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OCTOBER 2015

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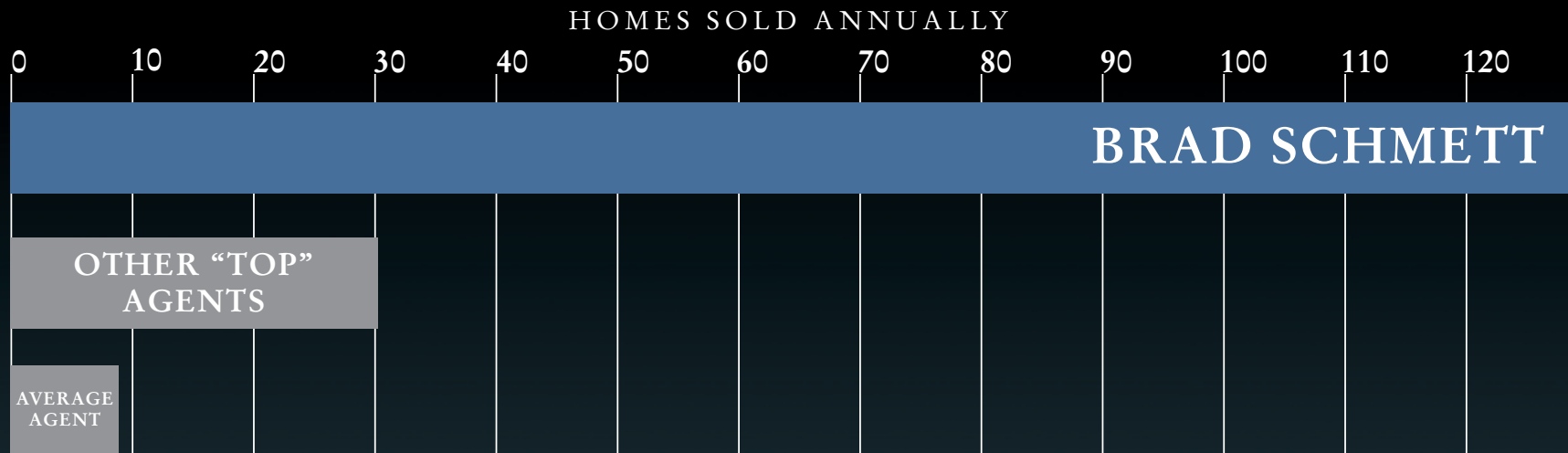
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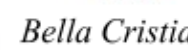
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### MISSION STATEMENT

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 another great day in La Quinta. Over the years, I've come to the conclusion that business is hard. It's almost impossible to be successful by yourself. In fact, without the right partnerships, it's impossible to be successful. Retail businesses partner with suppliers, manufacturers partner with distributors, and service providers partner with referral sources – all in an effort to help their businesses thrive.

The La Quinta Chamber of Commerce recognizes this, and we strive to be the best partner to your business that we can in addition to working to help you build the partnerships you need to be successful. Along these same lines, I would like to take this opportunity to recognize the City of La Quinta as one of our most beneficial partners. We are fortunate to have a strong working relationship with both the city council and city staff that allows us to advocate on behalf of the business community and residents of La Quinta.

In addition to advocating for business, our relationship and support from the city allows us to host the great events we do and draw residents from throughout the Coachella Valley to our great city. We look forward to our continuing partnership with the city and to partnering with all of our current and future chamber members to help ensure we all have the resources and connections we need to be successful.

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



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## A New Season Brings an Abundance of Things to Do in La Quinta

By: *Old Town La Quinta*



Fall is here, and that marks the return of several fun events and activities to Old Town La Quinta.

### Certified Farmers' Market

The first *Certified Farmers' Market* of the season is **Sunday, October 4 from 8 a.m. to 12:30 p.m.**, and it will continue each Sunday through May 29, 2016. (Closed on Easter.) This popular weekly market features fresh produce, herbs, honey,

nuts, cheese, fresh-cut flower bouquets, fresh baked breads, live chef demonstrations, knife sharpening, fresh meats, live music, entertainment and more. The Sunday Farmers' Market provides one of the nicest experiences in La Quinta to sip a cup of coffee, enjoy brunch or lunch, browse the boutiques, select farm fresh produce and take in the beauty of the day. For more information, visit [certifiedfarmersmarket.org](http://certifiedfarmersmarket.org).



### Art Under The Umbrellas

A brand new season of *Art Under the Umbrellas* starts this month. The event will be held along Main Street in Old Town La Quinta the following Saturdays from 10 a.m. to 4 p.m.: **October 31, November 14 and November 28; and January 16, January 23, February 6, February 13 and March 19, 2016.** Admission and parking are free.

This popular event draws about 2,500 art enthusiasts, tourists and locals every time it's held.

More than 80 artists present works in painting, glass, ceramic, jewelry, wood, sculpture, photography, fiber and mixed media along the closed off streets in Old Town La Quinta. Live music complements the event and sets the stage for fun. The beautiful outdoor venue provides a perfect setting to experience art, while giving attendees many shopping and dining options. For more information on this event, visit the La Quinta Arts Foundation website at [LQAF.com](http://LQAF.com).



### Out & About in La Quinta

*Get moving!* The cooler temperatures are right around the corner, making fall a great time to explore La Quinta's trails and beautiful parks by foot or bike. Enjoy golf, tennis and the numerous recreational facilities around the city. Support our local sports teams and attend a game. Visit the *La Quinta Museum* and learn about the Cahuilla Indians, the history of La Quinta and more. (Admission to the museum is free). Enjoy a courtyard concert at

the Museum by *Penny University* on **Friday, October 2 from 5 p.m. - 7 p.m.**

Stop by the *La Quinta Public Library* and peruse the shelves for a great book. Get out and enjoy patio dining at your favorite restaurant, or try something different. Take some time to pamper yourself at a salon or spa in La Quinta. It's not too early to start shopping for cooler weather apparel and fall décor, or to pick up a few gifts for the upcoming holiday season. Shop local and keep our community thriving. Embrace the excitement of everything fall has to offer in La Quinta – the gem of the desert.

Explore Old Town La Quinta's shops, restaurants, salons and professional services. For all the latest news and information, go to [Facebook.com/OldTownLaQuinta](https://www.facebook.com/OldTownLaQuinta). For leasing, contact Property Manager Kevin Dolan at (760) 600-0758 or [Kevin@OldTownLaQuinta.com](mailto:Kevin@OldTownLaQuinta.com). **7**

## The Farmers' Market Returns for the Season October 4!



### SHOPPING, DINING & THE ARTS



**Farmers' Market**  
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8 a.m. to 12:30 p.m.

**Art Under the Umbrellas**  
October 31  
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# American Craft Week Slated for October 2-11

## Participate & Enjoy!

Submitted by: La Quinta Arts Foundation

La Quinta Arts Foundation (LQAF) has partnered with eight other organizations across the Coachella Valley to offer a diverse slate of arts and crafts activities to promote American Craft Week (ACW) — a national ten-day celebration of handmade craft that encompasses more than a thousand events in all fifty states. La Quinta Arts Foundation won a Star Award as Exceptional Non-profit Participant for its efforts during American Craft Week 2014.

All six of last year's American Craft Week La Quinta participants are returning to collaborate on the 2015 celebration: *La Quinta Museum, La Quinta Historical Society, La Quinta Library, Friends of the La Quinta Library, Old Town Artisan Studio* and *S'mart Studio*. Collectively, they will offer more than 20 craft themed events and activities including exhibits and receptions, plus a host of workshops for children, teens and adults.

New alliances in ACW 2015 include over 300 members of the Coachella Valley Quilt Guild, and the annual Quiltfest Oasis Palm Springs showcase, as well as S.C.R.A.P. Gallery / Coachella Valley Art Center.

Many of the activities are offered free of charge. A complete listing of ACW activities is available on [LQAF.com](http://LQAF.com). Workshops are limited in class size, so please RSVP directly to the organization's contact number in advance.



**Follow the Thread—A Salute to American Craft Week:** This amazing exhibit is presented by LQAF and the City of La Quinta, in association with Coachella Valley Quilt Guild. It is a glimpse into the captivating world of modern-day quilt artists who are able to transform a fabric canvas into a multi-faceted piece of art. On display are 27 extraordinary art quilts plus eight “tree sculptures” created by more than 20 local quilt artists. Ten of the quilts pay homage to *Dia de los Muertos*

(the Day of the Dead). *Follow the Thread* will run through November 20 at the La Quinta Community Gallery in La Quinta Civic Center. The gallery is open to the public Monday through Friday, 10 a.m. to 4 p.m.

A lecture and reception for the exhibit will be held on Wednesday, October 7 from 4 p.m. to 5 p.m. in City Council Chambers. Laura Wasilowski, renowned textile artist, teacher and creator of hand dyed fabrics and threads, will give a presentation followed by a gallery reception from 5 p.m. to 6 p.m. This event is presented in partnership with Quiltfest Oasis Palm Springs scheduled at Palm Springs Convention Center, October 8-10.

*La Quinta Arts Foundation (LQAF) is a non-profit organization engaged in its 33 year mission of “Promoting and Cultivating the Arts.” Through proceeds generated from LQAF events that include La Quinta Arts Festival and Art Under the Umbrellas, it has awarded Visual Arts Scholarships totaling \$1.2 million. For more information, go to [LQAF.com](http://LQAF.com) or call (760) 564-1244.*



“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.”

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# The Power of our Business Community

By: Pat Wood, Encore Consign + Design Studio

A lot is happening in La Quinta these days! Business never seems to stand still as we respond to the needs of our community and customers. Take a look around the city and you will notice new businesses popping up among the more established locations and many more under construction.

**THE BUSINESS OF BUSINESS** — The energy of change is infectious. Just like a new coat of paint to change the mood of a room or home, a new business can change the energy and vibe of the type of products it offers, its business neighbors and the local economy. Our city and neighborhoods serve vital roles in providing friends and camaraderie, as well as acting as a support system. Local businesses also serve as friends, resources and the underpinnings of a sound local economy.

As we come out of summer hibernation, it's important to remember that fall is still a shoulder season for businesses in La Quinta. Many of us partner to provide events and special promotions, so that we can show our strengths and invite residents to get more familiar with our products and services.



Encore recently hosted an event to welcome Jule's Market to La Quinta. It was fun to meet these energetic entrepreneurs and hear about their vision. We enjoyed appetizers and refreshments and chilled from the heat.

**FALL TRANSITIONS** — Speaking of transitions, the colors of fall are fabulous! The oranges, reds, golds and plums begin to push us in the direction of the holidays. As we usher in Halloween, the buzz on the decorator scene is talking about colors such as: plum, raisin, persimmons, tobacco, rust and amethyst, along with neutrals such as powdery grey and warm taupe. It's a color palette that invites us with a feeling of warmth, serenity and calm. It only takes a few accents to transform a room, home or even patio from the dog days of summer to fall.

**TRICK OR TREAT** — As we transition into the desert weather we all love so much, come on out and get to know your local businesses. There are many shops in La Quinta that can help. There is even a consignment shop that can help. Regardless of your taste or style, the change of seasons is always exhilarating. Trick or Treat!



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

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## Get Active This October, La Quinta!

Submitted by: Desert Recreation District

It's hard to believe the winter holidays are soon upon us with Thanksgiving next month – so the question is, how to stay fit and active? We have several answers for you, ranging from indoor to outdoor fun and fitness. Our Fitness Center with wellness system offers an indoor workout option, but if you prefer to be outdoors, come play Bocce Ball! We also have Tot Programs for your little ones if you want a partial day program, or our Bright Beginning preschool at Wolff Waters is open to everyone, and is a full-day program. Here is what's planned for October:

### HEALTH & FITNESS

Full Body Boot Camp	M/W/F in October	5:30 a.m.– 6:30 a.m.
Fit After 50	M/W in September	2 p.m. – 3 p.m.
Super Seniors	T/TH in October	2 p.m. – 3 p.m.

**FITNESS YEAR ROUND** — Our Fitness Center passes are a great way to stay in shape all year, and can be used at our La Quinta, Indio, and Palm Desert locations all for one low price. New to working out? Try our Personal Training Packages to get some one-on-one training time. Ask a team member for more details on our fitness memberships and training packages!

**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 Scientists	Fridays in October	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) Just opened in September, our Full-Day Licensed Preschool runs 7:30 a.m. to 5:30 p.m., Monday through Friday. Financial aid may be available through Riverside County or other resource programs, inquire with a team member for contact information for these resources.

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](http://MyRecreationDistrict.com) or call (760) 564-9921.

# LA QUINTA City News



## CITY MANAGER'S MESSAGE



### Weather Watch: Protecting Our City

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

El Niño is here...and La Quinta may be in for a very wet fall through spring. To help reduce potential flooding, we are focused on maintaining storm drains and retention basins to function as designed to provide maximum flood protection to public roadways and public facilities.

The last substantial rainfall in La Quinta (September 8, 2014) was of a size the City had never seen before. The City's storm drains and retention basins are designed to handle what is commonly referred to as a "100-year" storm event, meaning a storm that has a one percent (i.e., 1 in a 100) chance of occurring in any given year. (That's why it's possible to have back-to-back 100-year storms). However, a 700-year flood was unforeseeable. Now that we've seen what it looks like, we are doing everything within our means to lessen the impact of another such storm and educate residents on what they can do as well.

Homeowners should clear rain gutters and check to make sure drains and swales around the home are clear to prevent water from being trapped on the property. Homeowners Associations also have some

work to do - they should verify that their retention basins have been properly maintained within the past 12 months, including servicing of the drywells or sand filters located in the bottom of the basin.

Although we can't guarantee that Mother Nature won't give us more than we can handle, we can all be confident that we've done our part to lessen flood damage should we be faced with more torrential rainfall. Protecting our Gem of the Desert and everyone in it is of the upmost importance. Please visit our website at [la-quinta.org](http://la-quinta.org) for safety tips on being prepared for seasonal climate changes.

If you have any questions on how to best prepare your home or community from flooding, the Public Works Department would be happy to meet with you to discuss flood protection options.

## PUBLIC WORKS AT WORK

### Safety First on La Quinta Streets

Traffic collision data identified several intersections where broadside collisions were occurring due to drivers not complying with red lights. As a recommended safety upgrade, a second traffic signal head has been added on the mast arms of intersections that have three or more approach lanes. This upgrade is now complete at the intersections below, and broadside collisions are expected to decline:

- Highway 111 and Plaza La Quinta (Circle K)
- Highway 111 and Simon Drive
- Highway 111 and Jefferson Street
- Washington Street and Avenue 50
- Washington Street and Avenue 48
- Washington Street and Avenue 47

### Roundabout Gets New Stripes

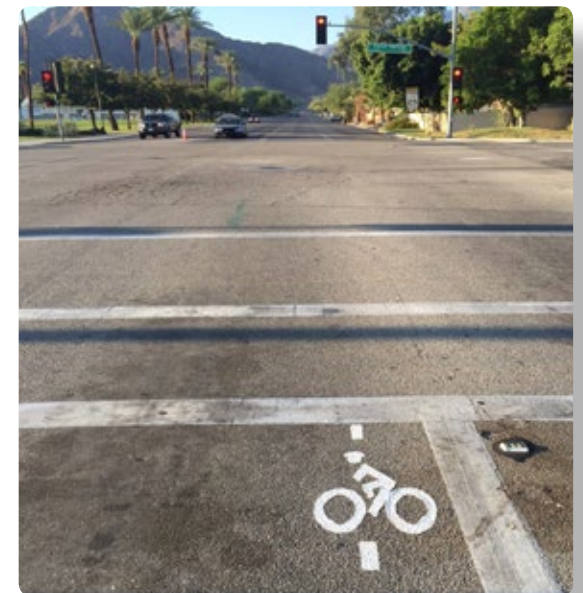
The roundabout at Jefferson Street and Avenue 52 was re-striped to provide a single lane entering the roundabout and a separate right-turn lane on all four

approaches. The signing and striping were upgraded to ensure drivers approaching the roundabout reduce their speed and select the appropriate lane when entering. Traffic is now flowing more smoothly and motorists and bicyclists have provided favorable comments about the single-lane operation.

### Bicyclists, Just for You!

Maintenance staff has begun painting bicycle symbols at specific locations at the Avenue 52/Avenida Bermudas intersection to enhance bicycle detection by the City's traffic signal video detection system. The bicycle symbol designates the location for a cyclist to wait to be detected. The traffic signal video detection system has a special "bike" detector that can be programmed to distinguish between cyclists and vehicles, which allows the City to set a longer minimum green time specifically for cyclists. Public Works will be installing these symbols throughout the City at the intersections equipped with the video detection technology.

*For more information about the Public Works Department, call (760) 777-7075 or go to [la-quinta.org](http://la-quinta.org) (Your Government, Public Works).*





## FIRE DEPARTMENT

### October is Fire Prevention month!

Are you doing everything you can to prevent a fire in your home? Each year, too many people die in home fires that could have been detected by working smoke alarms. Many of these deaths happen at night when people are asleep. Smoke alarms need to be installed throughout the home, including bedrooms and other rooms where people sleep.

#### Hear the beep where you sleep!

“Hear the beep where you sleep” is the National Fire Protection Association’s Fire Prevention Week theme for 2015, and it was chosen to remind people to have a working smoke alarm wherever they sleep. A working smoke alarm in sleeping areas increases the chances of escaping a home fire. Family members have a better chance of waking and getting outside quickly.

**In the event of a home fire, how much time do you think you have to get outside safely?** People may only have one to two minutes to escape once the smoke alarm sounds. This means it’s important to hear the alarm as soon as it sounds and react quickly. If the smoke alarm is not near the sleeping area, it may take longer to wake someone and limit reaction time. In addition to the bedrooms, smoke alarms need to be present in any room family members typically sleep. If you doze on the living room sofa in the afternoon, there should be a smoke alarm close by.

**Why are interconnected smoke alarms important?** If the smoke alarm in one area of the home sounds, all of the interconnected alarms will also sound.

For example, if someone is sleeping on the second floor and the smoke alarm in the kitchen sounds, the smoke alarms on the second floor will also sound. This provides extra time to safely escape the home if there is a fire. If family members sleep behind closed doors, it’s especially important to have interconnected smoke alarms so the alarm sounds in the sleeping area as early as possible.

**Everyone in the home should know the sound of a smoke alarm.** If the smoke alarm makes this sound: *beep-beep-beep (pause) beep-beep-beep (pause)* – get outside, stay outside and call 9-1-1 from outside the home. If there is someone in the home who does not hear well, investigate smoke alarm accessories to assist someone who is hard of hearing. These accessories use vibrations, flashing lights, or low-pitched sounds to alert people that the alarm is sounding. A smoke alarm can make another sound – a chirp. This is a sound that will happen every few minutes. It can be annoying, but it’s telling you that you need to change the battery. Never ignore a chirping alarm. Replace the battery right away. Ask for help from a neighbor, relative, or even the fire department if needed.

#### Remember.

- Make sure your home has enough smoke alarms. (You need one on every level, and outside each sleeping area.)
- Test all your smoke alarms monthly by pushing the test button. Ask for help if you are not able to test your alarms.
- Replace smoke alarms every 10 years. Look on the back of the alarm for the date of manufacture.
- Interconnected smoke alarms provide the best protection.

For more fire safety information, go to [rvcfire.org](http://rvcfire.org). Information provided by [nfpa.org](http://nfpa.org).

## POLICE DEPARTMENT



### Tip A Cop Event

On Thursday, October 22 from 5 p.m. to 9 p.m., the La Quinta Police Department will be donating their time as servers for “Tip-A-Cop” at the **Red Robin Restaurant in La Quinta**. While waiting on the public hand and foot, officers will raise money for a great cause, the Special Olympics. The Special Olympics changes the lives of people with intellectual disabilities through sports training and competition. All tips collected by

the officers will be donated to the Special Olympics of Southern California. Bring your family and friends to enjoy a great meal, great service and meet Special Olympics athletes. All tips are tax deductible and support sports training and competition for children and adults with intellectual disabilities.

### La Quinta Document Shred Day

Mark your calendar! La Quinta will hold its semi-annual *Document Shred Day* on **Saturday, November 7 between 7 a.m. and 11 a.m.** in the north parking lot of La Quinta City Hall (78-495 Calle Tampico). Please come out early as the event is first-come, first-served until capacity is reached. This event is provided in part by the City and Burrtec at no cost to La Quinta residents and businesses.



Please bring proof of residency, such as a current government-issued identification card and utility statement, and/or business license.

There is a limit of two file boxes (each the size of a box of copy paper) per car. This is an excellent community event to recycle and safely destroy all confidential and personal documents.

#### Acceptable shred items include:

Office paper  
Glossy paper  
File folders  
Envelopes

#### We can’t accept these:

Carbon or transparency paper  
Metal clips or brackets  
Old cardboard boxes  
Trash, food or liquids  
Paper towels and tissues  
Glass, aluminum and plastics  
Household hazardous waste

For additional information on upcoming recycling events, please check the City’s Community Calendar at [la-quinta.org](http://la-quinta.org) or contact Burrtec at (760) 340-2113.



## IT'S YOUR LIBRARY

*The La Quinta Public Library offers free programs for the whole family!*

### Special Programs for Ages 3-12

Starting Tuesday, October 6 at 6 p.m., every Tuesday and Thursday children can enjoy special programs like crafts, cooking and pajama storytime at the Colonel Mitchell Paige Middle School.

### Book Babies Storytime (ages 0-2)

Returns Tuesday, October 6 at 10 a.m. and 11 a.m.

### Teen Programs (ages 13-18)

"Basics of Cosplay" (costume workshop)  
Wednesday, October 7 at 4 p.m.

"Teen Think" (Art/Science/Tech workshop)  
Friday, October 9 at 4 p.m.

### Preschool Storytime (ages 2-5)

Returns Thursday, October 8 at 10 a.m. and 11 a.m.

### American Craft Week Programs

*(Sponsored by Friends of the La Quinta Library)*  
No registration required (first come, first served).  
Space is limited for the following programs:

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

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

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

**Saturday, October 10, 2 p.m.** – Library Craft Stations  
Station 1: Origami Bookmark (all ages)  
Station 2: Bookhog (ages 12-18)  
Station 3: Book Bot (ages 2-11)  
Station 4: Snake Craft (all ages)

### Desert Regional Medical Center Lecture:

#### "Helping a Haywire Heart: New Options for AFIB"

**Tuesday, October 13 at 4 p.m. by Dr. Bhakta.**

Learn common symptoms, causes and treatment options for atrial fibrillation - a serious heart rhythm disorder.

Call (800) 491-4990 to register.

### Second Annual "Pumpkin Day"

**Saturday, October 17, 2 p.m. to 4:30 p.m.**

Enjoy spooky stories, crafts, costume contest, games and more. Kids, bring your own bag for candy stations! *(Sponsored by Friends of the La Quinta Library.)*

### "ReaderCon 2015"

**Saturday, October 24, 10 a.m. to 4 p.m.**

Sponsored by Palm Springs Comic-Con and the Friends of the La Quinta Library, join us for a 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 a costume contest, vendors, panels, presenters, and more. The event is free to anyone who has a library card so get your card today! All ages are welcomed. For more information, contact Sue Duran, Library Manager, at (760) 771-0238.

### "La Quinta Reads" Book Club meeting

**Monday, October 26, 11:30 a.m.**

Adults join us for a lively book discussion. Please see the Adult Reference Desk or call (760) 564-4767 to sign up.

### MARK YOUR CALENDARS:

#### Library programs at the Certified Farmers' Market in Old Town La Quinta

(Every first Sunday of the month, 8 a.m. to 11 a.m. with storytime at 10 a.m.) First, stop by our booth for a free book and then the kids can join Ms. Sarah for a special storytime on the event lawn!

### November 2015: National Novel Writing Month

**(NaNoWriMo) Contest:** Do you enjoy writing? Enter our contest! Complete and submit an entry form with your short story. Entries will be accepted from November 1 to November 30 by 11:59 p.m. for a chance to win cash prizes and for your story to be on bookmarks passed out at the Library. Please contact Jade Valenzuela at [jade.valenzuela@rivlib.net](mailto:jade.valenzuela@rivlib.net) for more information.

### Harry Potter Month returns!

**November 1 to November 30**, enjoy a month of Harry Potter activities including crafts, movies, and prizes! All ages are welcomed. *Sponsored by Friends of the La Quinta Library.*

**Please note: the Library will be CLOSED on Monday, October 12 for Columbus Day.**

*For information on programming, call (760) 564-4767 or visit [rivlib.info](http://rivlib.info). Follow us on [facebook.com/laquintalibrary](https://www.facebook.com/laquintalibrary) or [laquintapubliclibrary.wordpress.com](http://laquintapubliclibrary.wordpress.com).*

## WELLNESS CENTER HAPPENINGS

### Special Events

#### Choose Health Over Disease:

##### Liver Awareness month lecture

How can you keep your liver healthy and functional? Rhonda Donahue, PhD, has important information on how to keep your liver (with over 400 functions!) healthy. The lecture is scheduled for October 26 from 11 a.m. to 12 p.m. Please call (760) 564-0096 to make a reservation.

##### 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).

##### Annual Health Fair

Free flu immunizations will be offered to seniors by Tenet Desert Regional Medical Center on Thursday, October 29; from 9 a.m. until 12 p.m. (no appointment necessary). Check out our vendors offering resources and information to help you stay independent, active, and healthy.

##### Medicare Annual Enrollment Clinic

The Council on Aging's Health Insurance Counseling Advocacy Program is offering free one-on-one counseling to assist seniors in choosing a drug plan that fits their medical needs. **Seniors please make an appointing by calling (909) 256-8369.** On the day of your appointment, bring your Medicare Card, all other health insurance cards, and Rx prescription bottles in a brown bag. The event is on Thursday, October 22 from 9 a.m. until 2 p.m.

##### Eisenhower Monthly Lecture Series

Cancer: "What Is Cancer and How Are We Treating It," offered by Henry Tsai, MD (Board Certified in Internal Medicine, Medical Oncology and Hematology), on Tuesday, October 20 at 4 p.m. Reservations are required; call (760) 423-4855.



## 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

#### Day of the Dead Shadow Box Exhibit

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 this month.

#### “Lights, Lasers, Action”

Continuing with the United Nations designated “International Year of Light and Light Based Technologies,” we present this spectacular new exhibit, which runs through this month.

#### Iconic Light

The photographic works of Ansel Adams and Dorothea Lange is on display. This exhibit features rarely seen 1930’s era photos of the Coachella Valley. This exhibit runs through October 15.

#### 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 25<sup>th</sup> anniversary with a stunning photo gallery exhibit. This exhibit runs through October 15.

#### Opening October 18, 2015:

**Seeds: Nature’s Artful Engineering**

**Mushrooms: Keys to the Kingdom Fungi**

**Pollinators: Keeping Company with Flowers**

These exciting new exhibits will explore different aspects of nature and will be on exhibit through December 13.

### Local History Gallery

The local history gallery features Cahuilla Indians as well as local La Quinta history. The galleries have recently been updated to highlight the ever important date industry as well as the history of golf in La Quinta.

### EVENTS

#### Story Time and Craft at the Museum with Miss Beth

**Date: Wednesday, October 7 Time: 10:30 a.m.**

**Ages: 3-5**

Fun time with stories, songs and a craft.

#### La Quinta Museum Coloring Club for Adults

**Date: Friday, October 16 Time: 1 – 3 p.m.**

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

#### CRAFT BREW EVENT

**Date: Sunday, October 11 Time: 11 a.m. – 4 p.m.**

As part of American Craft Week 2015, we welcome the Coachella Valley Brew Club to demonstrate the home brewing process.

#### Brown Bag Ted\* Talk

**Date: Tuesday, October 13 Time: 12 p.m.**

**“How to Build Your Creative Confidence” and “Embrace the Shake”**

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

*\*Technology Entertainment Design*

#### Mariachi Band “Los Palmeros”

**Date: Thursday, October 22 Time: 5:30 – 6:30 p.m.**

Celebrate National Hispanic Month.

#### Senior Moments

**Date: Tuesday, October 27 Time: 10 a.m.**

Have you considered going solar? Stop by the Museum for a cup of coffee and chat with the experts from Imperial Irrigation District about solar power.

#### Tania Marien Talk on Henry Mockel

**Date: Thursday, October 29 Time: 4 p.m.**

Henry Mockel was a naturalist and artist who lived in Twentynine Palms.

#### Story Time and Craft at the Museum with Miss Beth

**Date: Wednesday, November 4 Time: 10:30 a.m.**

**Ages: 3-5**

Fun time with stories, songs and a craft.

#### Let’s Talk Dates

**Date: Thursday, November 5 Time: 4 p.m.**

Christina Kelso from Flying Disc Ranch in Thermal will talk about their eco-friendly date farm.

### First Friday at the Museum!

**Date: Friday, November 6 Time: 5 p.m.**

Concert with folk singer John Penn.

### 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.

## SILVERROCK RESORT

### Overseeding

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

### La Quinta Resident Cards

All La Quinta Resident Cards are renewed and issued from the administration trailer at SilverRock Resort Golf Course. The golf administration trailer is located in the SilverRock Resort parking lot. The hours of operation will be Monday, Wednesday, and Friday from 10 a.m. to 3 p.m. and will also be open the first Saturday of every month from 8 a.m. to 12 p.m. No appointments are necessary; for any questions please call (760) 771-1669.

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



# UPCOMING SPECIAL EVENTS

## American Craft Week, October 2 – 11

American Craft Week (ACW) is America's largest celebration of craft and creativity. La Quinta Arts Foundation has partnered with nine organizations to offer a diverse slate of arts and crafts activities to promote American Craft Week across the Coachella Valley. Workshops are limited in class size, so please RSVP to the contact number in advance. Participate and enjoy! For a full schedule of events and to RSVP – please visit the website: [lqaf.com/join-us-craft-creates](http://lqaf.com/join-us-craft-creates).

## 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](http://ymcaofthedesert.org) or at the YMCA office in Palm Desert (43-930 San Pablo Ave.) For information, call (760) 341-9622.

## Youth Tennis

La Quinta Tennis Academy at Fritz-Burns Park opened on 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](http://LaQuintaTennisAcademy.com).



Costume, and Best in Show. In partnership with TLC Dog Training and sponsored by Petsmart, La Quinta. All ages welcome!

## Veterans Day Tribute

**Wednesday, November 11 at 9 a.m. – NEW TIME  
City Hall Courtyard – NEW LOCATION**

Join us for this very special holiday as we honor the men and women who have served and continue to serve our country. We are proud to acknowledge our veterans within our community and around the world for their contributions to our freedom. We invite everyone to enjoy music, recognition of local veterans, and refreshments during this patriotic celebration!

## Dog-O-Ween

**Saturday, October 31, at  
10 a.m. – FREE Admission  
Pioneer Park (Corner of  
Seeley Drive and Miles  
Avenue)**

Join us for a dog-gone good time! We invite dogs and their owners to participate in our Spooky contests, so don't be a "scaredy-cat." Prizes will be awarded for Best Duo Costume "Dog and Owner," Best Trick for a Treat, Funniest/Cutest

## SPORTS

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

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

## Adult Basketball League

A 3-on-3 Adult Basketball League offering recreation, fitness, and competition is now available for anyone age 16 and up seeking a fun way to stay fit and connected. Games will be held at the La Quinta Boys and Girls Club Gymnasium on Wednesday evenings from 7 to 10 p.m. This 40-game league is based on keeping winning in perspective with fair play and good sportsmanship. All games will be officiated by certified CIF officials. Registration deadline is Friday, October 16! \$130 per player (includes uniforms, referee fees, game schedule and standings). Register online at [la-quinta.org/register](http://la-quinta.org/register) or call Siah Nix at (760) 564-5555 for more information.

## 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](http://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

## Disc Golf Tournament – Saturday, October 17 at 10 a.m.

### Top of the La Quinta Cove – \$10 per player

Grab your discs and join us for some high flying disc action. The City of La Quinta and Helix Disc Golf have teamed up to bring you exciting disc golf. All ages and experience are welcome - there will be a division for everybody. Prizes will be awarded to the top finishers in each division (youth, novice, advanced). Registration will be taken on-site at the event.

## GUIDED HIKES & WALKS

### Hikes around the Coachella Valley with Philip Ferranti

#### Mecca Hills Hike - Saturday, November 7 at 9 a.m.

Meet and carpool from Albertson's Shopping Center Palm Desert south parking lot (two rows in front of Postal Connection) 42-185 Washington Street. All participants should dress appropriately and bring water.

# COMMUNITY SERVICES CLASSES & PROGRAMS: OCTOBER & NOVEMBER

Online registration is available at [la-quinta.org](http://la-quinta.org).

## COLONEL MITCHELL PAIGE MIDDLE SCHOOL

Italian for Everyone	6 p.m. – 7 p.m.	T
Beginning Spanish	6 p.m. – 7 p.m.	T/TH
Basketball Skills	6 p.m. – 7 p.m.	T/TH

(Register with YMCA (760) 341-9622 or [ymcaofthesdesert.org](http://ymcaofthesdesert.org))

## COMMUNITY ROOM (located at the Boys & Girls Club)

Dance, Play, Pretend (2.5 - 5 years)	9 a.m. – 9:45 a.m.	F
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## LA QUINTA LIBRARY CLASS ROOM

Chair Yoga (Silver Sneakers)	12:15 p.m. – 1 p.m.	T
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## LA QUINTA LIBRARY COMMUNITY ROOM

Gentle Flex Yoga	10:45 a.m. – 11:45 a.m.	M (Nov)
Gentle Flex Yoga	10:15 a.m. – 11:15 a.m.	W (Nov)

## 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
Therapeutic Drumming	11 a.m. – 12 p.m.	F
Sketch & Draw	9 a.m. – 10:30 a.m.	T
Beginning Ukulele	2 p.m. – 3:30 p.m.	W
Ukulele Strummers (Advanced)	1 p.m. – 3:45 p.m.	F
Watercolor	9 a.m. – 12 p.m.	W (Oct)
Voiceovers	9 a.m. – 11 a.m.	W (Oct 31)

### (Intellectual Wellness)

AARP Safe Driver	8:30 a.m. – 4:30 p.m.	W (Nov 18)
Beginning Computers	6 p.m. – 8 p.m.	W (Nov)
Use a Digital Camera	9 a.m. – 11 a.m.	W
Digital Camera II	9 a.m. – 11 a.m.	W (Nov)

### (Physical Wellness)

Ballroom Dance (Beginning)	7 p.m. – 8 p.m.	T
Ballroom Dance (Intermediate)	6 p.m. – 7 p.m.	T
Best Stretch	10:30 a.m. – 11 a.m.	M/W
Chair Massage CMT (by appointment)	8:30 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.	W (Oct)
Mat Pilates Morning	8:15 a.m. – 8:45 a.m.	M/W/F

Morning Workout	9 a.m. – 10 a.m.	M/W/F
Personal Trainer (by appointment)	12 p.m. – 4 p.m.	M/W
PiYo (Pilates/Yoga)	2:15 p.m. – 3 p.m.	T/TH (Nov)
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. – 3 p.m.	T/TH
Tai Chi Chuan	11:15 a.m. – 12 p.m.	T/TH
Tai Chi Intermediate	12:15 p.m. – 1 p.m.	T/TH
Tai Chi Advanced	1:15 p.m. – 2 p.m.	T/TH (Nov)
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
Beginning Bridge	10 a.m. – 12 p.m.	W (Nov)
Intermediate Bridge I	1 p.m. – 3 p.m.	W (Nov)
Duplicate 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) – Fridays, 9 a.m. – 11 a.m.

**Free Ukulele Concert** – Friday, October 30, 1:30 p.m. – 3:30 p.m.

**Choose Health Over Disease – Liver Awareness Month Lecture Series**

**Keep Your Liver Healthy & Functional** with Rhonda Donahue, PhD.

Monday, October 26, 11 a.m. - 12 p.m.

**Halloween Luncheon** – Thursday, October 22, 11:15 a.m.

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

Online registration is available at [la-quinta.org](http://la-quinta.org).

**Cancer: Latest Updates** with Dr. Tsai – Wednesday, October 28, 5 p.m. – 6 p.m.

**Annual Health Fair** – Thursday, October 29, 9 a.m. – 12 p.m.

Health and wellness vendors will be on hand offering resources and information to help you stay healthy and active. Free flu immunizations will also be offered to seniors by Tenet Desert Regional Medical Center.

**Thanksgiving Luncheon** (register early) – Thursday, November 19, 11:15 a.m.

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

Online registration is available at [la-quinta.org](http://la-quinta.org).



# Help Your Teen's College Applications Go from B-O-R-I-N-G to WOW!

By: Elizabeth Venturini, College Career Strategist

Like most parents, you can't wait to see the excitement on your teen's face as they carefully fill out their college applications to stand out among all the students with 5.0 GPAs; write an essay worthy of publication in *The New Yorker*; and list extra-curricular activities destined for a Nobel Prize nomination. But maybe you are one of the few parents whose college-bound teen needs help presenting themselves in an authentic way that doesn't feel "icky" so admissions officers at highly-selective schools can see your teen in the way they deserve. Here are three tips to help you and your teen get started:



## College Applications: Show Excitement

Admissions teams want kids that are excited about attending their school above all others. To help your teen stand out, check the college's website and look at the specific programs and activities of your teen's selected school, program, and major.

Find out what makes the school unique for your teen. Make it easier on the admissions team to give them a reason to say, "Admit" to your teen.

## Essays – Write Creatively

After reading "How I Caught the Winning Touchdown" for the 100<sup>th</sup> time, an admissions office is often dying to read an essay that is so special it could have only been written by one person. Brainstorm several topics with your teen – each with a "hook" to grab the attention of an admissions officer. And whatever the topic, it should also reflect something about your teen's interest in the school and/or program.

## Extra-Curricular Activities – Show Results

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

To learn more about how to help your teen stand out with their college applications go to [CollegeCareerResults.com](http://CollegeCareerResults.com) and sign up for a free tele-seminars on October 4, 6, and 8 from 7 p.m. to 8 p.m.



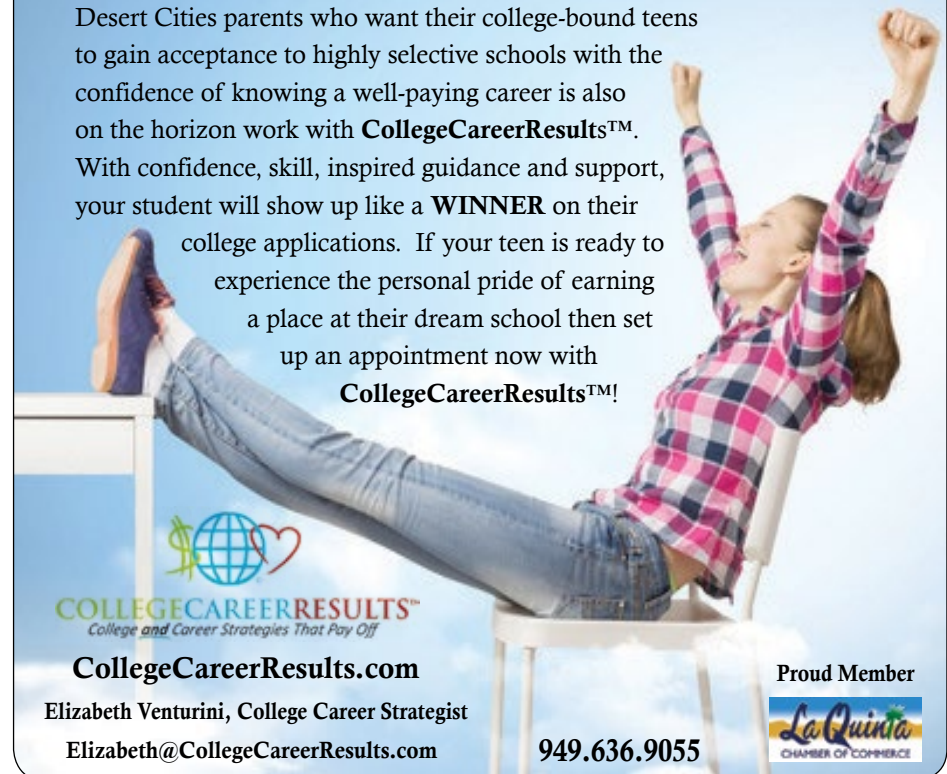
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## Creating Smiles and “Aha!” Moments in the Classroom

*By: Donna Weeks,  
American Outreach Foundation*

Imagine this: You're seven years old and a Coachella Valley student. You've been told you have “special needs,” but you're not sure what that means. You

know you're smart and you're eager to learn. Still, you're pretty sure you view the world somewhat differently than other youngsters.

You have some learning challenges. Too many stimuli - noises, colors, movement, other people - can be overwhelming. You long for routine, predictability and quiet.

Fortunately, there are resources to help you make sense of the chaos that surrounds you. You're in a small class. Your teacher understands you. You're starting to connect with your classmates. Little by little, you're learning to cope with your world.

But more could be done. Federal law mandates that assistive technology devices be made available to students who could benefit from them.

There is a growing trend in the Coachella Valley:

- Desert Sands Unified School District serves 3100 special education students, while facing total expenditure reductions for fiscal years 2008/2009 through 2012/2013 equaling \$29.7 million.
- The Coachella Valley Unified School District was underfunded by \$26.5 million in the 2011-2012 school year while special education enrollment grew by 4%. Special education enrollment has been greater than that of general education.
- Palm Springs Unified School District has a student population of nearly 24,000 with approximately 10% receiving special education.

So, back to our young learner and his classmates...

What if Valley students had their own adjustable slant boards? They could make their own adjustments and place books, papers, and electronic tablets exactly where it best suited them.

An adjustable slant board was recently introduced to some Coachella Valley schools by the American Outreach Foundation (AOF). Made of acrylic Plexiglass and adjustable to 14 different positions, adjustable slant boards grasp the children's awareness and connect them easily to everyday activities in which they previously held little interest. Users report many benefits, including: improved visual motor skills; better support for holding pen/pencil properly; an easier-to reach work surface; and more effective visual tracking for reading. This low-tech, low-cost assistive tool has been well-received by students and educators.



Using adjustable slant boards might even bring some smiles to young faces!

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

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## Not Filing a Tax Return Can Be a Crime

By: **James M. Tames, Tax Practitioner**

Each year, many law-abiding citizens end up breaking the law. I'm not talking about getting the occasional traffic ticket. I'm talking about not filing a tax return.

Not filing a tax return is a criminal offense. It is also a criminal offense to not to pay your estimated taxes on time. Internal Revenue Code (IRC) Section 7203 states the penalty is \$25000 for individuals and one year in jail for each year not filed. The penalty rises is \$100,000 for corporations or limited liability companies.

One in ten people you know have not filed a tax return. Many of these same people have not filed several years of tax returns. This can happen in every profession – doctors, lawyers, accountants, business owners and even government employees. They come into my office every week.

If you're one of the ten, you have some options:

1. You are looking for a Tax Attorney, CPA or an Enrolled Agent that specializes in these types of problems. I don't mean a professional that files past years' tax returns. Tax laws change every year. Your professional must know the laws that apply to the year in question. Your professional must specifically handle the planning, preparation, filing and the consequences of submitting past years' tax returns;

2. You need to file these returns as soon as possible. Any year not filed is an open year and the clock on the statute of limitations is stopped;

3. You are going to need your tax records to create the information that gets reported on the tax return. For individuals, this could be W2s and 1099s. Your tax professional can get this information for you. For businesses, start with your bank statements and expand from there. If you don't have bank statements, your tax professional will have some other options.

4. You will need to review the results of each return prepared to develop a plan of action to handle the potential for audit and collection actions.

5. You will need to file these returns in separate envelopes in separate certified mailings (E-filing is not an option for past years.) If you haven't filed for more than six years, you will need to file the most recent six years (criminal statute of limitations) and review the rest as needed.

6. It takes about 45-60 days for the returns to be processed into the IRS computer system. This is when the clock starts running on all related statute of limitations: audit (or examination), assessment of tax, collection, referral for criminal charges.



*Joseph M. Tames is an Enrolled Agent (a federally-licensed tax practitioner.) He has over 20 years' experience, specializing in tax audits, appeals, protests, collections and bankruptcy options. For the latest in tax planning and defense, please call him at (760) 851-5999. You can also reach him by email at [joseph@tamesandweekley.com](mailto:joseph@tamesandweekley.com) or visit his website at [TamesAndWeekley.com](http://TamesAndWeekley.com).*

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## The Masks We Wear: Exploring the Enneagram Test

*By: Elizabeth Scarcella, Live Well Clinic*



In celebration of Halloween, I thought it only prudent to speak of the masks we wear, not just on October 31st, but on every day of the year. Often times we try to put on airs, be someone we are not in order to fit in, or even bare a more negative side of ourselves to prove a point. In all of these cases, we are demonstrating an aspect of our innate personality. There are many masks that we don each and every day.

According to the Enneagram (a respected personality profiling system), there are nine distinct personality types, and we all have characteristics of each of them, yet, only one or possibly two of these types serve as our dominant personality.

Each of these types describe a certain role that we play in this world. For instance, those that are Type Two, such as myself, are most interested in being loved, expressing their feelings for others, assisting others and being altruistic... thus this type is named, The Helper. In this type, and in all the others, there is a basic fear and a basic desire. As humans, we attempt to avoid situations and people that trigger or drum up that fear in us – and at the same time, we are also very motivated to have our desires met.

These innate drives are what cause us to appear that we are wearing different masks. In any given day, as our mood shifts, circumstances change, and our energy elevates and depletes, our various reactions might seem to be out of our own control.

What would it be like if you understood how to effortlessly manage your basic fear and basic desire? What possibilities would this open up for you? What if you could choose the mask you wanted to wear instead of it choosing you?

Come join me for an in depth study, including the Enneagram Test, of what your innate personality type is. You will leave with a greater understanding of why you feel and think the way you do, and most importantly, how to manage those parts of you that seem so unruly.



*Elizabeth Scarcella, MA, is a holistic counselor at Live Well Clinic utilizing an alternative approach to mental health counseling. She specializes in helping patients unblock the barriers that keep them stuck and show them how to create a life full of freedom. Visit [LiveWellClinic.org](http://LiveWellClinic.org) or call (760) 771-5970 to schedule an appointment.*

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# During Drought, Skip Overseeding of Grass

Submitted by: Coachella Valley Water District

Coachella Valley Water District (CVWD) is encouraging homeowners, HOAs, businesses and golf courses to skip overseeding this fall in response to California's historic drought and the state's mandatory conservation goals.

Overseeding has been a long-standing practice in the Coachella Valley, but it has been losing popularity due to the state's ongoing drought. For example, the following customers stopped overseeding in recent years while maintaining healthy and attractive grass:

- The City of La Quinta stopped overseeding a majority of the parks four years ago.
- Some golf courses, including SilverRock Resort, The Citrus, Rancho Las Palmas and all of the PGA courses have stopped overseeding most, or all, of the non-playable areas.
- Sunnylands decided in 2014 not to overseed

approximately 43 acres of turf, including the fairways on the property's golf course. This year, plans are underway to forgo overseeding on the vast majority of the estate's property.

CVWD has historically increased customers' monthly water budgets for six weeks during October and November to help customers who increase their water use for overseeding avoid higher rates. However, due to the state's conservation mandates, that will not be the case this year.

Those who don't overseed with the cool-season grass can expect the warm-season grass (Bermuda) to go dormant during the cooler months. Infrequent irrigation is required to keep the roots from dying so that it will grow back when temperatures warm up.

Many people mistakenly believe that you need to use a lot of water to overseed grass. For those who insist on overseeding, CVWD urges you to do so in a way



that does not waste water using guidelines available at [CVWD.org](http://CVWD.org).

Other alternatives to overseeding including painting dry grass with a green colorant or converting grass to desert landscaping or artificial turf.

For more information about overseeding and water conservation, visit CVWD's website at [cvwd.org/CVSaving36](http://cvwd.org/CVSaving36) or call (760) 391-9600.

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## The Worst and the Best Places to Hide Your Spare Key

*Submitted by: Smart Tech*

It's convenient to keep a spare house key in case you lose your regular keys. But is your spare key's hiding place too convenient? Convenient enough for a burglar to easily find it? Surprisingly, a significant proportion of homeowners still hide their keys in very obvious locations.

Here are the worst and best places to hide your spare house keys:

### THE WORST

- **Under your Welcome Mat:** You might as well be leaving the door unlocked. This is the first place they'll look.
- **Under a Flower Pot near the Front Door:** This hiding spot is convenient for you — and for a burglar.
- **On the Top Door-sill:** You get the idea...anywhere near the front door will be an obvious place to look.
- **Inside a Poorly-placed Fake Rock:** That fake rock isn't fooling anyone if it's just sitting in a garden and there are no other rocks around.
- **Your Wallet:** If someone steals your wallet, they have your home's address (since it's on your driver's license) and the spare key to get inside your home.

### THE BEST

- **With a Neighbor You Trust**  
If you have a neighbor that you completely trust you can give them a spare key. However, this option may not be very convenient if your neighbor is not home. A better option is to exchange keys with your neighbor.

- **In a Magnetized Lock Box Under your Car:** Most burglaries occur from 10 a.m. to 3 p.m. — when you're not home. So it makes sense to hide your key in a magnetized key case under your car.

- **Under the Dog House:** You know what burglars hate? Dogs. They don't want to go near them. Hide the key under the dog house to keep it safe.

- **A Fake Sprinkler Key Holder:** Move over fake rock, here comes the fake sprinkler key holder. This fake sprinkler head is indistinguishable from a real one and blends in nicely.



- **A Properly Placed Real Rock Key Holder:** A pill bottle makes a great weather-proof container. With a rock to disguise the top, you can tuck it into a rock garden. Make sure this rock is not on its own but mixed in with other rocks.

- **Inside or Under the BBQ in your Back Yard:** Find an inconspicuous spot and stash your spare there. It should be tucked away somewhere that isn't visible from someone's standing viewpoint.

- **Inside a Shed:** There will be a multitude of hiding places inside a shed.

- **Inside of a Tree:** If there is a tree on your property, cut out a square chunk from the bark that's large enough to cover your key. Replace the bark chunk, and you have a perfectly camouflaged key.

*If you are interested in learning about automated locking solutions, call the Coachella Valley's favorite alarm and camera system provider, Smart Tech Protect, your local ADT, at (760) 610-5984.*

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# Haunted Hacienda – A Haunted House Experience, La Quinta Style

*Submitted by: La Quinta Historical Society*

It's back – the Haunted Hacienda will again be open for frightful fun in La Quinta on Saturday, October 24 from 6 p.m. – 9 p.m. This spook-tacular evening includes a guided tour through a 'haunted' La Quinta ranch estate and outdoor maze.

The event is \$10 per person (PRE-SALE TICKET ONLY), and includes refreshments. The Haunted Hacienda benefits the La Quinta Historical Society – and there is no other Halloween event quite like it in La Quinta!

Purchase tickets at the La Quinta Museum on Tuesdays-Saturdays, 10 a.m. – 4 p.m. Tickets will be sold until 4 p.m. on Saturday, October 24. Admission bracelets and a map to the Haunted Hacienda will be provided at the museum after tickets are purchased.

Children are encouraged, but no strollers please. There is plenty of parking on site, with security provided. Lighting is adequate, but attendees may want to bring a flashlight.

Also sponsored in October by the La Quinta Historical Society:

**Cahuilla Basket Weaving** – A discussion and demonstration of Cahuilla basket weaving by Rosie Kitchen Salinas (Mountain Cahuilla) will be held Thursday, October 8, at 4:00 p.m. The event is FREE and will be held at the La Quinta Museum.

*Tickets for all La Quinta Historical Society events may be purchased at La Quinta Museum 77-885 Avenida Montezuma in La Quinta or by phone with a credit card at (760) 777-7170.*



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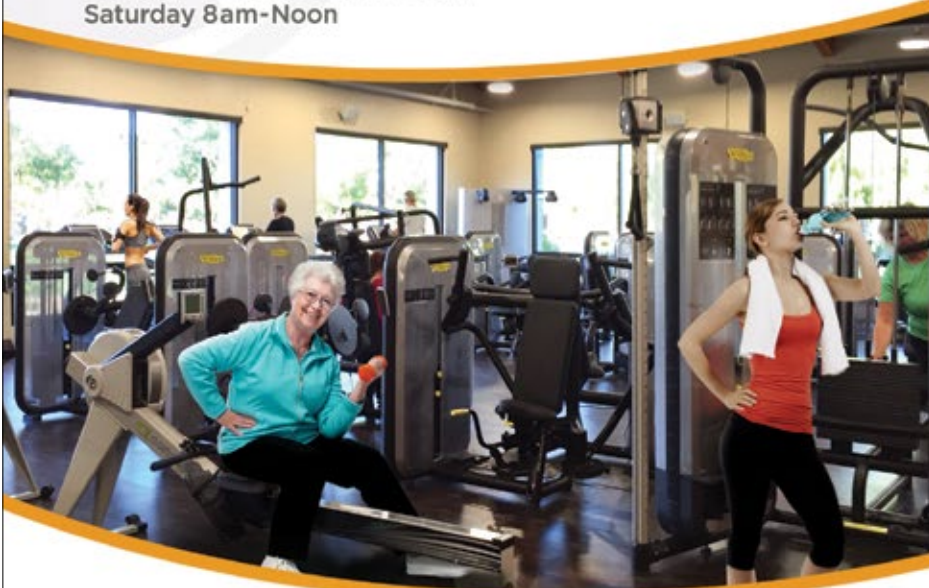
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## The Affordable Care Act and Its Impact on Your Business

By: *Kelli Cox, OR CPAs*

The year 2015 marks a milestone in the implementation of the Affordable Care Act. This year, applicable large employers will be subject to both the 1095-C reporting requirements and employer mandate penalties if they do not provide minimum essential health coverage to their full-time employees and dependents.

An applicable large employer has an average of 50 or more full-time equivalent employees. This total is

determined based on the average count per month in the prior year. Part-time employees are counted by hours worked, so part-time hours are grouped to determine full-time equivalents.

For owners who have only one business interest, the calculation will not be too difficult. However, business owners who own more than one entity may not be aware that they are subject to the IRS Controlled Group Rules under Section 414(b) and (c). Applicable large employer status is calculated based on the number of full-time equivalent employees between all businesses in the controlled group.

Determining whether your business is part of a controlled group is a complicated process: Common ownership is applied when entities share at least 80% ownership in common and hold controlling interest—and this can consist of up to five different partners owning just 20% each, or “family attribution”—in which spouses and children are automatically attributed interests owned by one family member.

An affiliated service group is created when a company is formed to provide services to another company and shares a common owner or partner. In certain

situations the ownership interest can be as low as 10% and the entities will still be considered related.

Management group rules come into play when the performing organization’s principal business is the performance of management services on a regular and continuing basis to a recipient company. No common ownership is required to be considered a controlled group.

While the ACA requirements are a very important issue due to the large penalties that could be levied, it is also important to note that these controlled group rules also apply to fairness testing for pension plans, and that the IRS is looking at 401k and Simple IRA plans in controlled group situations.

If you think you might have a situation where the controlled group rules apply, make sure to consult with your CPA as soon as possible.



*Kelli K. Cox, CPA graduated from Cal Poly San Luis Obispo and specializes in Personal Income Tax, Corporate/ Partnership Income Tax, Financial Reporting, Quickbooks, and Business Valuations. For more information, call Kelli at OR CPAs: (760) 777-9805.*

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## UPCOMING CHAMBER EVENTS



**Don't Miss It!**

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



Join us for the **Pilates Fitness Center Ribbon Cutting**, 78-120 Calle Estado, La Quinta, (760) 777-7401, and celebrate with us —1 p.m., Thursday, October 1. You're also invited to attend the **Vintage Flavor Ribbon Cutting** on Friday, October 9, at 5 p.m. at 77-955 Calle Tampico, La Quinta, (760) 392-1962.

The bi-monthly **Mayor's Luncheon**—sponsored by Palm Springs Life Extension Institute—is from 11:30 a.m. – 1:30 p.m., Thursday, October 8, at Ernie's Bar & Grill, 56-150 PGA Blvd., La Quinta, (760) 564-7125. Enjoy lunch with La Quinta Mayor Linda Evans, and congratulate with us as the newest La Quinta Chamber of Commerce members are announced and given their new-member plaque. Admission is \$40 for members and \$45 for non-members.

Join **Digital Integration's Open House/Appreciation Night**—cohosted by The La Quinta Chamber of Commerce—from 5 p.m. – 7 p.m., Thursday, October 8, at 39-725 Garand Lane, Palm Desert, (760) 772-4100. No admission fee. Everyone is welcome!

The **SCORE SunRise Business Mastermind Workshop**, titled "Video Marketing," is from 8 a.m. – 9 a.m., Tuesday, October 13, at the La Quinta Chamber of Commerce, 78-495 Calle Tampico, La Quinta. This FREE workshop is presented by Jeff Harrison and Andrew McCauley of SCORE. No admission fee. RSVP to SCORE at (760) 773-6507.

Visit the **Halloween Carnival & Pumpkin Patch** from 5 p.m. – 10 p.m., Friday, October 23; 11 a.m. – 10 p.m., Saturday and Sunday, October 24 and 25, at La Quinta Park, corner of Blackhawk Way and Adams Street (across from the La Quinta High School). Admission is \$3 for adults and \$2 for children (event benefits La Quinta AYSO and Palm Desert YSL). FREE trick-or-treating nightly from 6:15 p.m. – 7:15 p.m. while supplies last. Sixteen carnival rides, giant pumpkin patch, petting zoo, haunted house, and more! Check event out on Facebook: [facebook.com/halloweencarnivalandpumpkinpatch](https://www.facebook.com/halloweencarnivalandpumpkinpatch).

Join Maex Academy for **A Night of Music** — cohosted by the La Quinta Chamber of Commerce with SoundRite Events — from 10 a.m. – 8 p.m., Sunday, October 25, at the Palm Springs Convention Center. The Maex Academy is a non-profit, public service aimed on educating youth about music and entertainment technologies. For more information, visit [soundriteevents.com](http://soundriteevents.com).

Join us for our monthly **Business-After-Dark Mixer** from 5:30 p.m. – 7:30 p.m., Wednesday, October 28, at Arnold Palmer's, 78-164 Avenue 52, La Quinta, (760) 771-4653. 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.

**SAVE THE DATE...Farmers Insurance Ribbon Cutting** at 5 p.m., Friday, November 6, at 78-120 Calle Estado, Suite 207, La Quinta.

**SAVE THE DATE...E-Waste Recycling & Shred Event** is from 8 a.m. – 12 p.m., Saturday, November 14, in Lumpy's parking lot, 46-630 Washington Street, La Quinta. FREE electronic waste drive. Secure, on-site shredding only \$5 per banker's box.

## CHAMBER NEWS

### Simply the Best!

The La Quinta Chamber of Commerce celebrated the spirit of summer in the desert by spearheading a "Simply the Best" Happy Hour competition.



With 21 participants, and 2 months (July and August) of competition, we are happy to report the results. Congratulations to **Stuft Pizza Bar & Grill - La Quinta** for taking first place in all 6 categories (Best Alcoholic Drink Specials; Best Non-Alcoholic Drink Specials; Best Food Specials; Best Value; Best Happy Hour Hours; Best Overall).

## CHAMBER NEWS

### Our Deadlines Are Changing!

As a member, you have the exclusive opportunity to submit editorial content for consideration to be published in *The Gem* — and you and your business will be recognized for supplying the information on topics that will be of interest to *The Gem* readers while positioning yourself as the 'expert'!

For those who've already run articles in *The Gem*, please note our deadlines have changed, beginning with the November 2015 issue. This means if you want an article to be considered for the next month's issue of *The Gem*, it must be received by the 1<sup>st</sup> of the month prior. All ads will now be due the 10<sup>th</sup> of the month prior to publication. This is in line with the deadlines of other monthly publications.

All articles are submitted for consideration and are not guaranteed to be published. In determining the mix of editorial content each month, *The Gem* Team must consider time-sensitive content, articles that relate to an issue "theme," sponsor articles and date submitted. *The Gem* Team also works hard to keep a balance of articles that are timely, of interest to readers and from a variety of industries.

For a complete list of editorial guidelines and what is required in all articles that are submitted for consideration, please contact your sales rep or call (760) 564-3199 if you are new to *The Gem*.



### NEW GEM SUBMISSION DEADLINES STARTING NEXT MONTH!

- **ARTICLES DUE: 1st of Month Prior to Issue**
- **ADS DUE: 10th of Month Prior to Issue**

## CHAMBER MIX & MINGLE EVENTS



**Business After Dark Joint Mixer** (with *Indio Chamber of Commerce* and *Coachella Chamber of Commerce*) at **The Date Shed**, 50-725 Monroe Street, Indio on August 25.

**Flash Lunch Mob** at **Egg Café**, 50-855 Washington Street, La Quinta, (760) 564-3223 on September 10.



**Ribbon Cutting Ceremony** for **My Thai**, 46520 Washington Street, Ste. 3, La Quinta, (760) 333-4535 on September 11.



**Ribbon Cutting Ceremony** for **Joe A. Oakes Atelier**, 78-115 Calle Estado, La Quinta, (760) 861-4796 on September 18.

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## NEW MEMBER SPOTLIGHT

### American Outreach Foundation

Founded in 2007, American Outreach Foundation (AOF) is a 501(c)3 non-profit organization with a mission where everyone suffering from any kind of impairment qualifies for our assistance, regardless of age, race, gender, or financial situation.

For the last eight years, AOF has combined enthusiasm and an unceasing commitment to enhance the freedom of mobility of those confined to the use of electric wheelchairs and scooters and the quality of life of those stricken by various conditions; to help donate electric wheelchairs to veterans, children, and adults; to answer the needs of those who suffer from any kind of impairment; to be a compassionate public service.

AOF provides electric wheelchairs and scooters to residents and local nursing homes/rehabilitation centers. In partnership with various school districts in and near the Coachella Valley, AOF supplies *Adjustable Slant Boards* for children with learning disabilities - a learning tool designed to grasp children's awareness and connect them more easily to everyday activities where they previously held little or no interest.

In its unwavering dedication to the Coachella Valley, today, the American Outreach Foundation strives for a better tomorrow, fulfilling its motto, "*More than a Foundation®, we make people happy!*"

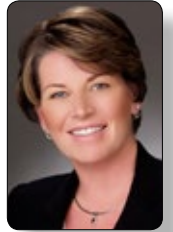
For more information, follow us on Facebook, call (760) 674-4861 or email [Info@AmericanOutreachFoundation.com](mailto:Info@AmericanOutreachFoundation.com).



## NEW MEMBER SPOTLIGHT

### Desert Insurance Solutions

Desert Insurance Solutions is an independent multiline boutique insurance agency located in La Quinta. What does



that mean? Independent means they offer insurance from a wide range of quality carriers. Multiline means they offer insurance for your home, auto, business or professional practice. And boutique means they offer quality service and advice – thoughtful risk management solutions integrated with your financial objectives.

Carrie Babij is president of Desert Insurance Solutions. Before starting the company she was vice president of Wells Fargo Insurance in Seattle. Over her 25 years of experience, she kept running into people and businesses getting lousy service from big insurance agencies. So she decided there was a better way and started her own. Desert Insurance Solutions is now growing rapidly and becoming the agency of choice for sophisticated buyers across the Coachella Valley.

In her spare time, Carrie is actively involved with a number of non-profits that provide a helping hand to girls from disadvantaged backgrounds.

*Carrie strives to be a "local expert and trusted friend" to each of her clients. If that's what you're looking for in an insurance agent, call her today. To learn more visit [DesertInsuranceSolutions.com](http://DesertInsuranceSolutions.com) or call Carrie Babij at (760) 564-6800.*

## NEW MEMBER SPOTLIGHT

### Cros Dental

At Cros Dental, Drs. Sheri and Raymond Cros provide

comprehensive patient care in a relaxed, caring environment. With more than 18 years of combined dental experience, Cros Dental's team of experts makes every patient a VIP. From a relaxed environment to customizable treatment plans, you can count on Cros Dental for friendly, personal service, state-of-the-art dental technology, and top-notch professional expertise.

With the latest digital radiographs, intraoral cameras, LED transillumination, and Biolase laser dentistry, Cros Dental prioritizes patient comfort. They focus on metal-free fillings, periodontal therapy, implants, crowns, veneers, and root canal therapy. Utilizing a laser to assist in many of the above procedures increases patient comfort and, in some cases, makes needles and drills unnecessary. Check out the extensive Patient Education section of their website to learn more about your options.

*Cros Dental is located in Rancho Mirage at 71-843 Highway 111, next to Bank of America. Stop by to see their practice, visit [CrosDental.com](http://CrosDental.com) or call (760) 444-3202 to learn more. Whether you need a single treatment or comprehensive care, come see this premier private dental practice in the desert.*



## NEW MEMBER SPOTLIGHT

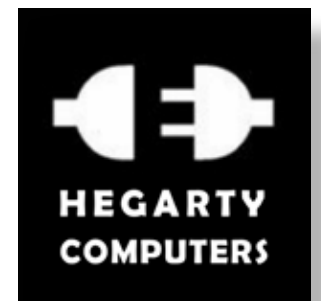
### Hegarty Computers

Competitive, innovative, and committed to customer satisfaction, Hegarty Computers has been serving the residents of the Coachella Valley since 2004. Whatever your Information Technology needs are, Hegarty Computers is here to serve you.

Founded and operated by Bill Hegarty, Hegarty Computers is built upon service, reliability, and integrity. Being a veteran of the Armed Forces, Bill Hegarty learned hard work, ethics, and teamwork in the United States Marine Corps.

Providing same day and onsite service, Hegarty Computers is a mobile service that comes directly to your location. Are you looking to upgrade your computer systems to the latest technology or replace your outdated computers with new ones? Hegarty Computers is here to support you every step of the way and your satisfaction is guaranteed.

For more information, call (760) 218-6267, email [bill@hegartycomputers.com](mailto:bill@hegartycomputers.com), or go to [HegartyComputers.com](http://HegartyComputers.com).



## NEW MEMBER SPOTLIGHT

### Mountain View Tire & Service

Mountain View Tire & Service of La Quinta has been in business for over 10 years in the Wal-Mart shopping center across from Chevrolet of La Quinta. Mountain View offers complete vehicle repair and maintenance along with unparalleled customer service and satisfaction.



An independent Goodyear and Cooper Tire dealer, Mountain View can outfit any car, light truck or motorhome with the correct tire application at competitive prices.

Focused on quality parts, experienced technicians and a nationwide warranty, Mountain View Tire & Service sets the standard for automotive repair in the Coachella Valley – while at the same time – offering the customer a “wow” experience when it comes to getting their car serviced or repaired.

Mountain View services all makes and models, is open 7 days a week and offers a shuttle service for local residents at no charge. They also offer air pressure checks, 42-point safety inspections and battery checks at no charge for La Quinta residents.

Mountain View Tire & Service is located at 79265 highway 111. Call (760) 564-5343 and ask for Jim, Adam or Robert or email [laquinta@mountainviewtire.com](mailto:laquinta@mountainviewtire.com).

## NEW MEMBER SPOTLIGHT

### Patricia Welch Entertainment

Considered to be the Sarah Brightman/Celine Dion of the desert, Patricia “wows” audiences. Patricia Welch can sing everything from country music to opera. She has an amazing four-octave range.

Her vocal talents have been heard on major TV networks, including HBO, PBS, Movies of the Week, and at the Hollywood Bowl. Patricia had the honor of being asked to sing for the 9/11 memorial in Washington, DC.

Patricia starred with Yul Brynner in the Broadway musical The King and I. She was a featured soloist with Wayne Newton in Las Vegas and also had a starring role with the late Robert Goulet in his show.

Her recording CD projects include, “Broadway’s Best By Patricia,” “Music For Great Entertaining” and “Country Songs for Our Unsung Heroes.” Patricia’s music can be found on iTunes and Amazon.

Patricia now resides in La Quinta, and is ready to quit the road work and focus on galas, events and private parties right here in the desert.

Whether it is a patriotic opener, birthday party or full-fledged concert, Patricia can meet your needs, your budget, and delight the crowd. To watch videos and listen to Patricia’s audio clips, visit her website at [PatriciaWelch.com](http://PatriciaWelch.com). To contact Patricia, call (760) 393-2047.



## NEW MEMBER SPOTLIGHT

### Savory Spice

Savory Spice, on El Paseo in Palm Desert, is the desert’s first locally-owned store for high-quality herbs, spices and blends. Whether you are an accomplished chef, a home cook, or have just started cooking for yourself, Savory Spice has what you’re looking for.

With over 400 individual spices and more than 150 blends, you can find fresh, tasty spices from exotic to everyday. The store is organized to help you narrow down what you are looking for – Everyday Essentials, World Flavors, Baking, Local Products, and more – and their experienced staff are happy to help you find the perfect spice.

You can taste everything in the store, and buy in small amounts (often an ounce or less!). Taste what you want, buy what you need. This concept is great for making a new recipe, a holiday cookie you only make once a year, or trying something new before committing to a jar size.

Visit Savory Spice Shop at 73-399 El Paseo, #103 in Palm Desert or please call (760) 346-4372.



## NEW MEMBER SPOTLIGHT

### Stellar Teaching Plus

Mark Ranck and Aida Yabut-Ranck are the co-founders of Stellar Teaching Plus. They can teach piano, guitar and voice in all music genres, and are able to make CD-quality recordings. They inspire students, young and old alike, with easy “tricks of the trade” that not only build confidence, but get students singing and playing in no time.

Mark has thrilled audiences professionally for decades. He’s performed throughout the USA and abroad as a soloist, band leader, studio musician, composer, and recording artist. Entertainment Weekly stated:

*“...He has the vocal eccentricity of Elton John, the raspy emotionalism of Joe Cocker, the Jazz-steeped vocal inflections of Al Jarreau and Michael Franks, ...his keyboard playing...reminds one of the intricacies of Joe Maasters. He has blended all of these influences into a ...raspy individualistic style which is wonderfully pleasant to listen to...”*

Aida is a mastered, credentialed teacher, who has earned singing, acting and speaking awards throughout her career. She performs with Mark as a vocalist and violinist, and collaborates in creating their original songs. She loves being a motivational speaker and meeting people.

For more information on event entertainment or private/group music lessons, call (760) 200-0516 or (949) 374-3989 or email [mranck1@verizon.net](mailto:mranck1@verizon.net). Visit the Stellar Teaching Plus website at [StellarTeachingPlus.com](http://StellarTeachingPlus.com).



## NEW MEMBER SPOTLIGHT

### Premier Builders

Premier Builders has been in the construction business since 2011.

Based out of the Coachella Valley and founded under the goals of providing the best services and construction techniques, Premier Builders has been transformed into a top-notch, highly-referable company based on professionalism and integrity, as well as 20 years of experience.

The friendly approach to their clients has allowed Premier Builders to expand their business throughout Southern California in areas such as Palm Springs, Rancho Mirage, Palm Desert, La Quinta, Orange County and Rancho Santa Fe just to name a few. Their influence in the construction industry has allowed them to build relationships with local top service and equipment providers – giving Premier Builders the ability to be flexible, mobile, and swift. They enjoy building professional relationships and helping clients bring their visions to life.

Premier Builders strives to construct with excellence but to make each project personal. They enjoy helping people improve their life through better living spaces.

For more information, contact Gonzalo Guzman III at (760) 775-5920, [thepremierbuilder@gmail.com](mailto:thepremierbuilder@gmail.com) or visit their website at [ThePremierBuilders.com](http://ThePremierBuilders.com).



## NEW MEMBER SPOTLIGHT

### Vintage Associates

'Recognized, enduring quality' is the definition of 'vintage,' and Vintage Associates has focused on giving just that for over

20 years. Whether you want to make your landscaping more drought tolerant, put in a pool, or add a backyard escape including a BBQ and fire pit, Vintage Associates can do it all.

Their nursery offers acres of fountains, pottery, shrubs, trees, agaves, specimen plants and much more. Vintage Associates was created to fully meet all your residential or commercial outdoor environment and landscape needs. The staff of professional designers has over 30 years of experience creating outdoor living spaces and exceptional landscape designs.

Recently, Vintage Associates partnered with expert pool designers and added a new branch: Vintage Pool Construction. They can now offer 3-D renderings so you will be better equipped to make informed decisions on a venture that is perfect for you.

The new design center, located at Vintage Nursery in Bermuda Dunes, will provide the opportunity to see, touch and feel many of the products and materials available. New water efficient landscapes are their specialty. They will also help you retrofit your current irrigation system into a more efficient system that saves water.

Call them today at (760) 772-3673. Vintage Associates is located at 78-755 Darby Road in Bermuda Dunes. Visit them online at [Vintage-Outdoors.com](http://Vintage-Outdoors.com).



## Locals' Casino Presents

### 4<sup>th</sup> Annual Mariachi Under the Stars

Submitted by: *Augustine Casino*

The tradition of "Mariachi Under the Stars" continues as Augustine Casino presents its 4<sup>th</sup> annual Mariachi Festival. The Festival will be held on Sunday, October 25 from 2 p.m. – 8 p.m. at Augustine Casino, and will feature outstanding traditional Mexican entertainment and, new this year, several local food vendors.

Headlining this year's festival is one of Mariachi's most recognized artists, Angeles Ochoa. Additional festival performers include Mariachi Espectacular de Beto Jimenez, Mariachi Sol y Sombra, among other special guests.

In 1991, Ochoa was named "Best New Female Artist" and nominated for "Album of the Year" in the Regional-Mexican Category by Billboard Magazine. Later, her album "Voz y Sentimiento," part I and II (Voice and Feeling) went Platinum.

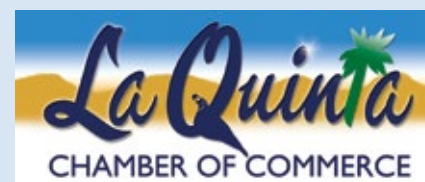


Anyone over 21 years of age may purchase tickets to this year's festival. Tickets will be available for purchase at Augustine Casino's Gift Shop or online via [AugustineCasino.com](http://AugustineCasino.com). Ticket prices range from \$20 for General Admission to \$75 for VIP seating (including meet and greet opportunity with the headliner, premium reserved seats and access to VIP bar with private beverage service).

Augustine Casino's Mariachi Under the Stars is open to all guests, 21+ Complimentary self-parking will be available. For details and further information, please call Augustine Casino (760) 391-9500.

Augustine Casino features approximately 800 of the most popular slot machines as well as table games including Blackjack, Three Card Poker and Ultimate Texas Hold'em. Open 24 hours, Café 54 offers a casual dining experience as well as daily and nightly buffets. Augustine Casino is nestled in the shadows of the beautiful San Jacinto Mountains, just three miles east of PGA West in the Coachella Valley at 84-001 Avenue 54 in Coachella. For more information, call (760) 391-9500, or visit [AugustineCasino.com](http://AugustineCasino.com).

## Become a Member of the La Quinta Chamber of Commerce



Visit [LQChamber.com](http://LQChamber.com)  
to sign up!

**(760) 564-3199**

Or stop by the Chamber office at 78-495 Calle Tampico, La Quinta



@facebook.com/halloweencarnivalandpumpkinpatch

@ La Quinta Park, Corner of  
Blackhawk way & Adams St/  
across from LQHS  
This Event Benefits LQAYSO

# Halloween Carnival & Pumpkin Patch

Adults - \$3

October 23rd, 5pm-10pm

Children- \$2

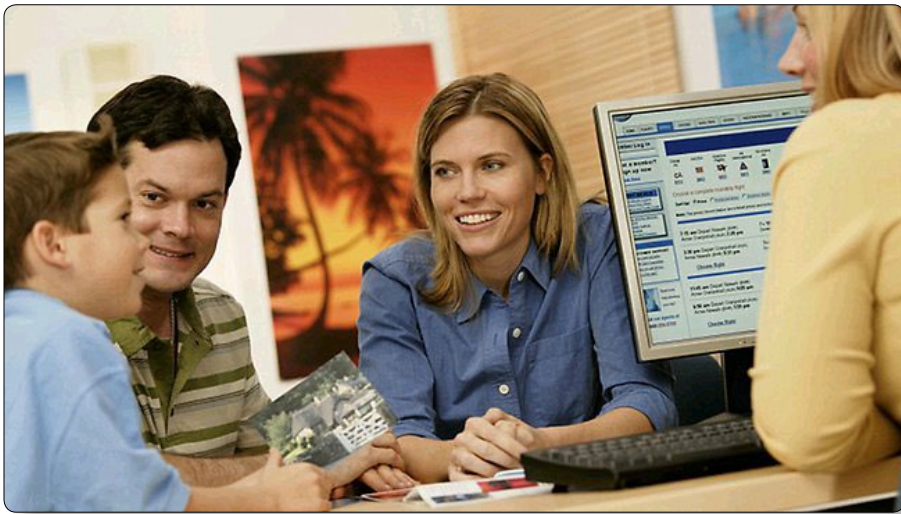
October 24th/25th, 11am-10pm

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TRICK -OR -TREATING  
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6:15-7:15  
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16 Carnival Rides  
Giant Pumpkin Patch  
Petting Zoo  
Haunted House  
and much more!





## Travel Agents Take Work Out of the Search for Great Trips

By: *Martika Cabezas, Make Your Life Travel*

Since I began as a Certified Travel Agent, I have learned so many things. Travel is the one of the largest industries in the world – an eight trillion dollar industry – and the number one searched word from 9 a.m. to 5 p.m. But there are a couple big misconceptions about travel, travel agents, and their role. A common thought is, agents are a thing of the past and replaced by the internet. Some think that, now that we can search our own trips, agents are no longer needed. When I am faced with these statements, I know people don't understand the real purpose of a travel agent or what we can do for our clients.

Yes, people can research their own trips, but do they want to? Do they have time? Where do they start? How can they get it cheaper? All these questions prove agents are needed. We can take the time they don't have to find all the deals they can't because they don't know where to look or don't have access to them. How do we do this? By using the very thing that has supposedly replaced us, the internet. The internet hasn't hindered the agent status, it has made us stronger. The internet gives us access to more vendors and making the process quicker than ever before.

Many people say they don't travel much. But, when I ask clients if they have visited family in another city, gone to a resort, amusement park or a golf course, attended a concert, or applied for a visa in the last month, many people who "don't travel" almost always say "yes" to at least two things. They participated in the travel industry, which is not limited to vacations in some distant land or cruises. If they want to go and see it, they are traveling. Travel is unlimited because destinations are endless.

We are not here to guarantee a lower price, though that is usually a great perk that comes with it. We are here to offer a service so that this vast industry does not seem so overwhelming.



*Make Your Life Travel proudly helps you book any travel and entertainment needs by taking the stress out of booking your vacation or quick travel needs. Martika Cabezas currently holds certificates naming her a specialist in MGM International Resorts and ClubMed. She can be reached at (760) 272-7335 or via email at martikacabezas@yahoo.com.*

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## Come See What's New This Season



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**A Urine Strip Test for detection of estrogen metabolite markers of breast and ovarian cancer**

The test can show genetic preponderance for the risk of developing such cancers. It also allows modification of the risk because the test will turn negative when certain nutritional, dietary and stress reduction measures are taken.

*In 2011, according to Center for Disease Control (CDC), there were 220,000 women diagnosed with breast cancer, and 40,930 women died from breast cancer in the United States. Obviously treatment is not the solution.*

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MAMMOGRAM	No	No	None	\$100-\$200
ULTRASOUND	No	No	None	\$300
M R I	No	No	None	\$750-\$1,000



*Learn how the new urine strip test (\$280) can be used to reduce/eliminate the risk (changing the gene expression) even if you have the genetic markers of BRCA1 and/or BRCA 2 (like Angelina Jolie)*

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# Do and Don'ts of Selling Your Home

By: Jeff Fishbein, Coldwell Banker Residential Brokerage

So you're thinking of selling your home – whether it's your primary residence or secondary vacation home. Follow these simple rules to maximize its marketability and to get the best price in the least amount of days on the market.



## Do Clear Clutter & Personal Items

Make your home ready to show by clearing the clutter in closets, cabinets, drawers, and counter tops. Minimize personal belongings throughout the home. For example, keepsakes and pictures of kids and family vacations should

be stored away. The less personal your home appears to a perspective buyer, the more they feel themselves living in this home.

**Don't Do Extensive Renovations** — Tackling large renovation projects will more than likely not bring a big return when you sell. Look at your home from a buyer's perspective. Create small cosmetic changes only. As an example, ask your sales professional how much additional proceeds you'll receive if you add a pool or casita versus a new sink in the bathroom or new landscaping in the entryway.

**Do Refresh Wall Paint Color** — Think about refreshing your walls featuring neutral colors. Neutral colors will provide a blank canvas to buyers so they can imagine what their own decor will look like in their new home. If you haven't painted for several years, you should consider doing so – which helps make the home look and smell fresh and new.

**Don't wait until "The Season" to Sell** — Our "season" is the heaviest time for sales, but that doesn't mean homes don't sell all year round. Buyers who come out in the summer heat are serious about buying a home. They will then have time to create their own La Quinta 'gem in the desert' during the off season.

**Do Shop for the Right Agent** — When you choose a realtor, don't just go with the agent who tells you your house is worth the most. Inquire for a full time, dedicated realtor that will research your home, is an expert in your community and knows the best price to list your home at in order to increase your profits and sell your home quickly. Decide on a realtor who will promote your home using marketing tools, such as streaming virtual tours on the internet, professional photography and literature, and the use of social and printed media that reach perspective buyers worldwide.



Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage which is celebrating over 100 years in business and worldwide exposure. Jeff has an extensive sales and negotiating background with a Forbes Top 25 customer service focused private corporation and has tremendous success in helping home seller's and buyer's come together. Jeff is also very active in La Quinta's Chamber of Commerce, serving on the Executive Committee as Chamber Treasurer. He can be reached at

(760) 984-4145 or jeff.fishbein@camoves.com.

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## Chilies & Chili: Discover Your Options for Turning Up the Heat

**By: Mary Cardas,  
Savory Spice Shop**

In most of the country, October means cooler temperatures and hotter meals. One such comfort food is chili – and the flavor options are endless! In the desert, as the temperatures cool, the cravings for chili come out here, too.

First, a fun fact. Did you know that chilies are a “new world” fruit? Yes, a fruit! The infinite variety of chilies that we see around the world all started out here in the Americas. [For clarity, we will use “chile” when we are talking about the fruit or an individual varietal, and “chili” when talking about the stew.]

There are many ‘schools’ of chili: Beans or no beans; beef, chicken, turkey or venison; meat prepared in chunks, shredded or ground; green or red chilies; spicy, flavorful or ridiculously hot; and what about garnishes?

The ingredient list can be long and complex, or simple and straight-forward. But the star of this particular stew is, of course, the chilies. While most people think of heat (or perhaps, pain!) when they think about chilies, the truth is that not every chile is hot. Some – *Ancho Chiles* or *Bell Peppers* – have no heat at all. Others are all about the heat (the hottest in the world right now are *Bhut Jolokia*, *Trinidad Scorpion*, and the *Carolina Reaper*). The great thing about chilies is that they each have their own distinct flavor, and lots of it! Use several varieties to get the flavors and the heat level that you are looking for.

Chile blends can be used to bring great flavor – by itself, or along with the individual chiles that thrill your palate. Whether making your recipe from scratch, or starting with a chili powder blend and doctoring it up from there, this is a great dish to experiment with (and makes great leftovers).

Come to Savory Spice in Palm Desert to find out more classic and interesting flavors to help make your chili memorable. From whole chilies to spice blends to individual spices, come taste and learn!



*Mary Cardas has been loving the Valley for over 5 years, and a proud small business owner for 4. Visit Savory Spice Shop at 73-399 El Paseo, #103 in Palm Desert or call (760) 346-4372.*



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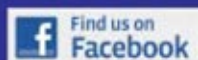
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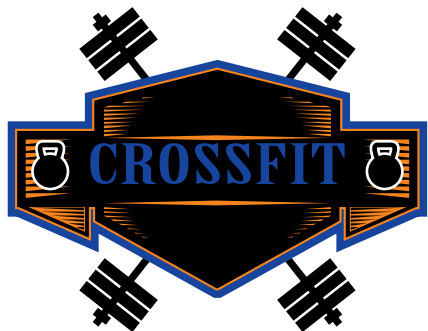


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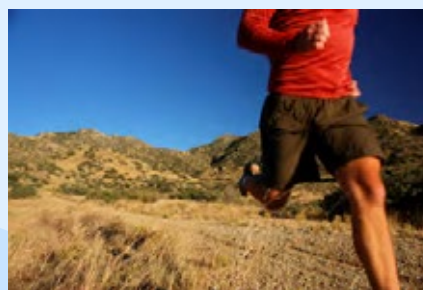
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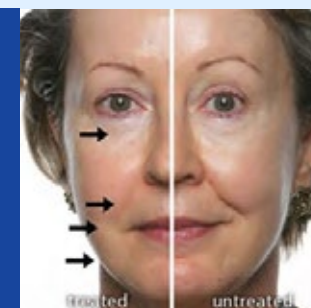
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