

The Gem

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A Fresh New Season is Here!

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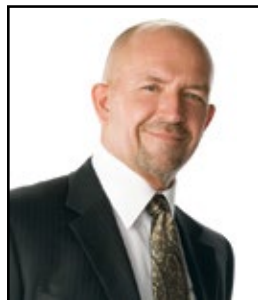
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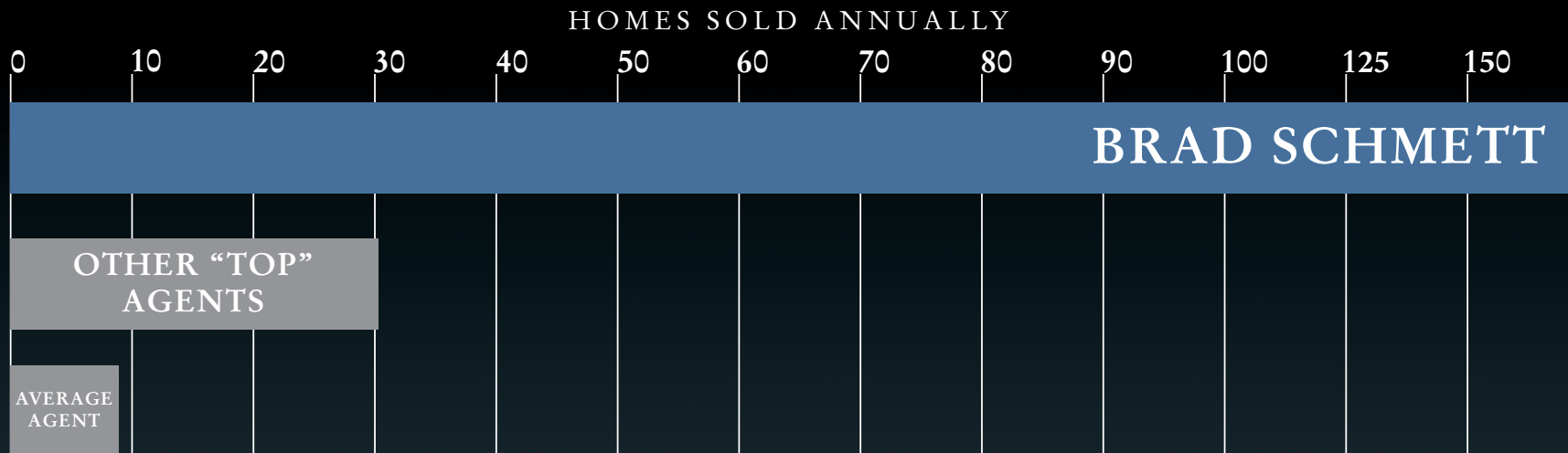


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On the cover: It's a fresh new season in La Quinta! Enjoy all the bountiful things the Coachella Valley has to offer including the return of the Certified Farmers' Market Sundays from 8 a.m. to 12:30 p.m. in Old Town La Quinta.

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CHAMBER CHAIRMAN'S MESSAGE

Postive Economic Changes

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



As the heat starts to dissipate a bit, our “season” quickly approaches. With it arrives cooler days and our welcomed winter visitors – many of whom travel far from the North.

Our city’s economics continue to change through the changing seasons as well. Many years ago, it was common for most businesses – including retail, restaurants and the like – to take a 3-month or longer hiatus for the summer. Now the majority of businesses remain open in an effort to cater to the influx of full time residents.

Many factors have contributed to this positive economic change, including favorable home prices for a growing middle class family population in La Quinta, increased tourism and events such as the recent Old Town La Quinta Block Party. Golf outings continue to increase in popularity. Golf courses like the city-owned SilverRock Resort have tee times with discounted pricing for residents with a Resident Card.

These growth trends look to continue as well, with the SilverRock development charging forward and expected to offer two new hotels, a large conference center and new retail and restaurant opportunities. New businesses in the city and new home developments being built will also contribute to this trend.

As I’ve personally noticed on several occasions at crowded La Quinta restaurants recently, us ‘desert rats’ who are here full time might enjoy less traffic on 111, however; we are glad our businesses are staying open year round.

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.

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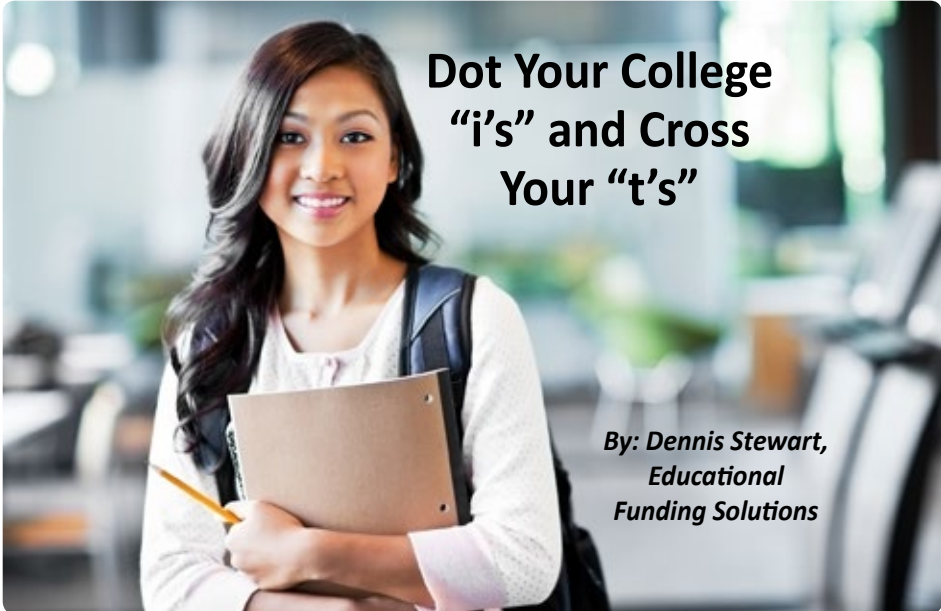
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Dot Your College “i’s” and Cross Your “t’s”

*By: Dennis Stewart,
Educational
Funding Solutions*

It’s that time of year when students and parents are settling into the new school year. For those students who have entered their senior year, there to be considered as you ponder life after high school.

For those interested in college, take the following into consideration:

You must finalize your financial aid package. That means accepting or rejecting parts of the aid package offered. If you will be accepting student loans, you will be required to take a one-hour course on the proper use of credit which each college handles differently. Check with the school to see how they want this handled. Keep in mind, there are two types of student loans: subsidized and unsubsidized. If you were offered both, understand what they are.

Make sure you have secured your dorm and that the living arrangement is what you chose. This will be your home for the next four or five years – you want to be happy in your environment.

Determine how you will purchase your books. Books are extremely costly, so if you can purchase a used copy at the bookstore or online, you’ll have more money left over for pizza!

For seniors, this is a big and important year. Maintaining your grades is very important. Although the senior year does not count towards the calculation of your grade point average for college consideration, colleges want you to maintain your performance. If you do not, a college can rescind your acceptance or financial aid package.

Selecting a potential college is a major task. Start with the consideration of your major, geographic considerations and climate, costs, etc. A list of approximately 20 schools should materialize. Ultimately, you will begin narrowing that list to 10-12 schools that you will apply to. That consideration must include the ability to fund four to five years of college. Make sure that you have registered for the SATs or ACTs in order to get those tests results into the system for college consideration.

Dennis Stewart represents Educational Funding Solutions. For the past 14 years, Educational Funding Solutions has been helping families to affordably send their students to college without sacrificing their retirement. Dennis can be reached at (818) 597-1532, dennis@educationalfundingsolutions.com or EducationalFundingSolutions.com.



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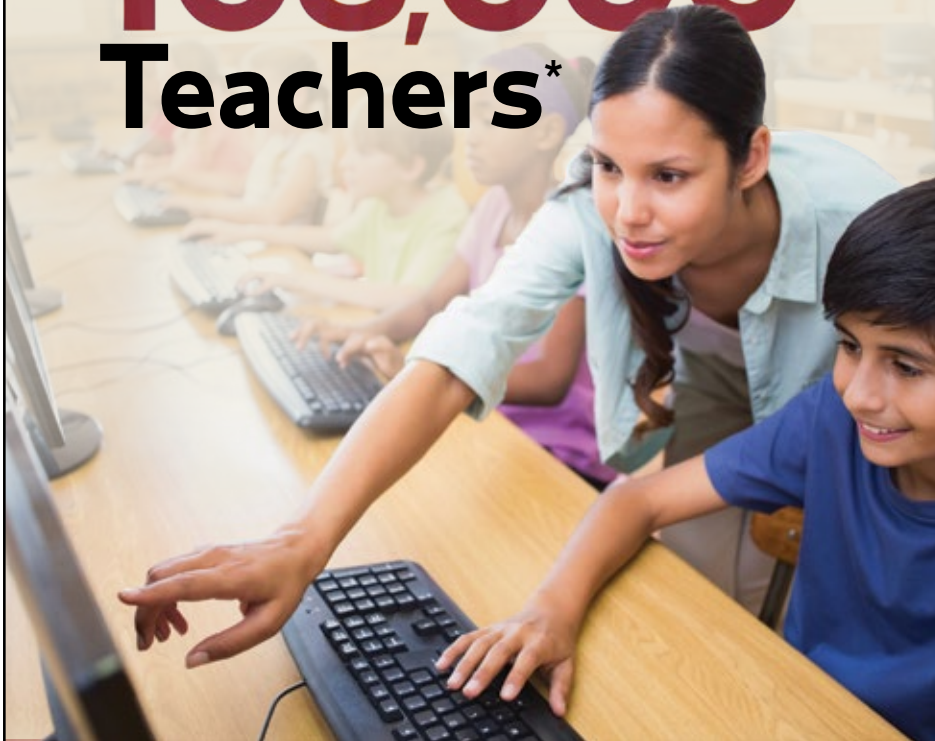
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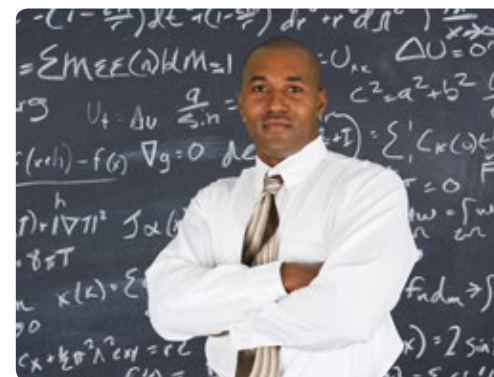
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The Looming Teacher Drought & Employment Opportunities in Education

By: Annica Meza Dawe, Brandman University

When it comes to employment in the education field, especially K-12, the public usually thinks of the term used over and over again by local media: “pink slip.” The public perception of the education field is that it is unstable, with no guarantee of employment. While this may be true under certain circumstances (namely during economic recessions), the present state of employment opportunities within the education sector couldn't be farther from the truth.

Everyone knows that California is experiencing a water shortage, but many people are unaware that we are also facing a teacher shortage. In fact according to The Californian, over the next 10 years, the state would need to replace 106,000 teachers (one-third of the workforce) just to maintain current staffing levels. The situation becomes even more worrisome as enrollment in our State's teacher-preparation programs fell nearly 53% from 2008-2013, one of the biggest declines in the nation. These staggering numbers prove the vital demand for quality teachers to fulfill our state education needs.



As Coachella Valley economic organizations are committed to stimulating as many employment opportunities as possible for our residents, one area to further highlight should be the education field – as it will be brimming with opportunity over the next few years. One root cause for these new employment opportunities will be due in part to the mass retirements of the baby boomer generation (as many as 10,000 per day according to the Pew Research Center). The Bureau of Labor Statistics also states that between the years of 2012 and 2022, the employment of elementary, middle and high school principals is projected to grow 6 percent nationwide.

There are few careers more rewarding than education, and what many citizens do not realize is the depth and breadth of job occupations in this field. One cannot only become a teacher, but a future administrator at a single school site or a district-level position. The education sector offers employment opportunities in Counseling, Finance/Business Services, Human Resources, Facilities/Maintenance and Technology – just to name a few categories.

As far as teacher-preparation programs, the Coachella Valley is blessed to have quality local degree options for residents to complete their program of choice and pursue a career in the education field. Of the three CA university systems, the CSU system and Private/Independent colleges and universities prepared over 91 percent of new teachers in the 2013-2014 fiscal year. There are local programs designed for traditional as well as non-traditional students who may need to work full-time as they complete their education.

Annica Meza Dawe, MPA, is the Manager for Community & Corporate Relations at Brandman University, part of the Chapman University System. Information regarding available WASC-accredited degree programs for working adults can be received by calling (760) 341-8051 or emailing ameza@brandman.edu.

Three Tips for Helping Your Teens with Their College Essays

By: Elizabeth Venturini, College Career Strategist

Moms and dads should know high school seniors typically have three ways of writing college essays: wait until the last minute, overthink writing topics, and struggle with writer's block. To help your teen get their "essay juices" going, here are three tips:

1. Build a calendar of writing deadlines — Essays, prompts, and writing supplements require serious thought and several drafts before they can be submitted. To avoid writing a lack luster topic at the last minute, create an essay calendar. Check all college writing deadlines and back track by at least two weeks



to give your teen plenty of time to put final touches on all of their work.

to give your teen plenty of time to put final touches on all of their work.

2. Avoid overthinking the college essay — The college essay does not need to be on a grandiose topic such as world peace, politics, religion or cliché topics like, "The Big Trip," "The Winning Game," or "The Day Fluffy Died." Have your teen focus on stories that could only have happened to them. You want the admissions reader

to know about your teen as a person and how they are going to contribute to the college's student body.

3. Getting over writer's block — Most teens have never written anything about themselves and often have a difficult time expressing themselves on paper. If your teen is struggling with writer's block, start working with an essay specialist. He or she can help your teen brainstorm topics; answer detailed questions; and, develop and organize their topic to help them move forward with their writing. An essay specialist lives and breathes college essays, and a good one can help your teen write a story that's important to them in the voice of a 17 year old — who shows the college admissions team they are more than a test score or GPA.

Your teen's essay needs to quickly grab the college admissions team's attention in a way that makes them want to read more. Working with an essay specialist can give your teen the help and confidence they deserve to understand how to write the most important 500 to 1,000 words they will ever write for their college applications.



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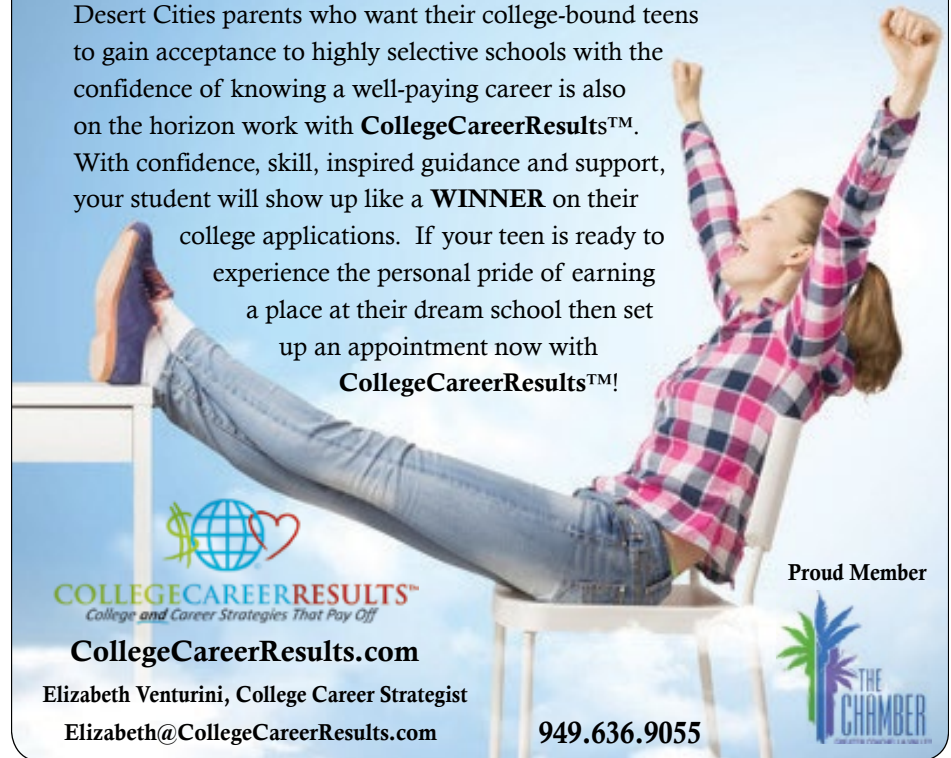
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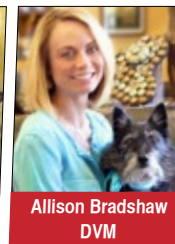
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Does a Better Dressed Interviewee Translate to a Better Employee?

By: *Connie Golds, Desert Best Friend's Closet*

I had a friend who had a small law firm in the desert. One time when I visited her on a Friday afternoon in the summer, I bumped into a newly hired young lawyer dressed in denim shorts, a Mexican wedding shirt and huarache sandals.

When I questioned her about his attire, she admonished me that I was judging him too harshly. He was new and simply misunderstood what "casual Friday" meant. I disagreed. I warned her, she will have problems with him. His choice of attire indicated his judgement ability, or in this case, lack of it. If he wasn't sure what was appropriate for the office, he should have asked. He didn't. Or, he could have "forgotten" to dress casually to have the chance to observe what the office standard was.



Your choice of clothing for an interview is an indicator of your judgement skills. You chose those clothes to wear to this interview. They indicate your ability to convey what is appropriate or what is not. When I am looking to hire someone, there are specific skills I need them to have, but in general, I will train them to perform the tasks necessary for the job. I cannot, however, train someone to have "good judgement." They either have it or they don't. Good judgement is innate, not something that can be taught.

Unfortunately, a better dressed job applicant may not translate to be a better, more productive employee than one who is very casually dressed. But, the more professionally dressed applicant conveys that he or she understand what is appropriate for the interview.

Your clothes communicate a message and you need that message to be loud and clear. Hire me. What do your clothes say about you?



Connie Golds is the founder of Desert Best Friend's Closet, which educates and empowers clients for success in employment and life. Their Interview Attire program provides professional attire for job seekers. The Bridge to Employment provides job coaching and assistance with resumes and interviews. Warriors to Work permits access to these two programs to any U.S. Veteran. For more information, call (760) 776-9975; email moreinfo@bfcloset.org or go to BFCloset.org.



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It's Beginning to Look a Lot Like...

By: Joseph M. Tames, Enrolled Agent

Here are a few tax planning considerations to look into before you fall into holiday mode:



Review your paystub tax withholding amounts to make sure you have enough income taxes taken

out. For those who make quarterly estimated tax payments, remember, you live in a pay-your-tax-as-you-go society. If you made big income, you need to cover the taxes sooner instead of later. You are responsible for knowing how much your deductions or payments total.

For business owners and employees who incur unreimbursed job expenses, mileage tracking is the foundation for which many legal deductions are built upon. However, just keeping receipts may not necessarily be enough to claim certain expenses. Several deductions are covered by a roof called Substantiated and Documented. Don't forget to write down the who, what, when, where, why and how.

Keep in mind alimony and child support are two different monsters. Alimony is deductible but only if your child support is current; child support is never deductible. Divorcees should also work out the details of who is claiming which child. Be careful of the tax deductions regulations and tax credit rules regarding children erroneously claimed. Keep track of your actions.

It's never too late to open a Health Savings Account or a retirement account. Rules are different for employees and business owners, so check with your tax advisor to determine which programs are the most tax beneficial. The government gives you options to save money on taxes.

Make sure you are current with your Affordable Care Act requirements. For Tax Year 2016, the penalty is the greater of \$695 per uninsured adult or 2.5 percent of household income above the tax filing threshold. You have to know your coverage.

If you think you are going to owe taxes for 2016 and you are currently on an installment agreement with the IRS or FTB, you must file your return and full pay your tax liability by the return's due date. You are not allowed to stack installment agreements on top of one another.

Before you start making your holiday list and checking it twice, ask you tax man if you have been naughty or nice. Invest 90 minutes. Failure to do so could cause you to lose thousands of dollars.



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

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info@FortunsKitchen.com www.FortunsKitchen.com



Takata Be Kidding Me!

By: *Carrie Babij, Desert Insurance Solutions*

Your airbag might be dangerous.

Takata is a Japanese airbag manufacturer that produces low cost airbags using ammonium nitrate. Auto manufacturers liked the low price, so used Takata airbags in millions of cars. The problem is that ammonium nitrate degrades over time – especially in climates with high heat, humidity and fluctuating temperature – and then in a minor crash, it could explode with too much intensity shooting metal shrapnel shards into drivers and passengers. So far, 14 people have been killed and around 100 have been injured related to this issue in the U.S.



Takata be kidding me!

What to do? Find out if your car is affected. Your manufacturer, sales dealer, dealer service facility and certain insurance companies will make an effort to notify you of recalls. But the easiest way to be sure is go to **SafeCar.gov** and put your automobile's VIN number in their search engine.

If your car is recalled, take action. If you know there is a recall on your car and you don't take reasonable action and a passenger is hurt, you could be sued. Recall work can only be done at an authorized dealer – not by an independent mechanic. Priority is being given to high risk vehicles in hot, humid states. California cars built before 2011 are in the priority one group. Experts say that humidity is a factor, but I would still be concerned about a car sitting in the 140 degree oven we call a garage.

The National Highway Traffic Safety Administration (NHTSA) has identified the problem and initiated the largest and most complex recall in U.S. history. Around 1 in 8 cars nationwide are affected – some 32 million. Most auto manufacturers are involved.

Now it gets really weird. Remember how ammonium nitrate degrades over time? Normally these airbags can function for six years before becoming unsafe. Because there is a shortage of airbags, some car manufacturers are legally putting the old style airbags in new cars and they plan to issue a recall later when more replacement airbags are available.

And it gets weirder! Remember how ammonium nitrate is affected by heat, humidity and fluctuating temperature? Part of the "fix" involves added a drying agent to counteract humidity. But it turns out fluctuating temperature is still a problem so some of the replacement airbags might need to be re-recalled.



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

commercial lines of insurance. To learn more, visit DesertInsuranceSolutions.com or call Carrie Babij at (760) 564-6800.

LA QUINTA

City News

La Quinta

GEM of the DESERT

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CITY MANAGER'S MESSAGE



It's time for La Quinta voters to get informed

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

While most of the country is experiencing traditional crisp autumn weather, La Quinta enjoys its version of the season – cooler temperatures, fall

sports and increased activity as snowbirds and visitors begin returning for La Quinta's spectacular warm, sunny winters.

In recent months, I've highlighted some of the things that make La Quinta great – and just what it takes to

maintain La Quinta's reputation of being The Gem of the Desert. We took a look at how taxes make up nearly 65% of the City's revenue, and the often surprising fact that property tax is a very small piece of the tax pie. Most residents think their property taxes go directly to the City, but in actuality, only seven cents of every property tax dollar is allocated to the City of La Quinta.

We focused on how public safety has been a top priority for La Quinta – with 56% of the City's entire budget being allocated to police and fire. Did you know that in our community, the ratio of police officers per 1,000 residents is 1.5?

You've probably heard about La Quinta's upcoming sales tax initiative on next month's ballot. With police costs rising 6.9 percent and projected revenue not on target to cover these public safety increases, the City has had to weigh options for meeting this demand 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%. If the sales tax measure were to pass, for a household earning \$60,000 a year, this would be a difference of about \$58 of additional paid sales tax per year.

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 (see pages 14-15 to learn more about all the steps the City has taken).

Be informed prior to voting in November. Learn more by reviewing the Frequently Asked Questions (FAQs) regarding the tax measure at la-quinta.org. Your vote is your opportunity to weigh in on La Quinta's future.

COMMUNITY SERVICES COMMISSIONERS MEETING



The Community Services Commissioners are a group of La Quinta residents appointed by City Council who encourage the development of leisure and community services in the City of La Quinta. These developments include arts, cultural events and activities; as well as promote the literary, performing and visual arts of the City.

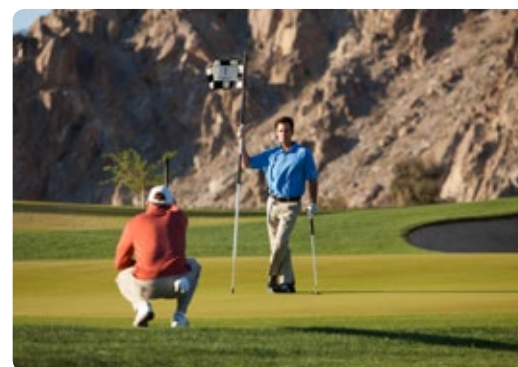
Members of the Community are welcome to attend and participate in the next meeting which

will be held on **Monday, October 10 at 5:30 p.m. at La Quinta High School, Dance Room 1006.**

Regularly scheduled meetings are held on the 2nd Monday of each month at 5:30 p.m. at rotating locations.

For more information, contact us at communityservices@la-quinta.org or visit us at la-quinta.org.

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.

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

HOW THE CITY SERVES YOU:

Reducing Costs, Increasing Revenue and Maintaining Quality of Life

La Quinta

GEM of the DESERT

Of course you love life in La Quinta, but have you ever wondered

what goes into the balancing act of providing coveted amenities while controlling costs? The City of La Quinta has worked diligently over the past several years to maintain La Quinta's charm while facing a number of financial challenges. Over the last 5 years, the City has instituted several initiatives to reduce costs, increase efficiencies, tighten the belt and strengthen the City's financial position for the future.

Did You Know...

How the City Has Increased Revenues?

- Increased grant revenue
- Boosted business development programs working with the East Valley Coalition
- Attracted additional tourist activity

Did You Know...

How the City Has Reduced Costs?

Staff Reductions

- Restructured organization to cross-train and expand duties
- Reduced workforce by 27 positions since 2008-2009
- Eliminated cost-of-living adjustments

Personnel Salary System Change

- Reformed pensions system
- Instituted a new pay-for-performance system
Broadened employee skill sets and trained them to do more with less
- Made technology investments
- Streamlined job classification to broaden duties

Operating Cost Reductions

- Invested in new systems – GoRequest, Tyler, TRAKIT
- Streamlined permitting process to increase efficiencies
- Negotiated police contract to reduce annual increases
- Cut operating costs by \$700,000, and decreased expenditures by \$2.8 million

Technology Investments

- Re-bid service contracts such landscaping and janitorial
- Went digital – now 70% paperless
- Lowered utility costs
- Contracted out IT/Animal Service/License



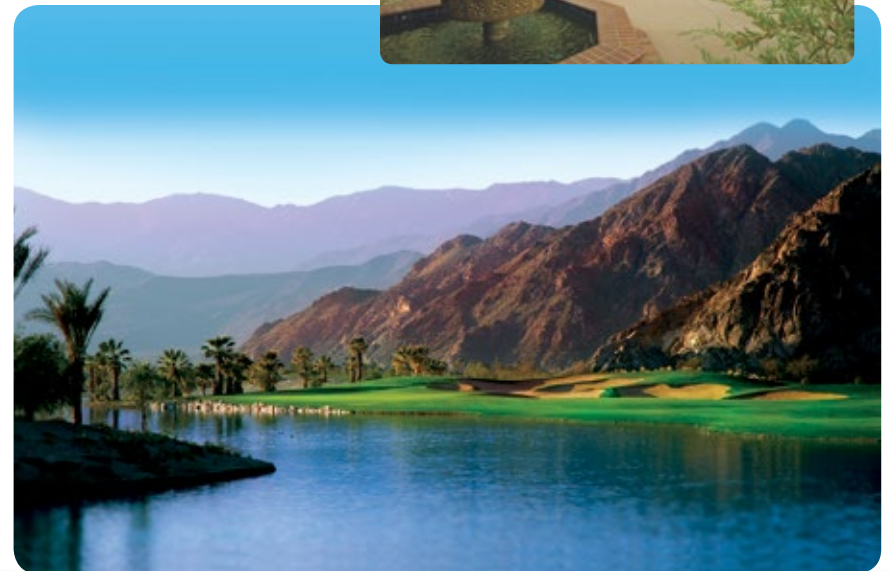
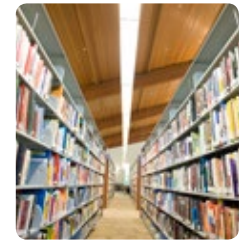


Did You Know...

Why?

- In, 2011 the Governor and Legislature eliminated city and county redevelopment agencies (RDA's) – resulting in a \$41.3 million loss for La Quinta which was redirected to the State of California.
- Over half of the City's budget – 56% – goes to public safety costs such as police and fire.
- Only seven cents of every property tax dollar is allocated to the City of La Quinta.
- Projected revenue is not on target to fund projected operating increases.

La Quinta – You live here, you raise your kids here, you've retired here, you run a business here, you flourish here! Now you know even more about this dynamic community and what's being done to keep it shining as the "Gem of the Desert."



IT'S YOUR LIBRARY

Visit us in October and discover what's new at your Library! *Enjoy FREE programs for all ages!*

Programs

Our regular library programs for Adults (18 years & older) like: "Stranger than Fiction", "BYOB Book Club", "La Quinta Reads Book Club", "Sound & Color" and "Book-a-Librarian Tech Help" continue this month. See the Adult Reference Desk or contact the Library for more information.

Special Programs for Adults

Desert Regional Medical Center Lecture: "A Look at Genetics & Breast Cancer" on Tuesday, October 11 at 4 p.m., join Dr. Janet Ihde for a look at how genetics is changing medical treatment. Call (800) 491-4990 to reserve your spot.

"Meet the Chief" on Wednesday, October 26 at 10 a.m. at La Quinta Library, La Quinta residents your invited to a meet & greet with Chief of Police, Roy Grace.

"Teen Think Workshop", "Teen Book Club", and "Teen Advisory Board" continue this month. See the Adult Reference Desk, contact the Library or visit: laqlibraryteens.blogspot.com.

Our regular library programs for Teens (ages 13-17) like: "Anime Zone", "Teen Think Workshop", "Teen Book Club", and "Teen Advisory Board" continue this month. See the Adult Reference Desk, contact the Library or visit: laqlibraryteens.blogspot.com.

Our regular programs for Tweens (ages 9-12) like: "Tween Makerspace" and "Tween Book Club" continue this month. Plus, new "Tween Computer Camp". See the Children's Reference Desk or contact the Library for more information.

Our regular programs for Children, like: "Book Babies Storytime", "Preschool Storytime", "Bilingual Storytime", "Pajama Tales", "Family Game Night", and "Family Fun Night" continue this month. See the Children's Reference Desk or contact the Library for more information.

Special Programs for Children

Special Preschool Storytime on Thursday, October 27 at 11 a.m., be a part of this world record breaking campaign in reading "The Bear Ate Your Sandwich" by Julia Sarcone-Roach for Jumpstart's Read for the Record event.

3rd Annual "Pumpkin Day" on Saturday, October 29 from 2 p.m. to 4:30 p.m. (Registration at 1:30 p.m.), children ages 12 years and under will enjoy a costume contest, craft, games, refreshments and more!

The Library will be CLOSED on October 10.

For more information please call (760) 564-4767 or visit rivilib.com.

info 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.



EXPLORE YOUR MUSEUM



The La Quinta Museum is located at 77-885 Avenida Montezuma 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 – Post-Postmodernism 1950-2016. This will be on view through December 2016.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE Events

Pre-School Story Time with Miss Beth Wednesday, October 5 10 a.m. - 10:30 a.m.

First Thursday Concert Thursday, October 6, 5 p.m. – 6 p.m. *The Refills* will be performing in the Courtyard. Enjoy great rock and roll music to get you in the mood for *Desert Trip!*

Coloring Club for Adults Friday, October 7 & Friday, October 21, 1 p.m. - 3 p.m.

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

Brown Bag TED* Talk

Tuesday, October 11, 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

An Evening with Chip Miller

Thursday, October 13, 7 p.m. - 8:30 p.m.

Spectacular! Stirring! Sweeping! Stunning! Sensational! These are what television viewers, critics, and Public Television stations across the country and in Canada, are saying after seeing the special, "Rhythm of the Dance." Shot on location in Ireland, at 48 exterior locations throughout the country, as well as on stage in Amsterdam, this unique and ambitious project took over two years to film and produce. Director/writer/artist & musician, Chip Miller will host a Q&A, provide commentary and behind-the-scenes stories. Refreshments provided by the La Quinta Historical Society.

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

Saturday, October 22, 11 a.m. - noon

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

Trending Topics

Tuesday, October 25, 10 a.m. - 11 a.m.

We have invited representatives of CV Link to come and discuss this proposed valley-wide project. Coffee and pastries will be served.

Good Reads in the Gallery Book Club

Thursday, October 27, 5 p.m. - 6 p.m.

Bring a copy of your favorite book to give away. We will exchange books and discuss them in January 2017. Refreshments will be served.

**Staying Neighborly
During Festival Season**

Festival Season is Here!
There may be homes around your neighborhood that are short-term vacation rentals. If you experience any municipal code violations such as: loud noise, trash and/or parking violations, please call the Short-Term Vacation Rental Hotline: (760) 833-9050. All calls will remain anonymous.

La Quinta
GEM of the DESERT

BREW IN LQ
CRAFT BREW FEST

Purchase tickets at: PlayInLaQuinta.com/BrewTickets

CRAFT BEER **GREAT FOOD** **LIVE MUSIC**

Saturday, October 22 | SilverRock Resort | 12 – 5pm

PlayInLaQuinta.com

La Quinta
GEM of the DESERT

#ExperienceLaQuinta

Wellness Center Special Events

Family Hospice Care, Group meets on Fridays from 10 a.m. - 11 a.m.

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

Meet Your Chief of Police, Wednesday, October 19; 10 a.m.

All residents of La Quinta are invited to attend a meet and greet with your Chief of Police, Roy Grace.



Medicare “Extra Help” Lecture, Tuesday, October 18; 10 a.m. - 11 a.m.

If you are on Medicare, limited income and resources, you may qualify for a government program to lower drug prescription costs. Bruce Hunter, United Health Care Representative

Scan Health Insurance Presentation, Monday, October 24; 10 a.m. - 11 a.m.

Information about Medicare Advantage and Prescription Drug plans with Sales Representative, Cesy Mireles.

Health Fair, October 27, 9 a.m. - Noon

Flu immunizations with Walgreens La Quinta – please bring your insurance card, screenings with John F. Kennedy Memorial Hospital and Eisenhower Medical Center. Giveaways and information to keep you healthy and informed.

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 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.

COMMUNITY SERVICES CLASSES & PROGRAMS: OCTOBER & NOVEMBER

Online registration available at 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)

Ballroom Dance (Beginning) 7 p.m. – 8 p.m. T
Ballroom Dance Intermediate 6 p.m. – 7 p.m. T
Friday Social Ballroom Dance 6 p.m. – 7 p.m. F (October 28)
Friday Social Ballroom Dance 6 p.m. – 7 p.m. F (November 18)
Beginning Guitar 6 p.m. – 7 p.m. T
Pen & Ink 4 p.m. – 5:30 p.m. TH
Second Level Guitar 7 p.m. – 8 p.m. T
Ukulele Beginning 2 p.m. – 3:30 p.m. W (November)
Water Color 10:30 a.m. – 12 p.m. T
La Quinta Glee (5 - 14 years) 6 p.m.-7 p.m. TH

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W
(October 5, 12, 19 & 26 and November 2, 9, 16 & 30)
Herb & Vegetable Garden Group 9 a.m. – 10:30 a.m. F
(October 7, 14, 21, & 28)

(Physical Wellness)

Cardio, Strength, Stretch 8:15 a.m. – 9:15 a.m. W/F
Chair Massage CMT (Clare Dune) 10:15 a.m. – 12:15 p.m. TH
Meditation 6 p.m. – 7 p.m. TH
Personal Trainer (14 years & up) 12 p.m. – 8 p.m. M/W/F
Personal Trainer (Janice Snyder) 12 p.m. – 6 p.m. T/TH
Reiki (Healing Art/Meditation) 10 a.m. – 11:30 a.m. TH (October)
Reiki 2 (Distance Healing) 10 a.m. – 11:30 a.m. TH (November)
Sunset Yoga (15 years & up) 6:00 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
Zumba (Morning) 8:45 a.m. – 9:45 a.m. T/TH
Zumba (Saturdays) 8:15 a.m. – 9:15 a.m. S

(Intellectual Wellness)

Cinema Discussion Group 1 p.m. – 3:30 p.m. W (November)
AARP Safe Driver (55+) 8:30 a.m. – 4:30 p.m. T (October 4)

(Social Wellness)

Desert Oasis Strummers Concert 1:30 p.m. – 3:30 p.m. F (October 28)
La Quinta Voices 10 a.m. – 11 a.m. T
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



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.

November Luncheon – Thursday, November 10, 11:30 a.m.

\$4 per person (maximum of 2 people per household)
(Registration begins October 13) Online registration is available at la-quinta.org.

Dementia Help Center Lecture – Monday, October 10, 10 a.m. – 11:30 a.m.

Information and resources for caregivers. Call the Wellness Center to register.

Eisenhower Medical Center Lecture Series

Tuesday, October 11, 4:30 p.m. – 5:30 p.m.

How Shall We Cook Delicious Fall Vegetables? Speaker: Rosalind Elemetry, RD
Reservation required.

Inside Outside Beauty! Lecture – Monday, October 17, 11 a.m. – 12 p.m.

The secrets to keeping your Skin Young! Speaker: Rhonda Donahue, PhD
Reservations required.

RENTALS: Book Park Rentals Online!

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

Having an Event?

We've got you covered!

The La Quinta Wellness Center is available for private rentals. This facility is perfect for 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.





The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

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

October 2016

Greater Coachella Valley Chamber Events

Tuesday, October 4

City of Indio: Candidate Forum

Luncheon 11:30 a.m.

Fantasy Springs Resort Casino

\$30 pp RSVP to Info@GCVCC.org

Meet the candidates! Learn more about them as a moderator asks questions provided by the GCVCC Legislative Action Team.

Wednesday, October 12

**The Chamber's Lunch Bunch
11:30 a.m.**

Santa Fe Restaurant, 49305 Grapefruit Blvd #4, Coachella
RSVP to Info@GCVCC.org - Limited to 35 people. Network with other professionals at a different Member location. Space is limited. Buy your own lunch and introduce yourself and business. By Members for Members.

Tuesday, October 18

JOINT MIXER! Greater Coachella Valley Chamber Business Mixer with the Greater Palm Springs Convention & Visitors Bureau

5 p.m. to 7:30 p.m.

The Art Place, 41801 Corporate Way, Palm Desert. FREE Members only event. Join The Chamber and the CVB at The Art Place in Palm Desert for a fun and festive networking mixer event. Music, food, drinks and art in a cool outdoor atmosphere.

Tuesday, October 25

Educational Series "Live Streaming"

8 a.m. – 9:30 a.m.

La Quinta Chamber Offices/City Hall
\$5 Members \$15 Non

Thursday, October 27

Taste of East Valley

4 p.m. – 7 p.m.

Shield's Date Garden
October 28 through November 5
East Valley Restaurant Week

SAVE THESE DATES:

Saturday, November 12

National BBQ Championship

11 a.m. – 6 p.m.

83040 Avenue 42, Indio

Saturday, November 26

Small Business Saturday

Shop local, shop small!



Your Business is Our Business

By: Katie Stice, Greater Coachella Valley Chamber



The Greater Coachella Valley Chamber (GCVCC) boasts the largest business membership in the Coachella Valley, and we are proud to connect businesses better than ever before through publications, networking events and an extraordinary referral program. The Chamber is key for your business exposure, through targeted advertising efforts that are truly unique to the GCVCC. There are a multitude of opportunities for your business through our offerings. Here are just a few reminders that should be top-of-mind for the marketing or management teams in your office:

Our website, GCVCC.org, is a member content-driven website that no other chamber currently offers. It reads as an informational doorway into the greater community. Through your press releases, photos and newsworthy announcements, we are able to share your business message with the masses digitally. It reads as an up-to-date community and business-focused news source.

The Gem is a La Quinta-based publication that reaches 23,000 households and professionals in the city through print and even thousands more through social media shares and e-newsletter blasts. Articles are written on topics of interest to the consumer in such a way that the author gets credit for being the expert in their field. Doing this creates a high readership; a recent study revealed 79% of La Quinta residents gets their news from *The Gem*. Your advertisements and articles go beyond the gated communities, making this publication a much sought-after avenue for members

to gain new customers. It works!

The annual Discover Indio Guide reaches 8,000+ readers through the Southwest Arts Festival and the popular Indio Visitor's Center and Discover Indio website. Final article and ad space orders are now being taken. Gain the readership of art festival-goers and tourists through this publication. This publication is quite dynamic and a favorite for locals also!

The Chamber's Referral Program is second to none. We refer printers, restaurants, attractions, furniture stores, accountants, retail – you name it. We encourage bidding to three or more members and direct collaboration to find the right business fit for the specific needs of the caller. We also talk callers through how to find business and category information on our website. Lastly, collecting this referral and website data is great feedback for our members. It is our pleasure to refer you!

Restaurant and Attractions Guide and Map: La Quinta & Vicinity

Get on the map! It goes out to attendees at the CareerBuilder Challenge at the Information Booth that is run by chamber staff and volunteers. Last year, we gave out every single piece of literature about La Quinta to guests plus information from members as well as 8,000 seat cushions from the City of La Quinta. The guide and map will also be distributed throughout the balance of the year.

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

 Facebook page: fb.com/greatercoachellavalleychamber/

NEW MEMBER SPOTLIGHT

BMW Performance Driving School

Ready to get your adrenaline thrown into high gear? The BMW Performance Driving School at The Thermal Club is running wide open.



This new facility is a high-performance driving school and race track with multiple configurations. They offer 1- and 2-Day Car Control and Teen Driving Schools, special events and much more. For those interested in an intense, heart-pounding, pro-level driving program, 'M Schools' are a dream come true. Advanced M Schools are held at several historic racetracks and provide a true professional racing experience.

Also available in a shorter program, a time-saving M Track Drive or PC Drive packs a lot of driving fun into a smaller timeframe. Attend an Ultimate Mixer – the signature BMW driving and networking event. Plan a group outing with friends or host a corporate retreat complete with catering, custom driving challenges, meeting space, and most importantly, a one-of-a-kind experience.

One visit and it's easy to see why the BMW Performance Driving School is also known as The Ultimate Playground®. Make a reservation today at (888) 345-4BMW or visit BMWusa.com/pds for more information.

NEW MEMBER SPOTLIGHT

Elite Mobility Service

Elite Mobility Service LLC is the only non-emergency medical transportation company in the Coachella Valley that uses full-size, luxury SUV's to provide dignified, convenient and very personalized service from door-to-door. Elite Mobility has built their reputation on first-class transportation service at competitive rates and reliability.

Services include transportation to and from medical and dental appointments, nursing homes, outpatient surgery, rehabilitation and any other non-emergency destinations. Professional attendant service can also be provided upon request.

All vehicles are ADA compliant and wheelchair accessible, with an automatic ramp and an interior height of nearly 5 feet. This allows superior access for large wheelchairs or mid-size scooters to be secured up front with room to accommodate 4 adults in the back. Personal touches include bottled water, hand sanitizer, sunglasses and blankets. Elite Mobility's commitment to excellent customer care ensures that passengers always travel safely and in comfort.

Disabled or mobility challenged passengers can use services to run daily living errands to the hairdresser, family gatherings, legal appointments and more.

Elite Mobility operates in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and Indio. Travel outside of these areas can be arranged based on vehicle availability.

For more information, call (760) 507-1450 or visit: EliteMobilityService.com.



NEW MEMBER SPOTLIGHT

Friends of the Desert Mountains



Friends of the Desert Mountains

Friends of the Desert Mountains (FODM) is a nonprofit organization working to protect the desert environment in the Coachella Valley. FODM is the support organization for the Santa Rosa & San Jacinto Mountains National Monument (SRSJMNM). In addition, since 1987, FODM has acquired over 50,000 acres of land that are now preserved forever as part of the natural heritage of the valley.

Beyond preservation, FODM's mission extends to conservation of natural cultural and scenic resources, as well as education and research. The vast majority of FODM's work to maintain hiking trails, remove invasive species, and prevent litter and illegal dumping is done by volunteers. Volunteers also work to educate valley residents and visitors of all ages through public lectures, school field trips, and guided interpretive hikes.

Each year, FODM holds the Coachella Valley Wildflower Festival at the SRSJMNM Visitor Center. The Wildflower Festival offers a fun-filled opportunity to learn about conservation through wildflower walks, kids' activities, interaction with local artists and exhibitors – topped off with food and music.

FODM is able to achieve this work through the support of public and private grants, generous gifts by donors, and an incredibly dedicated group of volunteers who've contributed over 13,000 hours of their time last year.

For more information or to become a volunteer, go to DesertMountains.org or call (760) 568-9918.

NEW MEMBER SPOTLIGHT

La Quinta Carpet & Tile

La Quinta Carpet & Tile believes in providing outstanding service, quality products and the best installers. Doug Baysore has been in the carpet and tile industry his entire life. His father started his flooring company in San Diego in 1947. Doug began as a carpet installer in 1968 at age 12, giving him a working knowledge of all aspects of flooring.



In 1993, he acquired Mountain Carpet in Mammoth Lakes, CA, so he is no stranger to operating in a small town. In May 2016, Doug and vice president Michele Glass started La Quinta Carpet & Tile –implementing the same values used for 26 years at Mountain Carpet.

La Quinta Carpet & Tile can help you choose the right product for your specific needs. They can also be very helpful in designing tile and stone layouts to work perfectly in your home.

Visit their showroom at 78150 Calle Tampico in La Quinta, call (760) 564-0750 or email laquintacarpet@gmail.com.

NEW MEMBER SPOTLIGHT

Pieology

Pieology is a fresh retreat from the everyday hustle and bustle, where the only thing more important than quality food is quality people to share it with. At Pieology, they believe pizza brings out the best in everyone.

The company didn't set out to create just another make-your-own pizza place. They exist to feed the community, nourish creativity and bring people together. It's a bigger vision – one filled with love and purpose for pizza, people and passion.

Pieology might feel warm and familiar inside, but when it comes to taste, it's like visiting the first time, every time. They also offer custom salads, an incredible dessert pizza, wine and draft beer.

The \$7.95 price for 11.5" pizzas or salads never changes, no matter what topping or how much of it you add – and it's ready in less than 5 minutes.

For more information, contact General Manager, James Suer, at (760) 674-7117, pod.ranchomirage@gmail.com or stop by their Rancho Las Palmas shopping center location (across the street from The River). They offer online ordering as well at Pieology.com.



NEW MEMBER SPOTLIGHT

Univocity Media, Inc.

Producing the only nationally-syndicated talk radio program that originates from the Coachella Valley, Univocity Media has flourished over the first year of its operations with its flagship, the Chad Benson Show – currently heard on more than sixty radio stations across America via the Radio America Network. Benson is now recognized as one of the fastest-growing programs that the future of talk radio will be built upon, and often features local professionals as experts on a variety of topics.



In January, Univocity Media expanded operations into broadcast, corporate and industrial video production, animation, virtual and augmented reality, aerial video and imaging, and mobile game and applications development. The Univocity Media team's wealth of experience and talent brings a new level of content creation to the Coachella Valley at a value that businesses in this community can afford.

The firm is led by veteran media exec John McMullen, with Kellie Kennedy serving as VP of Business Development, Blake Stubbs overseeing video production, and legendary Blizzard Entertainment creative ace, Paul Limon, at the helm of animation and immersive technology.

For more information, visit UnivocityMedia.com or call (760) 324-4020 to learn how Univocity Media can create breathtaking multimedia products to help your business.

RIBBON CUTTINGS & MIXERS



Ribbon Cutting for Pieology, 42500 Bob Hope Drive, Ste. D, Rancho Mirage, (760) 674-7117, on September 26,



Ribbon Cutting for Your Pie, 42250 Jackson St. #B105, Indio, (760) 347-1111, on July 15.



The Chamber Lunch Bunch at Golden Dragon, 81944 US Highway 111, Indio, (760) 775-9888, on August 10.



Information on 2016 Ballot Propositions

By: *Patrick Swarthout,*
Greater Coachella Valley Chamber of Commerce

California Drug Price Standards Initiative Proposition 61

“yes” vote is a vote in favor of regulating drug prices by requiring state agencies to pay the same prices that the U.S. Department of Veterans Affairs (USDVA) pays for prescription drugs.

“no” vote is a vote against regulating drug prices by requiring state agencies to pay the same prices that the U.S. Department of Veterans Affairs (USDVA) pays for prescription drugs.

California “Safety for All” Gun Control Initiative, Proposition 63

“yes” vote will be a vote in favor of prohibiting the possession of large-capacity ammunition magazines.

“no” vote will be a vote against prohibiting the possession of large-capacity ammunition magazines.

California Marijuana Legalization Initiative, Proposition 64

“yes” vote is a vote in favor of legalizing marijuana and hemp under state law and enacting certain sales and cultivation taxes.

“no” vote is a vote against legalizing marijuana and hemp under state law and enacting certain sales and cultivation taxes.

California Carry-Out Bag Revenue Initiative, Proposition 65

“yes” vote is a vote in favor of redirecting money collected from the sale of carry-out bags by grocery or other retail stores to a special fund administered by the Wildlife Conservation Board.

“no” vote is a vote against redirecting money collected from the sale of carry-out bags by grocery or other retail stores to a special fund administered by the Wildlife Conservation Board.

California Plastic Bag Ban Referendum, Proposition 67

“yes” vote is a vote in favor of upholding or ratifying the contested legislation banning plastic bags that was enacted by the California State Legislature under the name Senate Bill 270

“no” vote is a vote in favor of overturning Senate Bill 270.

Remember Election Day is Tuesday, November 8. Your vote counts!



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.



Student Creative Recycle Program (SCRAP)

By: *Jonathan Becerra,*
GCVCC Communication Supervisor

The mention of recycling or the environment seems anything but artistic to the average person. Though the world and nature can be easily seen as beautiful and inspiring, ‘garbage’ and ‘waste’ don’t usually invoke the same feelings that one would pair with art.

There is a woman in the Coachella Valley working hard to foster a different perspective on environmentalism and the art scene of the Coachella Valley. Karen Riley is the executive director of the SCRAP – which is the “Student Creative Recycle Art Program.” Her program works with students and community members of all ages to teach them about the environment, and to make art while ultimately helping the environment at the same time. In this interview, Karen explains further:

Why do you do the art direction with recycling and what other aspects do you introduce to your students about recycling?

We’re incorporating re-use into the program. Not everything can be recycled. Some things are very hard to recycle. We work with some businesses to get rid of some of the materials that they can’t recycle. There are ways to not always look at the doom and gloom of environmentalism. I think that’s a way to inspire kids. So, that’s why we do it through the arts. And recycling is the easiest way to introduce students to environmentalism.



Who in the community do feel has really gravitated to the SCRAP groups or classes?

It’s pretty universal. Our main focus is the Coachella Valley. But we do feature projects partnering in the Coachella Valley, like say schools with other areas. We do a project with a school in Hawaii and with a school in Cathedral City. We do art exhibits with professional artists who work with recycled or re-used materials so people can see what you can do with these things. City wise, we do a lot in La Quinta, we do a lot in Cathedral City. We’re out in a lot of unincorporated areas; Mecca, Thousand Palms.

MEMBER NEWS

Augustine Casino Plans Major Remodel



Augustine Casino has been a locals' favorite for more than 14 years. After all this time and wear and tear, the Augustine Band of Cahuilla Indians felt it was time to upgrade its guests' experience. As a result, this fall the casino is undergoing a dramatic transformation.

The tribe has launched a full-scale remodel. The entire casino, inside and out, will be improved with new paint, carpet, wall coverings, lighting, signage and more. The bulk of the project will continue through Sunday, Oct. 16. In order to expedite the project, during the major work phase Augustine has temporarily suspended casino operations.

"We are very happy to have partnered with world-renowned casino architects I-5 Design to refresh Augustine Casino and create a beautiful retreat in the desert for our locals," said General Manager Jef Bauer.

Augustine Casino features approximately 800 of the most popular slot machines as well as table games including Blackjack, Three Card Poker and Ultimate Texas Hold'em. Open 24 hours, Café 54 offers a casual dining experience as well as daily and nightly buffets.

Augustine Casino is nestled in the shadows of the beautiful San Jacinto Mountains, just three miles east of PGA West in the Coachella Valley. For more information, call (760) 391-9500, or visit AugustineCasino.com.

MEMBER NEWS

Old Town Launches Art on Main Street Events



Old Town La Quinta invites you to Saturday art shows under the new name, "Art on Main Street." Throughout the 2016-17 season, over 100 artists will exhibit and sell their fine art in the categories of painting, photography, jewelry, mixed media, sculpture, glass, wood, textiles and more.

The shows wind along Old Town's Main Street on 8 Saturdays throughout the season with approximately 70 artists at each event. In addition, 12 new artists are showing this year.

Art on Main Street will take place on the following Saturdays from 10 a.m. to 4 p.m.: 2016 – October 29, November 12 & November 26 and 2017 – January 21, February 4 & 18, March 18, April 8. Admission and parking are free.

Each show attracts over 2,000 art enthusiasts, residents and visitors alike. Meet the artists, enjoy live music and spend the day outdoors surrounded by the exquisite Santa Rosa mountains. The ambience of Old Town's charming cafes, wine bars, beer garden and boutiques add a unique shopping and dining experience.

Old Town has hosted the shows, previously known as Art Under the Umbrellas, for 11 years and is now independently producing the shows under their new name. The City of La Quinta is the Premier Sponsor.

For more information, contact Shelley Glickstein at shelleyglickstein@ymail.com, call (310) 986-5444, or visit OldTownLaQuinta.com.

MEMBER NEWS

Trilogy to Host 9th Annual Art Faire & Sale



Trilogy at La Quinta will host its 9th Annual Art Faire and Sale on Saturday, November 5 from 10 a.m. – 3 p.m. Admission to the event is free and lunch and refreshments will be available. There will also be a silent auction with proceeds going to support a scholarship fund for local high school art students who plan to pursue their art studies at a college of their choice.

Besides their own resident artists and those from other areas in La Quinta, they will be featuring artists from cities in the Coachella Valley including Palm Springs, Palm Desert, Indio, and from as far away as Rancho Palos Verde. Included will be beautiful stained glass and fused glass items, ceramic pieces, acrylic paintings, photography, jewelry, stunning paper art, one-of-a kind hand-crafted purses and bags, and more. There are no retail merchants or resale items and no consignments.

All proceeds from the cost of space for exhibiting artists, plus 10% of their sales, will also go to the scholarship fund. Winners need not be present to win and will be notified at the end of the event.

Trilogy is located on Avenue 60 between Madison and Monroe in La Quinta. Watch for the signs. For additional information, call (760) 702-2060.

MEMBER NEWS

The Pet Rescue Center Presents 'Dog Day Afternoon' Fall Fundraiser



Dog Day Afternoon, a fashion show and luncheon event to benefit The Pet Rescue Center, will be held on Monday, November 7 from 11:30 a.m. to 2 p.m. at Mountain View Country Club, located at 80374 Pomelo in La Quinta.

One highlight of the event will be celebrity guest speaker and longtime animal lover Cindy Williams, best known for her role as Shirley Feeney on the hit TV program *Laverne & Shirley*, and author of *Shirley, I Jest! A Storied Life*.

For \$125 per person, guests will join other pet lovers for an afternoon filled with a delicious luncheon, women's fashion show presented by Lady Golf and Divas of the Desert, silent auction, a raffle by Lady Golf valued at \$1,000, and a variety of unique vendors. Fifteen percent of sales and orders taken at the event with the vendors will be donated to The Pet Rescue Center.

Most importantly, guest will have the knowledge that they are helping support the previously abandoned dogs now awaiting forever homes at The Pet Rescue Center. The Pet Rescue Center has saved over 10,200 dogs and found them new loving homes. Proceeds from Dog Day Afternoon will help to save many more.

Located in Coachella, California, no-kill The Pet Rescue Center was founded in 1998 to provide a safe, clean, happy place for homeless or abandoned dogs. Run by volunteers, local veterinarians and a certified obedience trainer, not only do we rescue animals, we provide medical treatment and proper training to ensure they are placed with the right owners.

Reservations for Dog Day Afternoon can be made by contacting Christine Madruga at (760) 398-7722 or email PetRescueCenter@gmail.com.

SPOTLIGHT ON NON-PROFITS OF THE DESERT



The Coachella Valley is an extraordinarily philanthropic place, filled with non-profits serving just about every type of need that exists in this community. This issue is dedicated to highlighting some of the generous non-profits in the desert. Please get to know the following non-profit members of the Greater Coachella Valley Chamber of Commerce, who were given the opportunity to submit information on their organizations to be featured in *The Gem*.

American Diabetes Association

(619) 234-9897

Dayna Murphy

greatersandiego@diabetes.org

Diabetes.org/sandiego



The American Diabetes Association provides advocacy efforts, educational programming, fundraising to find a cure for diabetes, wellness designations, and local community events. Don't miss their upcoming Step Out Walk to Stop Diabetes

(November 12). "We Step Out to do our part to Stop Diabetes®" and take steps to improve health. Find out more at diabetes.org/stepoutcoachellavalley.

American Foundation for Suicide Prevention

(760) 835-4656

Brenda Kahng - Kahngbrenda7@gmail.com

AFSP.org



The American Foundation for Suicide Prevention

offers support groups for those who have lost a loved one to suicide, as well as educational programs for schools and businesses in the community. They also host an annual walk to bring hope and to support those who are left behind. For more information, visit their resource table at the Patriot Ride on October 21-23 at Southwest Community Church, and watch for more information on their annual walk – to be held sometime in April.

American Outreach Foundation

(760) 674-4861

P.O. Box 2702, Rancho Mirage, CA 92270

Victoria Llort

AmericanOutreachFoundation@yahoo.com

AmericanOutreachFoundation.com



Founded in 2007, American Outreach Foundation donates electric wheelchairs/scooters to veterans, children, adults and seniors throughout the Coachella Valley who do not have the financial means to afford them, do not have insurance, or do not have the health insurance policy to cover this type of assistance. Donate your un-used electric wheelchairs and scooters and they will gift them to someone in need. Go to DonateYourPowerchair.com to 'roll it forward.' Upcoming events include American Car Show in Old Town La Quinta (December 10); American Golf Classic at SilverRock Resort with an evening cocktail event at Arnold Palmer's restaurant (April 8, 2017). Register at AmericanGolfClassic.com. All proceeds remain in the Coachella Valley to fund the American Outreach Foundation's programs.

Braille Institute

(760) 321-1111

70251 Ramon Road, Rancho Mirage, CA 92270

Felice Chiapperini

ffchiapperini@brailleinstitute.org

BrailleInstitute.org/ranchomirage



Braille Institute Rancho Mirage provides free programs and services for seniors and others living with vision loss due to Macular Degeneration, Glaucoma, Diabetic Retinopathy and other conditions.

They offer free one-on-one appointments with a Low Vision Consultant who can assist with ordering adaptive products such as magnifiers, sunglasses, etc. Their audio library offers over 100,000 titles on digital audio. They also feature classes to help those with limited vision. A technology center provides individualized training on the latest "smart" devices, such as iPads, Androids, Windows and more. Their annual fundraising luncheon will be February 4, 2017 at Thunderbird Country Club. Call (760) 459-6113 to learn more.

CFLC-Sheltering Palms Foster Family Agency

(760) 347-2728

46-900 Monroe Street, #A-102, Indio CA 92201

Janie Castillo - jcastillo@cflckids.org

CFLCkids.org



Sheltering Palms is looking for families that will provide love, care and shelter for abused and neglected children. Foster parents will care for the children for a few days, weeks or even a year depending on the courts. Sheltering

Palms is an agency committed to helping children with the help of caring families. Every Christmas, CFLC-Sheltering Palms sets up a Christmas tree (Giving Tree) at the Westfield Shopping Center in Palm Desert. Foster children ask for three wishes for Christmas and they write them on cards and place them on a table next to the tree for shoppers to pick up and grant these wishes. The tree is set up starting in November until about a week before Christmas.



Christopher's Clubhouse

(760) 989-2182

P.O. Box 5444, La Quinta, CA 92248

Mika Moulton

mika@christophersclubhouse.org

ChristophersClubhouse.org



Christopher's Clubhouse provides safety education and prevention programs for all members of the community – from toddlers to elders.

Programs include: Family Safety

Camp for parents and kids ages 5-12, Women's Rape Aggression Defense, Men's Resisting Aggression with Defense, Seniors on Safety, Fingerprinting & IDs, Internet Safety and more. This organization is providing skills to ensure the bad guys are more afraid of us than we are of them. Don't miss Family Safety Camp, the 1st Saturday of each month from 9 a.m. to 2 p.m. at the Portola Community Center. Other programs available as requested.

Coachella Valley Horse Rescue

(760) 808-6279

P.O. Box 809, Indio, CA 92202

annette.cvhorerescue@gmail.com

CVHorseRescue.org



The Coachella Valley Horse Rescue is a non-profit 501(C)(3) organization dedicated to the rescue of abused and neglected horses. The organization's ultimate goal is the rescue, rehabilitation and placement

of these spectacular animals in loving and forever homes. Their 3rd Annual "Save a Horse, Buy a Cowboy" fundraising event will be held November 12, from 3 p.m.- 9 p.m. at the Ranch located on North Monroe Street in Indio. Tickets are \$50 in advance or \$60 at the door and include an all you can eat BBQ, water, coffee, dessert, tours of the ranch, silent and live auctions, and live entertainment by R Buckle Road.

Coachella Valley Symphony

(760) 360-2222

PO Box 10727

Dr. Lisa Lindley - lomalisa@aol.com

CVSymphony.com



It is the mission of the Coachella Valley Symphony to perpetuate live symphony music and to provide public performance venues for both accomplished youth and

adult musicians, to provide symphonic music education to young emerging musicians and to support diversity among individuals and within music presentations. Just some of their upcoming performances include Singing in the Holidays featuring Shelly Yoelin and the RMHS Chamber Singers and their own Buddy Rogers Youth Symphony (December 11) at Rancho Mirage High School; and The Piano Forte II, featuring Steinway Society Concerto Winners Annenberg Theater, at Palm Springs Art Museum (January 29, 2017).

Culturás Music-Arts

(760) 296-8341

50-471 Polk St Coachella, CA 92236

Oralia "YaYa" Ortiz

culturasmusicartscoachella@gmail.com

CulturásMusicArtsCV.com



Culturás Music-Arts is working in the Eastern Coachella Valley to promote the arts. They have worked with numerous artists, musicians and local organizations to realize projects such as The Great Wall of Coachella Mural, Women Rising, and their biggest annual festival, Synergy Music & Art Festival. Synergy Music & Arts Festival will be held November 19 at Date Land Park in Coachella. The festival is free to the community and features two stages with local bands and musicians, food and merchandise booths, live art, kids zone, and a car show.

Desert Best Friend's Closet

(760) 776-9975

74040 Highway 111, Suite F, Palm Desert, CA 92260

Connie Golds - moreinfo@bfcloset.org

BFCloset.org



Desert Best Friend's Closet educates and empowers clients for success in employment and life. Their Interview Attire program provides professional attire for job seekers. Bridge to Employment provides job coaching and assistance with resumes and interviews. Warriors to Work permits access to these two programs to any US Veteran. Each fall, they give away ball gowns to the wives and active duty Marines for the Annual Marine Birthday Ball. Each Spring, they honor girls who have chosen to stay in school to earn their diploma with a gown for prom. They will host the Put Your Best Shoe Forward fashion show and luncheon in Spring 2017.

Desert Cancer Foundation

(760) 773-6554

Paula Simonds

psimonds@desertcancerfoundation.org

DesertCancerFoundation.org



Desert Cancer Foundation (501 (c) (3) 33-0648823) is dedicated to serving residents in the

Coachella Valley and surrounding communities who need assistance in obtaining screening, diagnosis and treatment for cancer and allied diseases. Their Patient Assistance Program supports cancer patients providing cost of care assistance, and The Suzanne Jackson Breast Cancer Fund provides access to mammograms, imaging and diagnostic procedures. Upcoming events include Paint El Paseo Pink (October 8); Corks and Cuisine Food and Wine Classic at The Reserve (November 16); 15th Annual Dr. George Car Show at Indian Wells Tennis Garden (February 11, 2017); and Round for Life Golf Tournament at Avondale Golf Club (April 5, 2017).

Desert Sands Unified School District

(760) 771-8502

47-950 Dune Palms Road, La Quinta, CA 92253

Mary Perry - mary.perry@desertsands.us

DesertSands.us



Desert Sands Unified School District (DSUSD) is the public school system

of La Quinta as well as Bermuda Dunes, Rancho Mirage, Indian Wells, Palm Desert, Indio and Coachella. DSUSD is celebrating its 50th anniversary as a school district. Don't miss their anniversary celebration on November 17 from 5:30 p.m. - 7:30 p.m. at the Coachella Valley History Museum. Cost is \$45 per person. The event will be catered by LQHS students with a performance by the Palm Desert Charter Middle School Jazz Band. On November 10, there will be a free community day at the museum from 1 p.m. - 4 p.m.



Family Health & Support Network, Inc.

(760) 340-2442

74410 Hwy 111, Suite D - Palm Desert, CA 92260

Sandra Austin - saustin@fhsnet.org

FHSnet.org



Family Health & Support Network, Inc. provides foster family services. FHSN trains and certifies individuals and couples to become foster parents with their network. The upcoming 9th Annual Cabazon

Shopping Extravaganza is an elegant event where your donation makes a difference. Be there October 22 from 10 a.m. to 4 p.m. To purchase a ticket, visit **FHSnet.org**.

Family YMCA of Desert

(760) 341-9622

43930 San Pablo Ave., Palm Desert, CA 92260

Terri Bona - tbona@desertymca.org

YmcaOfTheDesert.org



The Family YMCA of the Desert is the largest licensed childcare provider in the Coachella Valley. They take care of children before and after school at 42 program sites from Palm Springs to Mecca.

In addition to that, they have day camps during school breaks and holidays. Family YMCA of the Desert takes hundreds of children to resident camps in Big Bear and on Catalina Island for a one-week experience away from home. Upcoming events include Y Be Fit PD Challenge 5K and Reverse Triathlon (October 2); the western-themed Hoedown at Sundown dinner dance event (November 5); Healthy Kids Day/Easter Egg Hunt (April 15, 2017); and the Annual Charity Golf Tournament (May 11, 2017).

Friends of the Desert Mountains

(760) 568-9918

51500 Highway 74, Palm Desert, CA 92261

friends@desertmountains.org

DesertMountains.org



The mission of the Friends of the Desert Mountains is to preserve

land, to support education, conservation and research in the Coachella Valley, and to act as the support organization for the Santa Rosa & San Jacinto Mountains National Monument. Friends has a volunteer program with approximately 125 participants. Their volunteers provide customer support in the gift shop, provide trail

maintenance, lead interpretive hikes, handle weed management, do education and outreach, and oversee land management and monitoring. Volunteers are always welcome to join. Upcoming events include the Coachella Valley Wildflower Festival (March 4, 2017); and the Birding Challenge Bus Tour (April 21, 2017).

Kiwanis

(909) 253-9323

81730 Highway 111, Suite 6, Indio CA

Jim Wiley - jimwiley3@gmail.com

Kiwanis.org



Kiwanis is a worldwide volunteer organization dedicated to serving one child and one community at a time to create a better citizen to fit into the world of the future. If you are concerned about the future of the country and want to help build better leaders, come help Kiwanis develop them. If the idea interests you, contact Jim Wiley at (909) 253-9323 or jimwiley3@gmail.com.

Pet Rescue Center

(760) 398-7722

83-496 Avenue 51 Coachella, CA 92236

petrescuecenter@gmail.com

CoachellaPetRescueCenter.org



The Pet Rescue Center provides a safe, clean, happy place for homeless or abandoned dogs and find them the best forever homes. Since they started, they have saved over 10,200

dogs. The Pet Rescues Center's Dog Day Afternoon is an afternoon of fashion, fun and fare at Mountain View Country Club (November 7) from 11:30 a.m. to 2 p.m. There will be a silent auction, shopping, women's fashion show and more. Cindy Williams of *Laverne & Shirley* will be guest speaker at the event.

SNIP

(855) 559-8894

49950 Jefferson street #130-343 Indio, CA 92201

Melanie Scherer - Melanie@snipbus.org

Snipbus.org



SNIP offers low cost \$25 spay or neuter for your animal. You can support SNIP at their upcoming golf tournament in November, and their Fashion Fling Luncheon at The Hideaway in March 2017.

Soldiers Organized Services

(760) 799-5488

77-851 Las Montanas Rd. Ste A

Palm Desert, CA 92211-1197

Erica Stone - e.stone@sosride.org

SOSride.org



S.O.S. provides "no cost" airport transportation to the Marines and their families and sweethearts, to and from the Palm Springs and Ontario airports,

and the USMC base in 29 Palms. They also operate the Veterans Communications Center as a clearinghouse of information and education to assist Valley Veterans. Their mission is partially funded by a Resale Boutique at their headquarters in Palm Desert, where they sell gently-used clothing and household items. Upcoming events include the "Cruzin & Groovin" Classic Car Show (October 16) and a fundraiser at the Palm Springs Elks Club (December 7). They also plan to host a benefit Christmas Golf Tournament and Pearl Harbor commemoration at Classic Club.

The Unforgettables

(760) 837-7373

78206 Varner Rd., Ste. D-275 Palm Desert, CA 92211

Kimberly Krause - KandmKrause@gmail.com

Unforgettables.org



The Unforgettables Foundation is a 501c (3) non-profit organization operated almost entirely by volunteers. They support low-income families dealing with all ages and causes of childhood death. Their mission is to enable low-income families to give their children a dignified burial; empower communities to memorialize children who have died; educate parents and children's caregivers to confront, control and conquer the primary risks to our children's health; and encourage communities to recognize the financial trauma often associated with the death of a child. Upcoming Events include The Hearts Breakfast at The Coachella Valley History Museum (February 28, 2017); and the Annual Save A Child's Life Conference at CSUSB Palm Desert (April 28, 2017).



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When the Going Gets Tough

By: Leila McCauley, Live Well Clinic

“The tough get going,” right? It’s a phrase meant to rally us to press on.

Well, that’s not necessarily the best plan. These days, when both parents are working just to make it – and most of us are on information and stimulation overload – we really are running on that hamster wheel. I am happy to be the one to say, “when the going gets tough, (and you feel like you could snap at any moment), just stop and take a break.” It’s the best and also the most productive thing you can do.

Even as you read this, do you have that tugging in your head? “Get some work done, clean up that mess, do more for your kids.” Not only do we hear it from the outside, but our own inner voices nag at us. Add to this, we are more connected and unable to ‘get away’ than ever. Most of us are constantly “plugged in” to our phones, tablets, computers, etc. How much time are we taking to unplug?

So try this. You’re reaching that crescendo point with way too much on your plate, you’re stressed out and could easily lose it if someone asks for one more thing (unfortunately, it’s often a loved one, right?). When this “indicator light” goes off and you hear yourself saying, “I can’t handle one more thing” – that is the perfect time to leave it all behind and go take a break. These can be helpful steps to do just that.

Seeing Red?

That’s your stop sign.

Literally, stop your body and your brain.

Then Go. Go somewhere that you can get quiet. Once there, sit down and put your feet flat on the ground.

Breathe.

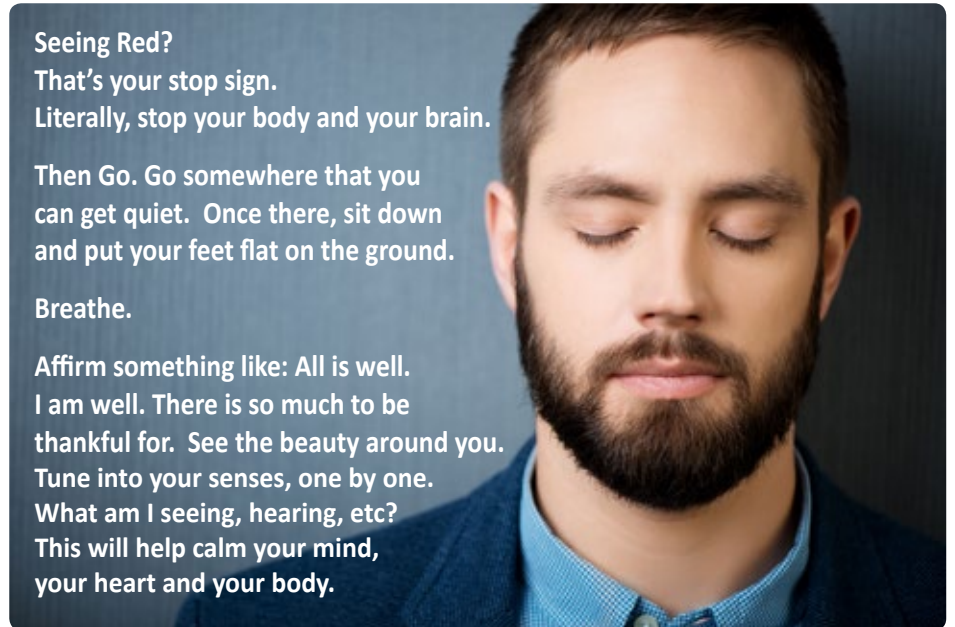
Affirm something like: All is well.

I am well. There is so much to be thankful for. See the beauty around you.

Tune into your senses, one by one.

What am I seeing, hearing, etc?

This will help calm your mind, your heart and your body.



Following these steps will help you feel better, be more able to handle everything, and be a more pleasant person towards others when you are feeling most stressed out.



Leila McCauley is a Licensed Marriage and Family Therapist with a focus on Spiritual Psychology at Live Well Clinic in La Quinta. For more information regarding best practices for self-care, go to LiveWellClinic.org or call (760)771-5970.

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78900 Avenue 47, Ste 102
La Quinta, CA 92253
760.771.5970
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Bermuda Dunes, CA 92203
Desert Christian Academy Auditorium

church212.com    760-773-3212

Encouraging a Cancer Patient

By: Shana Howard, Church 212^o

We have all seen the statement “cancer sucks” on social media, and we all hope our loved ones won’t be diagnosed because cancer does suck.

I know all too well – I write this today as a colon cancer survivor. Two years ago, I had surgery and did chemo for 6 months. It was hard. At times, grueling. So my heart goes out to those who are fighting to survive, and to the family and friends that want to help but feel uncertain on what to do.

Let me share a few practical things from a survivor’s viewpoint. Here’s what you can do to help someone who has been newly-diagnosed or is going through treatment:

- **Send encouraging cards, texts and emails.** You don’t need to have profound words. Simple statements like “I’m praying for you” or “You’re on my mind” really help. Sometimes we are too sick to reply with many words or even reply at all, but trust me, we treasure your sentiments.
- **Send songs.** Music soothes and lifts our spirits. You can send caring songs but we also love fun dance songs because they make us smile. We need to smile.
- **Make us laugh.** You can do this with funny quotes, silly jokes or crazy pictures. I had a friend that would text me a stupid one-minute video of himself with crazy hats and pointless words. It always made me laugh no matter how sick or weak I was. Laughter is good medicine.

Here are a few things to avoid or to do differently:

- **Avoid sharing who died of cancer.** We already know people die of cancer, it looms in our minds. What we need are hope stories, so be sure to tell us of people who made it past a diagnosis.
- **Avoid explaining alternative methods that can cure cancer.** It overwhelms us. We are already trying to figure out what’s the best way to treat our cancer.
- **During tough moments, don’t cheer the patient on until you first express you can see what they are going through is hard.** We need validation. Be tender to us.

Every person is different, and there is no perfect way to help, but I’m sure bit by bit you will figure out what makes the person you care about feel cared for.

Shana Howard is one of the Assistant Pastors at Church 212^o in Bermuda Dunes. To reach Shana directly, email shana@church212.com. For more encouragement, visit Church 212^o on Sundays, check out their website Church212.com or call (760) 773-3212.



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Swinging Your Way to Good Health

By: Michael Butler, Kinetix Health & Performance Center

Most people don't look at golfers as athletes, but when you breakdown the swing, the forces generated in hitting a golf ball are quite powerful! An average golfer will swing a driver at around 80mph, while a professional can reach 120-130 mph.



All too often we see breakdowns in the swing because most of us do not have the range of motion to rotate our hips, shoulders and trunk, so we end up overusing our arms by coming over the top, swaying and sliding. One of the biggest complaints I hear in golfers over 50 is that all of a sudden they are

losing distance, yet they feel that their swing hasn't changed. Reduced power can be the result of a lot of swing faults, but can be helped with the right approach. Other contributors to reduced power are poor posture, bad alignment at address and tight restricted muscles.

Alignment issues are very common in golf and can predispose the golfer to physical problems down the road. Some issues that are common are not bending forward from the hips but from the back, and rounding shoulders with the tail tucked underneath.

Tight restricted muscles due to age, poor posture, and not exercising, or conditioning muscles correctly, can all lead to restricted movement in the muscles and joints.

Getting a thorough golf physical assessment and then being put on a weekly exercise program would address all these issues and reduce the likelihood of injury. What happens to those golfers who have had back surgery? These clients need special attention to performing corrective exercises and stretches.

Because a golfer should train like an athlete, he or she will be put through periodized workout plans throughout the year. A general rule of thumb is to strengthen what is weak and stretch those muscle groups that are tight in order to achieve balance. Then one must take into consideration the unbalanced surfaces that a golfer must face when playing, so giving him or her stability/balance related exercise is crucial.



Michael Butler is co-owner and director of sports performance at Kinetix Health & Performance Center. He has been awarded the prestigious "Pillar of the Community" Award by the City of La Quinta, and holds many nationally-recognized certifications in the health and wellness fields. Michael can be reached at (760) 200-1719 or visit them at KinetixCenter.com.

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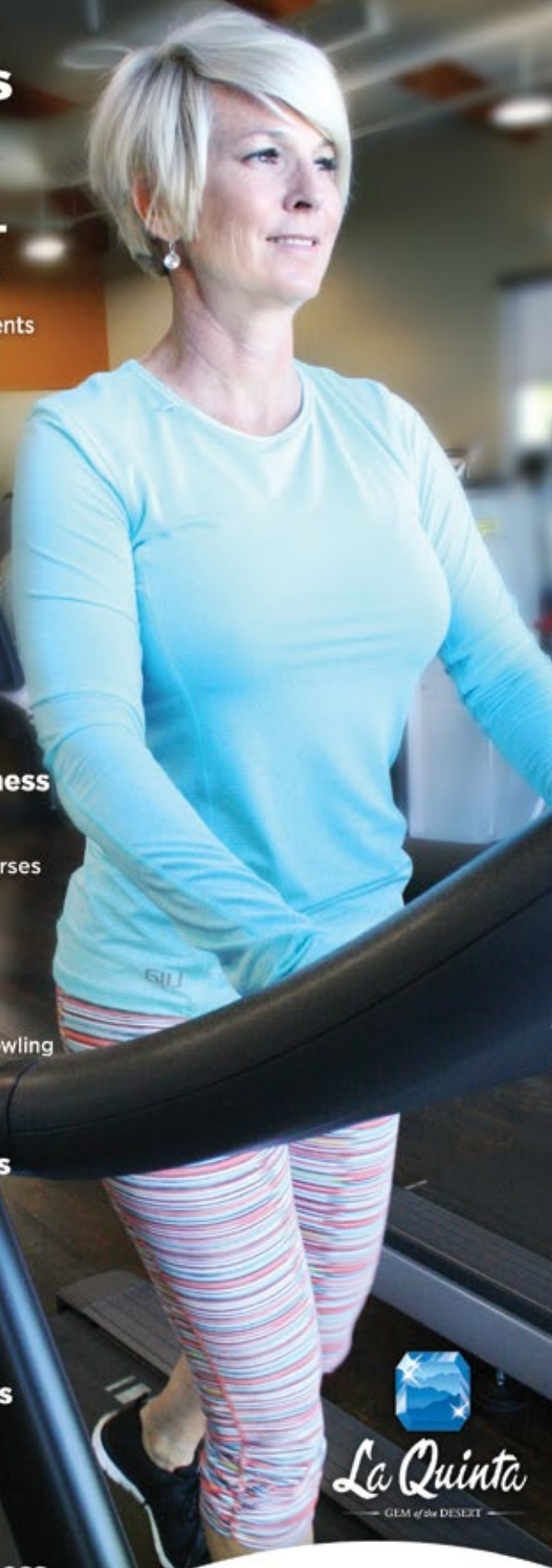
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Simple Mistakes to Know Before Juicing

*Kerry Anderson,
SIP Coffee House & Juice Bar*

More and more people are learning the benefits of juicing as a way to manage weight and ensure getting enough of the right nutrients to keep the body running like a well-oiled machine.

But a lot of us have not been properly educated in the best ways to approach juicing. If you're doing it incorrectly, you may not be only be missing out on the full health benefits – you may also end up suffering from stomach discomfort.

Avoid these common juicing mistakes:

- 1. Drinking green juice after eating other foods.** Green juice should always be consumed on an empty stomach, otherwise you may end up with heartburn. Empty stomach allows the nutrients to be fully absorbed into the bloodstream through the stomach lining.
- 2. Waiting too long before drinking green juice.** When you make your green juice concoction, you should drink it immediately. The beneficial enzymes contained in green juice begin to degrade as soon as they are exposed to the air. If you're using a standard juicer, be sure to drink the juice within 15 minutes of preparation.



3. Making green juice with too many fruits & sweet vegetables. There's nothing wrong with adding some fruit or sweet vegetables such as apples and carrots to your green juice, but too much natural sugar can boost the insulin to unhealthy levels and may also cause weight gain.

4. Replacing meals with green juice. Unless you're on a juice fast, green juice should be treated as a supplement to your diet, not a replacement for meals.

5. Not cleaning your juicer. If you leave your juicer dirty, it will be a lot harder to clean later. If you're in a hurry, soak the parts in water to make cleanup easier.

6. Using specific greens too often. Be sure to rotate your greens such as kale, spinach, arugula and turnip greens to keep from unhealthy levels of oxalic acid which can affect your thyroid gland.

Kerry Anderson is the owner of SIP Coffee House & Juice Bar, located at 44100 Jefferson Street in Indio. For more information, call (760) 200-9474.

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What the Annual Enrollment Period Means For You

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

The Health Insurance Annual Enrollment Period (AEP) begins this month. When you can enroll and what you can change depends on what type of plan you have.

For Covered CA plans, you don't have to do anything to renew your plan, but of course it is a smart idea to review it and ensure that it still covers your needs at the best price. If you are receiving an Advanced Premium Tax Credit (APTC), then you will need to update your household and income information. This may seem difficult at first, but it's necessary to avoid any overpayments or penalties. Enrollment period for individual and family plans begins November 1.

Meanwhile, seniors can review their Medicare Advantage plans and prescription drug plans during the AEP, beginning October 15. If you are currently on an Advantage plan, it is worth your time to compare the benefits to other plans available. Don't assume your current plan will stay the same either. Read the annual notice they send you. The plan must alert you to any changes at this time, giving you time to compare and change enrollment if necessary.

If you are a Medicare beneficiary enrolled in a Medicare supplement, you cannot change your supplement using the AEP. Medicare supplements should be reviewed annually on your birthday, and you can then change plans using the California birthday rule. But you probably have a separate prescription drug plan and that plan does need to be reviewed. The formularies and copays for these plans are likely to change every year. You can easily check your prescription drug plan anytime after October 1, using the tool at **Medicare.gov**. Most health



insurance agents can do this for you as well.

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Insurance, your employer and the benefits administrator have a renewal date to meet, usually January 1, but they often want to renew early. Before they meet with employees, they will meet with the insurance agent and find plans that fit their needs and budget – usually they offer both an HMO and a PPO for all employees to choose from. If your employer offers a group plan, you do not have to take it. You can compare it to Individual plans available directly to you, but you will not qualify for a tax credit or premium subsidy if you decline group coverage.

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.

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Simple Guide to Buying a Sparkly Diamond

Submitted by: *The Gardens on El Paseo*



Day in and day out, we hear people exclaiming they are confused and stressed about purchasing a diamond. It doesn't have to be that way! With a few simple steps, you can be on your way to making an informed purchase.

Find a trustworthy, reputable jeweler who can educate you regarding diamond qualities and whom you can build a long-lasting relationship with.

Take the time to educate yourself. Sit down with a Graduate Gemologist to discuss your personal goals and budget. A good jeweler will want customers to leave understanding the unique characteristics of their diamond and be happy with the value

they purchased for their hard-earned money. Sitting down with your reputable jeweler is critical to helping you understand what makes each diamond different from one another and to answer all your questions.

Have some fun! After exploring different combinations of color, clarity, cut and carat weight, the most important aspect of all is you have to look down at the diamond and say "Is it beautiful? Is it sparkly?" A year from now, you will probably not remember the color and clarity.

The 4 Cs:

Diamond Color — The overall absence of color in the diamond. The higher the grading, the whiter the diamond is.

Diamond Clarity — The amount of inclusions within the diamond. The lower the grading, the easier you are able to see the inclusions under magnification.

Diamond Cut — Possibly the most important but most often forgotten property of a diamond. This refers to the proportions and how well the diamond's facets refract the light.

Diamond Carat Weight — The actual weight in carats of the diamond. It is important to understand that a poorly cut diamond may look smaller or larger than a well-cut diamond, but have the same weight.

The Gardens on El Paseo is the premier shopping and dining destination in the Coachella Valley, featuring over 50 stores and restaurants including Gail Jewelers. Learn more at TheGardensOnElPaseo.com.



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Don't Let Scalping Ambush Your Indoor Air

Submitted by: *The General Air Conditioning*

Indoor air quality isn't something we often consider. However, statistics show poor indoor air quality (IAQ) ranks as one of the top 10 issues affecting general health.

Just as regular health check-ups are important to keep our bodies in the best shape and hopefully avoid serious illnesses, annual comfort system tune-ups keep our heating and cooling equipment running at their best. Assessing the quality of the indoor air we breathe is equally crucial to overall health and comfort.



Photo credit: Kathy Schowe, Schowe Properties.

The dry, dusty air in the Coachella Valley can be particularly bothersome, especially during the fall season when scalping lawns and golf courses is occurring – emitting even more dust and pollen into the air. Those particles will eventually make their way indoors into heating and cooling equipment.

Homeowners aren't the only ones who should be concerned about the quality of indoor air. Having the purest, healthiest air possible is also important for business owners. Employees who consistently breathe clean air are healthier and have less sick days, which can have a huge positive impact on total customer satisfaction. Providing an inviting indoor air environment also impacts a customer's comprehensive experience with your business.

There are many factors that may affect IAQ, including:

- Tobacco smoke
- Emissions from gas fireplaces
- Outdoor environmental causes like pesticides
- Improper ventilation of comfort systems
- Volatile Organic Compounds (VOCs): gases emitted from carpets, furniture, newspapers, cosmetics, aerosols (hairspray, for example), dirty duct systems, and even cooking

A trustworthy heating and cooling contractor can have you breathing and smelling fresher, healthier air in no time by:

- Assessing your indoor environment
- Providing affordable options to meet your particular needs
- Developing a plan of action based on your desired outcome
- Cleaning ducts and systems for purer air and improved system operation
- Ensuring the intake and exhaust ventilation is system appropriate
- Ensuring temperature and humidity are at levels for highest efficiency

With so much of our time spent either working or playing indoors, why not make certain your employees and loved ones are breathing the purest air possible. Comfort levels are highest and productivity greatest when indoor environments are at optimum levels.

For more information, contact *The General Air Conditioning* at 31-170 Reserve Drive in Thousand Palms, or call (760) 343-7488.

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Who's the Fairest of Them All?

By: Pat Wood,
Encore Consign + Design

There is a saying that as individuals, we are three people: Who we think we are, who others think we are and who we really are. It's all about how we and others see us. Many times "who we think we are" is affected by how we see ourselves. And, mirrors play a big part in assessing reflections.



Tall mirrors, short mirrors, round mirrors, square mirrors – they all reflect images differently. In fact, a mirror can also be considered an image. Not only does it reflect an image back to us, but it creates an image on the wall and affects the look of our home.

While plain, full-length mirrors are still being hung behind doors for dressing purposes, decorative mirrors play a big role in the look and feel of a room or home. The best way to open up a really small space is with a mirror. The larger the mirror, the larger the look.

Mirrors come in all shapes and sizes. In fact, mirrors have become popular finishes on furniture.

Full length stand-up mirrors for use at the end of a hallway or at the entry can make a dramatic statement.

Armoires with mirrors imbedded on the back panel can accentuate glassware, sculpture or special pieces. Mirrored furniture like dressers and cabinets can change an entire room. Small mirrors with unique and clever frames have become a popular way to make a wall grouping.

When you think about it, mirrors are neutral. They can be dressed up or down with a frame, giving it any variety of characteristics from casual to formal. Mirrors can be located inside or outdoors. They can introduce a silent or bold tone. Yet, no matter how decorative, they somehow always seem to be in the background.

The great thing about a mirror is

that whether individual or group or sleek or rough-hewn wood, mirrors can take the "pressure" off finding a piece of art on a wall. When placed flat underneath a vase or candle, they can literally light up the house.



Pat and Jack Wood are the owners of Encore Consign + Design Studio in

La Quinta. Encore has several showrooms of exquisite furnishings, accessories and artwork with new pieces arriving daily. They can be reached at (760) 564-7200 or Info@EncoreLQ.com.

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Should You Reupholster or Replace Your Furniture?

By: *Ev Levin Gerisch, elg design*

Choosing to reupholster or replace furniture depends on

several issues. Answering the questions below can be helpful and will steer you in the right direction:

- **Do you love your current seating?** Is there something about the design that speaks to you? Is it a period piece with carved wood or shapely lines?
- **Did you make an ‘investment’ in your current seating?** In other words, is the quality of the core and construction of the furniture worth the cost of reupholstering? Costs include the fabric (textile or leather) at \$30-300+/yard depending on your taste and the depth of your wallet. Consider new seat and back cushions, any design elements like nail heads, cord or other trim, multiple fabrics, upscale legs, and pillows. Designers can purchase many fabric lines at wholesale, earn a design fee and still save you money on the cost of both fabric and labor. Using a reliable upholsterer is also key.
- **Do the dimensions work in the space where the furniture currently is or where you intend to move it?** It isn’t worth investing in reupholstering a piece that no longer fits the intended space.
- **Is your seating compatible with your current taste or desired design direction?** If you keep your existing lighting, rugs, and accessories, will moving in a new design direction work? Example: A midcentury modern sofa would be out of place with bulkier, traditional case goods (buffets, tables, etc.).
- **What level of quality and uniqueness do you expect?** If your current furniture was well-crafted, replacing it with comparable construction could be costlier than reupholstering. On the other hand, a growing number of people, and in particular Gen Xers and Yers, tend to place less emphasis on “lasting forever” as compared with those growing up in the 30’s-50’s – preferring to ‘change it up’ every few years.

There are countless choices in the ready-made, quasi-custom furniture world, and options to fit every budget. Many manufacturers today offer a choice of fabrics, albeit nothing compared with the customer’s own material – where reupholstering can create a truly one-of-a-kind piece.

Consider engaging an interior designer with expertise and vision to guide you through the process in either purchasing or reupholstering. It is a worthwhile investment.



Award-winning elg design/owner, Ev Levin Gerisch, IDS, is based in La Quinta and provides interior decorating and design services to the Greater Coachella Valley. elg design has created unique reupholstered pieces for clients who chose upholstery over purchasing new. Contact her at (760) 777-1907, (310) 383-6006 via email at elg.elgdesign@gmail.com or go to Houzz.com/pro/elgdesign.

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Fall Cleaning: Don't Forget Your Plumbing

By: *Christy Houston, Chris Hegarty Plumbing & Pools*

It's that time of year again! After those hot summer months – whether you're here part time or full time – now is the time to get your house and business in order. Sure, dusting and washing everything is a must, but we encourage you to also remember your plumbing.

Your plumbing needs TLC as much as the rest of your home to prevent emergency calls. Making this type of annual maintenance a habit will help your plumbing fixtures and system to perform better and last longer. The heat and hard water are very rough on our plumbing systems.

Here is a checklist to help you give your plumbing a thorough fall cleaning this year:

- ✓ Have your plumber inspect your pipes for leaks, damage or anything unusual.
- ✓ Install backwater valves on all floor drains to prevent sewer backups.

- ✓ Check hose bibbs for leaks and damage. If spout is repaired and dripping continues, you may have a cracked pipe which needs repairing.
- ✓ Replace plastic nutted supply line on toilets with a steel one, preventing a flood.
- ✓ Snake slow floor drains to remove clogs, and pour a gallon of water into infrequently used floor drains. This fills the trap and will prevent odors and sewer gases from coming in the house.
- ✓ Do an all-around maintenance check on your water heater. This would be a great time to have it flushed.
- ✓ Use a bacterial drain cleaner to clear debris and build-up from all the drains in your home. If you have a "frequent clogger," call your plumber to snake and repair.
- ✓ Clean the traps beneath your kitchen, bathroom, and laundry sinks.
- ✓ Put mesh strainers over all of your drains to help prevent hair and other clogging debris from going down the drain.

- ✓ Clean mineral build-up from your shower heads and faucets. Clean out and replace faucet aerators if needed.
- ✓ Check the water supply lines to your washing machine, faucets, toilets, and other water-using appliances or fixtures. If you see bulges, tears, or leaks, replace the lines.
- ✓ Give your garbage disposal a thorough cleaning. Call a plumber for repairs.
- ✓ Do a thorough leak check in and around your home, remembering to check water meter reading for correct water usage.

Remember, to avoid home insurance claim rejection and to keep within city codes, some of these must be completed by a licensed plumber per California Law.

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

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10 Hiking Essentials

*By: Ada Nuckels,
Friends of the Desert Mountains*

As temperatures start to drop in the Coachella Valley, many residents and visitors are venturing outdoors for hikes and other adventures on our local trails. Whether you are heading out for a short walk for a few hours or all day, it is a good habit to always carry these 10 hiking essentials with you.

Hydration — The most important essential, especially in the desert, is water. Always carry more than you think you will need.

Nutrition — Whether homemade 'gorp' or high tech energy gels, extra food is another trail essential. Look for snacks that are high in protein instead of sugary candies.

Sun Protection — Hats, sunglasses and sunscreen (SPF of 15 or higher) provide important protection from the harsh desert sun.

Navigation — Even with ubiquitous GPS-assisted smartphones, a physical map and compass are essential when batteries fail and signals are lost. Take the time to learn a few of the natural landmarks in the area to orient yourself before setting off.

Illumination — A flashlight or headlamp is another essential in case you return home after dark. Always carry extra batteries.

Ignition — Waterproof matches or a small lighter can be used in emergencies to signal for help. Use caution: a signal fire can save you, but a forest fire will make the situation worse.

Insulation — Even if you start your hike on a warm day, desert nights can easily drop below freezing. Bring extra clothing or an emergency blanket.

Multi-tool — A Swiss Army- or Leatherman-style multi-tool can be a lifesaver. Look for tools with a sharp knife, scissors and tweezers.

First-aid Kit — Bring a small first-aid kit with bandages and other basics. Remember to replace items in your kit as they are used or expire.

Comb and Mirror — You can use a comb to style your hair on the trail, but we recommend bringing it along to treat the number one source of injury on desert trails: cactus spines. Use a comb to pull out cactus stems stuck to your shoes or legs without using your fingers. Use a mirror to signal for help in the daytime by reflecting sunlight.

By being prepared for the unexpected, you can embark on your desert adventures with extra confidence and safety.

Ada Nuckels is the volunteer Hike Program Leader at Friends of the Desert Mountains, located at 51500 Highway 74 in Palm Desert. For more information, go to DesertMountains.org or call (760) 568-9918.

Produced by  **The Desert Sun**  **BRC**
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