

The Gem

The Voice of Business

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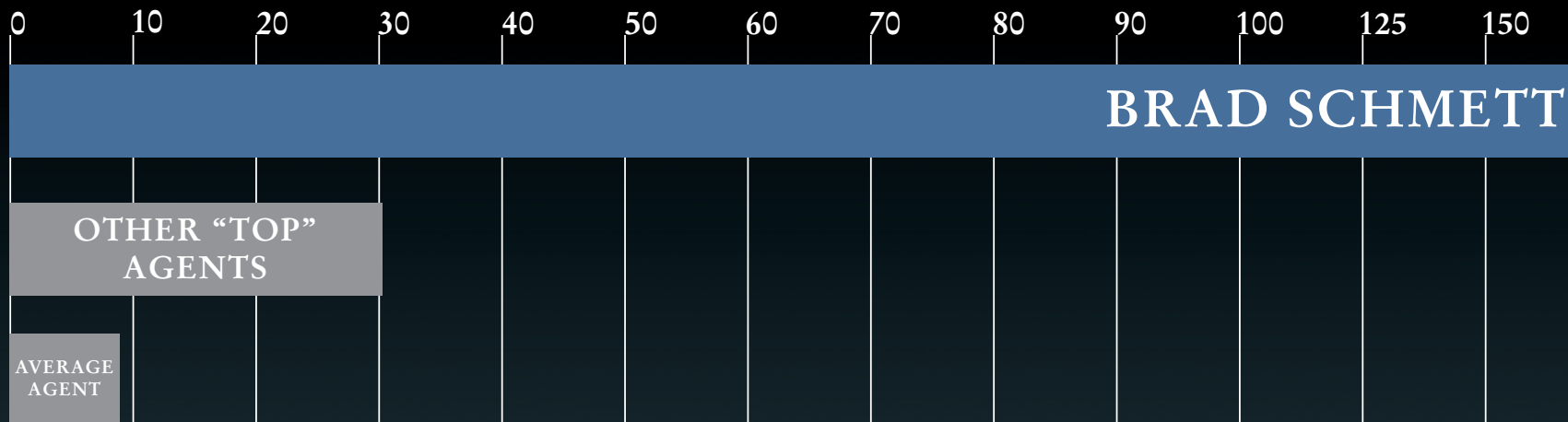
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On the cover: The 11th Annual Hot Rod & Car Show returns to La Quinta on February 4 from 11 a.m. to 3 p.m. Don't miss this free family-friendly event held at La Quinta Community Park.



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CHAMBER CHAIRMAN'S MESSAGE

Enjoy the Blooming Desert This Month With Upcoming Holidays & Events

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



The desert is in full bloom, and just like that – it's February. Flowers and shrubbery are full and colorful. Snowbirds and visitors are here. Restaurants and streets are busy again.



February is a very interesting month historically. Originally, the Romans developed a 10-month calendar that began with the spring equinox in March and ended in December. Because winter had little to do with their harvest in the northern hemisphere, the Romans essentially considered the winter a period of time with no distinctive months. Around 713 BC, the months of January and February were created when the calendar was synchronized to the lunar year.

Love is in the air during the month of February, with presents, hearts and flowers abound – making Valentine's Day a 151 million dollar industry. The 14th is often marked with mass weddings, surprise engagements and it is the third most popular holiday in which to dine out at a local restaurant with your significant other. Enjoy a nice prix fixe meal at one of our many great local restaurants, cook at home, or make it a night to remember by volunteering at a local food bank, church, or other service organization.

February is an event-filled month here in La Quinta, with many fun and interesting things to do. Of course, we start the month on February 2 with Punxsutawney Phil on Groundhog Day, celebrate two presidents' birthdays – all while it's Black History Month. Additionally some local events this month that you won't want to miss include **La Quinta's 11th Annual Custom Car Show**, **La Quinta Rotary's 5th Annual Strut Your Mutt**, and many more. Come out, say hello and enjoy the beautiful blooming desert this month.

Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage. Jeff can be reached at (760) 984-4145.

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The Benefits of Art in the Corporate World

By: Michelle M. Osterberg, Studio Osterberg Art Gallery

Art. It communicates volumes without saying a word. Corporations and business owners are now beginning to understand the benefits of having original art in their workspace.



Creating a work environment that provides culture and encourages creativity will reduce stress in the work environment, enhance employee morale and increase productivity. Art creates a positive atmosphere in

the workplace, and shows that you value your employees as people and desire to provide a quality work space and experience for them.

Art promotes your organization's identity and brand. Corporations see the value in commissioning a piece of original artwork that specifically reflects their organization's identity, reflects its culture, brand and focus on the product and service it provides.

As a social link, both within the office and globally, in today's fast-paced, art provides a highly-stimulating environment. Art still makes one stop, look, think and engage. From a website to Facebook to Instagram, Twitter and beyond, art continues to be a solid foundation of communication both emotionally and intellectually.

Art fosters good relationships. Instead of the requisite company picnic or office party, corporations see the value in sponsoring art classes and open studios for its employees. The value of linking an art program with its business fosters good employee relations as well as attracting new employees and new business.

You only have one chance to make a first impression. Art provides a positive lasting impact, and sets the tone of your space for clients, guests and employees. Art represents your corporation's attention to detail, dynamic approach to business, and pride in the presentation of your organization. Art in the corporate world: It's just smart business.

Michelle M. Osterberg can be reached at Studio Osterberg Art Gallery, 78065 Main Street, Suite 105 in Old Town La Quinta (between Main Street and La Fonda). Gallery hours are 10:30 a.m. to 5:30 p.m. with resident artist James C. Osterberg Jr. creating art on site. Call (760) 698-8402 or go to StudioOsterberg.com or [Facebook.com/StudioOsterberg](https://www.facebook.com/StudioOsterberg).

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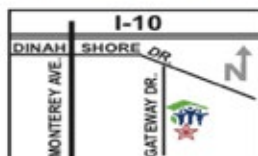
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8 Tips to Help You Prepare Your High School Junior for College Admissions

*By: Elizabeth Venturini,
College Career Strategist*

Now that moms and dads are done helping their high school seniors meet college apps deadlines, it's time to turn the attention to their high school juniors. To keep both you and your teen from waiting until the last minute to start the college admissions process, here are 8 tips:

Help your Junior Find out What Makes Them "Tick" — Before students start looking at colleges, have them complete an interests assessment to learn about their interests, likes, dislikes, values, work and learning style. Provide your student with an assessment now to help them narrow down their choice of college majors.

Find Out What Your Teen will Learn and Earn — Help your student research their chosen major for employment projections and starting salary before they start selecting college majors.

Investigate Colleges for "Best Fit" — Go beyond the brand name of a college and study whether it will be a good academic, social and financial fit. Have a solid list of schools before the spring so both of you can visit in person.

Plan Your College Tour — Start visiting schools during your teen's junior year of high school. Take a virtual tour of the campus. Check tour schedules and dates, dorm sleep-over possibilities, and availability of admissions officers to ask questions about the school.

Plan for the ACT, SAT and SAT Subject Tests — Make sure your teen is reviewing test questions every day. If they are struggling, get help from a reputable testing company that knows

how to break down test questions so your teen knows what is being asked of them.

Prepare for a Summer Job or Internship — Explore companies with your teen that have summer job or internships programs. Help your teen create a resume, cover letter and LinkedIn profile so they can start applying before they break for the summer.

Search for Outside Private Scholarships — Look for organizations that offer scholarships to sophomores and juniors. Start seeking now with your teen to find out application requirements and submission deadlines.

Crunch the Numbers — Know ahead of time just how much financial help you can give before the two of you start selecting schools that are out of your financial range. If financial aid is going to be a problem, talk to your college-bound teen as soon as possible about what you can expect to pay.

By starting the college admissions process early, you will have a better understanding of the college landscape and be in a better position to make informed decisions for you and your teen before the end of their junior year.



College Career Strategist Elizabeth Venturini provides personal college admissions help to parents in the desert cities who want the best college and career choices for their teens. Contact Elizabeth at Elizabeth@CollegeCareerResults.com or go to CollegeCareerResults.com to get your free copy of "54 Tips to Set the Stage so Your Teen Launches Fabulously from College."

American Made Costs Too Much

By: Corry Hunter, Osborne Rincon CPAs

The United States corporate tax rate is tied for second highest in the world, along with several others at 35%. Canada, our neighbor to the north, has a 26% corporate tax rate.

This is why a corporate board of directors would decide to shift profits to subsidiaries offshore to countries with brackets as low as Ireland's 12.5%. Keeping an extra 22.5% by having your income taxable only in Ireland can do wonders for your share price (see Apple or Google's stock chart).

However, there is a downfall to all of this. A person's motive behind investing in a company is to make money. You could sell the stock, but you would miss out on any future growth. The only other option is to wait for the company to issue a dividend. But, if the profit is in Ireland, they cannot pay their shareholders a dividend. The shareholders live in the U.S., where the company lacks the profit to pay a dividend (hence no tax).



This is where President Trump's plan with a 0% tax on repatriation comes in. It has been suggested before, but has always failed to pass. Repatriation allows cash to come back to the parent company so they can invest in the U.S. or pay a dividend to the shareholders.

Ask any economics professor and they will tell you the large influx of cash is great for our economy. On the fairness of a 0% repatriation tax, however, some disagree.

We need to fix the root of the problem, the corporate tax rate. We need to be competitive. How many multinationals will jump through hoops to save money if our tax rate is 15% compared to Ireland's 12.5%? The majority will realize that having cash here in the U.S. means you can build and grow in the U.S. If a corporation has motivation to keep their cash here, we will keep our jobs here, and there will be profit for all.

When you consider corporate tax rates and the related revenue they generate for the U.S., remember, 15% tax on \$1M in U.S. profit is \$150k in tax revenue. That is more than 35% tax of \$100k in U.S. profit (\$35k tax) if Ireland's profit is \$900k (\$112,500 tax revenue for Ireland).



Corry Hunter, CPA, joined Osborne Rincon CPAs in January 2011. After graduating from La Quinta High School, Corry served in the U.S. Army for four years before attending College of Desert and eventually graduating from USC. For more information, contact Osborne Rincon CPAs

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Do You Know the Rights and Responsibilities of Your HOA Board Members?

By: Cal Lockett, Community Associations Institute – Coachella Valley Chapter

Creating and sustaining a sense of community among residents and leaders is best achieved when homeowners and association leaders recognize their rights and responsibilities. Here are some excerpts from CAI's "Rights and Responsibilities for Better Communities" as related to board members.

HOA Board Members

Community leaders have the right to:

1. Expect owners to meet their financial obligations to the community.
2. Expect residents to know and comply with the rules and regulations.
3. Respectful and honest treatment from residents.
4. Conduct meetings in a positive and constructive atmosphere.
5. Receive support and constructive input from owners.
6. Personal privacy at home and during leisure time in the community.
7. Take advantage of educational opportunities related to their responsibilities.

Community leaders have the responsibility to:

1. Fulfill their fiduciary duties to the community.
2. Exercise sound business judgment and follow established management practices.
3. Balance the needs of the community with those of individual homeowners.
4. Understand the association's governing documents and applicable federal, state and local laws.
5. Establish committees or other methods to obtain input from owners.
6. Conduct open, fair and well-publicized elections.
7. Welcome and educate new members of the community.
8. Encourage input from residents on issues affecting them and the community.
9. Encourage events that foster neighborliness and a sense of community.
10. Conduct business in a transparent manner.
11. Allow homeowners access to appropriate community records.
12. Collect all monies due from owners.
13. Devise reasonable arrangements to help homeowners to meet their financial obligations.
14. Initiate foreclosure proceedings only as a last resort.
15. Make covenants, conditions and restrictions as understandable as possible.
16. Provide complete disclosure of personal conflicts-of-interest related to the actions of community leaders.



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CAI is the primary source of education for association board members and community managers. Join them for free lunch programs and invite your HOA boards and community managers. Call the CAI-CV office at (760) 341-0559. More information about CAI can be found at CAIONLINE.org or CAI-CV.org. Cal Lockett is executive director of CAI-CV, and can be reached at clockett@cai-cv.org.

Mind Your “P’s” and Maximize ROI

By: Richard Fernandez, KDFX FOX 11

On the television show *The Profit*, host Marcus Lemonis always mentions his guiding principle of *People, Process and Product*. He fastidiously applies it, and guides businesses to success.

Lemonis’s guiding principle goes hand-in-hand with the original “Four P’s of Marketing” – *Product, Price, Place and Promotion*. All are essential to business success, yet promotion is sometimes left out of the formula.

A small business owner invests countless hours finding the right product or service, determining the correct price point, and securing the right physical or virtual space for the enterprise. It is just as important to let your customers know

PROMOTING YOUR BUSINESS

who you are, what you offer, where to find you, and why they should favor your business over a rival’s.

Promotion drives customers to your doors, increases sales, creates brand recognition, differentiates you from competitors, and may allow you

to raise prices and choose more profitable transactions. When times are good, you need to get a fair share of the market. When times are not so good, and the economy is contracting, you can survive, and even thrive, by leaving less market dollars available to your competitors. There is no best or worse time to promote your business. This “P” should be consistent and ongoing. Any dollar spent at a competitor, is a dollar not invested in your business’s future.

A new customer can patronize your business for years. Their friends and family are potential new regulars. Whether it’s cars or hamburgers, these purchases may amount to thousands of dollars over time. A recent study pinned Starbucks’ lifetime value of a customer at over \$14,000 each. Yes, some say Starbucks is expensive, but it’s still just coffee.

MAXIMIZING YOUR ROI

Make sure promoting your business is a high priority. Once they enter your doors, ensure their continued patronage with your customer service, product offerings, quality, payment options, ambiance and experience. Promote your business to current customers, reminding them of their positive experiences; and to future customers, for their critical lifetime value.

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.” – Stuart Henderson Britt



Richard Fernandez, MBA, is a broadcast television account executive with KDFX TV FOX 11 and KCWQ TV CW 5. He can be reached at (760) 423-4547 or send him an email at Richard.Fernandez@kdfx.com.

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Tips for Fulfilling Your Dream of Collecting Cars

By: Randy Foulds, Greater Coachella Valley Chamber Car Show Committee

Living in the Coachella Valley, we see plenty of high-end cars on the road. It's not uncommon to see Bentleys, Ferraris or Aston Martins being driven to the grocery store. Many people dream of collecting special interest cars, but think they need to be wealthy to enjoy this car hobby. That's not true. You can find collectible cars for less than the price of a new Honda. Here are some tips to get you started.

What makes a car collectible isn't all about how expensive it is. How few were produced, how many have survived, how well built and how much fun they are to drive are more important than being priced higher than an average house.

For example, older Porsches such as the 356 and the 911 have always been collectible. Many types are now worth over \$250,000. However, the 914 and the 944, previously passed over by enthusiasts, are now selling for three times what they did only 7 years ago, but still can be found for under \$10,000. Alfa Romeo Spydors, of any year, are now highly desirable when just few years ago – some were considered scrapyard cars.



Generally speaking, any car over 25 years old can be considered vintage. But vintage isn't always collectible. If 100,000 or more of a model were built in a year, there are probably too many still around for it to be considered rare. Well kept, original cars are always worth more than modified. Original equipment, and factory paint are also important. A faded, worn-out factory paint job can be more desirable than a shiny new paint job in a non-original color.

Having factory decals and number plates in place is also important. Any documentation, repair receipts, owner history, etc., adds to the value too. California cars usually fare well when it comes to rust. But when cars are imported from other states, rust can be hiding in hard to find spots. Look closely. Bad rust repairs can kill any investment value in a car.

So what make and model should you start with? Easy. The one you like, or closest to it. Special interest cars that are still or recently produced have a curve in their values. The value of the car tends to drop for the first 25-20 years, then starts a gradual climb in price. Sometimes the curve is longer or shorter, but you can see the values bottom out at a point. Buy the lowest-priced year of that model, and in many cases, it will be worth more a few years later.



Continue to explore your interest in car-collecting at the La Quinta Hot Rod and Custom Car Show!

Randy Foulds is a volunteer with the Greater Coachella Valley Chamber of Commerce Car Show committee and has enjoyed collecting and restoring cars for more than 20 years.

LA QUINTA

City News

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CITY MANAGER'S MESSAGE



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

There has been a lot of positive buzz about the impending development slated for SilverRock Resort – which will bring in a luxury hotel and spa, conference center, lifestyle hotel, luxury and lifestyle branded residential, resort and

mixed-use villages, a permanent golf clubhouse and community park amenities.

So what's next? The process is complex when building such an expansive new site plan. The City of La Quinta is committed to doing each phase the right way, and this all takes time and methodical planning. Let's take a look at the initial steps that need to be engaged to get the project up-and-running.

There are considerations like entitlements; engineering, design and mapping to create parcels; and design, planning and approval from federal agencies for the infrastructure – just to name a few. Until all this occurs, the land does not transfer. Additionally, a construction budget has to be completed and the hotel chain will need to be announced.

SilverRock Development Company, LLC (SDC) requires two separate Site Development Permits for the two hotels, new golf course clubhouse, golf villas, and resort condominiums. The City Council approved these permits in December 2016 and January 2017.

There is another factor now in the mix that affects the timeline. The proposed project was reviewed under the requirements of the California Environmental Quality Act (CEQA) – this review identified the need for a temporary and permanent eight-foot fence or functional equivalent (barrier) to protect the Big Horn sheep.

Construction of the eight-foot chain link fence will begin near the existing fence at Tradition, adjacent to the maintenance building, and will end near the existing Coachella Valley Water District fence, adjacent to the Channel. The fence will be painted brown to blend with the hillside. This work must be completed before the golf hole realignment commences in May 2017.

We love hearing the enthusiasm in the community about the new amenities coming to SilverRock, and we understand everyone is anxious to see this project move along as quickly as possible. Rest assured that the City is doing everything possible to keep the timeline moving along while addressing the multifaceted considerations involved in creating a development of this magnitude.

This is an exciting time for the City of La Quinta as progress continues to bring new recreational and hospitality venues to life at SilverRock Resort.

La Quinta Hikes/Walks

February 11, 2017 @ 8 a.m.

Nature Hikes: Oasis Rock Art Site
Meet at City Hall's South Parking Lot
Difficulty: Easy 1.5 Miles Roundtrip

February 11, 2017 @ 7 p.m.

Full Moon Hike: Cove to Boo Hoff Trail
Meet at Top of The Cove parking lot
RSVP Required: 760.862.9984

February 18, 2017 @ 8 a.m.

Nature Hikes: Bear Creek Palm Oasis
Meet at Top of Cove
Difficulty: Strenuous 9 Miles Roundtrip

More Information Available at www.PlayInLaQuinta.com

La Quinta
GEM of the DESERT

SILVERROCK RESORT

WALK THE ROCK

SilverRock continues the popular Walk the Rock program in February. Golfers are able to walk and play golf starting at 3:30 p.m. La Quinta Residents with valid La Quinta Resident Cards will pay \$20 and juniors (under the age of 17) will pay \$10. Non La Quinta Residents will pay \$40. Please contact the golf shop for reservations or questions or call (760) 777-8884.

GRILL AT SILVERROCK

The SilverRock grill is open for breakfast and lunch daily with breakfast being served all day from 7 a.m. to 3 p.m. and lunch from 10:30 a.m. to 3 p.m. Try the delicious fresh Kobe Hamburger or the famous Fish Tacos that are always a favorite. In addition, Happy Hour is served daily from 3 p.m. to 6 p.m.

LA QUINTA RESIDENT CARDS

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

ON-LINE BOOKING & SILVERROCK APP

Did you know you can have the convenience of booking SilverRock tee times online? Just go to the SilverRock website (SilverRock.org) and click on either the "Book a Tee-Resident" icon or the "Book a Tee Time for Non-Residents" icon located on the



main page of the website. If you don't have a user name and password, you will need to register and provide the necessary information that will allow you to book tee times online. There is no fee to book online. There is also an FREE App available for iPhones & Droid Phones. This app allows you book tee times through your mobile device. The same user name and password can be used for both the App and the Booking Engine.

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

DON'T ABANDON YOUR BABY

February is Safely Surrender Awareness Month

**NO SHAME
NO BLAME
NO NAMES**

Riverside County Baby Safe Haven Confidential Information

1-800-472-5697

Under the SSB law, a parent or person with lawful custody can safely surrender a baby confidentially, and without fear of prosecution.





IT'S YOUR LIBRARY

Enjoy **FREE** programs for all ages!

Adults (18 years & older)

- **Read Harder Better Faster Stronger Challenge, Ongoing** - We want you to read more (and different!) books this year. Read a variety of books to earn free ones! We'll also have grand prize drawings at the end of the year. Sign up at the Adult Reference Desk. **Ends December 31.**
- **La Quinta Chapter Book Club Meeting on Wednesday, February 1 at 10:30 a.m.** - Join us as we discuss "The Other Einstein" by Marie Benedict at this meeting and pick up the book we'll discuss in March. Bring your library cards!
- **Third Age Club, Wednesday, February 15 at 11 a.m.** Join the Library's newest club for ages 55+! Brainstorm and create your own programming!
- **Stranger than Fiction (Nonfiction Club) on Thursday, February 16 at 6 p.m.** - Join us for lively discussions!
- **La Quinta Reads Book Club on Monday, February 27 at 11:30 a.m.** - sign up at the Adult Reference Desk!
- **Desert Regional Medical Center Lecture on Tuesday, February 28 at 4 p.m.** Join us for an informative lecture. Call (800) 491-4990 to reserve your spot and for more information.

Special Events

- **ReaderCON 2017 Pre-Registration**
This year's convention is on Saturday, March 25. **Pre-registration starts Sunday, February 19 at 12 p.m.** ReaderCON is sponsored by the Palm Springs Comic-Con and Friends of the La Quinta Library. It celebrates local authors and creators, and features vendors, panels, a cosplay, and special guests. A Riverside County Library System library card is required per person to pre-register. Special bags and incentives will be given

to those who pre-register. To get a free card, see the Library's Circulation Desk (A valid California State issued ID/Driver's License is required for the free card. You may be subject to a fee if you have an out-of-state ID/Driver's License). Call Sue Duran at (760) 771-0238 for more information or see the FAQs on the Eventbrite page. To pre-register go to <http://goo.gl/aztWae> or search for "ReaderCON 2017" at eventbrite.com. If you would like to volunteer for ReaderCON 2017, contact Natalie Perez at (760) 771-0395.

- **LEGO Movie on Saturday, February 11 at 3:30 p.m.** - In celebration of the new Lego Batman Movie, we will be showing the LEGO movie (2014). All ages welcome.
- **Local Voices Series: Carine Topal on Tuesday, February 21 at 2 p.m.** - Local, published author Carine Topal will discuss her latest work. There will be opportunity to meet with her and/or purchase her materials after the presentation. Arrive early for the best seats!
- **Eisenhower Medical Center Lecture: "Fanciful, Fun Family Snacks" on Thursday, February 23 at 4:30 p.m.** Bring the kids and enjoy a demonstration of healthy and fun snacks the whole family will enjoy! Felix Santiago will show you how being creative with food might be the secret to getting your kids to make healthy choices. Call (760) 423-4855 to reserve your spot or go online to emc.org/calendar.

Teens (ages 13-17)

- **Anime Zone, Saturday, February 4 at 4 p.m.**
- **Teen Think Workshop, Friday, February 10 at 4 p.m.**
- **Teen Book Club, Saturday, February 18 at 4 p.m.**
- **Teen Advisory Board Meeting, Friday, February 24 at 4 p.m.**

Tweens (ages 9-12)

- **TechKnowledge Class** – Contact Ms. Sarah for more information.
- **Tween Makerspace, Tuesday, February 7 at 4 p.m.** This month we will be painting bookends!

- **Tween Book Club on Tuesdays, February 14 & 28 at 4 p.m.** - This month's book is *Escape from Mr. Lemoncello's Library* by Chris Grabenstein. **The first 10 kids to register will get a FREE copy of the book!** Runs through May 2017.

Children

- **1,000 Books Before Kindergarten (Ages 1-4)**, registration is ongoing, see Ms. Sarah for more information.
- **Book Babies Storytime (ages 0-2) every Tuesday at 10 a.m. & 11 a.m.**
- **Preschool Storytime (ages 2-5) every Thursday at 10 a.m. & 11 a.m.**
- **"Bilingual Storytime with Ms. Minerva" on Wednesday, February 1 at 5:30 p.m. (All ages)**
- **Something on Saturday (Ages 2-12), Saturdays, February 4, 18, & 25 at 3:30 p.m.,** - enjoy a half hour of activities in the Children's Area!
- **Pajama Tales on Wednesday, February 8 at 5:30 p.m. (All ages)**
- **Family Game Night, Fridays, February 10 & 24 at 4:30 p.m.**
- **Family Fun Night on Wednesday, February 15 at 5:30p.m.** - Enjoy a fun interactive evening with Old Town Artisan & Miss Sarah. All ages are welcome!

Library Outreach Programs

- **Library Booth at The Certified Farmers' Market in Old Town La Quinta every 1st Sunday from 8 a.m.-11 a.m.,** (now to May 2017), visit the booth to discover our library programs & get a free book, as supplies last!
- **Farmer's Market Storytime on select Sundays at 10 a.m. on the lawn.** (Dates: February 5 and May 7.)

PLEASE NOTE: The Library will be CLOSED on Monday, February 13 & Monday, February 20. For more information call (760) 564-4767 or visit rivlib.info. Follow us online: Snapchat: [lqlibrary](https://www.snapchat.com/add/lqlibrary), Facebook: [/laquintapl](https://www.facebook.com/laquintapl), 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 welcomed! For more information, call (760) 777-7170 .

EXHIBITS

Tell Me a Story: Women in the Arts

This new exhibit “Tell Me a Story” features original art by female artists. Each piece will be accompanied by a personal story.

Tell Me a Story: Black Women Authors

Another new exhibit that is rich in storytelling featuring Black female authors.

Community Room

Mural by Andre Blanchet (part of La Quinta Art in Public Places Program) and Dorothea Lange photo gallery of Coachella Valley images.

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

FREE EVENTS

Pre-School Story Time with Miss Beth

Wednesday, February 1, 10 a.m.-10:30 a.m.

Fun time for pre-schoolers ages 3-5 with stories, songs and a simple craft.

First Thursday Concert with Francesca Amari

Thursday, February 2, 2017 5 p.m. – 6:00 p.m.

Cabaret singer Francesca Amari will entertain during this twilight concert. Courtyard, weather permitting.

La Quinta Museum Coloring Club for Adults

Friday, February 3 & Friday, February 17, 1 p.m. - 3 p.m.

We are coloring the first and third Fridays of the month. Coloring pages will be provided. Coloring books are available for purchase in the Museum Gift Shop.

An Evening with Chip Miller

Thursday, February 9, 7 p.m. - 8:30 p.m.

Enjoy a screening of a PBS Special. 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.

Brown Bag TED* Talk

Tuesday, February 14, 12 noon

Each month we explore a new and entertaining topic. Bring your lunch and enjoy a TED* Talk on the big screen and join the discussion. Water and cookies provided. * Technology, Entertainment, Design

Good Reads in the Gallery Book Club

Thursday, February 23, 5 p.m. - 6 p.m.

Pick up a copy of “Their Eyes Were Watching God” by Zora Neale Hurston at the Museum and then join our discussion group. Refreshments will be served. (There are a limited number of free copies available; however the title is also available for check out at the La Quinta Public Library.)

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

Saturday, February 25, 2017 11 a.m. - 12 noon

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

TRENDING TOPICS

Tuesday, February 28, 10 a.m.-11 a.m.

Desert resident/author Lydia Kremer will be speaking about her latest book “100 Things To Do In Palm Springs Before You Die”. Coffee and pastry will be served.



La Quinta

GEM of the DESERT



SPECIAL EVENTS

Family Hospice Care, Group meets on Fridays, 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.

February Luncheon – Thursday, February 9, 11:30 a.m.

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

Treat Yourself and Your Heart Right, Monday, February 13; 11 a.m. -12 a.m.

Dr. Rhonda Donahue presents the top 10 healthy heart foods. Let's find out if chocolate is really good for you. Reservations please.

Basic Banking Practices in Today's Electronic Age

Wednesday, February 15 & Wednesday, February 22; 10 a.m. - 11 a.m.

What are the benefits of using Online Banking and Online Bill Payments? Your presenter David Strickland has over 35 years' experience in the Banking Industry with Electronic Banking: Internet Banking, Internet Bill Pay, ATM's ACH, Debit and Credit Cards. Mr. Strickland will discuss the ease of use and answer your concerns about electronic banking. Reservations required.

Energy Clinic, Riverside County Community Action Partnership, Monday, February 20; 9 a.m. - 10:30am

Low Income Home Energy Assistance Program assists with utility bills. Participants must bring copies of required documents. No appointment necessary.

The Importance of Balance for Overall Health, Tuesday, February 21; 4:15 p.m. - 6 p.m.

One in 10 visits to the doctor includes the complaints of dizziness or imbalance. According to the CDC, more than one third of adults 65 and older fall each year in the United States and 20% to 30% of people who fall suffer moderate to severe injuries. Learn what you can do to maximize your balance and overall health. Presenter is Danielle Meglio, from Eisenhower Medical Center Occupational Therapy Department. Reservations required. FREE

AARP Tax Assistance, Tuesdays

Volunteers are offering free tax preparing services for simple tax form; all necessary documents are required at the time of registering for your appointment. Tax appointments are scheduled for Tuesdays and are for only taken on Mondays beginning January 23. First call, first serve.

March Luncheon – Thursday, March 16, 11:30 a.m.

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



SAVE THE DATE

Short Term Vacation Rental: Resident Workshop
La Quinta City Hall Courtyard
February 9, 2017
10 - 11:30 a.m.

Join us for an informational discussion about the importance of the Short Term Vacation Rental Program and the processes involved.



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 & 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.



COMMUNITY SERVICES CLASSES & PROGRAMS: FEBRUARY & MARCH

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. F

Cutting Edge Basketball 2 p.m. – 4:30 p.m. S

Please register at CuttingEdgeBasketball.com

Cutting Edge Basketball 3 p.m. – 5:30 p.m. Sun

Please call (760) 238-0223 Greg Minor

FRITZ BURNS PARK COURT #1

Tennis Beg. Adults 9 a.m. – 10 a.m. M/W

Tennis Inter. Adults 10 a.m. – 11 a.m. M/W

Tennis Children (5 - 8 years) 4 p.m. – 5 p.m. M/W

Tennis Children (9 - 2 years) 4 p.m. – 5 p.m. T/TH

Tennis Beg. Adults 6 p.m. – 7 p.m. M/W

Tennis Inter. Adults 6 p.m. – 7 p.m. T/TH

LA QUINTA HIGH SCHOOL DANCE ROOM 1006

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

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

LA QUINTA LIBRARY

Dance, Play, & Pretend (2.5 – 5yrs) 4 p.m. – 4:45 p.m. M

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

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

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 (Feb 17)

Friday Social Ballroom Dance 6 p.m. – 7 p.m. F (Mar 17)

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. TH (March)

Water Color 10:30 a.m. – 12 p.m. T

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Feb 9)

Fara's Food "Mainly Vegetarian" 11 a.m. – 12:30 p.m. W (Mar 8)

(Intellectual Wellness)

Acting Part 1 (12+ Years) 3:30 p.m. – 4:30 p.m. F

Bridge Beginning 10 a.m. – 12 p.m. W (February)

Cinema Discussion Group 1 p.m. – 3:30 p.m. W (Feb 1)

Cinema Discussion Group 1 p.m. – 3:30 p.m. W (Feb 15)

Cinema Discussion Group 1 p.m. – 3:30 p.m. W (Mar 8)

Cinema Discussion Group 1 p.m. – 3:30 p.m. W (Mar 22)

Computer Literacy 1 p.m. – 3 p.m. M/F (February)

Computer Literacy 1 p.m. – 3 p.m. M (March)

Here & Now Discussion Group 6 p.m. – 7 p.m. TH

MS Word Level 1 5:45 p.m. – 7:45 p.m. M/T (February)

MS Word Level 2 5:45 p.m. – 7:45 p.m. M (March)

MS Excel Level 1 5:45 p.m. – 7:45 p.m. W (February)

MS Excel Level 2 5:45 p.m. – 7:45 p.m. W (March)

MS Power Point 5:45 p.m. – 7:45 p.m. W (March)

Herb & Vegetable Garden Group 9 a.m. – 10 a.m. F (Feb 3)

Herb & Vegetable Garden Group 9 a.m. – 10 a.m. F (Feb 17)

(Physical Wellness)

Cardio, Strength, Balance 9:45 a.m. – 10:30 a.m. M/F

(Silver Sneakers)

Chair Massage CMT (Clare Dune) 10:30 a.m. – 11:30 a.m. TH

Chair Yoga 11:15 a.m. – 12 p.m. T

Fit & Fun (Stretching) 2 p.m. – 3 p.m. T/TH

Gentle Flex Yoga 2 9:45 a.m. – 10:45 a.m. T

Meditation 6 p.m. – 7 p.m. TH

Personal Trainer (Kristoffer Kepler) 12 p.m. – 8 p.m. M/W/F

Personal Trainer (Janice Snyder) 12 p.m. – 6 p.m. T/TH

Pilates (Mat work) 9:30 a.m. – 10:30 a.m. W/F

Pilates Mid Morning (Mat Work) 10:35 a.m. -11:35 a.m. W/F

Reiki 10 a.m. – 11:30 a.m. TH (February)

Sunset Yoga (15 years & up) 6 p.m. – 7 p.m. M/W

Sun Style Tai Chi (Silver Sneakers) 10:45 a.m. – 11:30 a.m. M/F

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

Tai Chi Ch'uan 10:15 a.m. – 11 a.m. T/TH

West Coast Swing 7 p.m. – 8 p.m. TH

Zumba 9:30 a.m. – 10:30 a.m. M/W

Zumba (Morning) 8:30 a.m. – 9:30 a.m. T/TH

Zumba (Saturday) 8:05 a.m. – 9:05 a.m. S

(Social Wellness)

Desert Oasis Strummers 1 p.m. – 3:30 p.m. F

Desert Oasis Strummers Concert 1:30 p.m. – 3:30 p.m. F (Feb 24)

Desert Oasis Strummers Concert 1:30 p.m. – 3:30 p.m. F (Mar 31)

La Quinta Voices 10 a.m. – 11 a.m. T

Social Bridge (Contact center for details) 12 p.m. – 3:30 p.m. M

Mah Jongg (Contact center for details) 1 p.m. – 4 p.m. T



The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

(760) 347-0676 GCVCC.org

February 2017

Connect With Residents, Professionals & Visitors at Events

By: *Katie Stice, Greater Coachella Valley Chamber*



Connect with your community through fun, education, networking and more. Bring the family to the car show and EXPO. And don't forget your business cards when you attend the mixer and state of the city event. We look forward to seeing you!

La Quinta's 11th Annual Hot Rod & Custom Car Show Saturday, February 4 11 a.m. to 3 p.m.

La Quinta Community Park /Frances Hack Park. Free admission, family fun, food, live music, vendors and more. To enter your vehicle contact: Enda.Rodriguez@gcvcc.org

Lamardi Gras Regional Mixer Wednesday, February 22 5 p.m. to 7 p.m.

Lamar Outdoor Advertising: 77583 El Duna Ct., Ste. J, Palm Desert \$5 per person - MUST RSVP at GCVCC.org, (760) 347-0676 or by email at: Info@GCVCC.org

Inaugural Crime Prevention EXPO Saturday, February 18 10 a.m. - 3 p.m.

La Quinta City Hall



Free admission and ideal for families, residents and businesses. Visit 20 interactive booths, participate in the

raffle and attend breakout sessions to include:

- Firearm Safety • Theft Prevention
- CPTED • Personal Awareness
- Code Compliance • CERT

To RSVP for a breakout session or apply to have a booth, please email Info@gcvcc.org or call The Chamber at (760) 347-0676.

To get involved in chamber or community events, contact us at GCVCC.org, (760) 347-0676 or by email at: Info@GCVCC.org.

La Quinta Regional President can be reached at Katie.Stice@GCVCC.org

About GCVCC: The Chamber is a business membership organization representing the Coachella Valley. We support our members through legislative advocacy, education, networking, and other community based opportunities. The Greater Coachella Valley Chamber of Commerce is a registered 501c6 non-profit supported through member contributions.

Cathedral City Chamber of Commerce to Join Greater Coachella Valley Chamber of Commerce

The Greater Coachella Valley Chamber of Commerce (GCVCC) is set to add another strong partner this summer. The Cathedral City Chamber of Commerce has successfully completed a vote of membership that will merge the organization with the new regional chamber.

The Cathedral City Chamber of Commerce is one of the oldest chambers in the valley, founded in 1937 and incorporated April 1, 1941. The Chamber has a proud tradition of supporting a growing small business base in the Cathedral City area.

"The Cathedral City Chamber of Commerce has been a staunch supporter of our business community for almost 80 years," says Lesa Bodnar, Board Chair. "As we look to move our business membership forward and expand our sphere of influence, the GCVCC became a logical partner."

The GCVCC is a collaborative organization made up of a unique partnership of local city, tribal and business interests. Originally formed in the summer of 2016, it is a joint venture created by the Cabazon Band of Mission Indians, Coachella Chamber of Commerce, Indio Chamber of Commerce, La Quinta Chamber of Commerce, and the Twenty-Nine Palms Band of Mission Indians. It currently maintains contractual service agreements with the cities of Coachella, Indio and La Quinta.

"The GCVCC was formed on the principle of collaboration and shared resources," says Jason Schneider, GCVCC Board Chair.

"Adding the Cathedral City Chamber to our partnership ultimately makes our organization stronger."

The GCVCC currently has over 1,300 members, making it one of the largest chambers in California. With the addition of Cathedral City, membership is expected to grow to approximately 1,500 members.

The Cathedral City Chamber ratified the new partnership with the GCVCC after a lengthy and detailed process that included careful study of several options, including other potential partnerships and the possibility of staying independent. The full Membership was asked in December to vote on a referendum that would solidify the partnership. By an overwhelming margin of participating members, the proposal was adopted with 87% in favor of the move.

The Cathedral City Chamber will now begin the process of completing the merge by July 1, 2017. The process will include the formation of a Business District Board of Directors, as well as placement of representation on the GCVCC Board of Directors.

"We are fortunate to have worked through this process previously," says Joshua Bonner, President and CEO of the GCVCC. "We anticipate a smooth transition over the next few months. The Cathedral City Chamber can start leveraging some of our resources immediately, with the full integration complete by the target date."

NEW MEMBER SPOTLIGHT

Alexandrite Active & Golf Wear



Alexandrite Active & Golf Wear is the brainchild of Mary Fran Dion and Marci Falldorf. Both have worked in retail, fitness and golf, so it just seemed logical to open this store in Old Town La Quinta featuring golf, fitness, cycling and lifestyle clothing for women and men.

When you come into the store, you will be welcomed by one or both owners – where they will let you browse at your leisure and assist you with all the greatest styles from AG Green Label, Chase54, Daily Sports, GGBLue, Golfino, Golftini, JoFit, Lucy in Love, Greg Norman, HipsSister, Tail, Tail Tennis, prAna, Lucy, MPG, Marc Joseph Shoes and Pearl Izumi. So, whether golf, tennis, fitness, cycling or just being comfortable is your game, come in and see the store's collections.

In addition to clothes, Alexandrite Active & Golf Wear also offers fitness classes. Do you want a work-out but don't have an hour? Yoga Fusion classes are currently being held on Tuesdays and Thursdays from 9 a.m. – 9:45 a.m. Bring your mat and water.

Service and selection is Alexandrite's signature stones. The store is located at 78-100 Main Street, Suite 103 in Old Town La Quinta. For more information, call (760) 625-1364. Shop online and check out the fitness schedule at ShopAlexandrite.com or facebook.com/alexandriteinc.

NEW MEMBER SPOTLIGHT

Mojave Desert Land Trust

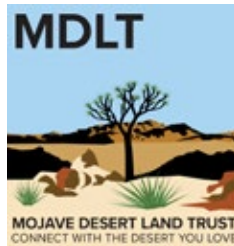
The Mojave Desert Land Trust (MDLT) is 501(c)(3) non-profit organization that protects the Mojave Desert ecosystem, scenery and culture through land acquisition and stewardship.

From its headquarters in Joshua Tree, the organization works closely with a broad range of community members, agencies and partner organizations to preserve the desert's scenic lands and create essential connections throughout its ecosystem.

Since its founding in 2006, MDLT has conserved more than 60,000 acres of prime desert habitat through acquired lands that strategically weave together National Parks, wilderness areas and wildlife linkage corridors. MDLT maintains these lands through habitat restoration, permanent monitoring activities, and property clean-up efforts with a team of trained volunteers. Most importantly, MDLT encourages the local community and visitors alike to embrace the magical California desert and form a personal connection with the landscape through guided hikes, outdoor education, lectures, workshops and other special events.

MDLT recently developed and released adventure kits for the Mojave Monuments, equipped with a desert packing list, survival bandanna, maps, and more. Through its work, MDLT hopes to ensure dark desert night skies, sweeping Mojave vistas, clean air and water, and a wealth of fascinating flora and fauna for generations to come.

To reach the Mojave Desert Land Trust, please contact Jacqueline Guevara at (760) 366-5440 or jacque@mdlt.org. For more information about the Mojave Desert Land Trust, please visit our website: MDLT.org.



NEW MEMBER SPOTLIGHT

Mattress Xpress



Mattress Xpress opened in Indio in 2007 – and after experiencing success with their first store – they quickly expanded. Their second store opened in Palm Springs soon after, followed by their Victorville store.

Mattress Xpress offers many well-known nationwide brands such as Aireloom, BeautyRest, Serta, Spring Air, Englander, Silver Rest, Springfield and more. They are also official dealers of the Serta iComfort line as well as the Serta iSeries line. Additionally, they are the exclusive dealer of one of the nation's most popular memory foam mattress brand – BedInABox.

The company knows everyone has their own sleep preferences, so they curated their mattress selections to include all types of mattresses including Firm, Medium, Plush, Pillow-Top, Latex, Memory Foam, Gel and more. Mattress Xpress also has a variety of adjustable beds in every size to provide an even greater selection of choices for their customers. Over 50% of their customer base is return customers. Offering the best-priced quality mattresses, Mattress Xpress offers additional loyalty discounts to return customers as well as in-home delivery and set-up services.

For more information, visit MattressXpress.Co, call (760) 322-3777 for the Palm Springs location (located right next to Ralphs off of Sunrise and Ramon) or (760) 775-1200 for the Indio location (located across the street from Shields Date Garden off Highway 111).

NEW MEMBER SPOTLIGHT

Black Hawk Funding



Black Hawk Funding is a hard money lender with offices in Coeur d'Alene, Idaho and La Quinta, California. The company manages several large investment funds that invest primarily in real estate loans and equity opportunities.

The company has a long track record of positive returns for its accredited investors. In fact, the company has not done less than 9% in any one year since its inception 8 years ago. In addition, the company invests primarily in well secured first deeds of trust in real estate, and devotes significant attention to extensive due diligence on each project. Over the past year, the company diversified into new areas of business in the lucrative hemp and marijuana industries. These investments are managed by the same core team, but are under the roof of two new companies called Green Hawk and Verde Ventures.

Most investments in this exploding industry carry higher interest returns for investors, as well as equity participations in some cases. Green Hawk and Verde Ventures have invested over \$20 million in the green market this year, and have over \$30 million in additional projects ready to be funded in early 2017 – making their companies among the largest financiers of this industry in the country.

Robert Newell is the CEO of Black Hawk Funding. For a more comprehensive overview of the companies and their unique investment opportunities, call Rob at (208) 819-9424 and visit BlackHawkFunding.com or GreenHawkFunding.com.

NEW MEMBER SPOTLIGHT

FIND Food Bank

FIND Food Bank (Food In Need of Distribution, Inc.) is the regional food bank serving eastern Riverside and southern San Bernardino Counties. They are a member of Feeding America and the CA Association of Food Banks.



Currently, FIND distributes 10+ million pounds of food assistance annually to an average 85,000 people each month through a network of 100+ community-based partners. Partners make their selections from FIND Food Bank inventory for distribution through programs such as food pantries and soup kitchens, after-school and summer programs for children, senior centers, faith-based organizations, homeless shelters, and missions. FIND is committed to offering more than 50% of food assistance as fresh fruits and vegetables, investing in both the short- and long-term health of our community.

How To Help FIND Food Bank:

1. Donate Money — At FIND, every \$1 donated = 7 meals.
2. Donate Food — FIND can always use peanut butter, canned tuna/chicken, canned fruit/veggies, soup, beans, rice, cereal, meals-in-a-can/box, bottled water and baby food/diapers.
3. Volunteer with FIND — Help with everything from sorting donated food to stuffing envelopes, share your strengths and join the FIND team!
4. Volunteer with FIND's partners — Individual programs have different volunteer needs, so please contact organizations directly.

For more information to donate or volunteer, please contact FIND Food Bank at (760) 775-FOOD (3663) FindFoodBank.org of 83775 Citrus Avenue, Indio.

NEW MEMBER SPOTLIGHT

National CineMedia

National CineMedia (NCM) is America's movie network. As the #1 weekend network in the U.S., NCM is the connector between brands and movie audiences.



More than 700 million moviegoers annually attend theaters that are currently under contract to present NCM's FirstLook pre-show in over 40 leading national and regional theater circuits including AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group.

NCM's cinema advertising network offers broad reach and unparalleled audience engagement with approximately 20,400 screens in approximately 1,600 theaters in 187 DMAs (49 of the top 50).

NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences with its Cinema Accelerator.

There are over 2.1 million moviegoers annually who attend NCM theaters in the Coachella Valley, including: Century Theaters at the River with XD - Rancho Mirage; Century Washington Park - La Quinta; Indio Metro 8 - Indio; Palm Springs Courtyard Stadium 9 - Palm Springs; and Rancho Mirage Stadium 16 - Rancho Mirage.

For more information, please contact Steven Weiner at (760) 777-9350 or steven.weiner@ncm.com.

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DC Promotions — 80975 Indio Blvd., Bldg. B#12, Indio, (760) 347-7500

MEMBER NEWS

La Quinta Arts Festival Celebrates 35 Years

For the 35th consecutive year, art lovers and collectors will gather at the La Quinta Arts Festival, Thursday through Sunday, March 2-5, for the ultimate annual fine art and culture experience.

Ranked # 1 in the Nation in 2013, 2014 & 2015, La Quinta Arts Festival hours are 10 a.m. to 5 p.m. daily, and admission is \$17 for a single day ticket, \$22 for a multi-day pass, and free for children 12 and under.

Set at the stunning site of the La Quinta Civic Center Campus, 220 La Quinta Arts Festival artists will arrive from 40 U.S. states, Argentina, Canada, Czech Republic and France to display their amazing original art on lush grass, surrounded by sparkling lakes with a majestic backdrop of the Santa Rosa Mountains.

Drawing from the 35th Anniversary Festival Poster by artists Signe and Genna Grushovenko, the 2017 Festival theme is 'Make A Splash.' Look for new and unique experiences in the Splash Lounge and throughout the event, presented by LQAF's visual and performing art scholars.

What's a festival without superb food and drink, and as usual, La Quinta Arts Festival delivers with specialties from Ruth's Chris Steak House, Fisherman's Market & Grill, E & E Pels Italian Ices, Brandini Toffee and more. Stella Artois is the event's official beer sponsor, served beside fine wines, specialty coffees from IW Coffee Company and other libations.

Live entertainment will be enjoyed in the amphitheater from 2 p.m. to 5 p.m. with notable headliners Mike Costley, performing smooth jazz stylings – plus Steve Madaio Band will have the crowds swinging. Milton Merlos and Scott Carter will delight audiences with classical flamenco, and folk guitars each day. IAMNOTADJ will be spinning eclectic 'house' music in the Splash Lounge.

Tickets may be purchased online at LQAF.com, the best option to avoid long lines – or at the Festival gates.

MEMBER NEWS

ACT 1 to Host 3rd Annual Chili Cook-Off

On Saturday, February 25, Act 1 will host its 3rd Annual Chili Cook-Off from 11 a.m. to 2 p.m. at Mission Hills Senior Living Rancho Mirage – located at 34560 Bob Hope Drive in Rancho Mirage.

If you want to come and weigh in on the "beans or no beans" debate, then this fundraiser is for you. It seems that there is a controversy these days about chili. To some, chili is meat seasoned to perfection and slow cooked in a spicy red sauce. To others, that perfect blend of spices and meat is further enhanced with beans.

The event will feature music by Digital Party Sounds, free hot dogs provided by Custom Care Solutions, and a live auction by the wild and crazy auctioneer, John Lauziere. Del Taco will be there with their famous French Fries, plus beer and wine, and fun and games for the kids.

Chili will be judged by celebrity judges from the community, including Katie Stice of the Greater Coachella Valley Chamber of Commerce; Kitty Alvarado of KMIR; and more surprise judges to be announced.

Admission is \$10 and all proceeds go directly to Act 1's scholarship program for students that plan on careers in the geriatric field upon graduation.

MEMBER NEWS

Old Town's Art on Main Street Announces February Dates

Old Town La Quinta is hosting its 12th season of widely-acclaimed art shows under the new name "Art on Main Street." Previously known as Art Under the Umbrellas, the shows are now produced by Old Town along Main Street, and are a major attraction to residents and visitors.

This month, Art on Main Street will be held Saturday, February 4 and Saturday, February 18, from 10 a.m. to 4 p.m.

Over 80 artists are showing and selling their original work. An exquisite selection of paintings, photography, jewelry, mixed media, sculpture, glass, wood, ceramics, textiles and wearable art are featured. The February shows include over 30 jewelers as well as textile artists with original designs in jewelry, hats, scarves, jackets and other keepsakes that are perfect Valentine's Day gifts.

Old Town Artisan's Studio and La Quinta Historical Society are also a part of the shows, with displays and information about art classes and cultural events.

Meet the artists and enjoy live music surrounded by the uniquely beautiful Santa Rosa mountains. The ambience of Old Town's charming cafes, wine bars, beer garden, and boutiques add a unique shopping and dining experience. And by popular request, La Rue Bistro is now open for breakfast.

Live entertainment, admission and parking are free. For more information, go to OldTownLaQuinta.com, or see Old Town's Facebook, Twitter and Instagram pages.

MEMBER NEWS

Blackhawk Showdown to be Held February 23

Come join the Blackhawk Stadium Kitchen on February 23 at 6 p.m. for the first Blackhawk Showdown fundraiser dinner of 2017.

The La Quinta High School Career Technical Education Department is proud to share that they are teaming up with the American Cancer Society to have a cancer survivor inspired five-course meal. Each course will be inspired by one of five honorees, including: LQHS teachers Morgan Sowell and Mario Quintero; Desert Sands Unified School District public information officer, Mary Perry; owner of E & E Pels Italian Ice, Tim Uschyk; and Coachella Valley philanthropist, Diane Neiderman.

Each honoree will work with a local chef and LQHS student chefs to create their inspired dish. Local chefs who have committed are American Cancer Society gala host, Chef Drew Davis from *Catalan Restaurant*; Chef Herve Glin from *The Parker*; Chef Jeremy Saccardi from *Big Rock Pub*; Chef Thomas Horner from the *JW Marriott Desert Springs*; and Chef Roman Blas from *Over the Rainbow Desserts*.

Emcees include KESQ morning anchor, Bianca Rae. The evening will be full of great food, live cooking demonstrations and a silent auction. Ticket prices range from \$65 for "in-kitchen seating" to \$40 for general admission. All tickets include a tasting of each course.

Tickets for the event can be purchased at bit.ly/2jkdAPK

How to Save on Your Natural Gas Bills

Submitted by: SoCalGas

Winter temperatures can make natural gas bills increase significantly. Here's how to reduce your natural gas usage and save money:

- When it's cold outside, your water heater stays on longer to heat the colder incoming water. Turn down the temperature on your water heater, wash clothes in cold water, and take shorter showers to reduce your natural gas use.



- Keep your thermostat set to 68 degrees or lower (if your health allows).
- Lower your thermostat at night and when you are not at home.

- Limit use of non-essential natural gas appliances such as spas and fireplaces to help keep bills down.



- A leaky faucet or pipe may increase your bills. Hot water leakage causes an increased demand on the water heater which increases gas use. One drop of hot water per second

can waste 500 gallons of water per year.

- Sign up for SoCalGas Advisory Notifications. SoCalGas recently created a conservation notification program designed to reduce consumers' natural gas use and lower the risk of possible natural gas and electricity shortages this winter. The program was launched to help address state agencies' concerns about regional energy reliability this winter due to the moratorium on injection operations at the Aliso Canyon storage facility.

Learn ways to save, or find out options for paying your bill and understanding your bill, by going to SoCalGas.com/pay-bill. If you have an Advanced Meter, get a savings plan customized to your home and usage history by signing up for SoCalGas' "Ways to Save" tool at SoCalGas.com/save-money-and-energy/energy-saving-tips-tools/ways-to-save.



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No Down-Time Procedures That Deliver Big Results

By: Dr. Kenneth Jesser, About Face Medical Aesthetics

Non-surgical aesthetics has experienced a significant boom in popularity as technology and treatment options have evolved and improved. It is now possible to reduce wrinkles, lift sagging facial skin, brighten complexions and correct sun damage, tighten neck and chest skin, reduce upper lip lines, and even reduce unwanted body fat with virtually painless, no down time customized procedures.

These procedures can usually be performed using no anesthesia, or at most, using topical numbing. Done correctly, results are elegantly subtle. Modern Intense Pulsed Light (IPL) and lasers can gently fade or eliminate unwanted brown skin discoloration in a single 15 minute treatment. Everyone in Southern California has some type of sun damage, so there is almost no one whose skin (face, neck and chest) will not benefit from IPL treatments.

Combined with a radiofrequency treatment, you can have reduction of facial and lip lines the same evening, and with additional treatments, significant long-lasting improvement in texture starting only 2 weeks from the first session.



Expertly-placed injectable fillers (such as Voluma, Restylane, Juvederm, Belotero, Silk and Radiesse) can literally take 10 years off your look in 15 minutes, simply by re-supporting sagging skin and replenishing lost volume in the mid and low face. Combined with Botox or Xeomin injections, your scowl lines, forehead creases, and crow's feet can be reversed within 3-5 days.

Long lasting, non-invasive skin tightening of the neck, face, décolletage, and even the knees, can be achieved with focused ultrasound called Ulthera – and/or radiofrequency treatments. A single session can tighten your jaw line, and firm mild to moderate skin laxity.

Finally, permanent non-invasive fat reduction, known as non-surgical body contouring, is now a reality. A single-focused ultrasound, called an UltraShape session, can painlessly and effectively break the unwanted fat cells, giving meaningful results in as little as 2 weeks. Three treatments over 4 weeks are frequently performed to give the maximal possible results. CoolSculpting, or fat freezing, and SculpSure, or fat lasering, are additional technologies that effectively reduce unwanted fat.



The procedures highlighted in this article are offered at About Face Medical Aesthetics, the office of Kenneth Jesser, MD, located on Main Street in Old Town La Quinta, next to Stuft Pizza. Call (760) 564-6633 for more information. Saturday appointments and treatments also available.



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Affordable Alternatives to Emergency Rooms

By: Dr. Jeffrey McManus, Humana

When you are sick or injured, it is essential to get the care you need. Connecting with your primary care physician is typically the best first step. However, if that is not possible, it's important to realize that going straight to an emergency room (ER) is not always the best option, especially in non-emergency situations. ERs and free-standing ERs, which aren't physically attached to a hospital but are affiliated with one and charge ER prices or higher, typically have longer wait times and higher out-of-pocket costs.

Depending on the health condition and situation, there might be several available options that are often faster, less expensive and more accessible, while providing personalized care. They include:

- Urgent care centers
- Retail clinics often located in supermarkets and drugstores



Urgent care centers are increasingly offering X-ray capabilities and diagnostic testing, including basic lab and quick tests for flu, strep, mono, pregnancy, diabetes and urinary tract infections, as well as immunizations, such as flu and tetanus. Most offer extended weekend and evening hours. In addition, urgent care centers offer a wait time of 30 minutes or less, compared to an average wait time of more than two hours for ERs.

Urgent care centers, which accept most insurance, Medicare and cash payments, can also provide a considerable service to patients' wallets. The average urgent care visit ranges from \$50 to \$150 while an ER visit can range from \$1,200 to \$2,200.

Going to the ER – or calling 911 – is the right course of action for life-threatening situations where patients exhibit severe symptoms or have a serious injury or illness, including head trauma, chest pain, loss of consciousness and severe burns.

In addition to traditional hospital ERs, there have been a number of free-standing ERs that have popped up across California in recent years. Typically located in retail centers, these facilities are often affiliated with hospitals or physician groups, have advanced life-saving technologies and maintain hours similar to traditional ERs. As a result, free-standing ERs charge traditional ER prices.

Since many of these facilities physically resemble urgent care centers, some patients who go to a free-standing ER for non-emergency care may not realize the difference until they receive the bill. Therefore, it is important for you to take precautions to avoid higher costs.

Anybody interested in guidelines on what type of facility to use, and when, can visit Humana.com/WhereToGo. Humana Inc. is a leading health and well-being company focused on making it easy for people to achieve their best health with clinical excellence through coordinated care. For more information, call Humana Southern California at (800) 795-2403.

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Whole Body Cryotherapy: Can It Help Athletic Performance?

By: Michael Butler, Kinetix Health & Performance Center

The days of getting into a tub full of ice cold water could be on their way out in favor of nitrogen driven whole body cryotherapy.

Over the past few years, more recreational and professional athletes are electing to freeze themselves for a faster recovery. Here's how it works:



- You step into a chamber with shorts, gloves and socks on (no jewelry or other articles of clothing are allowed).
- Nitrogen is released into the chamber for 2-3 minutes while you are moving around to keep your circulation going.
- Temperatures can drop to negative 170 degrees Fahrenheit and skin temperature can drop by an average of 30 degrees.

What was first advertised by medical doctors was the benefits the process has on arthritis and inflammatory conditions, but soon thereafter, the athletic community started to hear about it and the word spread.

When one bangs his head, what is the first thing he does? He grabs ice or frozen peas and places it on his wound. Crudely put, this is cryotherapy. Many know the how beneficial it is to apply something cold to a bump – and the same applies to the bumps, bruises and muscular issues caused by the intensity of sporting events.

The Welsh rugby team began using cryotherapy before the 2011 Rugby World Cup, and found that players were able to practice harder and longer, felt more refreshed and took little time off between sessions.

It was notable at the 2011 Rugby World Cup that the team from Wales was significantly more fit than many of the other teams competing, and many have credited cryotherapy treatments as what allowed them to train harder, for longer and more often.

The bottom line is if someone uses whole body cryotherapy, feels better and has more energy as a result, then it's just another modality to use to help you operate with more efficiency throughout the day.



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. Contact Michael at (760) 200-1719 or visit KinetixCenter.com.



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The Buzz About Stem Cells

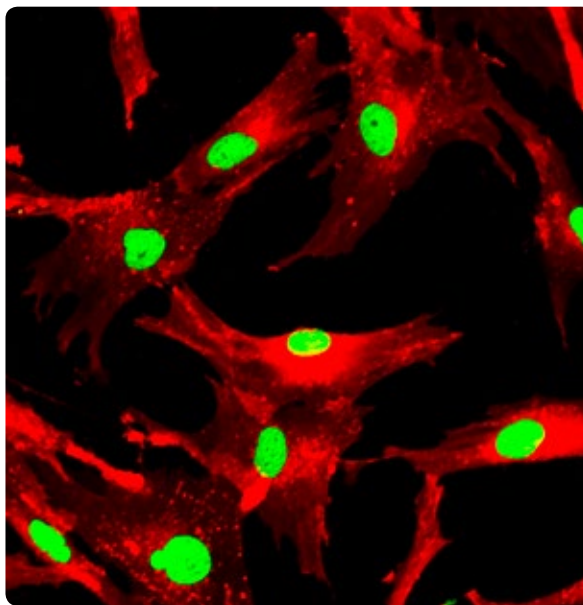
By: Dr. Naota Hoshimoto, Desert Medical Care

What is a stem cell? A stem cell is an undifferentiated cell that can differentiate (turn into) a specific type of cell, and this has the capability to replicate.

This may not sound that impressive, but it is the future of healthcare. These cells, when activated, can turn into another type of cell and replicate over and over again until the damaged tissue is repaired. Stem cells perform these actions based on signals from growth factors in the damaged tissue.

The forms of stem cells most people think of are embryonic stem cells from a fetus, but that is only one source (which is against the law in the U.S.). Many are using adult mesenchymal stem cells, which can be 'harvested' (taken from) your own tissue and repurposed.

The beauty of using your own cells is that it mitigates any chance of tissue rejection or the spread of disease. In fact there have been thousands of stem cell procedures done throughout the country without any adverse reactions to the procedure itself.



Adult mesenchymal stem cells (ASC) are found all over the body – in your bone marrow and fat, and both can turn into most types of tissue in the body such as cartilage, bone, tendon, ligament, nerve and many other types of tissues.

The only other option outside of ASC in the U.S. is amniotic fluid/placenta injections, which are derived from the fluid surrounding the fetus. These are

extracted from a mother who has been prescreened for a scheduled c-section.

How do I know if I am a candidate for a stem cell procedure?

It depends on your specific condition. Most treatments have been focused on orthopedic problems such as torn cartilage, arthritis and almost any type of joint pain. Just like any medical procedure, you will be required to have a workup to determine what the cause of your pain is and if you would even benefit from stem cell treatment. Most orthopedic cases will only require one treatment. Other conditions stem cells can be used to treat include almost any type of autoimmune or degenerative condition. Stem cells will just help repair damaged tissue and may not cure the problem, but many people will improve with treatment.



If you are interested in stem cell therapy, providers at Desert Medical Care in La Quinta are providing free consultations. Dr. Naoto Hashimoto & Dr. Bohdan Olesnicky have also written a book about stem cells which is available on Amazon (get your free copy with consultation).

Call (760) 777-8377 to set up your consultation.

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Commit to a Skin Care Routine

By: *Elisa Steffan, Mary Kay*

It's so important to take care of your skin is. It is the first thing someone notices about you. Getting into a skincare routine is like brushing your teeth. It does not have to be time consuming – just be consistent and you will see real results.

Your skin changes with the seasons. Winter can be harsher on your skin due to the running of heaters, which can dry the skin. The cold and wind also chap the skin. It is essential to have the appropriate skin care for the particular season.

A key part of your skincare routine is to exfoliate. Your skin exfoliates naturally when you are younger, about every 25 days, but when you reach 30 the process begins to slow down and can result in discoloration, uneven pigmentation and duller skin. The buildup of dry, dead skin cells leaves the skin dull and lifeless.

There are two types of exfoliation. The first is mechanical exfoliates – such as scrubs and brushes. The second is chemical exfoliates, which are glycolic acid, beta hydroxy acid and enzymes. Exfoliating removes dry, dead skin from the surface cells, known as the epidermis, leaving skin smooth and radiant. This process prepares the skin for better penetration of your serums and moisturizers.

Exfoliation is not only for the face, neck and décolleté, but also the entire body. There are body scrubs that exfoliate deeply – leaving the skin so soft and smooth, that it requires the immediate application of body moisturizer. Exfoliating reduces skin discoloration and pigmentation, fine lines and wrinkles. It is suggested to exfoliate two times a week, and three if you are oilier.

Before exfoliating, be sure to remove any makeup and give yourself a proper cleanse. If you don't cleanse, the exfoliant will not be able to give you that deep clean and radiant skin you are looking for. To keep your skin smooth and bright all year round, exfoliating is the key to success. There is a skincare regime for every skin type. You may need a new regime, or simply add essential skincare products to your existing routine.



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How to Avoid Laundry Detergent Allergies

By: Natalie Angrisani, JNS

If you use laundry detergents, most of them contain chemicals that can be the cause of allergies. Because there are multiple chemicals, this complicates the ability to accurately test to determine which chemical is causing the allergy. If you find your skin is sensitive to laundry detergents, there are things you can do to help minimize your allergic reactions.

Here's some tips to protect yourself, if you plan on using laundry detergents:

- If you find a specific detergent that you are allergic to, make a list of all the chemicals used in that detergent, and try to avoid other detergents that have a similar chemical makeup.
- Check any other household cleaners and soaps you might use for similar chemicals to make sure you won't have a reaction to those, as well.
- Choose detergents that are hypoallergenic, because these are less likely to cause allergic



reactions. It's most often the chemicals or fragrances within the detergents that cause allergies to flare up, so try to avoid heavily scented laundry soap or ones that include dyes.

- For a tough stain on fabric, you can use a natural stain remover that is less likely to cause irritation than one with harsh chemicals as active ingredients.
- Be sure to keep your washing machine well maintained. This should help minimize the amount of detergent left on your clothing after washing.
- If you're very sensitive; either wear gloves while doing laundry, or thoroughly wash your hands immediately following any contact with concentrated laundry detergent.

- If you are prone to skin sensitivities and allergies, it makes sense to invest in a detergent-free laundry system for doing laundry without the use of hot water or chemical laundry detergents.

The added benefit of a detergent-free system is that they do not use hot water which makes them energy-efficient – helping you save money on electricity bills while also protecting your skin. For years, commercial versions have been used by hospitals and hotels, and they're now available for residential use as well.

Doing laundry in cold water and without using chemicals reduces waste, saves water and cuts down on energy consumption. You will no longer need to buy laundry detergents or softeners, no longer have drain or septic clogs or add to water pollution – all of which means you save money.



Natalie Angrisani is an independent regional distributor for Vollara, a recognized leader in green technology. For info about saving billions of gallons of water from chemical contamination and the benefits of green technology and eco-friendly products, contact Natalie at

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




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Finding the Right Insurance Coverage To Fit Your Business

By: Douglas Motz, Douglas Motz Insurance Agency

Business insurance can make all the difference when it comes to keeping your business protected. Your business needs a plan if a setback occurs to safeguard your company's continued success.

From commercial auto insurance to business interruption insurance, there are several different types of business insurance policies to choose from. Finding the right coverage for your business is going to be based on what type of business you are in and what factors are involved. Depending on the size and type of your business, certain coverages may be recommended by landlords, lenders, or even required by law.



What type of business do you have? Do you have employees, and if so, how many? Where is your business located? How big is your business? Are you a home-based business, small business, a medium or a large business? These classifications may vary, but are normally based on the number of employees, total sales and earnings.

Some types of insurance you might need for your business could include:

- Business Liability Insurance
- Product Liability Insurance
- Business Property Insurance
- Professional Liability Insurance
- Workers' Compensation Insurance
- Business Auto Insurance
- Business Interruption Insurance
- Business Umbrella Insurance

You might want to consider a Business Owner's Policy (BOP) where you can bundle the insurance into a package. A BOP package is generally used for small businesses and sometimes medium sized businesses, and there are size requirements which would need to be met in order to qualify for a BOP. Keep in mind it is important to review your policies annually as your business changes over time.



For further information on business insurance, contact Doug Motz at Douglas Motz Insurance Agency at (760) 200-0270 or go to DougMotz.com. License # 0F00702

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Final Expense Coverage

By: Randy Foulds, Foulds & Feldmann Insurance Agency

We rarely take time to discuss the inevitable. It's awkward. Some say it's tacky. But the fact is, it needs to be discussed. Sooner or later, we all pass. I even used a euphemism to make it sound nicer. Let's try it again. Sooner or later, we all die.

Far too often I see or hear a news story about someone's death, and the family having to post a GoFundMe page to raise money for burial. I can't imagine the pain the family is dealing with, and then having to worry about raising cash for the final expenses as well. That's not only painful, but probably embarrassing for the family too. A recent study shows that one third of couples in their fifties do not have a significant amount saved for retirement. Imagine how devastating it would be if your spouse died and the funeral expenses wiped out what little savings you had left.

A simple term life policy, with enough death benefit to cover the funeral expenses, is often called a "final expense" policy. The idea is that, if you do not have a larger whole life policy, each family member has a separate, smaller policy just to cover the funeral costs in case of their death.

It may sound morbid, but I believe parents and grandparents should even

have a policy for their children. Let's face it – children experience a lot of risk in their young lives. Auto accidents are still a leading cause of death for teens. Losing a child to an accident has to be a horrific experience. To then have to beg for financial help just to bury your child is downright horrid.

Final expense and most smaller-term life policies have very simple underwriting, and premiums can be less than \$15 per month. You can even prepay the entire policy and gift it to someone. That way the coverage is in place if needed and no one has to worry about missed premium payments accidentally canceling the policy.

Almost all final expense policies pay out a death benefit very quickly too. While I have seen regular life insurance policies take weeks or even months to disburse funds, these smaller term policies usually pay in just days – relieving the family from any worry about cash flow or having to sell assets to pay for a funeral.

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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Networking 101: Business Card Etiquette

By: *Leslie Spoor, Executive Errands®*

You go to a Chamber mixer or other networking event, you're excited, you feel confident, you're passionate about your company and you can't wait to tell everyone about it. You strike up a conversation with someone, things are going well and then (hooray!) he or she asks for your business card. You reach into your pocket, and your heart sinks as you realize you forgot to bring them.



If you own or represent a company, you should never leave home without business cards in your pocket, purse or briefcase. A business card is your first opportunity to share your brand; it gives a first and lasting impression of your company, and it provides important contact info to remind others to use or refer you.

A lot of people carry business cards these days, but not all of them understand business card etiquette. The most important etiquette rule is to know when the timing is right to hand out a business card without seeming pushy, intrusive or rude. Use the following tips to maximize your networking efforts:

Never interrupt someone to give or to request a business card. Wait until you can have a conversation. Even a budding relationship helps people to remember you when they review the business card later.

Be sure your business cards are clean, of good quality, legible, properly reflect your brand and contain accurate and current contact info. The business card must stand alone when you're not around.

Carry a lot of business cards and be generous with them. Giving out two cards to a single person allows them to keep one and use one to refer you.

When you're in a group, always give – or at least offer – your business card to everyone in the group. If you truly only want to give it to one specific person, wait until the two of you are alone.

When you're on the receiving end of a business card, follow these simple etiquette rules:

Always treat the business card as you would the person. Show interest, read the business card when it's handed to you and ask for clarification if necessary.

When appropriate, make notes on the card so you'll remember anything pertinent. For example, make note if you agreed to a follow-up meeting.

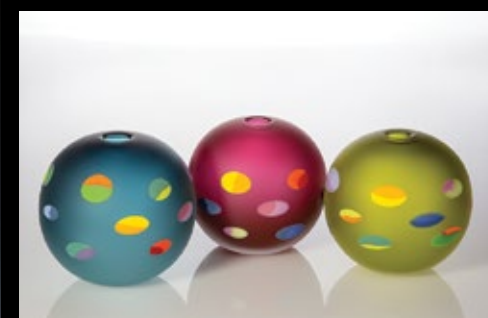
If you publish a newsletter, inquire if can add your new contact to the list. The business card gives you the opportunity to ask for permission to add them to your distribution list.

Business cards are one of your most effective networking tools. Follow business card etiquette and people will welcome receipt of your card.

Leslie Spoor is the founder and president of Executive Errands®, a locally-owned and operated personal concierge company. Leslie, a former business optimization consultant, is now focused on improving the quality of life for others and mentoring other small business owners. For more information, call (760) 898-9604 or go to ExecutiveErrands.com.

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Hosting a Virtuoso for the Waring International Piano Competition

By: *Betty Baxter,*
Virginia Waring Piano International Competition

In 2007, Ann Greer, executive director of the Virginia Waring International Piano Competition, asked my husband and me to host a student participant during the competition. We were told the student and his parent/chaperone would be with us for only a few days, as they competed in the competition. We eagerly awaited our student's arrival.

Yue Bing (Brian) Lin, age 15, arrived from China with his father – whom we discovered understood a little, but spoke no English. Brian made a beeline for our piano and quickly demonstrated the reason he was chosen for this competition. We were amazed!

I gave a guest bedroom to each. The father was not happy, but Brian was ecstatic. I later learned that he had never had his own room.



The first morning, I prepared a bacon and scrambled egg breakfast with fruit and tea for them. Brian's father was delighted, but Brian took one look and asked, "What is this?" There ensued a heated dialogue in Mandarin, and Brian asked if we had any noodles, green onions and hot sauce. Fortunately, I

had all three, which Brian's father quickly cooked and served him. After that, I cooked the father's breakfast each morning, while he prepared Brian's. We had dinner at our home most nights.

Four days turned into eleven, as Brian won each of his rounds. And almost daily, we were privileged to hear him practice on our piano. Ultimately, Brian won the Intermediate Concerto award and was rewarded with a solo performance with Orchestra at The McCallum Theatre on the closing night of the competition. What a joyous occasion it was for all of us!

We have stayed in touch with Brian and watched his career blossom at Julliard School in New York City, where he earned both Bachelor's and Master's degrees. Brian won the coveted Jack Kent Cooke Foundation Graduate Arts Award, one of only 20 students in the United States to receive this \$100,000 scholarship.

If you love music, mark your calendars for the 2017 Waring International Competition for adults, ages 18 through 30, March 26 - April 2. And if you are interested in hosting a 2017 contestant, call Ann Greer at (760) 773-2575 or email ann@vwipc.org.

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14 Fun Facts About Coffee

By: Kerry Anderson, SIP Coffee House & Juice Bar

1. In Turkey, the bridegroom was once required to make a vow during the wedding to always make sure to provide his wife with coffee. If they did not do so, it was considered grounds for divorce.
2. Contrary to popular belief, espresso has 1/3 the caffeine of a cup of coffee, simply due to serving size differences.
3. In 1674, a group of London women formed a group called Women's Petition Against Coffee. They didn't like the amount of time their husbands spent in coffee houses rather than being home.
4. Beethoven counted the number of beans he used to make his coffee and insisted on 60 beans per cup.
5. During the American Civil War, soldiers who were craving coffee and couldn't get it tried roasting sweet potatoes and corn to make a beverage similar to coffee. It obviously didn't become a popular choice.
6. Brazil produced a postal stamp that smelled like coffee in December 2001. It was designed to promote their coffee and the smell is supposed to last for up to 5 years.
7. Coffee grounds sprinkled on the ground around plants and the garden will stop snails and slugs from eating the plants.
8. Oil is the most widely used commodity in the world. Coffee is next in line.
9. The average coffee drinker consumes 3 cups of coffee per day.
10. Just 3 countries consume 65% of the world's coffee: USA, France and Germany.
11. The Japanese believe that bathing in coffee grounds fermented with pineapple pulp will reduce wrinkles and beautify the skin.
12. The first American granted a coffee trading license was Dorothy Jones of Boston in 1670.
13. Coffee beans are not really beans at all but berries from the coffee tree bush.
14. Coffee tree bushes live 60 to 70 years.

These interesting facts may not be the subject of every day conversation, but some of the best conversations have been started over an odd piece of history and a cup of coffee.



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



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Plants, Jewels & Encores

By: Pat Wood, Encore Consign + Design Studio

As we continue to transition into 2017, you will see a marked transition in home décor. The change in color palettes for the home typically follow fashion. This fall, we saw fashion embracing navy and velvet. We also saw stark white and muted tones taking a back seat.

As we settle in to a new year, we are seeing that navy and jewel tones along with naturals like cork, linen and marble are being emphasized. It's about depth and texture.

Here are a few tips as you make some tweaks to update your décor and furnishings for 2017.

Wood – Nothing looks better than highly polished wood furniture or accessories. One piece or grouping with nicely-appointed accents can take a room to a new level.

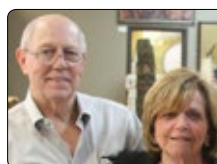
Leather – The feel of leather is so soft and supple that it immediately invites you to touch. The natural feel is comforting, especially with a cozy throw on a cool desert night.

Linen – The feel of linen is fresh, light and inviting. Headboards are in and a linen-covered headboard can add a nice feel and dimension to a bedroom.

Acrylic (or Lucite) – The clean look of acrylic can enhance any room or space. It is sleek, clean and so modern. Consider adding a few accessories made from a natural fiber or element and it becomes softer and a statement. Mixing traditional with modern or contemporary works.

Marble – Luxe and glam and so easy to care for. Marble coupled with wood, glass or metal can be dressed up or down. Despite what you may hear, marble is in and here to stay.

Rescued (or Encore) Looks – Easy, relaxed and connected. Putting together a room with lightly-worn pieces can make a statement in itself. You can source an accessory or piece from many places. It depends on your preference and the look you are trying to achieve. Of course, your local consignment shop has many pieces that range from “the brand new that wasn't quite a fit” to “a great piece that no longer works.” Hence, the “encore.”



Jack & Pat Wood are the owners of Encore Consign + Design Studio located at Highway 111 at Dune Palms in La Quinta. Encore has several showrooms of exquisite furnishings, accessories and artwork with new pieces arriving daily. Call (760) 564-7200 or email Info@EncoreLQ.com for more information.

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A Vegetarian's Guide for Traveling the World

*By: Charles Greenberg,
Your Travel Agency*

Sampling new cuisines is one of the things travelers look forward to. Perhaps you're a vegetarian or, most certainly, you know a vegetarian. Here's how to eat healthy while traveling the world:

Look at the Dietary Patterns of Your Destination(s)

Ghent, Belgium has the largest number of vegetarians per capita. It's home to 'Donderdag Veggiedag' – Meat-free Thursdays.

India is a vegetarian's dream. About 1/3 of people there are vegetarian; and most restaurants have clearly marked meat-free meals.

In Southeast Asia, the Buddhist culture in Thailand means vegetarian meals are plentiful.

In the Middle East, Israel offers a mouth-watering array of vegetarian treats, from pita bread and hummus to falafel and baba ganoush.

Don't Be Afraid to Sample Street Food

Many vegetarians shun street food, believing it's meat-orientated. However, meat is universally expensive, and the point of street food is usually that it's quick and cheap.

Guatemala offers a wide-array of healthy, delicious vegetarian street food. You can enjoy an array of vegetarian street menu items, from empanadas to rellenitos to salads and soups.

If In Doubt – Ask

Yes, the idea of vegetarian food is still alien in some cultures, but people will be happy to help if you ask.

In Costa Rica the traditional meal of 'casado' consists of rice, beans, plantains, salad and some meat. If you tell them you're vegetarian ("soy vegetariana"), the restaurant staff will replace the meat with grilled cheese. This is a great way to stay healthy in Central and South America. Their reliance on beans provide vegetarians with protein.

When All Else Fails – Cook

Cooking for yourself rather than eating out in a foreign country is another option. Pick up some of the oft-used ingredients at a local market and make a vegetarian version of one of the national dishes.

You don't have to buy fish to make a delicious vegetarian ceviche - the blend of fresh vegetables with citrus makes it exceptionally healthy as well as delicious.

In Asia, replace the meat or fish in dishes with extra veggies or tofu; a few tweaks to the traditional Tom Yum recipe will result in a wonderful vegetarian alternative packed with vitamins.

In addition to helping you find healthy, delicious and varied vegetarian meals, traversing local markets is one of the best ways to understand a new culture.

Be imaginative, and you may find yourself with a new understanding of a country's culture – as well as a lasting appreciation of their cuisine.



Charles Greenberg, owner of Your Travel Agency, is an ocean and river cruising expert. Send Charlie an email if you have any questions or if you'd like to

receive his monthly newsletter. Your Travel Agency is affiliated with Travel Planners International and Ensemble Travel. You can reach Charlie at (760) 772-5888 or by emailing greenbergcharlie@gmail.com.

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Don't Wait to Travel: Some Destinations Are Endangered

By: *Bob Leidner, Dream Vacations*

If I, as a travel agent, could say two words to a client or a potential client, they would be "Don't wait." It's not even a matter of age or physical ability; it's many other factors like rapidly-changing, endangered or even disappearing places on our planet. That proverbial "Bucket List" of things to do "sometime in the future" could dwindle down to almost nothing. Below are some of the places you need to think about visiting before it's too late.

The most popularly-booked adventure destinations are:

- South Africa
- The Galapagos Islands
- Costa Rica
- New Zealand
- Peru (Machu Picchu)
- Iceland (the Northern lights)

The top endangered/changing destinations are:

- Cuba
- The Antarctic
- The Great Barrier Reef
- Venice
- The Arctic

It is certainly wise to head now for destinations with a sense of urgency. Cuba may lose its distinctive character, or policy changes may prevent visits in the future. The melting glaciers in the Arctic may impact the area's unique wildlife.

The Galapagos Islands may be another prohibited destination because of the uniqueness and fragility of its wildlife inhabitants. Certainly, an African safari would be a once-in-a-lifetime experience. Visit it while the Big Five still exist; there are many reputable safari companies with amazing itineraries and upscale amenities.

The top reasons most people travel include the following:

- Exploring new destinations: After all, the world is much easier to navigate now.
- Living in a culture of reality TV and social media, seeking authentic experiences is more desired.
- Personal enrichment is something that most people crave, as doing the same things day in and day out tends to make us feel like robots.



A great percentage of the population have a desire for adventure, even if they don't admit it or even realize it.

Whatever you decide to do, the opportunities are endless, but you must decide to take action while these exciting destinations are still accessible. Your local travel agent can sift through the many possibilities and can save you time and money doing it.

Dream Vacations is located at 78-075 Main Street, Suite 201, in Old Town La Quinta. You can reach them at (855) FUN AT SEA or (760) 848-7200; or email Bob Leidner at bleidner@dreamvacations.com. For more information, visit them online at TheVacationAuthority.com.

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The First Mall: *Grand Bazaar*

Submitted by: SUinternational

The first mall of the world was built in 1455 and completed in 1456. The Grand Bazaar in Istanbul, Turkey, has been the center of the textile traders since 1460, and has grown to be the world's largest trade center.

With the excellent quality and mass assortment of goods, the market was unrivalled in Europe for that time. Its unique architectural structure has also been used in various world films including James Bond's "Skyfall."



With its many structures that have been added over time, the Grand Bazaar currently endorses trade ranging from fashion to spices, Turkish rugs and other valuable items. Among the many items sold at the Grand Bazaar, the Nazar, or "evil eye" has become the symbol of protection from negative forces, such

as jealousy. The Nazar is often hung in homes, offices, cars, or incorporated into children's clothing, jewelry and ornaments. Recently, singer Beyonce was photographed wearing the "evil eye."



Celebrities Kanye West and Kim Kardashian have also been known to sport their "evil eye" bracelets.



When you look at the great works of Charlie Chaplin, one can only wonder how has his films lasted through the age of 3D technology. However, Chaplin was described as "a towering figure in world culture" and that he "more or less invented global recognizability and helped turn an industry into an art."

The use of combining quality art with a distinctive product advances the value of an item. Grand Bazaar's longevity is attributed to this innovative strategy. The art of sales lies in the art of centering on the value of any product.

The 21st century brings many opportunities for growth in global markets. Special programs provided by the Turkish government support exportation of Turkish art and crafts. Four-year grants are considerations for 70% of overhead expenses as well as a reserve for exporting American-made products that are in demand in Turkey. This exchange of goods also promotes international growth in commerce and revenue.

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