

JULY 2017

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CHAMBER CHAIRMAN'S MESSAGE

A New Fiscal Year, A New Chairman

By: Doug Motz, La Quinta Business District Chairman



I can't believe it has now been a year since the Greater Coachella Valley Chamber of Commerce was created and a Regional Chamber was formed in cooperation with the Coachella, La Quinta and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission Indians.



As I start a new year of being the 2017-2018 La Quinta Business District Chairman, I am excited that we will be adding another chamber to the mix – and I welcome the Cathedral City Chamber of Commerce to the Greater Coachella Valley Chamber of Commerce.

We now represent businesses from the west end of the Coachella Valley to the east end. This gives businesses throughout the valley such a great opportunity to get out and promote your businesses. We currently have over 1,400 members and we just keep growing! Our chamber has endless opportunities to grow your business. However, with that said, I encourage businesses to be involved to get the most out of your membership.

With summer here, we need to support our local businesses in the valley now more than ever. Always remember to "Keep it Local!" La Quinta truly is a gem, and there are so many things to do here. Just go to PlayInLaQuinta.com to see what our city has to offer.

Once again, I am honored to be serving as the 2017-2018 La Quinta Business District Chairman.

ABOUT THE NEW CHAIRMAN: Doug Motz, the owner of Douglas Motz Insurance Agency in Palm Desert, was born and raised in the Coachella Valley. He has been in the insurance business for over 33 years. Doug is very active in his community, being the only charter member of the La Quinta Rotary, founded in 1985, where he served as President in 2015-2016. Doug was on the Advisory Committee for the City of La Quinta in 2016, served as Chairman of the La Quinta Chamber of Commerce 2014-2015, as well as serving on their executive committee for several years prior to that. Doug also volunteers at his church, the Red Door in Palm Desert, and teaches a Dave Ramsey Financial Peace University class. Doug's pride and joy are his six granddaughters who all reside in the Coachella Valley. He can be reached at (760) 200-0270 or DougMotz.com.



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New DSUSD School to be Completed in 2018

Submitted by: Desert Sands Unified School District (DSUSD)

Thanks to the DSUSD electorate and their passing of Measure KK in November of 2014, a new elementary school is in the process of being constructed in North Indio on the corner of 42nd Avenue and Gore Street. Currently unnamed but referred to as "Elementary School #7," the school is expected to be ready for its first students in School Year 2018-2019.

Groundbreaking for the school took place on May 25. Attendees included Supervisor V. Manuel Perez; Indio Mayor, Elaine Holmes; Mayor Pro Tem, Michael Wilson; and City Councilmember, Glenn Miller. Desert Sands Unified School District board members and Superintendent Scott L. Bailey put on hard hats and used shiny new shovels to begin the process of actual construction.



With shovels ready are, from left to right, Wendy Jonathan, school board member; Indio Mayor, Elaine Holmes; Superintendent Scott Bailey; board president, Donald Griffith; Board Vice President, Gary Tomak; Mike Duran, board member, and Linda Porras, board member.

In his comments at the site, board president Donald Griffith said, "The information given today on the construction details are about what goes into a school. But, as the voters understood, it isn't what goes into the construction that is important but what comes out of it – the future."

The event began with the presentation of colors by students in the Shadow

Hills High School Cadet Corps. The new school will be a feeder to Desert Ridge Academy Middle School, and, ultimately, will become the Shadow Hills High School graduation class of 2031. The playing of The National Anthem was a moving presentation by Shadow Hills High School senior, Laurel Bollard, on the trumpet. This was her first public performance of the piece.

Superintendent Scott Bailey thanked those in attendance for their investment in the future, noting that the property was adjacent to rich farmland and he compared the nurturing of crops to the bountiful harvest of students who will be prepared for the future by the educators of Desert Sands Unified School District. Desert Sands has 28,958 students in 34 schools in a 750 square mile district and serves students from Bermuda Dunes, Indian Wells, Indio, La Quinta and Palm Desert as well as some areas of Rancho Mirage and Coachella. For more information, go to DSUSD.us.



A rendering of the new school designed by LPA, Inc. and being built by Bernards.

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Recognizing Heat-Related Illnesses & How to Respond

Sources: National Weather Service and Centers for Disease Control & Prevention



During extremely hot weather, your body's ability to cool itself is challenged. When the body heats

too rapidly to cool itself properly, or when too much fluid or salt is lost through dehydration or sweating, body temperature rises and you or someone you care about may experience a heat-related illness. It is important to know the symptoms of excessive heat exposure and the appropriate responses.

Symptoms of HEAT EXHAUSTION

- Heavy sweating
- Weakness
- Cold, pale, and clammy skin
- Fast, weak pulse
- Nausea or vomiting
- Fainting

What You Should Do

- Move to a cooler location.
- Lie down and loosen your clothing.
- Apply cool, wet cloths to as much of your body as possible.
- Sip water.
- If you have vomited and it continues, seek medical attention immediately.

Symptoms of HEAT STROKE

- High body temperature (above 103°F)*
- Hot, red, dry or moist skin
- Rapid and strong pulse
- Possible unconsciousness

What You Should Do

- Call 911 immediately — this is a medical emergency.
- Move the person to a cooler environment.
- Reduce the person's body temperature with cool cloths or even a bath.
- Do NOT give fluids.

How to Respond to Excessive Heat

- Slow down: reduce, eliminate or reschedule strenuous activities until the coolest time of the day. Children, seniors and anyone with health problems should stay in the coolest available place, not necessarily indoors.

- Dress for summer. Wear lightweight, loose fitting, light-colored clothing to reflect heat and sunlight.

- Eat light, cool, easy-to-digest foods such as fruit or salads. If you pack food, put it in a cooler or carry an ice pack. Don't leave it sitting in the sun. Meats and dairy products can spoil quickly in hot weather.

- Drink plenty of water (not very cold), non-alcoholic and decaffeinated fluids, even if you don't feel thirsty. If you on a fluid restrictive diet or have a problem with fluid retention, consult a physician before increasing consumption of fluids.

- Use portable electric fans to exhaust hot air from rooms or draw in cooler air.

- Do not direct the flow of portable electric fans toward yourself when room temperature is hotter than 90°F. The dry blowing air will dehydrate you faster, endangering your health.

- Minimize direct exposure to the sun. Sunburn reduces your body's ability to dissipate heat.

- Take a cool bath or shower.

- Do not take salt tablets unless specified by a physician.

- Check on older, sick, or frail people who may need help responding to the heat. Each year, dozens of children and untold numbers of pets left in parked vehicles die.

- Make sure rooms are well-vented if you are using volatile chemicals.

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Sunscreen Benefits: 5 Reasons You Should Always Wear It

By: Dana Oliver, *The Huffington Post*

I've learned so much about sun protection as a beauty editor, but there are an alarming amount of people who brave the UV rays without applying sunblock. (Isn't skin cancer scary enough?) On my campaign for sunscreen, I've heard just about every excuse as to why it's "okay" to skip it. So I reached out to Dr. Wendy Roberts, a board-certified dermatopathologist, to take on the anti-sunscreen argument.

Dr. Roberts' Top 5 Reasons why we should all amp up on SPF products:

1. The ozone layer is depleting and your body needs shielding from harmful rays.
2. Skin cancer rates are on the rise and sunscreen has been proven to decrease the development of skin cancer.
3. It helps to prevent facial brown spots and skin discolorations.



4. It also helps to reduce the appearance of facial red veins and blotchiness.
5. It slows down the development of wrinkled, premature aging skin.

What about the need for obtaining vitamin D via the sun? Most people can fulfill their vitamin D requirements of 600 IU or 15mcg per day with normal daily outdoor activities amounting to five to 30 minutes twice per week. Equally, a healthy vitamin D rich diet of fish, milk, dairy, liver, eggs and vitamin D supplementation provides daily requirements. Prolonged sun exposure gives no extra production of necessary vitamin D.

There are medications that increase risks of sun burns and damage. How is this? There are many medications which may make the skin extra susceptible to sun. These include anti-inflammatory, cardiovascular and acne medications. Oral and topical medications used in the treatment of acne may cause skin problems when exposed to direct and prolonged UV.

Are there any natural sunscreen alternatives that don't leave behind a garish white film from the zinc oxide? Yes, the newest kids on the sunscreen block are tinted mineralized zinc and titanium oxide formulations which bronze the skin or can be matched to skin color.

What is your expert take on spray-on sunscreens? Spray-on sunscreen has an important role in the sun defense arsenal. I specifically like it for the outdoor enthusiast, who needs to reapply every two hours in daytime sunlight, and also for people who don't like the feel of lotion on their hands. Use a lotion to exposed sites, then in two hours, reapply with sunscreen spray.

Is there harm in using expired sunscreen? Expired sunscreen has literally fallen apart, so the formulation no longer works as a sun protectant. You get zero sun protection. In addition, you may experience changes in the color and consistency of the product. Skin irritation may occur from an expired product.

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The Importance of Knowing CPR Around Swimming Pools

By: Karen Volger, The Weil Center for Education



While no one plans for a relaxing day at the pool to turn into a rescue situation, you should always be prepared just in case. Swimming pools are one of the most common places for accidents in which lifesaving rescue tactics are needed. Accidental drownings, falls and heart attacks can happen easily around swimming pools and it

is important to be prepared in the event of an emergency situation.

Perhaps the most important safety tool for a pool is CPR. Cardiopulmonary resuscitation, or CPR, is a medical technique in which the administrator attempts to improve someone's breathing and oxygen intake with chest compressions and breaths through the mouth. This is an extremely important procedure to learn, as it greatly increases one's chances for survival.

This life-saving technique has saved a number of lives, especially in and around swimming pools. One of the reasons that this technique is so successful is the fact that it is relatively easy to administer and can be learned by adults as well as older children. Anyone who spends time around a swimming pool should be trained and prepared for CPR. Once you have completed your training, it is important to review proper CPR techniques regularly to ensure that you are prepared. In addition, you should renew your training every 2 years.

Swimming pools are an especially important place to know CPR for several reasons. For starters, it is easy for small children to fall into a pool accidentally. Knowing CPR could save the life of a helpless child that is drowning. In addition, it is common for people to slip and fall around pools. CPR would be necessary should the person hit their head and become unconscious while in the pool. Furthermore, people could suffer a heart attack or other medical condition that could become especially dangerous around water. In these situations, CPR could mean the difference between life and death.

If you own a pool or are planning to spend time around a swimming pool, take the time to become CPR trained. Your knowledge and ability to administer this lifesaving technique could help to save someone's life. When a victim receives CPR while waiting for emergency response to arrive, they receive a much greater opportunity for survival. Become a hero and know the benefits of CPR.

The Weil Center for Education offers Pediatric Heartsaver CPR/AED/ First Aid, an American Heart Association-sponsored class. Call (760) 778-4911 to enroll in a class today.

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Tips for Being Your Own Boss

By: Natalie Angrisani, Vollara

Millions of people long to work from home, and the lucky few manage to achieve their ambition. Once you have realized the dream, it's important to maintain a work-life-health balance or you could find your effectiveness declining.

Working at home has its own pitfalls: you've left the day job and you're no longer shackled to the desk by your evil boss. But your new boss can be even more tyrannical or obsessed – *it's YOU!*

The urge to be successful is powerful. All entrepreneurs feel that sense of urgency, and the need for perfection. By making that change to the next e-mail or tweaking the website, it's going to make all the difference to your success. It is a truism that we only get one body, so we should take care of it. Treat yourself like the valuable asset that you are with a healthy diet, proper rest and regular exercise.

It's easy to feel that time spent working out is time stolen from your business – try to change your mindset and see that this is a key part of your routine. Do some sort of fitness routine daily. If you can get to a gym for a full workout, you will feel great afterwards. If not, make sure you do something.

A work-at-home entrepreneur often spends hours each day without talking to another human being face-to-face. Set aside time each day for something

different – it is too easy to become “blinker” thinking and talking exclusively about your business. Try to make this a habit, or you run the risk of boring everyone around you, including yourself.

Another idea, which may not be available to everyone, is to get a dog. This is a great way to get away from the desk and keep active, and it's immensely rewarding. If you can't have a dog of your own, see if any of your neighbors need a dog walker for theirs (that could even be a tip for a home business).

As an at-home entrepreneur, you will now probably spend at least 90% of your time indoors. Spending that much time indoors could affect you if you have allergies or suffer from asthma. Indoor contaminants can be identified with a convenient, easy-to-use test kit.

This will allow you to then take the steps needed to eliminate the problems caused by indoor pollution, thus making your home business healthier and safer for everyone and allow you to be more productive.

Natalie Angrisani represents Vollara, a Texas-based leader in green technology and is a Certified Air Coach. To find out what you are breathing in your home or office, contact Natalie for an Indoor Air Quality Test Kit and ask about a FreshAir Everest demonstration. For additional product information, contact Natalie (760) 501-8350 or visit Air.NatalieZAngrisani.com.

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Hearing Loss & The Workplace

By: Penny Lilly, Miracle-Ear

Hearing loss can have an effect on psychosocial status, interpersonal communication and employment status. Approximately 48 million Americans have some degree of hearing loss. Of the 48 million, 60 percent are in the workplace or an educational setting.

Many of today's jobs will require some degree of interactive verbal communication. Studies have shown that employment income is related to the degree of hearing loss. People with the mildest hearing loss show little or no drop in income compared to their normal hearing peers. As the hearing loss increases, so does the reduction in compensation.



Conversations with colleagues, and the concentration needed for communication throughout the day, require a lot of energy – which can affect both mood and work. Many are tempted to keep

their hearing loss a secret, finding it too embarrassing to confide in a co-worker or employer. Untreated and undisclosed hearing loss can lead to more problems in the workplace for all parties involved.

Those with unaided hearing loss earned on average of \$20,000 less annually than those who addressed their hearing loss and invested in hearing aids. Individuals with hearing loss experience greater problems emotionally as well as socially.

Some hearing-impaired employees find it difficult fitting into social environments at work, often leading to a sense of isolation and inferiority. Workers with a hearing loss have good reason to consider investing in hearing aids. Here are some things to ask your local hearing instrument provider:

- Ask if your provider offers a payment plan or foundation to help those in financial need.
- Check with your employer to see if you qualify for vocational rehabilitation.

As an employer or a colleague, here are some things you can do to help your hard-of-hearing coworkers or employees.

- Face them when you speak, making sure your face is visible and well lit during the conversation.
- Speak clearly, not shouting, and do not slur your words.
- Get their attention before you start to speak and avoid speaking from different rooms.

If you'd like more information or to schedule a free hearing exam, contact Penny Lilly AAS, BC-HIS, with Miracle-Ear, at (760) 972-4865. Miracle-Ear is located at 78370 Highway 111, STE 140, in La Quinta.

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CITY MANAGER'S MESSAGE



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

The heat is on, but summer provides a much-needed opportunity to enjoy the slower pace in the desert. Calendars are less crammed, which gives us a chance to relax and spend time with family and friends at

Fourth of July holiday barbecues and other festivities to celebrate the birth of our nation.

July is also a time when the City settles into its next fiscal year following months of analyzing, projecting and prudent planning. The 2017-18 Budget will

provide the first full year of sales tax revenue from the 1% sales and use tax that was passed in November 2016, known as Measure G.

Anticipated Measure G revenue will be \$6.7 million (for 2016/17 and 2017/18); \$5.4 million will be allocated to drainage enhancements on Eisenhower Drive and Washington Street, landscape improvements in north La Quinta, transportation improvements in the La Quinta Village, and public safety. \$1.3 million will remain in reserves for future use. In accordance to the ballot measure, the City Council appointed a Finance Advisory Commission (FAC) to provide oversight; the FAC reviewed and approved these Measure G funded investments.

Progress continues on the hotel development at SilverRock Resort, and I encourage you to follow

updates on our website, La-Quinta.org – where there are answers to questions, information, videos and more. Use the link located under the circular icons/symbols representing City Services on the home page.

Be sure to stay cool this summer. One of the fun ways is taking part in YMCA's aquatics programs at the Fritz Burns Pool. The YMCA implemented a membership fee for all individuals and families (\$30 per individual; \$60 per family). However, if you are a La Quinta resident and show your driver's license with your La Quinta address as proof of residency, the YMCA will waive the membership fee. To learn more, go to YMCAofthedesert.org or call (760) 771-4347.

For more information on all that's happening in La Quinta, go to PlayInLaQuinta.com or La-Quinta.org.

EXPLORE YOUR MUSEUM

The La Quinta Museum is located at 77-885 Avenida Montezuma. Hours are Tuesday through Saturday from 10 a.m. to 4 p.m. (Closed on Sundays and Mondays). Admission is free! Call (760) 777-7170 for more information.

EXHIBITS

California A to Z

Enjoy a California adventure! We are covering the entire state...from A to Z. Discover something new and share a slice of the California experience. This exhibit will run through August 26.

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

La Quinta Museum Coloring Club for Adults EVERY FRIDAY, 1 p.m. - 3 p.m.

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

EVERY TUESDAY – STITCH 1 p.m. – 3 p.m.

Brown Bag TED* Talk Tuesday, July 11, 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

Trending Topics

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

Topic TBA. Coffee and pastries will be served.

Good Reads in the Gallery Book Club

Thursday, July 27, 5 p.m. – 6 p.m.



Family Craft Day with S.C.R.A.P. Gallery Saturday, July 29, 11 a.m. -12 noon

La Quinta Artist Studio Tour – December 2017

The La Quinta Museum invites artists living in La Quinta to let us know if you are interested in participating in the 6th annual studio tour to be held in early December. Participants must be current residents of La Quinta. Email, call or stop by the Museum at (760) 777-7170 for more information.

IT'S YOUR LIBRARY

Summer Reading Program

Ends July 31

Join us for this year's theme, "Reading by Design"! All ages can register online for the reading component to get rewards and earn free books. All programs are generously sponsored by Friends of the La Quinta Library. Prizes, events, and programs are subject to change. Call or visit the Library for more details.

WEEKLY PROGRAMS

Teen Stop Motion Academy (Ages 13-17)

Mondays, July 10, 17, & 24 at 4 p.m.

Each week will focus on a different aspect of stop motion animation.

Kids Create with Ms. Sarah (Ages 2-8)

Tuesdays, July 11, 18, & 25 at 11 a.m.

Join Ms. Sarah for stories, games, crafts, and other activities!

Tween Design Lab Ages 9-12)

Wednesdays, July 12, 19, & 26 at 3 p.m.

Join Ms. Sarah for a different activity each week.

Family Showtime (All ages)

Thursdays at 3 p.m.

Get ready for some entertaining shows! Prize Drawing will follow each performance.

(There will be no show on Thursday, July 6)

July 13: Christy Lane's "Dare to Dance"

July 20: Egg Drop Competition

**July 27: Pacific Animal Productions
(Grand Finale)**

SPECIAL EVENTS

"The Lego® Batman Movie"

Wednesday, July 5 at 3 p.m. – Beat the heat and join us for a movie at the library! All ages welcome! Rated: PG.

DIY: Sugar & Salt Scrubs

Friday, July 21 at 4 p.m. – For adults 18+. Enjoy a mini-spa day and make your own sugar and/or salt scrub with us! Register at the Adult Reference Desk.

REGULAR PROGRAMS

Adults (18 years & older)

La Quinta Chapter Book Club Meeting

Wednesday, July 12 at 10:30 a.m.

Join us as we discuss "Furiously Happy" by Jenny Lawson.

Stranger than Fiction (Article Club)

Thursday, July 20 at 6 p.m.

See Adult Reference Desk for materials!

La Quinta Reads Book Club

Monday, July 24 at 11:30 a.m.

Register at the Adult Reference Desk!

Teens (ages 13-17)

Anime Zone on Saturday, July 8 at 4 p.m.

Discuss, watch, and create with other teens who love Anime!

Teen Think on Friday, July 14 at 4 p.m.

Teen Book Club on Saturday, July 22 at 4 p.m.

Teen Game Night on Friday, July 28 at 4 p.m.

Teen Computer Lab @ the Wellness Center

on Thursdays, July 6, 13, 20, & 27 from 4 p.m. to 6 p.m.

Tweens (ages 9-12)

Choose Your Own Adventure: Creative Writing

Workshop - Tuesday, July 18 at 4 p.m.

Tween Book Club

Tuesdays, July 11 & 25 at 4 p.m.

This month's book is "Treasure Island" by Robert Louis Stevenson. The first 10 kids to register will get a FREE copy of the book!

The Library will be CLOSED on Tuesday, July 4 for Independence Day.

For more information please call the library at (760) 564-4767 or visit rivlib.info



REGISTRATION NOW OPEN

"Fastest Growing Youth Sports League in the Valley"

FRIDAY NIGHT LIGHTS

Desert Sands Fall 2017 Season

NFL Team Names and Uniforms

Experts in Flag Football • Supported by High School Coaches • Non-Contact

"Family Friendly, FUN!!"

"We Sell Out"

REGISTER EARLY & SAVE

Early Registration ends June 11th

Games Begin September 29th

Online @ www.DesertSandsFNL.com

YOUTH FLAG FOOTBALL

Pre K - 8th Grade

All games on **FRIDAY NIGHTS**

Colonel Mitchell Paige Middle School - La Quinta

Only 1 practice per week

Go online to register NOW

For more information check website

www.DesertSandsFNL.com

760.636.0477

[facebook.com/desertsandsfnl](https://www.facebook.com/desertsandsfnl)

NOTICE: The Desert Sands Unified School District neither endorses nor sponsors the organization or activity represented in this document. The distribution of this material is provided as a community service.

COMMUNITY SERVICES CLASSES & PROGRAMS: JULY & AUGUST



Online registration available at la-quinta.org/register.
For more information, call (760) 564-0096.

(Creative Wellness)

| | | | |
|-----------------------------------|-----------------|---|-----------|
| Ballroom Dance - Beginning | 7 p.m. – 8 p.m. | T | |
| Ballroom Dance - Intermediate | 6 p.m. – 7 p.m. | T | |
| Creative Art Workshop 1 (7-11yrs) | 10-11:30 a.m. | S | (July 8) |
| Creative Art Workshop 2 (7-11yrs) | 10-11:30 a.m. | S | (July 22) |
| Friday Social Ballroom Dance | 6 p.m. – 7 p.m. | F | (July 21) |

(Intellectual Wellness)

| | | | |
|---------------------------|------------------|-----|----------------|
| SMART Driver Course (50+) | 8 a.m. – 12 p.m. | M/T | (July 10 & 11) |
|---------------------------|------------------|-----|----------------|

(Physical Wellness)

| | | | |
|--------------------------------------|-------------------------|-------|--|
| Cardio & Strength (Silver Sneakers) | 9:45 a.m. – 10:30 a.m. | M/F | |
| Chair Yoga (Milissa Meyer) | 11:15 a.m. – 12 p.m. | M | |
| Personal Trainer (Kristoffer Kepler) | 12 p.m. – 8 p.m. | M/W/F | |
| Golf Fitness Training (Lori Farkas) | 12 p.m. – 8 p.m. | T/TH | |
| Personal Trainer (Lori Farkas) | 12 p.m. – 8 p.m. | T/TH | |
| Pilates (Mat work) | 9:30 a.m. – 10:30 a.m. | W/F | |
| 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 | |
| West Coast Swing | 7 p.m. – 8 p.m. | TH | |
| Yin Yoga w Joseph | 6 p.m. – 7 p.m. | M | |
| Yoga w Joseph | 9:30 a.m. – 10:30 a.m. | M/W | |
| Zumba (Morning) | 8:30 a.m. – 9:30 a.m. | T/TH | |
| Zumba (Saturday) | 8:30 a.m. – 9:30 a.m. | S | |

(Social Wellness)

| | | | |
|--|---------------------|----|--|
| Desert Oasis Strummers | 1 p.m. – 3:30 p.m. | F | |
| Social Bridge (Contact center for details) | 12 p.m. – 3:30 p.m. | M | |
| Mah Jongg (Contact center for details) | 1 p.m. – 4 p.m. | T | |
| Wii Bowling | 1 p.m. – 3 p.m. | TH | |
| Wii Golf | 9 a.m. – 10 p.m. | W | |

WELLNESS CENTER SPECIAL EVENTS

July Luncheon — Thursday, July 6 at 11:15 a.m.

\$4 per person (maximum of 2 people per household).
Online registration is available at laquintaca.gov.

Boys & Girls Club Donation Luncheon — Friday, August 11 at 11:30 a.m.

Luncheon: a minimum of \$10 donation to attend.
Online registration is available at laquintaca.gov.

Keep La Quinta Clean

Find out about street sweeping schedules and recycling in La Quinta!



Download La Quinta's free Recycle Coach™ app today!



For More Information visit
www.LaQuintaCA.gov

recyclecoach

La Quinta
— GEM of the DESERT —

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, banquets, 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.

August 2

5pm-7pm

Beer Hunter La Quinta NEW Gem Launch Party & Craft Beer Mixer

the gem

Members \$5
Non \$20

info@gcvcc.org
(760)347-0676
www.gcvcc.org





The Greater Coachella Valley Chamber Connection

News, Spotlights, Information & Events

(760) 347-0676 GCVCC.org

July 2017

Connect With Residents, Professionals & Visitors at Events

By: *Katie Stice, Greater Coachella Valley Chamber La Quinta Regional President - Katie.Stice@GCVCC.org*



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

Saturday, July 1 7 p.m. - 10:30 p.m. City of Coachella 4th of July Celebration

Bagduma Park located at 51711 Douma St, Coachella
FREE to attend/parking (parking is limited) Attendees may bring coolers with water only, chairs and blankets. No outside food or drinks are allowed. Activities include: food vendors, beer garden, kids activities and entertainment (local talent).
Fireworks show at 9:30 p.m.

Tuesday, July 4

In observance of the Fourth of July holiday, all GCVCC offices will be closed.

**Thursday, July 20
5 p.m. - 7 p.m.
Mixer & Movie**
Mary Pickford Theatre
36850 Pickfair Street, Cathedral City
Members \$5/\$15 Non
RSVP to Info@GCVCC.org
Come out to network as we welcome Cathedral City to the GCVCC. Enjoy great appetizers, drinks and local business professionals and then a movie (members only).

**Chamber 101:
Just for Non-Profit Organizations
July date and time TBA.**
CSUSB Campus
37500 Cook St, Palm Desert
Free and focused on nonprofits.
RSVP to Info@GCVCC.org

State Treasurer John Chiang to Visit GCVCC Members

The Greater Coachella Valley Chamber of Commerce is proud to welcome State Treasurer and candidate for California Governor, John Chiang. Our Gubernatorial Candidate Series is meant to introduce the major candidates for Governor to our members, and allow membership to share their questions pertinent to the Coachella Valley. He will be speaking at a breakfast on August 18, location TBD.



About John Chiang — As a child of immigrant parents, John and his siblings grew up in a much different time. His parents arrived in this country, each dreaming of a better future. While their determination and relentlessness led to a middle class neighborhood with better schools, they still experienced bigotry as the first Asian American family on the block. But John's parents never gave up on a better life for his family. John is running for Governor to make sure the future his parents were able to provide for him becomes a reality for the future of all California families.

Elected California's 33rd State Treasurer in 2014, John serves as the state's banker, overseeing trillions of dollars in transactions every year. As Treasurer, John has made it easier for taxpayers to hold their government officials accountable by launching a website to make pay, benefits and borrowing costs for state and local governments available online, spanning back three decades. John was one of the architects of Secure Choice, a state-sponsored retirement plan that will help 7.5 million Californians, with almost no cost to the state. California is at the forefront of a national movement, and is set to herald in the most significant change to retirement savings since Social Security was enacted in the 1930s.

As the State Controller, John threatened withholding pay to the Legislature until they passed a budget that was real. In 2008, when California faced the most dire recession since the Great Depression, John's strong leadership and fiscal responsibility was instrumental in keeping the state's credit rating from plunging and saving taxpayers millions of dollars.

Additionally, John identified over \$9.5 billion in fraud and abuse of taxpayer dollars over the course of his service. By restructuring state debt to generate \$4.2 million for schools, infrastructure and public safety, John took a failing state economy made it the 6th largest economy in the world.

John graduated from the University of South Florida with a degree in finance, then attended Georgetown University for Law School. He began his career as a tax law specialist with the Internal Revenue Service, and later served as an attorney in the State Controller's Office.

HIT A BULLSEYE FOR YOUR BUSINESS

Advertise in *The Gem* and get results!
Contact The Chamber today at (760) 346-0676 or email info@GCVCC.org.



NEW MEMBER SPOTLIGHT

ACT for Multiple Sclerosis

When Gloria Greer founded ACT for Multiple Sclerosis (MS) in 1998 along with friends Peggy Cravens, and the late Jackie Lee Houston after her daughter Norma was diagnosed with MS, she had no idea the far-reaching impact they would have on the lives of those living with MS in the Coachella Valley. Her passion continues to be reflected today in the organization's mission statement: *Helping Local MS Residents Live Stronger Longer.*

While other organizations are working towards finding a cure, ACT for MS provides a variety of services to assist in the quality of life for Coachella Valley residents living with MS, including strength training and massage, adaptive yoga, emotional fitness, aquatic therapy, wellness education, peer support activities and electric bill assistance in the summer months when air conditioning in extreme heat drives up the cost of utility bills. Many persons with Multiple Sclerosis exhibit sensitivity to extreme temperatures, so it is important for them to keep their homes cool to avoid worsening symptoms such as fatigue.

ACT for MS hosts quarterly luncheons, field trips and fun-family nights including bingo, games, movies and outdoor activities. The organization also provides a client resource center that offers computers, a library, loaner laptops, training programs on social media, speech dictation and web browsing – along with a scooter loan program, mobility equipment, financial assistance, a health and wellness comprehensive care program and nutrition assistance. All programs are free.

For more information about ACT for Multiple Sclerosis, call (760) 773-9806, go to ACTforMS.org or e-mail info@actforms.org.



NEW MEMBER SPOTLIGHT

Oshita Skin Care

Norma Oshita is fascinated with personal transformation, and that fascination eventually led her to the beauty industry. In 2001, she became a licensed cosmetologist, allowing her to interact with thousands of individuals wanting to transform their outward appearance to feel better about themselves on the inside – and for eight years she not only excelled in her industry, she became even more curious regarding the nature of personal transformation. So, it was only natural for her to make the transition from cosmetology to pursuing an advanced degree in human nature – specifically a masters degree in marriage & family child counseling.

For the last eight years, Ms. Oshita has been one of the most prominent Marriage & Family Therapists in the desert, assisting hundreds of individuals with their journey of self-discovery. However, something felt out of balance – so she chose to complement her working “on the inside” of people with working “on the outside” as well, pursuing her certification as an Advanced Skin Care Specialist in addition to completion of the Esthetician Program at the International School of Beauty in Palm Desert. Now Norma enjoys the best of both worlds with the launch of her newest venture, Oshita Skin Care Essentials, providing a variety of rejuvenating facial treatments designed to revitalize and transform – while you relax in a tranquil spa setting.

Oshita Skin Care is located in the La Quinta Med Spa Building at 350 Washington Street, #103, in La Quinta. For more information, call (760) 972-6236 or go to OshitaSkinCare.com.



NEW MEMBER SPOTLIGHT

Evolving for Life

Evolving for Life founder, David Vasquez, brings forth an extensive study of health and wellness. David studied with some of the world's top health and wellness experts, including Joshua Rosenthal; Deepak Chopra, MD; David Katz, MD, MPH; Mark Hyman, MD; and Gabrielle Bernstein.



David is certified as an "Integrative Health Coach" through the Institute of Integrative Nutrition and as "Life Coach" through the Life Purpose Institute. His extensive, cutting-edge knowledge in holistic health and prevention allow him to work with clients to address and develop individual lifestyle changes.

As a "Corporate Motivational Speaker," he was also able to witness health-promoting concepts that produce real and lasting results. This allowed clients to develop a deeper understanding of their overall health and wellness, as well as improve their energy, balance and happiness. David's passion for coaching individuals and groups stems from a background in a myriad of programs. Currently, his evidence-based training of "mending brokenness" provides best practices in the management of problems with individuals/families experiencing some form of brokenness, substance abuse, incarceration and related issues.

He is also certified as a teacher of mindfulness meditation from The Greater Good Science Center at UC Berkeley. He is dedicated to providing the tools needed to reach your full potential as a human and spiritual being – finding happiness and being able to fulfill your inner peace you've been searching for throughout your life. David brings mindfulness into the workplace. Businesses of all sizes can reap huge benefits from providing mindfulness meditation instruction to workers as part of their employee development programs.

For more information, call (530) 845-0841; email davidv@evolvingforlife.com or go to EvolvingForLife.com.

NEW MEMBER SPOTLIGHT

doTERRA Essential Oils.

Lena DiGregorio has been an Independent Wellness Advocate with doTERRA Essential Oils since 2016. Once she discovered them, these certified pure therapeutic-grade essential oils have made a significant impact in her life.



Essential Oils can be used in various ways: Aromatically – diffusing oils can calm and/or stimulate. Topically – oils are easily absorbed and safe when applied directly to skin. Internally – oils can be used as all-natural, dietary supplements for a variety of health conditions.

She uses the oils for headaches, getting a good night's sleep, calming and relaxing the body and mind, and when she leaves home or travels. They help protect from seasonal threats and can soothe any bodily discomfort. In a diffuser, they provide a cool and refreshing aroma throughout the home.

Lena invites you to contact her to discuss how doTERRA Essential Oils can enhance your well-being, and to learn more about how to supplement your income at (760) 289-4389 or (805) 433-4910 for more information. Or, visit her website MydoTERRA.com/palmsprings1. If you would like to become an independent wellness advocate to also supplement your income, contact her today.

CHAMBER SPOTLIGHT

Meet Chamber Ambassador Austin Beneteau



Austin was born and raised in the Coachella Valley and believes that gives him a better perspective about the relationship between our residential and business communities. He even claims to have a soft spot in his heart for the weather that some deem unbearable during the summer months.

After living in San Diego while he attended college, returning home was an eye-opener as to the growth and opportunity that exists in the desert. Austin is excited to be part of our community and looks forward to what the future will bring.

Q. How did you choose your field?

A. I was twenty when my father passed away and had no clue about handling the financial arrangements or for taking care of such matters as were needed. For someone who was not financially secure, it was a difficult time.

Q. Is there a special moment you are most proud of?

A. At the time, I may not have realized where it would lead me, but this was the moment that I knew I want to help people so that they would not have to go through what I experienced. Years later, I am proud to be in a position that allows me to help individuals, families and businesses with financial security and protecting their futures.

Q. What would you like our members to know about your business?

A. As a financial advisor for Modern Woodmen of America I am in a great position to help people. My goal is to touch as many lives in the Coachella Valley as possible and make an impact. Building relationships is the most important part of my career and educating people is one of the ways I can help. Modern Woodmen of America, being a fraternal financial organization, and a not-for-profit, helps us give back to the communities where we all live and work.

Q. I get my energy from....

A. Being a member of our newly-formed Canvassing Committee and an Ambassador for The Chamber. This has been an amazing way to become a community leader and help the residents of the Coachella Valley.

Q. Where do you see yourself in the future?

A. I have several goals and one is to become a member of the board of directors of the GCVCC and to continue helping our community and the businesses we serve.

Austin Beneteau is a financial representative with Modern Woodmen of America, Southern California Region. Anyone interested in learning more about his services can call (760) 501-5866 or email him at Austin.T.Beneteau@mwarep.org.

MEMBER SPOTLIGHT

Our Member of the Month for June 2017 is **JC Auto Repair & Towing** in Indio. They are being recognized for their great customer service! We received a letter from a Florida visitor praising them for their honest and hard work. Thank you JC Auto Repair for doing excellent business in the Coachella Valley. They are currently hiring mechanical help and part time office support. They have six tow trucks and are adding more soon. You can reach them at (760) 342-4590 or 43660 Jackson St., Indio.



MEMBER NEWS

Local Teens Selected to Attend The First Tee® National Events

Two teens, Dana Condon and Caroline Wales from The First Tee® of the Coachella Valley, have been selected to attend The First Tee Life Skills and Leadership Academy in East Lansing, Michigan, July 26 - August 1. Condon and Wales will join more than 90 junior golfers from The First Tee®, ages 14–17, to participate in this national event.

The Academy provides participants valuable character education and leadership instruction during the week-long event. Participants will have the opportunity to develop and hone skills to become leaders in their chapters, schools and communities while experiencing championship golf, career exploration and dorm living.

Condon and Wales will also learn from and interact with the top coaches in The First Tee® network and meet a variety of young people from around the country. The Academy is staged by The First Tee® home office and hosted by The First Tee® of Mid-Michigan and Michigan State University.

At The First Tee®, life and golf skills are seamlessly integrated into each experience. The First Tee Life Skills and Leadership Academy is focused on recognizing and rewarding exceptional teen participants in The First Tee® for their accomplishments while enhancing skills that will help on and off the golf course.

In addition to attending The First Tee Life Skills and Leadership Academy, Dana Condon will also attend The First Tee College Golf Prep Academy in West Palm Beach, Florida from July 11 – 18, 2017. She is among 24 junior golfers from The First Tee® selected by a national panel of judges to participate in this academy for elite players.

The First Tee College Golf Prep Academy is a unique opportunity for participants within the network that are interested in pursuing collegiate golf. Participants will receive life skills and golf instruction from The First Tee® coaches and special guest speakers to help improve their chances to compete at a higher level athletically and academically. During the week, Condon will participate in interactive sessions in the areas of golf technique, education and career exploration, physical fitness and nutrition, and golf equipment fitting as well as experience dorm living at Keiser University. To complete the week, participants will compete in a tournament to showcase the skills they've learned.

The First Tee of the Coachella Valley has been offering golf programming to children since 2008. The First Tee of the Coachella Valley is a program offered through The Desert Recreation District and supported by the Desert Recreation Foundation, a 501 (c) 3 tax exempt non-profit organization. To learn more about The First Tee® of the Coachella Valley, visit TheFirstTeeCoachellaValley.org or call (760) 779-1877.

MEMBER NEWS

The Nine Cities Blood Drive Challenge Begins July 8

Who's #1? The Nine Cities Blood Drive Challenge begins July 8. Coachella Valley communities go head-to-head in the compassion department this summer during LifeStream's Fifth Annual Nine Cities Blood Drive Challenge.

The Nine Cities challenge is aimed at bringing greater awareness to the need for local blood donations, especially during summer months when collections typically decrease while hospital demand increases for blood products.

All Nine Cities Challenge donors receive a complimentary, single-day admission ticket to Wet 'n' Wild Palm Springs, valid through October 15, the closing day of the 2017 season; along with a coupon for a free Jack in the Box combo meal.

All donors also are automatically eligible to win a weekly drawing for a pair of single-day Disneyland/Disney California Adventure Park "park hopper" tickets.

Nine Cities Blood Drive Challenge Schedule

PALM DESERT: Saturday, July 8, 8 a.m. to 2 p.m.

Palm Desert Community Center, 43900 San Pablo Ave.

COACHELLA: Thursday, July 13, 12:30 p.m. to 6:30 p.m.

Coachella Senior Center, 1540 Seventh St.

CATHEDRAL CITY: Friday, July 14, 12:00 to 6:00 p.m.

Cathedral City Library, 33520 Date Palm Drive

LA QUINTA: Saturday, July 15, 8:30 a.m. to 2:30 p.m.

La Quinta Wellness Center, 78450 Avenida la Fonda

PALM SPRINGS: Wednesday, July 19, 12 noon to 6 p.m.

Palm Springs Teachers Association, 180 N. Luring Drive

INDIAN WELLS: Friday, July 21, 8 a.m. to 1 p.m.

Indian Wells Club Golf Resort, 44500 Indian Wells Lane

RANCHO MIRAGE: Wednesday, July 26, 10 a.m. to 3 p.m.

Rancho Mirage Public Library, 71-100 Highway 111

INDIO: Thursday, July 27, 11 a.m. to 5 p.m.

Teen Center, 81678 Avenue 46

DESERT HOT SPRINGS: Saturday, July 29, 9 a.m. to 3 p.m.

Desert Hot Springs Health and Wellness Center, 11750 Cholla Drive

Walk-ins are welcome at all drives, but appointments are suggested and may be made by calling (800) 879-4484 or by visiting LStream.org. LifeStream is the exclusive provider of blood products and services for Desert Regional Medical Center, Eisenhower Medical Center, JFK Memorial Hospital, Hi-Desert Medical Center, Palo Verde Hospital, and Bush Naval Hospital, Twentynine Palms.

Salton Sea Community Workshops Announced for 10-Year Implementation

A series of community workshops has been scheduled to present and gather input on the implementation of the State's 10-Year Plan of the Salton Sea Management Program. The 10-Year Plan aims to quickly build projects to develop habitat and suppress dust due to rapidly-receding shoreline at the Sea.

The workshops will be presented by Bruce Wilcox, Assistant Secretary of Salton Sea Policy at the California Natural Resources Agency, in partnership with the Salton Sea Authority, California Department of Water Resources, Imperial Irrigation District and the California Department of Fish & Wildlife.

The presentation at these workshops will focus on the implementation of the 10-Year Plan and what it means to the communities surrounding the Sea. Status updates will be given on the existing projects at the Sea and the near-term design and construction of new projects. Projected costs and funding will also be discussed. Attendees will be encouraged to ask questions at the end of the presentation.

In order to give as many residents as possible the opportunity to participate, the workshops are being held over the course of five weeks at multiple locations throughout the surrounding region of the Salton Sea. Light refreshments will be served, and everyone is welcome. Spanish interpretation will be provided at the Mecca, Brawley and Indio workshops and other translation or special assistance may be provided upon request. The dates and locations of the workshops are as follows:

Thursday July 6
5:30 p.m. to 7:30 p.m.
Indio Performing Arts Center (IPAC)
4517 Fargo Street, Indio

Wednesday July 12
5:30 p.m. to 7:30 p.m.
Rancho Mirage Public Library
71100 CA-111, Rancho Mirage

The State's 10-Year Plan details the number of acres of lakebed expected to face exposure each year from 2018 through 2028, the number of acres to be covered through proposed construction efforts, and the projected annual costs of the effort.

For more information about the workshops and the 10-Year Plan, please visit the Salton Sea Management Program web page at Resources.Ca.Gov/Salton-Sea.

Tribe's Work on Water Issues Moves to Next Steps

On Wednesday June 7, U.S. District Court Judge Jesus Bernal granted the Agua Caliente Band of Cahuilla Indians a motion to lift the stay on legal proceedings regarding the Tribe's water rights.

The ruling allows the next phase of the lawsuit between the Tribe and Desert Water Agency and Coachella Valley Water District to move forward. The next phase includes addressing the legal questions of whether there is a water quality component to the Tribe's water right, the standard for quantifying the Tribe's right and whether the Tribe owns the pore space underlying the Agua Caliente Indian Reservation.

"We are pleased that Judge Bernal has agreed with our position to allow the next phase of the lawsuit to move forward," said Chairman Jeff L. Grubbe, Agua Caliente Band of Cahuilla Indians. "The U.S. Court of Appeals for the Ninth Circuit upheld Judge Bernal's decision that the Agua Caliente Band of Cahuilla Indians has a right to groundwater in the Coachella Valley – a right that the federal government set aside for the Tribe when it established the Agua Caliente Reservation in the late 1870s. We believe it's in everyone's best interest to allow the lawsuit to move forward while the water districts try to appeal that decision to the Supreme Court."

According to Judge Bernal's June 7 Order: "Continuing the stay would prejudice the Tribe and unfairly advantage the water agencies by permitting their ongoing disregard of the Tribe's rights. The Tribe has provided ample evidence of the water agencies' overdrafting of the aquifer and impairment of the Tribe's crucial water resource. As such, the Court is persuaded that further delay in quantifying the Tribe's water rights and the resulting continued degradation of such rights under these circumstances is unwarranted. The water agencies have not persuasively demonstrated how they would suffer any hardship as a result of lifting the stay, let alone hardship that could outweigh the harm to the Tribe if its Motion is denied."

The Agua Caliente Band of Cahuilla Indians is a federally recognized Indian Tribe located in Palm Springs, California, with 31,500 acres of reservation lands that spread across Palm Springs, Cathedral City, Rancho Mirage, and into the Santa Rosa and San Jacinto mountains. The Tribe currently owns and operates two 18-hole championship golf courses, the Spa Resort Casino in downtown Palm Springs and the Agua Caliente Casino Resort Spa in Rancho Mirage. For more information about the Tribe, visit AguaCaliente-nsn.gov.

ANNUAL AWARDS EVENT

Annual Installation & Award Dinner Held



The Greater Coachella Valley Chamber of Commerce honored outstanding businesses and leaders on June 27 at the annual Installation, Awards Dinner & Silent Auction event held at Agua Caliente Casino Resort Spa in Rancho Mirage. The new GCVCC Board of Directors and Business Districts for Cathedral City, Coachella, Indio and La Quinta were installed.

Outgoing leaders were recognized for their hard work, time and effort. Congratulations to our outstanding leaders and honorees!

President's Award: Robert Green, Robert Green Company

Large Business of the Year: Alpha Radio Group

Small Business of the Year (East): CV Weekly

Small Business of the Year (Mid): Nothing Bundt Cakes

Small Business of the Year (West): Bonta Restaurant

Leadership Award: Supervisor John J. Benoit

Ambassador of the Year: Merritt Wiseman

Lifetime Achievement: Alexander Haagen III

Non-Profit of the Year: Habitat for Humanity



About this year's Leadership Award: "John Benoit (December 27, 1951 – December 26, 2016) has left a legacy of caring, commitment, and dedication that personifies our Leadership Award," says Joshua Bonner, President and CEO of the Greater Coachella Valley Chamber of Commerce. "During his lifetime of public service, John enriched the lives of those he served, and those he loved. That is as fine a legacy as a man can leave for his community."

Born in Kankakee, Illinois, Benoit enjoyed a long career in public service. Benoit's law enforcement career spanned thirty-one years including two with the Corona Police Department and twenty-nine with the California Highway Patrol. In 1999 Benoit was elected and served as a member of the Desert Sands Unified School Board until 2002. From 2002 to 2008, Benoit served in the California State Assembly. He then served in the California State Senate until his resignation on November 2009, to serve on the Riverside County, California Board of Supervisors. He served in that role from 2009 until his death in 2016.

The award was presented by Riverside County Supervisor, 5th District, Marion Ashley, a long-time colleague of Benoit. Sheryl Benoit, John Benoit's widow accepted the award.

CHAMBER HAPPENINGS



Legislative Advocacy Committee (Patrick Swarouth, GCVCC, Paul MacKey, Fantasy Springs Resort Casino and Julio Figueroa, AT&T) at the Governor's Breakfast event in Sacramento, meeting with legislators to represent Coachella Valley businesses.



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Key Questions to Ask Prospective Caregivers

By: Steve Bona, Vitalitas Home Care Referral Agency



Finding the right professional caregiver for a spouse or loved one requiring home care can often be difficult. Of utmost importance is confirming that the caregiver has the proper skill set, experience and talents to deliver care – and the ability to build a relationship with the client. By working with a home care referral agency, you have the opportunity to select a thoroughly screened professional caregiver, as well as determine the

parameters of care. To assist you, here are some key questions you should ask referred candidates that can help you make the right selection:

What originally attracted you to the home care profession? Listen for responses that describe focus, intent and self-awareness. For example, a professional caregiver who describes how, growing up, she or he was always the person taking care of others in the family and ultimately realized this was a natural talent may indicate they chose this career path deliberately rather than out of necessity.

What was one of the most valuable things you learned during your training and how have you applied it during your career? Listen for responses that describe specific skills or knowledge. For example, a professional caregiver who references learning proper transferring techniques and then describing how helpful that training was when caring for a client with partial paralysis may indicate that she or he actively reflects on prior learning and has a propensity towards continuous learning.

Is there someone with whom you've worked who you admire? If so, what was special about that person? Listen for specific characteristics and examples about the individual described. For example, a professional caregiver who recounts a mentor at her/his first job and shares examples regarding work ethic, helpfulness, and/or relationships with clients/residents may reflect the candidate's own value systems and predict how they will perform as a caregiver.



Tell me about a challenging situation with a client and how you handled it. Listen for real examples, not hypothetical situations. For example, a professional caregiver who describes a client with dementia who refused to bathe and then details the various approaches taken and which one was successful may indicate she/he incorporates a customized approach with each client, respects each client's rights and can adapt best-practices to unique situations.

Naturally, there are additional questions you should ask candidates prior to making a selection, but these examples will help to ensure you engage the services of an inspired professional who's committed to delivering exceptional care.

Steve Bona is president of Vitalitas Home Care Referral Agency, which serves the Coachella Valley. He recently joined the Aging Community Team's (ACT I) Board of Directors and serves on the Home Care Committee of the California Coalition of Domestic Referral Agencies. For more information, visit the Vitalitas Home Care Referral Agency website at VitalitasHCA.com or call (760) 407-6505.

Why Would I Need My Own Insurance If I Rent Space in a Salon?

By: Doug Motz, Douglas Motz Insurance Agency

A salon provides a variety of services to its clients such as hair coloring, cuts, manicures, pedicures, facials, waxing, massages, etc.

Most salon owners who rent space do not provide insurance for independent contractors, which could put you financially at risk if you are a salon renter without insurance.

As a self-employed independent contractor, it is recommended that you have your own insurance, because even the most careful, skilled cosmetologists have had insurance claims.

What Types of Liability Insurance Should I Have?

The most common types of Liability Insurance for a cosmetologist is General Liability and Professional Liability.



General Liability Insurance is going to cover you from certain lawsuits alleging injuries or property damage that occurred as the result of your business operations, such as: if a client were to slip and fall and get hurt while in your salon or a stylist ruins a client's personal property. In some cases, a hairdresser or esthetician may make a house call, especially for a special event. If your hairdresser or esthetician causes property damage, your insurance can cover that damage.

Professional Liability Insurance, is sometimes referred to as "malpractice insurance," in the

cosmetology industry. Professional Liability Insurance protects you and your business for loss or expense resulting from claims of professional errors, mistakes, or failure to perform professional duties committed or supposed to have been committed by the insured in his or her professional services. In other words, in the event something should go wrong with your service due to a professional mistake or act of negligence, a client can file a professional liability claim.

You should also be aware that professional liability Insurance for beauty salons does not cover everything. There are certain risky treatments and procedures such as laser hair removal, permanent makeup, piercings, etc., that are normally excluded from coverage.

Talk to your insurance agent to be sure you are properly covered.



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10 Proven Health Benefits of Ginger

By: Kerry Anderson, SIP Coffee House & Juice Bar

Ginger is among the healthiest (and most delicious) spices on the planet. It is loaded with nutrients and bioactive compounds that have powerful benefits for your body and brain. Here are some facts about Ginger:

1. Ginger contains Gingerol, a substance with powerful medicinal properties.

Ginger is a flowering plant that originated from China. It belongs to the zingiberaceae family and is closely related to Turmeric, Cardomon and Galangal. The rhizome

(underground part of the stem) is the part commonly used as a spice. It is often called Ginger Root.

2. Ginger can treat many forms of nausea. Ginger appears to be highly effective against nausea. It has a long history of use as a sea sickness remedy.

3. Ginger may reduce muscle pain and soreness. Ginger appears to be effective at reducing the day-to-day progression of muscle pain, and may reduce exercise-induced muscle soreness.

4. Its anti-inflammatory effects can help with Osteoarthritis.

Osteoarthritis is a common health problem. In a controlled trial of 247 people with osteoarthritis of the knee, those who took Ginger extract had less pain and required less pain medication.

5. Ginger may drastically lower blood sugars and improve heart disease risk factors.

In a recent 2015 study of 41 participants with Type 2 Diabetes, 2 grams of Ginger powder per day lowered fasting blood sugar by 12%.

6. Ginger can help treat chronic indigestion. It is believed that delayed emptying of the stomach is a major

driver of indigestion. Ginger has been shown to speed up emptying of the stomach in people with this condition.

7. Ginger powder may significantly reduce menstrual pain. One of the traditional uses of Ginger is for pain relief, including menstrual pain. In one study, 150 women were instructed to take 1 gram of Ginger powder per day for the first 3 days of their menstrual period. Ginger managed to reduce pain as effectively as Ibuprofen.



8. Ginger may lower

cholesterol levels. In a 45-day study of 85 individuals with high cholesterol, 3 grams of Ginger powder caused significant reductions in most cholesterol markers.

9. Ginger may improve brain function and protect against Alzheimer's Disease.

Oxidative stress and chronic inflammation can accelerate the aging process. Some studies in animals suggest that the antioxidants and bioactive compounds in Ginger can inhibit inflammatory responses that occur in the brain.

10. The active ingredient in Ginger can help fight infections.

Gingerol, the bioactive substance in fresh Ginger, can help lower the risk of infections. In fact, Ginger extract can inhibit the growth of many different types of bacteria. It is very effect against oral bacteria linked to Gum diseases such as gingivitis and periodontitis.



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



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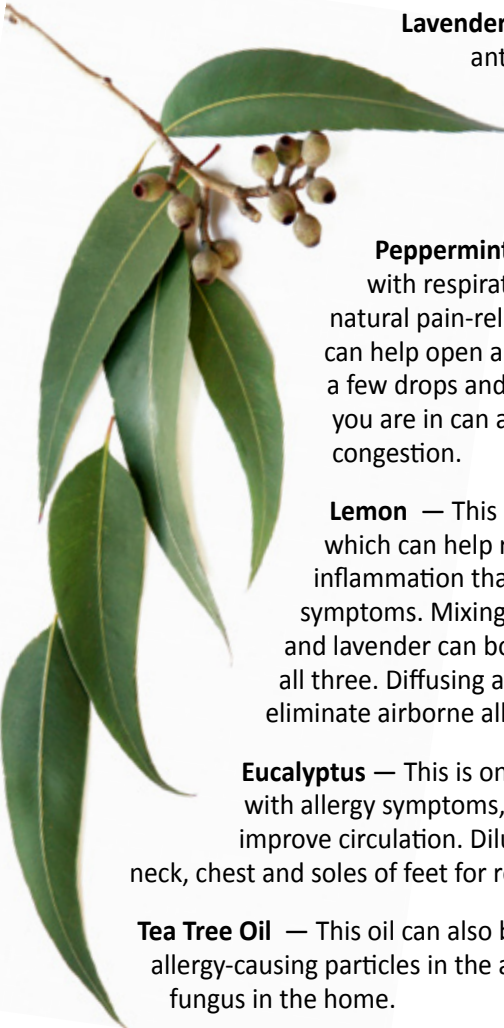
Wellness Words of Wisdom: Allergies

By: Eric Nicoll, Co-Founder, The Legacy Group

This seems to be the time of year when seasonal allergies kick up. Sneezing, stuffy nose, itchy eyes – these all can be irritating during the day, but impossible at night as many of these symptoms make it difficult to sleep.

What is an allergy? In simple terms, it's when the immune system is over-reacting to certain allergens such as dust, pollen, animal hair and even certain foods. While many people turn to synthetic drugs or medications to help alleviate symptoms, diffusing an essential oil is a natural option for treatment. In fact, using essential oils may actually boost our immune system, helping us combat these allergies in the future.

Diffusing a few drops of essential oil or putting a few drops on your skin during the day, and especially at night, can help ease symptoms of seasonal allergies. Here are a few of the most effective essential oils for allergy-fighting:



Lavender — This essential oil is a natural antihistamine and anti-inflammatory, which can calm your allergy symptoms. Its pleasant scent also has a relaxing effect on your whole body.

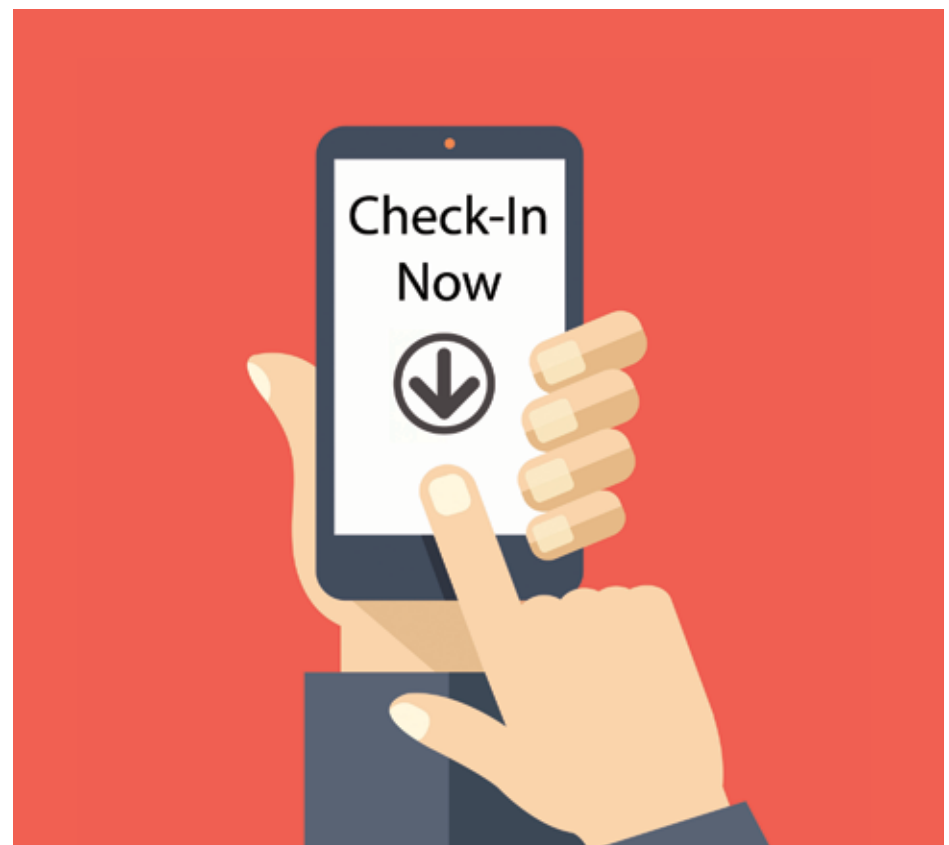
Peppermint — This fresh, minty scent can help with respiratory symptoms from allergies. It has natural pain-relieving, anti-inflammatory effects that can help open airways and ease congestion. Diffusing a few drops and allowing it to permeate the room you are in can almost immediately help symptoms of congestion.

Lemon — This oil is another natural antihistamine, which can help relieve excess mucus, and calm inflammation that contributes to respiratory symptoms. Mixing lemon essential oil with peppermint and lavender can boost the allergy fighting effect of all three. Diffusing a few drops of lemon oil may help eliminate airborne allergy triggers.

Eucalyptus — This is one of the most effective oils to use with allergy symptoms, as it can help open airways and improve circulation. Dilute in a carrier oil, then massage into neck, chest and soles of feet for relief. (Pictured left.)

Tea Tree Oil — This oil can also be diffused to help neutralize allergy-causing particles in the air, as well as mold, bacteria and fungus in the home.

Looking to find an affordable, all-natural source for these essential oils? Contact Eric Nicoll at The Legacy Group at (760) 832-6893 or enicoll@tlgpartnerships.com. They can recommend a pure and sustainable source, and also have a few mixes of essential oils that work great for allergies, as well.



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Adding Therapeutic Massage to Your Self Care Regimen

Submitted by: *Bodywork & Esthetics Center*

Broaden the role that therapeutic massage plays in your self-care regimen. Maybe you are skeptical or unsure about scheduling that first session, but here are five reasons why it should be up on top of that to-do list:

A Stitch in Time Saves Nine — A little preventive medicine can eliminate the need for major repairs later. Did you know that massage therapy can be a very powerful tool for preventative care? Regular sessions with a massage therapist can help to prevent small skeletomuscular injuries from becoming larger problems that could lessen mobility and flexibility down the road. Chronic patterns are created within the muscle tissue, and massage therapy specifically targets the muscles by lengthening them.

Boost Your Yoga Practice — Bring the challenging parts of your yoga practice to a deepened level. When you are serious about your yoga, massage can help you by isolating and creating length in muscle



groups and joints by manipulation of the soft tissue. Book a massage before your next regular yoga session. Ask the therapist to target a specific area that's caused you difficulty. After you have received the bodywork to lengthen the muscles, try another round at it in your yoga practice, targeting that muscle group.

Take It Easy — For many of us, it is difficult to relax. The power of touch is reached through the nervous, circulatory and muscular system all at once. Massage therapy can slow down the heart rate, relax an overactive mind and allow you to deepen your breath. As a result, therapeutic massage can

have very similar effects to practicing meditation by continuing that journey of mind, body and spirit relaxation for longer blocks. You can avoid negative side effects of stress such as heart disease, high blood pressure, and tension headaches.

Get Happy — Massage causes mood boosts via the release of endorphins into the bloodstream. The release of amino acids act as the body's natural painkiller and cause a general feeling of well-being. Depression and anxieties can effectively be remedied through the various therapeutic forms and modalities of massage.

It's Good for You — Massage relieves stress, tension headaches and postoperative pain; it helps chronic neck pain and fibromyalgia pain; it lowers blood pressure and joint replacement pain; it decreases migraine frequency, symptoms of Carpal Tunnel Syndrome, rheumatoid arthritis and stress in cancer patients; it eases symptoms of depression; tempers effects of dementia; enhances exercise performance; increases range of motion; manages lower back pain; promotes relaxation and helps you sleep better.

Bodywork & Esthetics Center located at the new Old Town Artisan Studio Campus; 78026 Calle Barcelona, Suite A., in La Quinta. For more information, call (760) 409-0565.

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Sectional Sofas Work

By: Pat Wood, Encore Consign + Design Studio



People either love them or hate them. We love sectional sofas. They make a statement. And, they make the room. Put a sectional sofa in a room with a coffee table, a nice comfortable side chair, end table, a fun lamp and a great throw rug – and voila, you have a room.

Contrary to popular belief, you do not have to have a large room for a sectional to work. In fact, sectionals serve a great purpose in small spaces. Placed against a wall, they provide a perfect way to seat more than one person comfortably without feeling claustrophobic.

People tend to stress when purchasing sectionals because they come in so many different configurations. Yet, it's one of the easiest pieces of furniture to buy. Here are some definitions and tips:

DEFINITIONS

- **Right-hand facing, left hand-facing** – Right-hand, left-hand refers to where the arm is positioned.
- **Chaise** – A backless part of the sectional; can be included on one side to provide seating or take the place of an ottoman.
- **Love Seat** – Smaller side of the sectional.
- **Square corner, round corner** – The corners (when included) further expand the sectional and determine with the sectional is squared or rounded, and typically dependent on whether the room is L-shaped or a round corner is needed to position the piece diagonally.

TIPS

- **Configuration** – The configuration is dependent on the size of the area and purpose of the sectional. It's important to measure the space and determine how you want the sectional to look and function.
- **Arms, Backs, Base, Skirts** – Decisions for each of these will determine the style of the sectional.
- **Fabric** – From linen, faux suede and leather, to stripes, solids and prints, there are many fabric options that allow you to create the perfect piece for your seating needs.
- **Timing** – Custom sectionals can take between 8 – 12 weeks to be made. Traditional furniture stores do have stock sectionals. And, consignment stores can have a variety of sectionals ready for immediate sale.

A sectional can make a statement, be incredibly comfortable and last for a long time. When the time is right, get out your measuring tape and start planning.



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



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(2) Annual Percentage Yield (APY) is effective 2/17/2017, subject to change without notice, and cannot be combined with any other offers. The minimum balance to open a Certificate of Deposit (CD) account and obtain the advertised APY is \$2,500 – new money only – and must also open a new checking account. The APY assumes interest remains on deposit until maturity. A withdrawal of interest will reduce earnings. A penalty may be imposed for early withdrawal. Fees may reduce earnings. Additional terms and conditions may apply. Offer not available for Specialty Deposits or Public Funds. Deposit maximums may apply. See branch for details.

Four Small Ways to Show Your Patriotism

Submitted by: *Old Town La Quinta*; Source: *The Abundance Project*

Every year on the Fourth of July, we get our families together, light fireworks, barbeque and relax. Although having a good holiday is important, it's also important to remember why we're celebrating in the first place. Independence Day is a federal holiday in the United States that honors the Declaration of Independence on July 4, 1776; which allowed us to declare our freedom and become an independent nation. In the spirit of remembering our history and celebrating our freedom, there are several things we can do to show our patriotism. In fact, there are many things we can do that seem small, but allow us to show our gratitude and express the love we have for our country.



Raise the flag — Flying the flag is a simple, but powerful way to support our country and all the veterans and active-duty men and women who have defended it. Raise a flag in your front yard, on a holiday or just any day of the week. Make sure that you are showing proper respect by displaying the flag correctly. The union, or star portion of the flag, should

always be in the observers top left hand corner when you're flying the flag upright. If you decide to keep your flag up at night, make sure a light is there to illuminate it. Even though flying a flag is a simple thing, it is a great way to show your patriotism.

Visit a cemetery — Even if you don't know anyone who fought and died for our country, remembering the people who did is the best way to thank them for their service. Take an hour from your day to forget yourself and remember those who fought to make sure you have all the freedoms you enjoy today. Find a veterans cemetery near you or call and find out if there are any soldiers buried in your local cemeteries. Few things are more patriotic than remembering those who died for their country and paying your respects. You might even consider leaving behind a small American flag or some flowers to show your gratitude.

Vote — The right to vote is often taken for granted. Voting empowers us as a nation to be involved and gives us the ability to have a say (even if it's a small say) in the decisions that are made. Being an active citizen is a great way to show your patriotism and your love for your country.

Get Involved — Perhaps one of the best ways to show your patriotism is to get involved in your community. Whether you attend a public meeting, become a member of the school board or run for a public office, take steps to get involved. Learn what obstacles your community is facing and speak up to offer solutions. Spend time questioning and supporting your local officials.

Explore La Quinta's Main Street! Old Town La Quinta is filled with unique boutiques, fabulous restaurants, salon, spa, real estate, and professional services. For a complete list of businesses visit OldTownLaQuinta.com. For all the latest news and information, find them on Facebook, Twitter and Instagram.

Planning Your Menu for the 4th of July

By: *Betty Berrysmith, Jules Market*

The 4th of July is filled with big celebrations: fireworks, family reunions, concerts, barbecues, picnics, parades and baseball games. It calls for American-made food and beverages – also known American “comfort food.” Comfort often means “homemade” when referring to food, and though a lot of the foods we think of as American originated in other places, they were brought here by people who now make America their home.

American Comfort Food

Think of macaroni and cheese, corn on the cobb, hot dogs, hamburgers, fried chicken, ice cream, meatloaf, tater tots, clam chowder, crab cakes, apple pie, chili, potato salad, shrimp and grits, steak and baked potatoes, strawberry shortcake, ranch dressing and milkshakes, to name just a few.

Beverages, American Style

Wine, beer and spirits that are American made are always in high demand for the 4th. In the past, any wine that wasn't European was thought to be inferior. Now there are wonderful vineyards and wineries all over the United States. California produces more than 80 percent of American wines, followed by New York, Oregon and Washington. The United States is the 4th largest wine-producing country after France, Italy and Spain.

Champagne could only come from that region of the same name in France; in fact, in many countries it is still illegal to label it is such – it is instead considered a sparkling wine. However, a 100-year-old loophole allowed California to legally call sparkling wine Champagne so you may see some regional sparkling wines labeled Champagne.

Beer is definitely all-American, with Yuengling being the first brewery in Philadelphia. Anheuser-Busch and Pabst were two more of the earliest breweries. Now we have an abundance of craft beers and IPAs, as well. Made with only four ingredients – water, hops, grain and yeast – there are an incredible array of flavor profiles that are great for American comfort and food celebrations.



Planning your 4th of July festivities this year is the perfect opportunity to celebrate American-made! Let Jules Market assist with all your shopping needs. You can also order

online for home delivery at JulesMarket.com. Betty Berrysmith is the resident wine specialist at Jules Market, located at 78-130 Calle Tampico in La Quinta. For more information, call (760) 777-9000.

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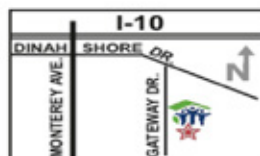
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Things You Must Look For on a Cruise

By: Charles Greenberg, Your Travel Agency

1. The Horizon — You may think you know the horizon, but it is different at sea. Far out on the ocean, from the top of a cruise ship, you can see a 360-degree horizon.

The horizon at sea gives us a perspective on how big the world is, and how small we are. It can make you feel like a genuine seafarer (maybe not

Cook or Columbus, whose ships didn't have pools, but you get the idea). It makes you understand why people thought one could sail off the edge of the world. An uninterrupted 360-degree view of the horizon is a sight to behold, but even more thought-provoking is a tiny speck that must be another ship.

2. Clouds — Yes, you can see them on land, but it is different at sea. The formations seem different – more dramatic. The effect of the ocean can create amazing forms and, as the ship is moving, the formations change. In some places you go from sunshine, through quick squalls, then out the other side. Again, you'll feel like a true seafarer, assessing the weather. You'll see cool shapes and odd patterns. Like the horizon, you have to be outside – but this time looking up.

3. Space — It's not just our final frontier, it is all around you while inside your cruise ship. Ships are measured in gross tons, which is not the weight (displacement) that would register if you placed the ship on the bathroom scale. It is a measure of the ship's volume, and originated as a ship's cargo-carrying capacity. It can also be a measure of the premium versus budget ships.

Lots of space in public areas – larger staterooms, expansive dining areas – it all adds up. The world's biggest cruise ship, Harmony of the Seas, which launched this year, is a mind-boggling 226,000 gross tons, compared with the Titanic's 46,329. So look up and around when inside your ship to check out the gross tonnage. Sanctuary; an adults-only area on the Regal Princess.

4. Secret Spots — It's easy to find a favorite spot on a cruise ship, but unless you take the time to explore your ship from aft to bow – on every deck accessible to passengers – you may miss a nook.

It might be a hidden sun trap, a small and cozy lounge – even the gym. I've known passengers to disembark large ships only to learn from fellow departing guests that there was a small adults-only oasis tucked away that they never discovered.



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

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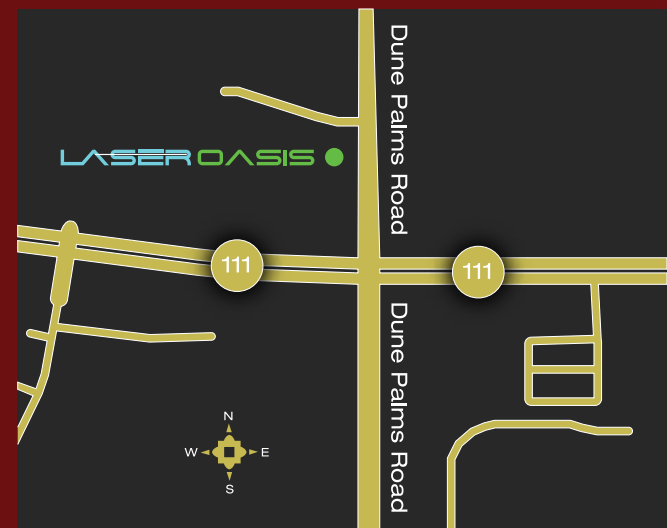
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