

The Gem

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Kicking Off 2017 in Style

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

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On the cover: 8th Annual Taste of La Quinta, Southwest Arts Festival and the CareerBuilder Challenge are among the exciting events happening this month in the Coachella Valley. Read all about them inside this issue!



“Early Breast Screening Saved My Life.”

My whole life, I've been a rule follower – so getting my regular mammograms was no exception. Even when they told me they saw something suspicious, I didn't think anything of it. But when two physicians came in to give me the results of that biopsy, my heart sank.

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Joan Petruzzi, Teacher, CANCER SURVIVOR

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CHAMBER CHAIRMAN'S MESSAGE

Welcome 2017: Time to Review Goals & Resolutions

By: Jeff Fishbein,
La Quinta Business District Chairman



Happy New Year! As we welcome 2017, it's only appropriate that we review our prior goals and resolutions – both personal and professional. Did you know an estimated 40% of people make New Year's Resolutions, but only about 8% actually achieve their goals?

Research shows simple, tangible goals with a plan of action are the best type of resolutions to make to help you achieve results. Oh, and, don't be too rough on yourself if you slip a bit; any steps you make forward are still progress.

What type of progress did you make over the course of 2016? Were you successful in following through with your plan or did you lose sight of your goal? Whatever the answer may be; now is a great time to set some new resolutions and devise a course of action for this fresh new year.

The Greater Coachella Chamber of Commerce and La Quinta Business District is a fast-paced organization with a plan to lead the business community in the right direction in 2017 and beyond. Our policies and program development is guided by a volunteer Board of Directors and implemented by a professional staff. Volunteering as an ambassador to this great organization may be a possible goal for you if you wish to get more involved in your community during the upcoming year.

As our season gets into full swing, there will be many opportunities to meet new members of our great community and to enjoy some special events sponsored by the Chamber and the City of La Quinta. Here are a few upcoming events for you to mark on your calendars: The **8th Annual Taste of La Quinta** (January 14), **Art on Main Street** (multiple weekends), the **CareerBuilder Challenge** (January 18 – 22), and La Quinta's **11th Annual Hot Rod, Classic & Custom Car Show** (February 4).

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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Goals Can Become Habits in the Coming Year

By: Frank Anderson, Church 212^o



As we kick off 2017, we intuitively think of new beginnings. It's a time to evaluate last year's goals and set new ones. How have you done with your 2016 goals? How many have you achieved? Did you set any goals at all last year? When you set a goal and fail to achieve it, how does that make you feel? Were the goals you set for yourself things that you wanted to accomplish, or were they things that others expected of you?

Setting achievable goals is an important practice if we want to measure our success. However, rather than focusing on the goal, we could approach this differently and look at the process involved in achieving the goal.

For example, if one sets a goal of losing 25 pounds in two months' time, while not considering the necessary steps to achieve the goal, he/she stands a pretty good chance of failing. There might be success if one promises to "eat a healthy diet" or "exercise more" – but without a detailed process in mind – especially as we age, frustration is just as likely the outcome.

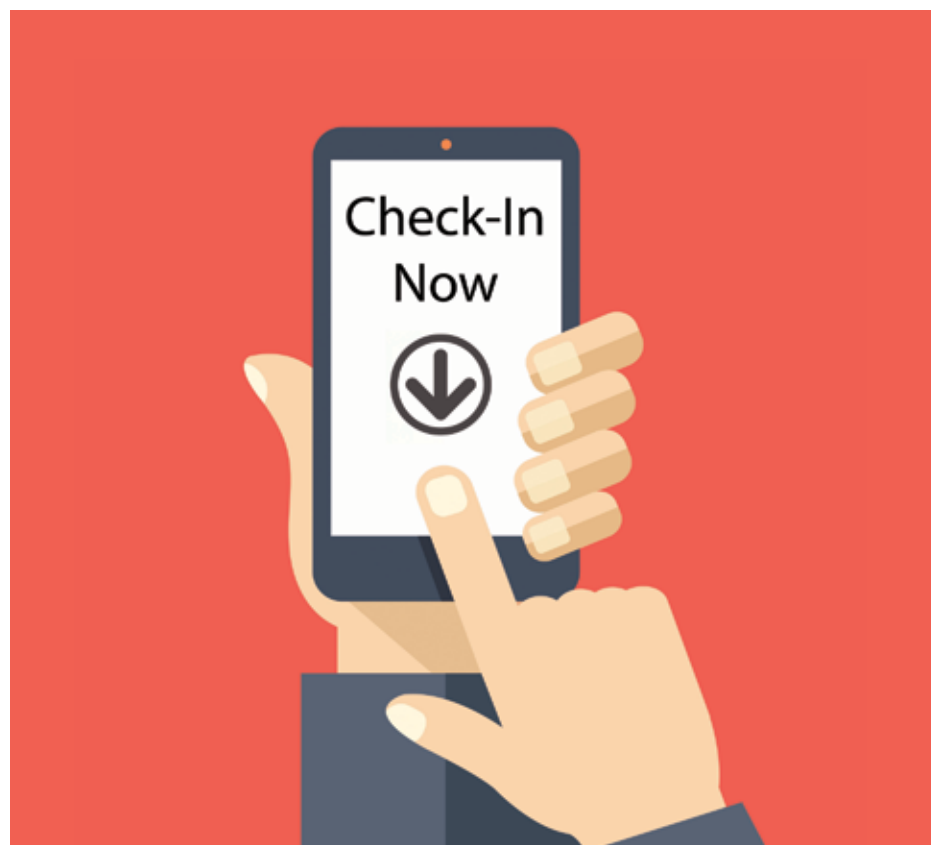
Focusing attention and effort on tiny behaviors that are faithfully repeated until success becomes inevitable is a more sure way of achieving desired results. With the weight-loss goal mentioned, the tiny behaviors that will lead to success include drinking at least eight glasses of water daily, reducing

simple carbohydrates and increasing complex carbohydrates in your diet.

Also, these tiny behaviors could include developing a pattern of adequate nightly sleep by retiring and rising at the same times each evening and morning, as well as regular sessions at the gym, or even simply walking at least thirty minutes each day. Furthermore, instead of setting a weight-loss goal of some arbitrary number of pounds, why not set a goal of simply achieving a healthy weight or simply living a healthier lifestyle?

There is a word for these tiny behaviors that are faithfully repeated. That word is "habits." Your life today is the sum of your habits. What you repeatedly do and think form the person that you are, the beliefs that you hold and the image you portray to others. There are good habits, such as wearing your seat belt and flossing regularly, as well as bad habits, such as always being late. In order to be successful in achieving goals in 2017, consider the "tiny behaviors" that must be repeated - and implement some new good habits.

Frank Anderson is a one of the Assistant Pastors at Church 212^o in Bermuda Dunes. Frank can be reached at Frank@church212.com. For more wisdom and hope, visit Church 212^o on Sundays, check out their website Church212.com or call (760) 773-3212.



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Three Ways to Keep Your Business Financially Fit in 2017

By: Ruben Flores, Accion

The new year is here! It's important to keep your business 'financially fit' to achieve your business goals. Here are three tips to make sure your business is positioned for growth in 2017.



1. Develop a debt strategy.

If your goal is to be debt free this year, develop an accelerated debt repayment plan by paying the minimum payments on all debts and as large of a payment as possible on the one with the highest

interest. Once that debt is paid off, apply those savings to the debt with the next highest interest and so on until all debts are paid. If your goal this year is to invest in your business growth, such as buying new equipment or expanding your location, debt can become a critical tool to leverage instead of tying up the business's cash. Remember, cash is king! And it's easier to get a loan when you have cash in the bank.

2. Find a banker and accountant you trust.

Your banker and accountant should serve as advisors who understand your business today and its growth plans. Make sure both are aware if you expect to seek financing for your business this year. Your accountant's job is to develop tax strategies to minimize your tax liabilities, but your banker will need to see as generous of a bottom line on your tax return as possible. Lenders look at the business profitability as shown on the tax returns to determine if the business can repay the loan, so it's best that your accountant is aware and can strategize with you accordingly. Be aware that it may mean a higher tax liability for that year, but the injection of capital should allow your business to grow to the next level.

3. Take advantage of community resources and nonprofit organizations.

There are many great organizations in the Coachella Valley that are available to help you succeed in business. Many of these resources are available for free or very little cost. The Santa Ana District Small Business Administration (sba.gov/offices/district/ca/santa-ana) has multiple resource partners in the Coachella Valley that can support you with technical assistance, training and workshops. You can also get involved with your local chamber to network with other businesses in your area.



Ruben Flores is a Business Development Officer at Accion's local office in the Coachella Valley. Accion is a nonprofit business lender that can help you navigate through which lending option may be best for your business. With more than 15 years of experience, Ruben specializes in working one-on-one with small business owners to help them with financing and resources to achieve their entrepreneurial dreams. For more information, go to Us.Accion.org.

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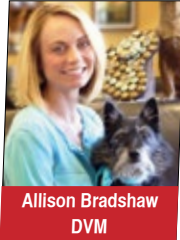
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The Difference Between Marketing and Sales

Submitted by: SCORE Coachella Valley



It's common to hear “marketing” and “sales” used interchangeably. In reality, they each have distinct characteristics. Startup entrepreneurs need to know the difference, so they can approach each with purpose while embracing how they need to work symbiotically to achieve success.

Marketing? Sales? What's The Difference?

To put it simply, *Marketing* encompasses everything you do to reach and engage prospects.

Marketing is typically a media-driven function. It involves the use of print, online, and word-of-mouth communications to drive brand, product and service awareness.

Marketing-related activities may include:

- Conducting market research to determine needs within your target market.
- Setting standard pricing for products and services.
- Raising awareness of your company and its products and services within your target markets using various media and platforms.
- Creating collateral and communications to support your salespeople in their efforts.

Sales encompasses everything you do to seal the deal with the customer.

Sales is typically a people-driven function. It involves human-to-human connections to build and nurture relationships.

Sales-related activities may include:

- One-on-one, face-to-face interaction with prospects and customers.
- Careful evaluation of specific customers' needs.
- Solutions-selling to meet specific customers' needs.
- Proposing special pricing when situations require straying from standard pricing.
- Asking for the sale and getting a contract signed.
- Follow up phone calls and email messages to keep the lines of communication open.

Blurred Lines — Realize that while marketing and sales have distinct characteristics, the lines between them have become blurred to a large degree with the advent of social media. In the past, sales professionals were primarily accountable for establishing and maintaining relationships with prospects and customers. But now, that responsibility also falls on the shoulders of marketers using channels such as Facebook, Twitter, Instagram, Google Plus, and others.

Whether you are personally responsible for your small business's marketing and sales or if you have employees performing the functions, you need a strategy to ensure your efforts are aligned.

To get guidance in how to make your marketing and sales activities complement each other so you can build and grow your company, call Coachella Valley SCORE at (760)773-6507 or e-mail info@scorecv.org. With expertise in every aspect of starting and operating small businesses, SCORE mentors are a wonderful resource to help you succeed.



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FAFSA

Are You Prepared for the Upcoming College School Year?

By: *Dennis Stewart,*
Educational Funding Solutions

Preparing for college starts with the filing of the FAFSA (the Free Application For Federal Student Aid).

The FAFSA can now be submitted. Typically, in past, you were asked to estimate your income and assets for the current year and use that information on the submission of the FAFSA. This year, you are allowed to use your 2015 tax returns instead of estimating 2016 income.

This new system makes it harder to reposition assets prior to the end of the year in hopes of decreasing your expected family contribution, which represents what you can afford to pay to send your student to college in the next year.

There are techniques that can be utilized to lower your expected family contribution, therefore lowering the amount you will pay out-of-pocket. During discussions with parents over the years, I have found many demonstrated no planning on how they are going to pay for college.

With the cost of education going up 7-8% each year, it makes it very challenging to come up with ways to

pay for college without a solid financial plan. Knowing how the financial aid system works and how to effectively file the FAFSA is key to receiving increased financial aid.

The key to college planning is twofold:

Knowing the ins and outs of filing the FAFSA. Enlist the help of an advisor who can educate on everything you need to know before diving into your submission.

Starting a financial college plan as early as possible. The earlier you start planning and implementing that plan, the easier it is to pay for college. The best time to plan for college is when you think about starting a family! Those of you who have young children will benefit greatly by starting a college plan now.

There are many solutions to funding college; however, it should never infringe on your retirement planning. The two should go hand in hand.



For the past 14 years, Educational Funding Solutions has been helping families to affordably send their students to college without sacrificing their retirement.

For more information, contact Dennis Stewart, owner of Educational Funding Solutions at (818) 597-1532 or dennis@educationalfundingsolutions.com. Or, visit EducationalFundingSolutions.com.

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A Shared Dedication to Excellence: Desert Sands Superintendent Says Farewell

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



In 2012, I was both humbled and honored to be appointed as superintendent of the Desert Sands Unified School District. It has been my privilege to serve in this wonderful community from my very first day. I entered this profession as an elementary school teacher in 1976. And

now, it's time to "graduate" from a career in public education to devote full time attention to my roles as husband, father, grandfather, and involved citizen of the Coachella Valley.

While I will deeply miss my many friends and colleagues in DSUSD, I leave with enormous pride in our shared accomplishments over the past four years.

- It has been a time characterized by unprecedented and transformational change in many areas, starting in the classroom with a transition to the Common Core with instruction and assessment that is focused on critical thinking, communication, collaboration, and creativity.

- Our 21st century teaching and learning platforms have also been enhanced through technology advancements and the investment of voter-approved Measure KK funds.

- In partnership with our employees and community, the Board of Education has navigated through a national fiscal crisis to restore a solid financial base.

- With the adoption of California's Local Control Funding Formula, the District's stakeholders have actively engaged in directing resources to ensure that unique needs of our students will be met for many years to come.

Through this time of rapid and sometimes overwhelming change, this great community has stayed the course in a fervent dedication to excellence. Rather than being distracted, our District, schools, and employees have continued to excel,

earning dozens of prestigious honors at the local, state, and national levels.

These significant achievements didn't happen by accident. They are fully and completely due to the vision of an outstanding Board of Education, combined with an incredible array of people who have chosen to invest their professional lives in this fine organization. DSUSD is widely recognized as an exemplary school district in California

I would be remiss not to mention that any kind word I receive for professional achievements adds a rose to a bouquet for my wife, Lynda. A retired speech pathologist, Lynda has definitely paid her dues as a "public school widow" during our 42 years of marriage, holding down the home front while I navigated a very public and demanding career.

And so it's with a grateful heart, 40 years after those first awkward days in front of a fifth grade classroom, that I make this personal and professional decision. I will cherish my years in Desert Sands; my tenure here will forever be a significant part of who I am.

Gary Rutherford, Ed.D, has served as the superintendent of schools for Desert Sands Unified School District. For more information, go to DSUSD.us.

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CITY MANAGER'S MESSAGE



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

Happy New Year! It's always exciting to usher in all the opportunities a new year brings. At the City of La Quinta, we look back on 2016 as a year filled with progress and foresee a bright future in 2017 as we welcome new council members

and maintain the quality of life we love here in La Quinta with the passing of the sales tax measure.

In 2016, voters approved a 1% increase in the sales and use tax to help sustain the same high standards for public safety we've come to appreciate while also allowing for refurbishment of existing infrastructure and development of new public facilities.

We also learned that The Robert Green Company – which is spearheading the SilverRock Resort

development – is completing the design of the luxury hotel and spa, conference center, lifestyle hotel, luxury and lifestyle branded residential, resort and mixed-use villages, and permanent golf clubhouse. Construction will commence in 2017 and the hotels should be open in 2019.

"The Hub" was created to improve customer service at City Hall this year. This integrated center encompasses any service that a business or resident would need. Before The Hub existed, there were several different counters for each department. The more streamlined and user-friendly system is possible through new permitting software – which has improved turnaround times. Over 90 percent of The Hub's customer reviews have been positive.

Additional places to shop, dine and be entertained have gained momentum within the past year, including La Quinta Brewing Tap Room; Mélange restaurant at The Chateau at Lake La Quinta; Casa Mendoza in the La Quinta Village; Aldi grocery store; and of course, the ever popular Cinemark Century

Theaters – with its reclining seats and lobby bar serving beer, wine and frozen cocktails.

This month, the City will kick off 2017 with one of its signature events, the CareerBuilder Challenge – the Coachella Valley's only PGA TOUR event. The tournament will be hosted at some of La Quinta's legendary golf courses – including The Stadium Course, known for its famous "Alcatraz" hole with an island green. The event is scheduled for January 18-22, and includes something for everyone, with an added concert after play this year on Saturday, January 21, featuring "Fitz & the Tantrums."

Also this month, watch for the Greater Coachella Valley Chamber of Commerce's annual Taste of La Quinta on January 14. Their Hot Rod & Custom Car Show will be held a few weeks later on February 4. With so many great events coming up, it's no wonder there is buzz about all that's happening in our great city.

For information on these and other fun ways to enjoy all La Quinta has to offer, go to PlayInLaQuinta.com.

PUBLIC WORKS NEWS

Street Maintenance Project Implements Safety Upgrades

New and Improved Bike Lanes on Eisenhower Drive and Avenida Bermudas — As part of a pavement resurfacing project, existing striping on Eisenhower Drive from Washington Street to Avenida Fernando and Avenida Bermudas from Avenue 52 to Calle Tecate was improved to provide bike lanes in both directions on Eisenhower Drive where bike lanes did not exist. This was done at the request of local area residents who felt that separate bike lanes were needed.

In order to provide a safer road space for bicyclists to use, new bike lanes striped on green painted

pavement were created on areas of Eisenhower Drive considered to be high conflict points between bicycle and motorized vehicle traffic.

On Avenida Bermudas, a bike lane already existed on the east side of the street. The residents on the west side were provided a parking lane which was also being used by bicyclists. Residents felt that if a separate bike lane was also provided this change would reduce conflicts with bicyclists as well as increase the area which residents can use to slow into and back out of their driveways.

Bike lanes striped on green painted pavement were created on Avenida Bermudas to differentiate between the bike lane and the parking lane. Crosswalks at the multi-way stop intersections were also upgraded to provide high visibility markings.



FIRE DEPARTMENT



Cold Weather Safety Tips

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

- **Remember the three feet rule.** If you are using a space heater, place it on a level hard surface and keep anything flammable at least three feet away (such as paper, clothing, bedding, and rugs)
- **Supervision required.** Remember to turn portable heaters off when leaving the room or going to bed.
- **Prevent catching yourself or items on fire!** When using a fireplace, make sure to use a glass or metal fire screen large enough to catch sparks and rolling logs. Ashes should be cool before putting them in a metal container. Keep the

container a safe distance from your home.

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



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

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

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

For more information visit rvcfire.org. *Information provided by nfpa.org and redcross.org

SILVERROCK RESORT

HAPPY NEW YEAR!

All of us at SilverRock Resort wish you a Happy New Year and look forward to seeing you enjoy all the beauty and charm at SilverRock.



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. The menu features fresh Chicken and Turkey along with healthily organic mixed green salads that are good for the heart. In addition, Happy Hour is from 3 p.m. to 6 p.m. daily.

LA QUINTA RESIDENT RATE

The La Quinta Resident rate has increased to \$55 (as of December 26, 2016). Accompanied guests will receive 30% off the posted rate of \$170. The same three day booking policy applies during this time.

WALK THE ROCK

SilverRock continues the popular 9-hole "Walk the Rock" program this month. Golfers are able to walk and play golf starting at 3 p.m. The fee for La Quinta residents with valid La Quinta Resident Cards is \$20 (juniors under the age of 17, \$10). The fee for non-La Quinta residents is \$40. Please contact the golf shop for reservations at (760) 777-8884.

LA QUINTA RESIDENT CARDS

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

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



IT'S YOUR LIBRARY

Enjoy **FREE** programs for all ages!

Adults (18 years & older)

- **La Quinta Chapter Book Club Meeting on Wednesday, January 11 at 10:30 a.m.** - Join us as we discuss "The Mothers" by Brit Bennett at this meeting and pick up the book we'll discuss in February. Bring your library cards!
- **Desert Regional Medical Center Lecture: on Tuesday, January 10 at 4 p.m.** - Join us at the library for an informative lecture. Call (800) 491-4990 to reserve your spot and for more information.
- **Stranger than Fiction (Nonfiction Club) on Friday, January 13 at 11 a.m.** - Join us for lively discussions!
- **Third Age Club, Wednesday, January 18 at 5:30 p.m.** - Join the Library's newest club for ages 55+! Brainstorm and create your own programming!
- **La Quinta Reads Book Club on Monday, January 23 at 11:30 a.m.** Sign up at the Adult Reference Desk!
- **Eisenhower Medical Center Lecture: "Mason Jar Meal Prep" on Tuesday, January 24 at 4:30 p.m.,** - Join Barbara Sassower to learn how to prepare simple, portable Mason jar meals to help you achieve your dietary goals. Call (760) 423-4855 to reserve your spot or go online to emc.org/calendar.
- **Sound and Color (Fiction Club) on Friday, January 27 at 11: a.m.** - Color with us as we listen to podcasts!

Special Events

- **An Afternoon with Leo Mittler, Thursday, January 12 at 4 p.m.** - The "Third Age Club" presents an afternoon with Leo Mittler, a Holocaust survivor. At the age of 14, he was interned in a concentration camp in Poland, and endured seven other camps over an almost 4 year period. Join us as he relays his days before, during, and after his internment.

Teens (ages 13-17)

- **Anime Zone, Saturday, January 7 at 4 p.m.**
- **Teen Think Workshop, Friday, January 13 at 4 p.m.**
- **Teen Book Club, Saturday, January 21 at 4 p.m.**
- **Teen Advisory Board Meeting, Friday, January 27 at 4 p.m.**

Tweens (ages 9-12)

- **Tween Book Club** - Registration begins **Wednesday, January 11!** The first 10 kids to register will get a **FREE** copy of the book! Meetings held on Tuesday afternoons @4 p.m. Runs through May.
- **TechKnowledge Camp, Thursdays, January 5 & 19 at 4 p.m.** - registration required, space is limited!
- **Tween Makerspace, Tuesday, January 10 at 4 p.m.** - Pop Culture Trivia Night at the Library will include brainteasers, trivia, snacks, and music and book giveaways for our winners.

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. starting January 10.**
- **Preschool Storytime (ages 2-5) every Thursday at 10 a.m. & 11 a.m. starting January 12.**
- **Something on Saturday (Ages 2-12), every Saturday at 3:30 p.m.,** - enjoy a half hour of activities in the Children's Area!
- **"Bilingual Storytime with Ms. Minerva" on Wednesday, January 4 at 5:30 p.m. (All ages)**
- **Pajama Tales on Wednesday, January 11 at 5:30 p.m. (All ages)**
- **Family Game Night, Fridays, January 13 & January 27 at 4:30 p.m.**
- **Family Fun Night on Wednesday, January 18 at 5:30 p.m.** - Join Ms. Sarah and Instructor Kika Acosta-Reyes for fun, upbeat movement and stretching.



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 Cookbook Swap on select Sundays at 10 a.m. on the lawn.** (Dates: January 8, March 5 and May 7.) Bring a gently used cookbook and swap it for another one that we'll have at the booth!

PLEASE NOTE: The Library will be CLOSED on January 1, January 2 & January 16. 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

Opening on January 17, is the new exhibit “Tell Me a Story” featuring original art by female artists. Each piece will be accompanied by a personal story.

Tell Me a Story: Black Women Authors

Also opening on January 17, is an exhibit 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, January 4, 10 a.m. - 10:30 a.m.

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

La Quinta Museum Coloring Club for Adults

Friday, January 6, 2017 and Friday, January 20, 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.

Tom Kennedy Lecture - Friday, January 6, 4 p.m.

“Our Ancient Desert History” will be the subject of a talk by local artist/historian Tom Kennedy. Tom will discuss his life growing up in La Quinta, as well as many of his discoveries.

An Evening with Chip Miller

Thursday, January 12, 7 p.m. - 8:30 p.m.

Enjoy a screening of a PBS Special. Director/writer/artist and 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, January 17, 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*

Opening Reception – “Tell Me a Story”

Thursday, January 19, 5:30 p.m. – 7:30 p.m.

Grand opening reception for “Tell Me a Story” celebrating women artists and Black female writers. Refreshments and entertainment will be provided.

Kay Wolff Lecture - Friday, January 20, 4 p.m.

Kay Wolff will present a talk on the history of the incorporation of the City of La Quinta. Kay is a Riverside County 2010 Senior Inspiration Award Recipient.

Good Reads in the Gallery Book Club

Thursday, January 26, 5 p.m. – 6 p.m.

Pick up a copy of “Founding Mothers” by Cokie Roberts at the Museum and then join our discussion group. Refreshments will be served. (Limited number of free copies available; title is also available for check out at the La Quinta Public Library.)

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

Saturday, January 28, 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, January 31, 10 a.m. - 11 a.m.

La Quinta residents and authors Kathy and Thom Gottberg will present a talk about “Rightsizing” and discuss how you can have it all, with less! Coffee and pastry will be served.

POLICE DEPARTMENT

La Quinta Police Volunteer Program



The La Quinta Police Department

(LQPD) is committed to community oriented policing and it was with this philosophy in mind that the LQPD Volunteer Program was created. The goal of the program is to:

- Recruit volunteers from the community.
- Train volunteers in various police-related duties.
- Allow volunteers to function in direct support of the police department.



The idea of citizen volunteers strikes to the very heart of one of the main

principles of community oriented policing: to build trust and understanding between law enforcement and community members. The establishment of a citizen volunteer program enables the police and the community to share ownership, decision-making and accountability in their service to their community.

The LQPD Volunteer Program is made up of people from the community who have dedicated their time and effort keeping La Quinta’s residents and visitors safe, while improving their quality of life.

Volunteer Duties

- Citizens on Patrol
- Home and Business Security Checks
- Staffing the Community Policing Office
- Interacting with and Assisting the Public
- Traffic Control
- Clerical and Data Entry
- Crowd Control at Community Functions

If you are interested in becoming a member of the LQPD Volunteer Program or would like more information regarding the program or would like to set up a ride along, please contact a Volunteer Coordinator at (760) 863-8385 or (760) 863-8349.

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.

Got Pain or Arthritis? Get Better The Natural Way!

Speaker: Dr. Rhonda Donahue

Monday, January 9; 11 a.m. - 12 noon

You will learn simple ways to manage pain and arthritis naturally with foods and a secret remedy from New Zealand. Learn a simple hand massage for arthritic hands. Learn what foods are good or bad for arthritis conditions. Dr. Rhonda Donahue will also offer how to help your pet with pain.

January Luncheon – Thursday, January 12, 11:30 a.m.

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

Registration now open! Online registration is available at la-quinta.org.

Benefits of Technology — Speaker: Cassandra Beegle

Friday, January 27; 9 a.m. - 12 noon

Find out the many benefits of living in the information age, and learn about the latest technology so you don't feel left behind. Presenter Cassandra Beegle owner of iTT Consulting will intrigue you with technology for the future: smart phone revolution, tablets, advances in medicine, driverless cars, and more! Please call (760) 564-0096 to register.

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

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

Registration begins January 12. Online registration is available at la-quinta.org.

RENTALS: Book Park Rentals Online!

Reserve the Fritz Burns Park or La Quinta Park by visiting la-quinta.org/register 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.



La Quinta
GEM of the DESERT

19TH HOLE BLOCK PARTY

January 20, 2017
6-10 p.m.
Old Town La Quinta

Come out and experience the 19th Hole Block Party with Music, Food, Art, Games & more!




La Quinta

GEM of the DESERT

Special City Council Meeting – Community Workshop

Date: January 25 **Time:** 5 p.m. - 8 p.m. **Location:** City Hall

Purpose: City Council Workshop to discuss the City's value, it's 2016 accomplishments and 2017 initiatives. **For more info visit:** la-quinta.org

Have A Short Term Vacation Rental Property?



Register your property today at
www.PlayInLaQuinta.com/Rental-listings

La Quinta
GEM of the DESERT

COMMUNITY SERVICES CLASSES & PROGRAMS: JANUARY & FEBRUARY

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	
Register at cuttingedgebasketball.com			
Cutting Edge Basketball	3 p.m. – 5:30 p.m.	Sun	
Please call (760) 238-0223 Greg Minor			

COLONEL MITCHELL PAIGE

Dodgeball (8 – 13 years)	6 p.m. – 7 p.m.	W	
Please register with YMCA (760) 341-9622			

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 – 12 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	4 p.m. – 4:45 p.m.	M	(January)
Gentle Flow 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	(Jan 20)
Friday Social Ballroom Dance	6 p.m. – 7 p.m.	F	(Feb 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 Intermediate	3 p.m. – 4:30 p.m.	TH	(January)
Water Color	10:30 a.m. – 12 p.m.	T	

(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	(January)
Bridge Beginning 2	10 a.m. – 12 p.m.	W	(January)
Bridge Intermediate	1 p.m. – 3 p.m.	W	(January)

Cinema Discussion Group	1 p.m. – 3:30 p.m.	W	(Jan 4)
Cinema Discussion Group	1 p.m. – 3:30 p.m.	W	(Jan 8)
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)
Computer Literacy	1 p.m. – 3 p.m.	M	(January)
MS Word Level 1	5:45 p.m. – 7:45 p.m.	M	(January)
MS Word Level 2	5:45 p.m. – 7:45 p.m.	M	(February)
MS Excel Level 1	5:45 p.m. – 7:45 p.m.	W	(January)
MS Excel Level 2	5:45 p.m. – 7:45 p.m.	W	(February)
Herb & Vegetable Garden Group	9 a.m. – 10:30 a.m.	F	

(Nutritional Wellness)

Fara's Food "Mainly Vegetarian" (Vegetable Paella)	11 a.m. – 12:30 p.m.	W	(Jan 11)
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(Physical Wellness)

Body, Mind, Breath	8:30 a.m. – 9:30 a.m.	T/TH	
Cardio, Strength, Balance (Silver Sneakers)	9:45 a.m. – 10:30 a.m.	M/F	
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 (14 years & up)	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	
Reiki	10 a.m. – 11:30 a.m.	TH	(February)
Sunset Yoga (15 years & up)	6 p.m. – 6:45 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	
Zumba	9:30 a.m. – 10:30 a.m.	M/W	
Zumba	8:30 a.m. – 9:30 a.m.	T/TH	
Zumba	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	(Jan 27)
Desert Oasis Strummers Concert	1:30 p.m. – 3:30 p.m.	F	(Feb 24)
La Quinta Voices	10 a.m. – 11 a.m.	T	
Social Bridge (Call Doris (760) 564-2878)	12 p.m. – 3:30 p.m.	M	
Mah Jongg (Contact Center for more information)	1 p.m. – 4 p.m.	T	



The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

(760) 347-0676 GCVCC.org

January 2017

Connect With Residents, Professionals & Visitors at Events

By: *Katie Stice, Greater Coachella Valley Chamber*



The Greater Coachella Valley Chamber of Commerce is pleased to offer community and business events throughout the year. Join us as we connect the residents, professionals and visitors of our fabulous desert through events, services and special programs. We welcome you!

8th Annual Taste of La Quinta Saturday, January 14

1 p.m. to 4 p.m.
Old Town La Quinta
Tickets: GCVCC.org

CareerBuilder Challenge Kick-Off Event

Wednesday, January 18
5 p.m. to 7:30 p.m.
La Quinta Country Club
Tickets: GCVCC.org
\$20 pp

The SouthWest Arts Festival January 26-29

10 a.m. to 5 p.m.
Empire Polo Club
81800 Avenue 51, Indio
Tickets: GCVCC.org

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

Inaugural Crime Prevention EXPO Saturday, February 18

10 a.m. - 3 p.m.
La Quinta City Hall
Free admission for: breakout sessions about home, personal and cyber safety and more plus expo booths, raffle, Q & A session with the La Quinta Police Department and City of La Quinta

Please note: All three chamber office locations will be closed on Monday, January 16 in observance of Martin Luther King Jr. Day.

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. 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.

Federal Overtime Rule Blocked: What This Means for California Exempt Classifications

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



On November 22, 2016, a federal court in Texas issued a nationwide preliminary injunction blocking the Department of Labor (DOL) from enforcing the new federal overtime rule, which was set to take effect on December 1, 2016.

The federal overtime rule generated significant controversy because it more than doubled the federal salary level that must be met before an employee can be classified as exempt from overtime under one of the so-called white-collar exemptions (the executive, administrative and professional exemptions).



The federal overtime rule required a minimum salary of \$913 per week to meet the white-collar exemptions. This amounts to \$47,476 annually for a full-time employee and is also higher than

California's minimum salary threshold for these exemptions.

A group of states joined forces on a lawsuit to stop the overtime rule prior to the rule's effective date. Business groups also filed a lawsuit challenging the rule. The lawsuits claimed the DOL overstepped its authority in enacting the rule.

The court's decision was a victory for the states and business groups who had filed suit. In granting the preliminary order to halt the rule, the court wrote that the states showed a "likelihood of success on the merits" of the lawsuit "because the Final Rule exceeds the Department's authority."

What This Means for Employers — Because the federal overtime rule currently cannot be enforced, California employers should use the California salary test to determine whether an employee can be classified as exempt under the executive, administrative and professional exemptions.

The current minimum monthly salary test for most exempt executive, administrative and professional employees is no less than two times the state minimum wage for full-time employment— \$3,466.67 per month for 2016. In addition to the salary test, California employees must meet a strict duties test to be classified as exempt.

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

8th Annual Taste of La Quinta Returns

Saturday, January 14 in Old Town La Quinta



The 8th Annual Taste of La Quinta is back and better than ever. The event is hosted by the Greater Coachella Chamber of Commerce (GCVCC) and features food and wine tastings from favorite local restaurants, wineries and distributors. It's a chance to unwind with your neighbors, enjoy great food, beverages, live music, and soak up the beautiful weather in Old Town La Quinta.

"This event quickly went from a La Quinta favorite to a popular valley-wide event, seeing as how we all love to celebrate with our favorite friends over great food and drinks," says Katie Stice, President of La Quinta and Indio Chambers, VP Core Services for GCVCC. "It 's the perfect start to the New Year

for guests as they stroll beautiful Old Town La Quinta; the setting is quite special. We expect 15-30 restaurants and wine providers again and anticipate selling about 1,000 tickets like last year. The Chamber is always thrilled to work with the City of La Quinta on such signature events as this. We are lucky to have a strong and thriving relationship for the betterment of our community." -

Special thanks to our title sponsor: *City of La Quinta* and our **Event Sponsors:** *Desert Urgent Care, Fantasy Springs Resort Casino, Desert Regional Medical Center, JFK Memorial Hospital, MRC A Xerox Company, Hegarty Plumbing, and Costco Wholesale.*

Tickets: \$30 Unlimited Wine Tasting, \$40 Food Tasting, \$60 Combo Ticket (food & wine) \$100 Fast Pass Combo Ticket (food & wine and go to the front of the line all day). Ticket prices go up \$5 on event day, at the entrance. Buy your advance tickets at Eventbrite, visit GCVCC.org for the ticket link or call (760) 347-0676.



The Greater Coachella Valley Chamber of Commerce Presents

The 11th Annual Hot Rod and Custom Car Show

Saturday, February 4, 2017

11:00 am - 4:00 pm

Hosted at La Quinta Community Park

77865 Avenida Montezuma. La Quinta, CA. 92253

FREE EVENT!

- Food and Beverage Vendors
- Activities
- Live Music

Vehicle Entry Fee: \$35

At the gate, day of event : \$45

Car Corral (up to 8 vehicles): \$250

*Free T Shirt with paid registrations prior to January 13th, 2017

Email registration to events@gcvcc.org



Vendor opportunities available

(760) 347-0676 | info@gcvcc.org | GCVCC.org

NEW MEMBER SPOTLIGHT

Byshayrizzo

Byshayrizzo has been one of Rebecca Rizzo's passions for more than 15 years, as she has been creating jewelry and accessories as a stress reliever.



Rebecca often finds time to relax with the exploration and creation of new aesthetically pleasing accessories. As she settles into her studio to create a new piece of art, she channels the artistic nature of earth's healing properties, which bolsters creativity in her plight to produce happy and positive products. Her distinct focus, endless commitment to our community and acting with a purpose, have been a critical element in building togetherness. Positivity and love is something the world needs more of, and she has dedicated herself to just that.

The objective of this venture is to give endlessly to the people that she loves. Byshayrizzo's Facebook page started so that Rebecca could post her pieces to gauge the community's reaction to her "happy creations." Shortly thereafter, other people began to see the value in her work and orders started to pour in. Following closely behind, event bookings were generating. More recently, Rebecca was asked to be a featured artist at an art gallery located in Idyllwild.

For more information, email Rebecca at byshayrizzo@gmail.com or call her at (760) 464-9636.

NEW MEMBER SPOTLIGHT

USA National Title Company

The goal of USA National Title Company is to ensure that each and every client has an exceptional customer service experience that lends peace-of-mind to every party involved.

USA National Title Company was founded by Ed Clark, its CEO, in February 2006. The company is owned and managed by a group of seasoned title professionals who each have long-standing relationships within the real estate and mortgage lending markets.



Their combined knowledge and business beliefs and strategies have given USA National Title a cutting edge advantage within the real estate closing community – allowing them to deliver quality title and escrow services for their customers throughout the years.

What makes USA National Title unique is that, although they target the high-end real estate markets, they are equally proficient when it comes to the lower and middle real estate markets throughout California. Unlike most of the other title companies that off-shore their title production and other title functions, all USA National Title Company's title production is performed in the USA. This provides a level of protection you may not experience with other title companies when it comes to your personal information.

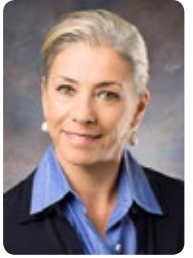
For more information or to get a quote, visit USANationalTitle.com or contact Adrienne Lorenz at (760) 660-0679 or alorenz@usa-ntc.com. USA National Title Company is located at 77-935 Calle Tampico, Suite 101 in La Quinta.



NEW MEMBER SPOTLIGHT

CV Background Screening & Drug Testing

One of the fastest growing business services in the U.S. is background, drug and aptitude/integrity screening. CV Background Screening & Drug Testing has opened its doors, providing full 24/7 Service to its clients in the Coachella Valley.



Employee drug abuse and pilferage are at an all-time high. As the job market tightens and the minimum wage increases, identifying good potential employees has never been more important. The Surgeon General published a report concluding 1 in 7 people in the U.S. will experience a drug abuse problem during their lifetime. It is the first time in history the U.S. Surgeon General has published a report dedicated to substance abuse. The Issue is now officially referred to as a national epidemic.

In addition to Domestic Background Screenings, the company also offers Multinational Employment, Degree and Licensing Screening in over 220 countries. As part of a national organization, CV Background Screening & Drug Testing has over 4000 nationwide lab locations for sample testing, including certified DOT and DNA results. The clients, if they prefer, can have CV's fully certified personnel come to their facility to gather samples, but CV can also provide their clients with over 300 different types of instant self-testing products.

CV personnel and online specialists assure clients are always compliant and safe from any application-related liability. There is live on-call phone support on any issue and any type of question 24/7. You can contact CV Background Screening & Drug Testing at (760) 698-9686, gafox@cvbsdt.com, or at CVbsdt.com.

NEW MEMBER SPOTLIGHT

Minus30

Minus30 is a mobile frozen dessert catering company, handcrafting fresh modern rolled sorbet right before your eyes. They use the freshest ingredients, ensuring the best taste. Each serving is made in front of you, in a way that captures your attention. They're environmentally friendly, as the chefs serve your sorbet in biodegradable consumables.



The story begins when owner, Mike Salazar, took a 2 month solo adventure to Southeast Asia. After years of working in the Las Vegas hospitality and entertainment industry, Mike decided to take a break from the hustle and bustle of Vegas, and have an adventure overseas.

One day after exploring the islands around Phuket, Thailand, Mike had a craving for a refreshing cold treat after a long, warm day. Desperate to satisfy his craving, he encountered a local street vendor and found something he had never come across before – fresh ice cream rolls. He was so inspired by the delicious flavors and presentation, he decided folks back home needed to experience the best, freshest and healthiest frozen dessert available. Minus30 was born – bringing fresh rolled sorbet made the modern way to the Coachella Valley.

Minus30 is available to cater for weddings, birthday parties and various private events. For booking/inquiries, call Mike Salazar at (760) 507-1218 or email minus30ice@gmail.com. Check them out on Instagram: [@minus30ice](https://www.instagram.com/minus30ice).

NEW MEMBER SPOTLIGHT

OZA Realty

OZA Realty is one of the preeminent real estate companies in the Coachella Valley, dedicated to providing the finest service available while breaking new ground.

Because the real estate industry is becoming more sophisticated and challenging every day, buyers and sellers need a professional team that understands the industry and is positioned to stay ahead of the game. OZA Realty goes the extra mile by constantly researching the market and property values so a client's home is priced effectively from day one. They also make sure the public knows a seller's home is for sale by using innovative advertising and marketing techniques to attract potential buyers. If you own real estate that you're thinking of selling, OZA Realty offers free home evaluations.

Jose Espinoza has a great deal of experience as the CEO/owner of a highly successful escrow company and broker, and earned a Bachelor of Arts in Business Administration-Entrepreneurial Management. That experience, coupled with his personal insight as a native to the desert, is what makes Jose Espinoza the talented and knowledgeable agent he is. Espinoza's clients can be certain that their best interests will be served as a buyer or seller. Whether you are first-time homeowner, are upgrading, relocating or downsizing, he can put his expertise and familiarity with neighborhoods and property values to work for you.

Besides representing buyers and sellers, Espinoza also represent Investors. Real estate investing works under a different set of standards than buying or selling a home to live in, and it requires particular knowledge and a set of skills that not every realtor possesses.

To schedule your free home evaluation, Jose Espinoza at (760) 272-1284 or visit them at 78115 Calle Estado, #203, La Quinta or online at ozarealty.com.



NEW MEMBER SPOTLIGHT

La Quinta Art Association

La Quinta Art Association is a newly formed not-for-profit group of artists and others who wish to work with artists in the Greater Coachella Valley Region.

Gary W. Heath has founded the group with 4 other founding members; Gideon Cohn, Chad Allen, Melody Cohn, and Rebecca Rizzo. The group's goal is to contribute to the visual arts community by supporting existing venues and also to provide new opportunities for artists to exhibit their work.

The Association will feature each artist on a website/registry, LaQuintaArtists.com. The registry is a resource for contact information about each artist in the group, and showcases images of their work.

Heath felt there has been a need for an art association in the La Quinta region for some time now, but that artists did not perceive that need until recent developments in the art scene. He believes that by forming the group, artists now have something to call their very own. Heath says "This is a group of positive people, doing positive things".

For more information about membership and utilizing any artists, contact La Quinta Art Association: Gary W Heath, candglq@yahoo.com, (760) 777-9639.



NEW MEMBER SPOTLIGHT

Harrington Law Office

Michael Harrington of Harrington Law Office has practiced law since 1992, with an emphasis on family law and small businesses. He handles all aspects of family law, child custody and support, as well as wills, trusts, bankruptcy, and landlord/tenant legal issues.

Harrington's rating on AVVO, an independent attorney rating service, is "SUPERB." He is often featured in the news, and recently served as an expert commentator for KABC – LA.

One question Michael is often asked is, "If I am getting a divorce, can I fill out the forms myself?" Michael's response is, while you can fill out the forms on your own, you won't do justice to your case because of the legal complexities – especially in cases involving child custody and support.

Harrington Law Office provides you with legal assistance and guidance you deserve. Their primary goal is to exceed to client expectations.

His law office is conveniently located in Palm Desert in the Fusion Workplaces, a high-tech facility with many amenities. His staff is bilingual. Make an appointment for a free consultation.

For more info, call (760) 347-4445, email michael@michaelharringtonlaw.com, go online at MichaelHarringtonLaw.com or visit their offices at 74710 Hwy 111, Suite 102, in Palm Desert.



NEW MEMBER SPOTLIGHT

Nails World & Beauty Salon

At Nails World & Beauty Salon, their mission is to provide a luxurious and elegant atmosphere so you can relax, unwind and enjoy the moments when time is yours alone.

Nails World & Beauty Salon is one of La Quinta's biggest and most luxurious nail salons. Their management team has over 19 years of experience combined. They set the highest standards in pedicures, manicures, skin care, sanitation and five-star client care. Each treatment is tailored specifically to each client's individual needs.

Nails World & Beauty Salon is committed to delivering services that promote health, well-being, comfort and beauty. To achieve the best results, they use products from the most trusted brand names in the beauty industry. Their selection includes OPI, Creative Powder, Shellac, Cuccio, LCN Gel, Gelish, GiGi, Poshe, Gel Dip, Essie, Dermalogica and Xtreme Lashes®.

Nails World & Beauty Salon believes in absolute hygiene. Their luxury spa pedicure chairs are cleaned and disinfected carefully after each and every service, and tools and instruments are disinfected and sterilized between services by Tuttnauer Automatic Sterilizer which provides the highest level of sterilization. This is the same type of standard and procedure of sterilization that is being used at dental and medical facilities.

For more info, visit NailsWorldSalon.com or call Tammy at (760) 564-2301. They are located at the corner of Washington Street & Highway 111 next to Red Robin Restaurant.



REGIONAL RIBBON CUTTINGS & GROUNDBREAKINGS



ARCO AM/PM and Chelo's Burgers — 44333 Golf Center Parkway, Indio, (760) 342-2285



Western Water Works — 85998 Jones Ct., Coachella, (760) 696-0360



Braille Institute Teaching Kitchen — 70251 Ramon Rd., Rancho Mirage, (760) 321-1111



Studio Osterberg — 78065 Main St., Ste. C-105, Old Town La Quinta, (760) 698-8569



CIE Sichuan — 45682 Towne St, Indio, (760) 342-9888



Fairway Independent Mortgage, The Chappa Group — 78370 Highway 111, Ste. #200, La Quinta (2nd Floor, Point Happy), (760) 660-4696

REGIONAL RIBBON CUTTINGS & GROUNDBREAKINGS



World Financial Group — 39725 Garand Lane, Ste. B, Palm Desert, (760) 699-4286



Pandora — 73339 El Paseo, Ste. #104, Palm Desert, (760) 340-1107



Venus de Fido — 73600 Alessandro, Palm Desert, (760) 834-7050



VAREP, Coachella Valley Chapter – (949) 355-9553, VAREP.net



Pizza Factory — 78772 Highway 111, La Quinta, (760) 777-9700



Loma Linda Children's Hospital Groundbreaking — Downtown Indio

MEMBER NEWS

Braille Institute Offers Free Classes and Seminars for Vision Loss

Braille Institute Rancho Mirage has announced that enrollment is now open for more than 50 free Winter Session classes offered through its Rancho Mirage location. The classes, offered in English and Spanish, are especially designed for Coachella Valley residents living with vision loss and emphasize basic life skills while focusing on new techniques to help people live well with low vision, celebrate life through arts and healthy living, and feel more confident with daily living safety tips.

Winter Series classes and workshops begin January 3 and will run 14 weeks (Monday – Friday) through April 7. To participate, students must have vision loss (often as a result of macular degeneration, diabetes, glaucoma, cataracts or other condition) that cannot be corrected by conventional glasses/contact lenses.

The Winter Session features more than 50 class options. New this year is a Horticulture series, conducted by certified Master Gardeners. These classes will teach Braille Institute students practical gardening, with an emphasis on growing tomatoes and other vegetables.

One of its most popular classes, ‘Science 102 With Mr. Wizard,’ will return for the Winter 2017 session. This class, taught by Bob Wells, explores a variety of science-related topics in a fun and accessible manner and explains how they pertain to daily living.

There is no fee to participate in the classes, but students must register with Braille Institute by calling (760) 321-1111 or in person at the facility, located at 70-251 Ramon Road in Rancho Mirage. Braille Institute is a nonprofit organization whose mission is to eliminate barriers to a fulfilling life caused by blindness and severe sight loss. Visit BrailleInstitute.org/RanchoMirage for more information.

MEMBER NEWS

Big Rock Pub to Host Rockin’ Fundraising Events

The highly anticipated Big Rock Pub (BRP) at Indian Springs Golf Club is quickly establishing a burgeoning fan base. With live music packing the dance floor every Wednesday, Friday and Saturday night, over 20 television screens streaming sports, concerts and rockumentaries, a menu that takes traditional favorites to a whole other level, combined with the mind blowing classic rock décor, this non-traditional pub has become a huge hit.

The Big Rock Pub will host their third community fundraiser, “Rock the Ride,” Sunday, January 29 from 1 p.m. - 5 p.m. In February, the Palm Springs Cruisin’ Association will host their monthly “Cruise In” at Big Rock Pub/Indian Springs Golf Club as a pre-party for the Annual Dr. George Car Show on Feb 11. Over 150 local car enthusiasts will bring their rides and park along the 18th green. A suggested donation of \$20 at the door will benefit Desert Cancer Foundation, and those donating will benefit from Happy Hour pricing throughout the event.

Big Rock Pub is located at Indian Springs Golf Club, 79-940 Westward Ho Drive Indio. Visit their websites at TheBigRockPub.com and IndianSpringsGC.com for more information, or call (760) 200-9844.

MEMBER NEWS

19th Hole Block Party to be held in Old Town La Quinta on January 20

The City of La Quinta and Coachella Valley Art Scene will host the 2nd annual 19th Hole Block Party on Friday, January 20 from 6 p.m. to 10 p.m. in Old Town La Quinta. The block party is being held in conjunction with the *CareerBuilder Challenge*, which takes place January 18-22 in La Quinta. Old Town La Quinta will play host again as the block party will feature music, food, art and more.

Coachella Valley Art Scene will be bringing a new element to the block party with live art installations, as well as a craft area. Local restaurants will be on hand to offer a variety of food and drink options to visitors. Additionally, the block party will expand from Old Town La Quinta’s Main Street through Calle La Fonda with an additional stage, giant board games and more.

Coachella Valley Art Scene (CVAS) started as a blog in 2008 by Sarah Scheideman after she returned home from college and saw a void in her community that she wanted to fulfill. After five years of blogging and events, the CVAS opened the doors to their first art gallery for a more tangible experience.

“This year we wanted to expand on the block party from what we did previously. We wanted to really incorporate some new elements that showcases the culture and diversity that La Quinta encompasses,” said Marcie Graham, La Quinta’s Marketing & Events Supervisor. “Partnering with Coachella Valley Art Scene is going to take our 19th Hole Block Party to another level.”

The 19th Hole Block Party event will be free to attend and all ages are welcome. More information will be available on PlayInLaQuinta.com or contact Marcie Graham mgraham@la-quinta.org or (760) 777-7032.

MEMBER NEWS

Pet Insurance Workshop to be held at Village Park Animal Hospital

Join Dr. Carlson and the Village Park Animal Hospital staff on Saturday, January 21 at 5 p.m. as they host a Pet Insurance Workshop, discussing the importance of pet insurance.

Navigating which company to choose, as well as making decisions about which policy is the best for you and your pet, are difficult. This workshop will help remove barriers to these decisions and have clients join in active discussions about why pet insurance is so important.

All pet owners are encouraged to attend. Everyone will be entered into a drawing to win a \$200 contribution towards the policy of their choice.

Village Park Animal Hospital has been the La Quinta Cove’s only veterinarian since 1998. They have grown largely because of the dedication to long-term clients who have trusted them for years. They offer regular pet owner educational opportunities. For more information, call (760) 564-3833 or visit VillageParkAnimalHospital.com.

ALL ABOUT ART! Get Ready for the 31st Southwest Arts Festival

Art season is upon us! The Coachella Valley is blessed to have some of the finest art shows in the country, and in La Quinta, we are fortunate to have three of them right in our back yard. The season will kick off with the 31st Annual Southwest Arts Festival Indio at the Empire Polo Club January 26-29. It's followed by the La Quinta Arts Festival in early March, and the Indian Wells Arts Festival in April. Each show is unique and brings its own personality to the desert's eclectic art scene.

If you have never been to an art festival, you may be curious as to what to expect. Art festivals are primary channels for individual artists from around the country, and even international artists, to display and sell their unique works of art. Generally, artists must be admitted through a jury system, meant to ensure the quality of art remains high. All works must be original. Through the years, many of the art festivals have also embraced the shows as a community event, adding live entertainment, art demonstrations and dining to enhance the overall consumer experience.

First up annually among the local art shows is the Southwest Arts Festival. The Southwest Arts Festival is a nationally-recognized cultural event and one of the area's largest and longest-running juried art festivals. It has been named one of the Top 100 Events in North America by *Travel Magazine*. Its reputation for first-class quality and professional integrity has given the festival international acclaim. Last year, the festival drew record numbers of attendees and featured more than 240 professional artists from around the world.



In addition to drawing internationally-acclaimed art talent, the show is also one of largest annual fundraisers that support several Coachella Valley based nonprofits. More than 200 community leaders and volunteers work together to contribute numerous hours to ensure its success. It recently expanded its annual celebration to now run four days, Thursday, January 26 through Sunday, January 29.

"The Southwest Arts Festival is one of the finest celebrations of art in the country, and attracts world-class artists that represent a diverse range of media," said Joshua Bonner, President and Chief Executive Officer of the Greater Coachella Valley Chamber of Commerce.

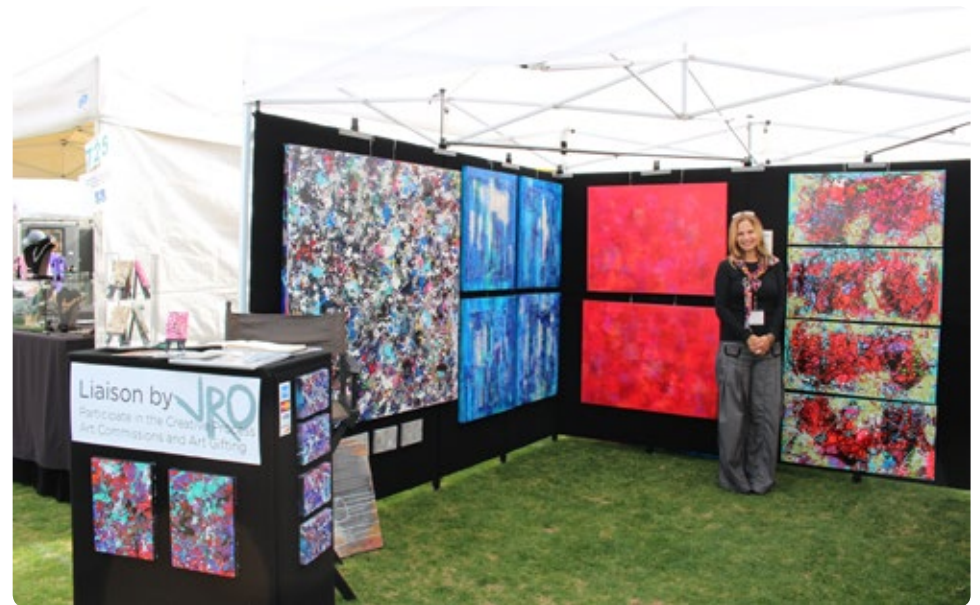
Each year, the Southwest Arts Festival continues to attract a high caliber of talented artists who offer unique and original artwork, including traditional, contemporary, and abstract fine works of art.

Categories include clay, drawing, glass, jewelry, metal, painting, photography, printmaking, sculpture, textile, and other arts. Interactive art displays and demonstrations like pottery, glass blowing and fine art painting will take place throughout the festival. Visitors may also enjoy live music and a variety of food and beverage options while casually walking the grounds.

The festival recently announced this year's featured artist. 'Mole's Eye View,' a circular photograph by artist Nancy Roux, will be featured on the signature

poster of the 2017 Festival. "Each year we receive a large number of submissions to represent the festival on our poster," says Bonner.

"This year, our jury selected a stunning photographic work that not only captures the imagination in a 360-degree rotating desertscape, but also



demonstrates the breadth of excellent artwork our attendees will discover at the festival. This image will appeal not only to poster collectors, but to art and photography enthusiasts."

The Southwest Arts Festival is sponsored by CBS Local 2, the Greater Coachella Valley Chamber of Commerce, and the City of Indio. The four-day family-friendly festival will be open from 10 a.m. – 5 p.m. daily, and admission will be \$10 for seniors, \$12 for general admission, \$15 for a four-day pass (which includes parking) and free for children 14 and under. Tickets may be purchased in advance by visiting SouthwestArtsFest.com.

This year's full art show schedule includes the *La Quinta Arts Festival* on March 2-5, and the *Indian Wells Art Festival* on March 31, as well as April 1-2. For those looking to appreciate the arts in between the featured shows, *Art on Main Street* in Old Town La Quinta features about 70 artists in their show that runs multiple weekends through the season.

For more information, visit SouthWestArtsFest.com.

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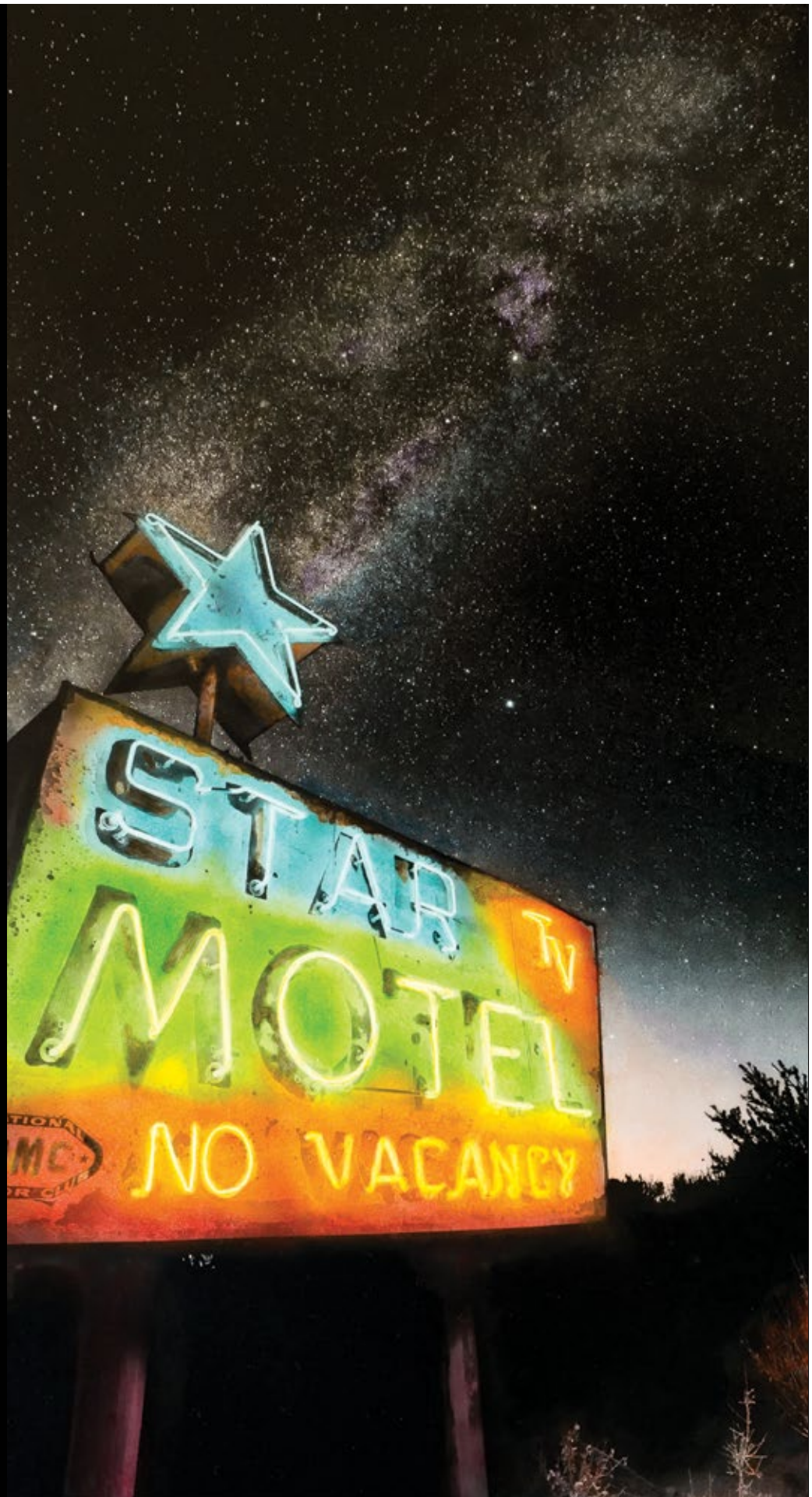
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It's a Whole New Game at the *CareerBuilder Challenge*; January 18-22

Submitted by: CareerBuilder Challenge

For years, the experience of attending a sporting event has been all about the action on the field, court or, in the case of golf, the fairways and greens. The CareerBuilder Challenge is turning that notion on its head.

While there will still be plenty of thrilling drives, chips and putts from the top PGA TOUR players competing in the 58th-annual CareerBuilder Challenge from January 18-22 at the Stadium and Jack Nicklaus Tournament Courses at PGA WEST and La Quinta Country Club, the event will also feature a whole new

tournament experience in 2017. From wine tasting events and cocktails to craft beers and featured local cuisine, fashion, music and art, the CareerBuilder Challenge will be *the* place to be this January in the Coachella Valley.

Chief among the new offerings will be a Saturday concert following play featuring popular indie-pop band 'Fitz and the Tantrums' – known most recently for their popular hit, "Handclap," among others since releasing their debut album in 2010. The band played at Coachella in 2014. As part of the tournament's Golf and Guitars theme, the concert will be open to all spectators with a Saturday ticket and will take place adjacent to the driving range between the Stadium and Jack Nicklaus Tournament Courses shortly following the conclusion of third-round play on January 21.

The new Club 9 Lounge will be the hub of off-course action, featuring a fresh dining, lounging and relaxation experience open to all fans. From Friday through Sunday, Club 9 will feature a special art preview of the La Quinta Arts Festival. Club 9 will also host fashion shows by Lady Golf at 1 p.m. and 3 p.m. on Saturday, showcasing outfits from yoga, Pilates, golf, tennis and equestrian fashion lines.

Another addition this year is "Birdies for Beer" at #16 on the Stadium Course. When a pro sinks a birdie on this whole, patrons will receive 50% off beer at the "Birdies for Beer" outpost for the next 10 minutes.

In addition to Daily and Weekly passes, VIP experiences are also available. Tickets for Genesis Club 17 get you into a private outdoor venue overlooking the #17 tee on the Stadium Course, the legendary whole known as "The Rock at Alcatraz" – along with premium food for purchase and a private cash bar and preferred parking. The Bob Hope Club is the ultimate way to play – with indoor/outdoor seating, all-inclusive gourmet food and premium bar, private TVs for indoor viewing and valet parking.

The CareerBuilder Challenge – the Coachella Valley's longest-running charitable event, organized and operated by Desert Classic Charities – has raised more than \$57 million for local charities since its inception as the Palm Springs Golf Classic in 1960. CareerBuilder Challenge tickets and complete tournament information are available at CareerBuilderChallenge.com.

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Set Your Alarm Clock An Hour Early

By: *Leila McCauley, Live Well Clinic*

There is much to gain if you rise-and-shine an hour early – even 45 minutes will do. The first part of your day is crucial, whether you are a morning person or not. It helps set the course for the day and how you will manage what comes your way. As we start a new year, how about starting a new healthy habit, which will benefit you for the rest of your life?

Many experts and highly successful people do these morning routines or something like this, and while it may be difficult to start, if you do this for at least 32 days you won't regret it. Why 32? Research shows this is how long it takes to create a new habit.

Here are the basics:

Journal – Free form write for at least 3 minutes, and take more time if necessary. Write about what was good or not so good yesterday, what you dreamt about, what you learned, and best of all, what you are grateful for.

Reading – Even if it's just a page in an inspirational book, a bit of reading can help your mind see something new or inspire you.

Silence – Try to sit in silence for at least 5 minutes. As the thoughts come

through, just notice them and let them pass by like a wisp of smoke. This does wonders for clearing your mind and helping you get centered.

Affirmations – Create one or several statements that you want to grow into and repeat them daily. Tony Robbins used the simple “I Am Amazing”, while others get more wordy like “I Am easily attracting all the people and resources I need today with joy and grace.” The key is to start with “I Am.”

Visualization – See yourself successfully completing whatever goal you are working on. Sports professionals master this as a tool for success and so can you.

Exercise – A half hour or more would be great to help you get moving, but even two minutes of some kind of physical activity is beneficial.

You don't have to go in this order, do what works for you. For a deeper study on morning routines, check out Hal Elrod's “The Miracle Morning” book. Give it a try for 32 consecutive days and it could become a treasured healthy habit.



Leila McCauley is a Certified Life Coach and Licensed Marriage and Family Therapist with a focus on Spiritual Psychology at Live Well Clinic in La Quinta. For more

information regarding best practices for self-care, go to LiveWellClinic.org or call (760) 771-5970.

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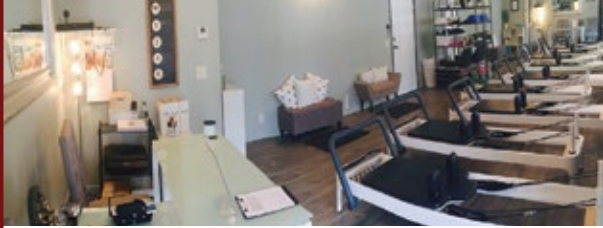


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Kitchen Mishaps: Tips for Treating Cooking & Kitchen Injuries

Submitted by: MedPost

The kitchen is the heart of the home, and for good reason. Recipes are passed down, laughs are shared, and meals are enjoyed with friends and family.

However, it's important to remember that the kitchen can be dangerous if proper precautions are not taken. Hot surfaces, boiling pots, sharp knives, and slick, slippery floors can cause a great deal of harm, particularly to those not used to working in and around kitchen equipment.

While we must always be mindful of our safety, accidents can and do happen. Understanding the severity of your injury, your treatment options, and whether it's time to head to urgent care or the ER is important.

Here are some guidelines for treating cooking and kitchen injuries:

BURNS

Burns sustained from a hot surface or boiling water are best treated initially by placing the burn under cool tap water for at least 15 seconds. If there is any question about the severity of the burn or there are open blisters or wounds, cover the area with a clean dry cloth. See a medical provider as soon as possible.

Burns from hot grease or sticky substances, such as caramelized sugar, are usually more painful, as they tend to stick to the skin. If the burn is severe and you intend to be evaluated by a medical professional, do not put any ointment on the burned area so that your clinician can properly assess the burn. Do not put ice or butter on the burned area as these measures do not help and may actually damage the skin tissue.



CUTS

First, examine the depth of the cut and where it occurred. If the cut is not too deep and not in a sensitive area of your hand – such as the knuckles or finger tips – wash the cut with antibacterial cleanser, followed by mild soap and water. Next, apply antibacterial ointment, such as Neosporin, with a clean bandage that does not stick to the cut.

If the cut is deep, bleeding profusely, or in a sensitive area, cover the wound with gauze or a clean towel and apply pressure with your palm, then seek medical assistance immediately.

EYE INJURIES

If your eye become irritated while cooking, flush your eye thoroughly with water. Have someone drive you to the emergency room to check for possible infection and to quell further irritation.

STAY SAFE IN THE KITCHEN

It is important to enjoy the experience of cooking, while remaining attentive of your surroundings. Attend local cooking classes, use safety equipment, and take a first-aid class to learn better safety practices.

MedPost Urgent Care is located at 78965 Highway 111 in La Quinta. For more information, visit MedPost.com.



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Tips on Home Heating Safety

Submitted by:
Southern California Gas Co. (SoCalGas)

During the winter, heating safety is top-of-mind. Here are tips to stay safe.

GENERAL FURNACE SAFETY

1. Customers who turn on their heat for the first time after several months of not using their furnace should remember these safety tips:
2. Never store or use highly flammable products in the same room as any natural gas or heat-producing appliances.
3. Never store ordinary combustibles such as rags, mops or paper on or near an appliance.

CO POISONING PREVENTION

Heating units and other appliances should be properly maintained to avoid the threat of carbon monoxide (CO) poisoning. Have natural gas furnaces checked at least once a year by a licensed heating contractor. In addition:

1. Vacuum in and around the furnace regularly, particularly around the burner compartment, to prevent a build-up of dust and lint.
2. Never store items in, on or around an appliance (obstructs airflow).
3. Most forced-air units have a filter that cleans the air before heating and circulating it throughout the home. Check furnace filters every month during the heating season and clean or replace the filter when it becomes visibly dirty.
4. When installing a new or cleaned furnace filter, be sure to re-install the front panel door of the furnace properly so it fits snugly. Never operate the furnace without the front-panel door properly in place because doing so may create the risk of producing CO.
5. Check the appearance of the furnace flame. If the flame is yellow, large and unsteady, the furnace needs to be inspected immediately by a licensed heating contractor to have the condition corrected.
6. Never use an unvented natural gas heater in a home. This is dangerous and a violation of the California Health and Safety Code.
7. Never use an oven, range or outdoor barbecue to heat your home. These appliances are not designed for this purpose and can cause CO poisoning.
8. Make sure all natural gas appliances—such as stove tops—are safely maintained and vented properly.
9. Install a CO alarm in your home. California's Carbon Monoxide Poisoning Prevention Act of 2010 requires that all homes with a fossil fuel burning appliance, fireplace or attached garage be equipped with CO alarms. But though these alarms may provide an extra level of safety, keep in mind that they require routine maintenance and replacement at least every three to five years to perform properly.
10. Even with alarms in place, regular natural gas appliance maintenance is still required. Inspection and routine maintenance are still an effective defense against accidental CO poisoning.
11. If you suspect that you or someone else is suffering from CO poisoning, call 911 immediately.



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How to Buy Art

By: Steven Biller, California Desert Arts Council



When people ask me why I bought a particular work of art, or how, generally, I decide what to buy, I seize the invitation to share my thoughts about how new collectors can begin their journey. Every painting, sculpture, drawing, photograph, collage,

and print in my collection landed there for a reason — probably for many reasons.

When you collect, you want art that you'll enjoy seeing every day — something meaningful, engaging, or provocative that appeals to your sense of good taste and aesthetics. At first, you might be unable to articulate what you like, but if you look at enough art, you will eventually gravitate toward a certain style, develop a discerning eye, and begin to trust your instincts.

Having a collecting focus not only gives you the basic framework for decision-making, but also helps you have to edit what you have and become more discriminating about what you acquire.

Before you know it, a theme — or a few different themes — become evident in the works that make it into your home.

Regardless of how long you've been involved in art, the key to refining and defining what you like is by seeing as much art as possible. This is how to do it:

- Visit museums and take the docent-led tours.
- Take advantage of studio visits, art (gallery) walks, festivals, fairs, tours, and lectures.
- Ask friends about the art in their homes.
- Look at art in public places.
- Spend time and ask questions in art galleries.

When you identify artists you like, go online to research their biography and view images of their other work to see if the piece that interests you is a representative example of their prevailing style and subject matter.

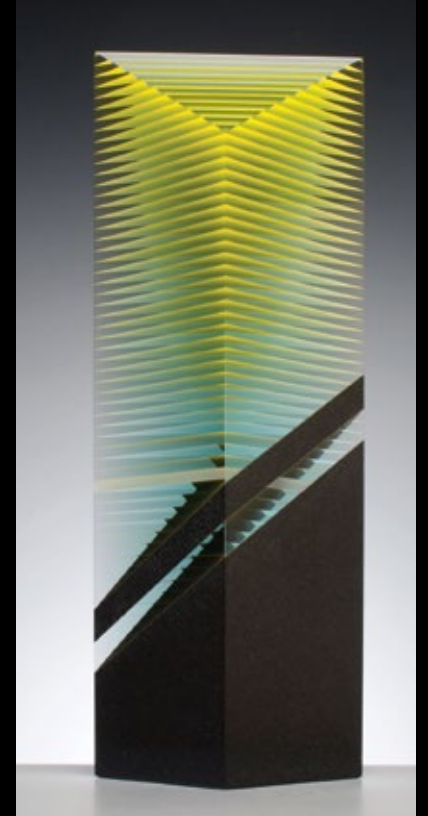
While reading up on the artists, pay attention to their exhibition history and the public and private collections that include their works. This becomes more important when purchasing high-priced works.

Even if you're not buying to invest, you might like to think that the piece at least retains its value. And if you don't care, that's fine too. Regardless of the demand or stature of the artist, you must love the work to live with it.

Steven Biller is part of the California Desert Arts Council, and recommends the 35th La Quinta Arts Festival, March 2-5, as the perfect opportunity to begin or add to your collection. Buy tickets at LQAF.com. (Photo credit: homedecor.com)

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Decoding Similar Design Styles: Is It Rustic or Country?

By: Ev Levin Gerisch, elg design

Many of us 'desert rats' hail from other parts of the country where these styles are more pronounced, but it is not uncommon to find desert living bringing 'home style' here.

The terms "rustic" and "country" in the design world are often confused. Both evoke a homespun flavor but are actually different. Hand-built pieces used repeatedly, showing a well-worn look, marks rustic design style. Country designs utilize milk-paint finishes and vintage fabrics.

But there are core differences – from the colors, fabrics and furniture to the cabinets, countertops, fixtures and extra elements that add a special touch. Before you decide which is right for you, read on to decode the differences in these two popular design motifs.

• COLORS

Rustic: A rustic design is very natural. Think white walls and natural materials such as wood or stone.

Country: Soft, muted colors that speak to elements well-worn with age are indicative of a country design. Typical colors are red, yellow and green, with cream or ivory backgrounds.

FABRICS/TEXTILES

Rustic: Think 'unbusy' here – canvas, burlap and denim, and simple, sturdy hardworking fabrics in patterns of stripes or flannel to evoke a rustic space. Add throw pillows in linen, jute or sisal.

Country: Hand-woven and handmade textiles, including rag rugs and patchwork quilts, speak to a country design. Patterns include small floral, checked or striped.

• FURNITURE

Rustic: Unfinished, weathered wood furniture that exposes natural blemishes, and soft, well-worn leather.

Country: Antique furniture is commonplace, paired with comfy, soft, oversized seating to welcome you.

• CABINETS/COUNTERTOPS/APPLIANCES

Rustic: Choose elements like a stainless steel farmhouse sink, shaker cabinets in a warm brown shade with darker hardware like oil-rubbed bronze; granite or marble countertops; wood floors and a tile backsplash.



Country: Open shelving white cabinets with glass doors, a white porcelain apron sink, copper pots hanging from wrought-iron, a bead-board backsplash, and concrete or matte-finished granite countertops speak to a country kitchen design.

• OTHER ELEMENTS

Rustic: A fireplace is essential – real wood-burning is ideal, but a

wood stove is fine, too. Make a wood, brick or stone fireplace the focal point of your room, whether the living/family room or kitchen.

Country: Accessories that speak to country design include a handmade patchwork quilt, large vintage wall clock, milk cans, woven baskets, artwork painted on rustic wood, braided rug, and an antiqued mirror.

Ev Levin Gerisch is owner of elg design, an award-winning interior design business based in La Quinta. elg design includes eco-friendly options to give clients an opportunity to make a difference in sustainability of resources and jobs. For more info, call (310) 383-5006 or (760) 777-1907; email elg.elgdesign@gmail.com, or, find Ev online at houzz.pro/elgdesign, or [Facebook.com/elgdesign](https://www.facebook.com/elgdesign).

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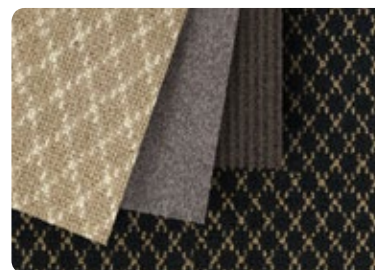
Wools of New Zealand: The Ultimate Choice in Carpet

Submitted by: *La Quinta Carpet & Tile*

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With dyeing techniques that provide long lasting color retention and durability unsurpassed, New Zealand Wool is renewable, and its manufacturing process is what makes it superior. The natural material provides soil and stain proof abilities unlike polyester or other carpet materials.



The unique and complex fiber structure of wool releases 25% more soil, and with the outer makeup of wool, it keeps soil higher for easier cleaning. Providing a longer lasting carpet and giving you peace-of-mind in your environmental concerns, New Zealand Wool is a true testament to quality, comfort and responsibility.

A Fernmark standard is applied to Wools of New Zealand – a mark that signifies only natural qualities are used (zero banned pesticides) in the production. A Fernmark standard is only used on carpets with the largest percentages of wool. A minimum of 80% or higher of the finest wool is used. Also, this mark comes only to those with the highest standards of environmental awareness, which combined, provides a remarkable product.

Wool, like in clothing, is a special item which carries associations of luxury and strength. It brings a style, character and warmth to your home like no other. It is the most long-lasting, strong and superior product in carpet. New Zealand Wool is not only the best you can do for your home, but also the best for you and the environment.

New Zealand Wool carpet uses clean and renewable resources in production and manufacturing, is agriculturally sustainable, and provides the most durable, high quality, and comfortable material. Add the strength, color retention, longevity, eco-friendly and prestige of wool to your home and you have a top-notch carpet with the highest of standards.



La Quinta Carpet and Tile is owned by Doug Baysore, who is a second generation flooring expert. He recently has opened La Quinta Carpet and Tile at the Park Plaza in Old Town La Quinta. Mention this article in The Gem to receive a 10% off discount. For more information, go to LaQuintaCarpetAndTile.com or call (760) 564-0750. CA License: 684411.

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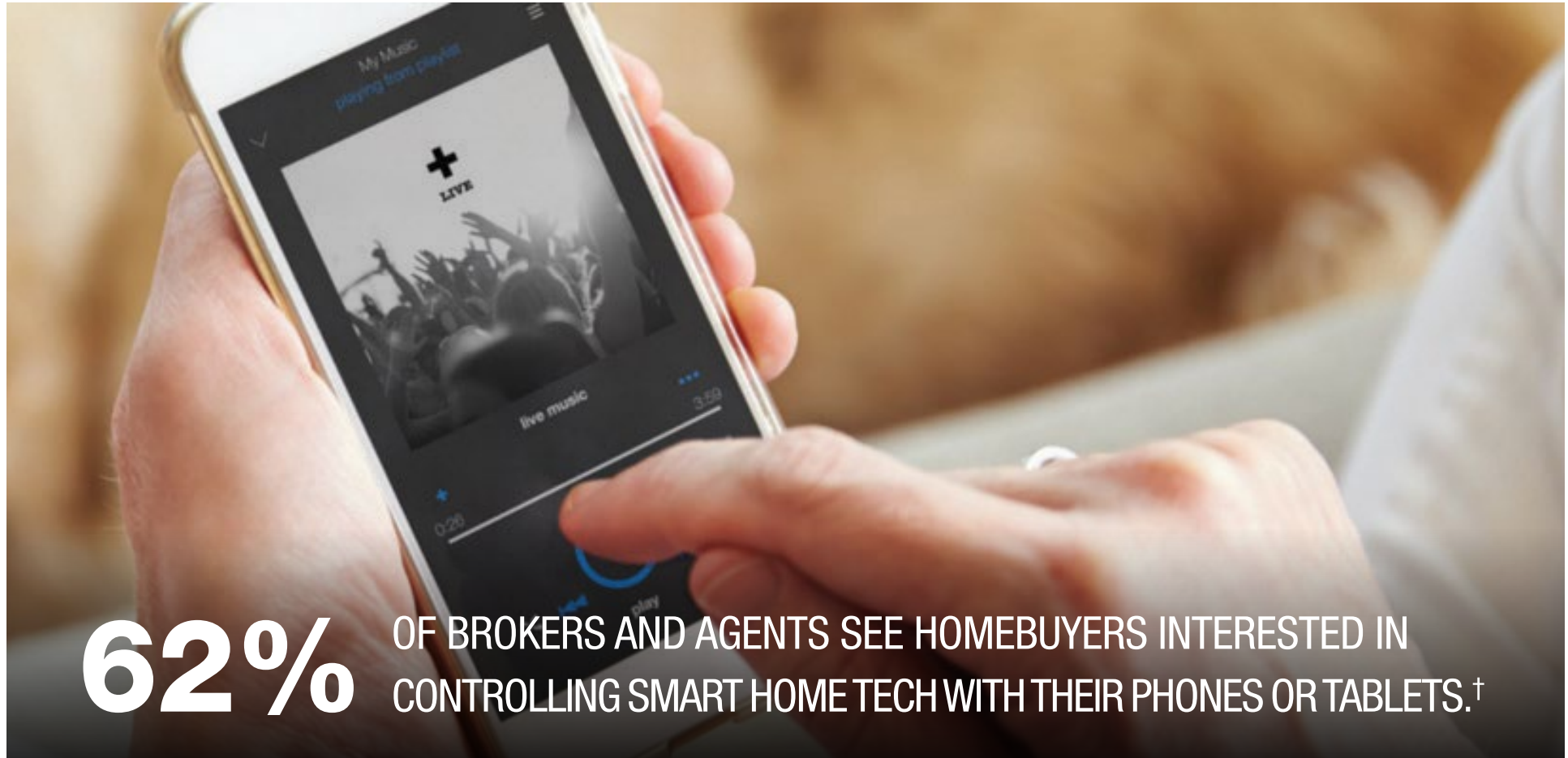
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International Travel Risks & Insurance

By: *Carrie Babij, Desert Insurance Solutions*

International travel is fun, but involves risks your U.S. insurance coverage may not cover. What can go wrong?

Your trip falls apart. — Flights get cancelled, you have jury duty, whatever. If you have unreimbursable cash outlays, you can buy trip insurance that covers these losses.

You get sick. — Most U.S. health plans cover emergencies only overseas, but you will need to pay up front and file a claim. Most plans do not cover routine items like stomach discomfort. Medicare covers nothing overseas. One item to consider is medical evacuation – getting you to the U.S. fast if you are seriously ill. The cost can exceed \$100k. Some policies can be endorsed to include this protection, or you can buy it by the trip. People who are older, have a medical condition and travel to less-developed countries should consider this coverage.

You get robbed. — Standard insurance does not cover valuables overseas, but premium insurance does. No insurance covers cash losses. Travel insurance covers lost luggage to the extent your airline doesn't. You should assume every international airport and train station has pickpockets lurking about looking for tourists. Dress low key, keep your valuables at home, secure your cash, and stare down anybody who wanders over.

Your car is stolen or damaged. — Your auto insurance is generally good in the U.S. and Canada, limited in Mexico and

invalid in other countries. If you are very familiar with Mexico and plan to drive, you can buy short-term Mexican insurance. If you rent a car, collision insurance is available through your rental company.

You get sued. — Like collision, your U.S. auto liability doesn't work outside the U.S. or Canada, so if you rent a car in other countries, get liability coverage from the rental company or your credit card. Your standard homeowner's liability coverage doesn't work outside the U.S., but premium carriers provide worldwide coverage. Typically, your umbrella will provide coverage overseas.

The Bottom Line — It gets expensive to insure against every risk, so insuring against big risks like medical evacuation and liability for rental cars is your best bet. If you travel overseas frequently and have a lot to lose, you should consider a premium insurance carrier. They generally provide worldwide liability coverage and valuables protection. And by endorsement, they can provide a wide range of additional protections including medical evacuation, excess medical expenses, trip delay, hijacking, kidnapping and more.

Carrie Babij, President of Desert Insurance Solutions in La Quinta, has more than 25 years' experience with high net worth personal and commercial lines of insurance. For more info, contact Carrie at carrie@desertinsurancesolutions.com.

How to Make 2017 Your Most Organized Year Yet!

By: *Jeff Fishbein,*
Coldwell Banker Residential Brokerage

The New Year represents a clean slate and the chance to begin again. It's also the ideal time to clear out unwanted items and organize your home for the year ahead. If you want a fresh start to 2017, let these decluttering approaches inspire you.

Organizational Apps

Decluttering apps are plentiful, and they provide an effective way to complete the purging process. Some, like Snupps, let you digitize your belongings and organize them into simple categories or "shelves." From there, you decide what to keep, sell or give away. You can also reach out to other users for organizational inspiration, discover items you may be interested in acquiring or show off your personal collection.



Room-by-Room Schedule

To systematically remove clutter over time, try monthly organization that's broken down by room. For example, you can tackle the kitchen in January and give the home office a deep clean in February. Whatever schedule works best for your needs. This method may feel less overwhelming and rushed.

Single Purge

Prefer to declutter your entire home all at once? Designate a few days or a weekend to devote to the process.

The secret of success is to stay focused on one task at a time. Move from room to room, cleaning only one area at a time without getting distracted. Once you've completed a room, move on to the next until the process is complete.

Try the Oprah Winfrey Closet Hanger Experiment

While this idea didn't originate with Oprah, she was the one to help give it notoriety. To identify wardrobe pieces to clear out, hang all your clothes with the hangers in the reverse direction. After you wear an item, return it to the closet with the hanger facing the correct direction. After six months, you'll have a clear picture of which clothes you can easily discard. This experiment could also be applied to a number of clutter areas in your home (cleaners, toys, linens, tools, hobbies and craft items).

The New Year is here – now's the time to clear your clutter. Whether it's a decluttering app, a 12-month schedule, one big purge or finding a way to identify which wardrobe pieces you wear with regularity, there's no shortage of approaches to help you have a more organized 2017.



Jeff Fishbein is a real estate consultant with Coldwell Banker Residential Brokerage which is celebrating over 100 years in business and world-wide exposure. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, Palm Desert and the entire Coachella Valley. Jeff can be reached at (760) 984-4145 or jeff.fishbein@camoves.com.



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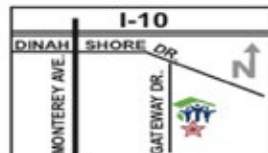
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