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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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CONTENTS • MARCH 2016

Chamber Chairman’s Message *By: Jason Schneider* 6

Biggest Stars in Tennis to Play in the Desert’s BNP Paribas Open
Submitted by: BNP Paribas Open 7

La Quinta Arts Festival Still the Ulitimate Fine Art Experience
Submitted by: La Quinta Arts Foundation 8

City of La Quinta: The City Report 11 - 16

Clinton Foundation, City of La Quinta and Desert Sands Unified Collaborate to Make a Difference *By: Gary Rutherford, Desert Sands Unified School District* 18

Your College-bound Teen Needs a Career Plan Before Leaving High School
By: Elizabeth Venturini, College Career Strategist 19

Getting Ahold of the IRS: Your Tax Practitioner Can Help
By: Corry Hunter, OR CPAs 20

Are They Independent Contractors or Employees?
Submitted by: Coachella Valley SCORE 21

Non-invasive Fat Removal *By: Kenneth Jesser, MD* 22

What You Should Know About Age-Related Macular Degeneration
By: Dr. Devin Wilson, Live Well Clinic 23

The Power of Non-Pharmacological Interventions in Improving Brain Health
By: Nikhil Mehta, Home Care Assistance Palm Desert 24

Do You Need a Wellness Checkup For Your Financial & Estate Planning?
By: Andrea Shoup, Shoup Legal 25

Where You Get a Home Loan Does Matter
By: Gail Perry, Palm Springs Regional Association of Realtors 26

How the La Quinta Chamber Has Boosted My Business
By: Randy Foulds, Foulds & Feldmann Health Insurance 26

Staging Tips That Help Homes Sell Quickly
By: Jeff Fishbein, Coldwell Banker Residential Brokerage 27

New Program Helps Golfers Using Yoga *By: Jen Yockey, Fit Gal’s Closet* 28

Your Divots Tell a Story *By: Jack Gibson, La Quinta Country Club & Indian Springs Golf Club* .. 29

The Chamber Connection: News, Spotlights, Information & Events 30 - 34

La Quinta: The Ideal Vaction — or Staycation *Submitted By: Legacy Villas Luxury Rentals.* 35

Choosing Tile or Stone *By: Ev Levin Gerisch, ELG Design* 37

5 Treats the Easter Bunny Will NOT Be Bringing Your Cat or Dog
By: Dr. Lori Friesen, HowDogsHelpKids.com 39

8th Annual Health & Wellness Fair 40

JFK Memorial Hospital Introduces New Self-Assessment Health Profiers Online 40

On the cover: The Spotlight is on La Quinta in March! Enjoy the top-ranked La Quinta Arts Festival & BNP Paribas Open.

Armen Karimyan, D.D.S.



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CHAMBER CHAIRMAN'S MESSAGE

Events Help Build Momentum for La Quinta Chamber

By: Jason Schneider, Chamber of Commerce Chairman

It's a beautiful day in the Gem of the Desert! We've had a great opening to the season here at the La Quinta Chamber of Commerce and I just wanted to take a minute and recognize the incredible work of our staff, directors and volunteers. As a CPA, I am intimately familiar with the grind that is tax season and with the slate of events we've put together over the past few months, the La Quinta Chamber has gone through its own version of tax season.

January brought over 1,000 people into Old Town La Quinta for the 7th annual Taste of La Quinta. This was an incredible event with spectacular weather and even better food and wine from our La Quinta Chamber member restaurants. This event continues to grow and we look forward to seeing what next year has to offer. In addition to the Taste of La Quinta, the chamber team also put together the Career Builder Challenge Kickoff Breakfast at PGA West to get the golf tournament week festivities started with a bang. We had a full house with great speakers including representatives from Career Builder, The Clinton Foundation, Desert Classic Charities and PGA Tour Pro Scott Langley.

The busy month of January was closely followed by the State of the City luncheon and the 10th annual Hot Rod and Custom Car Show that was held in La Quinta Community Park. Mayor Evans and the LQ City Council presented the state of the city to a sold out crowd of La Quinta supporters and residents at the La Quinta Country Club. We were able to celebrate some success from the past year as well as bring some challenges to light in an effort to bind together as a community to meet these challenges head on. The car show was a great success with over 100 beautiful cars, incredible weather and great entertainment.

Katie, Dawn, Anne, Rebecca, Deborah and Kathleen have been working hard to create great opportunities for both our business and community members to interact and experience all that the great City of La Quinta has to offer. As in all things, they don't always get the credit and appreciation they deserve, so if you run across them out and about in our community, please take a moment to say hi and thank them for the great job they are doing. I feel confident that I speak on behalf of the entire Board of Directors and volunteers when I say thank you and job well done!

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



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Biggest Stars in Tennis to Play in the Desert's *BNP Paribas Open* March 7-20

Submitted by: BNP Paribas Open

The BNP Paribas Open, the largest WTA and ATP World Tour combined two-week event in the world, to be held March 7-20 at the Indian Wells Tennis Garden, is one of the finest sporting events in the world. Named the ATP World Tour and WTA Tournament of the Year by the players – and with the likes of Maria



Sharapova, Serena Williams, Roger Federer, Rafael Nadal and Novak Djokovic descending to the desert oasis – the BNP Paribas Open is simply a tennis paradise.

The BNP Paribas Open continues to make improvements each year to boost the fan experience, and the 2016 tournament is no exception. Stadium 1 will feature larger, more

comfortable new green seats with cup holders in the upper and lower bowls. To accommodate the additional size, the railings around the seats are being removed, with the exception of aisle railings, and a portion of the old seats from Stadium 1 will be repurposed for permanent seating for spectators around the extremely popular practice courts.

The two-week, combined event gives spectators an unparalleled up-close-and-personal look at the players, and the 20 practice courts at the BNP Paribas Open are a perfect way to get closer to the action. Download the BNP Paribas Open Mobile App over free Wi-Fi throughout the grounds for updated practice schedules and watch the world's best stars perform their practice routines. Fans can also tune-in via the official tournament YouTube channel and watch a livestream of the practices, or hang by the soccer field, where players warm-up and display their nifty footwork on the pitch. You may even snag an autograph from one of your favorite stars!

Fans will have plenty of opportunities to see their top players around the grounds at several fan-friendly events. On Saturday, March 5, the Indian Wells Tennis Garden will host BNP Paribas Open Kids Day, a free event featuring ATP World Tour and WTA professional player appearances, clinics and interactive games. Fans can also join WTA professional players on March 8 and ATP World Tour stars on March 9 for the making of the main draw ceremonies.

From the McEnroe Challenge for Charity, the free event held the weekend before the tournament that features John McEnroe and other legends and current players, to the middle weekend of the event which has a cornucopia of action both on and off the court, to the final weekend of the event where the winners will raise trophies and the singles champions will take home \$1 million each in prize money, the 2016 edition of the BNP Paribas Open promises to be the best in the event's history.

For more information and tickets, visit BNPParibasOpen.com, download the tournament app, call (760) 200-8000, or visit the box office at the Indian Wells Tennis Garden.



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La Quinta Arts Festival

Still the Ultimate Fine Art Experience

Submitted by: La Quinta Arts Foundation

With art as the main attraction, La Quinta Arts Festival showcases the finest in contemporary artworks presented by 220 of the nation's premier artists arriving from 35 states, Canada and Argentina to exhibit their original works in Ceramics, Drawing & Pastel, Fiber/Textile, Glass, Jewelry, Mixed Media, Painting, Photography, Printmaking, Sculpture, and Wood. The Festival is coming up March 3-6, from 10 a.m. to 5 p.m. each day.



Having commanded the number one position on the national listings of fine art rankings for three straight years (2013, 2014, 2015), La Quinta Arts Festival has firmly established itself and the City of La Quinta as a premier destination for arts and culture.

Come experience what thousands of art patrons have been raving about for years. Here's a preview of the 34th annual event staged on the visually stunning site of La Quinta Civic Center Campus, located at 78-495 Calle Tampico.

2016 Featured Artist Trés Taylor: A contemporary self-taught mixed media painter from Birmingham, Alabama, Taylor paints about spiritual seeking. His favorite medium is tarpaper and his subjects are usually monks, couples, and houses — but always the subjects are symbols of love. Trés Taylor's original painting entitled "Citrus Monk" was commissioned as the image for the La Quinta Arts Festival 2016 commemorative poster.

The Art of Entertainment: A variety of performance and musical entertainers are scheduled to delight the crowds. This year's daily line-up includes some returning favorites and surprising new attractions, like Lana Chromium, a fine art body painter from San Diego — winner of GSNTV's "Skin Wars" — who will demonstrate her extraordinary talents on Saturday, March 5.

Fabulous Festival Fare: Some of the top eateries around will offer patrons the ultimate casual dining experience. Head over to Restaurant Row to find Ruth's Chris Steakhouse, Fisherman's Market & Grill and Shanghai Reds or the Corner Pub for Westcoast Hofbrau brats and more, plus a wide selection of high-end craft beers and wine. Lighter fare will be available at Island Bar and Meadow Bar, along with well-known vendors E & E Pel's Italian Ices, Pasquini Espresso and Brandini Toffee's luscious hand-dipped ice cream.

What to Know Before you Go: Ticket prices: Adults \$17, Multi-Day Pass \$22, Children under 12 are free. Tickets may be purchased at the gate or in advance at LQAF.com. Free parking is available in the Village of La Quinta, along with paid valet and self-parking options. No pets are allowed, with the exception of service animals.

La Quinta Arts Festival is presented by La Quinta Arts Foundation in partnership with Premier Sponsor the City of La Quinta. Event proceeds have to-date funded \$1.2 million in Visual Arts Scholarship awards to local students. For more information, go to LQAF.com.

LA QUINTA ARTS FESTIVAL

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LA QUINTA City News



CITY MANAGER'S MESSAGE



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

There is a lot of exciting buzz about what's been happening in La Quinta and what is to come. Residents have been eagerly watching the new IN-N-OUT take shape in recent

months, and now, the dream of welcoming one of California's most legendary burger stops to La Quinta is a reality! IN-N-OUT, conveniently located just east of the bustling Washington/Highway 111 corridor, is now open for business.

March marks the return of an event that has really put La Quinta on the map of the national arts scene – the 34th Annual La Quinta Arts Festival, presented by the La Quinta Arts Foundation. This festival features all original artworks in ceramics, drawing and pastel, fiber/textile, glass, jewelry, mixed media, painting, photography, printmaking, sculpture and wood.

After capturing the number one spot in national listings of fine art rankings for three straight years (2013, 2014, 2015), the La Quinta Arts Foundation has been successful in attracting 220 of the country's top artists – traveling to La Quinta from 35 states, Canada and Argentina.

You don't have to be an art expert to enjoy this renowned festival – the entire experience is one that

offers something for everyone. Stroll artisan booths while enjoying live entertainment, and make your way through Restaurant Row for a variety of dining options including high-end craft beers and wine, and even espresso, Italian ices and hand-dipped ice cream.

We also welcome the many BNP Paribas Open attendees who will be arriving to shop, dine and stay in La Quinta as part of their time spent in the desert. It's wonderful sharing our dynamic community with those who come out to experience spectacular tennis and weather!

To learn more about things to do in La Quinta this month, go to playinlaquinta.com.

WELLNESS CENTER EVENTS

Healthy Brain Foods

What superfoods shall you add to your diet for brain performance? Dr. Rhonda Donahue presents important information that will answer your questions on how you may increase and maintain optimal brain performance. The lecture is scheduled for Monday, March 21, 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 10:30 a.m. by appointment or on a walk-in basis (cash or credit card accepted).

Family Hospice Care

Your local bereavement support group is open to all who have experienced the death of someone close. Support is free of charge in a non-religious, safe and caring environment. First time attendees please register by calling the Family Hospice Care office at (760) 674-3344. Group meets on Fridays from 10 a.m. to 11 a.m.

AARP Tax Assistance

Volunteers will be offering free tax preparing services for simple tax forms; all necessary documents are required at the time of reserving your appointment. Appointments are taken on a weekly basis only; first call, first reserve. Tax appointments are scheduled on Fridays from 11 a.m. to 1 p.m.

Your Mind, Memory, and Alzheimer's Disease with Dr. Don Anderson

A lecture on "Treatments and the Importance of Clinical Research" is scheduled for Wednesday, March 16, from 10 a.m. to 11 a.m. "Alzheimer's disease affects more than 5 million people in the United States alone, yet there have been no new approved treatments for Alzheimer's disease in over a decade. Noted neurologist and psychiatrist Dr. Don Anderson joins the Wellness Center to talk about Alzheimer's disease, the current treatments available, and a new clinical research opportunity." Reservations are required, please call (760) 564-0096.

Diabetes the Basics

Knowledge of the A, B, and C's of high blood sugar can prevent diseases from debilitating you. Many ideas offered on prevention, healthy eating, medicine, and management. Dr. Christopher Snyder is here to help you become better informed for a better life. Join us on Monday, March 14, from 10 a.m. to 11 a.m. Reservations are required, please call (760) 564-0096.

United Health Care

You may qualify for Extra Help paying for your prescription drug costs, monthly Part D premiums and/or annual deductible. Agent Bruce Hunter will discuss how you may be able to get financial assistance, as well as, walk you through your Medicare Advantage and Part D options. This event will be held on Tuesday, March 22, at 10 a.m. Reservations are required, please call (760) 564-0096.





FIRE DEPARTMENT

Cold Weather Safety Tips

Here are some tips to protect yourself, your loved ones, and your home when temperatures drop:

Remember the three feet rule. If you are using a space heater, place it on a level hard surface and keep anything flammable at least three feet away (such as paper, clothing, bedding, and rugs).

Supervision required. Remember to turn portable heaters off when leaving the room or going to bed.

Prevent catching yourself or items on fire! When using a fireplace, make sure to use a glass or metal fire screen large enough to catch sparks and rolling logs. Ashes should be cool before putting them in a metal container. Keep the container a safe distance from your home.

Kitchen appliances are for cooking only. Never use a stove or oven to heat your home.

Use generators outside. Never operate a generator inside the home, including in the basement or garage. Don't hook up a generator to the home's wiring. The safest thing to do is to connect the equipment you want to power directly to the outlets on the generator.

Layer up! Wear layers of lightweight clothing to stay warm. Gloves and a hat will help prevent losing your body heat.

Don't forget about your furry family. Bring pets indoors. If they can't come inside, make sure they have enough shelter to keep them warm.

For more information, please visit rvcfire.org



City Council Engages Community for Financial Review

In June 2015, the City Council approved a fourteen member Advisory Committee

comprised of city residents and business owners. The Committee's objective was to evaluate the City's revenues and expenses and long-term financial health. Over the last several months, the Committee engaged City staff to gain insight of the City's mission, budget, expenses, revenues, economic development initiatives, management practices, and accountability measures. Further, the Committee performed calculations, analyses, and projections, and compiled a detailed report of their findings and recommendations.

The Committee presented their report to Council on January 19, and a follow up presentation on February 16, prioritizing the report's recommendations. Council will evaluate and decide how to implement the identified recommendations. If you'd like a copy of the report, please contact Ted Shove, Business Analyst, at (760) 777-7131 or via email at tshove@la-quinta.org.

POLICE DEPARTMENT



Now Recruiting Citizens on Patrol

Join Our Team! We are looking for dedicated volunteers to assist La Quinta Police and be the "eyes and ears" of their community. For more information please call (760) 863-8990 or visit us online at laquintapolice.org.

Home Improvement Programs Soar, Seek Expansion in La Quinta



While the economy is slowly improving, the need for home and business owners to make repairs and energy efficient improvements has increased sharply in the Coachella Valley. Fortunately, specialized financing to make necessary improvements is available. Financing is possible through Property Assessed Clean Energy (PACE) and Home Energy Renovation Opportunity (HERO) programming. While legislation for both programs is not new to California, they have only recently surfaced here in the Coachella Valley. In fact, the Coachella Valley Association of Governments (CVAG) has provided its communities with guidance in implementing the programs and customer oversight for residents and businesses.

In La Quinta, both the Ygrene Energy Fund PACE program and HERO are available. Both programs provide another tool and financing option to complete a whole host of improvements. Ygrene has been available since 2013 and HERO is the latest program to offer services in La Quinta, since 2015. Both programs have been busy around town too; check out the progress each provider has made since beginning in La Quinta:

| Program | Number of Projects | Total Funded |
|--------------------|--------------------|--------------|
| Ygrene Energy Fund | 118 | \$1,977,140 |
| HERO | 46 | \$ 895,000 |

The result of each program's relative success and positive customer feedback has prompted CVAG to re-evaluate the need to provide expanded opportunities for competing programs. Ideally, the greater number of programs will increase market competition and expected to have a positive benefit for residents and business owners alike. In fact, CVAG recently approved legislation to expand PACE providers, enhanced customer protection policies and greater oversight over each program operating in the Coachella Valley.

The City is evaluating additional providers, please check our website for up-to-date information by going to la-quinta.org > **City Services** > **Home Improvement Program**. Each program requires permission from the City to operate within their jurisdiction. For more information, please contact Ted Shove, Business Analyst, via email at tshove@la-quinta.org or by phone at (760) 777-7131.



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Programs

Tweens! (ages 9-12)
Tween Makerspace: Science
Tuesday, March 1 at 4 p.m.

Tween Book Club – Tuesday, March 8 and 22 at 4 p.m.
Please visit the Children's Reference Desk to sign up.

Tween Movie: Walt Disney's "Mary Poppins"
Thursday, March 10 at 4 p.m.
This film is rated G. The movie and popcorn are sponsored by Friends of the La Quinta Library.

Dr. Seuss Storytime
Thursday, March 3 at 11 a.m.

Join us for a festive storytime celebrating Dr. Seuss's Birthday! All ages are welcomed; there will be stories, songs, special craft, and sweets!

In-N-Out Burger "Cover to Cover Reading Program" starts March 5 (ages 4-12 only)
Register your child in this reading program to earn a FREE hamburger! See the Children's Reference Desk to sign up.

Teens! (ages 13-18)
Teen Creative Writing Workshop on Mondays at 4 p.m.
NEW! Join our Teen Librarian to create characters, build their stories, then kill them off (or not, your choice). Creations will be featured on the La Quinta Library Teen Blog. Space is limited and registration is required. Please visit us online at rivlib.info.

Teen Magna Club, Saturday, March 5 at 4 p.m.
Teen Think – Art/Science/Tech Workshop, Friday, March 11 at 4 p.m.

Teen Book Club, Saturday, March 19 at 4 p.m.
Teen Advisory Board Meeting, Friday, March 25 at 4 p.m. For more information, please visit laqlibraryteens.blogspot.com.

Desert Regional Medical Center Lecture: "Cancer and Your Family Tree" by Dr. Nora Bucher, M.D.
Tuesday, March 8 at 4 p.m.

If you're concerned about your family history of cancer, join Dr. Bucher, Director of Genomics at the Comprehensive Cancer Center for a look at why cancer may run in some families, and what you can do to help protect yourself. Call (800) 491-4990 to register.

Pajama Tales
Wednesday, March 9 at 5:30 p.m.
Kids, wear your favorite PJ's for this fun storytime!

Pinterest Craft Club: Personalized Magnets
Saturday, March 12 at 11:30 a.m.
Do you like Pinterest? Then, this monthly club for adult crafters is for you! Get creative by making our favorite crafts from Pinterest! This month's project is making your own set of personalized magnets! Registrations are required. Please see the Adult Reference Desk or call (760) 564-4767.

Robotics Workshop presented by SMaRT Education (ages 9-17 only)
Saturday, March 12 from 1:30 p.m. to 4 p.m.
Join the Library and SMaRT Education to celebrate "Teen Tech Week" with a FREE Robotics program. Have fun with a hands-on workshop program where you can learn how to code and move a robot. Registration and a completed form are required; please call (760) 771-0395 to register. Space is limited. Sponsored by Friends of the La Quinta Library.

Eisenhower Medical Center Lecture: "Living as a Healthy Teen" by Dr. Wassef
Tuesday, March 15 at 4 p.m.
Discuss ways to develop good eating habits and a healthy approach to manage one's body image. Discuss sexual health and dealing with peer pressure regarding sex, drugs, and alcohol. Call (760) 423-4855 to register.

Family Fun Night- Can We Undo Water Pollution?
Wednesday, March 16 at 5:30 p.m.
Our rivers, lakes, and oceans are full of waste, oil, and other harmful elements. Join us this month to learn the scary reality of what we are doing to our water. Kids will participate in an experiment to learn just how hard it is to undo water pollution. All ages are welcomed!

"La Quinta Reads" Book Club meeting
Monday, March 21 at 11:30 a.m.
Looking for a book club? Adults, we invite you to read with us and join us for a fun book talk meeting. See the Adult Reference Desk or call (760) 564-4767 to sign up.

Family Game Night
Friday, March 11 and March 25 at 4:30 p.m.
Join us for fun board games and more.

Book Babies Storytime (ages 0-2)
Every Tuesday at 10 a.m. and 11 a.m.

Preschool Storytime (ages 2-5)
Every Thursday at 10 a.m. and 11 a.m.

(NOTE: Special "Dr. Seuss Storytime" on Thursday, March 3 will be held at 11 a.m. only, but all ages all welcomed on this day)

Bilingual Storytime
Every first Wednesday at 5:30 p.m. (now through April)
Join Ms. Minerva for fun stories and songs in English and Spanish. Enjoy a creative craft too! All ages welcomed.

Colonel Mitchell Paige Middle School Programs (ages 3-12)
Every Tuesday and Thursday at 6 p.m.
(NOTE: No programs on March 29 and 31 during Spring Break Week!)

Enjoy a variety of special programs like Pajama Storytime, No-Bake Cooking, Tween Book Club, Tween Electronics Learning Lab, Crafty Days, and STEAM Activities. Program themes rotate weekly and are age specific.

The Library will be CLOSED on March 27.

For more information please call (760) 564-4767 or visit rivlib.info. Follow us on Facebook at [facebook.com/laqintalibrary](https://www.facebook.com/laqintalibrary) and at laqintapubliclibrary.wordpress.com.

EXPLORE YOUR MUSEUM



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

EXHIBITS

“By Design – 2016” – Showcases design influences in fashion, interior, industrial, architectural and landscape design from 1850 to the present, highlighting the Victorian Era (1850-1910). The exhibit will be on display until March 31.

Local History Gallery – Features the Cahuilla Indians as well as local La Quinta history.

Community Room Gallery – This traveling exhibit featured in the Community Room showcases Claude Monet through March 12 and Antoni Gaudi from March 15 through April 9.

EVENTS

Story Time and Craft at the Museum with Miss Beth (ages 3-5) Wednesday, March 2, 10:30 a.m. – 11 a.m.
Fun time with stories, songs and a craft!

First Friday Concert – Rose Mallet Friday, March 4, 5 p.m. – 6 p.m.
Rose Mallet’s voice is a fresh blend of Sarah Vaughn, Ella Fitzgerald and Billie Holiday.

La Quinta Museum Coloring Club for Adults Friday, March 4 and 18, 1 p.m. – 3 p.m.
Coloring pages will be provided. Coloring books are available for purchase in the Museum Gift Shop.

“Little Plates” Chef Program at the Museum

Wednesday, March 9, 2 p.m. – 3 p.m.

We are pleased to welcome The Gadget Gal, Jan Boydstun and Kitchen Kitchen Chef Gavin for a fun cooking demo/tasting. Seating is limited and reservations are requested. Call (760) 777-7170 for more information and to make your reservation.

Craft Night with S.C.R.A.P. Gallery

Thursday, March 10, 6:30 p.m. – 7:30 p.m.

Join us for a fun evening of crafting. S.C.R.A.P. Gallery always has a great program with upcycling and recycling.

La Quinta Museum Fiber Friday

Friday, March 11, 1 p.m. – 3 p.m.

Are you a knitter? Do you crochet? How about needlepoint? We are starting a fun new program for all of our fiber loving friends. Bring your own project to work on. This will be a chance to share ideas and inspiration.

Brown Bag TED* Talk

Tuesday, March 15, 12 p.m.

Each month we explore a new and entertaining topic. Bring your lunch and enjoy a TED* Talk on the big screen. This month features Ms. Mellody Hobson on “Color Blind or Color Brave” and Mr. James Veitch on “This is What Happens When You Reply to Spam Email.” Water and cookies provided.

Trending Topics - Meditation

Tuesday, March 29, 10 a.m. – 11 a.m.

Join your neighbors for coffee and a special program of interest to our community. This outreach program brings experts in various fields to the Museum to share information. This month we welcome KaZ Cruse Akers, Certified Master Meditation Instructor.

The Mission Inn

Thursday, March 31, 4 p.m. – 5 p.m.

Join Riverside County History expert, Steve Lech, as he presents the history of the Mission Inn. This is a great preview of the upcoming tour sponsored by the La Quinta Historical Society on Thursday, April 7.

Story Time and Craft at the Museum with Miss Beth Wednesday, April 6, 10:30 a.m. – 11 a.m.

Enjoy a fun time with stories, songs and a craft!

First Friday Concert – Bob Allen

Friday, April 1, 5 p.m. – 6 p.m.

Bob Allen will take you on a musical journey from the 1950’s to the present with favorite songs and melodies.

SILVERROCK RESORT

2016 La Quinta Annual Residents

Golf Tournament

The La Quinta Annual Residents Golf Tournament will be held on the Arnold Palmer Classic Course at SilverRock Resort on Sunday, April 17. Sign-ups are at the SilverRock Golf Shop; deadline is April 12. The cost is \$80 per person, which includes golf, BBQ lunch, gift bag and other prizes to be awarded. The event will be a best-ball two-person team event. There are three divisions - Men’s, Ladies’, and Mixed (man/lady). The tournament begins at 8 a.m. with a shotgun start and registration beginning at 7 a.m. Please call the golf shop for more details (760) 777-8884.

Golf Clinics

The SilverRock Golf Academy will continue to offer weekly Saturday golf clinics that will feature 50 minute group clinics on topics such as putting, chipping, bunker play, driver, full swing and short game. The cost is \$25 per person with a minimum limit of 3 and maximum of 8 people per clinic. Clinics will begin promptly at 11 a.m. Sign-ups will be at the golf shop on a first come first serve basis. For more information, please call the golf shop at (760) 777-8884.

Walk the Rock

SilverRock Resort continues its popular 9-hole “Walk the Rock” program this month. Golfers are able to walk and play golf starting at 3:30 p.m. The cost is \$20 for current La Quinta Resident Cardholders, \$40 for non-La Quinta residents, and \$10 for juniors. Please contact the golf shop for reservations at (760) 777-8884.

La Quinta Resident Cards

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

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

UPCOMING SPECIAL EVENTS

La Quinta Arts Festival

March 3-6, La Quinta Civic Center Campus

The 34th Annual La Quinta Arts Festival returns to the visually stunning setting of La Quinta's Civic Center Campus in the greater Palm Springs area – Southern California's preferred desert resort location. Produced by La Quinta Arts Foundation, in partnership with its Premier Sponsor the City of La Quinta, La Quinta Arts Festival raises funds for the Foundation's non-profit mission of promoting and cultivating the arts. This award-winning event attracts art patrons and tourists from across the nation as one of the Coachella Valley's premier attractions.



BNP Paribas Open

March 7-20, Indian Wells Tennis Garden

This tournament is the largest two-week combined ATP World Tour Masters 1000 and WTA Premier professional tennis tournament in the world. It features the top men and women professional players competing in a 96 singles draw and 32

doubles draw. You may purchase tickets at: bnpparibasopen.com.

Desert Youth Olympics

Saturday, March 19, 9 a.m., Colonel Mitchell Paige Middle School, La Quinta

Registration - \$10 (plus transaction fees).

Register online at: tiny.cc/DesertYouthOlympics or at event starting at 8 a.m.

Children ages 3 years to 8 years will have the opportunity to compete in the 20 yard dash, long jump, hurdles, and more. Medals will be given for 1st, 2nd, and 3rd place finishes. Age groups 3-4, 5-6, 7-8 (Boys & Girls Divisions)

Youth Egg Hunt

Saturday, March 26, 9 a.m., La Quinta Park (Across from La Quinta High School)

Join us for the annual Youth Egg Hunt. The event includes: egg hunt areas by age group, chalk drawing contest, pictures with the Easter Bunny, and more.

Pillars of the Community Awards

Thursday, March 31, 11 a.m., La Quinta City Hall Courtyard

Celebrate residents who have been nominated by community members for making a significant impact to the City of La Quinta.



City Picnic

Saturday, April 30, 9 a.m.-Noon, La Quinta Civic Center Campus

Enjoy live entertainment, food, games and a great time at the City of La Quinta Picnic. Bring the family to this free event and enjoy the day meeting other residents as well as learning about different services offered to members of the community.

SPORTS

Open Gym (Boys & Girls Club)

7 p.m. – 9 p.m.

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays

Disc Golf Tournament

Saturday, February 13 at 10 a.m. at the top of the Cove / Cove Oasis. \$10 per person (on-site registration). In partnership with Helix Disc Golf. All ages and experience levels welcomed. Prizes awarded to the top finishers in each division (youth, novice, advanced).

GUIDED HIKES & WALKS

Hikes around the Coachella Valley with Philip Ferranti

White Water Canyon – Pacific Trail Loop*

- Saturday, March 12 at 9 a.m.

*Group potluck immediately following at Whitewater Preserve Visitor facility. Please contact Philip Ferranti to participate at (760) 345-6234.

Garner Valley Hike – Art Smith Trail

Parking Lot - Saturday, April 16 at 9 a.m.

All participants should dress appropriately and bring water. Meet and carpool from 42185 Washington Street (Albertson's Shopping Center Palm Desert – south parking lot, first two rows in front of the Postal Connection).

Dog Hike presented by the

Santa Rosa and San Jacinto Mountains National Monument

Wednesday, March 2, 8:30 a.m. – 10:30 a.m.

Dogs! Fetch your master and your leash for a session of adventurous canine companionship. Be trained on observing Bighorn Sheep and other desert animals. We'll explore a desert trail with happy tails! Learners welcome, but no aggressive dogs, please. Meet at the top of the Cove (corner of Calle Tecate and Avenida Madero).

Family Hike - Wellness in Nature; a Scavenger Hunt with Volunteer Hike Leader

Saturday, March 5 at 9 a.m.

An easy 1-2 mile hike at the top of the Cove. Meet at the Cove Oasis/top of the Cove parking lot.

Bear Creek Wash & Environs Hike with Katie Barrows – Spring Wildflowers

Saturday, March 19 at 8 a.m.

An easy 1 – 2 mile hike at the Bear Creek Wash. Meet at the Top of the Cove parking lot on Calle Tecate.

Nature Hike – Where was the Ranch of the Seventh Range?

Saturday, April 9 at 9 a.m.

An easy hike led by Hal Summers exploring Cahuilla petroglyphs, early Japanese settler etchings and CVWD's recharge ponds. Meet at the Top of the Cove parking lot on Calle Tecate.

Nature Hike – Geology

Saturday, April 16 at 8 a.m.

An easy 1 -2 mile hike led by Joe Migliore to the Top of the Cove exploring the amazing geology of our mountains. Meet at the Top of the Cove parking lot on Calle Tecate.

WELLNESS CENTER EVENTS

March Luncheon – Thursday, March 10, 11:15 a.m.

\$4 per person (maximum of 2 people per household). *Online registration is available at la-quinta.org.*

RENTALS

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

COMMUNITY SERVICES CLASSES & PROGRAMS: MARCH & APRIL

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

LA QUINTA BOYS AND GIRLS CLUB COMMUNITY ROOM

Dance, Play, Pretend 9 a.m. – 9:45 a.m. F

COLONEL MITCHELL PAIGE MIDDLE SCHOOL

Beginning Spanish* 6 p.m. – 7 p.m. TH
 Italian for Everyone* 6 p.m. – 8 p.m. T
 (*Pre-registration required. Register with YMCA (760) 341-9622 or ymcaofthesdesert.org)

LA QUINTA LIBRARY CLASSROOM

Chair Yoga (Silver Sneakers) 12:15 p.m. – 1 p.m. T

LA QUINTA LIBRARY COMMUNITY ROOM

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

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 6:30 p.m. – 7:15 p.m. TH
 Rojas Martial Arts (4 years and up) 6 p.m. – 7 p.m. M/W

WELLNESS CENTER

(Creative Wellness)

Acrylic Painting 10:30 a.m. – 12 p.m. M (March)
 Ballroom Dance (Beginning) 7 p.m. – 8 p.m. T
 Ballroom Dance Intermediate 6 p.m. – 7 p.m. T
 Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F (March 18)
 Friday Social Ballroom Dance 6 p.m. – 7:30 p.m. F (April 15)
 Beginning Guitar 6 p.m. – 7 p.m. T
 Second Level Guitar 7 p.m. – 8 p.m. T (March)
 Floral Perfect (Floral Design) 1 p.m. – 4 p.m. TH
 La Quinta Glee (5-14 years) 6 p.m.-7 p.m. TH
 La Quinta Voices 10 a.m. – 11 a.m. T
 Sketch & Draw 9 a.m. – 10:30a.m. T
 Ukulele Strummers (Advanced) 1 p.m. – 3:45 p.m. F
 Ukulele (Beginning) 3 p.m. – 4:30 p.m. W
 Voice Overs 9 p.m. – 11 a.m. S (April 30)
 Watercolor 10:45 a.m. – 12:15p.m. T

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (April 20)
 Happy Belly (Raw Saurkraut!) 10:30 a.m. – 12 p.m. W (March 9)
 Happy Belly (Raw Nut Milks) 11 a.m. – 12:30 p.m. W (March 16)
 Herb & Vegetable Gardner Group 9 a.m. – 10:30 a.m. F (March 18)

(Intellectual Wellness)

Beginning Computer 6 p.m. – 8 p.m. W (March)
 Here & Now Discussion Group 7:15 p.m. – 8:15 p.m. W
 Intermediate Computer 6 p.m. – 8 p.m. M (March)
 Intermediate Bridge II 10 a.m. – 12 p.m. W (March)
 QuickBooks 1 5:30 p.m. – 8:30 p.m. T/TH (March)
 QuickBooks 2 5:30 p.m. – 8:30 p.m. T/TH (April)
 Use a Digital Camera 9 a.m. – 11a.m. W (March)
 Use Digital Camera II 9 a.m. – 11 a.m. W (April)

(Physical Wellness)

Basic Exercise Form (Janice, CFT) 11:15 a.m. – 12:15 p.m. T (March 8)
 Chair Massage CMT (appt & sample) 8:30 a.m. – 10 a.m. W
 Chair Massage CMT (sample) 10:15 a.m. – 12:15 p.m. TH (March 10)
 Chair Massage CMT (sample) 10:15 a.m. – 12:15 p.m. TH (April 21)
 Golf Fitness (Dr. Darcy Dill) 10:30 a.m. – 11:30 a.m. W
 HIIT (High Intensity Interval Training) 9 a.m. – 10:00 a.m. M/W
 Know Your Core (Janice, CFT) 11:15 a.m. – 12:15 p.m. T (March 15)
 Mat Pilates 8:15 a.m. – 8:45 a.m. M/W/F
 Mindful Movement 10:30am-11:15am W
 Morning Workout 9 a.m. – 10 a.m. M/W/F
 Nia the Workout 3:30 p.m. – 4:30 p.m. T/TH
 Personal Trainer (14 years & up) 12 p.m. – 8 p.m. M/W/F
 Personal Trainer(Janice, CFT) 12 p.m. – 6 p.m. T/TH
 PIYO (Pilates & Yoga Fusion) 2:15 p.m. – 3 p.m. T/TH
 Reiki (Healing Art/Meditation) 10 a.m. – 11:30 a.m. TH
 Sunset Yoga (15 years & up) 6 p.m. – 6:45 p.m. M/W
 Taekwondo (4 years & up) 5 p.m. – 8 p.m. M/W
 Tai Chi Balance & Strength 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
 Yoga for Health (Silver Sneakers) 11:15 a.m. – 12 p.m. T
 Zumba (Morning) 8:45 a.m. – 9:45 a.m. M/TH
 Zumba (Day) 10 a.m. – 11 a.m. T/TH

(Social Wellness)

Ukulele Concert 1:30 p.m. – 3:30 p.m. F (March 25)
 Social Bridge* 12 p.m. – 3:30 p.m. M
 (*call Doris (760) 564-2878)
 Mah Jongg* 1 p.m. – 4 p.m. T
 (*Contact Center for More Information)

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Clinton Foundation, City of La Quinta and Desert Sands Unified Collaborate to Make a Difference

By: Gary Rutherford, Desert Sands Unified School District

There is a strong partnership between the City of La Quinta and Desert Sands Unified School District. Conversations take place among city leaders and the school board on a regular basis. Members of City Council can often be found participating in T.R.E.C.s (Trustees Reaching Every Community) to our schools.



A few months ago, two parallel conversations led to a collaboration between the City and La Quinta High School. Student leader, Adria Burton, reached out to the local Clinton Foundation team about the possibility of working together during their annual desert summit. At the same time, the City received a call from the Foundation asking if there was a community service event scheduled that could serve as the Clinton Foundation's Day of Action. Thus was born the January 24 day for campus improvements and community service.



Students, staff, community volunteers, La Quinta's mayor and city councilmembers worked side-by-side with Clinton Foundation President and former Secretary of Health and Human Services, Donna Shalala, and her team to clean up school grounds, plant herbs for culinary arts students' use, and a greenhouse and composters donated by the City. A special part of the day found students and Shalala preparing 150 lunches for the Meals on Wheels Program.



In keeping with the Clinton Foundation mission and their initiatives on health and wellness, this partnership

with the City of La Quinta and La Quinta High School provides student chefs with an opportunity to work with fresh herbs, learn about the benefits of each plant, and the way in which they affect good health and eating habits.

Community partners donated soil, plants, tools, and more. Donors included: Desert Mist Farms, North Shore Living Herbs, Ocean Mist Farms, California Women for Agriculture, Coachella Valley Compost, Burrtec, La Quinta Resort and Club, and A Culinary Beat. On hand in the kitchen to help prepare lunch for the volunteers and the Meals on Wheels were chefs Steven Lee, Oscar Ayala, Reese Murakami, Tim Johnson, and our own Sheri Tucker and Chef Mary Trimmins.

The benefits to the school are obvious. The rewards of the collaboration might not be so apparent. It is an important student life-lesson to work with city leaders and local businesses. The idea of a larger community, working together for a common good, is a lesson that can't be taught in the classroom. It is the experience of collaboration and of giving back to the community that was learned on January 24.



Gary Rutherford, Ed.D., is the superintendent of school for Desert Sands Unified School District. Desert Sands invites you to stay informed on the happenings at our schools by receiving their weekly newsletter, *The Beacon*. To sign up for your free subscription, visit the website at DSUSD.us.

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Your College-bound Teen Needs a Career Plan Before Leaving High School



**By: Elizabeth Venturini,
College Career Strategist**

One of the biggest fears facing high school students is their not knowing what they want to do with their lives after high school. Add that to concerns such as, “How do I choose a college major?” “What are my career options?” “I don’t what

I am ‘good’ at doing” and “I’ll figure it out in college” can create unnecessary anxiety for students before they graduate.

With high tuition costs and a tight job market, today’s high school student needs to have a college career plan before they leave high school – not after – to compete in today’s job market. Here are four ways to help your college-bound teen create a college career plan so they can launch from high school, college and beyond.

Help your college-bound teen get their “act” together before leaving high school.

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

Advise your college-bound teen how to avoid a “mistake” major and focus on college majors that pay the bills after graduation.

The job market is flooded with new college grads who selected majors that offer little chance of employment or return on investment of their education. Help your student research their chosen industry for employment projections, education required, years of experience, major tasks on the job, and starting salary.

Don’t let your college-bound teen leave home without a Plan A and Plan B.

A well-rounded graduate is a more marketable person. Great communications skills, knowledge of technology, and the arts greatly compliment a college degree. Encourage your teen to have a backup career plan with a second major or minor in a job field that is in high demand, particularly if their chosen career is not high paying or extremely difficult to enter.

Make sure your teen understands that work experience is actually doing it - reading about it doesn’t count.

Now more than ever employers want new college graduates that have basic job skills. Incoming college students can increase their chances for a job after college with an internship or non-profit experience. They’ll develop leadership skills, learn how to manage time, improve their work ethics, and grow a list of job contacts.



College Career Strategist Elizabeth Venturini provides personal college admissions help to stressed out parents in the Desert Cities who want THE BEST college and career choices. If you would like to learn more, email Elizabeth@CollegeCareerResults.com. Go to CollegeCareerResults.com and get your free copy of “54 Tips to Set the Stage so Your Teen Launches Fabulously from College.”



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Getting Ahold of the IRS: Your Tax Practitioner Can Help

By: Corry Hunter, OR CPAs

Anyone who has ever had to call the IRS after receiving a notice in the mail will tell you to expect a long hold time. It can be a challenge to get an issue resolved on your own when you are trying to run a business or simply take care of everyday life.

Fortunately, years ago, the IRS created a Tax Practitioners' Hotline. This is a special number for tax practitioners only (they will not talk to you if it is regarding your own tax matters). Tax practitioners can call and get through in a fraction of the time compared to the standard IRS phone number available to the public.

Some issues resolved over the phone can be as simple as an address change while others can be as complicated as disputing an adjustment of tax due.



Tax practitioners that have use of this hotline are either a CPA (Certified Public Accountant), EA (Enrolled Agent), lawyer, or the paid preparer who signed your tax return. Any of these people can call and represent you with the IRS as long as they have an IRS power of attorney (Form 2848) signed by you.

Last year was a challenge. Due to budget cuts after recent scandals at the IRS, less staff was available and IRS hold times increased across the board. This was particularly concerning for anyone who had issue with his or her refund.

For the 2016 tax-filing year, the IRS has announced that you can expect reduced hold times, and surprisingly, the government has followed through on the promise. In recent weeks, the wait times have gone from 30-40 minutes down to 5-15 minutes.

It should be noted that the State of California has a similar phone number. So the next time you get a notice in the mail, remain calm and call your CPA. We can get through to the taxing authorities and get your problems resolved, so you don't have to worry.



Corry Hunter, CPA, joined OR CPAs in January 2011. After graduating from La Quinta High School, Corry served in the U.S. Army for four years before attending College of Desert and eventually graduating from USC. For more information, call OR CPAs at (760) 777-9805 or ORcpas.com.



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Are They Independent Contractors or Employees?

Submitted by: *Coachella Valley SCORE*

Need help with some aspects of your small business, but aren't ready to bring on a full-time employee? Then do what your customers do when they turn to you: Hire an independent contractor.

You'll no doubt see a lot of familiarity in your relationship with independent contractors. They, like you, work for themselves, and usually make arrangements to perform their service *on their schedule* rather than yours. As such, you are the independent contractor's client, not their employer, which means you don't generally withhold taxes from their payments, or pay their Social Security or Medicare.

In addition, independent contractors use their own resources to do the job, whether it's tools, technology, or people. The independent contractor is also responsible for incremental expenses required, including transportation charges, routine purchases, and time and materials above—and-beyond his/her estimate.

Still, the difference between an independent contractor and employee can easily be blurred to the point where he or she may well be considered your employee under federal and state law. That makes you an employer, responsible for those payment withholdings, as well as penalties and other obligations.

So before you agree to an independent contractor relationship with anyone, make sure you understand what that means and carefully weigh the pros and cons. If you misclassify a worker, you could be liable for back employment taxes plus penalties.

These steps can help prevent an independent contractor from being misclassified as an employee:

- Specify the task and contractor's responsibilities/expectations in the contract.
- Avoid setting a pattern of daily or weekly work hours dictated by your business. It is important that the independent contractors set their own hours.
- Plan to compensate contractors on a per-job basis, not weekly or monthly. Do not include independent contractors under any insurance or benefits coverage you have for employees.
- Always require an invoice before making payment.



If you're still uncertain as to whether your worker is a contractor or employee, IRS Form SS-8, "Determination of Worker Status for Purposes of Federal Employment Taxes and Income Tax Withholding" can be filed with the IRS by either you or the worker. IRS will review the facts and circumstances and determine the worker's status.

To learn more about independent contractors and other key business issues, contact a Coachella Valley SCORE mentor by calling (760) 773-6507 or visiting ScoreCV.org. If you are someone with expertise and are interested in becoming a SCORE mentor, please call (760) 773-6507 to find out how you can help Coachella Valley SCORE grow small businesses.

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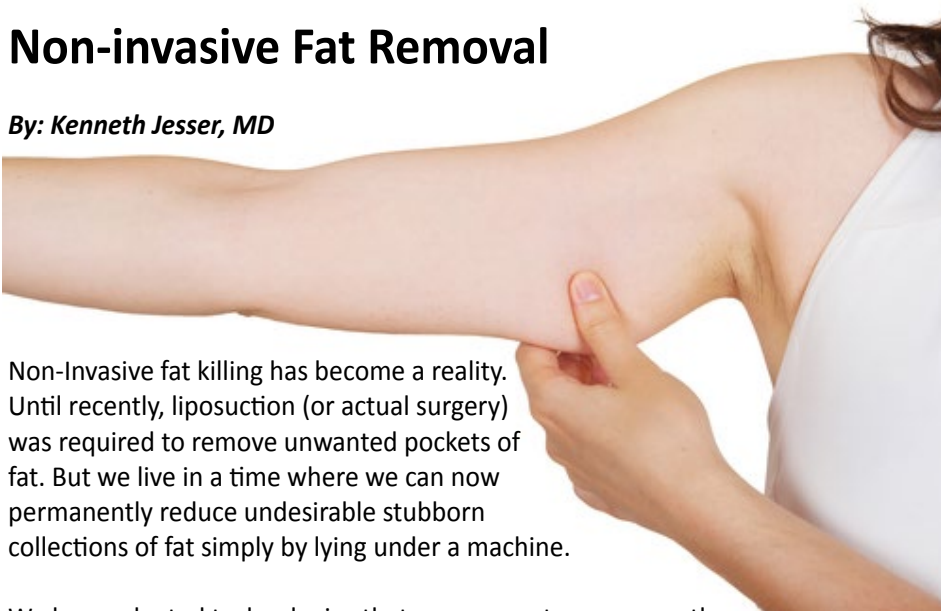
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Non-invasive Fat Removal

By: Kenneth Jesser, MD



Non-Invasive fat killing has become a reality. Until recently, liposuction (or actual surgery) was required to remove unwanted pockets of fat. But we live in a time where we can now permanently reduce undesirable stubborn collections of fat simply by lying under a machine.

We have adapted technologies that are proven to permanently eliminate fat cells. Referred to as non-surgical liposuction, they cause irreversible cell death to the unwanted treated fat cells. These targeted cells are then broken down by the body's immune system, and harmlessly eliminated through the urine.

Over one to three months, the process continues – resulting in permanent fat loss and reduction of unwanted muffin tops, love handles, double chins, bra line back fat, bat wings, and pot bellies. These treatments do not make fat people thin, nor are they weight loss programs. They do contour the target areas, reducing bulges and overhangs.

UltraShape, which is FDA approved, uses focused ultrasound energy to comfortably destroy the unwanted fat cells. UltraShape allows the technician to aim the ultrasound beam directly at the pockets or zones of fat, painlessly popping the fat cells like tiny balloons. The cellular debris is then broken down and eliminated through the urine.

Visible results are typically seen within 2 weeks of the first session. Most patients undergo 3 painless one-hour sessions of UltraShape to achieve maximal results – therefore, you can have 3 sessions in 28 days. Because the fat is treated with ultrasound, there is no painful burning or melting of fat as found in other energy-based devices, nor is the skin compromised.

Because the UltraShape treatment is customized to individual specifications, it is an effective treatment to correct fatty irregularities resulting from liposuction, particularly on the abdomen and the waist line.



Dr. Kenneth Jesser with About Face Medical Aesthetics – located in Old Town La Quinta next to Stuft Pizza – offers UltraShape as well as other non-invasive nonsurgical skin tightening procedures such as VelaShape III, which tightens skin and reduces the appearance of cellulite. Affordable treatment packages are available. To schedule a complimentary consultation, call (760) 564-6633 or go to AboutFace1.com.



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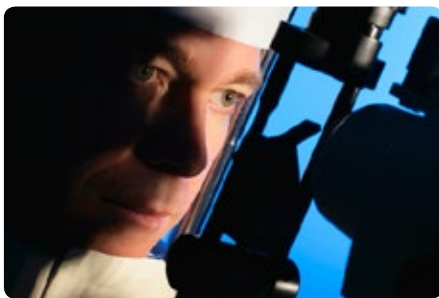
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What You Should Know About Age-Related Macular Degeneration

By: Dr. Devin Wilson, Live Well Clinic

Age-Related Macular Degeneration (ARMD), which is considered to be an incurable eye disease, is the leading cause of vision loss in people over the age of 50 years, with approximately 3 million Americans being affected. ARMD is a gradual, painless and irreversible eye condition associated with blurry and disturbed vision. ARMD, over time, results in reduced ability to safely drive a vehicle, recognize faces, identify numbers, read, and see objects in fine detail.

There are two types of ARMD; the "dry" form which accounts for 90% of all cases, and the "wet" form, which is more severe with rapid vision loss and poor prognosis.

WHAT CAUSES ARMD?

This particular form of macular degeneration is absolutely related to age, however not all those who are over the age of 50 years old are affected by ARMD. The specific factors involved with the cause of ARMD include genetics, environment, metabolic health, and other factors such as age, family history, and risk factors such as smoking tobacco, alcohol consumption, high blood pressure, high cholesterol, obesity. Although numerous risk factors have been identified researchers have yet to identify the single major culprit.

PREVENTION AND TREATMENT

As the population continues to age, ARMD will affect more and more people. Reducing known risk factors, implementing stress management techniques, participating in frequently physical exercise as well as having a well-balanced, highly nutritious diet plan along with natural supplements are imperative for prevention.

Numerous types of therapies to treat ARMD have been researched. Unfortunately, the conventional treatments are limited and have shown to provide limited beneficial effects. Photodynamic therapy (PDT) and VEGF inhibition are two available treatments used only in the "wet" form of ARMD. Aside from implementing strategies to reduce associated risk factors, there are few accepted and effective therapies for the treatment of the "dry" form. However, one such therapy that has repeatedly shown significant benefit in dry ARMD is intravenous ozone therapy.

Ozone therapy is a safe and effective therapy that uses medical grade oxygen-ozone gas to treat a wide range of acute and chronic eye conditions including macular degeneration, cataracts, and glaucoma. Ozone therapy improves oxygen delivery to cells, improves blood circulation, reduces chronic inflammation, and up-regulates the anti-oxidant system.

As the population continues to age, ARMD will affect more and more people. Reducing known risk factors, implementing stress management techniques, participating in frequently physical exercise as well as having a well-balanced, high nutritious diet plan along with supplements are imperative for prevention.



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

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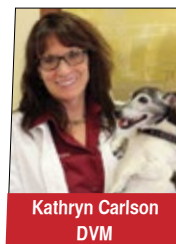
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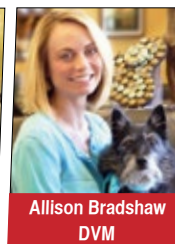
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The Power of Non-Pharmacological Interventions in Improving Brain Health

By: **Nikhil Mehta,**
Home Care Assistance Palm Desert

Pharmacological intervention has traditionally been the first-line treatment for individuals with neurocognitive disorders, but the benefits of medications currently on the market are generally minimal and/or temporary. In recent years, however, numerous scientific studies have



shown that various types of behavioral and cognitive interventions may slow the progression of degenerative neurocognitive disorders. For one, the ACTIVE study funded by the National Institutes of Health showed that older adults who participated in certain cognitive training exercises reported long-term benefits of decreased functional decline.

Activities that focus on overall brain health can benefit everyone – from those who are cognitively healthy and want to maintain their mental acuity to those who are currently experiencing cognitive decline. The MacArthur Foundation Study of Successful Aging suggests that genetics are responsible for only one third of the equation with respect to the development of Alzheimer's disease.

In light of such research findings, a comprehensive approach to brain health, encompassing behaviors that positively influence overall health and quality of life may help build cognitive reserves in people who are cognitively healthy or may slow down the decline of cognitive health. Such activities

should target various cognitive and non-cognitive domains, and should be personalized based on an individual's history, strengths and weaknesses, personality and interests, and should be adjusted over time to meet the individual's changing needs.

Cognitive activities should engage the five domains: memory, executive functioning, attention, language and visual-spatial perception. They can be in the form of various puzzles, games and mental exercises which have varying levels of difficulty, and while being challenging, should also be enjoyable. The activities should focus on the thought process rather than on finding the right answer. The person undergoing such activities should have

fun and feel confident.

Non-cognitive activities should include coping, social engagement, sensory activities, recreational activities, physical activities and diet. Coping activities such as reminiscing help manage stress levels and promote emotional stability. Social engagement helps us feel connected to the world and reduces stress.

Sensory activities can be auditory, visual, olfactory, tactile or mobile in nature, or engage multiple senses. Recreational activities can improve mood and quality of life. Physical exercise can reduce the risk of cognitive decline and helps improve mood. Diet should include brain-healthy foods including Omega-3 rich fish, nuts and green leafy vegetables.

Nikhil Mehta is owner/CEO of Home Care Assistance Palm Desert, a revolutionary in-home care group which offers clients The Cognitive Therapeutic Method™, a non-pharmacological program developed by professors and medical professionals. For more information, visit HomeCareAssistancePalmDesert.com or call (760) 345-0001.

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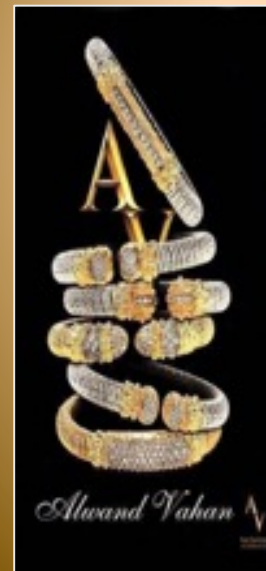
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Do You Need a Wellness Checkup For Your Financial & Estate Planning?

By: *Andrea Shoup, Shoup Legal*

It is never too early to protect and secure your assets through proper estate planning. Estate planning can affect your family's current and future financial health. Your "estate" is all of the property you own, and managing those assets could be one of the most important things you do for your family.



Assess the Need for an Estate Planning and Financial Checkup

A regular estate planning checkup by an attorney is advisable to properly plan for life events, including becoming unable to make your medical and financial decisions. If you already have a Will or Trust, life changes and changes in the law may require those documents to be updated.

In addition, an estate planning lawyer can identify ways to minimize taxes and costs, while ensuring your finances are protected – giving you peace of mind that your resources are secure.

Key Life Events That May Require Changes to Your Estate Plan

These key events trigger the need to review you estate plan:

- **Birth of a child or grandchild:** A birth may require adding names to trust documents or changing beneficiary designations.
- **Death of a spouse, beneficiary, or successor trustee:** A death in the family may alter your distribution goals or who will handle your financial affairs.
- **Marriage, re-marriage, or co-habitation:** Marriage can significantly change your property ownership rights, and may include protecting assets for children from a previous marriage.
- **Divorce:** Most estate planning documents need to be changed to reflect your new priorities in life after a divorce.
- **Retirement:** Planning for a successful retirement includes updating your estate plan to account for unexpected life events, including medical emergencies.
- **Changes in the Law:** Significant changes in the law occurred in 2010, and continue to occur. It is important to make sure your plan complies with the law.

Get a Health & Wellness Checkup for Your Estate Plan

An experienced estate planning attorney can give you ongoing guidance through every life change.



Andrea Shoup, president and founder of Shoup Legal, A Professional Law Corporation, is an experienced estate planning attorney helping clients ensure their estate plan is current and set to meet their family goals. If you have questions about updating your estate plan, please contact Andrea Shoup at (951) 445-4114 or go to ShoupLegal.com.



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Where You Get a Home Loan Does Matter

By: Gail Perry, Palm Springs Regional Association of Realtors

Do you know the ins and outs of applying for a home loan? Whether it's your first time or not, where you get a home loan does matter. It is important to research your lender and their practices. For example, what are their origination fees? Do they have points, and if so, what are the points? Can you buy points to lower your interest rate?

Using a local lender is your best resource. The lender knows the market and can help you best fit your mortgage needs. There are many different types of loans, so be sure to work with your local lender to choose the best option for you. Don't be fooled by "special offers" or anything "free" – remember, there is no "free" without a catch. Think about when your loan is closed and you have additional questions, will your lender be there to help you? A local lender will be.

The best way to search for a new home is to get pre-qualified by your lender so that when you are ready to write an offer, you are in a better negotiating position. The seller will then know that you are able to obtain a loan at the price point the house is at. Without a pre-approval letter, you may be risking the home you want to someone else who has already been pre-approved and is in a better negotiating position.

VA loans are also available through many lenders. Be sure you use a lender that can do the VA approval "in house." This will streamline your loan process. Veterans can purchase a home for up to \$317,000 with no down payment. Even if you have used your VA loan benefit previously, as long as that loan is repaid, you are eligible for another VA loan.



Gail Perry is a realtor with Windermere Leaskou Partners and is a member of the Palm Springs Regional Association of Realtors. She can be reached at (760) 534-5116.

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How the La Quinta Chamber Has Boosted My Business

"I joined the La Quinta Chamber of Commerce about a year before I moved my business from Palm Desert. Besides the demographics of the city, I chose La Quinta because of the positive business atmosphere and friendliness of the proprietors. Since joining the Chamber, I have really been made to feel like an important part of this business community. But more than that, it has proved to be a very positive move for my business.

My ads and editorial content in The Gem continue to bring in new business. New clients often bring in the articles or ads, clipped from The Gem, after having kept them for reference for months. No other advertising I do has the immediate and direct impact that The Gem does.

The Chamber mixers over just the last year have connected me with 3 vendors that save me money on my office expenses, and at least a dozen new clients – two from just the last mixer alone!



Keep up the great work. I am thrilled to be a part of such a productive Chamber of Commerce."

— **Randy Foulds, Foulds & Feldmann Health Insurance**

Staging Tips That Help Homes Sell Quickly

By: *Jeff Fishbein,*
Coldwell Banker Residential Brokerage

The numbers don't lie: Often times well-staged homes see faster sales and higher offers than their cluttered counterparts. The key is getting an early start on the process. By beginning the monumental task of clearing the clutter and doing a pre-pack now, you can reduce the stress of preparing for showings and make it easier to move when your home sells.

Try these five staging and organizing tips to help you reach a faster sale:

1. Purge From Top to Bottom

Do a proper sort and purge, getting rid of outdated clothing, duplicate items and rarely-used gadgets.

To keep this task from turning into a source of serious frustration, tackle one room (or even one drawer) at a time.



2. Pack Up Everything But the Essentials

Start pre-packing your home, storing non-essentials or out-of-season gear in the garage or off-site. The idea is to give potential buyers a sense of space, which can't be done if your home is overloaded with your stuff.

3. Fix Glaring Problems

Remove out-of-style wallpaper, replace broken light fixtures, update cabinet and drawer pulls, and refresh dated window treatments. Simple fixes like these can make your home stand out from the competition.

4. Depersonalize

Remove family pictures and personal collections, and replace them with neutral artwork and simple accessories. The idea is to give potential buyers a neutral canvas so they can imagine their belongings in your home.

5. Go for Polished

Research the latest design trends and stage your house to match. Professional stagers recommend tailoring the design style to your target demographic. For example, if you're in a family neighborhood, style the bedrooms for children, even if none live in your home.



Jeff Fishbein is a real estate consultant with Coldwell Banker Residential Brokerage, which is celebrating over 100 years in business and worldwide exposure. Jeff has an extensive sales and negotiating background, and has tremendous success in helping home seller's and buyer's come together. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage and Palm Desert. Jeff can be reached at (760) 984-4145 or jeff.fishbein@camoves.com.

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New Program Helps Golfers Using Yoga

Jen Yockey, Fit Gal's Closet

What do you think when you hear the word yoga? Do you think chanting, burning incense and people doing really contorted things with their bodies? A new program for golfers offers a much different experience.

Yoga For Golfers™ utilizes the force of gravity against your own body weight, creating weight bearing, strength building exercises as well as flexibility.



This process assists the body to move easily through a full range of motion. In addition to gravity, breathing awareness and use of the breath are the fundamental practices of yoga as well as any fitness activity. Proper breathing improves the quality of the poses

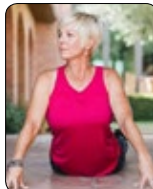
by increasing the blood flow to the muscles, body temperature and improving endurance.

Rotational sports, at their foundation, are the same (baseball, tennis, golf, etc.): the intentional and dynamic movement of the body in three planes of motion – the frontal plane (side to side), the sagittal plane (flexion & extension front to back), and the transverse plane (rotation).

Yoga For Golfers™ teaches unique and proprietary methodology developed by Katherine Roberts. This cutting edge methodology is a blend of yoga, dynamic exercise using body weight and Versa Bands as well as powerful functional motion. The goal is to drive improvement, in performance, from the first tee to the last putt. This program focuses on achieving body symmetry, balance and alignment throughout the swing to increase power as well as enhancing flexibility and core development to improve mobility, strength, power and endurance.

Did you know that for every 1mph you gain in your golf swing, you will achieve approximately 2.3 yards? In addition to more yardage, you will also get more out of your game. How many rounds do you take three holes to warm up and then collapse on the last three holes? This is a common occurrence. Yoga For Golfers™ will prepare your body to play from the first tee and facilitate endurance so that you can finish your round without being exhausted or hurt.

No yoga experience necessary. Class starts with a rotational assessment, dynamic warm up, standing exercises, balance exercises, core work and then rest. Safety is always first and foremost and there are modifications so that each person has their own successes in class.



Jen Yockey is a Class A member of the LPGA T&CP Division, Yoga For Golfers™ Certified Instructor, and C.H.E.K. Golf Biomechanic. She teaches GolfFit/Yoga For Golfers™ at Fit Gal's Closet on Tuesdays at 8:30 a.m. and Thursdays at 5 p.m. Call (760) 347-8708 for class information or go to FitGalsCloset.com.

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Your Divots Tell a Story

**By: Jack Gibson, La Quinta Country Club
& Indian Springs Golf Club**

The next time you are on the practice tee, take a little time to look at the pattern of divots left by your friends or even by you and then compare those to the divot patterns made by the players in the recent CareerBuilder Challenge.

On the practice tee, you will notice that the beginner or poor player is always looking for a good lie from which to hit their next golf ball and so the divot taken by them is always a few inches or so away from their last divot – leaving an ugly scattering of divots over a square yard or more. I believe this is one important reason many players have so much difficulty “taking it to the course.” They are playing “winter rules” or “preferred lies” on the practice tee but not on the golf course fairway.

The old saying, “You looked up” really means that you were not watching the head of the golf club strike the golf ball and turf until the golf ball was well on its way. We have no way of controlling where our golf ball ends up after we have made contact with it but we do or should be able to control where the head of the golf club strikes the turf, just as we hopefully watch the head of a hammer strike a nail.

Old habits are hard to break, and the habit of looking at where we want our golf ball to go before we have done anything to make it go there is one of the most difficult to break. I encourage my students to always place their practice ball just in back of their last divot and try to watch their club head duplicate that last divot. After making a “trench” in the turf, start the same pattern again next to that series of divots. You will eventually have a “square” of turf missing rather that

a bunch of divots all over the place creating extra work for the grounds crew.

Hitting off a tee will require a similar strategy. Hopefully you are not taking a divot with your driver, but there is no reason you should ever need to look for your tee after your drive. If you did not see where your tee went, you simply were not looking. The game is difficult enough without trying to hit the golf ball without looking at it – so why insist on trying to do it, unless you are practicing for a “trick-shot” exhibition?



Jack Gibson, Member of the PGA of America, teaches at La Quinta Country Club and Indian Springs Golf Club. La Quinta Country Club, a member owned private

club, is the original home of the Bob Hope Classic (now the CareerBuilder Challenge). For a preview, call (760) 564-4151. Indian Springs Golf Club is a public course located in La Quinta and Indio, and is best known as an immaculate, player-friendly course with “tournament speed greens.” For information, call (760) 200-8898.

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The Chamber Connection

News, Spotlights, Information & Events

March 2016

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

Business Development & Connections Calendar

RIBBON CUTTING

Wednesday, March 2, 11 a.m.

Coldwell Banker

45-100 Club Drive, Indian Wells

RIBBON CUTTING

Wednesday, March 2, 4 p.m.

Mattress Showroom

79-800 Highway 111 Suite 107, La Quinta

RIBBON CUTTING

Wednesday, March 9, 4 p.m.

Steven B. Robbins Foundation

La Quinta Chamber Office
78-495 Calle Tampico, La Quinta

FLASH LUNCH MOB

Thursday, March 10,
11:30 a.m. - 1 p.m.

California Ocean Grill

79-680 Highway 111, La Quinta

RIBBON CUTTING

Friday, March 18, 4 p.m.

PRIMP Lash & Hair Studio

79-430 Hwy 111, La Quinta

Educational Edge Workshop

*"Generating Customers –
Live Streaming"*

Tuesday, March 22, 8 a.m. - 9:30 a.m.
La Quinta Chamber Office
78-495 Calle Tampico, La Quinta
Members \$5/\$10 Non Members

BUSINESS MIXER

Wednesday, March 23, 5 p.m. - 7 p.m.

Palms Athletic Club

51-350 Desert Club Drive, Suite 3,
La Quinta
Members \$5/\$10 Non Members

RIBBON CUTTING

Friday, March 25, 11 a.m.

My First University

La Quinta Chamber Office
78-495 Calle Tampico, La Quinta

HEALTH FAIR

Friday, March 26, Noon – 4 p.m.

Co-Sponsored by Desert Crossfit & La Quinta Chamber of Commerce

73- 605 Dinah Shore Drive,
Suite 1400N, Palm Desert

UPCOMING SPECIAL EVENTS:



GOLF FESTIVAL La Quinta, Indio & Coachella Chambers Golf Tournament

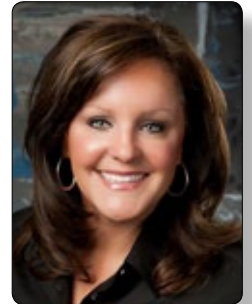
Thursday, April 7 at Terra Lago, Indio
Foursome starting at \$600
and Vendor Booths available.

ALL VALLEY

LEGISLATIVE LUNCHEON

Friday, April 8
Agua Caliente Resort & Casino,
Rancho Mirage
\$55 per person

Welcome to the La Quinta Chamber's New Leader: Katie Stice



The La Quinta Chamber of Commerce is pleased to welcome Katie Stice to the team, and is proud to announce she was recently promoted to the helm of the Chamber as its new CEO/President.

A San Diego native, Katie Stice also feels like a native of the Coachella Valley because she has called it home for more than 20 years. She has been immersed in the community almost since day one by volunteering for the YMCA Camp Oaks in 1994. Her work in child care led her to her the Children's Discovery Museum of the Desert where she served as Operational Director of the nonprofit organization for eight years.

It was volunteer efforts for the Golf Cart Parade that led to a position with the Palm Desert Chamber of Commerce. And, this is where most of the momentum occurred as Vice President working through two Five Star US Chamber Accreditations for her chamber, four years of "chamber college" at LMU to earn her Institute for Organizational Management designation, and five years of Western Association Chamber Executives (WACE) to earn ACE or an Accredited Chamber Executive certificate. To have both is quite rare. In the chamber world, she has been on the inaugural Emerging Leaders Council for the WACE and Cal Chamber and has helped in WACE classes as a speaker or coordinator and recently was asked to be a Class Advisor at an upcoming IOM chamber college.

January 4, 2016, was Katie's first day at the La Quinta Chamber of Commerce and her excitement about the future is contagious:

"Chambers of Commerce need to progress so that they don't dissolve. The merger is exactly what we need to do in order to grow, to build resources, to save money, better support our members, save businesses money and to become the most relevant chamber with the greatest legislative voice," explained Stice. "There is strength in numbers and we are already seeing the benefits of working closely together. Our ribbon cuttings and events have double in attendance and we have more staff to support our efforts. We are already stronger."

Katie's goals for the Chamber are to foster a stronger local economy through building up membership, valuable events, and strategic partnerships, strengthening staff and board.

"Our leadership has been ready for this, ready for me. I've been ready for this work," added Stice.

Katie can be reached at (760) 564-3199 or Katie@lqchamber.com.

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

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

Meet the Team!

La Quinta Chamber of Commerce



Anne Blalock, Director of Sales & Publications Specialist

Anne Blalock has been working for small businesses in a tourism-driven city from an early age. Anne moved to La Quinta in 2007 and joined the La Quinta Chamber team at the front desk. Anne put her customer service and organizational skills to work right away and moved up from receptionist to events coordinator. Looking for more challenge and seeing the opportunity for growth, Anne became Director of Sales and bloomed in that position. She has been doing a successful job for nearly 6 years. In that time, Anne has developed a network and reputation that affirms her success.



Dawn Mason, Events Manager

Dawn has been with the La Quinta Chamber since April of 2013, and in the events manager position full-time since November 2015. She moved to the Coachella Valley in 2006, and began working in the hospitality industry for the first time managing a small family-owned restaurant in La Quinta, Jake's Pizza. In 2012, Dawn took her experience and moved up to working at a private country club for 3 years. She truly has a heart for the restaurant and hospitality industry and now shares that love with planning the Chamber's monthly and annual events.



Rebecca Rizzo, Membership Manager & Social Media Director

Rebecca has been a resident of the Coachella Valley for over 20 years. She has built strong relationships throughout the entire Valley. Rebecca has experience in marketing, managing, networking, public speaking, and human resources. She has over 15 years of business to business relationship building. She enjoys learning and creating. Rebecca's belief system is that everyone should help others reach their goals. She is a natural in increasing visibility to different parts of the Valley. Her passion for change and advancement is infectious. Rebecca Rizzo is a graduate of the Leadership Coachella Valley program in 2009.



Kathleen Derby, Administrative Coordinator

A Southern California native, Kathleen spent the last 12 years in Sacramento working in advocacy. Most recently, she worked as Director of Advocacy for NAMI California and as Legislative Analyst for the State Independent Living Council, advocating for the rights of people with disabilities. In her current position, Kathleen returns to her roots in administration. She has a Master's Degree in Communication, which is useful in the multiple ways the Chamber interacts with the public. Kathleen is happy to be working in beautiful La Quinta and looks forward to getting to know the community.

NEW MEMBER SPOTLIGHT

America's Labor Supply



America's Labor Supply is quickly becoming the leading hospitality labor supply company in the Coachella Valley. Founded in the Coachella Valley and with over 30 years of experience in the labor supply industry, the Ochoa family fulfills all staffing needs while maintaining a strong work ethic and low rates. The company's vision is to make all labor force affordable to businesses; as well as increase profits and lower labor costs.

As business needs fluctuate, America's Labor Supply provides peace of mind with a giant pool of staff at your disposal. America's Labor Supply will worry about payroll, paperwork, and impending taxes so you don't have to. America's Labor Supply will take care of all additional labor costs and keep you at the most affordable rate per employee.

The minimum wage as of January 1, 2016, is \$10. This is great for the employee and costly for the employer. Businesses know that the real cost of labor could be as high as two times that amount after state and federal taxes, insurance, unemployment and Worker's Comp alone.

For more information, visit AmericasLaborSupply.com or call (760) 347-0003. Don't let labor burden be a burden to your finances.

NEW MEMBER SPOTLIGHT

Desert Barber



Desert Barber was created to offer the gentlemen of La Quinta and surrounding areas a more upscale barber experience. Upon entering the barber shop, the first thing you will notice are the wonderful aromas. Lavender with hints of bay rum and sandalwood start your barber experience off right. You will also realize that you're in a private suite, creating an even more relaxing environment.

Jason Colvin is the owner of Desert Barber, and has been practicing his skills for the past 28+ years. His love for the profession and his experience is demonstrated in the personal attention to detail each gentleman receives while in his barber chair.

Desert Barber is an appointment-only barber shop. All appointments are made directly through the website at DesertBarber.com. By doing this, Jason has eliminated the "wait time" of the barber shop. This also gives the customer the ability to change or cancel their appointments at any time. The website also features a menu of services and pricing. Desert Barber has even included the convenience of accepting cash, all major credit cards, Apple Pay and Android Pay.

Desert Barber has set the new standard, as showcased in the 5-star ratings that Desert Barber continues to hold through multiple online media channels.

NEW MEMBER SPOTLIGHT

Fara's Food, Mainly Vegetarian, LLC

Fara Bauer is the local author of *Fara's Food, Mainly Vegetarian*, which is available on Amazon and Kindle. Fara has a natural talent for cooking and creating, and has cooked for her family since she was 12-years-old.

Her many years in the kitchen lead to the publication of a predominantly vegetarian cookbook that will encourage people to cook wholesome food, which is essential to preventing many diseases and achieving a healthier lifestyle.

The book will teach the reader, in simple and efficient ways, to become a successful cook by choosing the best ingredients to prepare meals that showcase sophistication and style. Some of the dishes presented in her book have origins in Middle Eastern cooking – many of which she encountered during her traveling experiences. She is always evolving and excited about her new innovations.

This vegetarian lifestyle has now turned into a passion, expanding from creating dishes and writing books to also teaching and promoting a healthier way of life through vegetarian eating.

Her desire is to show people that vegetarian cooking is not only healthy, but can also be very exciting, delicious and satisfying – with a lot of variety. To connect with Fara about book signings or private cooking lessons, she can be reached at (949) 572-8225 or farasfood@verizon.net.



NEW MEMBER SPOTLIGHT

My First University

All parents want the best for their children. Most parents are very concerned with their child's happiness and well-being. They provide unconditional love, warmth, education, and a sense of direction – which are all necessary for the child's development.

My First University provides a small, secure environment for children during the most important time of their development. Their child care offers a home-away-from-home that's safe, nurturing and, most importantly, a great learning environment. Learning is more than the 123's and ABC's, but it is also the learning of values such as honesty, respect, self-discipline, love, kindness, friendliness, and fairness.

Founded and managed by a married couple, My First University is licensed by the State of California Department of Social Services. The director has a bachelor's and master's degrees, as well as supervisor's permit from the California Commission on Teaching Credentialing. My First University hosts children ranging in ages from 2 to 5 years old, serving La Quinta and the surrounding area.

The child care's environment is designed for your child to socialize, explore and develop relationships with peers. For more information or to schedule a tour of My First University, call (323) 807-2790 or email galina@myfirstuniversitypreschool.com.



NEW MEMBER SPOTLIGHT

Furniture Medic

Whether it's at home or in the office, Furniture Medic by Kirk P.

Bitter provides an affordable alternative to replacing your furnishings and fixtures. Your furniture and wood surfaces can become damaged over time with scratches, nicks, dents, structural and joint instability, water rings, burns, stains and spills. Furniture Medic, which services Riverside County, offer a variety of repair and restoration services to meet your needs.

Repair and restoration can be done at your house, apartment or office location – offering a convenient alternative to costly furniture replacement. Furniture Medic works on-site and around your schedule, and strives to minimize disruption to your daily schedule by primarily using water-based, low-odor products. Furniture Medic's skilled technicians utilize superior products and advanced techniques for dramatic results.

Furniture Medic specializes in the following: wood and furniture repair for antiques, millwork, paneling, cabinetry, hardwood floors, banisters and mantels. Other services include cabinet refacing, furniture structural repair and stabilization, precision repair of wood surfaces, color blending and image enhancement, as well as furniture refinishing and polishing.

For more information, go to FurnitureMedicByKPB.com; find them on Facebook by searching Furniture Medic by Kirk P. Bitter; call (760) 851-4928 or e-mail kirk@furnituremedicbykpb.com.



NEW MEMBER SPOTLIGHT

LABite

Since 2001, LABite has been the leader in reliable restaurant delivery, connecting La Quinta and its surrounding areas to local restaurants and delivering your favorite meals.

LABite's fleet of independent drivers deliver to homes, offices and hotels from local favorites such as California Ocean Grill and Lulu California Bistro, as well as popular chains such as California Pizza Kitchen, Daily Grill and many more.

Service is the corner-stone of LABite, and they ensure your food arrives hot and on time. With the latest technology including live order tracking and group order features, LABite takes meal planning off your plate so there's more room to enjoy the food.

Michael Blair is the Coachella Valley Regional Manager for LABite. For more information, contact Michael by calling (310) 466-4176 or via email at Michael.blair@labite.com.



RIBBON CUTTINGS & CHAMBER EVENTS



Ribbon Cutting for Southwest Arts Festival, Empire Polo Grounds, Indio, on January 29.



Ribbon Cutting for Escape Room Palm Springs, 560 S. Williams, Palm Springs, (760) 779-8888, on February 4.



Ribbon Cutting for Skin Extraordinaire, Serving the entire Coachella Valley, (530) 401-0659, on February 12.



Annual State of the City Address & New Member Induction, La Quinta Country Club, La Quinta, on February 4.



Business Mixer at Pirch (Formerly Fixtures Living), 71-905 Highway 111, Rancho Mirage, (760) 646-8220, on January 27.



CareerBuilder Challenge Information & La Quinta Chamber Booth at PGA West, La Quinta, on January 21-24.

HOT ROD & CUSTOM CAR SHOW

The 10th Annual Hot Rod & Custom Car Show was revved up! Cars drove into the Frances Hack Park on a perfect “chamber weather” day while guests checked out the 100 plus classic and custom cars. Sounds of the Two Twelve Band filled the air and food and retail vendors sold goods, products and wares. Special thanks to our event sponsors and the volunteers from the La Quinta High School PSA group. Congratulations to the winners!

| | |
|---------------------------------------|----------------------|
| People's Choice Trophy | CRUZ & RICK ESPINOZA |
| Mayor's Choice | STEVE OPPERMAN |
| Best Hot Rod "In Spirit of Jim Varco" | DAVE BEEBE |
| Best Street Rod - Open Car | RICK & JUDY LEA |
| Best Street Rod - Closed Car | JOANNE TRINKLE |
| Best Paint | ERIC BISHOP |
| Best Sports Car - Foreign | ED RADFORD |
| Best Engine | PETE COMMARE |
| Best Motorcycle | A.J. STONE |
| Best Sports Car | NICK NIGOSIAN |
| Best Orphan | PENN LENSON |
| Best Classic | JACK HABART |
| Best Special Interest | GREG VAKA |
| Best Custom | ERIC BISHOP |
| Best Low Rider | TINO GARZA |
| Best Truck | TINO GARZA |
| Best Muscle Car | ROGER DALEY |
| Best '50s | RONALD ISENBERG |
| Best '60s | DENNY HENDERSON |
| Best '70s | MARCUS MOON |
| Best '80s | MARCUS RAMIREZ |



People's Choice Trophy Winner – Cruz & Rick Espinoza, 1960 Black Volkswagon Beetle Type 1



Best Hot Rod "In Spirit of Jim Varco" Trophy Winner – Dave Beebe, 1956 Burgundy Chevy 210



Mayor's Choice Trophy Winner- Steve Opperman, 1937 Black Ford Woody

La Quinta: The Ideal Vacation – Or Staycation

Submitted by:
Legacy Villas Luxury Rentals



Winter will be over soon – where do you plan to go this spring and summer? If you're looking for a place to enjoy fun in the sun, look no further than La Quinta. A staycation in La Quinta will allow you to explore things that perhaps you haven't before.

Whether you have a family or are just a couple of lovebirds looking for a bit of romance and fun, you can create the perfect retreat right here in La Quinta.

Biking La Quinta — La Quinta is the perfect place to enjoy outdoor fun. Those who like to bike or hike will find this area to be a delight, with a variety of biking trails to choose from at a variety of different levels that offer something for everyone. Motorized and regular bicycles can be rented at Pedego right in Old Town La Quinta or can be delivered to local

resorts. Maps for local trails can be found at PlayInLaQuinta.com.

Cinemark Extreme Digital Cinema/Next Gen — Enjoy a day at the movies with the newest addition to La Quinta – Cinemark NextGen, which offers the newest technology, cutting edge amenities and customer-preferred options all under one roof. This new theatre is the first in the area to offer the luxury lounge recliner chairs, concession stand favorites, as well as beer, wine and frozen cocktails.

The Mountain Course or Any of La Quinta's Scenic Courses — Famed for its unique Pete Dye design, playability and stunning visuals, the Mountain Course at the La Quinta Resort is one of *Golf Magazine's* Top 100. This challenging course nestled at the base of the Santa Rosa Mountains features exotic rock formations,

as well as incredible elevations of tee boxes and well-bunkered greens.

La Quinta at New Heights — Take in spectacular views of La Quinta and the entire Coachella Valley from the Palm Springs Aerial Tramway. It's also a way to enjoy cooler temperatures as the mercury rises in the desert this spring/summer. Another option is to take flight in a hot air balloon.

You're not on a vacation, or a staycation, unless you can relax. Legacy Villas resort in La Quinta offers an array of luxurious studios; as well as one, two and three bedroom suites at a fraction of the cost of a typical hotel. Replete with 12 heated swimming pools, 11 spas, and a kid's fountain play area, as well as full featured fitness center. For more information, go to LegacyVillas.com.

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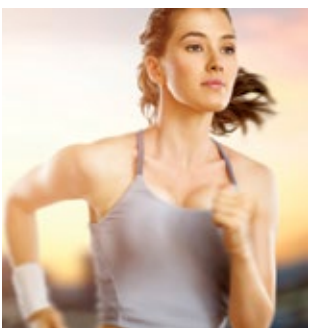
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Choosing Tile or Stone

By: *Ev Levin Gerisch, ELG Design*

The possibilities today for refreshing a kitchen or bath with new surfaces are endless, including options for every price level. There are two primary surface material categories: tile and natural stone (or stone composites).

Tile typically refers to those made of either ceramic (non-porcelain) or porcelain, although both may be called ceramic tiles. Ceramic or non-porcelain tiles are generally made from clay fired in a kiln, are glazed or unglazed and are used in both wall and floor tile applications. Non-porcelain ceramic tiles are suitable for very light to moderate traffic.

Porcelain tiles may be matte, unglazed, or high polished and made by the dust-pressed method from porcelain clays. Glazed porcelain tiles are harder than non-porcelain ceramic tiles, so they're suitable for all type of traffic areas.

Tile is usually more economical and less absorbent than stone, so often preferable for countertops, walls and backsplashes. As flooring, however, it can be cold and slippery under foot. Tile is easier to install than stone, but also more susceptible to cracking or chipping. Note that tile requires grouting, which discolors and chips over time.

Stone can be used in its natural finish with a matte or glossy sealer, polished, honed, or in its trendy tumbled form.

Natural vs. Engineered Stone Countertops

1. Stone countertops are often made from one of six natural stones: granite, marble, limestone, soapstone, slate and quartz. Long-lasting and durable, unaffected by water, tolerable of hot pans and pots, and requiring little cleanup, you should compare and choose the stone that best fits your budget and style.



2. Engineered stone is nonporous, unlike natural stone that may require sealing.
3. Natural stone is a finite material removed from the earth while engineered stone, mostly comprised of plentiful granite or quartz mineral, are more 'eco-friendly.'
4. Marble countertops will chip easier than harder granite or quartz countertops.
5. Each material contains different textures and colors that may not agree with the design of your kitchen.
6. Those stones with greater variation in color and texture, or that are harder to cut, will be costlier to install.

Granite and Quartz

Granite comes in a vast variety of colors and patterns, but requires sealing periodically to prevent bacteria growth beneath the surface. Quartz, the most abundant and one of the hardest minerals, has become as popular as stone and granite. Quartz countertops, combining Polymer resins, pigments & quartz, is safe to cut and prepare food directly on without the need of a cutting board and is stain resistant. It requires no sealing, polishing or reconditioning. Simply wash with warm water.

Ev Levin Gerisch is the owner of Elg Design in La Quinta and Sherman Oaks – specializing in eco-conscious residential interior design. Elg Design is the recipient of Angie's List Super Service Award and Honor Roll and Best of Houzz – client reviews, multiple years. For more information, call (310) 383-5006 or (760) 777-1907. Find her on Facebook, Houzz or Angie's List.

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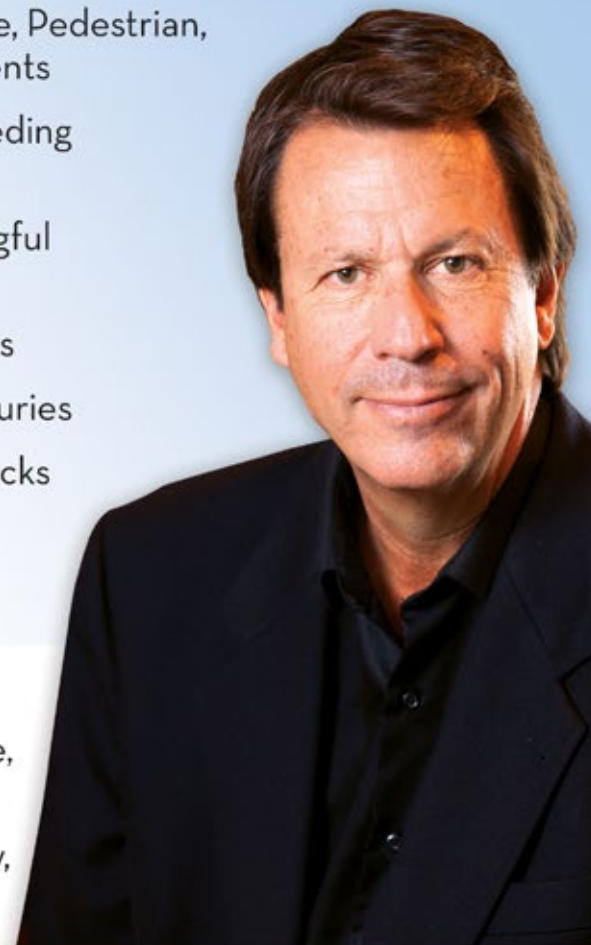
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La Quinta Historical Society Presents

Desert Gardening and Coachella Valley Water District Tour

March 24, 2016 , 8:30 am – 1:30 pm Members: \$40 • Non-Members: \$50

Travel by bus to the Coachella Valley Water District garden, followed by visits to three other La Quinta residential gardens, the city's demonstration garden on Avenue 52 and finish at La Quinta Museum. We will learn ways to keep your garden beautiful with drought tolerant landscaping and ways to save water.

Upcoming
tours:

Mission Inn Tour and Lunch – Riverside CA

Apr 7 @ 8:00 am – 4:00 pm • Member: \$70 | Non-Member: \$80

Travel by bus to the Mission Inn in Riverside. This includes a docent led tour of the National Historic Landmark Mission Inn. Lunch is included at one of the on-site restaurants (your choice of 3 restaurants): Mission Inn Restaurant, Las Campanas (Mexican), Bella Tratoria (Italian). You will also have time to explore the Inn on your own and check out the shops in the area.

From its modest beginnings as a 12-room adobe boarding house to its current stature as one of the finest hotels in the United States, providing a total of 238 rooms and suites, The Mission Inn Hotel & Spa has been the cornerstone of Downtown Riverside since 1876.

The Mission Inn's rise to greatness began in the late 1800's when wealthy easterners and Europeans flocked to Riverside in search of both a warmer winter climate, and to invest in the area's profitable citrus industry. By the 1890's, Riverside was the richest city per capita in the United States. The consistent influx of tourists to Riverside made Frank Miller, the Master of the Inn, recognize the dire need for a grand resort hotel. And so the evolution of The Mission Inn began. Frank Miller opened the first wing of his new hotel in 1903. The Mission Wing was built in Mission-Revival style architecture and incorporated different structural elements of the 21 California Missions. Mr. Miller went on to add three more wings to his hotel: the Cloister, the Spanish and finally completed it with the Rotunda wing in 1931.



Tickets can be purchased at:

La Quinta Museum

77-885 Avenida Montezuma • La Quinta, CA 92253

for more info call **760.777.7170**

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5 Treats the Easter Bunny Will NOT Be Bringing Your Cat or Dog

By: Dr. Lori Friesen,
HowDogsHelpKids.com

The Easter Bunny will soon be on his way, so but be sure he doesn't leave these surprises for your cat or dog:

Easter Lilies – Who knew? These plants are deadly poisonous to cats and can cause severe kidney damage. They are non-toxic to dogs, but you still might not want to invite Fido to eat your centerpiece.

Eggs – According to Pet MD.com, hard-boiled eggs are safe for dogs and cats, and eggshells crushed in a coffee grinder can be an excellent source of calcium and protein when a half teaspoon is served up with your pet's kibble. However, if you plan to include your dog in your Easter egg hunt, be sure that the dye on the eggs is non-toxic. Also, be very careful about involving your family dog if children are present because dogs can become territorial around food. Raw eggs, on the other hand, are not recommended for cats and dogs.

Easter basket "grass" and candy wrappers – So sparkly and bright, these items can be very tempting for your pets. But if ingested, they can get all tangled up in your pet's intestines or lodged in their stomachs. If your pet starts vomiting or stops eating all together, take them to the vet for an x-ray to rule out possible offending grass! This is actually quite a serious issue – Easter grass needs to be surgically removed.

Chocolate – Theobromine and caffeine are the dangerous ingredients in chocolate for cats and dogs, and the rule-of-thumb is, the darker the chocolate, the more dangerous it can be for your pet. Dogs often vomit, have diarrhea, and tremble if chocolate is ingested.



A Real bunny – Do I need to say it? Rabbits are not toys or trinkets, and should not be given as gifts. Most rabbits purchased as Easter gifts end up abandoned – and with the upcoming scorching summer temperatures in our desert, this can be a death sentence for animals who have been born in captivity.

Instead, Enjoy Easter in this Fun Way with Your Dog!

If you'd love to involve your dog in an Easter egg hunt, try this! Purchase a dozen plastic Easter eggs (the kind that pop open from the middle), place small dog treats inside them and hide them all over your yard. Just ensure the eggs are large enough that your dog cannot swallow pieces of them, and as always, when playing a game with your dog, ensure that you supervise this activity carefully.

And if you have a cat – well, I recommend simply serving their favorite treats on a silver platter this Easter so they don't attack you in your sleep for trying to make them work for their food.



Dr. Lori Friesen is the creator of "How Dogs Help Kids Read and Succeed in the Classroom," a program that teaches children dog safety, responsible pet ownership, and compassion

for dogs while empowering them to become stronger, more confident readers. This program is offered in partnership with Loving All Animals. Dr. Lori can be reached at HowDogsHelpKids.com or drlorifriesen@gmail.com.

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Trilogy at La Quinta 8th Annual Health and Wellness Fair



Trilogy's upcoming Health and Wellness Fair will offer demonstrations, information and products from a variety of health and wellness professionals as well as hand and chair massages from The Coral Spa at Trilogy. There will also be food, music and raffle prizes.

The 8th Annual Health and Wellness Fair will be held on Saturday, March 5 from 9 a.m. to 12 p.m. at Trilogy at La Quinta, 60-750 Trilogy Parkway. The event is open to the public with free admission.

Raffle tickets will be sold for \$1 and the proceeds will benefit the Coachella Valley Volunteers in Medicine. The mission of the Coachella Valley Volunteers in Medicine is to provide no-cost primary health care service to medically underserved adults residing in the Coachella Valley.

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

This event is sponsored by Desert Health and The Coral Spa at Trilogy. For more information, contact Sharon McKee at (760) 702-3037.

JFK Memorial Hospital Introduces New Self-Assessment Health Profilers Online



JFK Memorial Hospital has just introduced four new self-service health profilers on its website, JFKMemorialHosp.com. Each profiler walks the individual through a series of questions related to lifestyle, family history and health. The assessment takes about five minutes and provides a personalized summary report listing risk factors, tips to reduce risks, and actionable next steps to make more informed health decisions.

These free and interactive profilers cover general heart health, stroke risk, Peripheral Artery Disease (PAD) as well as knee and hip to joint functioning. Profilers also allow users to share a link with family and friends through Twitter or Facebook so they can also take advantage of these tools.

It's another in a series of tools JFK Memorial Hospital provides to keep you healthy and moving. For more information, go to JFKMemorialHosp.com. JFK Memorial Hospital is located at 47-111 Monroe Street in Indio.

Laurie McLennan

Fish A Bit Ranch has reduced the price \$3 million dollars! This World Class facility is located in Thermal with over 7000 sq ft of living space, 10 acres, 17 stall barn, covered arena and priced to sell. Being offered turnkey furnished.



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- Interval Training

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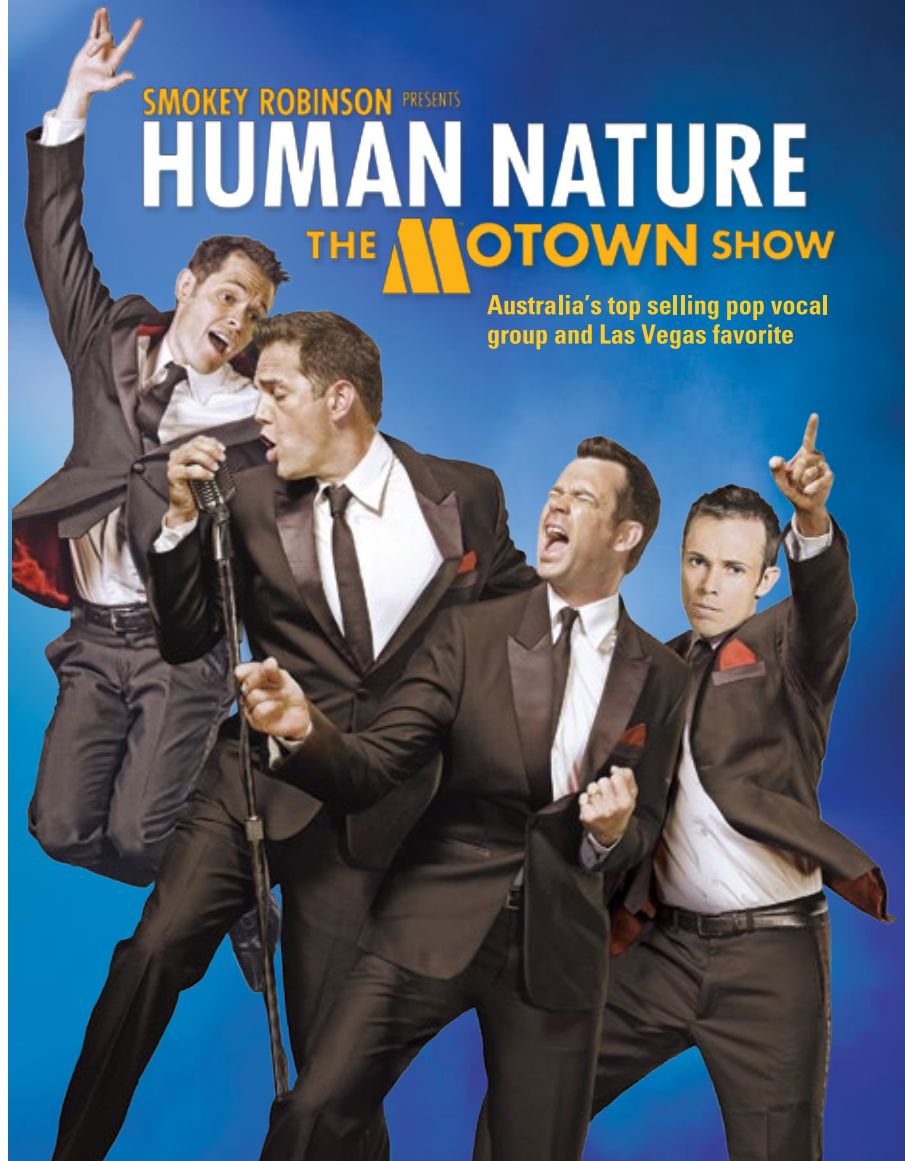
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