

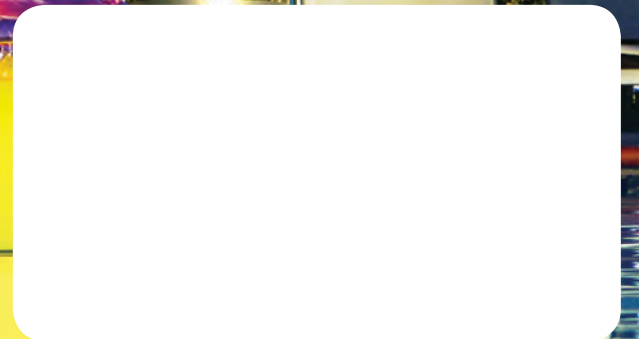
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The Greater Coachella Valley Chamber of Commerce (GCVCC) was created in 2016 in cooperation with the former Coachella, La Quinta, Cathedral City and Indio Chambers, along with the Cabazon Band of Mission Indians and Twenty-Nine Palms Band of Mission 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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By: Douglas Motz | La Quinta Business District Chairman



What a proud time this is for our Greater Coachella Valley Chamber of Commerce as we celebrated with a sold-out crowd at our annual Installation, Awards Dinner & Silent Auction, honoring outstanding businesses and leaders, at the Agua Caliente Casino Resort Spa. That evening we also installed the GCVCC Board of Directors and Business Districts for Cathedral City, Coachella, Indio and La Quinta.

The city of La Quinta is proud to have Jule's Market in La Quinta as the July Member of the Month for Greater Coachella Valley Chamber of Commerce! "At Jule's Market, we want to positively impact the world by partnering with communities to exceed their food and household goods needs." - Jeremy Cullifer, Jule's Market CEO and Co-Founder. Stop by to support our LOCAL Neighborhood Market!
<https://www.julesmarket.com/>

Our La Quinta GEM publication now has a new look! The GEM is all about La Quinta "The Gem of the Desert" events, programs, education, community and is available to all the residents and businesses in our city. We invite you to come out for The Gem Launch Party & Craft Beer Mixer at The Beer Hunter on August 2, 2017 from 5:00 PM to 7:00 PM. (GCVCC Members are \$5/ Non-members \$20.)

Douglas Motz is the owner of Douglas Motz Insurance Agency and can be reached at 760-200-0270 or www.DougMotz.com

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READY FOR LIFE, CAREER, AND COLLEGE – DSUSD STUDENTS HAVE MANY LEARNING OPPORTUNITIES

Submitted by: Desert Sands Unified
School District



Desert Sands Unified School District (DSUSD) is committed to preparing our students to be college, career, and life ready. But what does that mean exactly? For the educators at DSUSD, it means offering a variety of programs for our students so that they can find the best teaching methods for different learning styles and interests.

Some students search for the most rigorous of academic programs. For them, schools offer an AP Capstone program (<https://advancesinap.collegeboard.org/ap-capstone>) or the International Baccalaureate course of study (<http://www.ibo.org/>). A number of our students will be the first in their family to attend college. They require a different avenue of study to prepare them for this major step. For them, we offer the AVID program (Advancement Via Individual Determination) (<http://www.avid.org/>).

Students with special needs are provided with a variety of life skill classes to meet their individual needs, but teaching the skills necessary to succeed in life cross over every aspect of learning. Collaborative learning, or working in groups, prepares all students for the future. The basics of Common Core education challenge students to understand not just the answer but the process to get there. A project requiring a verbal presentation leads to the building of self-confidence. Every school day provides an opportunity to learn a life lesson without the child even knowing she is growing as a person.

Then there are our CTE programs (Career Technical Education). These programs create an educational environment that combines core academics with real-world applications. Tomorrow's workers must be prepared to change jobs and careers several times, continually updating their knowledge and skills for jobs that have yet to emerge. Career pathways link school-based learning with career-related experiences to meet the demands of an ever-changing world.

CTE currently touches the lives of approximately 1,500 students in high schools throughout the Desert Sands Unified School District, and that number is growing. The mission is to prepare students for success in the workplace, in apprenticeship programs, in technical schools, in two- and four-year colleges, and in graduate schools. Students in CTE programs not only have the opportunity to acquire skills such as critical thinking, communication, teamwork, and the effects of a positive attitude, but they also the ability to recognize the relationship between what they learn in school and what they can do in the future. This connection to future goals motivates students to work harder and enroll in more rigorous courses for lifelong learning.

Research supports that four out of five CTE graduates immediately pursue postsecondary education. More than 25% of CTE graduates work full-time while enrolled in post-secondary education. Four out of five CTE graduates attain a credential or continue beyond two years.

Students with CTE-related associate degrees or certificates average \$9,000/year more than non-CTE associate degree-holders. Those with credential in high demand fields, such as healthcare, average \$20,000/year more. About 95% of CTE graduates not pursuing postsecondary education within two years obtain employment (2014 Riverside County Office of Education, Division of Educational Services, CTE).

Here is a glimpse of the CTE programs in place, or under development, in the Desert Sands Unified School District. We are continually seeking to strengthen these programs through industry and community partnerships that breathe life into our course offerings.

- Animal Science Pathway
- Automotive Pathway
- Aviation Pathway
- Business & Insurance Pathway
- Culinary Arts Pathway
- Education Careers Pathway
- Energy & Utilities Pathway
- Engineering & Design Pathway
- FILM (Foundations in Literary Media)
- Health Careers Academy
- Health Services Academy
- Health and Nutritional Services Academy
- Horticulture Pathway
- IMPACT (Institute of Media Production Arts and Creative Technology)
- Nutrition/Dietetics Pathway
- Public Service Academy
- Technology & Landscape
- Management Academy

The DSUSD Board of Education is committed to ensure that students of all ages are prepared for college, career, and life. Members of the community can help. To extend a hand of support, serve on a CTE advisory board, or offer an internship or a part time job, please contact Deanna Keuilian at Deanna.keuilian@desertsands.us.



ENDLESS SUMMER

Submitted by: Desert Insurance Solutions

When summer begins in the Desert it goes from hot to hotter. Here are a few tips:

Air Conditioning

Our AC bills are huge in the summer. Keep them under control:

- Check your house insulation and sealing, especially ducts. 30% of energy is lost through ductwork.
- Build a breeze with ceiling fans.
- Don't fight AC with heat sources like ovens, stovetops and other appliances mid-day. Use the BBQ or a smaller oven.
- Don't waste AC on bedrooms you don't use.

Pool Safety

Pool owners can be liable for pool accidents, so use common sense regarding supervising children, drinking and diving, etc. Make sure your pool meets your local building codes for fencing.

In the desert there are many pools, so children are unlikely to be attracted to any particular one. As a result, most insurers won't require additional safety features beyond what is mandated by code. However, most insurers will view water slides, diving boards, and trampolines as attractive nuisances regardless of location. Attractive nuisance means if uninvited kids sneak over and get hurt you can be sued. It doesn't seem fair, but that's why you need excess liability insurance (umbrella).

Pets and People

You've heard advice on staying out of the mid-day heat, keeping hydrated and keeping kids out of unattended vehicles. The same advice goes for our pets! The other day I saw a photo of a dog's paw pads completely burned and blistered from walking on hot pavement. Protect our furry friends!

Winter Homes

For those of you who winter here in the desert, you should have somebody check on your winter home while you're away in the summer. If your toilet springs a leak that is caught after a few days, it's usually no big deal. But if a leak like that persists for months, you can imagine the costly mess.

Enjoy our summer!

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

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FIRST IMPRESSIONS MATTER!

Submitted by: **Stephen Burchard, The Desert Bowtie Realtor**

Who remembers that first day back to school? Most kids and teens spend their summer relaxing with minimal responsibilities. Do you remember the nervousness you felt upon the prospect of meeting new people and getting reacquainted with old friends? Do you recall the anticipation of making a good first day appearance with the right outfits, grooming, and summer tales? We wanted to make a good first impression, because we intuitively knew there were no second chances with first impressions.

Homeowners sometimes forget how important curb appeal is when maintaining or selling their home. Oftentimes, clients are reminded and prompted by realtors to beef up or clean up their curb appeal. It is a known fact that we have 3-5 seconds to make a good impression when meeting people in social situations or in business relationships. The same dynamic and timing applies with home purchasing: curb appeal is that first impression.

I have news for you: in curb appeal, there may be less time than 3-5 seconds. The moment a person arrives, an emotional response is triggered. Once the trigger is pulled, the mind follows and it very difficult to reverse the course, if possible at all. Fortunately, there are things we can do to influence and control this impression.

Here are 10 inexpensive things you can do to enhance curb appeal:

1. De-clutter and clean up the front and side areas that are visible from the street. i.e. toys, garbage, boxes, tools, equipment, etc.
2. Keep the yard groomed and tidy, including trimming the trees.
3. Clean-up driveway stains.
4. Remove and store excess automobiles off the property.
5. Clean the windows and screens, inside and out.
6. Wash or pressure wash the exterior of the home. Removing the dust and dirt will give it a fresh appearance.
7. Paint trim and window sashes.
8. Clean the mailbox exterior.
9. Spruce up the address numbers with fresh paint.
10. Place potted flowers and green plants on or by the landing to the front door.

Investing time and money in your home pays off significant dividends. Homes with poor curb appeal tend to stay on the market longer and have more potential buyers pass it up before seeing the inside. A little goes a long way. Remember, **FIRST IMPRESSIONS MATTER!**

Stephen Burchard, The Desert Bowtie Realtor taking knots out of real estate. Feel free to contact him directly if you have any questions or would like a complimentary assessment of your home. 760-702-0555 Stephen@stephenburchard.com <http://Stephenburchard.com>

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WE GOT YOUR BACK

Submitted by: **Gabriela Curry | Bodywork and Esthetics Center**

The season has arrived when we bare more skin!

Summer is fast approaching! A season when we vacation by basking in the sun, chasing rainbows, and creating countless memories. This sultry time of year induces perspiration, which inspires us to reveal our legs, arms, shoulders, and back. Would you like your skin to radiate health, have a smooth texture, and look more youthful? A back facial not only feels relaxing, but is beneficial for your skin's health.

Our back becomes neglected because it is an area that is difficult to reach. If you are athletic, your sweat has more than likely caused your pores to get congested. Women often have blackheads where the straps of the bra fall. The retention of perspiration causes the impurities to accumulate, which causes comedones. A back facial thoroughly cleanses the skin: the warmth of a hot towel relaxes the muscles and softens the impurity for extraction. What follows is a mask appropriate to your skin type and a moisturizer. If your skin lacks luster, consider a dry brushing, body scrub, or a glycolic peel. These services focus on removing dead skin cells and facilitate the absorption of moisturizers. Your skin will not only feel softer but will glow with a healthy radiance!

Does your cellulite concern you? Have you heard of Maderoterapia? It is religiously used by Colombians and Brazilians to look forever 21! These South American divas have been using these wooden instruments to smooth dimpled skin, firm flaccid limbs, and create svelte contours since time immemorial. Looking for a more modern approach? The Ultra Sound Cavitation machine eliminates cellulite while simultaneously treating muscular tension and inflammation, and increases range of motion. The sound waves travel to the muscle tissue and cause it to vibrate, warming the tissue. Alternative options are Cupping or Vacuum Therapy: these services increase blood circulation and release toxins and fat. Cryotherapy is followed to decrease inflammation, and then a cellulite cream is applied to maintain the benefits of the service and recommended to be used daily. Cellulite services should be done in a series, with most effective results seen when booked 3 times a week.

When on vacation the last thing you want to think about is shaving. Waxing pulls the hair follicle at the root, thereby eliminating the necessity to shave for days or even weeks depending on your hair growth. If you want a carefree summer, you must have your body waxed. Imagine raising your arms with confidence, and not apologizing when your lover touches your legs. Waxing is not just for women! A hairless body accentuates muscular tone and makes an athlete's body aerodynamic. We have your back at the Bodywork and Esthetics Center! Our team is multi talented. We look forward to making you feel better and look better.

Gabriela Curry, Holistic Health Practitioner, CMT, and Esthetician: 760-641-7680

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HOW COLLEGES AWARD FINANCIAL AID

Submitted by: Dennis Stewart, Educational Funding Solutions

Now that summer is here and school is out, juniors need to start thinking about their college choices. Applications start going to colleges at the end of summer. This year filing for the FAFSA begins in October, so decisions on college choices need to be made soon. Freshman and sophomores should start planning ahead so that they'll have their choices already made when they are juniors.

How do you decide what colleges to apply at? Before you make those decisions, you must understand how colleges award financial aid. Affordability is an important consideration. How do the colleges make their decisions?

The first thing colleges look at is your EFC (Expected Family Contribution), a figure that represents what parents can afford to pay for college that financial school year. The FAFSA formula is what colleges use to determine the EFC. Some of the private elite schools also use the CSS Financial Aid Profile to determine need. The CSS formula consists of many more factors than does the FAFSA.

Once colleges determine the EFC, they next figure their COA (Cost of Attendance). This includes tuition and fees, room and board, books and supplies, transportation, and miscellaneous expenses. Then, by formula, the school subtracts the EFC from the COA and that determines the financial need. Financial need is met either by gift aid (scholarships and grants) and self-help aid (student loans, college work study and additional loans). Gift aid also includes merit aid, which they award based on the value a student brings to the college. These are awarded to students whose grades and test scores are at the top of the application pool and who have a talent or other quality the college seeks.

Each college allocates aid differently. Here are some ways that colleges determine financial aid:

- Some colleges leave a “gap” of unmet need. That means the parents must come up with more money each year out of pocket. Leaving that gap enables the colleges to provide aid to a larger group of students.
- Some colleges use aid to encourage students to commit. This “Preferential Packaging” offers aid that meets all the students financial aid, most of which comes with grants and scholarships.
- Many colleges award more gift aid to students who apply early.
- If your award package falls short of your needs or expectations, the parent can appeal. There may be additional pieces of information that the colleges do not have on the application. For example, there could be other circumstances such as a parent losing a job, or the parent made errors in filing the FAFSA. All schools have an appeals process, you just need to find what the procedure is.
- The rules keep changing and it is very difficult for parents to keep up with all the forms and procedures. That is why 95% of all FAFSA's that are submitted by the parent go in with errors. These errors can cost a family thousands of dollars each and every year. Avoiding these errors should be the number one priority of every parent.
- For the past 15 years, Educational Funding Solutions has been on a crusade, speaking with church groups, organizations, and the general public, helping them to understand the entire college funding system and showing them ways to increase their chances of receiving financial aid for their students. In the process, we were able to share strategies that ensured that their children's educational dreams can become an affordable reality.

For more information, contact Dennis Stewart owner of Educational Funding Solutions, at 818-597-1532; or by email: dennis@educationalfundingsolutions.com
Or visit: www.educationalfundingsolutions.com.

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5 REASONS WHY PROFESSIONAL PHOTOGRAPHY MATTERS WHEN SELLING A HOME.

Submitted by: The Jelmborg Team

In an age when there is a camera on almost every phone, street corner or building you enter, image has never been more important. This extends to how you present your home to potential buyers. While many real estate agents offer photography included with their listing commission, not all photography measures up to the industry standard. When choosing a real estate agent, it is important to know that one of the most influential factors in selling a home is the photography. As such, be sure to vet any potential listing agents' past listings to ensure their photographs will catch a buyer's attention. Home sellers should also investigate what exactly is included with the photography. Question real estate professionals to see if they include aerial drone photography, video, and a true professional photographer.

The following 5 reasons prove why high quality photography should be an important consideration when choosing an agent.

- The First Impression
- Buyers respond to photos. Every great real estate professional knows this concept. The ones that provide dynamic, detailed photos that clearly and accurately showcase the home gain the customer's trust and, therefore, a positive reputation. What's more, real estate is now bought and sold online. Buyers go to the web to look for homes first, and instantly eliminate the homes that do not present well.
- Photography Tells the Story of Your Home
- Buyers spend 60% of their time looking at listing photos, and only 20% at the listing and agent description. (Source: The Wall Street Journal) This means that your photos are the key to telling the story of your home.
- Stand Out from The Crowd
- Only 15% of listings have high-quality photography, with half of over 1 million listings using low-quality photos. (Source: The Wall Street Journal)
- Get More Eyes on Your Home
- Homes with professional photos get 61% more views. (Source: REDFIN)
- Sell Your Home Faster
- Homes listed between \$400,000 and \$500,000 sell 18% better in the first six months with high-quality photography. (Source: REDFIN)



When choosing a real estate agent, keep these advantages of professional photographs in mind. True professionals know that quality photography is proven to be one of the most important factors in selling a home, and your agent should know this fact.

The Jelmborg Team are local Real Estate Professionals with over 13 years in the Desert.
www.jelmborgteam.com | 760-FOR-SALE (760-367-7253) | CalBRE #01971344, #01765543, #01765542, #01865553

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END OF SUMMER FUN

In the hot months of summer, it's easy to get caught up daydreaming of 85-degree temperatures. As most of life goes, if you sit and wait, you'll miss out on all the fun. We've come up with a few things to do in La Quinta for some "End of Summer Fun".

Some historical cool at La Quinta Museum


If history + ice cold A/C is your thing, we've got your fix right here. The La Quinta Museum is packed full of some of the best art, sculptures, historical artifacts and so much more. Spend a day learning all about the history of this place we all call home. With 2 floors of fun for the whole family, you're bound to find something to tickle your fancy.

Chill with a good book

Getting lost in a book is one thing, it's a whole unique experience when you visit the La Quinta Library. With weekly events all summer long and a card catalog to impress even the biggest book addict, they have you covered. The library will even recommend a book based on ice cream cones you select. Talk about a sweet deal!

Cold drinks and cool pools

When push comes to shove, a dip in the pool always does the trick. Whether it's 7am or 9pm, kicking back on your favorite floatie with a tasty treat to sip is a win. Don't forget to put on your sunscreen and hydrate!



Surviving. Thriving.

*“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.

Without those regular mammograms, my cancer probably wouldn't have been caught. And the Comprehensive Cancer Center was right with me every step of the way. Little things made me feel special, as well as the thoughtful and kind technicians who cared for me.

The Comprehensive Cancer Center didn't just help me live – now I savor and appreciate everything. I am back doing the things I love most... like cooking. I may be a rule follower, but I refused to let cancer rule my life.

Joan Petruzzi, Teacher, CANCER SURVIVOR

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La Quinta

GEM of the DESERT

PAID ADVERTISEMENT

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

city news



SILVERROCK RESORT

Aerification

Summer is here - the time of the year our maintenance crew will aerify the greens on the golf course. Aerification is a short-term disruption that has long-term benefits. For grass to grow at 3/16-inch, it needs to have deep, healthy roots; good roots demand oxygen, and aerification helps promote strong and healthy roots. Our last and final aerification will be on August 14. During this time, the golf course, restaurant, and driving range will be closed.

The front 9 will reopen on August 15th for play. The greens may be a little slower for a few days following the aerification, but this is normal following any aerification.

Summer Hours

During the summer months, the golf shop will be open daily from 6:00 a.m. to 5:00 p.m. The restaurant will be open daily from 6:00 a.m. to 2:00 p.m. The first available tee time of the day will be 6:30 a.m. and the last tee time will be 4:45 p.m. All golfers will need to tee off prior to 4:45 p.m.

La Quinta Resident Cards

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

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



La Quinta city news

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FALSE ALARMS = TIME

By: David Walton, Assistant Police Chief

The addition of an alarm system that helps to protect our homes and business properties is considered an integral part of an effective crime prevention strategy. An alarm system can deter crime and alert police and the fire department to problems when they occur. However, alarm systems also require routine maintenance to ensure they are performing properly. A neglected alarm system can create false activations and trigger a needless response to your home or business.

During a single year, La Quinta Police Officers have responded to check 3,430 false alarm activations throughout our city. In fact, false alarm activations continue to be the leading issue attended to by our La Quinta police officers every year. Responding to false alarm activations triggered by a neglected system can only serve to reduce our public safety effectiveness through time waste.

This revised ordinance includes a provision that owners, or persons in charge of the property, will be notified when a malfunctioning alarm system triggers a false alarm. If three or more false alarm activations require a public safety response within a one year period, responsible persons will be subject to a service fee. The payment of any service fees and the correction of the alarm system malfunction must be made within fifteen days to avoid any additional fines. If an alarm system continues to cause false activation responses, the alarm user can sustain costs up to the full dollar amount associated with police and fire personnel responding to the location after the fifth false alarm.

Details of the revised laws can be found in section 11.90.040 and 11.90.050 of the La Quinta Municipal Code book.

La Quinta
— City of the Desert —

Help the City of La Quinta Reduce False Alarms!

It takes approximately 30 minutes to clear a false alarm. Last year, police and fire invested over 1,780 hours or 74.2 days to respond and clear 3,560 false alarms.

Do your part to limit false alarms!
Visit www.LaQuintaCA.gov for more information on preventing false alarms

FALSE ALARMS

POLICE La Quinta



LA QUINTA STUDENT WINS CSUSB PALM DESERT LEGACY SCHOLARSHIP

Each year 15 students have a chance to receive the CSUSB Palm Desert Scholarship. A couple factors play part in the selection process such as GPA, standardized test scores, leadership potential, financial aid need and community engagement. This year, Nicholas Conoway of La Quinta High School was awarded one of the scholarships. Conoway told us that he was required to submit a cover letter describing his personal goals, how the school would meet his academic goals and his plans to contribute to the University. “Being a La Quinta student made all the difference for me.” Said Conoway “I would have never had the community engagement experiences and internship opportunities without the help of La Quinta High School, especially Mr. Schmidt the head of the amazing Public Service Academy.”

Of the twenty-one-incoming freshman, Conoway was selected to receive one of the 15 legacy scholarships. Conoway added that his SAT scores and two recommendation letters were also considered as part of the process. The selection committee was comprised of members of the PDC Advancement Board, faculty, staff and administrators. Conoway plans on majoring in Business Administration with an Accounting Concentration. It seems there is a bright future ahead for this La Quinta High School Alumni.

In its inaugural year in 2017-18, the Palm Desert Campus is welcoming five outstanding students as the first University Legacy Scholars. This program offers the top students in the Coachella Valley the opportunity to stay in the Valley to receive their undergraduate degree with tuition and fees covered by resources generated by the generous donations of supporters. The scholarship recognizes academic excellence, leadership potential, a commitment to community service, and financial need.





COMMUNITY SERVICES

Online registration available at www.laquinta.ca.gov
For more information, please 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
Friday Social Ballroom Dance	6 p.m. – 7 p.m.	(August 18) F

(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	1:00 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. – 10:00 p.m.	W

WELLNESS CENTER EVENTS

Boys & Girls Club Donation Luncheon	11:30am	(8/17)
Luncheon: a minimum of \$10 donation to attend. Online registration is available at www.laquintaca.org		

September Lunch *Pre-registration fee: \$4* 11:15am (9/28)
Enjoy a delicious meal with familiar friends and visit with new friends.

Health & Wellness Fair 9am – 12pm September 14
Exhibitors will offer free information to keep you, and your family informed and healthy. Flu Immunizations are provided by your Walgreens at the corner happy and healthy. Please bring your Medicare card as Walgreens will bill your insurance for the flu immunization.

RENTALS **Having an Event? We've got you covered!**

The La Quinta Wellness Center is available for private rentals! This facility is perfect for your wedding reception, birthday party, company gathering, banquet, neighborhood event, family reunion, or other social event. 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; large kitchen is available for additional fee. Call (760) 564-0096 for more information.



IT'S YOUR LIBRARY

La Quinta Public Library is located at 78-275 Calle Tampico.
Enjoy FREE programs for all ages. Call (760) 564-4767 for hours.

SPECIAL EVENTS

Stuffed Animal Sleepover on Wednesday, August 16 at 5:00p.m.
For ages 2-12. Dress in your pajamas and bring your favorite stuffed animal for stories and songs with Ms. Sarah! Let your stuffed animal sleep overnight at the library and see all the fun they had the next morning when you pick up your stuffed animal friend.

Beat the Heat: Movies at the Library Thursdays at 3:00pm
Relax and take a break from the high temperatures! Please be aware of the MPAA ratings.

August 3: Sing - 108 minutes, Rated PG
August 10: Beauty & the Beast (2017) - 129 minutes, Rated PG
August 17: Rogue One: A Star Wars Story - 133 minutes, Rated PG-13

REGULAR PROGRAMS

Adults (18 years & older)

- La Quinta Chapter Book Club Meeting on Wednesday, August 2 at 10:30 a.m. – Join us as we discuss “Here Comes the Sun” by Nicole Dennis-Benn.
- Stranger than Fiction (Article Club) on Thursday, August 17 at 6:00 p.m. - See Adult Reference Desk for materials!
- La Quinta Reads Book Club on Monday, August 28 at 11:30 a.m. - Register at the Adult Reference Desk.

Teens (ages 13-17)

- Anime Zone on Saturday, August 5 at 4:00 p.m. - Discuss, watch, and create with other teens who love Anime!
- Teen Think on Friday, August 11 at 4:00 p.m.
- Teen Book Club on Saturday, August 19 at 4:00 p.m.
- Teen Game Night on Friday, August 25 at 4:00 p.m.
- Teen Computer Lab @ the Wellness Center on Thursdays, August 3, 10, 17, 24, & 31 from 4:00 to 6:00 p.m.

Tweens (ages 9-12)

- Choose Your Own Adventure: Creative Writing Workshop on Tuesday, August 15 at 4:00 p.m.
- Tween Book Club on Tuesdays, August 8 & 22 at 4:00 p.m. - This month's book is “The Mysterious Howling” by Maryrose Wood. The first 10 kids to register will get a FREE copy of the book!

Save the Date

- Book Babies Storytime for 0 to 2 year olds returns on Tuesday, September 5 at 10:00 a.m. and 11:00 a.m.
- Preschool Storytime for 2 to 5 year olds returns on Thursday, September 7 at 10:00 a.m. and 11:00 a.m.

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



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, 2017.

Community Room

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

Local History Gallery

Features Cahuilla Indian and local La Quinta history.

Events

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

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

Wildlife on Wheels – Living Desert Family Program
Wednesday, August 9, 2017 5 p.m. – 6 p.m.

The Living Desert is bringing Wildlife on Wheels to the museum! Come get up close and personal with the animals.

Brown Bag TED* Talk

Tuesday, August 15, 2017 12 noon

Enjoy a TED Talk on the big screen and join the discussion following the showing.

Bring your lunch and bring a friend. Water and cookies provided.

*Technology – Entertainment – Design



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

Saturday, August 26, 2017 11 am -12:00 noon

Trending Topics

Tuesday, August 29, 2017 10a.m.-11:00 noon

Master Gardeners

Good Reads in the Gallery Book Club

Thursday, August 31, 2017 5 p.m. – 6 p.m.

Epitaph for a Peach by David Mas Masumoto will be the book discussed this month.

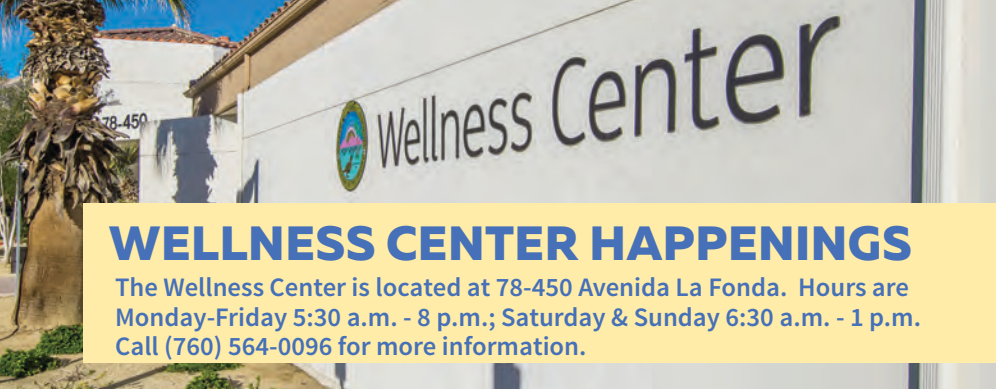
Coming soon! Day of the Dead Shadow Box Exhibit.

Are you fascinated with Day of Dead images? Do you love the vibrant colors, grinning skulls, and dancing skeleton folk art? Want to try your hand at creating a shadow box of your own? Housed in a traditional cigar box, these artistic shadow boxes depict memories of a loved one or a celebration of historical images. The La Quinta Museum will exhibit of Day of the Dead themed cigar box altars October and November 2017. If you would like a free cigar box to use, please come by the Museum and pick one up. (Limited supplies.) We will need your box returned by September 30, 2017.

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 on Sunday, December 3, 2017. Participants must be current residents of La Quinta. There is a link to the application on the Museum Facebook page. Email, call, or stop by the museum for more information. Please let us hear from you! Thank you!

The La Quinta Museum is active on social media. Please follow us on Facebook, twitter and Instagram for all of the latest happenings.



WELLNESS CENTER HAPPENINGS

The Wellness Center is located at 78-450 Avenida La Fonda. Hours are Monday-Friday 5:30 a.m. - 8 p.m.; Saturday & Sunday 6:30 a.m. - 1 p.m. Call (760) 564-0096 for more information.

Hazeldon Betty Ford Presentation at the Wellness Center

Thursday, August 10 11am-12pm

Information, on programs for children 7-14yrs old who have been affected by family members overcoming substance abuse. Please call the center at 760-564-0096 for a reservation. Free

Health Fair at the Wellness Center

Thursday, September 21 9am-12pm
Organizations offering information, resources and more to keep you healthy and informed.

JFK Memorial Hospital Screenings:

BMI, Blood Pressure, and Glucose Test. Flu Immunizations administered by Walgreens La Quinta bring your insurance/Medicare card. Walk-ins welcome. Please join us!

September Luncheon

Thursday, September 28; 11:15am

Meet new friends or visit with familiar friends. A delicious catered lunch. Fee: \$4.00

YMCA Youth Sports Program (Soccer) at Colonel Mitchel Paige

Mondays and Wednesdays; September 6 - 27; 6-7pm.
An organized and fun program for children ages 7 to 14yrs old. For more information call YMCA of the Desert at 760-341-9622. Fee: \$50



VETERANS DAY

RECOGNITION PROGRAM

11.11.17

THE CITY IS NOW ACCEPTING NOMINATION FORMS FOR OUR NEXT VETERAN RECOGNITION PROGRAM

The City of La Quinta is proud to be home to many distinguished Veterans from all branches of service.

The Veteran Recognition Program is a great way to publicly acknowledge, honor, and pay a special tribute to those that served our country.

If you have a family member, friend, or neighbor that qualifies for the program visit www.LaQuintaCA.gov to nominate them today!

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





Save the Date: **Saturday, November 18 | 4p - 9p**



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in La Quinta

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PlayInLaQuinta.com/Brew

PlayInLaQuinta.com

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#ExperienceLaQuinta

THE GREATER COACHELLA VALLEY CHAMBER OF
COMMERCE PRESENTS

KICK-OFF TO SEASON REGIONAL MIXER



NETWORK WITH US

Wear your favorite jersey as we all officially kick off the season together in business. Refreshments, prizes, giveaways and your favorite local business professionals connecting. Bring the emerging professionals from your office for free entry! Networking is the opposite of not working.

MEMBERS: \$5
NON-MEMBERS: \$20

September 19th from 5pm to 7pm.
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NEW MEMBER SPOTLIGHT

LAW & MEDIATION OFFICE OF BRIAN DON LEVY

Experience is not just valuable...it's priceless! Brian Don Levy has been providing quality legal services since 1973. His team is dedicated to estate planning and helping civil and family law clients resolve their disputes without going to court. Brian offers mediation, co-mediation, and collaborative law solutions designed to help clients resolve conflict in a way that provides lasting and durable solutions. He believes that divorce and civil law conflicts are problems to be solved - not battles to be won.

Brian also provides consulting attorney services for self-represented litigants that require assistance with legal documents and courtroom strategies. His clients receive a wealth of experience in estate planning. On January 1st of this year, California passed SB 833, which provides simple and affordable pathways to avoid the recovery of money paid for long-term care by Medi-Cal from estates. This presents an excellent opportunity for families to save time and money, and to organize and avoid probate court. Brian enjoys an unblemished record with the State Bar of California, and can customize his professional services to meet the needs of his clients. His team is committed to helping clients stay out of court and achieve valuable and long-lasting solutions.

For more information please call (760) 766-2090, or visit www.CollaborativeAttorney.com

SALADS IN A JAR



Salads in a Jar is a fresh food delivery service brought to you by the Steadmans, a local family who are making it convenient to eat healthy at affordable prices.

They offer not only tasty salads, but also protein breakfast jars, protein snacks, chilled soups, fresh fruit, and infused waters. These hand-made salads are layered and packed in mason jars that are delivered weekly to your home or business (order by Thursday night for Monday delivery).

Fill your fridge with grab-n-go healthy options and eat well every day: these salads will stay fresh in your refrigerator up to a week. You will never get bored with their meals, as the menu change monthly.

Recycling is a priority. They sanitize, recycle, and reuse their mason jars, not to mention reward their customers through a recycling program. Salads in a Jar has made eating healthy simple and convenient. Putting your health first has never been easier!

To find out more or place an order, visit www.saladsinajar.com or call Michelle Steadman at 760-587-5076.

SHERIDAN CARE DESERT CITIES



PROVIDING IN-HOME CARE FOR LOVED ONES

Sheridan Care is a recognized leader in providing personalized home health care since its beginnings in 2001. Susan Dost, Founder, CEO, and President takes the responsibility of home health care very personally. "I learned so much first-hand caring for my parents and grandparents, I decided to approach caregiving in a totally different way." Today, Sheridan's family of caregivers helps families in the greater Palm Springs area and Los Angeles care for their loved ones with dignity, safety and compassion.

The scope of services Sheridan's family of trained, bonded, and experienced caregivers provide include: companionship, medication reminders, caregiver assistance with meal planning and preparation, concierge service, light housekeeping and laundry, assistance with bathing, in-home computer training, in-home dental hygienist visits, in-home podiatry visits, in-home hairstylist visits, assistance with all therapies (physical, occupational and speech), assistance with bill paying and household budgeting, transportation and accompaniment to appointments and outings, and long term care insurance expertise.

Sheridan caregivers are career caregivers. Many hold the Certified Companion Aid (CCA) certification, a nationally recognized training program. They are not independent contractors but rather Sheridan employees with company benefits. They attend mandatory training (regardless of experience level), and must adhere to strict Sheridan Care Standards. That's the Sheridan difference clients and their families appreciate.

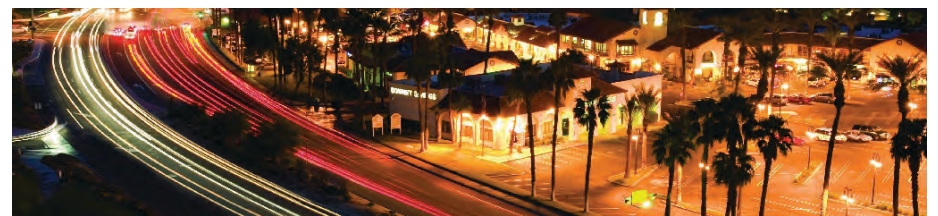
THE JELMBERG TEAM

WHAT MAKES THE JELMBERG TEAM SO SUCCESSFUL AT SELLING HOMES?

What is the key to our success? Business experience, engaging marketing, local knowledge, a team approach, and a sincere dedication to client care. This approach is what we call the "Jelmborg Advantage" – our proven method to sell homes effectively.

The Jelmborg family's experience spans beyond 13 years in the local real estate market. After selling three successful businesses, including one that became the largest privately owned internet providers in the nation, the Jelmborg's moved to the Coachella Valley. Applying its past business knowledge to the local real estate market, The Jelmborg Team quickly gained home sales totaling over \$50 million and is now on target to sell over \$60 Million in residential homes in the desert. Our experience and knowledge is the basis for our success.

The Jelmborg's award winning team approach to real estate provides clients with a dedicated marketing team, in-house professional photography, contract management, and individual attention to our clients. Our proven formula gets homes sold! Call today for an eye-opening listing presentation and find out why you should get the Jelmborg advantage to work for you!



NEW MEMBER SPOTLIGHT

STEPHEN BURCHARD REAL ESTATE

Stephen Burchard, The Desert Bowtie Realtor, is an experienced Real Estate Broker, Entrepreneur, and Consultant offering over 15 years of management, business & financial analysis, and strategic planning for your real estate deals.

As a Broker, Burchard is not required to affiliate himself with a local franchise, but instead chooses to work with HomeSmart Professional's excellent branding, technology tools, and support infrastructure, thus allowing himself invaluable time to focus on his clients, networking, and affiliate relations.

His involvement and leadership with BNI, PSRAR, PS Chamber and the LGBT Center of the Desert offers him unparalleled opportunity to form long term, beneficial relationships. He believes working exclusively by referral enables him to provide superior service to clients and prospective clients, eliminating the need to waste valuable time and money marketing in avenues that do not engender trust.

His unique approach to NEGOTIATE, EDUCATE and COMMUNICATE with and on behalf of his clients during the home buying process alleviates stress, resulting in a smoother, more enjoyable experience for everyone involved in the transaction.

Stephen Burchard invites you to contact him at 770-702-0555 or via email at Srburchard@me.com. You can also visit his website stephenburchard.com



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

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morgansinthedesert.com

TIPS FOR PLANNING A BATHROOM UPDATE

By: Jeff Fishbein

Do you want to improve the aesthetics of your bathroom? Before you disrupt your household with the hassle of a remodel, make sure you're prepared. Familiarize yourself with this cost and ROI overview to help guide the planning process.

What Does This Type of Remodel Cost?

The first step to organizing a bathroom remodeling project is setting a budget. Understanding the potential costs involved can help you decide whether you're working on a complete overhaul or focusing your resources on a few select changes.

Homeowners who make bathroom updates usually hope to recover at least a portion of their investment. An upscale bathroom remodel is among the projects that see the largest percentages of value increase year over year. But a high-end revamp can cost tens of thousands. If you're working with a more modest budget, going with simple changes like updates to light fixtures, sinks, toilets and the like can refresh your space for significantly less.

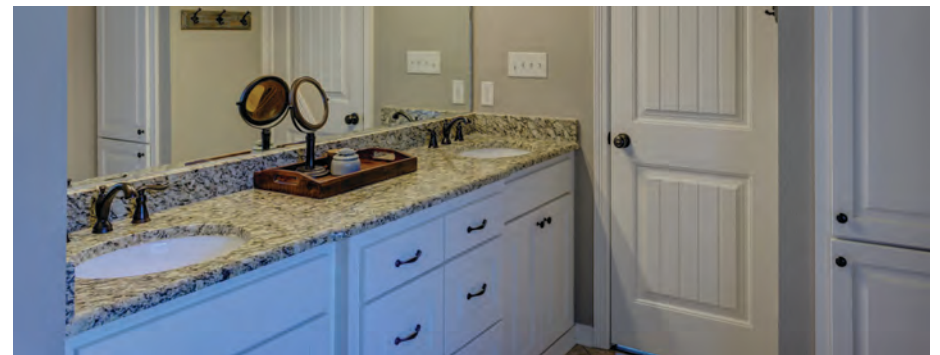
What Should You Change?

When planning bathroom renovations, it's always smart to fix what's broken first, especially since replacement projects see larger returns (74 percent) than remodeling ones (63.7 percent).

Once you've tackled any necessary replacements, make investment-savvy design selections that add value for you and your family. Trade out the garden tub for an expansive shower, add granite countertops or upgrade the vanity, ventilation or lighting. Finding what most benefits your family can lead to greater satisfaction years after the project's completion.

With budgeting sense and some design know-how, you'll have the confidence you need to initiate a successful bathroom remodel.

Jeff Fishbein is a real estate consultant with the desert's leading Coldwell Banker Residential Brokerage which is celebrating over 100 years in business and worldwide exposure. Jeff has an extensive sales and negotiating background with a Forbes Top 25 customer service focused Private Corporation and has tremendous success in helping home seller's and buyer's come together. Jeff's motto is COMPETENCE, CONFIDENCE, KNOWLEDGE & RESULTS. Jeff specializes in residential real estate and investment opportunities in La Quinta, Rancho Mirage, and Palm Desert. Jeff is also very active in La Quinta's Business District, serving as Director. Jeff can be reached at 760-984-4145 or jeff.fishbein@camoves.com.





MEMBER NEWS

CONGRATULATIONS TO MEMBER OF THE MONTH FOR JULY: JULE'S MARKET OF LA QUINTA



In January of 2015, Jeremy Cullifer and James Terrell decided that La Quinta was in need of a community-focused grocery store, one that would not only carry a full array of grocery needs, but also be an active member in the community.

So in August 2015, Jule's Market opened in La Quinta, CA, right across the street from the famous Old Town La Quinta Main Street.



Jule's Market has a full grocery department that carries your favorite national brands as well as smaller specialty and local brands that you might not be able to find elsewhere. See their page on local products for a few favorites. They also have fresh produce and meat, along with the traditional dairy, eggs, and deli goods. They pride themselves on an exceptional wine and craft beer selection and even have a wine specialist on staff to assist you.

At Jule's Market, they want to be more than just another grocery store: they strive to become your Neighborhood Gem.

<https://www.julesmarket.com/>
78-130 Calle Tampico, La Quinta, CA 92253
Located across from Old Town La Quinta Main Street and Embassy Suites
Open 6am-11pm, 7 days a week 760-777-9000



WHAT IS THE GLOBAL LEADERSHIP SUMMIT?

The Global Leadership Summit is a two-day world-class event in August simulcast LIVE in HD from Willow's campus near Chicago to 600+ satellite locations in North America, impacting an expected 160,000 participants. In the months that follow, Summit events take place at an additional 775+ sites in 128 countries, impacting more than 240,000 registrants.

World-Class, Accessible, and Affordable, growing your leadership demands intentionality. Each Summit faculty member is carefully selected to deliver intellectually rigorous content in an environment that fosters vigorous thinking and dialogue. Hosted in more than 1,300 cities worldwide, the Summit is both accessible and affordable, facilitating large team participation.

Everybody has influence and the potential to spark positive change. A culture of Christ-centered leadership can change individual lives, churches, businesses, government, schools, and homes. For many participants, the Summit is the most leadership-infusing annual experience they use to build into their entire congregation.

HOSTED BY: Palm Desert Community Pres Church, 47-321 Highway 74 Palm Desert Register at our website Pdpresby.org with the chamber priority code 17GLSCRFT Questions? Call Pete Del Rio 760-564-7326

HABITAT FOR HUMANITY RESTORE RECEIVES LARGE DONATION OF FURNITURE AND ACCESSORIES FROM ETHAN ALLEN DESIGN CENTER IN PALM DESERT



ETHAN ALLEN®

Ethan Allen Design Center in Palm Desert, as part of the ongoing corporate partnership with Habitat for Humanity ReStores, has donated furnishings and home goods with a retail value of over \$68,500 to Habitat for Humanity Coachella Valley ReStore. The resale store is located at 34470 Gateway Dr. in Palm Desert CA.

Last year, Ethan Allen donated close to 4,000 products to Habitat ReStores across the U.S. and Canada. This year's additional donation should bring estimated total donations to 48,000 products with a total estimated retail value of more than \$19 million. "Creating happy homes is what we do best," said Debra Fink, Retail Design Center Manager. "We're thrilled to help families achieve their dreams of home ownership, and we're proud to support Habitat for Humanity Coachella Valley's work in our community."

Proceeds from the sale of products, which include furniture and home accessories, will assist Habitat in its mission to help families achieve strength, stability, and self-reliance through shelter. "We are grateful for Ethan Allen's partnership," said David Thornton, Executive Director of HFHCV. "The sale of these products enables HFHCV to continue in its mission of building and renovating homes for those in need." ReStore can be reached at - www.hfhcv.org (760) 969-6917





HISTORY OF LA QUINTA: THE COVE

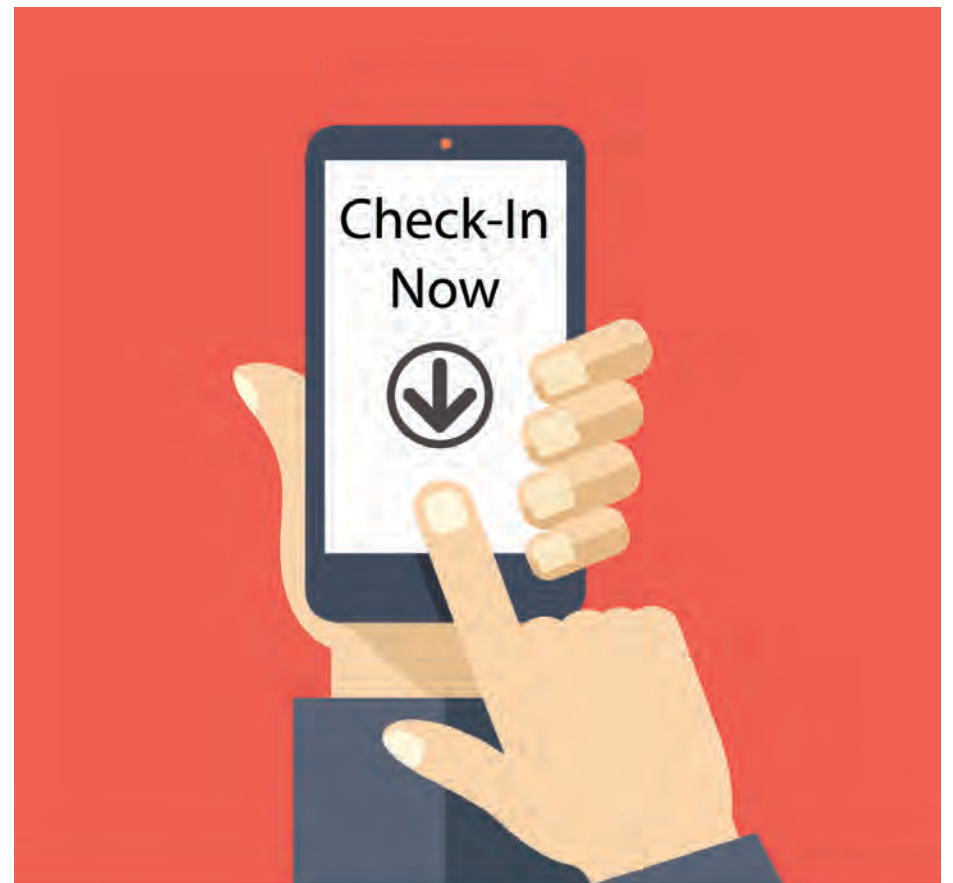
With its expansive mountain views and brilliant night sky, the La Quinta cove offers visitors and residents alike a different experience from the opulent resorts and gated communities that surround it. The area was originally inhabited by the Cahuilla Indians, who used the arid land as a hunting ground.



Then in 1935, E.S. Kiener of the Big Bear Land and Water Company bought up thousand of acres of land near the famed La Quinta Hotel, intending to develop the area into a winter compliment to his hunting and fishing resort in mountains surrounding Big Bear. Those who rented or owned property in either development enjoyed privileges at both, offering an escape from each climate's harshest season.



Between 1935 and 1941, Kiener developed sixty-three casitas in the Spanish Colonial Revival style, complete with red tiled roofs like those you can still see at the La Quinta Hotel. These casitas, which were sold fully furnished, could be bought for a mere \$2500. To further lure potential buyers, Kiener commissioned The Desert Club, a gorgeous Art Deco clubhouse designed by architect S. Charles Lee. The La Quinta Cove has come a long way from those sixty-three casitas, but thanks to a light ordinance, its star-studded sky remains as dazzling as ever.



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SURPRISING MATCHA TEA BENEFITS

Health benefits of drinking Matcha tea include improved mental alertness and clarity, stronger immune defense and detoxification.

What is Matcha? Matcha or Maccha is a finely ground, bright emerald-green tea. It is a natural, organic green tea which has been the heart of the famous Japanese tea ceremony for over 900 years.

Originating in China in the 9th century, Matcha was used as a drug for curing various ailments.

Matcha is prepared from a high-quality, shade grown leaf known as tencha. The tea bushes are sheltered to avoid the exposure of direct sunlight which reduces the pace of photosynthesis and slows down the growth in plants. This provides the leaves with a darker shade of green and stimulates the production of chlorophyll and amino acids.

Harvesting Matcha is done by hand to ensure selection of youngest and smallest leaves for the finest quality tea. Unlike other green teas, leaves used for Matcha are briefly steamed to protect them from oxidation and preserve its flavor and nutritional content. This is followed by ultra-fine milling of the tencha leaves by using granite stone mills resulting in a beautiful green powder which is the raw material for Matcha tea.

Matcha is a time-honored beverage which is source of vitamin A, Vitamin B, Vitamin C, Vitamin E, and trace minerals.

Health benefits of Matcha Tea are:

Stronger immune system. Matcha contains various antioxidants, polyphenols, EGCG, L-theanine which collectively contribute in boosting the immune defense of the body and helps provide protection against various antigens.

Cardiovascular Health. Another valuable action exerted by EGCG is the maintenance of cardiovascular health. Richness of this component in Matcha makes it a potent potion to keep cholesterol levels low.

Energy Enhancer. Matcha contains a healthy form of caffeine not to be mistaken with the one present in regular coffee. This unique form of caffeine known as theophylline sustains the energy levels without any adverse effects.

Matcha has superior potential health benefits as compared to other green teas. According to popular adage, there is special etiquette which is followed in Japan while drinking this tea, i.e., if you drink Matcha with your back straight, the pleasure of the experience would double. Matcha is the only tea in which the entire tea leaf is dissolved in the water, providing the maximum benefits of natural components present in the Matcha Tea.

Kerry Anderson is the Owner of
SIP Coffee House & Juice Bar
44100 Jefferson St.
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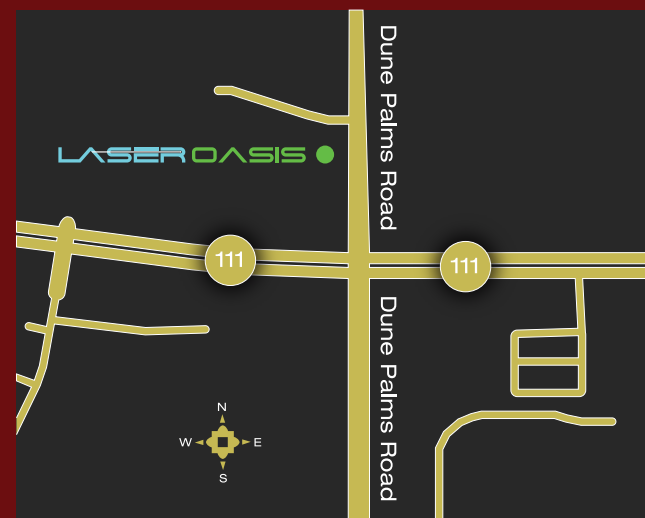
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