

SEPTEMBER 2016

# The Gem

The Voice of Business

## La Quinta's Main Street Brings Our Community Together

### 2016 Ballot Propositions: What You Need to Know

Page 28

### IRS Using "Little Brother" as a Snitch

### Dos & Donts of the Mortgage Process

### New Rules for Exempt & Salaried Employees

**Old Town La Quinta Block Party  
is Saturday, September 3!**

See Page 31 for Details



# WORLD-CLASS REAL ESTATE EXPERIENCE

Through many years of dedicated client service, my Team and I have developed comprehensive knowledge and expertise within each of the premier La Quinta and Palm Springs area communities.

## For Sellers

We're experts at helping sellers strategically position their La Quinta or Palm Springs area property for sale. Our Expert Home Selling System combines highly-advanced and laser-focused internet marketing programs with proven sales and marketing methods to help our clients achieve their real estate goals.

## For Buyers

In addition, our unique local market insights ensure buyers will find the ideal property to accommodate a particular lifestyle while maximizing their real estate investment in any one of the premier La Quinta or Palm Springs area communities.

My Team and I look forward to providing you with an unparalleled, world-class real estate experience.

*Brad Schmett*

CalBRE License #01275226

# THINKING ABOUT BUYING OR SELLING?

**Brad Schmett Real Estate Group Delivers  
A World-Class Real Estate Experience**

SERVING THE PREMIER LA QUINTA AND  
PALM SPRINGS AREA COMMUNITIES



Brad Schmett



Deanna Schmett



Vicki Dawson



Dorothy Roche



Jacquelyn Stanton



Veronica Mendoza



Jan Leibole

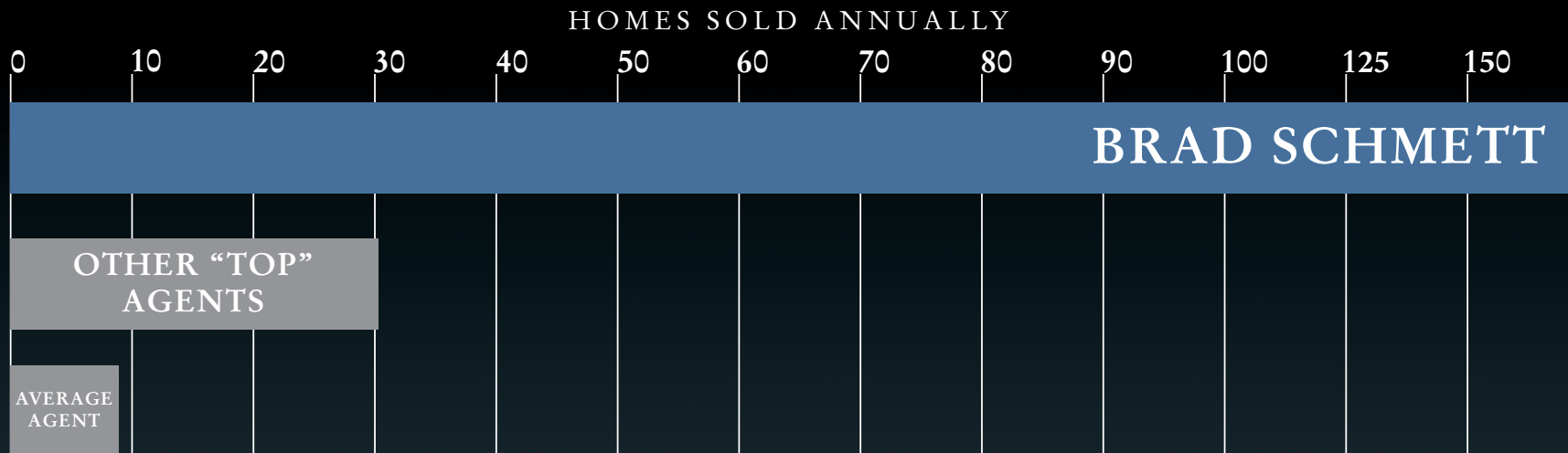
**Call Today! 760.880.5845**



**kw** | LUXURY HOMES  
INTERNATIONAL  
KELLER WILLIAMS® REALTY

760.880.5845    LaQuintaHomeSold.com    Brad@LaQuintaHomeSold.com

47100 WASHINGTON STREET, SUITE #204 • LA QUINTA, CA 92253



# Truth in Numbers.

At 20 times the production of the average agent, Brad Schmett achieves every month what most agents accomplish all year.

The average real estate agent sells eight homes a year.\*  
On average, Brad Schmett surpasses that standard on a monthly basis. How does he do it?

It's simple – where the average agent spends less than \$300 a month marketing their listings, Brad invests thousands of dollars every week on a proven marketing plan that exposes La Quinta properties to well-qualified buyers from all over the U.S. and Canada. These buyers are motivated to buy and often make full-price cash offers. The result is a quicker sale, better return on investment, and satisfied clients praising Brad's aggressive marketing techniques. If you're considering selling your La Quinta home, call Brad today at [760.880.5845](tel:760.880.5845).



\*Information based on 2010 National Association of REALTORS® statistics.



**760.880.5845**   [LaQuintaHomeSold.com](http://LaQuintaHomeSold.com)   [Brad@LaQuintaHomeSold.com](mailto:Brad@LaQuintaHomeSold.com)

47100 WASHINGTON STREET, SUITE 204 • LA QUINTA, CA 92253



CalBRE License No. 01275226



**CHANDI GROUP**  
USA

PROUDLY SUPPORTING THE  
GREATER COACHELLA VALLEY  
CHAMBER OF COMMERCE



bp



**TESORO**



**NACHHATTAR S. CHANDI**  
PRESIDENT AND CEO

760.396.9260  
info@ChandiGroupUSA.com



Our Partners



Platinum Executive Sponsors



Gold Executive Sponsors



Silver Executive Sponsors



Local Executive Sponsors



Media Executive Sponsors



THANK YOU FOR THE MAJOR SPONSORSHIP PROVIDED BY



The Greater Coachella Valley Chamber of Commerce (GCVCC) was created in 2016 in cooperation with the former Coachella, La Quinta, and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians. It enhances and significantly improves the way businesses interact with each other and the community in the entire Coachella Valley. As a Regional Chamber, the GCVCC delivers services and benefits to its members on a scope not seen before in the area.

### LA QUINTA BUSINESS DISTRICT BOARD OF DIRECTORS

**Jeff Fishbein** – Coldwell Banker, Chairman

**Ray Dominguez** – Lamar Outdoor Advertising

**Victoria Llort** – American Outreach Foundation

**Mickey Jumapao** – Cherry Creek Mortgage

**Doug Motz** – Motz Insurance

**Kevin Dolan** – Old Town La Quinta

**Jeremy Cullifer** – Jules Market

**Gerri Lynch** – Embassy Suites

**Randy Foulds** – Foulds & Feldmann Health Insurance

**Ratna Williams** – Desert Sun Media Group

### THE GEM PRODUCTION TEAM

**Andrea Carter**, Editorial Manager

**Paula Jo Ubben**, Creative Manager

*The Gem* is the official publication of the GCVCC. Circulation: Approximately 23,000. Distributed free to all residents, Chamber members and businesses in La Quinta. To advertise please call (760) 564-3199.

**Please Note:** The opinions and views expressed in all editorial material are those of the writer or person interviewed and are not necessarily those of the GCVCC, its Board of Directors, or the advertisers in *The Gem*. The GCVCC endorses no person, political candidate or opinion unless specifically stated. *The Gem* reserves the right to edit all submissions for grammar, length, and questionable content. Advertisers please note that colors may look slightly darker, or slightly lighter due to variables in the printing process. Questions or comments? Email us at [TheGem@LQChamber.com](mailto:TheGem@LQChamber.com) or call (760) 564-3199.



**CONTENTS • SEPTEMBER 2016**

**Chamber CEO's Message** *By: Jeff Fishbein, La Quinta Business District Chairman* ..... 6

**School District Open Early Learning Center**  
*By: Laura Fisher, Desert Sands Unified School District* ..... 7

**The Do's and Don'ts of the Mortgage Process**  
*By: Patty Jenab, Diversified Capital* ..... 8

**The Two Faces of Charismatic Leadership**  
*By: Dr. Jeff Suderman, Suderman Solutions* ..... 9

**How the Rise of Air Travel Sparked a New Industry: Cruise Lines**  
*By: Charles Greenberg, Your Travel Agency* ..... 10

**City of La Quinta: The City Report** ..... 11 - 16

**You Might Have an Invasive Plant in Your Garden**  
*By: Jennifer Prada, Friends of the Desert Mountains* ..... 17

**If you Live in an HOA, You'll Want to Read This!**  
*By: Cal Lockett, Community Associations Institute* ..... 18

**Make Your Home Healthy** *By: Natalie Angrisani, JNA Marketing* ..... 18

**Could Your Back Pain Be Caused by Sacroiliitis?**  
*By: Dr. Naota Hashimoto, Desert Medical Care & Wellness* ..... 19

**Cupping: Beyond Skin Deep** *By: Zaynah Shabo, Live Well Clinic* ..... 20

**Keeping Your Kids Healthy at School**  
*Submitted by: Boys & Girls Club of Coachella Valley* ..... 21

**Fleeing the Flu: FAQ on Flu Vaccines** *Submitted by: MedPost* ..... 21

**Permanent Non-surgical Reduction in Underarm Sweating**  
*By: Dr. Ken Jesser, About Face Medical Aesthetics* ..... 22

**An Often Missed Medicare Open Enrollment Period**  
*By: Marv Law, HealthBridge Insurance Solutions* ..... 23

**2017: Changes to Your Health Insurance**  
*By: Randy Foulds, Foulds & Feldmann Insurance Agency* ..... 24

**IRS Using "Little Brother" as a Snitch** *By: Joseph M. Tames, Enrolled Agent* ..... 25

**New Rules for Exempt & Salaried Employees** *By: Samantha Lopez, OR CPAs* ..... 26

**The Chamber Connection: News, Spotlights, Information & Events** ..... 27 - 31

**Music is Brain Food** *By: Aida Yabut, Stellar Teaching Plus* ..... 32

**3 Options for Displaying a Collection**  
*By: Jeff Fishbein, Coldwell Banker Residential Brokerage* ..... 32

**Postponing Your Jewelry Dreams?** *By: Lauren Boucher, Boucher Fine Jewelers* ..... 33

**The 4 Elements of the Perfect Shave** *By: Eddie Jimenez, The Art of Shaving* ..... 33

**Drought & Your Plumbing: Things You Didn't Know**  
*By: Christy Houston, Chris Hegarty Plumbing* ..... 34

*On the cover: Events held on Main Street in Old Town La Quinta bring the community together. Photo credit Katie Stice*

# Armen Karimyan, D.D.S.



## General, Implant & Cosmetic Dentistry

USC Professor, Board Certified Periodontist & Oral Surgeon on Staff

**NEW PATIENT SPECIAL \$119**

Dental Cleaning • X-Rays • Exam

- Implant Surgery
- IV Sedation
- Periodontics
- Cosmetic Dentistry
- Oral Surgery
- Invisalign®

78-138 Calle Tampico • Suite 100 • La Quinta, CA 92253

LAQUINTADENTISTRY.COM

Monday through Friday • 8 am – 5 pm

Emergencies Seen Promptly

**760.777.0114**



*Every day, we locally source the most incredible ingredients to create an experience you can enjoy every day.*

**MORGAN'S**  
*in The Desert*

49499 Eisenhower Drive, La Quinta • (760) 564-7600  
morgansinthedesert.com

## CHAMBER CHAIRMAN'S MESSAGE

### Business Growth in La Quinta

**By: Jeff Fishbein,  
La Quinta Business District Chairman**



Talk about business growth: La Quinta has had an 87% increase in active business licenses since 2011. Currently there are nearly 6,000 business licenses issued in the city, and many of them are start-up and home-based companies. Nonetheless, this increase shows what a business-friendly environment our city is and



the continued development of the business community in the Coachella Valley, specifically in the eastern end of the valley.

With economists bullish on the economic growth of the Coachella valley and home prices recovering nicely with steady gains each month, La Quinta is poised to continue its business growth and opportunities.

Projects like the SilverRock Resort with its 4-star luxury hotel, a lifestyle hotel, luxury residential and a promenade mixed-use village; continuing support for the PGA TOUR's CareerBuilder Challenge (formerly the Bob Hope Classic); and a growing population currently pushing 40,000 with a median age of just over 47 and an average income of over \$100,000 – La Quinta is one of the most attractive cities in the Coachella Valley for new business ventures large and small.

Economic growth additionally brings charitable opportunities which La Quinta and the Coachella Valley are rich with. With established non-profits like American Outreach Foundation, Martha's Village and Kitchen, the Coachella Valley Rescue Mission, and SOS, business growth only furthers that commitment to helping the less fortunate.

*Jeff Fishbein is a real estate consultant with Coldwell Banker Residential Brokerage and can be reached at (760) 984-4145 or [jeff.fishbein@camoves.com](mailto:jeff.fishbein@camoves.com).*



## “Early Breast Screening Saved My Life.”

I didn't have cancer in my family. But I still knew how important annual mammograms are, and I made it a priority to get mine every year. My lump was so tiny, I would never have felt it or known it was there. If I had put off my mammogram even six months, I would have had full-blown cancer.

Thankfully, it was caught early by the Comprehensive Cancer Center. From the moment I received the news until my last treatment, the Comprehensive Cancer Center's care could not have been more incredible.

They didn't just help me survive – now I thrive. I am back to doing the things I love most... like painting. We even started a program where we knit caps for cancer patients called CAPPs – Caring About People Palm Springs. I wanted to give back because I'm so grateful for the compassionate care that was given to me by the entire team of staff and physicians at the Comprehensive Cancer Center.

*Karen Brobeck, Artist, CANCER SURVIVOR*

**Schedule Your Mammogram Today!**  
**760.416.4700**

 **DESERT REGIONAL  
MEDICAL CENTER**  
**Comprehensive Cancer Center**

Locations in Palm Springs & La Quinta  
[DesertRegional.com/cancer](http://DesertRegional.com/cancer)

**Smile.** Your search for  
a new dentist is over.

We provide thoughtful, modern dental care.  
Call for an appointment today.

\*Regular value of at least \$290. In absence of gum (periodontal) disease. New patients only. Cannot be combined with any other offers. Coupon must be presented at appointment. Limit 1 per patient. Subject to insurance restrictions; cannot be applied to insurance co-payments or deductible. Not valid for appointments with pediatric dentist.



New Patient Special

**\$59**

Cleaning, Exam  
& Digital X-rays\*

 **LA QUINTA**  
DENTAL GROUP AND ORTHODONTICS

Jimmy Cheung, DDS  
78-595 Hwy 111, Ste 300, La Quinta  
760-771-0300 | [LaQuintaDental.com](http://LaQuintaDental.com)



## School District Opens Early Learning Center

By: *Laura Fisher,*  
Desert Sands Unified School District

John Adams Early Childhood Learning Center in La Quinta opened its doors on August 25. Desert Sands Unified School District (DSUSD) became the first in the valley to have a centralized preschool site that serves both special and general education students. The center is a comprehensive early childhood education provider for students previously in similar programs throughout the district.



The Head Start and State Preschool program incorporate programs previously housed at the former John Adams Elementary School as well as the Head Start students from Dr. Carreon Academy and the preschool students from programs previously housed at Gerald Ford, Benjamin Franklin, John F. Kennedy, James Monroe, Harry Truman, and Martin Van Buren elementary schools. Supervisory and administrative personal overseeing the special education preschool programs throughout the district are also now located at the center.

This housing of preschool programs at one site provides the opportunity for a more inclusive personal experience and allows the assessment team of a school psychologist, speech/language

professionals, occupational therapists, adapted physical education teachers, and behavior specialists to provide on-site diagnostic assessments.

Approximately 200 students are already benefitting from this new program with the potential for future growth.

The site of the center was selected both for its centralized location and as an opportunity to utilize a fully equipped school building and playground. The building and grounds were, up until June of 2016, the home to John Adams Elementary School.

The elementary school was closed at the end of the past school year due to dwindling enrollment. Students in kindergarten through grade 5 are now attending other DSUSD schools. Teachers, counselors and administrative staff have also found new positions within the district. Staffing for the John Adams Early Childhood Education Center was a matter of relocating teachers, administrators, and support staff from the preschool programs listed above to the new site. The only new employee hired for the site was a full-time custodian.

*Laura Fisher is the assistant superintendent of student services for Desert Sands Unified School District – which serves seven communities in the central Coachella Valley. Close to 30,000 students in 34 schools are provided with challenging educational choices. Openings are still available for both the Head Start and the State Preschool Program. Information on all programs in Desert Sands Unified School District is available at [DSUSD.us](http://DSUSD.us) or by calling (760) 238-9770.*




Labor Day Weekend BLOCK PARTY Saturday, September 3, 6PM-10PM!



## Shop & Dine on La Quinta's Main Street



The Certified Farmers' Market  
Returns for the Season  
Sunday, October 2 — 8 AM - 12:30 PM

78-100 Main Street | La Quinta, CA 92253 | (760) 600-0758 | [OldTownLaQuinta.com](http://OldTownLaQuinta.com)   

15% off  
your entire food order  
with this ad!



Roosters offers an American kitchen  
featuring Fried Chicken,  
friendly service with an inviting atmosphere.

**(760) 289-4413**

79255 HWY 111 Suite 6 La Quinta, CA 92253

[www.roosterslq.com](http://www.roosterslq.com)



**More than your neighborhood grocer.**

"We're proud to partner with local businesses, schools, and organizations to help keep our community strong."

**NOW OPEN DAILY 6AM - 11PM**  
78-130 Calle Tampico • La Quinta  
(760) 777-9000 • JulesMarket.com

Proud Sponsor & Member  
La Quinta Chamber of Commerce

- FRESH PRODUCE
- MEAT & DAIRY
- FROZEN FOODS
- BEER, WINE & SPIRITS
- GROCERY ITEMS
- DELI FOODS
- GIFT & HOME ITEMS

Jule's Market Founders Jeremy Cullifer & James Terrell

**We help your business**

**grow**

INTEGRATED MARKETING STRATEGIES

DESERTSUNMEDIAGROUP.COM

Desert Sun media group  
PART OF THE USA TODAY NETWORK



## The Do's and Don'ts of the Mortgage Process

By: *Patty Jenab,*  
*Diversified Capital Funding*



**Do:** Get preapproved.

**Don't:** Go house shopping without knowing what you can afford.

When you get preapproved for a home loan, you can confirm exactly how much house you can afford. This means you can avoid falling in love with a home priced out of your range. Another benefit? Your purchase offer is stronger and more competitive, since an underwriter has already verified your income, assets, credit and debt.

**Do:** Understand your credit.

**Don't:** Open or close credit lines without consulting a credit professional.

Before beginning the mortgage process, you should have an understanding of your overall credit picture. If not, request a copy of your report from a credit site, such as FreeCreditReport.com. If your report has inaccuracies, don't ignore it. Contact the credit agency to resolve the issue immediately, as corrections on credit reports can take a bit of time to complete. Avoid opening new credit accounts, closing credit lines, co-signing on loans or making major purchases with credit before (or during) the loan process.

**Do:** Keep the lines of communication open.

**Don't:** Be slow to respond to your Loan Team.

Expect regular updates from your mortgage advisor throughout the loan process. You should be kept up-to-date every step of the way, and if your mortgage advisor asks you for additional documentation, be sure to provide it as quickly as you can. Often,

the key to a successful and on-time closing is promptly providing your lender with any requested documents, to enable them to get your loan funded as soon as possible.

**Do:** Maintain your current employment and income.

**Don't:** Make major job or career changes.

By keeping your job and income steady and avoiding big changes such as quitting your job, you will help the process go smoother. If you do make a job or career change, it could delay the process – or worse, result in a loan denial. (Of course, a pay raise or promotion would be the exception to this rule.)

**Do:** Ask questions.

**Don't:** Panic! (Really, it's going to be okay.)

Your mortgage advisor wants you to be educated in this process, so ask as many questions as necessary to help you feel confident moving forward. And don't panic! The process may feel confusing, or even scary, but your mortgage advisor is there to help you successfully get to the closing table.



*Patty Jenab is a 26-year veteran of the mortgage industry, beginning with Diversified Capital Funding in 1990. Their newest office is located at 51555 Desert Club Drive*

*#200 in La Quinta. She can be reached at (760) 300-4145 ext. 5209, or via email at [pjenab@divcap.net](mailto:pjenab@divcap.net).*



# The Two Faces of Charismatic Leadership

By: Dr. Jeff Suderman, Suderman Solutions

Charisma and I have a troubled relationship. I find myself drawn to it and have often enjoyed that special sparkle that a charismatic leader possesses. However, I have also been hurt by charisma when that sparkle takes on a dark hue. As a result, I have tried to understand how I can distinguish between the different shades of charisma. In other words, how can I discern whether a charismatic person is going to help me or hurt me?



My defining 'charisma moment' occurred when I discovered a study conducted 25 years ago (by House and Howell). In their study, they discovered that charismatic leaders naturally fall into one of two categories. See if their results align with your personal experience.

**ME Charisma:** Also called personalized charisma, leaders with ME charisma respond to challenges by prioritizing their own needs. Their tendency to place their own needs ahead of their organizations

indirectly means that they believe their company exists to help them. Research shows that these individuals will engage in actions which are adverse to their company, be exploitative, self-aggrandizing (braggers), authoritarian, narcissistic, and non-egalitarian (do not view others as equals). As a result, followers of leaders who utilize ME charisma often encounter detrimental consequences.

**WE Charisma:** Also called socialized charisma, leaders with WE charisma are very different because they focus their efforts on organizational needs. They are egalitarian (view others as equals), and seek to create a vision that reflects the organization. They empower, give away authority, are follower-focused and typically refocus their personal sparkle on the organization or other people (instead of themselves). As a result, followers of leaders with WE charisma often encounter positive experiences.

Therefore, charisma is neither good nor bad. Rather, why charisma is used is the heart of the matter. Some will choose to use it for self-serving purposes, while others will use it for the benefit of those around them.



Dr. Jeff Suderman owns Suderman Solutions, a consulting company committed to improving organizational effectiveness through leadership development, training and strategic planning. He can be reached at [jeff@jeffsuderman.com](mailto:jeff@jeffsuderman.com) or subscribe to his blog for other useful insights at [JeffSuderman.com/blog](http://JeffSuderman.com/blog).

**ANNOUNCING...**  
the **ONLY** hospital  
in the Inland Empire to be

**FIVE STAR RATED  
TOTAL KNEE  
REPLACEMENT**

**12** YEARS  
IN A ROW!  
(2005-2016)



For a referral to an orthopedic surgeon call  
**(844) 227-3461**

47-111 Monroe Street  
Indio, CA 92201

[www.JFKortho.com](http://www.JFKortho.com)



# How the Rise of Air Travel Sparked a New Industry: Cruise Lines

By: Charles Greenberg, Your Travel Agency

In the lap of luxury: Passengers being served on board a Cunard ship with the deck steward in summer whites.

Annie Wichert set sail for the first time, in 1946, on a transatlantic voyage aboard the Queen Mary. Her next cruise – an Alaskan voyage – was 60 years later. She learned, first hand, that things had changed.

Transatlantic voyages have largely disappeared – doomed by the advent of reliable air transportation. But a new industry arose: cruise lines. A jet could link Paris or London to New York in about eight hours, but it took about four days for a liner to cross the Atlantic.

"Everything began to change in the '60s," said Everette Hoard, honorary commodore and historian of the Queen Mary, who has studied liners for decades.



"In 1958, one million people crossed the Atlantic by sea and one million crossed it by air," he said. "By 1962, four million crossed by air and only 875,000 crossed by sea. At one time, all the greatest actors and actresses sailed on the Queen Mary: Clark Gable, Bob Hope, Bing Crosby – even Liz Taylor with her two poodles."

But the end was in sight. And when the liners began to be retired, "ships went from being great ferries to great resorts," he said. The old transatlantic liners were built for speed but had few amenities. Shuffleboard, listening to music, walks on the promenade deck – that was pretty much it.

Today's cruise ships have a seemingly limitless number of amenities and diversions, including rock climbing walls, water parks, zip-lines, spas, multiple restaurants and nonstop entertainment.

Along with the ships, passengers have changed too. "The main difference is that they travel for fun and enjoyment with a minority traveling because they can't or won't fly," added Hoard.

In the early days, officers of the cruise lines were angry that airlines were taking their passengers away from them. But today, those same airlines are partners with the cruise lines as they deliver guests to ports around the world.



Charles Greenberg, owner of Your Travel Agency, is an ocean and river cruising expert. Send Charlie an email if you'd like to receive his monthly newsletter. Your Travel Agency is affiliated with Travel Planners International and Ensemble Travel, and has long-term relationships with all major ocean-going and river cruise lines. To reach Charlie, call (760) 772-5888 or email [greenbergcharlie@gmail.com](mailto:greenbergcharlie@gmail.com).

10



**La Quinta**  
INSURANCE SERVICES

**(760) 777-1307**

## SIMPLIFYING A COMPLICATED INSURANCE WORLD

LET US HELP YOU KEEP YOUR DOCTOR IF YOU LIKE YOUR DOCTOR...REALLY

**OPEN ENROLLMENT FOR 2017 BEGINS FOR SENIORS: OCT 15 - DEC 7 UNDER 65 : NOV 1 - JAN 31**

51-025 Avenida Mendoza, Suite 101 ◀ La Quinta, California 92253  
[laquintainsurance.net](http://laquintainsurance.net) ▶ Lic #0601149

AUTO

HOME

LIFE

HEALTH

COMMERCIAL



MERCURY  
INSURANCE GROUP  
Authorized Agent



BlueShield



Health Net



Anthem  
Blue Cross



Safeco Insurance™  
Member of Liberty Mutual Group



aetna



KAISER PERMANENTE®

# LA QUINTA

## City News

*La Quinta*

GEM of the DESERT

Paid Advertisement

### CITY MANAGER'S MESSAGE



#### City of La Quinta Sales Tax Measure

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

As summer travels come to an end and school is back in session, we're all gearing up for a new season and that includes the City of La Quinta.

We were especially thankful for our public safety officers last month when they acted as part of a team that immobilized a carjacking suspect that made his way into La Quinta following a long police pursuit that began in Jurupa Valley. Did you know that in our community, the ratio of police officers per 1,000 residents is 1.5?

Police costs are increasing by 6.9 percent, primarily due to a 5.5 percent increase in labor costs for the Riverside County Sheriff's Office. As public safety expenditures go

up and are projected to continue rising in future years, the City has faced weighing its options to cover those costs without reducing services. That's the primary reason the City Council voted to place a sales tax measure on the November ballot that would increase the sales and use tax in La Quinta by 1%.

The City has already tightened the budget substantially to try to bridge the impending \$50 million deficit La Quinta could be challenged with over the next 10 years if public safety costs continue to rise as projected. The City has restructured in recent years, decreasing staffing levels and eliminating cost-of-living pay increases. City employee costs per resident went from \$281.16 in 2011-12 to \$233.49 this fiscal year.

La Quinta receives just 1% of the sales tax paid within the city. That 1% breaks down by category as follows: Consumer Goods, 43%; Restaurants, 19%; Pools, 13%; Autos/Transportation, 9%; Building Materials, 8%; Prepared Foods/Over-the-Counter Drugs, 4%; and Fuel, 4%.

It might surprise you that 64% of this sales tax revenue comes from non-residents. Full-time La Quinta residents spend 36%. So if the sales tax measure were to pass, for a household earning \$60,00 a year, this would be a difference of about \$58 of additional paid sales tax annually – assuming that 24% of a household's annual income is expended on housing expenses, and 40% (after housing expenses) is spent on taxable transactions that would occur in the city.

There are many facts La Quinta residents should be informed on prior to voting in November when they have the opportunity to weigh in on whether or not they approve a 1% sales tax increase, or would instead like the City to bridge the projected future deficit by decreasing public safety services and costs (if they vote no and the tax measure does not pass).

For more information or to review Frequently Asked Questions (FAQs) about the City's upcoming sales tax measure, go to [La-Quinta.org](http://La-Quinta.org).

### Proactive Code Compliance Efforts in La Quinta

During the City's Community Outreach efforts in late 2015, the public responded they wanted a more proactive code compliance program. These results were obtained at two public meetings, and over an online survey with over 200 respondents.

Consequently, the City contracted Animal Services to the County, to relieve Code Compliance of these dual duties. Code Compliance shifted from reactive to proactive efforts in beautifying the City. Code Compliance identified some areas to conduct code surveys to comprehensively address code issues house to house, and door to door, in residential and business locations.

Phase 1 was in the Residential Cove District where approximately 90 cases were initiated, and 85% were closed in (60) sixty days.

Phase 2, was in the Highway 111 Business Corridor, where over 212 cases were initiated, and 90% were closed in (60) sixty days.

Phase 3 just began in August in North La Quinta. Statistics on these efforts will be available at a later time.

Before each code survey was conducted, a (30) thirty day advance letter was mailed to residents, and business owners to provide an opportunity to resolve any potential issues without City intervention. The overall response to this outreach was positive.



Our goal in performing these code surveys is to enhance the beauty and enjoyment of our communities, and business districts, protect property values, and to maintain our image as the *Gem of the Desert*.

# FIRE DEPARTMENT

## NATIONAL PREPAREDNESS MONTH

September is National Preparedness Month which serves as a reminder that we all must take action to prepare, now and throughout the year, for the types of emergencies that could affect us where we live, work, and visit.

### CREATE A FAMILY GAME PLAN:

In an emergency, every second counts! That's what it is crucial to have a game plan to make sure that the entire family is prepared and informed in the event of a disaster or an emergency. You may not always be together when these events take place and should have plans for making sure you are able to contact and find one another.



Meet with your family or household members and discuss how to prepare and respond to emergencies that are most likely to happen where you live, work and play. Identify responsibilities for each member of your household and plan to work together as a team.

### Plan what to do if you are separated.

Chose two places to meet. (1) Right outside your home in case of a sudden

emergency, such as a fire. (2) Outside your neighborhood, in case you cannot return home or are asked to evacuate. Chose an out of area emergency contact person. It may be easier to text or call long distance if local phone lines are overloaded or out of service. Everyone should have emergency contact information in writing or saved on their cell phones.

**Plan what to do if you have to evacuate.** Decide where you would go and what route you would take to get there. You may choose to go to a hotel/motel, stay with friends or relatives in a safe location or go to an evacuation shelter if necessary. Practice evacuating your home twice a year. Drive your planned evacuation route and plot alternative routes on your map in case roads are impassable. Plan ahead for your pets. Keep a phone list of pet friendly hotels/motels and animal shelters that are along your evacuation route.

Being prepared means being equipped with the proper supplies you may need in the event of an emergency or disaster. Keep your supplies in an easy to carry emergency preparedness kit that you can use at home or take with you in case you must evacuate. Include items like water, non-perishable food, first aid kit, medications, sanitation and personal hygiene items, copies of personal documents, family and emergency contact information, and more.

For more information visit: [READY.gov](http://READY.gov), [REDCROSS.org](http://REDCROSS.org), and [RVCFIRE.org](http://RVCFIRE.org).

# POLICE DEPARTMENT



## WHAT IS IDENTITY THEFT?

Identity theft is a serious crime. It can disrupt you finances, credit history, and reputation, and take time, money, and patience to resolve.

Here are things you can do to protect your identity.

- Read your credit report. You have a right to a free credit every 12 months.
- Shred your bank, credit card, and account statements, and the explanation of medical benefits from your health plan.
- Don't respond to email, text, and phone messages that ask for personal information.
- Create password that mix letters, numbers, and special characters.
- If you shop or bank online, use websites that protect your financial information with encryption. An encrypted site has "https" at the beginning of the web address.
- User anti-virus and anti-spyware, and a firewall on your computer.

If you are a victim of identity flag your credit report by calling one of the nationwide credit reporting companies and order your credit report. File a complaint with the Federal Trade Commission at [ftc.gov/complaint](http://ftc.gov/complaint) and with your local police department at (760) 836-3215 ext. 5.





## IT'S YOUR LIBRARY

**September is Library Card Sign up Month! Get your FREE Library Card and receive a special prize during the month of September**, for ages 2-17 get a free food coupon and for ages 18 & up get a blue library tote bag, as supplies lasts! Don't forget to take a selfie with the giant sized Library Card and tag the Library on our social media! **Here is a schedule of this month's FREE library programs:**

### Adults (18 years & older)

**NEW! Stranger than Fiction (Nonfiction Club) Friday, September 9 at 11 a.m.**

Join our Librarians, Sarah and Jade as they introduce a new nonfiction club! Listen to podcasts, read articles, books and have interesting discussions!

**Pre-Beginning Computer Class Mondays, September 12, 19, & 26 at 10:30 a.m. (Three-class series)**

Join us for an interactive series that will teach you computer basics like using the mouse, typing, and navigating the internet. No previous experience required. Registration required, see the Adult Reference Desk or call the library.

**NEW! Sound and Color (Fiction Club) Friday, September 23 at 11 a.m.**

Join us for our new fictional podcast club! Color while you listen to some great stories. Feel free to bring your knitting too!

**BYOB Book Club (Bring Your Own Book) Saturday, September 24 at 10:30 a.m.**

Join us for a social hour all about books! Bring your own book and feel free to swap books too.

**La Quinta Reads Book Club**

**Monday, September 26 at 11:30 a.m.**

We invite you to read with us and join for a lively book talk! Everyone reads something different. Register at the Adult Reference Desk or call the library to sign up.

**NEW! "Local Voices Series"**

**Judging completed by Friday, September 16.**

**Introductory Reception at La Quinta Library on Tuesday, October 18 at 2 p.m.**

**First Author Presentation at La Quinta Library on Tuesday, October 25 at 2 p.m.**

The La Quinta Public Library invites you to participate in our upcoming series for local authors. This program will highlight local community member talent for stories. Sponsored by the City of La Quinta, Riverside County Library System, Library Systems and Services, and other community entities, presentations will be conducted at the La Quinta Library and the La Quinta Museum. For questions, please email, Sue Duran (City Librarian) at: [sue.duran@rivlib.net](mailto:sue.duran@rivlib.net). For more information and complete guidelines, visit: <https://goo.gl/W1de35>

**Book-A-Librarian Tech Help (formerly known as "One-on-One Electronic Device Appointments") Wednesdays at 10:30 a.m. and 4:00 p.m.**

Do you need help with a Smartphone, Tablet, or Laptop? Meet with a staff member for a 30 minute consultation to learn more about the devices you already own. Registration required, see the Adult Reference Desk or call the Library.

### Teens (ages 13-17)

- **Anime Zone, Saturday, September 3 at 4 p.m.**, Discuss, watch, and create with teens who love Anime!
- **Teen Think Workshop, Friday, September 9 at 4 p.m.**, Experiment and discover new ways to see the world, enjoy different Art, Science, and Tech activities.
- **Teen Book Club, Saturday, September 17 at 4 p.m.**, Discover the theme, read, and discuss!
- **Teen Advisory Board Meeting, Friday, September 23 at 4 p.m.**, Help determine what goes on at your library! Plan programs, select materials, and socialize.

For more information about Teen Programs, visit [laqlibraryteens.blogspot.com](http://laqlibraryteens.blogspot.com)

### Tweens (ages 9-12)

- **Tween Makerspace: Trivia on Tuesday, September 6 at 4 p.m.**, enjoy trivia games & a chance to win prizes!
- **Tween Book Club, Tuesdays at 4 p.m. on September 13 and September 27**, this month read "Nightmares" by Jason Segel and join a great discussion group. Call or sign up at the Children's Reference Desk.

### Children

- **"1,000 Books before Kindergarten" reading program starts on Monday, September 5 at 10 a.m.**, the goal of this program is to encourage parents to read aloud to their toddlers & preschoolers at least 1,000 books before they enter school. To join the program and get your reading log, see the Children's Reference Desk. Program is for **ages 1-4**.
- **Book Babies Storytime** for 0 to 2 year olds returns on **Tuesday, September 6 at 10 a.m. and 11 a.m.**, enjoy stories & songs with Ms. Sarah!
- **Preschool Storytime** for 2 to 5 year olds returns on **Thursday, September 8 at 10 a.m. and 11 a.m.**, enjoy stories, songs, and a fun craft with Ms. Sarah!
- **Family Game Night on September 9 and September 23 at 4:30 p.m.**, fun games like "Sorry", "Jenga", Chess & more! All ages welcome.
- **Pajama Tales on Wednesday, September 14 at 5:30 p.m.**, Join us in your PJ's for stories & songs!
- **Family Fun Night on Wednesday, September 21 at 5:30 p.m.**, join Ms. Sarah for storytime and a variety of activities for all ages!

### All Ages

**Knights of the New Order- "Jedi Academy" on Saturday, September 10 at 1 p.m. to 4 p.m.**, Knights of the New Order will offer Star Wars activities for all ages such as Force Academy training with light sabers and a Star Wars Costume Contest in the Library!

### SAVE THE DATE

- **"Bilingual Storytime with Ms. Minerva" returns Wednesday, October 5 at 5:30 p.m.**, all ages will enjoy stories & songs in English and Spanish, plus craft time!
- **La Quinta Library Booth at The Certified Farmers' Market in Old Town La Quinta, returns on Sunday, October 2 from 8 a.m. to 11 a.m.** (Booth every 1<sup>st</sup> Sunday from Oct 2016 – May 2017), get a FREE book, as supplies lasts, sponsored by Friends of the La Quinta Library.
- **"Farmer's Market Storytime" returns on Sunday, October 2 at 10 a.m. on the grass lawn** (Note: Farmers' Market Storytime is now scheduled on the 1<sup>st</sup> Sunday of every other month.)
- **The Library will be CLOSED on September 5 & 16.**

For more information call (760) 564-4767 or visit [rivlib.info](http://rivlib.info) and click on the "Branches" drop down arrow then click on "La Quinta" to see our "Branch Events". Follow us online: Snapchat: [laqlibrary](https://www.snapchat.com/add/laqlibrary), Facebook: [/laquintalibrary](https://www.facebook.com/laquintalibrary), Instagram: [@laquintapl](https://www.instagram.com/laquintapl), Twitter: [@laquintapl](https://twitter.com/laquintapl), WordPress: [laquintapubliclibrary.wordpress.com](http://laquintapubliclibrary.wordpress.com).

## EXPLORE YOUR MUSEUM



The La Quinta Museum is located at 77-885 Avenida Montezuma (near La Quinta Community Park) and contains historical artifacts and information on La Quinta and also offers seasonal events and classes for all to enjoy. Hours are Tuesday through Saturday from 10 a.m. to 4 p.m. (closed on Sundays and Mondays). Admission and all programs are free, but donations are always welcomed! Call (760) 777-7170 for more information.

### EXHIBITS

#### **By Design 2016**

Design concepts and themes affect many aspects of our everyday lives and often reflect change in our preferences over time. La Quinta Museum's *By Design 2016* exhibit will showcase design influences in Fashion, Interior, Industrial, Architectural and Landscape Design from 1850 to the present. Now on exhibit is the Mid-Century Modernism Era – 1950-1990.

#### **Local History Gallery**

Features Cahuilla Indian and local La Quinta history.

### FREE EVENTS

#### **La Quinta Museum Coloring Club for Adults Fridays, 1 p.m. - 3 p.m.**

All month long! Every Friday we will be coloring. Coloring pages will be provided. Coloring books are available for purchase in the Museum Gift Shop.

#### **Story Time & Craft at the Museum with Miss Beth Wednesday, September 7, 10 a.m. - 10:30 a.m.**

Come and enjoy a fun time with stories, songs and a craft!

#### **Brown Bag TED\* Talk**

**Tuesday, September 13, 12 noon**

Each month we explore a new and entertaining topic. Bring your lunch and enjoy a TED\* Talk on the big screen. Water and cookies provided.

\* Technology, Entertainment, Design

#### **Family Craft Day with S.C.R.A.P. Gallery**

**Saturday, September 17, 11 a.m. - 12 noon**

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

#### **An Evening with Chip Miller**

**Thursday, September 22, 7 p.m. - 8:30 p.m.**

Director/writer/artist & musician, Chip Miller will host a Q&A following a screening of "Encanto Del Caribe" shot on location in Puerto Rico and featuring singing star Marc Anthony. Chip will provide commentary and behind-the-scenes stories. Refreshments provided by the La Quinta Historical Society.

#### **Trending Topics**

**Tuesday, September 27, 10 a.m. - 11 a.m.**

Come and meet the City Manager Frank Spevacek. Frank will be here to answer questions and talk with you about our city of La Quinta.

#### **Good Reads in the Gallery Book Club**

**Thursday, September 29, 5 p.m. - 6 p.m.**

Pick up a copy of "Please Don't Eat the Daisies" by Jean Kerr at the Museum and then join our discussion group. Refreshments will be served. (There are a limited number of free copies available; however the title is also available for check out at the La Quinta Public Library.)

#### **La Quinta Artist Studio Tour – December 11**

The La Quinta Museum invites artists who reside in La Quinta to participate in the 5th annual studio tour to be held on December 11. Email, call or stop by the Museum for more information. Please let us hear from you! Thank you!

• Please note the La Quinta Museum will be closed on Friday, September 16 for All Staff Training Day.

## SILVERROCK RESORT

### **Overseeding**

Please mark your calendars: **SilverRock golf course will close for overseeding at the end of play on Sunday, October 9 and reopen on Tuesday, November 8.** During this time, the Golf Shop will be open daily from 7 a.m. to 3 p.m. Please drop by to talk golf, see the new fall merchandise and book your fall golf outings and parties.

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

### **Summer Hours**

During the summer months, the golf shop will be open daily from 6 a.m. to 5 p.m. The restaurant will be open daily from 6 a.m. to 2 p.m.

The first available tee time of the day will be 6:30 a.m. and the last tee time will be 5 p.m. All golfers will need to tee off prior to 5 p.m.

### **La Quinta Resident Cards**

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

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

*For general questions, please call (760) 777-8884.*





## The City is Accepting Nomination Forms for Our Next Veteran Recognition Program

The City of La Quinta is proud to be home to many distinguished Veterans from all branches of service. The Veteran Recognition Program is a great way to publicly acknowledge, honor, and pay a special tribute to those that served our country. This program collects, preserves, and recognizes the sacrifice and valiant efforts of American war Veterans by etching their name, rank, and years of service into an art piece on the Civic Center Campus.

### Candidate Qualifications:

- Served our country in Active Duty.
- Attach a copy of your honorable discharge paperwork. (Please attach DD214 form, Honorable Discharge Certificate or equivalent showing active service and honorable separation)

### Residency Requirements:

#### ACTIVE MILITARY FROM 1953 and EARLIER:

- Current or former resident of La Quinta.

#### ACTIVE MILITARY FROM 1954 to PRESENT:

- Current or former resident of La Quinta for a minimum of 3 years.

If you have a family member, friend, or neighbor that qualifies for the awards program please visit [la-quinta.org](http://la-quinta.org), fill out the form, and email it to [jtorres@la-quinta.org](mailto:jtorres@la-quinta.org). Please include a picture of the Veteran in uniform during service.

Nomination forms are due Monday, September 16. The award ceremony is scheduled for 9am on Friday, November 11 at the City Hall Courtyard.

## The City of La Quinta is Looking for Applicants

The City of La Quinta is seeking interested citizens to serve as the City's appointed representative to the Coachella Valley Mosquito and Vector Control District (CVMVCD) Board. The CVMVCD is a special district whose mission is to reduce the risk of disease transmission by mosquitoes and other vectors (mammals, birds, insects, etc.) for residents and visitors of the Coachella Valley. CVMVCD's boundaries encompass 2,400 square miles. An eleven-member Board of Trustees, nine from incorporated cities, and two from the County at large, govern CVMVCD. The Board meets on the second Tuesday of each month at 6 p.m. This vacancy is a four-year term and begins January 1, 2017.



Interested residents may fill out and submit an application at [la-quinta.org/commissions](http://la-quinta.org/commissions) prior to November 11 at 5 p.m. Interviews and appointments are scheduled for the City Council meeting on Tuesday, December 6 – applicants must be present. For questions or additional information, contact the City Clerk's Department at (760) 777-7103.

## Attention La Quinta Short Term Vacation Rental Homeowners!

Another festival is upon us – *Desert Trip*. This rock concert, scheduled for two weekends in October, will bring many visitors to the Coachella Valley. Some will stay with friends and family, while others will stay in our hotels. Concert-goers will also look for vacation homes.

If you're a La Quinta homeowner that wishes to rent your home as a short-term vacation spot, please be sure to register it with the City of La Quinta.

More information is provided below. Go to [la-quinta.org](http://la-quinta.org), "How DO I?" tab then click on "Short Term Vacation Rentals" to get started today!



# COMMUNITY SERVICES CLASSES & PROGRAMS: SEPTEMBER & OCTOBER

The City of La Quinta has a variety of programs and activities planned to help you make the most of summer. Online registration available at [la-quinta.org/register](http://la-quinta.org/register). For more information, call (760) 564-0096.

## LA QUINTA BOYS AND GIRLS CLUB COMMUNITY ROOM

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

## LA QUINTA HIGH SCHOOL DANCE ROOM 1006

Beginning Ballet (5 - 10 years) 6:30 p.m. – 7:15 p.m. TH (October)

Belly Dancing (18 years +) 6 p.m. – 7 p.m. W (October)

## LA QUINTA LIBRARY

Dance, Play, Pretend 4 p.m. – 4:45 p.m. M (October)

Gentle Flow Yoga 10:45 a.m. – 11:45 a.m. M (October)

Gentle (Flex) Yoga 10:15 a.m. – 11:15 a.m. W (October)

## WELLNESS CENTER

### (Creative Wellness)

Beginning Ballroom Dance 7 p.m. – 8 p.m. T

Intermediate Ballroom Dance 6 p.m. – 7 p.m. T

Friday Social Ballroom Dance 6 p.m. – 7 p.m. F (Sept. 23)

Friday Social Ballroom Dance 6 p.m. – 7 p.m. F (Oct. 28)

Beginning Guitar 6 p.m. – 7 p.m. T

Second Level Guitar 7 p.m. – 8 p.m. T

Mixed Media 10 a.m. – 12 p.m. M (October)

La Quinta Glee (5 - 14 years) 6 p.m.-7 p.m. TH

### (Intellectual Wellness)

AARP Safe Driver (55+) 8:30 a.m. – 4: 30 p.m. T (Oct. 4)

Herb & Vegetable Garden Group 9 a.m. – 10:30 a.m. F (Sept. 9)

### (Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Sept. 14)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Sept. 28)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Oct. 5)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Oct. 12)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Oct. 19)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Oct. 26)

### (Physical Wellness)

Chair Massage CMT (Clare Dune) 10:15 a.m. – 12: 15 p.m. TH

Chair Yoga 12:15 a.m. – 1 p.m. T (October)

Hatha Yoga for Active Adults 11:15 a.m. – 12 p.m. T (October)

Meditation 6 p.m. – 7 p.m. TH

Personal Trainer (14 years & up) 12 p.m. – 8 p.m. M/W/F

Personal Trainer 12 p.m. – 8 p.m. T/TH

Pilates 8:15 a.m. – 9:15 a.m. M/W

Reiki (Healing Art/Meditation) 10 a.m. – 11:30 a.m. TH

Sunset Yoga (15 years & up) 6 p.m. – 6:45 p.m. M/W

Taekwondo (4 years & up) 5 p.m. – 8 p.m. M/W

Tai Chi Chuan 10:15 a.m. – 11 a.m. T/TH

Tai Chi Chuan (Evenings) 7:15 p.m. – 8 p.m. T/TH

Tai Chi Strength & Balance 1 11:15 a.m. – 12 p.m. T/Th

Tai Chi Strength & Balance 2 12:15 p.m. – 1 p.m. T/TH

Zumba (Morning) 8:45 a.m. – 9:45 a.m. T/TH

Zumba (Saturdays) 8:15 a.m. – 9:15 a.m. S

### (Social Wellness)

Social Bridge 12 p.m. – 3:30 p.m. M

(Call Doris (760) 564-2878)

Mah Jongg 1 p.m. – 4 p.m. T

(Contact Center for more information.)

## WELLNESS CENTER EVENTS



### September Luncheon

**Thursday, September 8, 11:15 a.m.**

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

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

### October Luncheon

**Thursday, October 13, 11:30 a.m.**

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

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



### RENTALS:

#### Book Park Rentals Online!

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

### Having an Event? We've got you covered!

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



# You Might Have an Invasive Plant in Your Garden

By: Jennifer Prado, Friends of the Desert Mountains



Fountain grass (*Pennisetum setaceum*) is an ornamental plant that is commonly used by landscapers in our valley. It is easily identified by its feathery plumes. It is popular because it is drought tolerant, easy to grow, and stays green year-round when irrigated.

Unfortunately, planting fountain grass comes at a high cost to our desert. It spreads easily and produces lots of seeds that are easily dispersed over long distances by wind. The seeds germinate quickly, even in locations with little or no water.

In a garden, fountain grass will take over other landscape plants if not kept in check. In natural areas, where it cannot be easily checked, fountain grass is especially invasive. Fountain grass out-competes natives for water, soil nutrients, and sunlight, and can cover many acres. During dry periods, it goes dormant and leaves large masses of dry, flammable grass creating a fire hazard. The dangers of this plant to native ecosystems are many, but the major threats include:

- Depletion of scarce water resources
- Extreme fire hazard to wildlife, property and people
- Increased risk of extinction of native plant and animal species

Please help preserve our desert environment by not planting this invasive weed in your garden. If fountain grass is already growing in your garden, effective removal requires 3 steps:

1. Remove the flowering plumes – and bag them to prevent seed dispersal;
2. Dig the plant out from the root – removing as much of the root system as possible;
3. Remove and bag as many seeds that have collected at the base of the plant as possible – to reduce the risk of germination of new plants, and be vigilant about pulling any new seedlings.

Once the fountain grass has been removed, it can be replaced with native plants. Ask your local nursery, horticultural society, California Native Plant Society chapter, or master gardener about alternatives that are native to the Coachella Valley. Native plants make beautiful desert gardens!

Please help spread the word: Do what you can to educate nurseries, landscapers, gardeners, HOAs, municipalities and others so that they will stop buying, selling and planting this invasive grass.



Jennifer Prado is the Conservation Lands Manager at Friends of the Desert Mountains – located at 51500 Highway 74 in Palm Desert. For more information, go to [DesertMountains.org](http://DesertMountains.org) or call (760) 568-9918.

**THERE'S NO JOB WE CAN'T**

# TACKLE





**Take advantage of these specials:**

**\$79**

**A/C**

**TUNE-UP<sup>1</sup>**

**\$150 OFF**

**INDOOR AIR QUALITY**

**PRODUCTS & SERVICES<sup>2</sup>**

**THE BEST LITTLE AIR CONDITIONING AND PLUMBING COMPANY IN THE DESERT**

**760.766.1784 | CallTheGeneral.com**

Promo 08748. Not valid with any other offers or on previous purchases. See company representative for more details that may apply. <sup>1</sup>Per system. <sup>2</sup>Valid on IAQ products and services of \$300 or more. Offers end 9/30/16. Lic #686310

# ADMISSION ACCEPTED!

**The only words that matter for college-bound teens.**

Desert Cities parents who want their college-bound teens to gain acceptance to highly selective schools with the confidence of knowing a well-paying career is also on the horizon work with **CollegeCareerResults™**. With confidence, skill, inspired guidance and support, your student will show up like a **WINNER** on their college applications. If your teen is ready to experience the personal pride of earning a place at their dream school then set up an appointment now with **CollegeCareerResults™!**



**CollegeCareerResults.com**

Elizabeth Venturini, College Career Strategist  
Elizabeth@CollegeCareerResults.com

**949.636.9055**

Proud Member



## If You Live in an HOA, You'll Want to Read This!

By: *Cal Lockett,*  
*Community Associations Institute*

For most of us, our home is among our largest assets. If you live in an association, your Home Owner's Association (HOA) can impact the value of your home. Did you know that if your association is underfunded, potential buyers may go somewhere else to buy, banks may not approve mortgages, and you may be looking at costly special assessments in the near future? Making sure your HOA is managed properly is the responsibility of every homeowner.

The Community Associations Institute (CAI) is the primary source of education to community board members and managers. CAI provides professional designations to community managers, insurance professionals, reserve specialists and HOA attorneys. CAI has been around for 40 years, helping to build better communities through education. The Coachella Valley chapter has more than 600 members and affiliates and is celebrating its 35th anniversary in 2016.

### Here are some questions every homeowner should ask their HOA:

- Is our HOA managed by a CAI Designated manager?
- Has our HOA board attended CAI training?
- Does our HOA board understand its fiduciary responsibilities?
- Are our reserves properly funded?
- Does our association have adequate insurance?



State and federal laws governing common interest developments have become increasingly complex in recent years. Mistakes in governing HOAs can be costly to homeowners. CAI helps associations stay on top of new laws and regulations. CAI also represents HOAs in Sacramento and Washington D.C. to lawmakers and regulators. CAI helps community board members and community managers understand their fiduciary responsibilities and provides best practices for every facet of community management.

CAI membership costs just over \$100 for managers, board members and homeowners – and is typically paid by the association. CAI's courses can be taken online or in local classes with professional instructors. CAI members receive two magazines, the bi-monthly *Common Ground* and Coachella Valley's *Quorum Magazine*.



*Cal Lockett is Executive Director of Coachella Valley CAI. Join them for one of their nine educational lunch programs for free. Call the CAI-CV office*

*at (760) 341-0559. More information about CAI can be found at [CAIonline.org](http://CAIonline.org) or [CAI-CV.org](http://CAI-CV.org). Cal can be reached at [clockett@cai-cv.org](mailto:clockett@cai-cv.org).*

## Make Your Home Healthy

By: *Natalie Angrisani, JNA Marketing*

For most of us, home is our sanctuary and it is a healthy place to be. When asked the question – is yours a healthy home, you most likely feel that it is. Chances are you are probably right.

Cleaning your kitchen counters, dusting furniture, vacuuming carpets, washing floors and windows are the obvious things most of us do to keep our homes free of dirt, remove germs and maintain a healthy environment. However, those tasks are not enough to maintain a healthy home.



Because we can't always see what lingers in the air we breathe, we do not see the indoor pollution that surrounds us. We spend more than 90% of our time indoors and indoor pollutant levels can be up to 100 times higher than outdoors. If you do not use an air purification system, do you know what happens? The average adult breathes over 3,000 gallons of air each day, so our bodies become the air purifier.

### What causes indoor air pollution?

There are a variety of reasons: smoke, mold spores, pet dander, human skin flakes, dust mites, dust particles, chemicals in household cleaners and laundry detergents, air fresheners,

chemicals from carpet and furniture fabrics, and mold spores in ventilation ducts. In addition to that, there are germs, bacteria and viruses that blow in through open windows and doors, or get brought in by you, your family and pets. Do you know what comes home with kids from school? That is why is important to have an air purification system that not only filters but also cleans the air

### Is Your Laundry Healthy?

As you can see, there are a lot of things you can do to make yours a healthy home. There is even something you can do to make your laundry clothes healthy and as a result, you might even enjoy doing laundry (no kidding!) There is technology that

enables you to do laundry in cold water and use no detergent, bleach or softener. It is a device that gets your clothes cleaner, more germ-free, more color vibrant and will help your clothes last longer. Wouldn't it be healthier to eliminate allergic reactions, itchiness and redness caused by allergies due to detergent residue remains embedded in your "clean" clothes?

If you want to ensure that yours is a healthy home, it's never too late to learn more about this eco-friendly technology that is available.



*Natalie Angrisani, owner of JNA Marketing, is an independent distributor for Vollara, a leader in Green Technology. If you want to improve your*

*home health, benefit from savings, save energy and improve our environment, contact Natalie for further information and a FREE Healthy Home Check-Up Kit at JNA Marketing (760) 501-8905 or [jnamarketingllc@gmail.com](mailto:jnamarketingllc@gmail.com).*

COME JOIN US!



**WEEKEND SERVICE**  
Sundays at 10am

**YOUTH SERVICE**  
Wednesdays at 7pm

**Restoring People  
Igniting Passion  
Revealing God's Purpose**

**LEAD PASTORS**  
Mike & Stephanie Harrison

**CHURCH212**

40-700 Yucca Lane  
Bermuda Dunes, CA 92203  
Desert Christian Academy Auditorium

church212.com    760-773-3212

## Could Your Back Pain Be Caused By Sacroiliitis?

*By: Dr. Naota Hashimoto,  
Desert Medical Care & Wellness*

If you live with lower back pain, you might have sacroiliitis – which causes inflammation and pain in the sacroiliac joint. This causes low back and posterior hip pain, and is often confused with other low back conditions.

The boomerang-shaped sacroiliac joints are found just below the waist on either side of the spine. These joints connect the two pelvic (iliac) bones, and are surrounded by a complex set of ligaments that allow them to move freely, and also provide support to the joints.

The sacroiliac joints can become sprained, inflamed or fixated as the result of injuries such as a fall from years ago, recent trauma or sports injury – or even repetitive micro-trauma (such as prolonged bending, lifting, tennis or a poor golf swing). These injuries cause strain to the surrounding muscles and ligaments, and over time can produce microscopic tears and scar tissue.

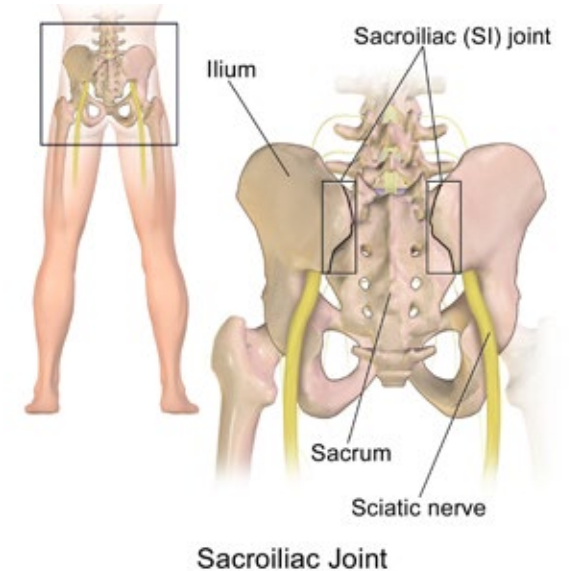
When this occurs, the resulting condition is called sacroiliac joint dysfunction. The body reacts to the pain of this condition by causing the muscles in the area to tighten, resulting in painful muscle spasms.

### Symptoms of sacroiliac joint dysfunction include:

- Pain on one or both sides of the pelvis, often radiating to the buttocks and upper legs
- Pain that is worse after sitting and long car rides, or from bending

The pain often seems to recede when lying down, but interestingly enough, should not be treated with complete “bed rest” because the back will become even weaker from disuse.

This condition often goes un-diagnosed in the medical community because it is not something that is picked up on x-ray or MRI unless the condition is severe. Sacroiliitis is diagnosed based on the description of the pain, location, physical examination and confirmed with diagnostic tests.



**Sacroiliac Joint**

Unfortunately many physicians miss the sacroiliac diagnosis because they rely solely on a diagnostic test that often reveals arthritis and disc bulges in the lumbar spine and fail to palpate the area to differentiate the location of the symptoms. Treatment for this condition typically includes something to decrease inflammation such as medication, laser, or injection and therapy to stabilize the area.



*Desert Medical Care & Wellness is offering free sacroiliac joint pain screening tests this month. Call (760) 777-8377 to determine if this is the cause of your back pain.*

*They are located at 47-020 Washington Street in La Quinta.*

## UNCOVER THE NEW YOU

**IMPROVE SELF-ESTEEM  
CORRECT PHYSICAL ABNORMALITIES  
COUNTERACT THE EFFECTS OF AGING**



**SPECIALIZING IN THE AREA OF  
FACIAL & RECONSTRUCTIVE SURGERY**

**JENNIFER HEARNE, MD, DDS**

brings years of education and experience to counseling and treating her patients

Member of Oral and Facial Surgeons of California  
American Association of Oral and Maxillofacial Surgeons  
American Academy of Cosmetic Surgery  
American Medical Association.

- COSMETIC SURGERY / PLASTIC SURGERY
- NOSE SURGERY • FACELIFT • EYELIFT
- FACIAL SURGERY NECK LIFT • LIPOSUCTION
- BOTOX / FACIAL FILLERS • EAR SURGERY
- FACIAL RECONSTRUCTIVE SURGERY



**F.A.C.E.**  
FACIAL AND COSMETIC ENHANCEMENT  
**SURGICAL CENTER**  
**760.459.2880**

MON-FRI  
8:00 AM - 5:00 PM,  
SAT-SUN - CLOSED,  
EMERGENCY CARE AVAILABLE  
ON WEEKENDS



78080 AVENIDA LA FONDA, LA QUINTA • 1900 E TAHQUITZ, SUITE C4 • PALM SPRINGS

[www.jenniferhearnemd.com](http://www.jenniferhearnemd.com)

## REGENERATIVE MEDICINE USING YOUR BODY'S HEALING POTENTIAL



Platelet Rich Plasma Therapy for Joint Pain and Sports Injury

- A non-surgical healing treatment that uses components of your own blood to promote your body's ability to heal itself.
- Treats arthritis of the knee, shoulder, hip and spine, as well as rotator cuff tears, anterior cruciate ligament (ACL) injuries, cartilage injuries, tennis elbow, ankle sprains, tendonitis, ligament sprains and fractures

### Platelet Rich Plasma Therapy for Collagen

Utilizes your own natural platelets to instruct the body to create new collagen to tighten, lift and rejuvenate the skin, and reduce the appearance of wrinkles, minimize pores, sagging skin, and acne/surgical scars.



LiveWell  
CLINIC



78900 Avenue 47 Ste 102  
La Quinta, CA 92253  
760.771.5970  
www.livewellclinic.org

\*Live Well Clinic is a full service integrative wellness center including Naturopathic Medicine, Cleansing, Weight management and natural therapeutics.

## Cupping: Beyond Skin Deep

By: Zaynah Shabo, Live Well Clinic

Cupping is one of the many therapies of traditional Chinese Medicine, which is currently receiving a lot of attention in the media. From athletes like Michael Phelps to actors like Gwyneth Paltrow, many people are now proudly displaying the marks of a therapy that is thousands of years old, and used as a home remedy in cultures from Russia and the Middle East to indigenous cultures of North and South America.

While cupping may leave some intense-looking marks, the treatment itself is similar to receiving a deeply therapeutic massage, and is very relaxing. Cupping uses suction to pull up on constricted muscles, and creates space for blood to flow between the skin, fascia (the connective tissue that encapsulates each muscle), and deep, tense bands of muscle.

Cupping may be performed in several styles, from the rapid placing and lifting called "flash cupping" to relieve colds at the first sign of onset – or left on for a longer period of up to 20 minutes for the purpose of detoxifying the organs. It may even be used along the spine to alleviate congestion in the tiny paraspinal muscles, which rarely get addressed as thoroughly in a typical massage session.



The color of the skin after a treatment is also diagnostic in nature. Marks that are purple or brown are not uncommon when there has been long-term pain and tension, and signify a greater degree of stagnation than someone with pink or red marks. The speed at which the marks disappear indicate the strength of the circulatory system, particularly the lymphatic system - which is responsible for removing the waste products from the blood.

It is worth noting that these marks, referred to as "Sha" in Chinese Medicine, are not bruises. Instead, this is the hypoxic (oxygen-deprived) blood that has been stuck and creating palpable "knots" in the muscle tissue being brought to the surface levels where the lymphatic system can circulate and cleanse the blood.

There is a notable difference in the way the color fades from a bruise vs. cupping mark, and the sensation of pressure on a cupping mark does not cause the type of tenderness of a bruise. In fact, the muscles usually feel much more relaxed, and there is an immediate increase in range of motion. Experience cupping as a truly therapeutic approach to chronic pain and constriction.



Zaynah Shabo, L.Ac, is a licensed acupuncturist practicing at Live Well Clinic in La Quinta. For more information, go to [LiveWellClinic.org](http://LiveWellClinic.org) or call (760) 771-5970.

## Your Favorite Locksmith Company

### 2 Locations in our valley

81581 Hwy 111 Indio

68100 Ramon Rd. Cathedral City



Mention this Ad and receive \$10 off entire job.

Contractor Lic# 502929

760-568-5397 [www.valleylock.com](http://www.valleylock.com)



**SUNDAY, SEPTEMBER 18**

**3 p.m. – 10 p.m.**

**Rancho Las Flores Park , Coachella**

For more information contact The Chamber at (760) 347-0676

## Keeping Your Kids Healthy at School

*Submitted by:*  
**Boys & Girls Club of Coachella Valley**

According to the Centers for Disease Control and Prevention, almost 22 million school days are missed due to the common cold alone. Here are some ways to make sure that your little ones keep the fun going while reducing the number of sick days.

**Teach consistent hand washing** - In a survey of 271 school nurses in October 2013, the top answer to “What is the most important thing parents can do to help keep their children healthy during the school year?” was making sure kids and teens wash their hands. It may seem like a minor task, but washing hands can have a tremendous impact on preventing airborne and contagious illnesses. Create a rewards or reminder system at home so that your children make it a habit wherever they go.

**Be mindful of allergies** - Nut allergies are a serious issue that affects millions of children and teenagers. Symptoms can range from mild, like redness and itchiness, to life threatening, like difficulty breathing or even death. Finding an alternative to peanut butter is a lifesaving accommodation to ensure the safety of other schoolchildren, and slowly transitioning to products such as sunflower seed or almond butter can allow for adaptable meals.

Websites such as **SnackSafely.com** have lists of commonly available snacks free of peanuts, tree nuts and eggs for your consideration.

*The five Boys and Girls Club of Coachella Valley (BGCoFCV) clubhouses are comprised of Indio, La Quinta, Coachella, Mecca and Desert Hot Springs. Serving over 7,800 young people in the Coachella Valley, the BGCoFCV plays a critical part in providing tools to build successful and significant lives. For more information, call (760) 836-1160.*

## Fleeing the Flu: FAQ on Flu Vaccines

*Submitted by: MedPost*

Fall is here, and it's not too soon to start preparing for flu season. When do I get it?

Flu vaccines often start becoming available in October, and prime flu season typically starts in November. It's recommended that you get your shot at least two weeks before flu season hits its stride.

**Who should receive the immunization?** The Centers for Disease Control and Prevention (CDC) recommends that everyone six months of age and older receive a vaccination every year to protect against the influenza virus. Influenza immunizations are also particularly important for people with health issues that could be exacerbated by the flu. Some examples include people with asthma, emphysema, heart disease, high blood pressure, and those with already weakened immune systems.

**What are possible complications from the flu?** Complications from the flu can include pneumonia, bronchitis, sinus infections, and even death. According to the CDC, every year there are more than 200,000 hospitalizations related to seasonal influenza, so it's important to protect yourself. Others at higher risk of having flu-related complications include people over 65, pregnant mothers, and residents of highly populated facilities (hospitals, nursing homes, college dorms, etc.).

**Who should not get a flu shot?** You should not get the vaccine if you are allergic to any component that's in the vial. The most common flu shots contain egg protein, though there are now immunization options that are free of eggs for those over the age of 18.



It's also not a good idea to get your flu shot if you're already sick. If you are sick, it's recommended that you wait a week or so until your symptoms have subsided.

### **If you get the flu shot, are you totally impervious to the flu this year?**

Not exactly impervious – but at least more protected. The flu vaccine is an educated guess on the most common type of flu viruses that will be prevalent in a given year. For example, in 2014, the prevalent viral strain changed after the vaccine had been developed. That means that those flu shots were not as effective as usual, but they still provided additional protection in the form of less severe symptoms for many people. If you do end up getting sick, the vaccination will most likely help keep your symptoms on the milder side.

### **Can I get the flu from the shot?**

No. This is a common misconception. The shot does contain flu viruses, but these viruses have been deactivated and purified. However, you might experience side effects such as a low-grade fever, body aches, or soreness near the site of the shot. Get vaccinated and also practice common-sense measures such as avoiding those who are sick and washing hands frequently with soap and water.

**MedPost**  
**Urgent Care**

For more information, go to **MedPost.com** or call (760) 777-7847.

# The Wellness Center

## Something for Everyone.

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

### Physical Wellness

Improve fitness and overall health

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

### Creative Wellness

Spark your inspiration

- Music
- Language
- Arts & Crafts
- Dance

### Nutritional Wellness

Fuel your body with good food

- Healthy Cooking
- Nutritional programs
- Community Herb Garden



La Quinta  
GEM of the DESERT



Wellness Center

78450 Avenida La Fonda  
La Quinta CA 92253  
760.564.0096

## Permanent Non-surgical Reduction in Underarm Sweating

By: Dr. Ken Jesser, About Face Medical Aesthetics

It's been plenty hot outside! Now imagine dealing with sweat-soaked armpits even in air-conditioned rooms, or having to change clothes 2-3 times daily due to constant underarm sweating, staining, and odor?

This condition, named hyperhidrosis, is an embarrassing, frustrating and expensive problem. Previously, costly and painful neurotoxin (i.e., Botox, Xeomin) injections were the only effective treatments, but they only worked for six months. Underarm topical antiperspirants are only effective in mild cases, and many patients are rightfully concerned about using chemical-based or aluminum based products. Surgical destruction of sweat glands is invasive. Anyone interested in a non-invasive, non-surgical treatment that reliably (over 98% satisfaction rate) and permanently reduces underarm sweating and odor, well, now you can boldly raise your hand high.

Microwave energy has emerged as being ideal for selectively targeting unwanted sweat (apocrine) and odor-producing (epocrine) glands. Unlike laser, RF, and ultrasound, microwave energy is the only technology that automatically targets the interface between the skin and fat where sweat and odor glands reside. Contact cooling on the microwave-emitting hand piece prevents thermal injury to the epidermis and majority of the dermis.

All these issues are beautifully managed by the miraDry device, which optimally delivers microwave energy to the proper depth – resulting in permanent reduction in axillary sweat and odor. By first using tumescent anesthesia, experienced practitioners may then painlessly deliver higher

levels of microwave energy; frequently only one treatment is necessary for “home run” results. An additional benefit of the miraDry procedure is permanent underarm hair reduction of both dark and light hair, frequently more effectively than traditional laser hair removal.

While some recovery is involved, most patients return to normal activities within 24 hours. Ice packs are used on the treated underarms for 1-2 days, and inflammatory “bumps” that feel like bruises may be present for up to 4-6 weeks. There also may be a temporary reduction of sensation for a few months. But despite these minor sequelae, miraDry patients regularly demonstrate and express the highest percentage of satisfaction of any medical or aesthetic procedure.

This is one technology with very little hype that produces consistently ecstatic patients due to the life-changing outcomes. It is FDA-cleared since 2011 for reduction of underarm sweat and odor, and additionally cleared in 2015 for permanent hair reduction. Sweat and odor problems can be incredibly embarrassing for people. miraDry non-surgical microwave technology offers a great solution for correcting and eliminating these problems, and improves treated patient's self-image and well-being.



Dr. Ken Jesser at About Face Medical Aesthetics is one of only a few physicians in the Coachella Valley performing the miraDry procedure. To learn

more, visit their office in Old Town La Quinta at 78-015 Main Street; call (760) 564-6633; or go to [AboutFace1.com](http://AboutFace1.com) or [EZveins.com](http://EZveins.com).



79-795 Highway 111  
La Quinta, CA 92253

(760) 775-0363

[costco.com](http://costco.com)



Business - \$55



Gold Star - \$55



Executive - \$110

## An Often Missed Medicare Open Enrollment Period

By: *Marv Law, HealthBridge Insurance Solutions*

Most recipients are aware of Open Enrollment when they are new to Medicare, and of the Annual Enrollment Period (AEP) every year from October 15 through December 7. If you are on a Medicare Advantage or Drug Plan, you will receive a Notice of Change booklet from your plan that outlines any changes made to your plan for the following year. This is a great opportunity to determine if your plan is still suitable for your needs, especially how your drugs will be covered.

However, for people on Medicare Supplement plans, often called Medigap Plans, there is a different Open Enrollment period every year. Thirty days prior and thirty days after your birthday, you can move to an equal or lesser benefit plan without having to answer any medical questions. Although a member can change from one Medicare Supplement to another Medicare Supplement at any time, if you are outside that 60-day window and do not qualify for a guaranteed issue enrollment period, you must answer medical history questions and there is a chance that the application is denied.

This Birthday Open Enrollment is a valuable opportunity to check the premiums of the same plans, or lesser value plans, to assess if any changes are appropriate. If it is advantageous to change, then with supporting documentation, your application is guaranteed to be accepted. This rule is especially significant if you have moved but you kept the same plan you had in another location. The monthly premium in your old zip code may have been the lowest premium at that time, but in your new area, another company may be a better value. Also, a member's age can be a factor that may change the competitiveness of a company's rates, as well as a plan's history of rate increases over time.



To take advantage of the Birthday Rule Open Enrollment in California, you will need to provide proof of your current Medicare Supplement plan and make sure the application is received within the 60 day period. A knowledgeable independent licensed agent who works with multiple top-rated companies can help you through this review and process at no charge to you.



For more information, contact Marv Law, CLTC at HealthBridge Insurance Solutions, by calling (760) 345-4705; or emailing [marvlaw@HealthBridgeInsurance.com](mailto:marvlaw@HealthBridgeInsurance.com). Visit the website at [HealthBridgeInsurance.com](http://HealthBridgeInsurance.com). CA License #0D69107



# VISITLQ

Come see us at La Quinta City Hall  
78-495 Calle Tampico  
**Monday – Friday 9 a.m. to 5 p.m.**

Our friendly Visitor Information Center staff are standing by at our Visitor's Center with referrals and recommendations on things to see and do in La Quinta. Come by to pick up a map, guides, *The Gem* and browse our materials. Shop, play, dine and **VISITLQ**. Your local businesses appreciate it and you are making our **LQ** economy stronger!



**Open year-round!**  
78-495 Calle Tampico, La Quinta  
(760) 564-3199 | [LQCchamber.com](http://LQCchamber.com)

# 2017: Changes to Your Health Insurance

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

This month will be full of news stories about health insurance changes. Group health insurance through your employer, individual plans, and Medicare plans will all have some small changes next year.

First, please don't assume any news you hear or see applies to you. TV news and newspapers often repeat national news stories not realizing they really don't apply to California. When a news story mentions "the healthcare exchange," they are referring to the national exchange, **Healthcare.org**, which does not apply to California. Our state sets up its own exchange, and the plans available in our state exchange, **CoveredCA.com**, are different than the ones on the national exchange.



Group health insurance tends to cost more than individual, but in the past, these group plans have had larger provider networks. Changes for 2017 in the group health market have less impact on premiums, unless your employer changes the level of premium cost sharing. We believe more employers will begin to offer high deductible HMO plans in 2017 as well.

For Medicare, the Part B premium of \$105 did not increase in 2016 for current enrollees, and probably won't in 2017 unless we see a cost-of-living increase in social security benefits. But, if you aged into Medicare during 2016, you paid a higher premium (\$122) than current Medicare beneficiaries, and your premium for 2017 may actually decrease. For new enrollees in 2017, the Part B premium has not yet been set.

We do not expect to see many new plans introduced in the Medicare Advantage market, nor significant changes to existing plans. The merger of some large insurers will mean consolidation of Medicare Advantage products but the competition for new enrollees will increase. If you have a Medicare supplement, we don't expect to see much premium increase in California but again, nationally may be different. Remember, your policy issued in your home county is only affected by premium changes here, not any other state or national average.

Prescription drug costs continue to rise dramatically. This may affect Medicare Part D plans with higher premiums and copays. Generics will still be a low copay but expect more medications to come off formularies completely or be moved to higher tiers. We are seeing more people enter the coverage gap, which drastically increases your out-of-pocket costs. In 2017, your share of brand name drug costs is reduced from 45% to 40%.

*Randy Alan Foulds is an independent health insurance agent, with Turning65 and Foulds & Feldmann Insurance Agency in La Quinta, and can be reached at (760) 346-6565.*

# Turning 65

For Expert advice on all your Medicare options

Just call us.

**760-346-6565**



**RANDY ALAN FOULDS**  
License #OG69218

**FOULDS &  
FELDMANN**  
HEALTH INSURANCE AGENCY

78370 Highway 111,  
Ste. 100  
La Quinta, CA 92253



**MAUREEN FELDMANN**  
License #0820405

**FORTUN'S  
KITCHEN + BAR**

Coming to La Quinta!  
September 2016

78085 Avenida La Fonda, La Quinta, CA 92253 760.564.8744  
info@FortunsKitchen.com www.FortunsKitchen.com





# IRS Using "Little Brother" as a Snitch

By: Joseph M. Tames, Enrolled Agent

Prior to the Internet, the term "Big Brother" has implied that the government was watching you. For the most part this is still true today. However, the government, or more specifically, the Internal Revenue Service, is using "Little Brother" to tattle on you.

Little Brother is the network of businesses that record your digital footprints. Almost everything you do today is tracked by an app. For example, if you use your cellphone to post to Instagram a picture of a latte you just bought at Starbucks with Apple Pay using your Chase Debit Card, there are at least five events that were tracked – all with your permission. And this is only an example of buying a cup of coffee. Think about what you do every day.

When it comes to a tax audit, the IRS (or another agency) can and will use some of this information against you to determine your income and deductions.

Once the IRS has determined that your tax return has been selected for examination, an examiner will send you an Information Document Request. Almost always, the examiner will ask for copies of your bank statements and a backup copy of QuickBooks.

Your bank statements will tell the examiner: 1) How your income is made; 2) How often you write checks; 3) Where you use your debit card; and 4.) What accounts you transfer money to or from.

QuickBooks automatically records every transaction you enter in a feature called Audit Trail. This feature is used to determine the who, what, and when a transaction is recorded. Audit Trail also records which transactions were edited and deleted.

The IRS uses the Audit Trail to "reconstruct" the mistakes you made in order to determine if a closer look at those records is required. For example, why did you edit an invoice to show a change in price? Why did you delete an invoice that was previously marked paid? Why was a downloaded transaction from you bank changed from personal expense to business expense? These "changes" may be easily explained, but the IRS is not always easily convinced.

Your tax professional is not just someone who prepares your tax return. Your tax professional is someone who reads between the lines that are between the lines. Your tax professional is someone who can limit the amount of exposure your digital footprints leave behind.



*Joseph M. Tames is an Enrolled Agent (a federally-licensed tax practitioner). He has over 20 years' experience specializing in tax audits, appeals,*

*protests, collections and bankruptcy options. For today's tax planning and tax defense, call (760) 851-5999; email [jtames@askmytaxmanjoe.com](mailto:jtames@askmytaxmanjoe.com) or [AskMyTaxManJoe.com](http://AskMyTaxManJoe.com).*

25

Find us on Facebook

## Morelia's

### FRUITS & MORE

"La Isla Del Antojo"

**UNDER NEW MANAGEMENT**  
[www.MoreliasFruits.com](http://www.MoreliasFruits.com)  
**TEL: 760.972.4262**

78015 Main Street Suite 108 - La Quinta, CA

IN CASE OF WORK

# INJURY OR ILLNESS

SEND EMPLOYEE TO:

**760.341.8800**

74-990 Country Club Drive, Suite 310  
Palm Desert, California 92260

**Desert Urgent Care**  
A Division of Indio Emergency Medical Group, Inc.

**HOURS:** Monday - Friday 7 a.m. to 7 p.m. & Saturday - Sunday 9 a.m. to 4 p.m.

# New Rules for Exempt & Salaried Employees

By: *Samantha Lopez, OR CPAs*

On May 18, President Obama and Secretary Perez revealed the publication of the Department of Labor's final rule updating the overtime regulations. The final rule emphasizes updating the salary and compensation levels needed for Executive, Administrative and Professional workers to be exempt. This final rule will go into effect on December 1.

The following provides more detail to each specific rule:

- Sets the standard salary level at the 40th percentile of earnings of full-time salaried workers in the lowest-wage Census Region (\$913 per week; \$47,476 annually for a full-year worker).
- Setting the annual compensation level for certain HCEs equal to the annualized value of the 90th percentile of earnings for full-time salaried workers nationally (\$134,004).



In order to prevent the salary level requirements from becoming outdated and ineffective, the Department is establishing a system for automatically updating the salary and compensation levels every three years to maintain them at the levels set in this rulemaking.

Finally, for the first time, employers will be able to use non-discretionary bonuses and incentive payments (including commissions) to satisfy up to 10 percent of the standard salary level, provided these payments are made on a quarterly or more frequent basis.

## What can employers do to comply?

For each affected employee newly entitled to overtime pay, employers may:

- Increase the salary of an employee who meets the duties test to the new salary level to maintain his or her exempt status.
- Pay an overtime premium of one and a half times the employee's regular rate of pay for any overtime hours worked.
- Reduce or eliminate overtime hours.
- Reduce the amount of pay allocated to base salary and add pay to account for overtime for hours worked over 40 in the workweek, to hold total weekly pay constant.
- Use some combination of these responses.

The circumstances of each affected employee will likely impact how employers respond to this final rule. For example, employers may be more likely to give raises to employees who regularly work overtime and earn slightly below the new standard salary level, in order to maintain their overtime-exempt status so that the employer does not have to pay the overtime premium. For employees who rarely or almost never work overtime hours, employers may simply choose to pay the overtime premium whenever necessary.

*Samantha Lopez joined OR CPAs in July 2014. Prior to joining the firm, she spent 7 years as a Staff Accountant. For more information, call OR CPAs at (760) 777-9805 or [ORcpas.com](http://ORcpas.com). 26*

# START THE WEEK OFF RIGHT

## EASY AS ONE, TWO, THREE

## BURGER MONDAYS

\$6 Burger and Fries

All Day Happy Hour on Draft Beer, Pints Starting at \$2.50

## TAKE-OUT TUESDAYS

25% OFF All Take-Out Orders

## BAJA WEDNESDAYS

\$4 Fish Tacos (x3) ▼

\$5 Cadillac Margaritas

Offers valid through September 28, 2016. Not valid with any other offer or coupon.



[stuffpizzabarandgrill.com](http://stuffpizzabarandgrill.com)

Old Town La Quinta | 760-777-9989 • Westfield Palm Desert | 760-610-7990





# The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

78-495 Calle Tampico, La Quinta, 92253 (760) 564-3199 GCVCC.org

September 2016

## Greater Coachella Valley Chamber Events

**Monday, September 12**

**Ribbon Cutting Ceremony**  
4 p.m.

Action Door, Inc.  
78495 Calle Tampico, La Quinta

**Tuesday, September 13**

**Indio State of the City Address**  
9 a.m. to 11:30 a.m. **Business EXPO**  
open and free to the public  
Event doors open at 11:30 a.m.  
for the Luncheon

Fantasy Springs Resort Casino,  
Special Events Center  
\$49 Members/\$59 Non-Members

**Sunday, September 18**

3 p.m. – 10 p.m.

**Fiestas Patrias El Grito**  
Rancho Las Flores Park, Coachella  
For more information or  
involvement: (760) 398-8089

**Wednesday, September 21**

**Candidate Forum for the**  
**City of La Quinta**

11:30 a.m. Luncheon  
Ernie's at PGA West  
\$30 pp

**Monday, September 26**

5 p.m. to 7 p.m.

**Financial Literacy Seminar**  
La Quinta Chamber/City Hall  
Conference Room  
78-495 Calle Tampico  
Complimentary event

**Tuesday, September 27**

**Small Business Educational Series**  
"Facebook Advertising"

8 a.m. – 9:30 a.m.  
La Quinta Chamber/City Hall  
Conference Room  
78-495 Calle Tampico  
\$5 Members/\$15 Non-Members

**Thursday, September 29**

**All Valley Mayor's Luncheon**  
Doors open at 11 a.m., Lunch is  
served at 11:30 a.m. sharp  
Agua Caliente Resort, Casino & Spa  
Tickets \$55, Event Sponsor \$550,  
Centerpiece Sponsor \$800,  
Presenting Sponsor \$2,500

**October (Date TBA)**

**Candidate Forum for the**  
**City of Indio**

11:30 a.m. Luncheon  
Fantasy Springs Resort Casino  
\$30 pp



## The Chamber Keeps Voters Informed in September

*By: Katie Stice, Greater Coachella Valley Chamber*



Communities depend on strong economies in order to thrive, and strong economies are built by healthy businesses. It is important that policy-makers understand the impact legislation has on the business community so that policy encourages economic growth, not hinder it. Having a healthy business community encourages other businesses to locate in the East Valley, making our region more vibrant and creating a higher quality of life.

### **What advocacy means to you and your business:**

The Chamber advocates for business-friendly legislation at the local and state levels of government. We monitor public policy issues so you can focus on your business, not government regulation.

In September, we are keeping you informed by offering candidates forums, a State of the City address luncheon and an Inaugural All Valley Mayor's Luncheon. Get involved. Listen and ask questions.

### **What chamber work includes and why:**

W.A.C.E. (Western Association Chamber Executives) has commissioned surveys over the last ten years, asking businesses (member and non-member companies) what was relevant to them and their perceptions of whether their Chamber of Commerce was focused on meeting these needs. The data continually emphasizes the need for Chambers to focus on the following core areas:

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

We are proud to work hard for your business and hope to see you at a lunch event in September!

Registering is easy through our site **GCVCC.org** or by calling (760) 347-0676.

*Katie Stice, IOM, ACE is the Vice President Core Services for the Greater Coachella Valley Chamber of Commerce and Regional President of Indio and La Quinta Chambers of Commerce. Katie can be reached at (760) 564-3199 or Katie.Stice@GCVCC.org.*

For a complete calendar of events, visit **GCVCC.org** and follow our

 Facebook page: **fb.com/greatercoachellavalleychamber!**

# What You Need to Know About 2016 Ballot Propositions

By: Patrick Swarthout, Greater Coachella Valley Chamber of Commerce

## California Public Education Facilities Bond Initiative, Proposition 51

A **"yes"** vote would be a vote in favor of the state issuing \$9 billion in bonds to fund improvement and construction of school facilities for K-12 schools and community colleges.

A **"no"** vote would be a vote against the state issuing \$9 billion in new debt to fund the improvement and construction of education facilities.

## California Public Vote on Bonds Initiative, Proposition 53

A **"yes"** vote will be a vote in favor of requiring voter approval before the state could issue more than \$2 billion in public infrastructure bonds that would require an increase in taxes or fees for repayment.

A **"no"** vote will be a vote against the voter approval requirement and in favor of continuing to allow the state to issue new debt without voter approval.

## California "Legislature Transparency Act" Amendment, Proposition 54

A **"yes"** vote will be a vote in favor of prohibiting the legislature from passing any bill until it has been in print and published on the Internet for 72 hours prior to the vote.

A **"no"** vote will be a vote against prohibiting the legislature from passing any bill until it has been in print and published on the Internet for 72 hours prior to the vote.

## California Healthcare, Research and Prevention Tobacco Tax Amendment, Proposition 56

A **"yes"** vote favors increasing the cigarette tax to \$2.00 per pack, with equivalent increases on other tobacco products and electronic cigarettes.

A **"no"** vote opposes increasing the cigarette tax to \$2.00 per pack, with equivalent increases on other tobacco products and electronic cigarettes.

## California Multilingual Education Act, Proposition 58

A **"yes"** vote is a vote **in favor of repealing** most of the 1998 [Proposition 227, the "English in Public Schools" Initiative](#), thus effectively allowing non-English languages to be used in public educational instruction.

A **"no"** vote is a vote **against repealing** most of the "English in Public Schools" Initiative, which was designed to prohibit non-English languages from being used in public schools.



Patrick Swarthout is the Community Development Officer for the Greater Coachella Valley Chamber of Commerce. He can be reached at (760) 347-0676. For more information visit [GCVCC.org](#).

## NEW MEMBER SPOTLIGHT

### Debbie Chapman, The Legacy Group



The Legacy Group (TLC) provides marketing and product education for one of the top consumer product manufacturers and online retailers of over 500 wellness-related products in North America. They are a partnership of individuals focused on overall health and wellness, addressing some of today's leading health concerns like diabetes, heart disease, weight loss/management, asthma, allergies, ADD and autism.

TLG provides ongoing product recommendations and consumer education in order to ensure a legacy of wellness for everyone. Their product recommendations offer better, safer and smarter choices for our bodies, our homes and our environments. TLG is here to help educate you, your family, your organization or business about how to make better, safer, smarter choices when shopping for your daily consumables.

The company also coaches and trains individuals around the world who share the sincere passion and desire to make a difference in the lives of others. They have a unique leadership development process, a proven track record and a simple business model that is easy to duplicate. Their mission is "Helping people create a wellness legacy ... one business at a time."

For more information, contact Debbie Chapman at The Legacy Group by calling or texting (949) 422-3571 or by email at [dchapman@tlgpartnerships.com](mailto:dchapman@tlgpartnerships.com).

## NEW MEMBER SPOTLIGHT

### Western Pacific Roofing Corp.



Western Pacific Roofing Corp. has been a full service roofing contractor since 1949.

Western Pacific's roofing team comprises of many dedicated individuals who have been with the company more than ten years – some even have served over twenty and thirty years.

Western Pacific Roofing is committed to the industry, and is a member of many associations, including CAI, SPFA (Spray Polyurethane Foam Alliance) and NRCA (National Roofing Contractors Association). This is a necessity which keeps them on the cutting edge of technology in the training forum as well developing close relationships in the Coachella Valley.

As a home or building owner, you can find a roofer just about anywhere and buy roofing from almost anyone. It is, however, difficult or impossible to identify a quality company from a horrible one based only on ads. It is even tougher to determine who will be around in the years to come. Seventy percent of new contractors will be out of business within three years (Dun & Bradstreet). Western Pacific Roofing is an established company of 67 years.

When you want quality service, experience and professional backed by longevity, call Western Pacific Roofing Corporation.

For more information or a quote, contact Rick Cech at (760) 969-6441 or via email at [Rick@westpacroof.com](mailto:Rick@westpacroof.com).

## NEW MEMBER SPOTLIGHT

### Salon Montaña

Salon Montaña was established in 2005 and has been making clients feel welcome, pampered and refreshed ever since. Owned by stylist, Stephanie Jones, the salon is located in the ever-evolving and charming Old Town La Quinta. Salon Montaña offers services for any and all of your hair needs: men and women's haircuts, all the latest trends in coloring and styling, Keratin conditioning treatments, up-do's and facial waxing.

The salon has a team of three talented stylists (Stephanie, Jedon and Anthony), who have been carefully chosen and well educated to assist you in exploring and obtaining effortless beauty. Jessica, the salon manager, will welcome you warmly – whether it is your first time to the salon or you've been a patron for years. After a thorough consultation and service by one of their stylists, you will be provided with styling and product application tips in hopes that you can achieve salon results when you do your own hair at home.

The goal at Salon Montaña is that you leave feeling marvelous and enchanted after one of their amazing and unique stylists creates a bit of hair magic for you.

For more information, call (760) 777-1123, visit them at 78010 Main Street, Suite 109, in Old Town La Quinta, or email [salonmontanaoldtown@gmail.com](mailto:salonmontanaoldtown@gmail.com).



## NEW MEMBER SPOTLIGHT

### Luis Miguel, Cruz Language Academy

Acquiring another language is a pleasure when both student and teacher exhibit energy, curiosity and engagement. With more than fifteen years of experience teaching Spanish to native and non-native speakers, Luis Miguel distinguishes the benefits and challenges of language learning.



Benefits of bilingualism include improvement of cognitive abilities, memory, academic performance and career expansion. To overcome the challenges, the Cruz Language Academy offers beginning, intermediate and advanced level courses all year round tailoring to students' needs. Learners can choose from one-on-one or small group lessons, face-to-face or online.

As a family-centered individual, Luis Miguel shares his fervor of teaching Spanish with his wife and daughter by operating Kiddos Lingua. This after-school program focuses on teaching Spanish to elementary school children in the Coachella Valley. Kiddos Lingua's main goal is to prepare students for their foreign language classes in middle and high school.

Luis Miguel has a bachelor's degree with honors in Spanish, a valid teaching credential, and is currently pursuing his master's degree in teaching Spanish as a second language. He is also an active member of the American Council on the Teaching of Foreign Languages (ACFL). His passion, commitment, and love for Spanish significantly contribute to the success of all his students.

For a free consultation, call (760) 980-2217, visit [CruzLanguageAcademy.com](http://CruzLanguageAcademy.com) or email [info@cruzlanguageacademy.com](mailto:info@cruzlanguageacademy.com).

29

## RIBBON CUTTINGS & MIXERS



Ribbon Cutting for JL Salon, 79430 Highway 111, Suite 3, La Quinta on July 15.



Ribbon Cutting for The Vein Doctor Medical Group, Inc, Palm Desert on July 8.



La Quinta Chamber Lunch Bunch Mixer at El Mexicali Cafe, La Quinta, on July 20.

## CHAMBER SPECIAL FEATURE



### Synergy Music & Arts Festival

By: *Jonathan Becerra,*  
GCVCC Communication Supervisor

The Eastern Coachella Valley is known for its many festivals. Most notably, it hosts some of the largest in the world: Coachella Music and Arts Festival, The Riverside County National Date Festival, Stagecoach Festival, El Grito, etc. It's easy to lose focus on where these major events got started. 'Coachella' wasn't always the worldwide phenomenon that it is today. We wanted to take a look at a festival and arts group on the rise.

Local community engagement group Culturamas Music and Arts is a "grassroots" effort to engage youth and the community in the arts. The goal is to support youth and struggling artists in hopes of creating a better opportunity for them. They are responsible for curating and



producing the so-called 'Great Wall of Coachella' – a community mural focused on the history and artistry of the Chicano movement.

The group is led by a trio of vibrant community organizers. Gabby Armenta (President of Culturamas Music and Arts), Oralia "Yaya" Ortiz (Programs Coordinator) and Ruben Gonzalez (Community Organizer). We talked with them to learn more:

#### What is the inspiration behind Synergy Music & Arts Festival?

"We had painted that Chicano/Mexican mural in Coachella. So we decided to throw an event to celebrate the completion of the mural. We reached out to local bands and artists to come and have a kick-off party. We wanted an event where people can come together. People still have a negative view of the community of Coachella. But when they come into Coachella and see musicians, and artists from Palm Springs and Palm Desert coming into Coachella, they then see Coachella in a different light." –Yaya

"The festival is a grassroots effort first of all. And second, there really hasn't been a venue for any of these artists to perform. So basically, creating a venue for graffiti artists and music artists – it's been great to work with a real cross section of artists from across the Coachella Valley. We want to see diversity from surrounding communities." –Ruben

#### How does Culturamas Music and Arts get reach out into the community? And how does the community get involved?

"We try to set up a platform. We try to give them a place where they can come and showcase their art –where they can self-express, where we can encourage them." –Gabby



Last year, Culturamas Music and Arts celebrated their 4th annual Synergy Music and Arts Festival with over 40 live bands, car show, skate competition, live mural painting, kids' zone, cultural demonstrations and much more. They reached out through a major publicity effort to engage mainstream and social media outlets. The results of their work were a consistent annual growth in attendees and participants and a growing realization of Culturamas' mission to showcase a new vision of Coachella and the Eastern Coachella Valley. The next Synergy Music and Arts Festival will be on November 19.

30

## The Greater Coachella Valley Chamber of Commerce INAUGURAL ALL VALLEY MAYOR & TRIBAL LEADERSHIP LUNCHEON



Thursday, September 29  
11:30 am. - 1:30 p.m.

Agua Caliente  
Casino-Resort-Spa  
32250 Bob Hope Drive  
Rancho Mirage



Ticket, Table and Sponsor Information at [GCVCC.org](http://GCVCC.org)  
For more information contact The Chamber at (760) 347-0676

## MEMBER NEWS

### Palms Athletic Club Brings Community Together with Two New Programs



Palms Athletic Club's Community Awareness Project and Coachella Valley Safe Haven Initiative are two programs that have been developed to bring the community together in order to let criminals know that we are taking a stand against violent crime.

Community Awareness Project is being spearheaded by Palms Athletic Club and the Steven B. Robbins Foundation. It consists of a block of safety information to all community members, which may look like this: violent crimes most frequently committed in the Coachella Valley; how to recognize, avoid, or react to these potential threats; simple techniques for escaping or thwarting an altercation; and much more.

Community members will leave with a list of information which includes businesses across the Coachella Valley known as "Safe Havens." The purpose of the Coachella Valley Safe Haven Initiative is to notify community members which businesses across the valley have committed to ensuring every person has a public place to find refuge from a potential threat. A Safe Haven will not ask questions if a person enters and asks for help – they will immediately pick up the phone and alert the authorities. They are also working on an additional training program for management teams on how to further assist a person in need. Both of these programs will potentially include local law enforcement support.

The easiest way to track the development of these programs is through Facebook. Follow Palms Athletic Club, Coachella Valley Community Awareness Project, and Coachella Valley Safe Haven Initiative, as these pages will be updated frequently to ensure each community member has the most accurate, and relevant information.

A website is coming soon, but for now, the best way contact to organizers of either program is send an via email to [cory@palmsathleticclub.com](mailto:cory@palmsathleticclub.com) or [bri@palmsathleticclub.com](mailto:bri@palmsathleticclub.com) with CVCAP - CVSHI in the subject line.

## MEMBER NEWS

### CareerBuilder Challenge Opens Volunteer Registration for 2017 Tournament

The 2017 CareerBuilder Challenge will be held January 16-22, 2017, and the tournament has announced that volunteer registration opens September 1, 2016. Phil Mickelson is the ambassador for this year's event.

The CareerBuilder Challenge offers 15 different committees to choose from. Because the event has contributed more than \$56 million to Coachella Valley nonprofit organizations since 1960, there is a great need for volunteers who wish to "give back" to their community. Formerly the Bob Hope Classic, this tournament has played a significant role in the Coachella Valley entertainment scene for decades.

Being a volunteer for the CareerBuilder Challenge creates an opportunity for you to impact your community, advance your career, and connect with others. Fred Anderson, a 22-year volunteer with the CareerBuilder Challenge, says "It is the feeling that you are a part of something that is doing good."

Volunteers receive a package which includes apparel valued at approximately \$500 for a \$30 administration fee. A number of volunteer opportunities are available. You never know who you will meet, what you will learn, and what lasting impact this could have on your life.

Be a part of the action inside the ropes, work alongside great people and give back to your community! To find out more about how to get involved, contact Kristi Hanousek, Tournament Services Manager, at [Kristi@DesertClassicCharities.com](mailto:Kristi@DesertClassicCharities.com), or visit [CareerBuilderChallenge.com](http://CareerBuilderChallenge.com).



## MEMBER NEWS

### Old Town La Quinta Hosts Labor Day Weekend Block Party

The public is invited to attend a Labor Day Weekend Block Party on Saturday, September 3 from 6 p.m. to 10 p.m. on the Old Town La Quinta Event Lawn (78-100 Main Street, La Quinta). Admission is free.

The event will feature a DJ, live music, and food and beverages offered by Old Town restaurants including: Solano's Bistro, Stuff Pizza Bar & Grill, and La Quinta Brewing Co.

The Refills, Lisa Lynn & The Country Gentlemen and Basson will provide live entertainment.

There will also be a new Tesla Model X on display and emergency vehicle presentations by CalFire and the La Quinta Fire Department, along with stilt walker Too Tall Tomm, giveaways by Jule's Market and live radio remote by 98.5 The Bull, Coachella Valley's new country and greatest hits station.

A portion of the proceeds from food and beverages sales will benefit Coachella Valley Volunteers in Medicine ([CVVIM.org](http://CVVIM.org)).



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

# Music is Brain Food

**By: Aida Yabut,  
Stellar Teaching Plus**

Music is brain food – not to be eaten in just at one sitting! We all love and react to music of various genres. Have you ever seen the movie, “Jaws?” That two-note motif theme sends chills down our spine with horrid anticipation of an innocent victim about to be eaten.

Does that Latin rhythm set your feet (and hips) in motion? Let’s not forget the country songs that tell how, “Your boots stomped on my heart and laid that sucker flat.” Even classical music can set our bodies swaying while embracing our hidden emotions.

Studies show that music stimulates and feeds the brain regardless of age. Children exposed to music training not only develop a healthy emotional outlet, but also create a fertile ground for scholastic success. Neuroscience research shows that children involved in music have a larger growth of neural activity than people not in music training. “When you’re a musician and you’re playing an instrument, you have to be using more of your brain,” said Dr. Eric Rasmussen of Johns Hopkins University.

Professor C. Johnson at University of Kansas published a study in 2007 comparing students in elementary schools with superior music programs and students in schools with low-quality music programs. Regardless of socioeconomic diversity of schools and districts, the students in the high level music programs scored around 22% higher in English and 20% higher in math on standardized tests. And what if our children’s schools don’t have quality music programs?

Private lessons can provide music as brain food, too.

Let’s jump to adults. Music lessons seem to be on most of our “Bucket Lists” and rightfully so. It’s never too late. In fact, music has been shown to delay the onset of memory decline. So, what are we waiting for? A study on twins and memory loss was published in the International Journal of Alzheimer’s Disease. Even after review of variables such as physical fitness, gender and education, researchers found that twins who played musical instruments were in fact 36% less likely to develop dementia.



*Mark and Aida Yabut are the new kids on the La Quinta block. Mark has been a professional pianist, guitarist, vocal performer, studio musician and songwriter all of his life. He is now performing and teaching classical, jazz and Contemporary Christian music. Aida is a certified Mastered teacher who teaches voice, piano, violin, acting and speaking. Aida can be reached at (760) 315-8382, or call Mark at (949) 374-3989.*



# 3 Options for Displaying a Collection

**By: Jeff Fishbein, Coldwell Banker Residential Brokerage**

Are you a collector? Whether you have a passion for art, photographs, action figures or something else entirely, don’t hide your collections in the closet or attic. Here are some options for displaying your memorabilia.

**Mount It on a Wall** — Family photos and art pieces are commonplace – even among those who don’t consider themselves collectors. Fortunately, there’s no shortage of creative ways to display wall art.

The trick is to focus on the frames. For instance, one method is to use frames of the same color but of varying sizes and designs. This creates visual interest and unites the collection. Figurines and other small items with depth can be housed similarly using shadowboxes or a divided case.

Hang artwork at eye level for optimal visual appeal. For museum-quality results, keep the center point of your display or collection between 57 and 63 inches from the floor.

**Showcase It on Shelves** — Curio cabinets and other types of shelving work well for arranging collections and giving individual pieces a chance to stand out. Whether you’re into vintage dishes or figurines, consider grouping your collection according to color or pattern.

If you have glass or crystal items, sunny windows are ideal spots for your display. And avoid overloading shelves; open space can help make a visual impact.

**Arrange It on Furniture** — When it comes to displaying eclectic items or combining collections, look to the top of your favorite furniture pieces – on the surface of a credenza or console table, mix tall and short items as well as various shapes and textures along a horizontal line, similar to a cityscape.

**Color Code Your Collection** — The rainbow effect of a multi-colored Depression glass collection would make anyone smile every morning.



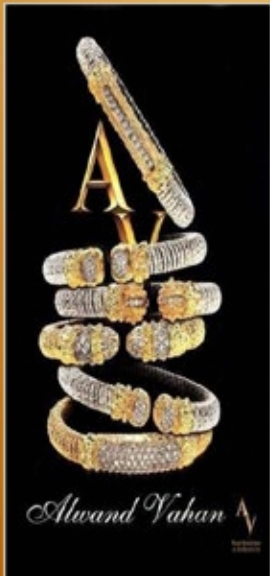
*Jeff Fishbein is a real estate consultant with Coldwell Banker Residential Brokerage. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage and Palm Desert. Jeff is also very active in La Quinta’s Chamber of Commerce, serving as the Chairman. Jeff can be reached at (760) 984-4145 or by email at [jeff.fishbein@camoves.com](mailto:jeff.fishbein@camoves.com).*







# Boucher Fine Jewelers



*Boucher Fine Jewelers, a boutique establishment, offering a variety of products and services including:*

- VAHAN
- Charles Garnier,
- Estate Collections
- Wedding and Engagement Rings
- Custom Made Designs

*On Site Repairs, Sizing, Fine Watch Repair, Appraisals & Estimates. We Also Buy Gold.*

46600 Washington Street STE #2 – LQ CA 92253  
(760)777-8100 – Mon – Fri 10-5 pm Sat 12-5 pm

## Postponing Your Jewelry Dreams?

*By: Lauren Boucher, Boucher Fine Jewelers*

I recently met a wonderful lady that came in to melt his mother's leftover gold to create a new and lasting memory. We found her gold weight to be more than enough to do the job and help pay for much of the work, so she gave us the go ahead to make a creation she collaborated on.

Her rings are beginning to take shape. The best part without question is the look on every face as they see what they helped to create and see the recreation of cherished heirlooms. While there is so much attachment to things that loved ones give us, they often sit and collect dust – yet sometimes guilt or a misguided idea that the person who gifted something would be offended if we recreated it keeps people from making it into something they love.

The truth is that sometimes we just cannot bring ourselves to say how

unpopular the gift is, but we remain stoic because we love them or because our "manners" prevent us from saying what we really think. Give up the guilt and feel better about making your decision to repurpose old jewelry because at the core, your loved ones want you to be happy.

I have heard this countless times, and have a large account list from husbands that have information about their spouses on file for special occasions that their wives filled out, just in case. Why not reward your hard work, good deeds, tireless and faithful duties? Chances are, you really just needed permission.

Any trusted jeweler with an on-site manufacturing division can easily help you design your new dream jewelry.



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



## Now Available Online!

### 3 Easy Steps

1. Create Account
2. Apply for Permit
3. Pay with Credit Card



Visit [laquinta.crw.com/etrakit3](http://laquinta.crw.com/etrakit3) to get started

## The 4 Elements of the Perfect Shave

*By: Eddie Jimenez, The Art of Shaving*

It's now cool for men to take an interest in grooming and personal care. While the typical daily routine for men includes shaving for the day, are you optimizing your shaving results? Here are a few steps to transform the shave from a chore to a prized part of the morning ritual, and "up" your grooming game:

**1. Prepare** — Pre-shave oil provides a protective barrier and improves razor glide. Always use hot water while shaving to soften the beard and open pores. For the best results, shave after or during a hot shower.

**2. Lather Up!** — Next, apply a shaving cream, but not just any shaving cream – one that is formulated with glycerin

will allow for a close and comfortable shave. Also, using a Badger Shaving Brush helps generate a rich, warm lather right on your face.

**3. Shave** — Dip a clean, sharp blade in hot water. Using gentle pressure, shave with the grain of your beard. Notice that the hair may grow in different directions. For a closer shave, re-lather and shave gently against the grain.

**4. Moisturize** — After shaving, rinse with cold water and pat dry. Using an after-shave balm formulated with ingredients like Shea butter and jojoba oil helps revitalize and soothe dry skin after shaving.

*The Art of Shaving, located at The Gardens on El Paseo, offers advice by a team of shaving professionals on proper grooming techniques. Visit the store to view the full range of natural shaving products and try the Barber Spa services available in-store so you can experience the perfect shave. Learn more at [TheGardensonElPaseo.com](http://TheGardensonElPaseo.com).*

## Drought & Your Plumbing: Things You Didn't Know

By: Christy Houston, Chris Hegarty Plumbing & Pools

With California's drought, there is no better time to invest in a recirculating pump that can save you tens of thousands of gallons of water per year per fixture used regularly. That is thousands of dollars per year per fixture just to heat up your water so you can wash your face or do the dishes. Instant hot water gives you less of a carbon foot print – which we all need to contribute our part. Plus, it helps us use less water during the drought and the rest of the year, saving us from massive penalties when going over our allotted water usage.

In most homes and businesses, when you open a hot water faucet, hot water is delivered from the water heater to the faucet. When the faucet is closed that hot water sits in the pipes and cools back down, meaning the next time you open that faucet you must wait for new hot water to arrive. Recirculating pumps fix this problem by saving us time, water and



ultimately money. These pumps circulate hot water throughout our homes and businesses constantly, meaning the water in the pipes is always hot. When a hot water faucet is opened, hot water is delivered almost immediately.

A recirculating pump provides more benefits than just instant hot water. Here are a few other reasons to install a pump in your business or home:

**Less Water Waste.** Because hot water is delivered much faster, you waste less water while you wait for it to heat up. The difference may seem inconsequential, but for heavy users the savings can be substantial.

**Tax Breaks and Discounts.** In areas that have a short supply of water, homeowners who install recirculation pumps are given tax breaks or discounts off the purchase price and installation costs.

**Power Consumption is Minimal.** Many models come with options that allow the pump to only be turned on when hot water is needed, or programmed to come on and off at intervals.

If you are thinking of purchasing a recirculating pump you should hire a master, licensed plumber so it is installed properly and abides by all codes and regulations for your city. Plus, it comes with the peace of mind of knowing it works properly and it comes with an installation and part guarantee – things you do not get with a handyman.

*Christy Houston is Managing Partner at Chris Hegarty Plumbing & Pools. Contact them and ask how you can begin saving water and money. Call (760) 285-7678 or visit [ChrisHegartyplumbing.com](http://ChrisHegartyplumbing.com). Follow them on Facebook at [/CHegartyPlumbing](https://www.facebook.com/CHegartyPlumbing) and Instagram at [@chrishegartyplumbing](https://www.instagram.com/chrishegartyplumbing).*

34

911 Responders,  
Senior & Military  
Discounts

Owner, Chris Hegarty

**"Our Craftsman, Our Guarantee."**

Professional Affordable Courteous  
**24 Hour Emergency Service**  
Drain & Sewer Clean Out

10 Anniversary

## Residential & Commercial

Serving the Coachella Valley

### "Yeah, We Install That!"<sup>®</sup>

- Faucets & Toilets
- Garbage Disposal
- Water Treatment
- Water Heater/Tankless
- Insta Hot Water
- Pool Repair
- Remodels
- Re-Pipe
- Video Inspection
- Leak Detection

Mr. Drip Drop  
Drip Drop  
Drip Drop  
Drip Drop  
Drip Drop

Lic.# 915504

Bonded • Insured

760 **285.7678**

[www.ChrisHegartyPlumbing.com](http://www.ChrisHegartyPlumbing.com)



Joyce Abela  
CalBRE #01331218  
760.668.7653



Doug Balog  
CalBRE #01197951  
760.275.2343



Tim & Laurie Briggs  
CalBRE #01896117  
760.218.6893



Deirdre Coit  
CalBRE #00956865  
760.835.1006



Angie & Danny Dominguez  
CalBRE #01340225  
760.777.0627



Louise Hampton  
CalBRE #00802409  
760.320.4586



George Lopez  
CalBRE #01817047  
760.250.5276



Laurie McLennan  
CalBRE #01424382  
760.413.6190



J.J. Siquot  
CalBRE #01957835  
310.980.6781



Matt Soto  
CalBRE #00340331  
760.702.1559

## Good to know.™

Our future has never been brighter as a member of the Berkshire Hathaway HomeServices network, with offices in Palm Springs, Palm Desert & La Quinta and more than 120 professionally seasoned agents.

**Palm Springs • El Paseo • La Quinta**



**BERKSHIRE  
HATHAWAY**  
HomeServices  
California Properties



**BERKSHIRE HATHAWAY**  
HomeServices

**LUXURY  
COLLECTION**

[BHSCAproperties.com](http://BHSCAproperties.com)





*the*  
**Plaza**

AT LA QUINTA RESORT

SHOPPING | DINING

**BOUTIQUE-STYLE  
SHOPPING**

TRINA TURK  
LILLY PULITZER  
RALPH LAUREN  
SPLENDID  
PETER MILLAR  
TOMMY BAHAMA  
KENDRA SCOTT  
SEAFOLLY  
...AND MORE

 TRINA TURK | *Image courtesy of Trina Turk*