most disturbing reality of this is that when we attempt to lose weight by burning fat, the body releases those toxins into the bloodstream, overloading the kidneys.

There are many negative implications of losing weight too quickly, and kidney failure is one of them. The renal system requires water to filter waste from the blood stream and excrete via urine. Ingesting the proper amount of water will help ensure that the kidneys will function at an optimal level. Take care of your body, and it will take care of you.

Know the signs – the immediate symptoms of dehydration are as follows: headache; cool, clammy skin; dizziness or disorientation; dry mouth; decreased urination or dark yellow/brown tinged urine.

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September is *Life Insurance Awareness Month*

By: Doug Motz, Douglas Motz Insurance

What can YOU do to help your family?

Every September, "Life Happens" coordinates "Life Insurance Awareness Month." According to "Life Happens," 40% of Americans have no life insurance. This campaign is aimed at educating Americans about the importance of life insurance and helping them get the coverage they need.

Life Insurance is not what we want to think about, but preparing ahead for your family's future can help to keep them financially protected in the event you're not there.

It is always difficult when you lose someone you love and the last thing you need is to be burdened by financial difficulties. Life insurance can help ease that burden even if you're not there to care for them yourself.

How Do I Know If I Need Life Insurance?

- Start off by thinking of the worst-case scenario. If you were to die tomorrow, how would your loved ones be impacted financially?
- Would your dependents have the money to pay for your funeral expenses, medical bills, estate taxes, debts, etc.?
- Will they have enough money to afford the home you've worked so hard to provide? Will they have money for ongoing living expenses such as food, clothing, transportation costs, healthcare, etc?
- Without your support to the household, would your spouse be able to save enough money to put your children through college or retire comfortably? How about long-term financial goals?



For more information, call Doug Motz at Doug Motz Insurance (760) 200-0270 or go to DougMotz.com. License # 0F00702.
This article is for informational purposes only.

Happy Birthday

to our Founder and Senior Insurance
Specialist,
Maureen Feldmann!

Maureen has been helping seniors with Medicare choices for 25 years now. One of her favorite things to do every week is send out birthday cards to all her clients; over 1,000 birthday cards every year!! But now it's her turn. She just hit a milestone birthday!

The Big 80!!

**Please join us for an open house and
birthday celebration,
September 24, 1-3pm.**

Call her to wish her happy birthday anytime. If you know Maureen, you know you will be on the phone a while, (she's kinda chatty!)

Oh, one more thing. When it is YOUR birthday, call us or drop in to discuss your Medicare options. We are here to help.

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MAUREEN FELDMANN
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How to Pay Less for Your Prescriptions

By: Randy Foulds, Foulds & Feldmann Insurance Agency

Whether you are on Medicare with a Part D drug plan, a group health insurance plan or a new Covered California plan, chances are your out-of-pocket costs for any medications have increased in the last year.



Some of the most common medications have been bought by larger pharmaceutical companies who have raised the price of these drugs. Their justification is new costs of the acquisition and marketing. As well, large pharmaceutical companies have always been able

to claim high R&D costs, which necessitates higher costs to the consumer. But payouts to physicians, aggressive marketing teams, and highly paid executives have called in to question what exactly has driven these costs so high.

More importantly for us, is there any relief for these out-of-pocket costs? It depends on what category of health plan you have but yes, there is something you can do about it.

Medicare: If you are on Medicare, be sure to review your list of medications every year on **Medicare.gov**. This website compiles the cost of every medication and the coverage available for you in our area. You must make changes to your plan during the annual enrollment period, October 15 – December 7. The formularies for each plan change year to year, so don't assume what is covered now will be covered next year.

Individual Plans: Whether enrolled directly with a carrier, or through Covered California, many people chose a bronze plan, which has a high deductible. Unfortunately, the high deductible also applies to your prescription drugs in most cases. So most people end up paying full retail costs for the 12 months of medication. If it is a medication you will be on for a while, check the website for that medication and its manufacturer for any discounts or coupons. Most have some type of assistance you can take advantage of. I've seen \$300-per-month medications available for only \$25 if you are willing to sign up for their newsletter and fitness program.

Group Plans: Most group plans through your employer have excellent drug coverage. But, if a medication is not covered by your group plan, be sure your doctor knows and ask if he can provide any samples or coupons as well. Many times, a pharmaceutical rep will have provided these to the doctor's practice.

As always, a licensed health insurance agent can help you compare plans if your coverage has gaps, like poor prescription coverage.



Randy Foulds of Foulds & Feldmann Insurance Agency is a Medicare and health plan specialist and certified agent for Covered California in La Quinta, license #OG69218. You can reach him at (760) 346-6565.

Two Common Mistakes When Choosing Medicare Options

By: **Marv Law, HealthBridge Insurance Solutions**

As the Annual Enrollment Period is fast approaching us for Medicare Advantage and Prescription Drug Plans, it seems appropriate to be aware of common mistakes made when choosing a plan.

1. Confusing Medicare Advantage Plans with Medicare Supplements.

Medicare Supplement plans help pay for some or all of Medicare covered services that are not paid in full by Original Medicare Part A and B, such as deductibles and co-insurance. These plans allow access to any doctor that accepts Medicare and there are no referrals required. Premiums vary based on zip code, age, the level of benefits on the plan, and although benefits may be the same, the premiums often vary from company to company. Current Medicare Supplement plans do not include prescription drug coverage and so a Part D plan must be added if prescription coverage is desired.



Medicare Advantage Plans are typically PPO and HMO plans offered by private companies. On these plans, payment for medical services is assigned by Medicare to the Plan to pay, which manages all the parts, A, B and typically D for prescriptions. Access to doctors and other health providers are determined by the Plan's Network. On a PPO, services can be used out of Network but for a higher cost. On an HMO, the plan will

not pay for any services out of the Network, except for medical emergencies and unless otherwise authorized by the Plan. Other than for certain circumstances that create a Special Enrollment Period, these plans can only be added or changed during the Annual Enrollment Period (AEP), October 15 to December 7, as well as with Part D Prescription Drug Plans.

2. Assuming Your Current Plan Remains the Right Option for You.

Although premiums can increase annually with Medicare Supplements, the benefits do not change. However, benefits and costs can change on Medicare Advantage and Prescription Drug Plans. So it is often prudent to review your options periodically during AEP to determine if your plan is still the right plan for you. With Medicare Supplements in California, there is an open enrollment every year during ones birth month to switch to any plan of equal or lesser value, without having to answer any medical questions.

A licensed professional who is Certified with several Medicare Advantage Plans and appointed with many Companies offering Medicare Supplements is typically best able to provide objective advice and recommendations based on your specific needs and concerns. These professional services can assist you in your research and are never any cost to you.



For more information contact Marv Law, CLTC at HealthBridge Insurance Solutions – (760) 345-4705 Email: marvlaw@HealthBridgeIS.com. Website: HealthBridgeIS.com CA License #0D69107.

Social Media Benefits and Risks

By: **Carrie Babij, Desert Insurance Solutions**

Social media makes staying in touch fun and easy, but there is a dark side. The informal and anonymous nature of social media can lull us from proper risk management:

NOT HOME

One big mistake is people posting vacation photos real-time, effectively telling would-be burglars they aren't home, so the coast is clear.

WILD WEST

Some people, particularly teens, have the mistaken impression that the internet is a no-rules zone. However, courts have ruled online comments as "published" and open to legal challenge. Teens frequently participate in embarrassing photos, unfiltered thoughts and cyber-bullying. Charges of libel, harassment, invasion of privacy and defamation of character could result.

Also, employers regularly review social media as part of their background checks. That picture of you getting crazy might have been funny at the time, but it gets very uncomfortable to try and explain it to a potential employer five years later.

BUSINESS ISSUES

Today many businesses market using social media, but they can run into trouble if they falsely disparage competitors (either directly or through a posting mechanism), or infringe on copyrights. Website disclaimers provide little if any protection against legal action.

WHAT TO DO – PERSONAL

Have a family meeting about social media and establish some rules:

- Don't share where you are at the moment
- Don't post anything you aren't willing to broadcast
- Don't share sensitive personal information
- Use privacy controls so only your friends can see your posts

Most homeowners' policies and umbrellas cover social media legal issues under "personal injury" provisions, but the best protection is to avoid exposure.

WHAT TO DO – BUSINESS

If you can afford it, hire an expert to keep you out of trouble. Have rules about who can speak for your company and what they can say. Safeguard access to your website/social media. Review your "right to use" contracts to avoid unintentional copyright infringement. And if an issue arises, take down the material in question asap.

Social media is a fun and effective way to stay in touch but it's not some legal neutral zone. Maybe the best rule of thumb is only post what you wouldn't mind seeing in your local newspaper. Insurance provides some protection, but common sense risk prevention is your best defense.



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



Is Your Company Active or Suspended with the California Secretary of State's Office?

Submitted by: OR CPAs

Once a year, or every other year for some organizations, the Secretary of State will send you a small postcard asking you to update your organization's Statement of Information. If this form is not filed or is filed late, the state will assess a penalty of up to \$250 and will suspend your corporation or LLC. If for some reason, the Franchise Tax Board has not received any required tax filings or all of the taxes and/or penalties have not been paid, then your organization could be suspended from operating. The fine may not be too bad, but the suspension of your company can be very problematic.

Suspension could mean you cannot continue to operate and any contracts you have may be negated. This can be a tremendous problem. Banks are also now checking on this status for lending and loan covenants or to just open a bank account.



The state won't tell you if they have suspended your company. There are numerous reasons that your organization may owe the state taxes, fees or penalties. As California continues to be less of a friend to business, it will suspend your organization from operating and never tell you that they have done this.

It could take over six weeks to file for reinstatement. You will need to contact the Franchise Tax Board on any and all taxes and penalties due along with filing the form 3557 for the Certification of Revivor. There are a number of problems that can occur if your organization has been suspended from operations. You may be headed towards litigation and have no corporate or LLC protection from your personal assets. You may be in the middle of a real estate transaction and suddenly the process must stop. You may be trying to open a new company bank account.

Unfortunately, you cannot depend on the state of California to tell you if you have a problem with the state. If you happen to uncover it, they will make it extremely difficult and time consuming to correct.

For more information on protecting your business, contact OR CPAs at (760) 777-9805. OR CPAs is a full-service accounting firm providing a variety of services for businesses, trusts, non-profit organizations and individuals including: income tax preparation, tax planning, accounting and bookkeeping services, attestation services, estate planning, business evaluations, fraud prevention, forensic accounting and business consulting.

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Growing Into Your Eventual Exit

By: *W Bruce Steever, BusinessExitAdvisor.com*

It's been said "timing is everything" and in exit planning, "transferability" is also vital. A successful exit strategy requires an understanding of what the owner wishes to achieve and whether such an outcome is feasible.

In order to manage anything in life/business, you should first strive to measure it. Measuring a business's current value and growing that value as the owner's targeted exit approaches are critical. To do so, the three key components behind any successful exit/transition – profitability, sustainability and transferability – must be understood.

1. PROFITABILITY

A business's profitability is typically defined as the cash flows available to its owner. Any future owner of a business – be it a buyer from within the industry, members of management, and/or another party – will want to know what cash flows they might expect as a return from owning the business. The owner



owner being there? The simple ability to manage the business using systems and controls that can be run by someone other than the selling owner is a good first step. By understanding how to sustain profits, the business can grow as the targeted exit approaches.

3. TRANSFERABILITY

The final element of growing towards an exit: How likely is the transferability of those profits? Many businesses owned/operated by a primary owner are, alas, non-transferable since once the owner becomes detached from the business, it ceases to operate as it once did. Ensuring that management/employees are

needs to look ahead to understand where and how profitability will be generated.

2. SUSTAINABILITY

The second element is sustainability: Will a future owner be able to continue to generate profits without the original

capable of running the business, systems/processes are well developed, the "brand" is not dependent on the owner, customers will survive the owner's departure, and the business model is supportable without the owner are all facets that must be addressed by the owner and the exit advisor well in advance of the targeted exit.

Even the owner thinks that an exit is several, or even a few, years away, it is important to begin planning today. The owner will need to run the business with an exit in mind, focusing on profitability, sustainability, and transferability, and getting "the rest of the house in order." Doing so increases the likelihood of meeting the goals laid out in your exit strategy.



*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, please contact W Bruce Steever d/b/a **BusinessExitAdvisor.Com** at WBS@BusinessExitAdvisor.Com or (714) 342-9034*

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UPCOMING CHAMBER EVENTS



Don't Miss It!

**By: Jenifer Prisbrey,
Chamber of Commerce Events Coordinator**



Join us for our **Flash Lunch Mob from 11:30 a.m. – 1 p.m., Thursday, September 10, at Egg Café**; 50-855 Washington Street in La Quinta; (760) 564-3223. There's no admission fee — just order off the menu and pay for your own lunch. Don't miss this opportunity to enjoy lunch while networking. No reservations are needed. Everyone is welcome.

Join us for the **Ribbon Cutting at My Thai**; 46-520 Washington Street, Ste. 3 in La Quinta; (760) 333-4535; as a new La Quinta Chamber of Commerce member, and celebrate with us as we welcome My Thai — 11:30 a.m., Friday, September 11.

The La Quinta Chamber of Commerce – in partnership with the Coachella Chamber of Commerce and the Indio Chamber of Commerce – is hosting the **"All-American-Style" joint mixer from 5:30 p.m. – 7:30 p.m., Wednesday, September 23, at The La Quinta Resort & Club**; 49-499 Eisenhower Drive in La Quinta. Join us for a **Chili and Pie Taste-off!** Enter your favorite recipes (\$10 to participate). Perhaps you'll be voted the best in the following categories: *Best Vegetarian Chili; Best Beef Chili; Best Hot & Spicy Chili; Most Unique Chili; People's Choice Chili; Best Pie Crust; Best Pie Filling; Most Unique Pie; and People's Choice Pie!* Chamber members, prospective members, and our community friends are invited to attend. Mix and mingle with local business owners, professionals, and corporate and community leaders. Build relationships while networking and enjoying an evening of chili and pie (provided), drinks (cash bar), and raffles. Admission is \$15 for Chamber members; \$20 for non-Chamber members. For more information, contact the La Quinta Chamber of Commerce at (760) 564-3199 or email jenifer@lqchamber.com.

The bi-monthly **Mayor's Luncheon is from 11:30 a.m. – 1:30 p.m., Thursday, October 8, at Ernie's Bar & Grill**; 56-150 PGA Blvd. in La Quinta. Enjoy lunch with La Quinta Mayor Linda Evans, and congratulate the newest La Quinta Chamber of Commerce members as they are announced and given their new-member plaque.

The **SCORE SunRise Business Mastermind Workshop titled "Video Marketing" is from 7:30 a.m. – 8:30 a.m., Tuesday, October 13** at the La Quinta Chamber of Commerce office; 78-495 Calle Tampico in La Quinta. This FREE workshop is presented by Jeff Harrison and Andrew McCauley of SCORE.

Our October **Business-After-Dark Mixer is from 5:30p.m. – 7:30 p.m., Wednesday, October 28 at Arnold Palmer's**; 78-165 Avenue 52 in La Quinta; (760) 771-4563. Chamber members, prospective members, and our community friends are invited to attend. Build relationships while networking and enjoying an evening of appetizers (provided by the hosting establishment), drinks (cash bar), and raffles. Admission is \$5 for members and \$10 for prospective/non-members. Raffle tickets are \$10 for an arm's length. We accept cash, credit cards, and checks for admission and raffle tickets. No reservations are needed.

CHAMBER MIX & MINGLE EVENTS

Pictured from top to bottom: • **Business After Dark Joint Mixer** held on July 22 at **Augustine Casino** 84-001 Avenue 54, Coachella, 760-391-9500. • **Flash Lunch Mob** held on August 13 at **El Mexicale Cafe**, 47-150 Washington Street, Ste. B, La Quinta, 760-625-1541. • **Ribbon Cutting Ceremony and Grand Opening** held on August 21 at **Jule's Market** 78-130 Calle Tampico, La Quinta, 760-989-1812.



NEW MEMBER SPOTLIGHT

AirMedCare

Above the ordinary. Beyond your expectations. Those are the two goals that launch REACH Air Medical Services into the sky day in and night out. REACH provides emergency air transportation services for 911 requests and patient transfers between hospitals throughout California, and has access to over 220 base locations covering 32 states.

The guiding principle at REACH is: "Always do what is right for the patient." REACH is a recognized leader in patient care, and has a local Coachella Valley helicopter and airplane base providing life-saving emergency services for those in need. REACH flight nurses, paramedics, and pilots are available 24 hours a day, 365 days a year.

As a member of the AirMedCare Network, REACH is part of the nation's largest emergency air ambulance membership program. The AirMedCare Network offers an affordable membership program that helps provide financial peace-of-mind and guarantees no out-of-pocket expense when transported by an AirMedCare Network provider.

For more information, call (760) 550-1465, email george.nava@amgh.us or visit ReachAir.com.

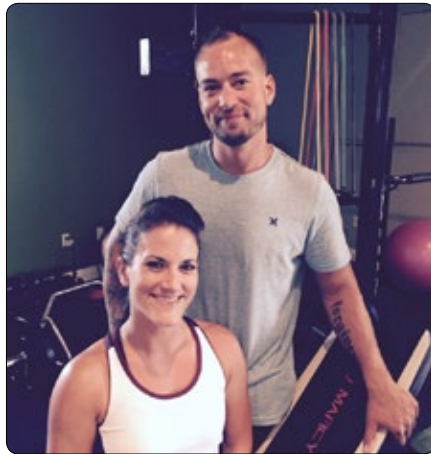


Palms Athletic Club

Palms Athletic Club (PAC) utilizes a multi-faceted approach to exclusive, custom-tailored health services for those looking to make a life change. It is widely understood and accepted among PAC members that fitness is not a fad, it is a lifestyle. These are just a few of the reasons for which this facility focuses on building core strength, dexterity, flexibility, and coordination, rather than tossing clients directly into a cross training program.

Among the services offered, you will find a broad array of group classes that keep you motivated with the help of your peers; as well as custom-tailored personal training that blends the principles of high-intensity overload training, and low-impact resistance training to ensure client safety. As a way to support the local economy, PAC is now offering local residents a 50% savings until the end of September.

Since they offer an exclusive experience, patrons must make an appointment to visit Palms Athletic Club. To set up your appointment, call (442) 235-3189 or email team@palmsathleticclub.com.



NEW MEMBER SPOTLIGHT

Laulima 760 Massage

Ashley Hamlett was born and raised right here in the Coachella Valley, and is excited to bring her 13 plus years of experience in massage therapy to you. Ashley's love for helping others to feel better is what has kept her in this business for so long.

At Laulima 760, massages are customized to meet each client's lifestyle needs, and because they understand that massage is a necessity that has been thought of and priced as a luxury, they offer affordable packages as well as payment plans.

Laulima 760 Massage is located at 79-430 Hwy 111, Suite 101, inside Sola Salon Studios in La Quinta. Go to SolaSalonstudios.com or call (760) 574-8544 for more information about their Grand Opening coming in September.



NEW MEMBER SPOTLIGHT

JNA Marketing, LLC.

La Quinta residents, Natalie and Joe Angrisani, have formed JNA Marketing and opened their office in La Quinta Park.

JNA Marketing represents and promotes Vollara, a global leader in natural health and eco-friendly technologies and is committed to healthy living by providing products to purify the air you breathe and the surfaces you touch, to enrich the water you drink, to support your immune system and strengthen your body with:

FreshAir Everest with ActivePure® Technology works 24/7 to remove allergens, bacteria and airborne pollutants, and even mold from the air while safely sanitizing indoor surfaces to effectively create a healthy environment for you and your family.

LaundryPure is a healthier "no-suds" way to do laundry, supporting a "greener" lifestyle by reducing waste, saving water and cutting down on energy consumption. You no longer need to wash clothes in hot water or use detergents and chemicals that end up the drain and into the water supply.

LivingWater® uses exclusive technology from Vollara where your regular tap water is filtered, ionized and optimized to deliver healthy alkalized ionized water right in your home. You and your family deserve to have cleaner, healthier water.

Essentials For Life is a 100% natural, full spectrum nutritional system for superior daily nutrition, optimal health, energy and vitality that is so much more than just a multi-vitamin and mineral supplement.

For more information about these and other healthy lifestyle products promoted by JNA Marketing, LLC, visit heco-friendlysystems.com or call Natalie at (760) 501-8905.



NEW MEMBER SPOTLIGHT

Paper Doll Interiors

Paper Doll Interiors can make your home everything you desire it be and bring your vision to life. Family-owned and operated for more than 40 years, Paper Doll Interiors is Coachella Valley's residential interior design resource. They have everything you need to transform your home and showcase your individual



style with competitive pricing options to accommodate your budget.

Gathering the finest in signature furniture and upholsteries that will blend beautifully into your desert

lifestyle, Paper Doll Interiors can bring new life to your furniture with high quality upholstery services or choose to create custom built furniture. Invite texture and comfort with a huge selection of wall coverings from vendors from around the globe. Paper Doll Interiors has the largest wallcovering collection in the Valley with the latest emerging trends as well as timeless wallcovering designs. Explore their exclusive Hunter Douglas collection of window coverings to complement your furnishings and accessories. Discover a vast array of creative accessories and home décor to complete your space. Add style and sophistication with custom bedding options.

Visit Paper Doll Interiors in La Quinta at 79-710 Highway 111, and let their gallery showroom inspire your latest creations. Browse thousands of unique fabrics, wallcoverings, window coverings, furnishings, bedding, area rugs, art and accessories. For more information, go to PaperDollInteriors.com.

NEW MEMBER SPOTLIGHT

SIP Coffee House & Juice Bar

SIP Coffee House & Juice Bar is the "best office in the valley, where you'll enjoy free Wi-Fi and the finest coffee around.

Kerry Anderson has been in the coffee business for over 10 years. Formerly It's A Grind Coffee House, SIP has expanded its menu to include fresh juicing. They now offer juices, juice bowls and fresh fruit smoothies.

Along with Dr. Jeffrey Gamble, DC, SIP is evolving its menu to offer healthier alternatives. Examples of fresh juices include the "Energizer" made with fresh-squeezed orange juice, pineapple, apple & strawberries. Another delicious selection is "The Green Drink" with pear, parsley, celery, cucumber & kale.

SIP also has Acai & Pitaya Bowls as well as Fresh Fruit Smoothies. SIP also bakes their pastries, muffins, scones and cookies fresh daily – offering gluten-free products as well. Catering is also available. No group is too large or too small.

Visit SIP at Heritage Court Shopping Center, 44-100 Jefferson Street (corner of Fred Waring & Jefferson) in Indio. For more information, call Kerry at (760) 668-5048 or email: kerrya60@hotmail.com.



NEW MEMBER SPOTLIGHT

Massage by Adam 4 U

After serving 4 years in the US Army Infantry, Adam Bowman decided to take his life in a new direction in order to pursue his dream of becoming a massage therapist. In August of 2002, he enrolled at the Honolulu School of Massage where he eventually graduated at the top of his class.



For the last 12 years, Adam has worked in many different settings as a massage therapist ranging from high end spas and fitness centers to chiropractic offices. These experiences have shown Adam that there is a demand for massage by truly gifted therapists.

Adam opened his own business in March 2014 to raise the standards of what is considered therapeutic massage and called it Massage by Adam 4 U. He provides affordable massage that is therapeutic and effective, and can rid clients' pain and discomfort to improve their quality of life.

Massage by Adam 4 U is located at 79-430 Hwy 111, suite#103, in La Quinta. For more information, go to MassagebyAdam4U.com or email: Massagebyadam4u@gmail.com.

NEW MEMBER SPOTLIGHT

Jeremy T. Roos, SolarCity

Jeremy T. Roos joined SolarCity to help homeowners take control of their utility costs by replacing their costly dirty energy with clean, renewable energy at a predictable rate.



"With two small children and a third on the way, I'm naturally concerned about the environment and the future of our planet," said Roos. "Once I understood SolarCity's vision, the impact they were having, and that Elon Musk of Tesla was leading the way, I was onboard."

Though SolarCity is the nation's largest provider of residential solar power, they maintain a strong local presence with a warehouse in Thousand Palms. The salespeople, warehouse managers, surveyors, and installers are all local employees. And while many companies put their service centers offshore, SolarCity's is located nearby, in Las Vegas.

For every megawatt that SolarCity installs, they provide power to a school in a developing country through their GivePower program. They support local communities with the SunRaising program, which contributes to local schools and nonprofits. With a background in fundraising, Roos has been approved to implement SunRaising in the desert.

To learn more about going solar, or for inquiries regarding the SunRaising program for schools and nonprofit organizations, contact Jeremy T. Roos at (760) 534-3966, or email jroos@solarcity.com.

MEMBER NEWS

Labor Day Weekend Block Party

The public is invited to attend a Labor Day Weekend Block Party on Saturday, September 5 from 7 p.m. to 11 p.m. on the Old Town La Quinta Event Lawn, located at 78-100 Main Street in La Quinta. 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, Stuft Pizza Bar & Grill and La Quinta Brewing Co. (NitroInfusions Handcrafted Ice Cream, Old Town Coffee Company, Solano's Bistro and Morelia's Fruits & More will also be open for business.)

Local music favorites, The Refills, Trill, and The Toast & Jam Band will provide live entertainment.

A portion of the proceeds from food and beverage sales will benefit Desert Cancer Foundation, a local nonprofit organization dedicated to assisting residents in the Coachella Valley and surrounding communities who need financial assistance in obtaining screening, diagnosis and treatment for cancer and allied diseases. To learn more about the organization, visit DesertCancerFoundation.org.

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

MEMBER NEWS

JFK Memorial Hospital Welcomes 22 New Junior Volunteers

Twenty-two young people have joined JFK Memorial Hospital's Junior Volunteer program – most hoping to gain real world insight into careers in the healthcare field.

Mariah Gutierrez is a senior at Palm Desert High School's Health Academy. "It's something I've always been interested in. This is a great way to get community service hours and also have that extra foot in the door to get experience in the medical field," she said.

Gutierrez was drawn to a career in the medical field at an early age. "I first wanted to be an optometrist... but now I want to be an R.N. because I've always been that person who likes to help people out."

She said students can enter Palm Desert High's Health Academy in the 10th grade. "Your sophomore year is just kind of an introduction... you learn the terminology, medical abbreviations, and you're kind of getting the whole vibe and what the medical field is about."

For more information on JFK Memorial Hospital, located at 47-111 Monroe Street in Indio, regarding its programs and services, call (760) 347-6191 or go to JFKMemorialHosp.com.



MEMBER NEWS

The Rilington Group Focuses on Corporate Wellness as Core Company Value

The Rilington Group, a long-time and well respected Coachella Valley homebuilder and developer, recently organized and sponsored company teams for three Palm Springs 5K events in the first quarter of 2015. Employees and families of both the Rilington Group and its new home community, Vallera Palm Springs, had at least six participants at each of the 5K events.



This "5K Trifecta," now an annual company event, is the cornerstone of the company's commitment to supporting the health and wellness of employees. "We are so proud of our team members and their families who joined us in at least one if not all three of the 5K events," said Erin Eslinger, the company's Director of Marketing. "I know we are all so thankful to work for a company that encourages our personal wellness and promotes fun team building." Employees who participated in all three events received a medal and special recognition for their efforts.

As the company grows, the Rilington Group hopes to see increased participation in the 5K Trifecta next year. The company is also in the process of drafting a formal corporate wellness plan to be implemented before the end of 2015. In addition, the Rilington Group has also offered a paid annual membership for its employees to the new City of La Quinta Wellness Center as a part of the corporate wellness program.

For additional information on the Rilington Group, visit RilingtonGroup.com or call (760) 698-9616.

MEMBER NEWS

Soul of Mexico Introduces New Menu Item

This month, Soul of Mexico invites you to check out their new menu item: A refreshing Gazpacho Salad you can enjoy as an appetizer or as a meal. It's light, but with filled with many flavors.



You can order it with vegetables, chicken, beef or shrimp – or even a combination of meats. Savor the fresh iceberg lettuce, red onions, fresh cucumber and mint leaves, topped with the perfect refreshing fat-free lime dried chili dressing for a blend of sweet and spicy.

Always ask for the feature or special of the day, and try a variety of vegetarian dishes as well as homemade corn & flour tortillas. If you need a night out with family or friends, Soul of Mexico offers live entertainment with local bands after 10 p.m.

Soul of Mexico is located at 44-100 Jefferson St, Indio. For more information, call (760) 200-8787 or visit soulofmexicocv.com.



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Spice Up Your Apple Pie Recipe

By: Mary Cardas, Savory Spice Shop

As fall approaches, we start feeling a little more like baking – and for many of us, that means apple pie! Everybody has a secret, an old family recipe, or just a little something that makes their pie the best. Using fresh spices --and maybe something a little out of the ordinary – can make all the difference.

If stored properly (in an airtight container – I prefer glass, out of the light and at a reasonable temperature), spices will not “go bad.” However, over time, all herbs and spices lose flavor. Most people can taste the difference after about a year. If possible, purchase your spices from a spice merchant who allows you to purchase in small amounts – about what you will use in 6 months.

Along with freshness, look for quality. Spices should have good flavor, color and texture appropriate for your uses. If you don't mind grinding yourself, whole spices will keep flavor longer, and allow you to more easily toast them to intensify the flavor.

Look no further than these flavor enhancers to spice up your apple pie recipe:

Cinnamon – A classic! But here's a way to something new: If you buy your cinnamon at the grocery store, you are likely using Indonesian Cassia. Cassias are closely related to “true” cinnamon botanically, and are the thick-barked sticks that we are accustomed to. For a more well-rounded flavor, try Saigon Cassia. If you like something spicier and more floral, “true” Ceylon cinnamon may be for you.

Nutmeg – A great spice to use whole with a nutmeg grinder or a microplane. A little will go a long way.

Cloves – Another strong, classic flavor. Use a pinch of ground—or, if you're somebody who boils down the juices, add a couple whole with other spices while you're at it.

Ginger – Powdered ginger can be spicier than most people expect, so go easy. I prefer dried to fresh because I think you get more consistency in heat and flavor.

Those are just the tip of the iceberg! Visit a spice merchant who can help you find a signature spice to add to your fruit pies!

For those participating in the La Quinta Chamber Chili Cook-off and Pie Contest (for more information, see page 29), there will be a special “Apple Pie 101” tour of Savory Spice in Palm Desert focusing on classic and interesting flavors to help make your pie a winner. Please call (760) 346-4372 for more details on the “Apple Pie 101” tour — and get ready to smell, taste, learn, and start developing your winning pie.



Mary Cardas has been loving the Valley for over five years, and a proud small business owner for four. Visit Savory Spice Shop at 73-399 El Paseo, #103 in Palm Desert or call (760) 346-4372.



Complement Your Food with Lavender

By: Renee Woodward, Lavender Bistro

Lavender's dried buds – simply called flowers – are fragrant and have a slightly sweet taste that can be the perfect complement to many dishes such as a spice rub for your meats. Chop up fresh or dried lavender and mix with lemon juice and olive oil as a rub for pork, lamb or even a roast for a subtle but fragrant flavor. Marinate for several hours before grilling to bring out the best of the flavor.

Before you start, make sure you use organic lavender, avoiding any pesticides. The buds should be brightly colored and tightly closed. If you store it in a tightly sealed container away from heat and moisture, it should retain all its flavor and aroma for up to six months.

Lavender is a strong herb that can dominate a recipe unless it is used sparingly. Begin cooking with lavender as a complement to your dish, so it's almost like an after taste. It's important to note that the potency of the flower increases with drying. And when cooking, the heat releases its fragrant taste, so use sparingly to avoid over powering your dish.



Like a little sugar? Who doesn't! An easy way to cook with lavender is to make lavender sugar. If you have a coffee grinder, place the buds of two lavender flowers, with 2-3 tablespoons of raw sugar. Grind together until fine. This will

break apart the lavender buds and release the oils into the sugar. You can store your lavender sugar in any air-tight container in the freezer to keep it fresh and fragrant. Now that you have your newly fragrant sugar available, have fun and experiment with adding the Lavender sugar to baked goods and teas; as well as flavoring whipping cream, homemade ice creams, jams and jellies, fruit syrups, shortbread cookies, scones and more.

For those of us who like variety in our cocktails, Lavender is not only unique, but rare to find in bars – except in some of the trendier restaurants, like ours. When lavender flowers are steeped in alcohol, the oils are extracted from the buds and infused into the alcohol for the subtle but fragrant taste.

On your next visit to Lavender Bistro, try our 'famous' Lavender Botanical Lemon Drop and Lavender Margarita. Try taking a sprig of lavender in your martini with a twist of lemon. Simply delicious!

Renee Woodward is the Marketing manager at Lavender Bistro, located at 78-073 Calle Barcelona in La Quinta. Call for reservations at (760) 564-5353. Happy Hour is from 4pm, and dinner is from 5:30pm. Live music nightly! For more information, go to LavenderBistro.com.

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Life May Bring Adversity, Yet Happiness is There

*By: Victoria Llort,
American Outreach
Foundation*

Being part of the community means to contribute where help is most needed; to do the best one can with one's gifts and abilities. It is often said that to be involved is to accept

the challenge of going outside one's

comfort zone; to meet people that have a different story than ours.

It is also to be willing to share one's life experience; but perhaps the greatest gift is to learn from the life experiences of others.

A few months ago, I was privileged to meet a wonderful couple, Jose and Maria. Maria is a happy recipient of an electric wheelchair by the American Outreach Foundation, which donates electric wheelchairs and scooters to people who cannot afford them. Their story is one that does not leave you indifferent, and yet it is filled with hope and inspiration.

Maria was in a car accident in 1991 at the age of 23 that broke her spine and left her paralyzed from the waist down. In 1993, Jose was also injured in a car accident at the age of 26. His car was hit and he was ejected from his seat, causing a severe head injury. Years of struggle and hardship passed, yet physical therapy allowed both of them to recover their health and rebuild their strength.

The twist of fate was that they both attended the same physical therapy establishment. They met in 2001 and worked together to rebuild their characters and personalities. They fell in love and married in 2002. They later adopted their young daughter at the age of two. Brianna is now 7 years old, an energetic and lovely young girl and the center of their universe.

Their story is heartwarming to say the least. Despite life's incessant curveballs, Jose and Maria are living proof that love and happiness are waiting for you, no matter the obstacle. One can only rejoice to see how happy they are together. I have met Maria and Jose several times and each time they carry a smile that lights up the world and brightens my day. Their lives did not change because of their accidents, but because they met. What an encouraging lesson! Life may be full of adversity, yet happiness is there and within your reach, waiting to be grasped.



Victoria Llort is the Director of Fundraising Initiatives and Spokesperson for the American Outreach Foundation, a Coachella Valley based 501(c)3 organization. She can be reached at (760) 674-4861 or Victoria@AmericanOutreachFoundation.com.



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For Whom the Bell Tolls: Weighing In on Water Conservation

Submitted by: *The Living Desert*

Nowhere is the adage “water equals life” more apparent than among the palm-strewn canyons and the creosote-dotted sand dunes of the Coachella Valley. In the desert, safeguarding our precious water resources should always be a top priority. Yet many have chosen to ignore the alarms of one of the worst droughts in California history, even as local springs dry up and populations continue to rise.

We are at a critical juncture, but it's not too late. Our dependence on local water supplies can be reduced by significantly limiting outdoor usage.

In recent years, homeowners, municipalities and business owners have made great strides in the adoption of a plant palette more representative of the southwest. But there are still many places in the Valley covered in ubiquitous shrubs and carpets of turf evocative of no place in particular. The time has never been more right to affect a change.

Once established, native plants require 75 percent less water than plants with high water needs, and 50 percent less than ones rated with moderate needs. A garden comprised of succulents can save as much as 90 percent of the water used in more traditional landscapes. The added bonus of using native plants is promoting species continuity which connects urban spaces to the surrounding natural fauna.



Paying heed to the seasons can mean the difference between having to water new plants once a week or less in the fall/winter, or once a day or more once the heat kicks in. A key factor in reducing plant water use during the establishment phase is to install them during the fall when the heat is less intense and the roots then have the cooler months to establish a supportive network.

The most critical step is the installation and maintenance of an efficient irrigation system. Drip irrigation is 20 to 40 percent more efficient than spray systems.

There are many drip irrigation components on the market today, and while the flexible poly systems are cheaper and easy to work with, they are also the most likely to develop leaks and require repairs. Using PVC pipe along with

threaded emitter components will result in a system that needs to be checked periodically but requires far less maintenance overall.

It's time to wean off the green. Create a landscape comprised of arid-adapted plants, install an irrigation system that delivers water efficiently and enjoy the array of vibrant colors juxtaposed with the muted earth tones Mother Nature has bestowed. Finally, take pride in knowing that you have done your part in safeguarding the Coachella Valley's future water resources.

The Living Desert in Palm Desert includes a zoo and botanical gardens, and its mission is desert conservation through preservation, education and appreciation. For more information, on drought-tolerant native plants, visit LivingDesert.org.



The Sun is Rising on Solar

By: *Jeremy T Roos, SolarCity*

As the climate change debates rage on, desert dwellers are well aware of three things: 1. It does get hot here. 2. The cost of energy, including the energy needed to keep us comfortable in our homes, is high. 3. We have plenty of sunshine. More of us are looking into solar energy as a way to use that glorious sunshine to ease the pain of those high costs -- and, by going “clean” to reduce the environmental cost of dirty energy.

While houses with solar panels were once rare, they now appear on nearly every block. In some neighborhoods, houses with solar panels outnumber those without. According to the Solar Energy Industries Association, residential solar installations are up 76% in the first quarter of 2015 over the same period of 2014. What drives this significant increase?

The biggest reasons are financial, esthetic, and pragmatic. For decades, the cost of solar energy was incredibly high, and its technology was cumbersome and uncertain. This picture has changed dramatically in the last few years. Panels have become more affordable, more streamlined, and much more efficient.

Also, there are now several options for acquiring panels. Most of these require no money up front, with payments being less than or equal to the utility bills they replace, with a guaranteed payment amount for 20 to 30 years. The federal government offers a 30% tax rebate on the cost of a purchased system. Though this rebate will end in December 2016, affecting what some of the smaller companies can offer, Washington seems amenable to legislation making solar more affordable.

All indications are that residential solar will continue its upward trend. The lower cost of solar systems and the uncertainty surrounding the utility companies combine to produce a perfect storm for the solar industry. Earlier this month, the California Public Utilities Commission approved a change in the rate structure used by electric companies, and the cost of power will likely go up for most Californians. But leasing or purchasing a solar system will allow Californians to take control of their energy bills and not be at the mercy of these large corporations.



Finally, Americans demonstrate every day that they simply want to make choices that are best for the environment. One increasingly available choice is to utilize the clean, renewable energy of the sun.

Jeremy T Roos is a Field Energy Consultant with SolarCity. You may reach him at (760) 534-3966 or jroos@solarcity.com.

Housing Market Watch in La Quinta

By: Gail Perry, Palm Springs Regional Association of Realtors

Overall statistics for the past 90 days in La Quinta are down 3% compared to last year April, May and June housing sales. Also down is the average square foot price from June, 2013 to June, 2014 by – 7.2% from a 2013 high of \$206.87 to a 2015



\$191.92. The highest square foot price was \$292.55 in 2006 for a total decrease of 34.4% from June, 2006 to June, 2014 or a decrease of \$114.32 since June, 2006.

Distressed home sales are down from 20% in 2013 to 7% which is directly related to

tighter lending regulations, most specifically the passing of the Dodd-Frank Act, which has led the charge to clamp down on predatory lenders.

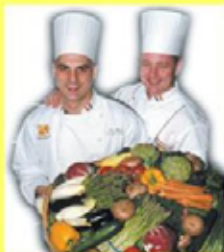
Your Realtor® professional has more specifics on the Dodd-Frank legislation. Average days on the market for La Quinta in June, 2015 are approximately 95. Currently, there are 583 single family units for sale in La Quinta. The median sales price is \$675,500.

Your Realtor® professional has access to these and many more market statistics for La Quinta. How do you know you are dealing with a Realtor® and not a real estate agent? Ask about their Association membership and if they belong to the National, state and local association of Realtors®.



Gail Perry, GRI, SRES, MRP, GREEN is a Realtor® Professional with the Palm Springs Regional Association of Realtors®. For more detailed information, call (760) 534-5116.

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Interesting Facts About Recycling Aluminum

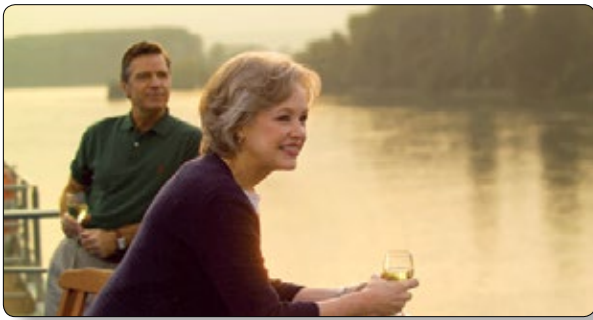
Submitted by: Desert Arc Recycling

Aluminum is made from a natural resource called bauxite ore. When products are made from recycled aluminum, it saves energy and bauxite ore. All types of aluminum can be recycled, from aluminum foil to automobile hoods to lawn furniture. Aluminum can be recycled and reused over and over again without losing any of its characteristic attributes. Here are more fun facts about aluminum:

- Discovered in the 1820s, aluminum is the most abundant metal on the planet
- It can take up to 500 years for an aluminum can to decompose in our landfills (or dumps)
- Americans throw away enough aluminum every three months to rebuild our country's entire commercial air fleet
- Throwing away one aluminum can wastes as much energy as pouring out half of that can's volume of gasoline
- Nearly 120,000 cans are recycled every minute nationwide
- Recycling just one aluminum can saves enough energy to burn a 100-watt light bulb for nearly four hours or run a television for three hours
- Aluminum cans can be recycled into new soda and beverage cans, pie plates, thumbtacks, aluminum foil and even license plates
- An aluminum beverage can returns to the grocer's shelf as a new, filled can in as little as 90 days after collection, re-melting, rolling, manufacturing, and distribution. That means you could buy basically the same recycled aluminum can from a grocer's shelf every 13 weeks, or 4 times a year.



Desert Arc Recycling's mission is: Creating a greener tomorrow by providing community recycling services while employing people with disabilities. For more information on Desert Arc Recycling services, call Jackie Linares at (760) 346-1611, ext. 124; email recycling@desertarc.org or go to DesertArcRecycling.com.



River Cruising: Why You'll Love It

By: Charles Greenberg, Your Travel Agency

Want proof that river cruising has boomed in recent years? You'll find cruises all over Europe as well as China, Vietnam, Egypt, India and, of course, right here in the United States.

Here are five great things about river cruising:

It's Surprisingly Intimate

Compared to their ocean counterparts, riverboats are tiny. Most river vessels carry from 120 to 150 guests. Every room has a view of the water (some with balconies), there are no crowds, and by the end

of the trip, it's likely you'll know or at least recognize fellow passengers.

The Food is Fresh

Perhaps the greatest advantage to a riverboat is the accessibility of fresh food. Because they dock every day, river boats take fresh food aboard daily. Every meal tastes as though you are dining at a top French restaurant: excellent wine, fresh vegetables, fresh eggs, and cheese.

Service

There was a time when good travel service was the norm. On riverboats it still is! Every meal is served by a team of attentive waiters. Cabins, which are quite roomy, are cleaned and made-up twice a day. A print-out of the following day's schedule is delivered to your cabin each evening. Dietary needs and restrictions are catered to.

It's All-Inclusive

Most of what's offered on a river cruise is included in the price. There is something enjoyable about not having to pay for individual drinks and excursions. Many river cruise lines include a number of shore excursions and/or tours at ports of call. These include tours of vineyards, castles, wine and chocolate tastings, and in one case, even a visit to a centuries-old home of a local.

There are exceptions like an evening concert or a special wine, but in general, what you pay for up front covers nearly everything you might want while sailing.

Perfect for Everyone

In addition to river vessels being small and navigable, different tiers of activities are offered to meet guests' levels of fitness. There are vigorous activities and slower ones, often involving transportation for passengers whose mobility is limited.

River cruises are encouraging families to come aboard, too. Adventures by Disney announced family river cruising to eight destinations in four countries on all-inclusive adventures along the Danube. These 8-day/7-night vacations are with AmaWaterways, a leader in luxury river cruising.



Charles Greenberg, owner of Your Travel Agency, treats each client's trip as if it were his own. Affiliated with Travel Planners International and Ensemble Travel, Charlie is a cruise vacation specialist who has long term relationships with all major ocean-going and river cruise lines. To reach Charlie, call (760) 772 5888 or email greenbergcharlie@gmail.com.

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