

NOVEMBER 2015

The Gem

The Voice of Business

It's Time to Give Thanks for Beautiful Weather, La Quinta!

What You Need to Know About Medicare Open Enrollment

8 Thanksgiving Foods to Avoid Giving Your Dog

The Next Generations: What to Expect

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

—Gary Apfelbeck

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

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

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

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

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

STRATEGIC OBJECTIVES

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

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CONTENTS • NOVEMBER 2015

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

Shop Local on Small Business Saturday November 28 6

2nd Annual Workforce Summit to be Held November 12
Submitted by: The Workforce Division of Riverside County’s Economic Development Agency 7

Make Way for the Next Generations
By: Dr. Gary Rutherford, Desert Sands Unified School District..... 8

8 Foods to Avoid Feeding Fido this Thanksgiving *By: Dr. Lori Friesen* 9

HVAC Upgrades Aren’t Mission Impossible For Your Business
Submitted by: General Air Conditioning 10

City of La Quinta: The City Report 11 - 16

When Dogs Bite *Submitted by: Eix Insurance*..... 17

Don’t Take Cash Flow For Granted *Submitted by: SCORE Coachella Valley* 18

2016 Annual Enrollment Period For Seniors
By: Randy Foulds, Foulds & Feldmann Insurance Agency 19

Choosing the Right Medicare Drug Plan
By: Marv Law, HealthBridge Insurance Solutions 20

Do You Have a Broken Heart? *By: Dr. Devin Wilson, Live Well Clinic* 21

Stages of Alzheimer’s Disease
By: Jennifer Wallis, Caleo Bay Alzheimer’s Special Care Center 23

How To Deal with Indoor Pollution *By: Natalie Angrisani, JNA Marketing* 24

Pearls of Wisdom *By: Lauren Boucher, Boucher Fine Jewelers* 26

Outdoor Living *By: Pat Wood, Encore Consign + Design Studio* 27

Chamber Hosts Annual All-American Mixer..... 28

Chamber Member Chili Recipe: *Roasted Pabalano & Sirloin Chili*
By: Richard Bentley, La Quinta Chamber of Commerce Member..... 29

Upcoming Chamber Events 29

New Member Spotlights, Ribbon Cuttings & Mayor’s Luncheon 30 - 33

Art Under the Umbrellas Slated for Two November Saturdays
Submitted by: La Quinta Arts Foundation 34

Trilogy to Host Art Faire & Sale November 7th *Submitted by: Trilogy* 34

Cambria Hosts Event to Help Desert Veterans Cope with PTSD
Submitted by: Cambria 34

New Winter Music & Performing Arts Programs for Valley Youth
Submitted by: Marquee Academy of Performing Arts 34

What You Need to Know Before Donating Hair *By: Bergen Carey, Celebrity Hair* 36

Ways to Reduce & Reuse *Submitted by: Desert Arc Recycling* 37

On the cover: November is a great time to get out and enjoy the wonderful weather with bike ride in La Quinta.

Armen Karimyan, D.D.S.



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CHAMBER CHAIRMAN'S MESSAGE

It's Great to Do Business in La Quinta!

By: Jason Schneider, Chamber of Commerce Chairman

As the economy continues its recovery, one thing I'm noticing both as a CPA and as the Chairman of the Chamber of Commerce is that it's great to do business in La Quinta! The Chamber has seen an influx of new members from all different sectors of the economy. We are seeing membership growth in new start-ups, existing La Quinta businesses, and existing businesses outside of La Quinta, as well as developers hoping to start doing business in La Quinta. What this tells me is that, while the economy is strong in the Coachella Valley, it's especially strong in La Quinta.

We have development in Old Town La Quinta with La Quinta Brewing Company getting ready to introduce their Taproom and Sway's Barber Lounge coming soon. There is also the development along Washington with the high-tech Century movie theater getting ready to open.

Another exciting element we are seeing is that there are a lot of Millennials and Generation X-ers jumping into the business world. Typically, young business owners don't have as much capital to get started as a second-career business owner might have, so in order for them to make the leap of faith into business ownership, it really has to be worth it for them. We have been fortunate to get some incredible young businesses such as Palms Athletic Club, Make Your Life Travel and TOP (The Only Print) Shop working in and for our La Quinta community.

The takeaway from all of this is that with business booming in La Quinta, now is a great time to jump on board with the Chamber and let us advocate for you!

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



Shop Local on *Small Business Saturday* November 28



First there was Black Friday... then Cyber Monday...and in 2010, Small Business Saturday was established to encourage people to "shop small" to support of local businesses. Last year, an estimated \$14.3 billion was spent at small, independent businesses nationwide on Small Business Saturday.

Come out and show your support for small businesses on Saturday, November 28 – right here in our community. You'll be supporting the local economy while discovering unique and

one-of-a-kind holiday gifts at the same time.

'Shop Small' the Saturday After Thanksgiving, Small Business Saturday! For more information on Small Business Saturday visit ShopSmall.com.

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2nd Annual Workforce Summit to be Held November 12

Submitted by: The Workforce Division of Riverside County's Economic Development Agency



The Coachella Valley's "best kept secret" will be revealed at the 2nd Annual Valley-wide Workforce Summit on November 12 at

Fantasy Springs Resort Casino's Special Event Center. The summit will highlight both existing and new programs available through the Workforce Development Centers (WDCs). Despite many efforts in marketing, Wendy Frederick, Eastern Regional Manager for the Workforce Division of Riverside County's Economic Development Agency says, "we continually hear from businesses, 'I didn't know you did that' referring to our no cost and shared cost services."

The summit kicks off at 7 a.m. with breakfast and high-level networking. The main event from 8 a.m. to 10:30 a.m. will keynote recent workforce legislation that improve services offered to local business in addressing their talent needs. More importantly is a panel of businesses discussing the practical application of how they have used WDCs' services.

Business representatives from the Coachella Valley, appointed by Supervisor

John J. Benoit to represent the 4th district on the County's Workforce Development Board, include Chair of the Eastern Regional Workforce Development Board Committee, Juan DeLara, and members Layne Arthur and Tina Sewell.

A panel of business leaders and human resource professionals from varying industries will discuss their experiences and needs in hiring a qualified workforce. As moderator of the panel, Tina Sewell, Area Manager with Manpower said, "I not only want to showcase the utilization of services, but solicit feedback from the panel, and the audience on their additional needs and how to improve existing services."

Morris Myers, Chair of the Riverside County Workforce Development Board, views the Valley-wide Workforce Summit as a lynchpin in developing strong strategic partnerships with both private and public-sector businesses in the desert. He said, "As we move forward under the new Workforce Innovation and Opportunity Act (WIOA) legislation there is an emphasis placed on working within industry sectors, developing career pathways, apprenticeships, and internship programs. An event such as this Summit sets a focus for the Eastern Regional Committee on what their priorities are for the coming year." Be a part of the dialogue. The cost of the event is \$15.00 for a buffet breakfast and entrance to the Summit.

For information on how to register, contact Connie Munoz at cmunoz@rivcoeda.org or call (760) 863-2509.



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Make Way for the Next Generations

**By: Dr. Gary Rutherford,
Desert Sands Unified School District**

No definitive name has yet been given to the generation born after what has been termed the Millennial Generation. The Millennials are those born between 1982 and 2001, and the last of them will be graduating from our high schools in the next few years. They were born of Baby Boomer parents and were the most numerous, affluent, and ethnically diverse generation in

United States history. They produced the largest college enrollments and comprised a major buying group. Terms used to describe them included optimistic, team players, civic-minded, and family-oriented. Their parents instilled self-esteem and they say that they are ready to overcome challenges and be successful.

But what about the latest generation of school children – those born after 2001? They are the students in our elementary and middle schools – and even in the early years of high school. What describes them and what can we expect as they return to their classrooms later this month? While a name has yet to be attached to them, there are already characteristics that seem to fit them as a group. According to research by the marketing firm Frank N. Magid Associates, they are the most diverse of any generation in the United States and “are more likely than older generations to have social circles that include people from different ethnic groups, races, and religions.” According to Magid, “Plurals (as he dubs them) are the least likely to believe that there is such a thing as the American Dream.”

Scott Hess, vice president of insight at Teenage Research Unlimited (TRU), has another name for them. He calls them Post Gen for two reasons. They are the generation who “post” everything. If it happens, it goes onto social

media. They are also the generation that “is arriving on the scene immediately following a number of culturally seismic events: Post recession, Post Obama election, Post tsunami, Post 9/11, Post Millennial.” He says that “it will be defined more by what came before than what comes after.”

At this point, no one is certain if any of the above will directly impact our students or the way that they are taught. We already know that they are more tech savvy than any group before them. But, in some ways, because of that, they are loners, operating in a world where they communicate without physically seeing the people they are interacting with. It will be up to the educators working with these young people to use their unique history to create effective lesson plans as they prepare them to lead the world.



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 the District schools by receiving its weekly newsletter, The Beacon. To sign up for your free subscription, visit the website at DSUSD.us.

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Rumors and Myths About Breast Cancer

November 14 • 12:30pm – 1pm

Featured Speaker: **Dr. Laura Lee, Breast Surgeon**
Location: Hangar Hot Spot Stage
Please join us for this discussion to help dispel some of the rumors and myths about breast cancer and provide you with the facts about symptoms, screening and treatment.



To Treat or Not to Treat: Recent Debates in Breast Cancer

November 15 • 1:30pm – 2pm

Featured Speaker: **Dr. Janet Ihde, Medical Director of Women's Health**
Location: Hangar Hot Spot Stage
Time magazine ran a cover story regarding breast cancer with the headline: “What If I Decide to Just Do Nothing?” Join us for an in-depth look at the latest debate in cancer care.

8 Foods to Avoid Feeding Fido this Thanksgiving

By: Dr. Lori Friesen

Let's face it: Dogs are members of our family, and we want them to be part of our holiday celebrations. It's tempting to give your dog a little plate of Thanksgiving goodies, but there are some "human" foods that can be surprisingly dangerous for your dog. If your dog eats any of these foods, please consult your veterinarian immediately:



- 1. Turkey** – No, turkey is not poisonous for your dog. However, what is potentially dangerous is the high fat content in turkey skin, which should be avoided, and cooked bone, which can sliver in your dog's throat or stomach.
- 2. Macadamia Nuts** – Though not deadly for dogs, ingesting macadamia nuts can cause muscle weakness, mild pain, tremors, and a high fever. These symptoms usually last for less than 48 hours.
- 3. Bread Dough** – The live yeast in raw bread dough can expand in a dog's stomach and decrease blood flow and cause breathing difficulty. Affected dogs have bloated stomachs and may appear disoriented, and will vomit or dry-heave. Dogs can experience seizures and/or go into a coma.
- 4. Alcohol** – Even a small amount of any kind of alcohol consumed by dogs can cause disorientation and vomiting, and in severe cases, may lead to coma, seizures, and death. Beer is especially poisonous for dogs because of cultivated hops involved in the brewing process.
- 5. Sugar Free Gum and Baking Products** – Xylitol is the sweetener often used in these products, and it can be lethal for dogs. Unlike humans, xylitol causes a drastic drop in blood sugar levels, leading to seizures and possible liver failure within a half-hour of ingestion.
- 6. Onions, Garlic, and Shallots** – These foods have been known to damage red blood cells in dogs. The general rule is the stronger the taste, the more toxic it is for dogs. Affected dogs tire easily and their urine may be orange-tinged or red in color.
- 7. Grapes or Raisins** – These foods can cause kidney failure in dogs. Lethargy, diarrhea, and vomiting often occur within 12 hours of ingestion, followed by decreased urination.
- 8. Chocolate** – This includes brownies, cookies, or any baked goods containing cocoa. Dark chocolate is most dangerous for your pet, and may cause irregular heartbeat, vomiting, seizures, and even death.

Avoiding these foods will help to ensure a "pawsitively" wonderful holiday for your entire family!



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.

SHOP LOCAL! Small Business Saturday is November 28



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Art Under the Umbrellas
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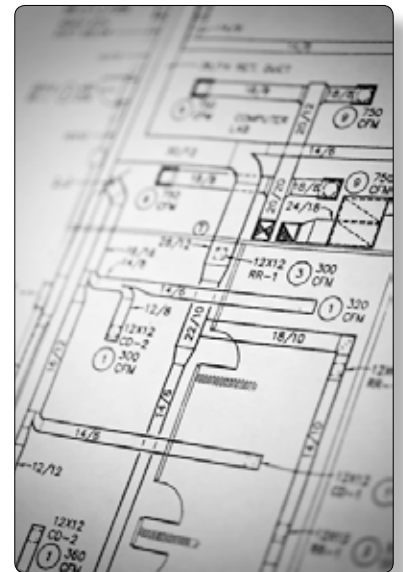
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HVAC Upgrades Aren't Mission Impossible For Your Business

Submitted by: General Air Conditioning

Let's face it, the hot desert air can be oppressive. At its worst, it can make indoor air impure and unhealthy and keep humidity and temperatures at uncomfortable levels.

The best way to keep employees' performance up and customers happy is to have an indoor environment that is healthy, comfortable and controlled. Rest assured, it's not impossible to have the total indoor comfort you both want and need.



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LA QUINTA City News



CITY MANAGER'S MESSAGE



When the Grass ISN'T Always Greener on the Other Side

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

The City of La Quinta has taken the state-mandated water reduction seriously and has made great strides to reduce turf, introduce xeriscaping in medians and around City

facilities, and reassess standard watering practices for sports fields and parks. In fact, we started our water reduction practices a few years ago and, like many of our residents, we are now struggling a bit to reach the goal of cutting back water consumption by 36 percent more than we already have. Currently, the City will be converting turf to desert scape in some areas in order to maintain our grassy parks and sports fields (within the water use reduction mandates); however, they will be looking...a bit less lush than in years past.

Part of living in the desert is dealing with extreme temperatures and little rainfall. Even with El Niño and the predictions that it may be one of the strongest

we've seen bringing "extreme rainfall" from fall to spring, the National Weather Service is quick to say that it still won't be enough to rid us of the drought we are experiencing. Remember to conserve wherever you can and when replacing home appliances, swap to the new low-water varieties: low-flow toilets, high-efficiency washers, and low-flow showerheads. In the meantime, reducing shower time to five minutes, washing only full loads of laundry, and reducing toilet flushes by 25 percent will help conserve our precious resource. Every drop counts. For more water conservation methods you can adopt at home, visit the Coachella Valley Water District's website at cvwd.org.

PUBLIC WORKS AT WORK

The Public Works Department is busy working on a variety of projects. Some of our recent projects and efforts are centered on water, especially when it comes to El Niño preparedness and water savings.

Are You Prepared for El Niño?

The upcoming winter storms are expected to be heavier than normal due to the effects of El Niño, which is a phenomenon stemming from unusually warm water along the western coast of South America. It disrupts weather patterns and can cause a lot of rain in areas that are usually dry.

The City is being proactive in its efforts to keep residents safe and systems working as efficiently as possible. City crews are clearing storm drains and retention basins to provide maximum flood protection to public roadways and facilities. They're also sweeping streets to minimize the debris going into storm drains. As you prepare, please keep some important things in mind...

- ✓ **Residents: Get Your Sand Bags**
Sand bags are available for La Quinta residents at the City Yard, City Hall, and La Quinta Fire Stations.
- ✓ **Homeowners: Clear it Up**
The City encourages homeowners to clear all rain

gutters and storm drains, and check the low spots around their homes where water can accumulate and potentially overflow.

- ✓ **Homeowners Associations: Ensure Proper Maintenance**
HOAs are advised to verify their retention basins have been properly maintained within the past 12 months, which will help basins hold more rain water.
- ✓ **Be Prepared, Learn More!**
Go to: la-quinta.org/seasonalpreparedness

Dealing with the Drought: Saving Water

The City has engaged the services of an on-call landscape architect to assist with various projects needed as a result of the Governor's water reduction mandate. The architect will be working with City staff on a project to convert the Civic Center Campus Lake from potable to non-potable water from the Colorado River. The architect will also be working on alternative landscape concepts in connection with turf conversion projects in the parkways within the City (primarily in north La Quinta).

The Coachella Valley Water District is a Valuable Resource

CVWD, the water agency serving La Quinta residents, offers valuable information and programs that can help residents meet their individual water reduction



goals. Go to cvwd.org to learn about rebate programs for turf conversion, ideas for drought-tolerant plants, conservation tips, and much more.

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



FIRE DEPARTMENT

November brings the beginning of the holiday season. Family and friends gather together to celebrate and enjoy festivities, which usually involves a meal. People tend to gather in or near the kitchen to enjoy each other's company. Did you know that careless cooking is the number one cause of residential fires? Follow these helpful tips below to help keep yourself and others safe:

Cooking Fire Safety:

- ✓ Keep children a safe distance from hot liquids and cooking surfaces. Establish a kid-free zone of at least three feet around the stove and areas where hot food or drink is prepared or carried.
- ✓ Always use potholders to prevent burn or scald injuries when handling hot surfaces, or items.
- ✓ Hot grease causes severe burns. Avoid using deep fat fryers around children.
- ✓ Clean the exhaust hood and duct over the stove regularly and wipe up spilled grease as soon as the surface of the stove is cool.
- ✓ It's wise to have a fire extinguisher near the kitchen. Keep it ten feet away from the stove on the exit side of the kitchen.
- ✓ Never pour water on a grease fire; turn off the stove and cover the pan with a lid, or close the oven door.
- ✓ Keep pot handles on the stove pointing to the back and always watch young children in the kitchen.
- ✓ Don't store items on the stovetop because they could catch fire.
- ✓ Keep kitchen appliances clean and in good condition.
- ✓ Follow instructions carefully when using microwave ovens.
- ✓ Be sure your stove is not located under a window where curtains are hanging.
- ✓ If your clothing should catch fire, immediately stop, drop and roll to smother flames.
- ✓ Never leave anything cooking unattended.



For more fire safety information, go to rvcfire.org.
Information provided by nfpa.org.

POLICE DEPARTMENT

A Very Special Event to Help Teens in Crisis!



Operation SafeHouse, a private, nonprofit organization dedicated to the safety and wellbeing of children in crisis, is asking the communities of Riverside County to help "Stuff the Bus" with much needed items to help take care of youth in need. Operation SafeHouse offers law enforcement personnel a positive alternative when they encounter a runaway youth or youth in crisis. Stuff the Bus runs from November 1 to November 12. Items being donated can be left in designated collection boxes at the La Quinta



City Hall (78-495 Calle Tampico) and Riverside County Sheriff's Department - Thermal Station (86625 Airport Boulevard). Help stuff the bus with:

City Hall (78-495 Calle Tampico) and Riverside County Sheriff's Department - Thermal Station (86625 Airport Boulevard). Help stuff the bus with:

- ✓ Mops/Booms
- ✓ Vacuums
- ✓ Bath/Kitchen towels
- ✓ Cookware Sets
- ✓ Toilet Paper
- ✓ Sports Equipment
- ✓ H.E. Laundry Soap
- ✓ Clorox Wipes
- ✓ Large Trash Bags
- ✓ Hand Soap
- ✓ Canned Meats
- ✓ Sheet Sets (Twin)
- ✓ Bed Pillows
- ✓ Tissue/Kleenex
- ✓ Shower Gel
- ✓ Flash Lights
- ✓ Dishwasher Soap
- ✓ Gift Cards
- ✓ Target
- ✓ Kohl's
- ✓ Walmart
- ✓ Visa Gift Cards

For more information, please contact Community Service Officer Jessica Herrera at (760) 863-8990.

New Trash Collection Rates for La Quinta Residents



The City Council recently approved residential rate increases for solid waste collection services. These rates will be reflected on the next property tax roll billing cycle and equate to an increase of \$0.25 per month for standard service.

Single-Family Dwelling	2014 Rate (Previous)		2015 Rate (New)	
Standard Rate	\$12.60/month	\$151.20/year	\$12.85/month	\$154.20/year
Additional Refuse Cart	\$6.68/month	\$80.16/year	\$6.71/month	\$80.52/year
Backyard Service				
Refuse and first recycling carts/containers	\$6.30/month	\$75.60/year	\$6.33/month	\$75.96/year
Each additional cart/container	\$6.30/month	\$75.60/year	\$6.33/month	\$75.96/year
Surcharge for HOA's desiring Monday Service	10% of Service Component			

Previous and new rates are summarized in the chart to the right.

For additional information or collection service requests, please contact Burrtec Waste and Recycling Services directly at (760) 340-2113 or online at burrtec.com/la-quinta.

IT'S YOUR LIBRARY

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

We need your help!

La Quinta Library staff is creating a 10th Anniversary Timeline in preparation for the grand opening celebration tentatively set for fall. You can submit your pictures or memories by emailing the Branch Manager, Sue Duran, at sue.duran@rivlib.net (must be typed in a Word document or a scanned image). Guidelines: written memories can be no longer than one page, single spaced. Up to three photos can be submitted (must be good quality or high resolution copies). Photos must be no larger than 8x10 inches.

Harry Potter Month returns!

November 1 to November 30

Join us for a month of magic as we celebrate Harry Potter month. Get sorted into a Hogwarts House, earn House points, and a chance to win prizes (*sponsored by the Friends of the La Quinta Library*). See the Adult Reference Desk to sign up. Program dates/times:

Friday, November 6 at 4 p.m. - Wand Workshop

Sunday, November 8 at 1 p.m. - Stenciled Shirts

Monday, November 9 at 4 p.m. - Knitting Craft

Thursday, November 12 at 4 p.m. - Tween Butterbeer Lab (Harry Potter themed drink, ages 9-12 only)

Friday, November 13 at 4:30 p.m. - Teen Butterbeer Lab (Harry Potter themed drink, ages 13-18 only)

Friday, November 20 at 4 p.m. - House Bracelets

Saturday, November 21 at 1:30 p.m. - "Vote and See" Harry Potter Movie

Month long - Triwizard Tournament (ages 13-18 only)

National Novel Writing Month (NaNoWriMo) Contest

Do you enjoy writing? Enter our contest, by completing and submitting an entry form with your short story. Entries will be accepted from November 1 to November 30 by 11:59 p.m. for a chance to win cash prizes and for your story to be on bookmarks passed out at the Library. Contact jade.valenzuela@rivlib.net for more information.

Programs

Book Babies Storytime (ages 0-2), Tuesdays at 10 a.m. and 11 a.m. Preschool Storytime (ages 2-5) Thursdays at 10 a.m. and 11 a.m. (No Preschool Storytime November 26.)

Special "Thanksgiving Storytime" November 24 at 11 a.m. All ages are welcomed for this special storytime.

Activities at Colonel Mitchell Paige Middle School (ages 3-12) Every Tuesday and Thursday at 6 p.m. (No program on November 24 and 26.) Enjoy special programs like crafts, cooking, and pajama storytime.

Teen Manga Club — November 7 at 4 p.m.

Teen Book Club — November 21 at 4 p.m. (ages 13-18) Please see the Adult Reference Desk for information.

One-on-One E-Device Appointments Wednesdays at 10:30 a.m. and 4 p.m.

Adults, bring your electronic device and meet with staff for a 30-minute consultation. Space is limited and registration is required. Please see the Adult Reference Desk or call the Library to sign up.

Desert Regional Medical Center Lecture: "Prostate Cancer: To Screen or Not To Screen" by Dr. Lavaf Tuesday, November 10 at 4 p.m.

Prostate cancer is the second leading cause of cancer deaths in men. Learn more about prostate screening and early detection. Call (800) 491-4990 to register.

"La Quinta Reads" Book Club meeting on Monday, November 16 at 11:30 a.m.

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

Stuffed Animal Sleepover — Monday, November 16 at 5 p.m. Kids, bring your stuffed animal to this special storytime and let your stuffed animal spend the night at the Library and see what fun they had when you pick them up the next day!

Eisenhower Medical Center Lecture: "Behavioral Development in Children: What is Normal?" by Dr. Nass Tuesday, November 17 at 4 p.m.

Learn development of behavior patterns in the early years. Determine if your child's "strange" behavior should be a concern. Call (760) 423-4855 to register.

Family Fun Night — Wednesday, November 18 at 5:30 p.m. Join Ms. Sarah each month for a variety of activities like crafts, entertainment, special guests, and more.

The Library will be CLOSED on November 11, 26, and 27. For information on programming, call (760) 564-4767 or visit rivlib.info.

Riverside County Assumes Lead Role in Animal Licensing for La Quinta

Earlier this year, the City explored a number of cost efficiency measures. One measure was to have the County of Riverside's Department of Animal Services undertake the City's animal licensing. Animal licensing fees will remain the same (see schedule below) but now the County's Department of Animal Services will mail out renewal notices prior to license expiration dates.

Unaltered

(1, 2, or 3 years) \$75, \$150, \$225

Spayed/Neutered

(1, 2, or 3 years) \$8, \$12, \$16

Senior (55+) with Altered Dog

(1, 2, or 3 years) \$3, \$5, \$7

Late Fee - \$20

Replacement Tag Fee - 50% of Licensed Fee

Once a resident renews their license, a permanent metal tag will be mailed out to replace the old tag along with a 4" x 6" license. La Quinta residents may renew their dog licenses a number of different ways: utilizing the online kiosk at La Quinta City Hall; by mail (address provided on the renewal); in person at the Coachella Valley Animal Campus located at 72-050 Petland Place, Thousand Palms; or online at rcdas.org. The City's website (la-quinta.org) has supplemental information including a tutorial video for navigating the County's website. For more information, please call (760) 343-3644 to speak with an Animal Services Specialist.



EXPLORE YOUR MUSEUM



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

the La Quinta Community Park) that contains historical artifacts and information on La Quinta and also offers seasonal events and classes for all to enjoy. Hours are Tuesday through Saturday from 10 a.m. to 4 p.m. (closed on Sundays and Mondays). Admission and all programs are free, but donations are always welcomed!

EXHIBITS

Day of the Dead Shadow Box Exhibit

As part of American Craft Week, the La Quinta Museum is sponsoring an exhibit of Day of the Dead-themed cigar box altars running through Saturday, November 7.

Wonders of Nature

Seeds: Nature's Artful Engineering

Mushrooms: Keys to the Kingdom Fungi

Pollinators: Keeping Company with Flowers

These exciting new exhibits will explore different aspects of nature (on exhibit through Saturday, December 12).

Local History Gallery — Features Cahuilla Indian as well as local La Quinta history.

EVENTS

Story Time and Craft at the Museum with Miss Beth (Ages 3 – 5)

Wednesday, November 4 Time: 10:30 – 11 a.m.
Fun time with stories, songs and a craft.

Let's Talk Dates

Thursday, November 5 Time: 4 p.m. – 5 p.m.

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

First Friday at the Museum!

Friday, November 6 Time: 5 p.m. – 6 p.m.

The Museum welcomes folk musician, John Penn for a free concert.

La Quinta Museum Coloring Club for Adults

Friday, November 6 and 20, and December 4

Time: 1 p.m. – 3 p.m.

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

Brown Bag Ted* Talk

Date: Tuesday, November 10 Time: 12 p.m.

This month we feature two TED Talks on bees and pollination. Bring your lunch and enjoy a TED* Talk on the big screen. Cookies and water provided.

*Technology Entertainment Design

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

Thursday, November 12 Time: 6:30 p.m. – 7:30 p.m.

Karen from S.C.R.A.P. Gallery is coming to the Museum for a Craft Night with upcycled/recycled materials. Families are welcome!

Senior Moments

Tuesday, November 24 Time: 10 a.m. – 11 a.m.

Each month we explore trending topics and invite experts to share their knowledge. Coffee and pastry will be served.

Story Time and Craft at the Museum with Miss Beth (Ages 3-5)

Wednesday, December 2 Time: 10:30 a.m. – 11 a.m.

Gingerbread will be the theme for this fun time with stories, songs and a craft.

La Quinta Historical Society presents the La Quinta Artists' Open Studio Tour

Sunday, December 6 Time: 10 a.m. – 5 p.m.

Tickets and maps will be available on the day of the tour at the La Quinta Museum. Your \$10 donation supports the programs of the La Quinta Historical Society. Enjoy meeting the artists of La Quinta!

The Museum will be closed on **Wednesday, November 11** for Veteran's Day, and **Thursday, November 26** and **Friday, November 27** for the Thanksgiving holiday.



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

SILVERROCK RESORT

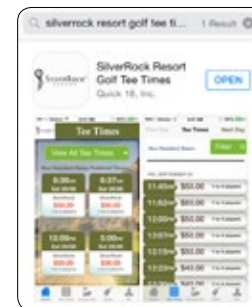
Opening After Overseeding

We are very excited about the reopening of the Arnold Palmer Classic Course at SilverRock Resort on Tuesday, November 3 after overseeding. Your golf experience at SilverRock this season once again promises to be memorable. Upon reopening, all golf carts will be restricted to **Cart Paths Only** through Thanksgiving week. This is to protect the newly planted rye grass that is still fragile and susceptible to damage from golf carts. We appreciate your understanding and cooperation.

Also, on November 3, the restaurant and patio dining area will reopen for breakfast and lunch. We hope to see you and your friends enjoying our casual menu very soon.

On-Line Booking Engine and APP

Just a reminder that you can book tee times online by going to the SilverRock website. This free booking engine allows residents and non-residents to book tee times online through the SilverRock website. The booking engine is used by clicking on either the **"Book a Tee-Resident"** icon or the **"Book a Tee Time for Non-Residents"** icon located on the main page of the SilverRock website. If you don't have a user name and password, you will need to register and provide the necessary information that will allow you to book tee times online. There is no fee to book online.



There is also a free app available for iPhones and Android phones to book tee times. The same user name and password can be used for both the app and the booking engine.

Walk the Rock

SilverRock continues the popular Walk the Rock program this season. Golfers are able to walk and play golf starting at 2:30 p.m. The fee for La Quinta residents with valid La Quinta Resident Cards is \$20 (juniors under the age of 17, \$10). The fee for non-La Quinta residents is \$40. Please contact the golf shop for reservations or questions at (760) 777-8884.

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

UPCOMING SPECIAL EVENTS

Veterans Day Tribute

Wednesday, November 11 at 9 a.m.

City Hall Courtyard

(New time and new location.)

Free Admisson



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



Christmas Tree Lighting Ceremony & Holiday Block Party

Friday, December 4 at 6 p.m.

Old Town La Quinta

Free Admission

Join the City of La Quinta and Old Town La Quinta as we ring in the holiday season with the annual Christmas Tree Lighting Ceremony. Celebrate the season with a special visit from Santa, festive music, and activities for all ages. Old Town La Quinta is located at 78-100 Main Street.

SPORTS

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

Volleyball: Mondays/Thursdays

Basketball: Tuesdays/Wednesdays



GUIDED HIKES & WALKS

Hikes around the Coachella Valley with Philip Ferranti

Mecca Hills Hike

Saturday, November 7 at 9 a.m.

Meet and carpool from Albertson's Shopping Center Palm Desert south parking lot (two rows in front of Postal Connection) 42185 Washington Street.

All participants should dress appropriately and bring water.

Back of the Cove Loop, La Quinta

Saturday, December 5 at 9 a.m.

Meet at the Cove Oasis parking lot located just off Calle Tecate. Use this GPS coordinate in Google Maps: 33.648640, -116.311463

All participants should dress appropriately and bring water.

Nature Hike with Katie Barrows

Bear Creek Wash Walkabout

Saturday, November 21 at 8 a.m.

Meet at the Cove Oasis parking lot located just off Calle Tecate. Use this GPS coordinate in Google Maps: 33.648640, -116.311463

Easy hike approximately 1.5 - 2 miles. Explore one of the easy trails at the Top of the Cove, gateway to the Santa Rosa and San Jacinto Mountains National Monument. Did you know there are water efficient and beautiful desert plants growing here that you can use in your landscape to save water, attract hummingbirds, and other wildlife? **Please no dogs on this hike.**

COMMUNITY SERVICES CLASSES & PROGRAMS: NOVEMBER & DECEMBER

Online registration is available at la-quinta.org.

COLONEL MITCHELL PAIGE MIDDLE SCHOOL

Italian for Everyone*	6 p.m. – 8 p.m.	T	(Nov)
Beginning Spanish*	6 p.m. – 7 p.m.	TH	(Nov)
Basketball Skills	6 p.m. – 7 p.m.	T/TH	

(*Pre-registration required. Register with YMCA (760) 341-9622 or ymcaofthesdesert.org)

COMMUNITY ROOM (located at the Boys & Girls Club)

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

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

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

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

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

WELLNESS CENTER

(Creative Wellness)

Acrylic Painting	10:30 a.m. – 12 p.m.	M	
Beginning Ukulele	2 p.m. – 3:30 p.m.	W	(Nov)
La Quinta Glee (5 - 14 years)	6 p.m. – 7 p.m.	TH	
La Quinta Voices	10 a.m. – 11 a.m.	T	
Therapeutic Drumming	11 a.m. – 12 p.m.	F	
Sketch & Draw	9 a.m. – 10:30 a.m.	T	(Nov)
Ukulele Strummers (Advanced)	1 p.m. – 3:45 p.m.	F	

(Intellectual Wellness)

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

(Nutritional Wellness)

Mainly Vegetarian (Cooking Demo)	11 a.m. – 12:30 p.m.	W	(Nov 18)
Herb & Vegetable Group	9 a.m. – 10:30 a.m.	F	(Dec 4)
Herb & Vegetable Group	9 a.m. – 10:30 a.m.	F	(Dec 18)

(Physical Wellness)

Ballroom Dance (Beginning)	7 p.m. – 8 p.m.	T	
Ballroom Dance (Intermediate)	6 p.m. – 7 p.m.	T	
Ballroom Dance (Social)	6 p.m. – 7 p.m.	T	(Nov 20)
Ballroom Dance (Social)	6 p.m. – 7 p.m.	T	(Dec 18)

(Physical Wellness)

Best Stretch	10:30 a.m. – 11 a.m.	M/W	
Chair Exercise	10:15 a.m. – 11:15 a.m.	W/F	
Chair Massage CMT (by appointment)	8:30 a.m. – 10 a.m.	M/W	
Chair Massage CMT (3 minute)	10:15 a.m. – 12:15 p.m.	T/TH	
Line Dancing	1:30 a.m. – 12:30 p.m.	W	
Mat Pilates Morning	8:15 a.m. – 8:45 a.m.	M/W/F	
Morning Workout	9 a.m. – 10 a.m.	M/W/F	
Personal Trainer (14 years and up) by appointment	12 p.m. – 4 p.m.	T/W/TH	
PiYo (Pilates/Yoga)	2:15 p.m. – 3 p.m.	T/TH	(Nov)
Sunrise Yoga (15 years and up)	6 a.m. – 6:45 a.m.	T/TH	
Sunset Yoga (15 years and up)	5:30 p.m. – 6:15 p.m.	M/W	
Taekwondo (4 years and up)	5 p.m. – 8 p.m.	M/W	
Tai Chi Strength & Balance	2:15 p.m. – 3 p.m.	T/TH	
Tai Chi Chuan	11:15 a.m. – 12 p.m.	T/TH	
Tai Chi Intermediate	12:15 p.m. – 1 p.m.	T/TH	
Tai Chi Advanced	1:15 p.m. – 2 p.m.	T/TH	
Yoga for Health (Silver Sneakers)	11:15 a.m. – 12 p.m.	T	

(Social Wellness)

Beginning Bridge	10 a.m. – 12 p.m.	W	
Duplicate Bridge	12 p.m. – 3:30 p.m.	M	
Intermediate Bridge I	1 p.m. – 3 p.m.	W	
Social Bridge	12 p.m. – 3:30 p.m.	M	
Mah Jongg	1 p.m. – 4 p.m.	T	

WELLNESS CENTER EVENTS

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

Register now for upcoming Luncheons!

Thanksgiving Luncheon – Thursday, November 19, 11:15 a.m.

Holiday Luncheon – Thursday, December 17, 11:15 a.m.

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

Online registration is available at la-quinta.org.

RENTALS

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

Having an Event? We've got you covered! The La Quinta Wellness Center is available for private rentals! This facility is perfect for your wedding reception, birthday party, company gathering, banquet, neighborhood event, family reunion, or other social event. The multi-purpose room has a capacity of 200 and includes 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.

When Dogs Bite

Submitted by: Eix Insurance

This may or may not surprise you, but Max, Bella and all their canine friends cause more than one-third of all homeowner insurance claims. This adds approximately \$530 million a year to insurance costs.

The number of claims have decreased. However, the cost of the average claim from dog bites and other injuries from our furry friends is on the rise. This is according to the Insurance Information Institute,

The Institute found that dog bite claims nationwide decreased 4.7 percent in 2014, however the average cost per dog bite claim was up 15%. Since 2003, the average cost has risen 67% due to increased medical costs as well as the size of settlements given to plaintiffs – and are still on the rise.

California continues to have the largest number of claims in the U.S. and Ohio has the second highest number of claims. Even though New York is third, it is registered as the highest average cost per claim in the country.

Other reasons for these increasing numbers is not just due to dog bites. Results are also from dogs knocking down children, cyclists and senior citizens – resulting in fractures and other injuries that increase the severity of the losses.

Victims and homeowner

insurers are not the only ones paying for the dog bites. Workers compensation for the US Postal Service costs about \$3.7 billion a year.

It is not always a stereotyped dog breed that is the cause. Experts have said that even normally docile dogs may bite when they are frightened or when defending their puppies, their owners or their food. The most dangerous, though, are those that suffer from poor training, irresponsible owners and breeding practices that foster viciousness.

If you have a dog, are you being a responsible owner? Are we as owners doing everything possible to prevent these incidents that may affect us physically and/or financially? If we truly love our precious pups and care about the wellbeing of others, it is our responsibility to train our dogs and be more aware of potentially harmful situations that can be prevented.

Eix Insurance is a professional licensed property and casualty brokerage owned by Geoff and Cindy Eix. The company is located at 69-550 Highway 111, Suite 202, in Rancho Mirage. They can be reached at (760) 202-7711, or visit EixInsurance.com.



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The Pilates Fitness Center
Commit to be fit

We offer dynamic group reformer classes as an affordable and fun approach to Pilates.

Pilates For Newbies
A beginning Pilates class on the reformer where you will learn: proper form, spring tension, cuing, and basic Pilates exercises. (Required prior to moving on to any other classes.)

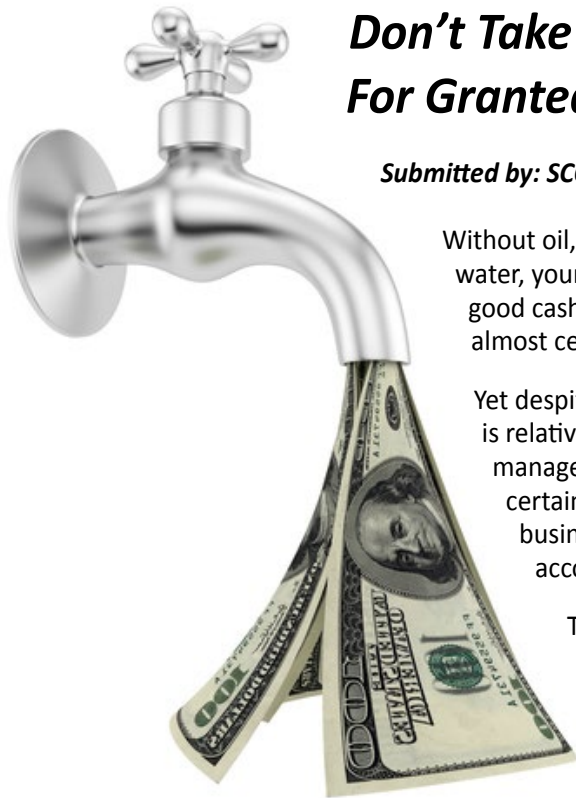
Pilates 1 & 2
Designed for people who have done Pilates on a reformer before and feel confident in a group class setting.

Sports Stretch
This class supports golf, pickle ball, tennis, cycling by focusing on Pilates exercises that stretch muscles and build core to up your game.

Visit our website today for class schedules, pricing and to reserve your space.
Group Reformer Classes — \$30. Limited to 6 reformers per class!

La Quinta Village | 78-120 Calle Estado Suite 101 | La Quinta
ThePilatesFitnessCenter.com 760.777.7401

There is a demand for Pilates Trainers in the Valley. Call for details on our Teacher Training Certification course!



Don't Take Cash Flow For Granted

Submitted by: SCORE Coachella Valley

Without oil, your car won't run. Without water, your plants will wither. And without good cash flow, your small business is almost certainly doomed.

Yet despite its importance, cash flow is relatively simple to monitor and manage. It comes down to making certain that more cash enters your business than exits your bank account.

The first step towards ensuring a healthy cash flow is converting sales into real money as quickly as possible. That boosts your bottom line, and provides a safeguard against unpleasant surprises such as slow or non-paying customers, and unexpected expenses.

Secure Funds Up Front. One way to shift cash your way is to ask for all or a portion of payment up front. Asking for at least a deposit before you begin work protects both you and your customer. And if you establish the policy fairly and properly, it shouldn't alienate good customers.

Accept Credit Cards. Help speed cash into your account into your bank account by accepting credit card payments (it does require a small transaction fee). If you already have a merchant credit card account, encourage customers to use this option more often. Also consider new technology such as Square, which allows credit card transactions to be made using smart phones, regardless of where you do business. This technology expedites the flow of cash into your bank account, sometimes as quickly as the next business morning, and adds a welcome measure of convenience for your customers.

Monitor Receivables. A healthy cash flow also requires close attention to your receivables—the money that customers owe to you for products or services you've delivered. Create a detailed "aging schedule" of what you are owed, by whom, and for how long. Call overdue accounts, focusing first on the largest amounts due. Don't rely on email unless you feel certain you'll receive a response.

SCORE has developed a variety of helpful templates and other starter guides for projecting, managing, and analyzing cash flow. Just search the "Tools and Templates" section at SCORE.com.

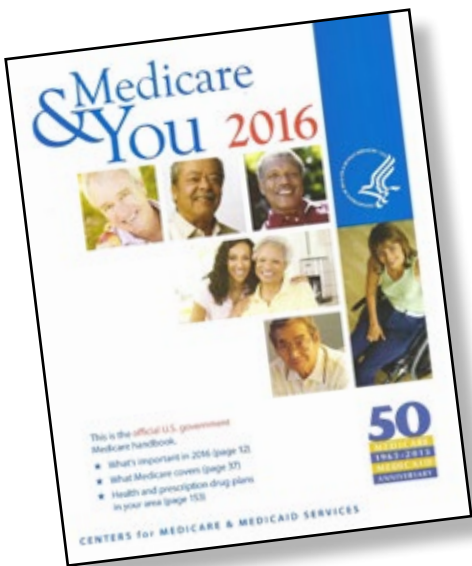
Coachella Valley SCORE hosts workshops on cash flow, both on site and via the web. You'll find a complete schedule at ScoreCV.org. To learn more about cash flow and other critical small business financial issues – or if you are someone with expertise in cash flow and other financial issues and are interested in becoming a SCORE mentor – call Coachella Valley SCORE at (760) 773-6507.

The Valley's Preferred Movie Theatre Experience Opens November 5th.



CENTURY LA QUINTA AND XD

46800 Washington Street • La Quinta, CA 92253



2016 Annual Enrollment Period For Seniors

By: *Randy Foulds,*
Foulds & Feldmann Insurance Agency

The Annual Enrollment Period (AEP) is here (October 15 – December 7), and you're going to see a lot of ads trying to get your attention. If you get confused about Medicare coverage, you are not alone. Many Medicare plans are now marketed under

brand names that can add to the confusion. Here is a simple breakdown of what you really need to know.

Most of the advertising during AEP is for Medicare Advantage plans. Almost all of the Advantage plans are HMOs and they use the same physicians groups here in our area. There are differences in these plans, different co-pays and deductibles, but almost all have no premium at all. In other words, you pay nothing for this Medicare plan. How can that be?

Each of these Advantage plans from private insurers is paid by Medicare for each person they enroll. In other words, Medicare will pay your private insurer for you, so that Medicare doesn't have to cover your medical expenses in the future. In return, the Advantage plan will lower your out-of-pocket costs significantly. In many cases, you might not pay anything out-of-pocket for common services like doctor appointments or lab work.

So, you pay no premium, you pay a lot less out of pocket, and the plan gets a big check from Medicare. This sounds too good to be true, right? Well, there is a trade off.

On an Advantage plan, you assign your Medicare benefits to a private insurer. You are now a member of their regional HMO. You have a primary care physician assigned, and you must get referrals to specialists who are also in that HMO. You can't use your regular Medicare benefits to go see another doctor outside the HMO, because your benefits are assigned to that one specific plan.

If you live away from the desert part of the year, chances are very slim that there are doctors in other areas that will take your Advantage plan insurance. You may have a specialist in Washington State, for instance, and you have been seeing him under your Medicare plan. But if you are in an HMO, you assigned those Medicare benefits to a private plan, and gave up your original Medicare.

If you live here year round, these plans can save you a lot of money and may even improve your health care. After all, the idea of an HMO is to help you maintain good health, something we all want to enjoy.



Randy Alan Foulds is an independent health and life insurance agent in La Quinta. Foulds & Feldmann Insurance Agency can be reached at (760) 777-9400.

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Choosing the Right Medicare Drug Plan

By: Marv Law, HealthBridge Insurance Solutions

As we are in the Annual Enrollment Period for Medicare Advantage and Prescription Drug Plans (October 15 through December 7), it seems appropriate to address helpful tips when choosing a drug plan. There is never a single company or drug plan that is right for everyone. The following tips may help you avoid common mistakes when selecting a drug plan.

1. **Check the plan's drug formulary for your medications.** The plan's benefit pages alone, which include deductibles and co-payments for each tier, do not necessarily provide an accurate indication of what your costs will be through the year. For example, even though you may take a particular generic drug, the formulary drug list for a plan may place that drug on a brand name tier rather than on a generic tier, or worse yet, not even include the drug at all in their approved formulary drug list, causing you to pay more for it.

2. **Know how your drugs are covered in the coverage gap.** All Part D drug plans have a gap (donut hole) in coverage after the cost of purchased drugs reaches a particular accumulated amount for the year. If you anticipate reaching the donut hole, check to see how your drugs are covered at that time. While plans may offer discounts during the gap, some plans also include coverage for some drugs in the gap, which can reduce your out-of-pocket expense. Also, the timing for entering the donut hole can vary on different plans.
3. **Learn how the plan works at your pharmacy.** Plans often have different costs for drugs at participating and non-participating pharmacies.



Some plans even have different costs for participating pharmacies, for "preferred participating" and "standard participating pharmacies." Since the cost of your drug can vary based on the pharmacy you use, it is helpful to know the level of participation of your pharmacy, and if it might be appropriate to either change your drug plan or change your pharmacy.

There are a number of resources to answer these questions when considering a drug plan, including Medicare.gov. If you prefer visiting someone in person, a local licensed agent who is certified with several Medicare Advantage and Drug Plans will typically be able to provide objective advice and recommendations. These professionals can assist you in your research and are never any cost to you.



For more information contact Marv Law, CLTC at HealthBridge Insurance Solutions at (760) 345-4705, via email at marvlaw@HealthBridgeIS.com or on the web at HealthBridgeIS.com. CA License #0D69107.

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Do You Have a Broken Heart?

By: *Dr. Devin Wilson, Live Well Clinic*

A broken heart may be more serious than one may think, especially if it broke due to heart disease. In the United States, heart disease is the leading cause of death for both men and women, accounting for more than 610,000 deaths annually. Sadly, by the time you finish reading this paragraph, an adult American has suffered a heart attack and another has died due to a heart disease related event. This should be enough to convince anyone that heart disease is a serious health issue.



Whether you want to prevent a broken heart from disease, or mend one from disease, start taking care of your heart today. Here are 4 ways to begin improving your heart health:

Talk with your doctor about the key risk factors. Approximately 47% of Americans have one or more of the following: High blood pressure, high cholesterol, overweight/obesity, and smoking.

Adjust your lifestyle. Exercise, avoid excessive alcohol consumption, and stop smoking. A person who exercises often and vigorously has the lowest risk for heart disease and may reverse some disease risk factors. The American Heart Association recommends moderately-intense exercise for at least 30 minutes on most days of the week. Avoiding alcohol and smoking decreases your risk for heart disease and cancer, as well.

Eat a healthy, balanced diet full of fruits, vegetables, and healthy meat and fat. A 2013 study published in the prestigious *New England Journal of Medicine* concluded people who eat a Mediterranean-like diet rich in olive oil, nuts, beans, fish, fruits and vegetables, can reduce the risk of heart disease by 30%.

Consider Ozone Therapy. Ozone therapy is a safe, non-conventional therapy that uses medical grade oxygen-ozone gas to treat a wide range of acute and chronic conditions including heart disease. Published research has demonstrated positive results in coronary artery disease, peripheral artery disease, atherosclerotic ischemia, stroke, diabetes and more. Ozone therapy improves oxygen delivery to cells, decreases blood viscosity, improves blood circulation, reduces chronic inflammation, supports tissue repair and regeneration, and up-regulates the anti-oxidant system.

Don't become a heart disease statistic. Make changes in your life to prevent a broken heart by disease or start mending one, today.



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

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Stages of Alzheimer's Disease

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

Alzheimer's disease typically progresses slowly in three general stages – mild, moderate and severe. Since Alzheimer's affects people in different ways, each person will experience symptoms or progress through the stages differently.



The symptoms of Alzheimer's disease worsen over time, although the rate in which the disease progresses varies. Changes in the brain related to Alzheimer's begin years before any signs of the disease.

The stages that are mentioned below provide an overall idea of how abilities change once symptoms appear and should only be used as a general guide. While there are three stages of the disease, it may be difficult to place a person with Alzheimer's in a specific stage as stages may overlap.

Mild Alzheimer's Disease — In the early stages of Alzheimer's, a person may function independently. The person may still drive, work and be part of activities. While this is happening, the person may feel as if they are having memory lapses, such as forgetting familiar words or the location of everyday objects.

Moderate Alzheimer's Disease — During this stage of the disease, the individual may have greater difficulty performing tasks, but they may still remember significant details about their past.

Severe Alzheimer's Disease — The final stage of the disease is when individuals lose the ability to respond to their environment, they can no longer carry on conversations, and eventually can no longer control movement. There may still be words or phrases, but communicating becomes difficult. As cognitive skills and memory continue to worsen, the entire personality can change.

The Alzheimer's Association can connect you with the resources you need to cope with the symptoms and challenges of Alzheimer's.



Jennifer Wallis has been working in the Senior Living industry for eight and a half years, focusing on Memory Care. Currently, she is with Caleo Bay Alzheimer's Special Care Center in La Quinta. She can be reached at (760) 668-2965 or Jennifer.wallis@jeaseniorliving.com.

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How To Deal with Indoor Pollution

By: *Natalie Angrisani, JNA Marketing*

It is a little-known fact that the air inside your house is dirtier than the air outside. No matter what you do – how many windows you open, etc. – this will always be the case. This is true simply because of the amount of hiding places that your house has for dust and other particles, while at the same time having a limited amount of escape routes for the particles.

If you are a pet owner, you are probably sharing your environment with one or more household pets – most likely cats and dogs – and many pet owners develop allergies to their beloved pets. Pet allergies are caused by the air particles that are created from pet hair and dander. To eliminate or reduce this problem as well as your allergies or asthma, you need to breathe cleaner air.



Here are some tips to help you cope with allergies or pet dander:

Bathe your pet more frequently and also wash your face and hands as well.

Try keeping your bedroom as a “pet-free” zone and change bedding often. Learn to love housework. Vacuum floors, dust and wipe down walls where pets rub. Consider hard surface floors rather than carpeting.

Pets are not the only cause of indoor air pollutants. The air in your home or business is filled with contaminants from cleaners, chemicals and fumes that are spread in the air. Allergies or asthma can be aggravated by dust or other particles, and if you smoke, the pollutants in the smoke will build up in the air over time – making it very unhealthy. If you perform an indoor quality air test, you’ll most likely find evidence of bacteria, mold or viruses that are in the air you breathe.

The solution to indoor pollution is an air purifier. Air purifiers eliminate dangerous or unhealthy contaminants from the air. When the air you breathe is healthier, you breathe easier. When you breathe better you’ll sleep better and with cleaner air, your health is likely to improve.

If you haven’t purchased an air purifier before, it is about time that you give it some serious thought. There are many kinds of air purifiers, so do some research to find the best one for you. You may very well find it to be one of the best purchases that you’ll ever make.



Natalie Angrisani, owner of JNA Marketing, is a Vollara Certified Air Coach who promotes green technology, health and nutrition for home and business. See what you’re breathing with an Indoor Quality Test Kit and find out how to breathe and sleep better with a Fresh Air Everest Purifier. Contact Natalie at (760) 501-8905 or visit Eco-FriendlySystems.com. It’s Easy to Be Green.

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Pearls of Wisdom

By: Lauren Boucher, Boucher Fine Jewelers

Pearls are organic gems, created when an oyster covers a foreign object with beautiful layers of nacre. Fine natural pearls are highly valued as gemstones and objects of beauty for many centuries. As a result, the pearl has become a metaphor for something rare, fine, and valuable. There are two main types of pearls, those that occur naturally and those that are cultured.

A pearl is created by the concentric layers of CaCO₃ as they are deposited around an irritant. This may be a piece of mantle lobe or some other material. Once used in trading for more than 6000 years, this luminescent gem has been prized as a symbol of luxury since antiquity.

When asked the difference between sea pearls and freshwater pearls, I tell my customers that both saltwater and freshwater pearls consist of the same material but vary in price. A single strand of pearls can range from \$35 - \$35,000+.

Freshwater pearls are less expensive and grown in lakes, ponds and rivers. A freshwater mollusk can create up to 50 pearls at a time, as opposed to an Akoya pearl oyster

that will produce only one to three pearls at a time. This accounts for the difference in price.

There is the Akoya, the Freshwater, the Tahitian and the South Seas Pearl. The Tahitian, Akoya and the South Sea are amongst finest and rarest you will find in the jewel world.

With so many pearl products to choose from, numerous sources to buy from and differing pricing, where does one stand in the product/pricing mix? The answer is research and a little patience. Here is a six step method to qualify the novice:

1. Understand the variety of pearls, i.e., shape, size and mass production
2. Choose the appropriate pearl size – beginning with 1mm all the way to 18 mm
3. Learn to identify quality – distorted (baroque), flawless, etc.
4. Link pearl quality to market value – color, luster and surface
5. Decide on a single strand, ring, bracelet or custom made piece
6. Select a trusted jeweler who is highly educated in pearls – call ahead

In December, Boucher Fine Jewelers will be holding a one-hour class to teach buyers how to identify pearls with the number one pearl company in the USA. Bring in your pearls in for a free examination and valuation. They will be raffling off a pearl necklace at the event.

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





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Outdoor Living

By: Pat Wood, Encore Consign + Design Studio

As we head into fall season in the desert, our days have become comfortable, evenings are cool and “outdoor living” now becomes part of our lifestyle.

From barbeque islands, firepits and misters to water and fire features and weather resistant patio furniture, our patios and outdoor spaces have become an extension of our homes. In many cases, nicely styled outdoor living space can make a small home or condo roomy and comfortable.

From dramatic outdoor dining to a cozy fire for roasting marshmallows, outdoor living spaces can take any shape, mood or size you choose. Most importantly, your outdoor environment can be done on a modest budget. Here are a few ideas for getting started:

Determine the Purpose – Every outdoor living environment should have a purpose or primary function: simple patio, outdoor kitchen, garden, recreation (i.e. swimming), etc. Many times, space is used for multiple purposes with sections emphasizing different aspects. Having an idea of the purposes of use will help when designing, selecting and positioning equipment, furniture and accessories.

Identify Your Style – Everyone has a preference for how they want themselves and their guests to feel when enjoying outdoor living space. Whether it’s casual, formal or somewhere in between, you can create a style that will be functional and will suit the experience you want your guests to enjoy.

Find Your Unique – Your environment reflects your style and personality. Use your outdoor living space to extend you personality by creating something that is uniquely you. For example, do you like candles? Then focus on candles being an important part of your accessories. Do you like movies? Position space for your personal movie theater. Love flowers? Then, maybe it’s time for a small garden with flowers that make you happy.

Create Comfort – We gravitate to places that are comfortable and that make us feel good. When selecting furnishings and accessories and positioning them, make sure that they not only look good, but feel good. Outdoor living space is an oasis of comfort and relaxation.

The good news is that there are many choices when it comes to equipment, furniture and accessories. The bad news is that it can be overwhelming. Take time to decide how and what you want to do. And remember, as you develop your work in process, your local consignment shop can help when looking for new ideas, buying and repurposing furniture and finding a unique accessory.



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

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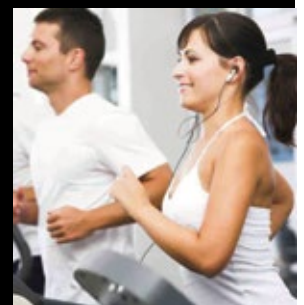
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5. **Bev Bentley** (right) *Best Apple Pie Crust & Best Pie Filling.* (*Rebecca Rizzo*,left.)
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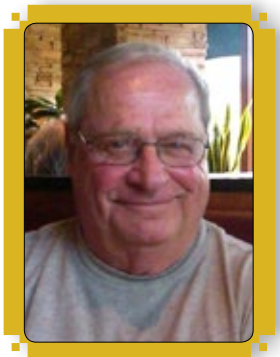
Chamber Member Chili Recipe

Roasted Pabalano & Sirloin Chili

By: Richard Bentley, La Quinta Chamber of Commerce Member

INGREDIENTS

- 4 poblano peppers
- 2 tablespoons extra virgin olive oil, plus some for drizzling
- Salt & freshly ground black pepper, to taste
- 2 1/2 lbs sirloin, trimmed, thinly cut and chopped into bite-size pieces
- 1 large red onion, chopped
- 4-5 garlic cloves, chopped
- 2 tablespoons chili powder
- 1 tablespoon cumin
- 1 tablespoon ground coriander
- 1 teaspoon sweet smoked paprika
- 12 ounces dark Mexican beer, Negro Modelo
- 1 (28 ounce) can fire-roasted tomatoes
- lime, juice and zest of
- 1/2 lb manchego cheese
- 3 scallions, finely sliced



DIRECTIONS: Preheat broiler to high. To roast the poblano peppers, drizzle them with extra virgin olive oil, season with salt and pepper, and place on a cookie sheet. Transfer to the broiler, turning every 1-2 minutes, until charred on each side.

Remove from the oven, place in a brown paper bag and seal to keep the steam in for about 10-15 minutes. If you do not have a brown paper bag, place in a bowl and cover with plastic wrap for about 10-15 minutes.

After that time, peel the skin off, remove the seeds and stem, and chop into bite-size pieces.

While the peppers are steaming in the bag or bowl, place a large dutch oven over medium-high heat, add 2 tablespoons extra virgin olive oil, two turns of the pan. Add the steak and brown, about 3-4 minutes per side.

Add the red onion, garlic, chili powder, cumin, coriander and smoked paprika to the pot and cook for about 4-5 minutes.

Add the beer, scraping the bottom of the pan with the back of a wooden spoon to release any brown bits. Add the tomatoes, chopped poblano peppers, lime zest and juice, and simmer for 10-15 minutes.

To serve, ladle a portion of the chili into a bowl and top with grated manchego cheese and finely sliced scallions and enjoy!



RIBBON CUTTING

Friday, November 6, 5 p.m.
Farmers Insurance/ Christina Gutierrez,
78-120 Calle Estado, Suite 207,
La Quinta, 760-485-3320, No charge.

LECTURE/HAPPY HOUR*

Friday, November 6, 5:30 p.m. – 8 p.m.
Pirch, 71-905 Highway 111, Rancho
Mirage, 760-646-8200, No charge.

RIBBON CUTTING

Saturday, November 7, 10 a.m.
Pedego Electric Bikes in Old Town
La Quinta, 78-075 Main St., Suite 104,
La Quinta, 760-972-4017, No charge.

SAMPLER BREAKFAST EVENT*

Tuesday, November 10, 8 a.m. – 10 a.m.
at Cello's Pantry, 70-225 Highway 111,
Rancho Mirage, 760-328-4200, No
charge.

COOKING WITH FRANK*

Tuesday, November 10, 6 p.m. – 8 p.m.
at Indian Wells Resort & Hotel, 76-661
Highway 111, Indian Wells, 760-345-
6466. \$75 per person, benefiting
Coachella Valley Rescue Mission.

VETERAN'S DAY HOLIDAY

Wednesday, November 11
CHAMBER OFFICE CLOSED

VALLEY-WIDE WORKFORCE SUMMIT

Thursday, November 12, 7 a.m. – 10:30 a.m.,
Fantasy Springs Resort Casino's Special
Event Center, \$15 per person
Reservations & more information
contact Connie Munoz [cmunoz@
rivcoeda.org](mailto:cmunoz@rivcoeda.org) or 760-863-2509

*Co-sponsored with the Chamber

FLASH LUNCH MOB

Thursday, November 12, 11:30 am
RosAmarillo's, 49-990 Jefferson St.,
Suite 120, Indio, 760-777-1175.
No reservations needed. Cost is just
that of the meal you order.

RIBBON CUTTING

Friday, November 13, 3:30 pm
Palms Athletic Club,
51-350 Desert Club Dr., La Quinta,
442-235-3189, No charge.

RIBBON CUTTING

Friday, November 13, 4:30 p.m.
All Valley BBQ, Spa & Fireplace, 77-734
Country Club Dr., Ste D, Palm Desert,
760-342-5277, No charge.

HOUSEHOLD RECYCLING EVENT*

Saturday, November 14, 8 a.m. – noon.
Public E-Waste and Shredding, Open to
Public. Free electronic waste; secure on-
site shredding for \$5 per banker's box.
Lumpy's Parking Lot, 46-630
Washington St., La Quinta

RIBBON CUTTING

Wednesday, November 18, 11 a.m.
Bright Beginnings, 47-795 Dune Palms
Rd., La Quinta, No charge.

RIBBON CUTTING

Wednesday, November 18, 4 p.m.
Bella Cristia Bed & Breakfast, 78-705
Avenida La Torres, La Quinta,
760-275-2119, No charge.

RIBBON CUTTING

Thursday, November 19, 5 p.m.
Brandman University, 75-105 Merle Dr.,
Ste. 800, Bldg. B, Palm Desert,
760-504-8003, No charge.

THANKSGIVING HOLIDAY

Thursday, November 26
Friday, November 27
CHAMBER OFFICE CLOSED

NEW MEMBER SPOTLIGHT

POWERHOUSE Staging Company

POWERHOUSE Staging Company is more than your average staging company. They are a highly-specialized staging and marketing group offering customized services for sellers of unoccupied furnished, semi-furnished and vacant properties.

POWERHOUSE Staging Company provides local and international homeowners and investors within the Coachella Valley with the necessary seller-services and individual marketing concepts that will maximize the properties potential and shorten the duration of time on market.

POWERHOUSE Staging Company can prepare and market all types of residential properties that include single-family homes, condominiums, and townhomes. They provide their private inventory, and when necessary, can utilize their trade-memberships with national furniture companies. PSC offers a before you list “Get Market Ready” Consultation, two “Levels of Staging” design packages, and a “Power Seller Deferred Payment Program” to qualified homeowners.

Owner Tianna Woods is an active Realtor, and Certified Staging Professional. She has studied Interior Design and Space Planning at Saddleback College and is currently working on her CID Certification at The Interior Design Institute. She has experienced firsthand the positive results of incorporating this strategic marketing concept into her own listings.

Tianna is also a member of the Real Estate Staging Association-RESA, the only third-party governing organization for the professional home staging industry. She is also the Coachella Valley’s first home stager to earn the Prestigious RESA-PRO™ designation.

To learn more about staging services, and their seller programs, visit PowerhouseStagingCompany.com; email powerhousestagingcompany@gmail.com or contact Tianna Woods directly at (760) 799-6843.



NEW MEMBER SPOTLIGHT

Dr. Lori Friesen

Dr. Lori Friesen’s “How Dogs Help Kids Read and Succeed in the Classroom”



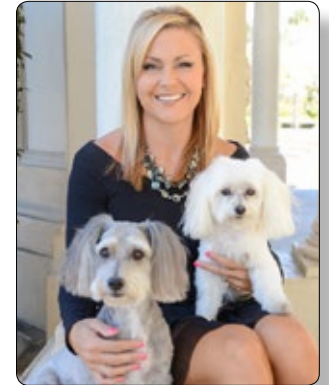
HOW DOGS HELP KIDS
Read and Succeed in the Classroom

is a creative, innovative, and fun ten-week in-school program that meets 18 Common Core State Standards in Language Arts in second grade. This program helps children become stronger, more motivated readers while learning safety around dogs and compassion for animals.

Each child is given a stuffed dog to name and “foster” at school, which they then get to “adopt” and take home after the final “I’m Doggone Awesome Reading Celebration and Adoption Ceremony.”

Lori Friesen, Ph.D., was inspired to create this program by her doctoral research in education in animal-assisted literacy. Dr. Friesen has over ten years’ elementary teaching experience in Canada, Hong Kong, and Japan, and her research examining the child animal bond in reading programs has been published in international, peer-reviewed journals such as *The International Journal of Learning, Language & Literacy* and *Childhood Education International*.

Dr. Friesen came to the valley from San Diego, and is originally from Canada. Only in its second year, her program has already been implemented in 21 classrooms and with 520 children in Palm Springs Unified School District. To learn more about this program or to inquire about how you can implement this program in a school near you, visit HowDogsHelpKids.com or email Dr. Friesen at drlorifriesen@gmail.com.



NEW MEMBER SPOTLIGHT

Phoebe’s Custom Embroidery

Phoebe’s Custom Embroidery has been in business for 28 years. They have been educated in the digitizing field of the business and keep the embroidery process in-house – which is important to manage quality control.

Phoebe’s Custom Embroidery says it is a “must” to know how a design runs, where and which way stitches go in the design, the materials which will be embroidered and the proper size of the logo.

A new service recently added to their shop is a boutique with pre-embroidered gift items such as sweatshirts, polos, golf towels, hats, bags, and blankets.

This full-service embroidery and screen printing shop services the entire Coachella Valley. Customers can bring in their garments or Phoebe’s Custom Embroidery can order items for them.

Phoebe’s Custom Embroidery is located at 46-100 Rubidoux Street, Suite C-5, in Indio. They can be reached at (760) 396-4686 or by emailing phobssales@aol.com.



NEW MEMBER SPOTLIGHT

Joy Tucker, Mary Kay Cosmetics

Joy Tucker, new resident of La Quinta, is a Senior Sales Director with Mary Kay Cosmetics. She moved her family and her business here just over a year ago to be closer to family and new business opportunities.

Joy started her business over 19 years ago and has since grown it to include over 400 clients and more than 100 beauty consultants in 14 different states. Locally, she is excited to share both her passion for beauty and her love of community with her fellow Coachella Valley neighbors.

Mary Kay Ash was an entrepreneur and a philanthropist – starting Mary Kay Cosmetics from a tiny store in Dallas with five products and one big dream. Today, with 3.5 million independent beauty consultants, Mary Kay offers more than 200 premium products in over 35 countries around the world. Mary Kay also touches hearts through a powerful legacy of giving back to the global community.

To place your Mary Kay order today call Joy Tucker at (760) 427-5432.

MARY KAY®

NEW MEMBER SPOTLIGHT

Desert Rocks

Desert Rocks Indoor Climbing Gym is your place to climb on! Located in North Palm Springs, the Desert Rocks facility offers bouldering and harness climbing, instruction, and several fitness classes.

Owned and operated by Kristen and Steve Schechtman, Desert Rocks was built with the vision of having a close climbing community within the Valley. Kristen and Steve have been rock climbers for the past eleven years, raising their two sons to enjoy the benefits of climbing as well.

Rock climbing has many health benefits for a healthy lifestyle. Climbing provides strength, develops muscle tone and works many muscle groups throughout the body. Grip strength, core workout, abdominal strength, and flexibility are just a few benefits of rock climbing.

Desert Rocks can accommodate individuals, climbing partners, parties, and team building groups. Their facility has two rooms – a smaller room ideal for beginning climbers, and a larger area for bouldering and harness route climbing. The gym also offers classes in Yoga, Skills Instruction, and a Kids Class. Desert Rocks will also begin competitive and sport fun youth teams.

Desert Rocks is located just north of the 10 Freeway and Indian Canyon, under the windmills. They have daily and monthly passes available for ages 4 through active senior, and is air conditioned and open 7 days a week. Visit ClimbDesertRocks.com for more information or to complete a waiver or email kristen@climbdesertrocks.com.



NEW MEMBER SPOTLIGHT

Leap Online Marketing

Leap Online Marketing is a full-service website design and digital marketing agency dedicated to helping your business increase online visibility, website leads and ultimately, increase revenue. From custom website design, to search engine optimization (SEO), social media management, email marketing, blogging and more, Leap Online Marketing helps small businesses have a big online presence.



Leap Online Marketing specializes in creating websites that are unique and effective for your business. They develop custom responsive WordPress websites following the latest standards in technology and developed with search engine ranking success in mind.

Beyond designing websites, Leap Online Marketing develops overall digital marketing strategies. Through a personal approach and unique strategy sessions, their team gets to know your business and target market and can recommend the right set of digital marketing tools to reach your clients. With monthly reporting, they will help you understand how social media, SEO and email marketing all work together to drive more traffic to your website.

For more information, go to LeapOnlineMarketing.com or call (760) 341-1451.

NEW MEMBER SPOTLIGHT

Ilona Bergman

Ilona Bergman was searching for something new, exciting and rewarding for her next journey in life. She decided to partner with Dr. Katie Rodan + Dr. Kathy Fields, the creators of Proactiv® and founders of Rodan + Fields.

Ilona is an independent consultant with company. They ranked No. 4 in premium skincare companies in the U.S. and was the fastest growing in 2014 for the second year in a row. The company commenced business in Canada in February 2015, and Australia will be launched in late 2016.

Both women and men can have sun damage, adult acne, fine lines, wrinkles, sensitive skin or mild rosacea. Keeping your skin healthy, radiant and giving it a glow means you will look and feel young. To find out if your night serum has the three ingredients that gives your skin a glow, contact Ilona Bergman for a personal consultation.

Learn more about how to invest in your skin's future at SkinExtraordinaire.myrandf.com or by contacting Ilona at ilona@radiantskin.care or by calling (530) 401-0659.



NEW MEMBER SPOTLIGHT

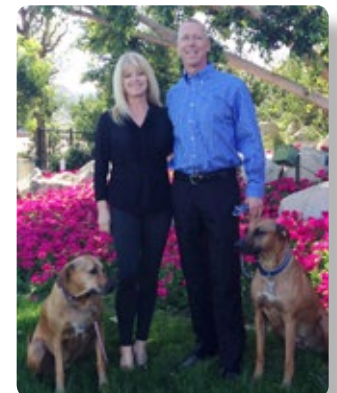
Eix Insurance

Eix Insurance is a professional licensed property and casualty brokerage serving the entire state of California. Working with only top rated carriers, Eix Insurance has been in business for 30 years – giving them the experience to meet your business and individual needs.

They specialize in business owners, commercial property owners, commercial auto, workers compensation, umbrella coverage, preferred personal homeowners, preferred personal auto, recreational vehicles, vacation homes/rentals, and policy reviews.

Eix Insurance has 3 goals: 1) Increase the level of service you are currently receiving; 2) Make sure you have the proper coverage, and 3) Save you money on your insurance costs.

For more information as well as to get to know the Eix Insurance team, learn insurance words and their meanings plus what information is needed for a quote, go to EixInsurance.com or call Geoff and Cindy Eix at (760) 202-7711. LIC 0716218



NEW MEMBER RIBBON CUTTINGS



Ribbon Cutting Ceremony for Yogurtland, 79-174 Highway 111, La Quinta, (760) 564-1650 on October 7.



Ribbon Cutting Ceremony for The Pilates Fitness Center, 78-120 Calle Estado Ste.101, La Quinta, (760) 777-7401, on October 1.



Ribbon Cutting Ceremony for Boucher Fine Jewelers, 46-600 Washington St, Ste 2, (760) 777-8100, La Quinta on October 9.



Ribbon Cutting Ceremony for Desert Regional Comprehensive Cancer Center, 47-647 Caleo Bay, La Quinta, on September 30.



Ribbon Cutting Ceremony for Vintage Flavor, 77-955 Calle Tampico, Ste A, La Quinta, (760) 392-1962 on October 9.

Wellness Center Now Open



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Sign up for your fitness membership today!
\$50 for La Quinta residents
\$75 for non-residents

Monday – Friday 5:30am - 9pm
Saturday 8am - Noon



Wellness Center offers a variety of services and facility offerings to assist you in your wellness journey. Here are some examples:
(Program offerings may require additional fees)

Intellectual Wellness

Expand the mind and learn new skills

- Life-long learning courses
- Technology programs
- Computer Lab
- Facility-wide WiFi

Social Wellness

Connect with others

- Nintendo Wii Golf & Bowling
- Social Bridge
- Mah Jongg
- Dominos

Creative Wellness

Spark your inspiration

- Music
- Language
- Arts & Crafts
- Dance

Physical Wellness

Improve fitness and overall health

- Yoga
- Pilates
- Tai Chi
- Martial Arts
- Interval Training

Nutritional Wellness

Fuel your body with good food

- Healthy Cooking
- Nutritional programs
- Community Herb Garden



Wellness Center

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La Quinta CA 92253
760.564.0096



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MAYOR'S LUNCHEON



The Chamber welcomed The Chandi Group USA to the La Quinta Chamber as our first ever Red Diamond Sponsor. His enthusiasm for doing business in La Quinta and the valley is contagious. Bringing new businesses and new jobs to our communities is a plus for everyone.

Pictured above, L-R **Jason Schneider**, Chairman of the La Quinta Chamber Board; **Nachhatar Chandi**, President/CEO of Chandi Group USA; **Susie Harvey**, Interim President/CEO of the LQ Chamber.

Pictured below, the La Quinta Chamber publically welcomed 27 new members. This represents about one third of the new members this quarter. They received their plaques and were administered the membership oath. Welcome to the Chamber!

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Art Under the Umbrellas Slated for Two November Saturdays at Old Town La Quinta



Submitted by: La Quinta Arts Foundation

Now in its 11th season at the Old Town La Quinta venue, Art Under the Umbrellas will host over 80 artists at each of the November events on **November 14** and **November 28** (Thanksgiving Weekend). The shows run from 10 a.m. to 4 p.m. offering free admittance, free parking, and loads of live entertainment by the multi-talented Steve Madaio Band.

These gifted artists will exhibit and sell their newly created works in painting, glass, ceramic, jewelry, wood, sculpture, photography, fiber, and mixed media, offering 'something for everyone' in every price range.

It's Fun, Free and Fabulous! Art Under the Umbrellas continues to be one of the Coachella Valley's most popular destinations for a family gathering, or to meet and greet old friends. Patrons can enjoy boutique shopping and a leisurely lunch offered by the Old Town La Quinta merchants while searching for the perfect handmade treasure or gift made by creative artisans. It's also the ideal opportunity to get a kick-start on those holiday shopping lists.

Art Under the Umbrellas is presented by La Quinta Arts Foundation (LQAF) producer of the #1 in the Nation La Quinta Arts Festival annually in March. For information on all LQAF events and programs, visit LQAF.com or call (760) 564-1244.

Trilogy to Host Art Faire & Sale November 7th

Submitted by: Trilogy



Trilogy at La Quinta invites you to attend its 8th Annual Art Faire & Sale to be held Saturday, November 7 from 10 a.m. – 4 p.m. Admission to the event is free and lunch and refreshments will be available.

Besides resident artists and those from other neighborhoods in La Quinta, they will be featuring

artists from other cities in the Coachella Valley. There will be beautiful stained glass and fused glass items, ceramic pieces, acrylic paintings, photography, jewelry, stunning paper art, one-of-a kind hand-crafted purses and bags and more – all designed and hand built or painted by the participating artist. There will be no retail merchants or resale items and no consignments.

Trilogy will also have a silent auction, with all proceeds from support a scholarship fund for local high school art students. Trilogy is located on Avenue 60, between Madison and Monroe in La Quinta – watch for signs. For additional information, call (760) 702-2060.

Cambria Hosts Event to Help Desert Veterans Cope with PTSD

Submitted by: Cambria



A major cause for concern is the health and treatment of military veterans who, after returning home, suffer with Post Traumatic Stress Disorder (PTSD). A service or therapeutic companion dog can help veterans recover and adjust back into civilian life easier for those veterans.

Animal assisted therapy is benefitting sufferers of PTSD. Helping soldiers who are suffering as a result of the horrors of war has been attempted through counseling, medication, and partnering with other military veterans. Nevertheless, the healing process for PTSD has continued to be prolonged and lonely. This explains why doctors are enthusiastic about the positive results they are seeing with the relatively new treatment of PTSD through animal assisted therapy.

Cambria wants to ensure veterans know that we deeply appreciate the sacrifices they have made in their lives to keep our country free. Please join in a celebration and fundraising effort for our Desert Veterans of Foreign Wars as a show of gratitude for the service and sacrifices made.

Cambria will host a silent auction fundraiser on Veteran's Day, November 11 at the Cambria Gallery located at 42210 Cook Street in Palm Desert, from 5 p.m. – 8 p.m. All funds generated will go to a program to fund service dogs for veterans suffering from PTSD. For more information, call (760) 340-0040.

New Winter Music & Performing Arts Programs for Valley Youth

Submitted by: Marquee Academy of Performing Arts



Music may be dying in most school systems, but it is alive and well at Marquee Academy of Performing Arts – the only independent school of its kind in the Coachella Valley providing a full range of music, performing arts and dance programs for kids at affordable prices.

Marquee Academy offers KinderMusik™ not only at the school's primary location in Palm Springs

– but also at a satellite location in Indio. KinderMusik is an early childhood music program introducing infants and toddlers to music along with their care giver. Marquee Academy also offers piano, violin, guitar, ukulele and drum lessons for youth.

For young people looking to take their performing arts talents to the next level, Marquee Academy offers Marquee Stars Elite – a comprehensive program including style and vocal development; dance; workshops and coaching by industry professionals; live performance opportunities and more.

And performers aged 14-24 are welcome to attend Thursday Nite Live! – Marquee's "open mic" night, which also provides recording sessions, if desired. This happens from 7:00-10:00 p.m. the first and third Thursdays of each month. Take the stage and bring friends to gain more experience performing live.

For more information or to get a current class schedule, call (760) 778-8000 or go to MarqueeArts.org.



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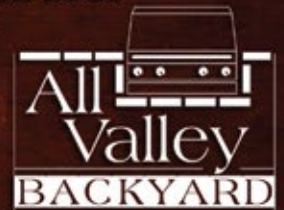
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What You Need to Know Before Donating Hair

By: *Bergen Carey, Celebrity Hair*

Being in the hair replacement industry, I often get asked about hair donations. People call to see where to donate hair, if I am able to make a wig out of donated hair or even if it's possible at all. Donating hair to charity is an admirable and personal decision, but finding the right charitable organization can be daunting.

1. Make sure the charity **ACTUALLY** provides hair replacements for **FREE** if they claim to. Several well-known charities charge recipients based on a sliding scale based on their household finances – and recipients could end up paying thousands of dollars. If the charity requires financial documents be submitted along with the hair application, they likely charge fees.
2. Make sure the charity provides full, **HUMAN** hair replacements. Some charities provide synthetic blend hair pieces, which are cheaper to produce.
3. Make sure the charity does not **REQUIRE** the recipients to participate in their promotional/marketing efforts and/or events and that there are no hidden charges or additional fees. Certain charities require before and after photos, that recipients attend and volunteer for events, that tickets be purchased for events, etc., in order to be considered for a “free” hair replacement. These activities should be voluntary and never required.
4. Determine **WHO** to donate your hair to. Some organizations provide hair replacements to adults only, children only, cancer patients only, alopecia-afflicted children only, etc.
5. Ask whether the charity uses **ALL** hair donations to produce hair replacements for recipients. It has been reported that some organizations may sell donated hair to the hair replacement and/or hair extension factories and for a profit.
6. Compare the number of recipients each charity provides for annually. You can determine which charities invest a higher percentage of proceeds into their mission by comparing annual funding versus number of recipients. A review of the charity's financials is prudent to ensure that they use the majority of their charitable dollars towards their mission, rather than for expenses unrelated to the charity. All charities are required to report their financials, and to include them on their websites. It's always a good idea to give them a quick review to get an idea of how their charitable dollars are spent.



Bergen Carey can be reached at (760) 674-9481, by email at celebrityhairreplacement@gmail.com or on the web at CelebrityHairReplacement.com. Celebrity Hair is located at 44-575 Portola Avenue in Palm Desert.

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Ways to Reduce & Reuse

Submitted by: Desert Arc Recycling



REDUCE

- Buy products with little to no packaging.
- Use a reusable lunch box or cloth bag instead of a paper bag.
- For items that you don't use very often, try renting them instead of buying them.
- Buy products that are durable and long-lasting.
- When you buy something, don't take a bag unless you really need one.
- Find alternative ways to wrap gifts, such as a reusable cloth bag.
- Use cloth napkins instead of paper napkins.
- Use reusable plastic containers for food instead of plastic bags.
- Buy rechargeable batteries instead of disposable ones.
- Choose products that come in recyclable or refillable containers.
- Instead of buying your favorite book, magazine or newspaper, go to the library to read it.
- Use plates, cups and utensils that can be washed rather than ones that you throw away.

REUSE

When we reuse things, we save our landfill space as well as save the natural resources and materials it would take to make a new product. There are a lot of things that you can reuse instead of throwing away.

- Refill your plastic drink containers with water or another beverage you enjoy.
- Draw or write on both sides of your paper instead of just one side.
- If an item breaks, try repairing or fixing it instead of buying a new one.
- Donate or sell old items instead of throwing them away.
- Instead of throwing away old socks or gloves, use them as cleaning rags around the house.
- Purchase books from a used bookstore or garage sale instead of buying a new one.
- Turn old coffee cans, glass jars and milk cartons into craft projects. If you take a look around your house you can find all kinds of neat things to reuse. You can even make gifts for your family and friends. Use your imagination and have some fun!

Desert Arc Recycling's mission is: *Creating a greener tomorrow by providing community recycling services while employing people with disabilities. For more information on Desert Arc Recycling services, call Jackie Linares at (760) 346-1611 x124; email recycling@desertarc.org or go to DesertArcRecycling.com.*

Become a Member of the La Quinta Chamber of Commerce



Visit LQChamber.com
to sign up!

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

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

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

In 2011, according to Center for Disease Control (CDC), there were 220,000 women diagnosed with breast cancer, and 40,930 women died from breast cancer in the United States. Obviously treatment is not the solution. The solution will be prevention. Prevention of occurrence and prevention of re-currence.

Test	Can Predict Occurrence and Recurrence	Can Provide Genetic Counseling	Predictive Value	Cost
GENES TEST	Yes	Yes	Medium	\$400 per gene (3 genes)
URINE STRIP ESTROGEN METABOLITE TEST	Yes	No	High	\$280
MAMMOGRAM	No	No	None	\$100-\$200
ULTRASOUND	No	No	None	\$300
MRI	No	No	None	\$750-\$1,000



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

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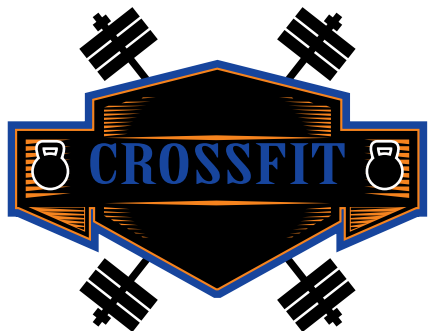
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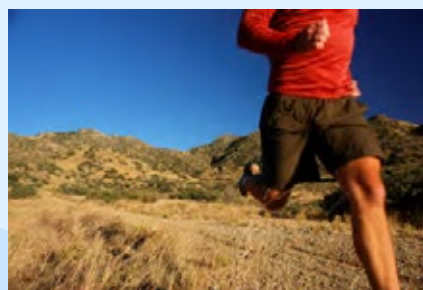
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