

2014 ECONOMIC SUMMIT EDITION

THRIVE!

COACHELLA VALLEY

#CViHUB

Innovators and entrepreneurs
launch their digital dreams
in the Coachella Valley iHub

PLUS:

FREE MONEY FOR COLLEGE!

A simple guide
to completing
the FAFSA

MILLENNIAL MAN

Expert explains
Gen Y in the
workplace



FREE
Business and
Education
Programs
PAGE 16



Palm Springs
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Bravo – *Real Housewives of Beverly Hills* – Season 4
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In the world of film and fame, Palm Springs has been Hollywood's backlot since the 1930s. Palm Springs' unique and diverse architecture, landscape and great weather are ideal for filming and photo shoots.

Palm Springs is offering a variety of incentives for film and photo shoots. For more information, contact the Palm Springs Bureau of Tourism at 760-778-8415 or www.PSFilmFriendly.com.



Palm Springs is a growing film festival destination and hosts six major film festivals year-round.

Upcoming Film Festival

Palm Springs International Film Festival:
January 2-12, 2015



www.psfilmfriendly.com

THRIVE!

COACHELLA VALLEY



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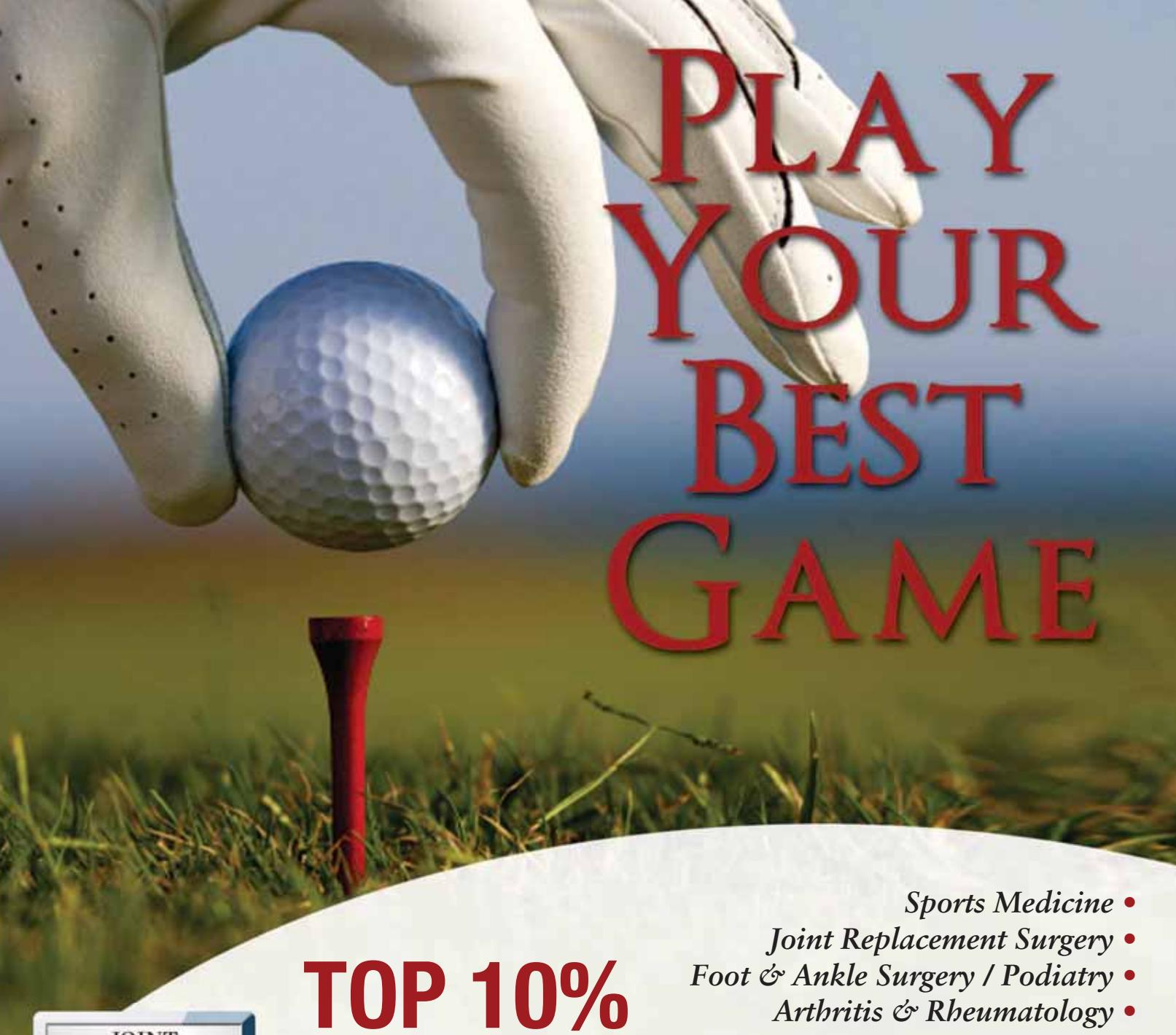
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Clockwise from top: Entrepreneurs Jason Rothberg, Astrella Rothberg and Clifton Cooper have launched businesses out of the Coachella Valley iHub; Gen Y expert Dan Schawbel will give the keynote at the 2014 Economic Summit; Veronica Ruiz found professional success thanks to CVEP programs.



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Foot & Ankle Surgery / Podiatry •
Arthritis & Rheumatology •
Pain Management •

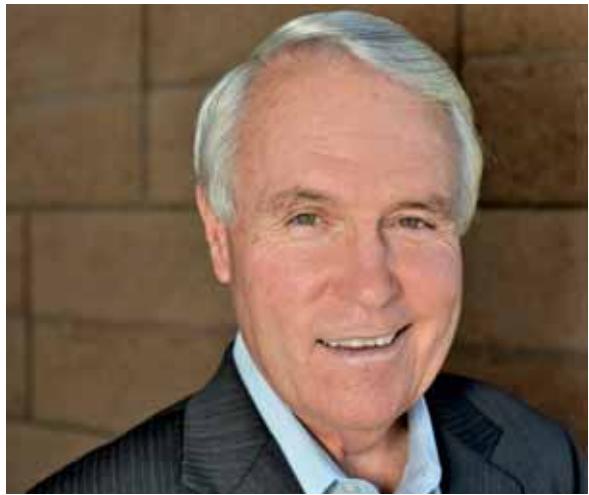


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Education, Jobs, Progress!



THRIVE! COACHELLA VALLEY

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ABOUT THE COVER: Clifton Cooper (left) and Astrella Rothberg are the newest entrepreneurs incubating businesses in the Coachella Valley iHub.

We all know that good jobs are vital to a healthy economy. The key to attracting 21st century companies and jobs is a solid education. This is the simple premise of the Coachella Valley Workforce/Jobs Model, a collaborative facilitated by the Coachella Valley Economic Partnership (CVEP) that links education to jobs and careers. The model has businesses and schools working together to create career-specific programs, provide work-based learning such as internships and job shadows, and support scholarships to prepare all students for college, careers and life.

The Workforce/Jobs Model is the nucleus of everything that CVEP does to build a 21st century job base and develop a highly skilled workforce. The goal is to increase the number of students completing college and technical education programs and to employ them upon graduation in the industries that are emerging in our region, particularly healthcare, advanced technology, renewable energy, and digital media. In fact, the International Economic Development Council awarded the Workforce/Jobs Model its Excellence in Economic Development Bronze Award in the Human Capital category at its annual conference this month in Fort Worth, Texas.

As the organizing force behind the model, CVEP mobilizes business, civic, and education leaders to help align employer needs with workforce development programs. This initiative includes the region's three unified school districts, College of the Desert, UCR Palm Desert, and CSUSB Palm Desert, Riverside County offices of education and workforce development, and the Coachella Valley iHub and Small Business Development Center.

In this issue of *Thrive!*, we begin to tell the stories of the Workforce/Jobs Model (see page 42), and we look forward to sharing more in future editions.

Other stories in this issue simplify the FAFSA process for students pursuing financial aid for college, introduce new entrepreneurs in the Coachella Valley iHub (page 20), help businesses set and achieve winnable goals (page 12), and offers a sneak peek of the Coachella Valley Economic Summit (pages 30 and 34).

The magazine also steers you to valuable resources and programs (page 16), including the Coachella Valley iHub, the Coachella Valley Small Business Development Center, and CVEP's business services and a creative resource centers.

We hope that *Thrive!* encourages you — whether you're an entrepreneur or businessperson, educator, parent, or student — to engage in CVEP's robust programs and services. Read more at www.thrivecoachellavalley.com.

For information, please call 760-340-1575, e-mail blueprint@cvep.com, or visit www.cvep.com.

**Thomas Flavin, CEO/President
Coachella Valley Economic Partnership**

courage LIVE IT

Adrian loves playing basketball. When he lost his leg in an accident he never gave up hope that he would play again. Luckily, Adrian was treated at Loma Linda University Children's Hospital, where he received a new leg and was able to get back to what he loved – shooting hoops. Adrian isn't alone – **9 out of every 10 children** seeking specialty care from Coachella Valley come to Loma Linda University Children's Hospital.

Helping courageous kids like Adrian to have a healthy tomorrow is not just something we believe – it is something we live. Follow our bold commitment to whole child care through the Vision 2020 initiative.

**#1 Children's Hospital
in Coachella Valley**

lomalindakids.org



LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL



WE APPLAUD YOU!

The Coachella Valley Economic Partnership and the Coachella Valley iHub appreciate our public and private partners who generously contributed the funds, materials, and labor to realize the Palm Springs Accelerator Campus and its Health & Medical Innovation Center. Your participation helped us create functional workspaces for entrepreneurs launching businesses in the fields of renewable energy, advanced technology and digital media—companies that will create high-skill, high-wage jobs for the people of the Coachella Valley. Thank you!



COACHELLA VALLEY iHUB**ENTREPRENEURS SHINE AT OPENING OF HEALTH AND MEDICAL INNOVATION CENTER**

Three entrepreneurs and Palm Springs Mayor Steve Pougnet were among the speakers at the opening of the Health & Medical Innovation Center at the Coachella Valley iHub's Palm Springs Accelerator Campus.

Their start-up businesses, all in the incubation phase, will move into the center this fall, punctuating a milestone in the Coachella Valley Economic Partnership's initiatives to grow high-tech companies and jobs in the region.

Desert Healthcare District helped fund the new center with a \$500,000 grant. District board member Kay Hazen told *The Desert Sun*, "Investing in healthcare innovation will help advance [the region's] access to the newest technologies for healthcare that are being incentivized all across the country by changes in the system. The changing healthcare environment opens up new opportunities for innovation in technology and delivery of care."

The first three companies to occupy space in the center are Priatas, which is developing disposable biomedical equipment to reduce plastic waste; TransMedImage, which will use technology to reduce medical imaging waste by making diagnostic images available electronically; and Incontinence Technologies, which has developed a moisture sensor for diapers to curb health complications and increase comfort.

"The whole point [of the center] is to mitigate as much risk and cost as possible as entrepreneurs are starting their company," iHub Assistant Director Kyle Wagner told *The Desert Sun*.

SMALL BUSINESS DEVELOPMENT**EAST VALLEY BUSINESSES GAIN EASIER ACCESS TO RESOURCES**

Small businesses and entrepreneurs in the eastern Coachella Valley gained a full-time resource in August, when the Coachella Valley Economic Partnership opened a new office in downtown Indio. CVEP leadership also has plans to open an East Valley innovation hub, a business incubator like the one it operates in Palm Springs.

"CVEP is invested in ensuring that East Valley communities leverage the resources and opportunities available to them and achieve their economic development objectives to benefit our region as a whole," says Thomas Flavin, CVEP president/CEO. "We're in the process of submitting our East Valley Innovation Hub Accelerator Plan for access to federal funding."



Ezekiel Bonillas, CVEP vice president of entrepreneurship, cuts the ribbon at the organization's new office in downtown Indio.

More than 50 guests attended the Indio office ribbon cutting, including the board of the Indio Chamber of Commerce and local elected officials and their representatives. Flavin used the occasion to announce the appointment of Ezekiel Bonillas, director of the Small Business Development Center Director, to the new position of vice president of entrepreneurship. Bonillas is based in the Indio office.

Located in the former Coachella Valley Enterprise Zone office (45125 Smurr St., Suite A), the Indio office welcomes East Valley residents and business owners to meet with staff from the Coachella Valley Small Business Development Center, LanzaTech, and CVEP workforce and business development programs, including Business Retention & Expansion and the Small Business Lending Center.

For information, call 760-340-1575.

COACHELLA VALLEY ECONOMIC BLUEPRINT TOWN HALL MEETINGS HELP SHAPE ECONOMIC BLUEPRINT

Small business leaders and high-tech entrepreneurs spoke out about the strengths and weaknesses of the local economy and offered thoughts on the opportunities and obstacles that lie ahead during three Coachella Valley Economic Blueprint 2.0 town hall meetings. The sessions — held in Cathedral City, Palm Desert and Indio — drew a cross-section of almost 200 business people, as well as educators, civic leaders, and community members who shared their perspectives and experiences about emerging industries, education,



Len Kapner, CEO of Palm Desert-based Silicon Springs Enterprises, participates in the Blueprint 2.0 Town Hall at Indio Performing Arts Center.

transportation, and other issues affecting business growth and employment in the region. The content of the meetings will be used in the development of Coachella Valley Economic Blueprint 2.0, which will shape the strategy for CVEP's business and workforce development programs.

**WORKFORCE EXCELLENCE
144 LOCAL STUDENTS AWARDED SCHOLARSHIPS**

CVEP awarded 144 scholarships worth \$600,000 to local students at its sixth annual Scholarship Awards Ceremony at UCR Palm Desert. The scholarships represented only a portion of CVEP's program, which awarded a total of 330 scholarships — worth about \$1.5 million — this year.

"Thanks to the College Access Foundation of California and local matching partners, we continue to increase the number of

students pursuing a college education and prepare them for careers upon graduation, as part of our broader economic development strategies," says CVEP president/CEO Thomas Flavin.

Scholars also receive one-on-one college counseling and participate in the Pathways to Success Leadership Program, which teaches students how to optimize their participation in the program.

LOCAL TEACHERS LEARN ABOUT MEDICAL AND ENERGY TECHNOLOGIES

Desert Regional Medical Center, College of the Desert's Desert Energy Enterprise Center (DEEC), CareFusion, and the Coachella Valley iHub hosted 30 middle- and high-school science teachers participating in Project Prototype, a state-funded initiative to prepare students for careers in science, technology, engineering, and math (STEM).

At the hospital, the teachers saw how doctors and medical professionals use advanced technology and gained hands-on experience with the da Vinci surgical robot and other technologies. The healthcare component continued at CareFusion, whose products and services improve medication management, lower costs in procedural areas, reduce risk of infection, advance the care of ventilated patients, and turn data generated into actionable information.

"They gave an overview of the biomedical side of engineering," says Donna Sturgeon, CVEP director of work-based learning. "They also provided an overview of their organization and explained what hard and soft skills they look for in all levels of employment. This academic year, we hope to place student interns there, provide hosted tours of their facility for students and teachers, and invite their professionals to speak in classrooms."

The day continued at DEEC, CareFusion and the Coachella Valley iHub, the business incubator managed by the Coachella Valley Economic Partnership where the teachers experienced renewable energy technologies and their commercial applications.

The teachers will parlay what they learned into classroom projects to inspire their students over the next three years. The program includes the Palm Springs, Coachella Valley, and Desert Sands unified school districts; two local universities (CSU San Bernardino, UC Riverside Bourne School of Engineering), as well as College of the Desert and the WestEd/K-12 Alliance.



Scholarship winners receive not only financial support, but also counseling and mentoring opportunities through CVEP Workforce Excellence programs.



The Palm Springs Accelerator Campus facilitates high-tech and renewable energy start ups.

GRANTS & INVESTORS CVEP RECEIVES \$165K IN PRIVATE GRANTS

Over the summer, the Coachella Valley Economic Partnership received \$165,000 in grants from Wells Fargo Foundation, The Annenberg Foundation, and Bank of America to support business and workforce development programs throughout the region.

- Wells Fargo Foundation awarded CVEP a \$100,000 grant to support its initiatives in clean technology and innovation. According to the grant program overview, "the grant funds clean technology incubator and accelerator programs along with research and development projects involving universities and colleges. It supports building a framework for entrepreneurs seeking to provide scalable solutions in the low carbon economy." CVEP

operates the Coachella Valley iHub and Palm Springs Accelerator Campus, incubator facilities for high-tech and renewable energy start-ups, and promotes education programs in these fields in the region's three public school districts and College of the Desert.

- The Annenberg Foundation awarded CVEP a \$50,000 grant to support Coachella Valley business and workforce development programs. Headquartered in Los Angeles, foundation, established in 1989, supports the worldwide community through its grant-making, technical assistance, and direct charitable activities.

- Bank of America awarded CVEP a \$15,000 grant from its Community Development Program to support of CVEP business and workforce development programs with the goal of diversifying the economy while building a stronger and better-skilled workforce.

"Having the support of financial institutions such as Wells Fargo and Bank of America is very important to community organizations such as CVEP," says President/CEO Thomas Flavin. "These generous grants will help CVEP fulfill its mission to build a diversified, year-round economy, stimulate job growth, and contribute to the development of a highly skilled workforce. We thank them for their support and corporate involvement in building long-term economic vitality in the Coachella Valley."

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Expert:

Focus on the Wildly Important

CREATE A WINNABLE GAME, KEEP SCORE AND ACHIEVE YOUR GOALS

BY STEVEN BILLER

Amid the whirlwind of activity that is everyday business, many owners and managers set goals, but precious few effectively manage the execution of strategies and tactics to achieve their objectives.

So the Coachella Valley Small Business Development Center enlisted Jeff Wadsworth,

a consultant in the FranklinCovey Execution practice, to present "The 4 Disciplines of Execution" to help business owners and their employees reach higher levels of performance. "Most people are so busy maintaining their business—just keeping their heads above water—that they can't even hear you, let alone execute on your most important priorities," Wadsworth says. "The '4 Disciplines' focuses your team on a winnable game in the midst of distraction."

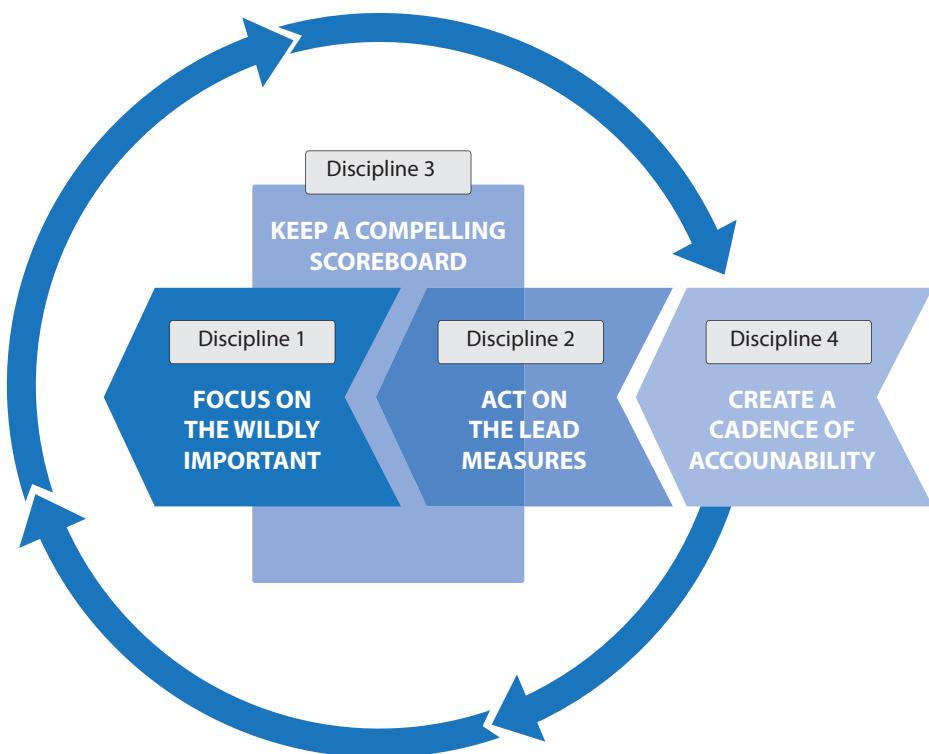
More than 50 small business people participated in the workshop and luncheon at Bellatrix at The Classic Club in Palm Desert, where Wadsworth showed participants how to:

- Define a precise focus on their most important objectives, which he calls "wildly important goals," or "WIGs";
- Determine specific actions to establish a standard for performance (lead measures);
- Create clear measurements for performance (scoreboards); and
- Foster accountability for the team and each individual.

"Keeping managers and teams engaged and focused on the organization's top goals is critical," Wadsworth says, noting



Jeff Wadsworth



that FranklinCovey has studied the topic of execution for more than seven years in thousands of teams and hundreds of organizations. "Execution breaks down because of the conflict between the enormous amount of effort required to maintain an operation—your 'day job,' or what we call the 'whirlwind'—and the goals for moving the operation forward.

"While both forces are necessary," he continues, "they are not the same and do not get along. They compete for time, energy and attention."

According to "The 4 Disciplines," the challenge is not merely executing on a goal; it's executing on a goal amid the whirlwind. These

common management breakdowns often cripple execution:

- Managers and teams don't know the goal.
- Managers and teams don't know what to do to achieve the goal.

- They don't keep score.
- They are not held accountable.

It's tough to overcome these breakdowns. The solution is creating a culture of execution—embedding four basic disciplines into every level of the organization.

The process begins with narrowing the focus: Clearly identify what must be done (the wildly important). Avoid setting too many goals; the team will only lose focus. Rather, the team should brainstorm goals,

BENEFITS OF IMPLEMENTING THE 4 DISCIPLINES OF EXECUTION

- Clarifying the goals, priorities and organizational direction
- All employees at all organizational levels know what they need to do to achieve wildly important goals
- Every team identifies the most important activities that will lead to achieving those goals and focus on them
- Every leader has at his/her disposition simple and proven system for building mutual accountability
- Employees have mutual accountability within the team
- Each individual's execution becomes transparent and can be rated or improved

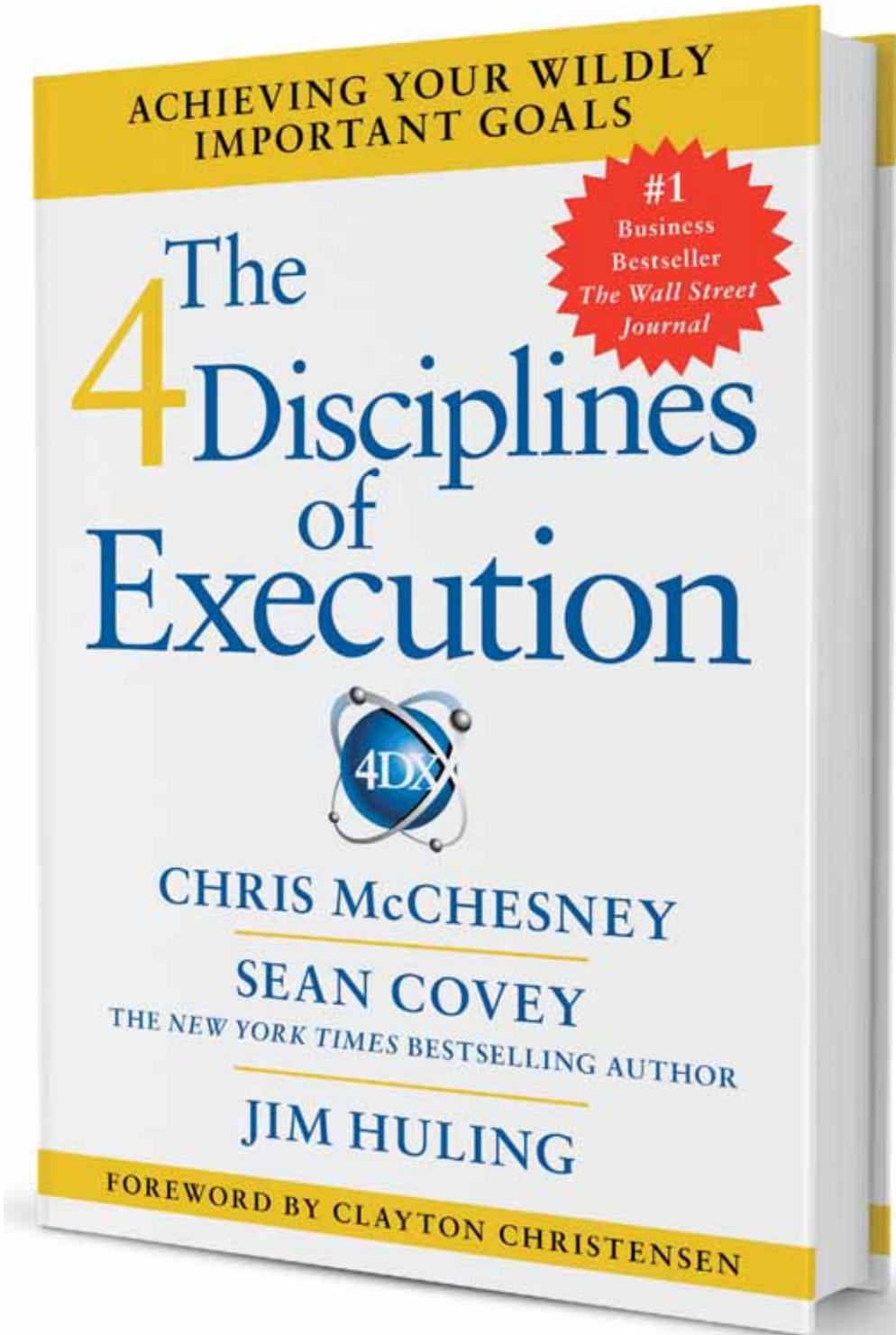
For more information, visit www.4dxbook.com

rank them by the impact they have on the operation and test the choices. Are they wildly important and measurable? When setting the goal, you should have a simple statement to explain it: "We want to go from X to Y by (a specific date)."

Organizations can achieve goals in one of two ways: a stroke of the pen or behavior change.

Then identify and act on the lead measures—the specific actions to take, or milestones to achieve, en route to the goal. The key to progress is a scoreboard, which measures progress and allows the team to see how they're performing.

"It's that simple: Are we winning or



losing," Wadsworth says. "People play differently when they're keeping score, and the right kind of scoreboard motivates the players to win. A compelling scoreboard helps reinforce the fourth discipline: accountability.

"You want to create a cadence of responsibility," he adds. "Everyone on the

team should come to work and ask themselves, 'What can I do today, or this week, to impact the scoreboard?'

Along the way, the team should engage in a weekly process that highlights successes, analyzes failures and course-corrects as necessary, creating the ultimate performance-management system. ■



GET THEM TALKING ABOUT YOUR BRAND

SBDC FIRESIDE CHAT REVEALS SECRETS TO OPTIMIZING SOCIAL MEDIA

BY STEVEN BILLER

Business owners looking for a social media strategy would be smart to take experts' advice: Post consistently with short messages and images.

This was the consensus of the panelists at the Fireside Chat on social media at UC Riverside's Palm Desert campus.

"Your overall marketing plan should drive people to your products," says Nicole Middleton of Graphtek Interactive in Palm Desert. "Social media is one tool. It allows you to engage customers on a different level and have a conversation with them. It's inexpensive, but it takes time, skill and will."

More and more businesses rely on social media to quickly distribute information and create a dialog with customers. Chris Anderson of Coachella Valley Brewing Co. is a good example.

"We have ever-changing products," says Anderson, who joined Middleton on the panel with Coachella Valley Small Business Development Center Director Ezekiel Bonillas. "This allows us to get our new products out there really fast. The feedback we get in social media is really important to us."

The panelists agreed that Facebook remains the No. 1 social media platform, but

it hardly stands alone. If a picture is worth a thousand words, Instagram is wonderfully effective. And, Middleton says, it's not as saturated as Facebook, so your posts will be seen more by followers.

"You definitely get more traction with an image," Anderson says. "Instagram is huge for us because it conveys a message with no words."

In fact, you can embed messages into the images, he says.

Middleton suggests posing questions to engage followers and start a conversation. One way to help start a dialog is by using hashtags, particularly popular keywords, such as #palmsprings or #beer.

She also advises business people to recognize the differences between the social media sites and optimize posts for each one.

"LinkedIn is definitely the go-to place for business," Middleton says. "The others are really lifestyle sites. I often recommend using Facebook ads to grow your audience, whereas on Twitter, where content keeps rolling and there's a chance that people will miss your message, it's acceptable to repost information."

"Another value to Twitter is the ability to follow industry people," she continues. "Twitter is more open, and people will follow you back."

The key is telling the story of your busi-

ness, creating a dialog, and showing what clients are saying. "If you get negative feedback," Middleton advises, "respond and show you care about your business."

Never go negative with your own posts, and never take a poke at a competitor, says Anderson, whose posts largely focus on his product.

"We emphasize the ingredients we use," Anderson says. "We're not willing to compromise on quality. We physically go out and pick kumquats in the desert in the summer. If we can illustrate that, it will help our sales. We stick our mission into everything—sustainability, quality ingredients."

Coachella Valley Brewing Co. posts a few times a day and avoid desensitizing its audience with too many posts. Anderson says the company sometimes will resort to "panic marketing" when posting time-sensitive information. For example, "Sometimes we case 150 bottles or have a promotion," he says, justifying the urgency of such messages."

He also recommends following businesses similar to your own to see what they're doing and what might work for you.

For more information about the Coachella Valley SBDC's Fireside Chat series, visit cvsbdc.com and click on the Calendar of Events and Workshops, or call 760-340-1575. ■



Dr. John Husing, an expert on the Coachella Valley's economy, will speak at the annual Economic Summit, Oct. 30.

OCT. 28

Arts, Media & Entertainment Industry Council
3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

OCT. 30

Coachella Valley Economic Summit
11 a.m., JW Marriott Desert Springs Resort & Spa, 74-855 Country Club Drive, Palm Desert

NOV. 11

Business Engagement
3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

NOV. 12

Fireside Chat: Creativity in Business
7:30 a.m., University of California, Riverside's Palm Desert Graduate Center

NOV. 13

Healthcare Industry Council
3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

NOV. 20

LanzaTech business and technology workshop
(in Spanish), 6 p.m., University of California, Riverside's Palm Desert Graduate Center

NOV. 20

Renewable Energy Round Table
7:30 a.m., University of California, Riverside's Palm Desert Graduate Center

NOV. 20

Advance Technology Industry Council
3:30 p.m., Desert Energy Enterprise Center, College of the Desert

DEC. 9

Business Engagement
3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

DEC. 18

Renewable Energy Roundtable
7:30 a.m., University of California, Riverside's Palm Desert Graduate Center

2015

JAN. 15

Healthcare Industry Council
3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

FEB. 24

Arts, Media & Entertainment Industry Council
3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

MARCH 19

Advanced Technology Industry Council
3:30 p.m., Desert Energy Enterprise Center, College of the Desert

APRIL 9

Healthcare Industry Council
(Planning), 3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

MAY 14

Healthcare Industry Council
(Planning), TBD, University of California, Riverside's Palm Desert Graduate Center

MAY 21

Advanced Technology Industry Council (Planning), 3:30 p.m., Desert Energy Enterprise Center, College of the Desert

MAY 26

Arts, Media & Entertainment Industry Council (Planning), 3:30 p.m., University of California, Riverside's Palm Desert Graduate Center

University of California, Riverside's Palm Desert Graduate Center is located at 75080 Frank Sinatra Drive in Palm Desert.

Desert Energy Enterprise Center at College of the Desert is located at 3301 Micro Place in Palm Springs. Take Interstate 10 to the Gene Autry Trail exit, turn south toward Palm Springs International Airport, drive about one block and turn right onto the service road (Salvia Road), continue a quarter-mile, and arrive at the Desert Energy Enterprise Center.

For more information, call 760-340-1575.



Free programs and services of the Coachella Valley Economic Partnership. 760-340-1575 | www.cvep.com

BUSINESS DEVELOPMENT

COACHELLA VALLEY iHUB

The Coachella Valley iHub is a business incubator that helps entrepreneurs in renewable energy, advanced technology, healthcare, and digital media to launch their companies by providing office and production space, an intellectual and entrepreneurial environment, and a service support network. Businesses operate in the iHub, Palm Springs Accelerator Campus, Health & Medical Innovation Center, or off site.

Contact Joe Wallace, chief innovation officer, 760-340-1575, joe@cvep.com

RENEWABLE ENERGY ROUNDTABLE

The premier networking program for the clean energy and green technology set, the Renewable Energy Roundtable offers an opportunity to learn about initiatives and issues in the region and pitch your own business or ideas. The roundtable meets every third Thursday of the month at 7:30 a.m. at the UC Riverside Palm Desert Graduate Center at Frank Sinatra Drive and Cook Street.

BUSINESS SERVICES

CVEP is a one-stop resource for prospective, existing, and expanding businesses that need assistance developing strategic plans, relocating from other regions, selecting sites and buildings, accessing capital and incentive opportunities, identifying skilled workers, and more. CVEP offers customized, one-on-one counseling to business in, or relocating to, the Coachella Valley.

Contact Ezekiel Bonillas, vice president of entrepreneurship, 760-340-1575, ezekiel@cvep.com

EXECUTIVE COACHING

Coachella Valley Small Business Development Center, operated by CVEP, offers free, confidential, one-on-one consulting to entrepreneurs who seek guidance on developing a business plan, planning strategy, preparing financial statements and projections for loans, accessing capital, developing a marketing/media plan, growing sales, overcoming obstacles in management and human resources, fine-tuning operations, integrating technology, achieving sustainability, buying and selling a business, and gaining information and advice about industry and local economic trends.

Contact Ezekiel Bonillas, vice president of entrepreneurship, 760-340-1575, ezekiel@cvep.com

ENTREPRENEUR GROWTH SERIES

This seminar series presents a straightforward approach to topics relevant to business operations, including management, finance, marketing, and sales. Each session offers an in-depth examination of how to gain efficiency, increase revenue, reduce expenses, understand legal issues, and much more.

Contact Ezekiel Bonillas, vice president of entrepreneurship, 760-340-1575, ezekiel@cvep.com

FIRESIDE CHAT SERIES

Entrepreneurs and industry experts discuss topics relevant to owning and operating a business in the Coachella Valley on the second Wednesday of every month, from 7:30 to 9:30 a.m.

Contact Ezekiel Bonillas, vice president of entrepreneurship, 760-340-1575, ezekiel@cvep.com

LANZATECH

This Spanish-language workshop series, led by CVEP and the Coachella Valley Small Business Development Center, offers free workshops on the third Thursday of each month, from March to November. Visit www.cvalanzatech.com.

Contact Ezekiel Bonillas, vice president of entrepreneurship, 760-340-1575, ezekiel@cvep.com

SCORE

SCORE, a resource partner with the U.S. Small Business Administration (SBA), provides individual mentoring and business workshops for entrepreneurs and small business owners. SCORE has offices at CVEP in Palm Springs, Palm Desert, and other desert cities.

Call 760-773-6507, email info@scorecv.org, or visit www.score.org

WORKFORCE EXCELLENCE

The Coachella Valley Regional Plan for College and Career Readiness outlines how business and education will collaborate to develop, refine, and sustain career pathways for local students. The plan includes the following initiatives:

CAREER PATHWAYS INITIATIVE

CVEP brings together business and education leaders to focus on K-12 career pathways programs, including high school career academies, which are three- to four-year programs around specific industries such as healthcare, digital arts, culinary arts, and renewable energy. Academy students take specialized career-themed courses in conjunction

with their required academic classes.

Contact Kim McNulty, director of Next Generation Learning, 760-452-8727, kim@cvep.com

WORK-BASED LEARNING

Work-based learning connects classroom studies with student interests and career aspirations, personalizing high school education and providing experiential learning where students work alongside professionals. Experiences include career explorations, internships, job shadowing, mentoring, and faculty externships at industry partner sites.

Contact Donna Sturgeon, director of work-based learning, 760-625-0118, donna@cvep.com

INDUSTRY COUNCILS

Education, business, community, and student partners review labor market information, assess workforce needs, and tailor career pathways to prepare local students for the workforce. CVEP currently facilitates three industry councils: Healthcare and Life Sciences; Advanced Technology; and Arts, Media, and Entertainment.

Contact Jacqui Tricco, industry council coordinator, 760-325-0084, jacqui@cvep.com

CVEP SCHOLARSHIPS

CVEP provides scholarships to students by matching scholarship funds with local nonprofits to increase college access and completion for low-income students.

Contact Ernie Rios, executive director of scholarships, 760-610-6116, ernie@cvep.com

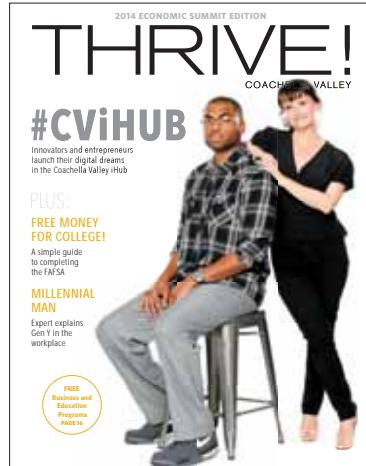
STUDENT FINANCIAL AID

CVEP links scholarship-giving organizations and student support systems in the Coachella Valley through a regional scholarship application network. In partnership with the College Access Foundation of California, CVEP provides matching funds to local organizations to increase college access and completion for low-income and underserved students. CVEP promotes the Free Application for Federal Student Aid (FAFSA) — the most important application for students to be considered for free federal funding for college — and the Cal Grant, awarded to eligible college students attending California colleges and universities.

Contact Ernie Rios, executive director of scholarships, 760-610-6116, ernie@cvep.com



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Median salary in the Inland Empire (First quarter 2013)

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- » **Supervision & Leadership**

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Job growth in the Inland Empire (2010-2020)

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Median salary in the Inland Empire (First quarter 2013)

ORGANIZATIONAL DEVELOPMENT

CERTIFICATES

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Clicking at the iHub

AT THE DESERT'S BUSTLING BUSINESS INCUBATOR, HIGH-TECH INNOVATORS CREATE BOLD EXPERIENCES FOR A DIGITAL WORLD

BY CAROLYN PATTEN



Jason and Astrella Rothberg, founders of Astrella Activation Tech, and Clifton Cooper, founder of Pocial, all joined the iHub to capitalize on its tools and assistance for small business owners.



Carving out distinctive niches in a saturated high-tech landscape, three companies “incubating” at the Coachella Valley iHub have each found ways to pair their bright ideas with proprietary technology to bring something new and meaningful to the market.

Astrella, Pocial and PSTalent.com have at least one thing in common: They each rely on digital platforms for their success. But that might be where the commonalities end.

① Astrella connects music lovers with exclusive music downloads via luxurious, artist-designed fashions based on album artwork of iconic musicians.

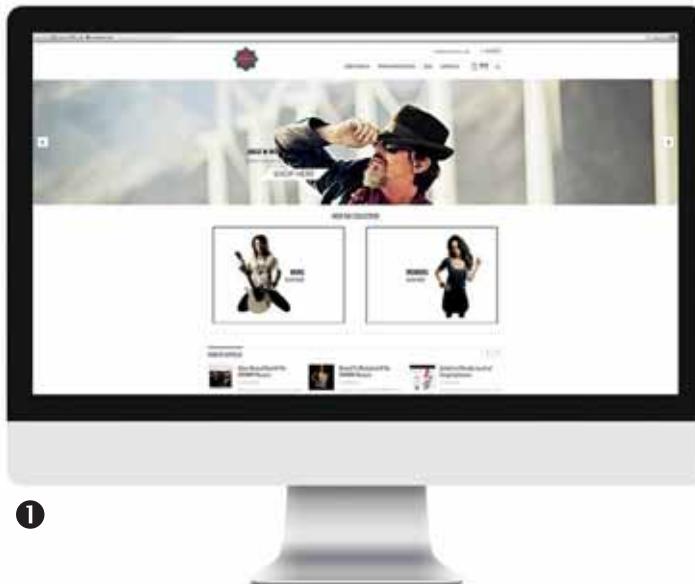
② Pocial enables users from around the world to ask and answer questions in real-time polls about the events they watch.

③ PSTalent.com assembles gamers in real-time virtual environments that allow them choose how and how much to interact with one another.

Although the companies live in a digital world, their technology takes a back seat to the novel way each connects its users. “We don’t have an engineering or business school here, but we do have creative people, and social media is a niche we can go after,” says Joe Wallace, Chief Innovation Officer of the Coachella Valley Economic Partnership and managing director of the Coachella Valley iHub, the incubator where the three companies are building their businesses.

The innovation hub, or iHub, operated by CVEP, provides a home and a support system for entrepreneurs working in renewable energy, advanced technology, health and medicine, and digital media. In this environment, Wallace keeps the businesses focused on “proof of concept” and connects them to experts in business planning, financing, management, and marketing. At the iHub, these entrepreneurs are refining business plans, fine-tuning pitches, and looking for potential investors.

Astrella Activation Tech formed when Jason Rothberg was overseeing a nonprofit record label, Transcendental Music, for the David Lynch Foundation. At the same time, his wife Astrella, daughter of music icon Donovan, was working with fashion designer



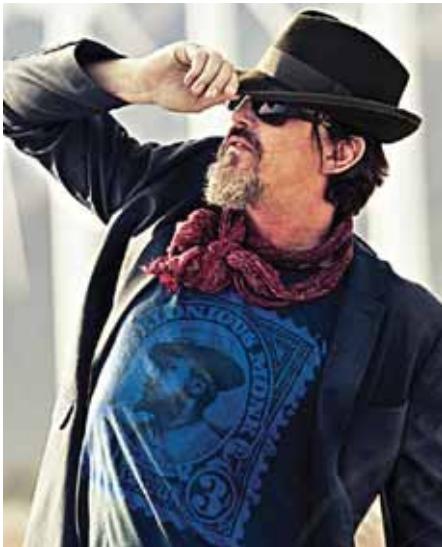
1



2



3



(opposite page)
Each of the
Coachella Valley iHub
companies is using a
web presence to drive
business.
(above)
Astrella Rothberg,
founder of Astrella
Activation Tech,
recently joined iHub
with husband and
co-founder Jason
Rothberg.
(left) The music
industry has
embraced Astrella's
T-shirt concept.

John Varvatos to produce T-shirts based on cover art from Donovan's *Mellow Yellow* and *Troubadour* albums. The combination clicked.

Astrella's high-quality Musical Ts feature cover album art on organic garments made in Hollywood. The retail price might initially seem high — ranging from \$72 to \$82 — but the allure is in the value. The garment hangtag allows buyers to download musical tracks and other content, which may range from videos to posters, photos and memorabilia, by scanning a code with their smartphone.

In February 2014 the Grammy Museum featured the T-shirts at its 75th anniversary and Astrella soon signed strategic partnership contracts with Beats by Dr. Dre, Coffee Bean Tea Leaf, Gibson Guitars, the David Lynch Foundation, and John Varvatos and licensing contracts for the music of Cyndi Lauper, David Lynch, Elton John, John Coltrane, Miles Davis, Queen, the Who, Billie Holiday, and others. Universal and Sony also signed licensing contracts.

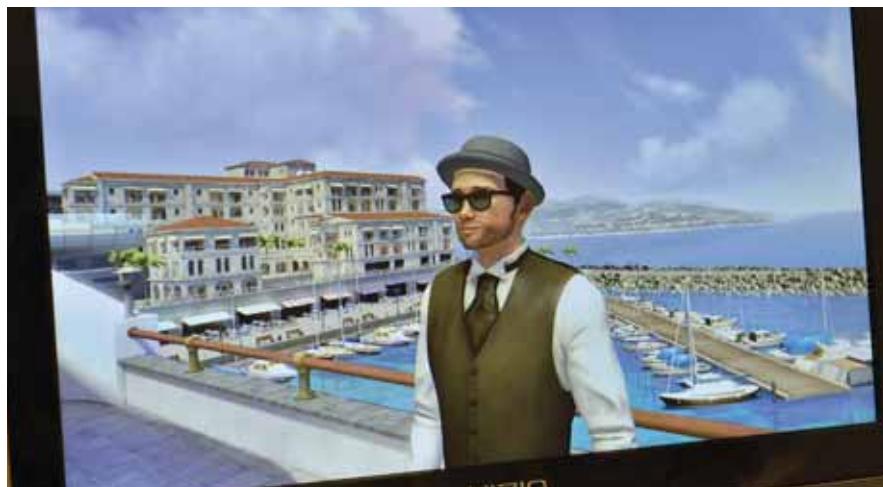
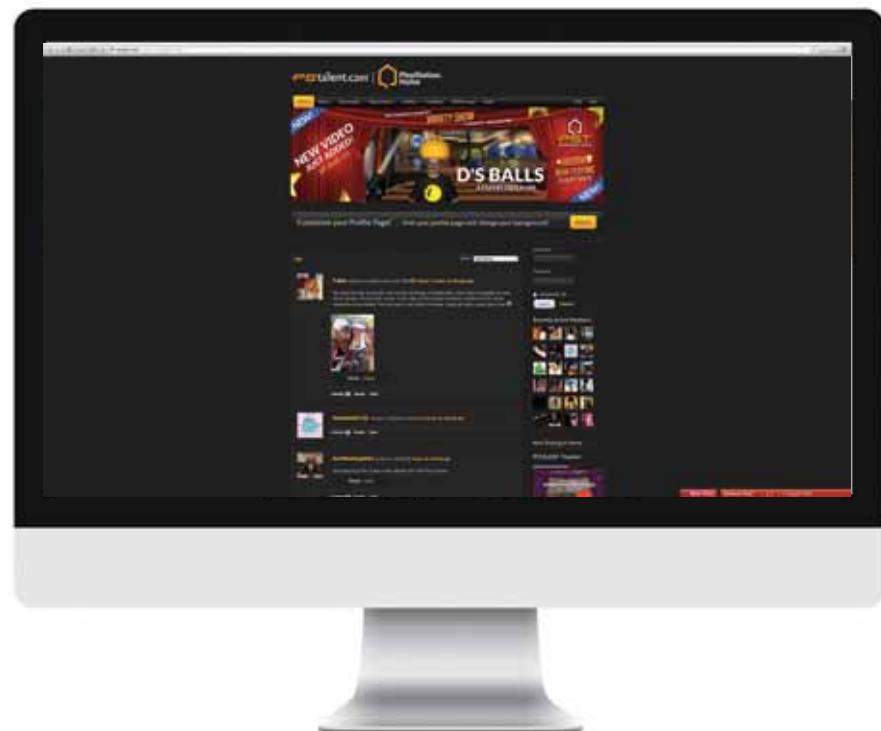
The couple, which had been living primarily in Majorca, Spain, visited Coachella Valley iHub in 2013, returned early this year with an application, and moved to the desert at the same time. "It was very quick," Jason Rothberg says. "Now [the iHub is] helping set up a major launch party in October and advising us on the complete business model."

Musical Ts are available now at astrellainc.com and partnerships with several fine retailers will be announced at the launch party.

Levi Vincent brought his business, PSTalent.com, to the Coachella Valley iHub two years ago after talking to a contact he met at a small business workshop. He says the collaborative environment has been the key to remaining productive and keeping the creative juices flowing.

"Working here is like having a bunch of MBAs on my advisory board," he says. "When I need help with marketing, it's here. When I have a question about how to structure a part of the business, that advice is here. The iHub is great for giving me the big picture and the structure."

Vincent's business revolves around contracts with Sony to develop platforms for PlayStation games and experiences. PSTalent allows users to create personal "avatars" and



(from top) Playstation gamers log on to PSTalent.com to interact with other users. The site offers customizations such as avatar wardrobes and other digital merchandise to enhance game play.



Levi Vincent, founder of PSTalent.com, came to Coachella Valley iHub two years ago, after connecting with a contact at a small business networking event.

to purchase accessories, such as clothing, for those avatars used in PlayStation games. The company also develops movies and virtual worlds for where users can deploy their avatars and interact with others.

Vincent holds six licenses with Sony and will soon announce another major partnership with the company, creating content based around a popular American animated icon. When that happens, he says, "I plan to begin hiring locally. PSTalent resonates with high school and college students, and there are many, many creative, talented young people in the valley who have the imagination and enthusiasm this project will require."

Sony, which tracks the users of PSTalent's creations, reported as 27 million three years ago. Vincent expects up to 42 million PSTalent users today, he says, noting that the lure for viewers is the virtually unlimited number of ways each user can interact in real time with others around the world.

Pocial is a social-media platform whose users can connect, poll, and compete with like-minded users worldwide. Most importantly, says the company's founder, Clifton Cooper, is that Pocial "adds credibility to the social landscape."

"Statistics tell us that people read 11 reviews on their way to a purchase, both on which products to purchase and where to buy them," Cooper says. "We're going to match people up with others in a meaningful way, so the decision process is much simpler."

The company, he says, is still in the "secret sauce" stage, anticipating an unveiling in this winter.

"As an entrepreneur, I want to get out of the box, and Coachella Valley iHub gives us information that helps us understand what the landscape is out in the market," Cooper says, adding that Pocial moved into the iHub in May. "[Cooper and his partners] needed guidance and office space and it was perfect timing," he says. "Right now, we're working with the iHub to find the right potential partners and to refine our pitch and make sure we have the right focus. It's a godsend to us."

Making connections among affluent music fans, virtual reality gamers, and those searching for credibility in the digital landscape, the iHub's newest entrepreneurs are on track to be local companies truly acting globally. ■



(from top) Pocial's platform is working to revolutionize consumer reviews. (right) Pocial founder Clifton Cooper says the Coachella Valley iHub helps him understand the market's landscape.





Cord Media takes clients to the top

Cord Media Co. takes full service to an entirely new level. In fact, they take it all the way up to their penthouse.

Based in Palm Desert, Cord Media Co. is a full-service advertising, public relations and marketing agency with all services located under one roof, two stories high. That is one of the many advantages of working with Cord Media. They do not outsource any marketing needs and therefore are much more efficient and consistent, offering not just a single person but dedicating an entire specialized team to each account.

The more than 40 employees are some of the most talented people in the industry, composing a diverse and accomplished team in each and every field from advertising, marketing and brand development to

public relations, design and production.

The advertising industry landscape has changed greatly over the past decade and Cord Media has stayed at the forefront. Cutting-edge Web design development, top-of-the-line television production and award-winning design are a given.

The agency's brand development department, housed in the penthouse along with a team of designers, brings clients' brands to life with a forward-thinking approach to solve even the most challenging identity issues. In addition to the wide-range of development services, the media buying power of the agency is incomparable, with valuable savings passed along to the clients.

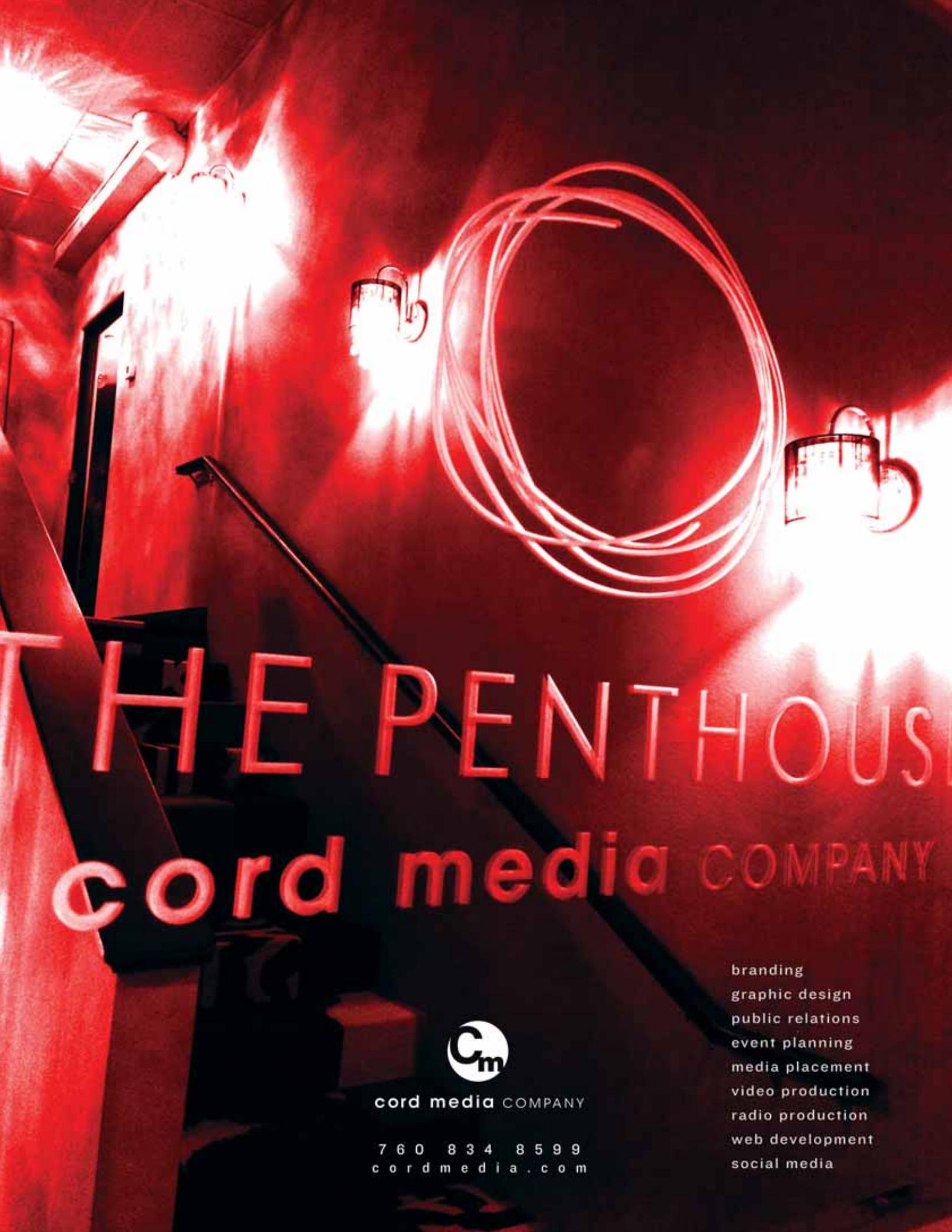
The agency specializes in Indian gaming casinos, luxury-home builders and high-end lifestyle brands, representing clients from

the Coachella Valley and across the nation. While Cord Media services those industries, the agency is no stranger to the world of tourism, restaurants and nonprofits as well.

Since the company's inception in 2007, their client base and awards list has grown exponentially. Cord Media has been honored with more than 70 ADDY Awards, 20 internationally recognized Communicator Awards, plus Telly Awards, Davey Awards, Summit, PRISM, and the list goes on and on.

Adding another notch to their award-winning belt, Cord Media made the 2014 Inc. 5000 list of the fastest-growing private companies in America.

Cord Media Co. has a plan and that plan is to continue its responsible growth, offer top-shelf experience and to exceed client expectations each and every time.



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The **MILLENNIAL** Man

BY ELLEN PARIS

**TRYING TO
UNDERSTAND THE
GEN Y WORKFORCE?
SUMMIT KEYNOTE
SPEAKER
DAN SCHAWBEL
KNOWS WHAT
THEY WANT — AND
WHY THEY WON'T
COMPROMISE.**

Dan Schawbel has built his reputation and a career on knowing what makes Millennials tick. A member of the Millennial generation himself, Schawbel has insider knowledge.

"They won't settle for a job that is just a paycheck," says Schawbel, who consults with major corporations — including American Express, Ernst & Young, Monster and Oracle — on becoming more attractive to their Millennial employees and customers.

Schawbel will offer his insights on attracting, hiring, and retaining Millennials as the keynote speaker Oct. 30 at the Coachella Valley Annual Economic Summit at JW Marriott Desert Springs Resort & Spa in Palm Desert.

The 80-million-strong Millennial generation, or Gen Y, is particular in what it wants in a job, career and employer. This means employers may have to adapt to attract and retain the best talent born between 1982 and 1993.

"These were kids who were close to their parents and told they could do anything they want," says Schawbel, a 2006 Magna Cum Laude graduate of Boston's Bentley College and managing partner of Millennial Branding, a Gen Y research and consulting firm in New York. Today, an estimated 21 million Millennials live with their parents earning an average \$30,000 to \$50,000 annually, he says.

Because Millennials grew up connecting to others through technology,

they think differently about a job. They want casual work environments like Facebook's Menlo Park "campus," described as a cross between Main Street Disneyland and downtown Palo Alto. Most employers are unable to compete with heavy hitters like Google and Facebook in terms of amenities, but benefits such as free food and drinks (including alcohol), on-site gyms and casual lounge areas can entice younger workers.

Millennial workers aren't nine-to-fivers. "They will exchange flexibility and hours over higher salaries," says Schawbel, adding that companies should accommodate the trend. "They want to work when and where they want because they see business happening 24/7."

Millennials have little interest in long-term job security. "Most stay at a company for only two years," Schawbel says. "There is a significant difference in retention rates now than with previous generations.

"Employers need to know that most of their employees will end up leaving no matter what they do. Instead of complaining about this fact, they should try and maximize the capabilities and values of each Millennial while they are working there."

Networking is more important today, too. "To get a job in the companies Millennials want to work for, it helps to know someone who's already working there," Schawbel says, emphasizing the growing importance of LinkedIn in job searches.





Dan Schawbel, the keynote speaker at the Coachella Valley Annual Economic Summit, has made a name for himself discussing how employers can get the best out of a Millennial workforce. Schawbel says that Millennials won't compromise their values for a paycheck.

Millennials will likely stay longer at companies working with friends as co-workers — which means that employers should give priority to referral candidates.

According to Schawbel, "educators haven't prepared students for 21st century jobs." Millennials are either underemployed or unemployed. Although 70 percent hold college degrees (many in liberal arts), the skills gap exists.

Up to 5 million STEM (Science, Technology, Engineering and Math) jobs go unfilled. "Schools keep offering majors that don't translate into jobs," Schawbel says. "College deans should meet with employers so that they are offering the courses that align with the available job opportunities. This means that some classes should get demoted and others should get created based on the marketplace. This is the best way to close the employment gap."

Schawbel sees more and more

Millennials getting MBAs because they can't find work.

Companies making a societal difference attract Millennials, Schawbel says. "Most public companies state they are in business to make money for shareholders." That's not a fulfilling livelihood for Millennials. "What they do on a daily basis needs to have an impact to change the world in some way," he says. "They won't find meaning in a job if they can't make that connection."

He points out some employers give employees paid time off to do community service so they can experience making that "societal difference."

"Look at Silicon Valley because most companies there are doing it right," he says.

Millennials tend to prefer a job with a tech company over one in finance. They see manufacturing jobs as harmful to the environment and won't work in that world.

Creating a Millennial-friendly culture

requires a nontraditional viewpoint. "An employer who projects a positive attitude is what they look for," Schawbel says. "They won't work in a cubical. Open workspaces and the ability to easily interact with others are important. Access to professional development and training is important."

Millennials still want health care benefits and an annual income. "Because of the economy, they see the value of annual income over entrepreneurship," Schawbel says.

But they're not all about the money, and to attract them, employers must be innovative and adaptable.

"Look at your website and change it to highlight the nature of what you do, your values and how your company impacts the world in a positive way," Schawbel advises. "The personalities of the founder and the people they work with count for Millennials."



ABOUT THE SPEAKER

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DAN SCHAWBEL is a columnist for both *Time* and *Entrepreneur*, and the managing partner of *Additional Consulting*, a New York research and consulting firm. Recognized as a "promotional branding guru" by *The New York Times* and named to both the *Inc. 500* and *Forbes*' *Under 30 List*. He is also the author of *Me 2.0: 4 Steps to Building Your Future* and the founder of the *ProfessionalSpeaking.com* blog. He lives in New York, New York.

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Dan Schawbel is the author of *New York Times* and *Wall Street Journal* bestsellers: *Promote Yourself: The New Rules For Career Success* (St. Martin's Press) and the No. 1 international bestselling book, *Me 2.0: 4 Steps to Building Your Future* (Kaplan Publishing), which combined have been translated into 15 languages. He is a columnist at both *Time* and *Forbes*, and has been featured in more than 1,000 media outlets, such as *The Today Show* on NBC, *Street Signs* on CNBC, *The Nightly Business Report* on PBS, *The Willis Report* on Fox Business, *Fox & Friends* on Fox News, *People* magazine, *The Economist* and *Wired* magazine. He's spoken at Google, NBC Universal, McGraw-Hill, Oracle, Harvard Business School, MIT, Time Warner, IBM and CitiGroup. Schawbel was named to the *Inc.* magazine 30 Under 30 List in 2010, the *Forbes* magazine 30 Under 30 List in 2012, and *BusinessWeek* cites him as someone entrepreneurs should follow. For more on Schawbel, visit www.danschawbel.com.

Making the Grade

FOR LONGER THAN 50 YEARS, INFLUENTIAL ECONOMIST DR. JOHN HUSING HAS SERVED THE INLAND EMPIRE AS THE 'MAN BEHIND THE REPORT CARD'

BY CAROLYN PATTEN

A fourth-generation Californian who traces his ancestry to the Mayflower, a traveler who has visited 65 countries, and an adventurer familiar with the wilds of New Guinea: Dr. John Husing is all these things. But in the Coachella Valley, he's better known for spotting trends in jungles and seas of data.

Husing's Redlands-based firm, Economics & Politics Inc., produces economic impact studies for transportation and water agencies, housing developers, environmental agencies and the ports of Los Angeles and Long Beach. He's the go-to guy for understanding the Coachella Valley's economic issues and challenges, and his annual "report card" on the region's economy is one of the most-anticipated presentations of the year — and he'll present it on Oct. 30 at the Coachella Valley Economic Summit.

For Husing, named one of the "100 people wielding the most influence over Southern California" by the *Los Angeles Times*, the economy is a fast-moving beast,

and predictions are dependent on long-term trends as well as the details revealed by the dozens of reports he studies, from construction starts to tourism spending. So, while he hedges a bit on the upcoming report card — "I have no idea what I'm going to say until I dig through all the data" — Husing isn't shy about pointing out significant trends and where they might lead.

"In the macroeconomic sense, San Bernardino and Riverside counties are working their way out of the recession, where we lost about 142,000 jobs," Husing says. "By the end of this year, we should be roughly 80 to 85 percent out of that hole, which means next year we will be all the way out. But in the Coachella Valley, there hasn't been anything close to a complete recovery in construction. Construction workers make a lot more than agricultural workers, and that impacts local spending."

Husing notes that, "The valley is running out of developable, easy-to-reach sites to keep up with what



Dr. John Husing will speak Oct. 30 at the Coachella Valley Economic Summit. Photo by David A. Lee





would be its normal housing growth. To support long-term population growth and a healthy residential construction industry, attention needs to be put on infrastructure on the far eastern end of the valley."

If the infrastructure for new residential development is forthcoming, Husing sees it being followed with a "flood of baby boomer retirees moving into the valley, which may force on the country clubs a different way of appealing to a more active retired population."

He sees the valleywide hiking/biking trail system as "quite exciting, provided the right programs are implemented, whether its marathons, bike races, or tourism related to biking. There is a lot of upside potential."

And, if the east end is to support new homes, Husing says, cleaning up the Salton Sea must be part of the plan. "It's an issue of extreme importance because of its potential deleterious impact on the environment of the valley. I find it unfortunate that any negotiations about the Salton Sea don't involve specific representation from the valley, but rather from the Air Quality Management District, which is

really urban-focused."

This issue of gaining political representation and clout for the Inland Empire is one that cuts to the heart of Husing's work. In September, he celebrated 50 years of "watching this economy, thinking about it and working to put the Inland Empire into the thinking of Southern California as a whole. That's been my career."

Today, he's personally involved in an effort to make the state pay closer attention to his chosen home.

"Several of us are working on creating a coalition made up of the Inland Empire economic groups, CVEP, the Kern County and San Joaquin economic development groups," Husing says. "We're focused on the issues which are harming the central spine of California's economies, which have been ignored by the leadership in the capital."

Husing also brings his experience of managing more than 100 political campaigns to bear on this effort, and suggests that there will be more news from his travels in the jungles of data to share at the Coachella Valley Economic Summit. ■

“ Cleaning up the Salton Sea is an issue of extreme importance.”

DR. JOHN HUSING

Cashing In

THE FREE APPLICATION FOR STUDENT AID APPLICATION IS AN INTIMIDATING BEAST — WITH A PROMISING PAYOUT. OUR FAFSA GUIDE HELPS YOU CUT THROUGH THE PAPERWORK.

BY CAROLYN PATTEN

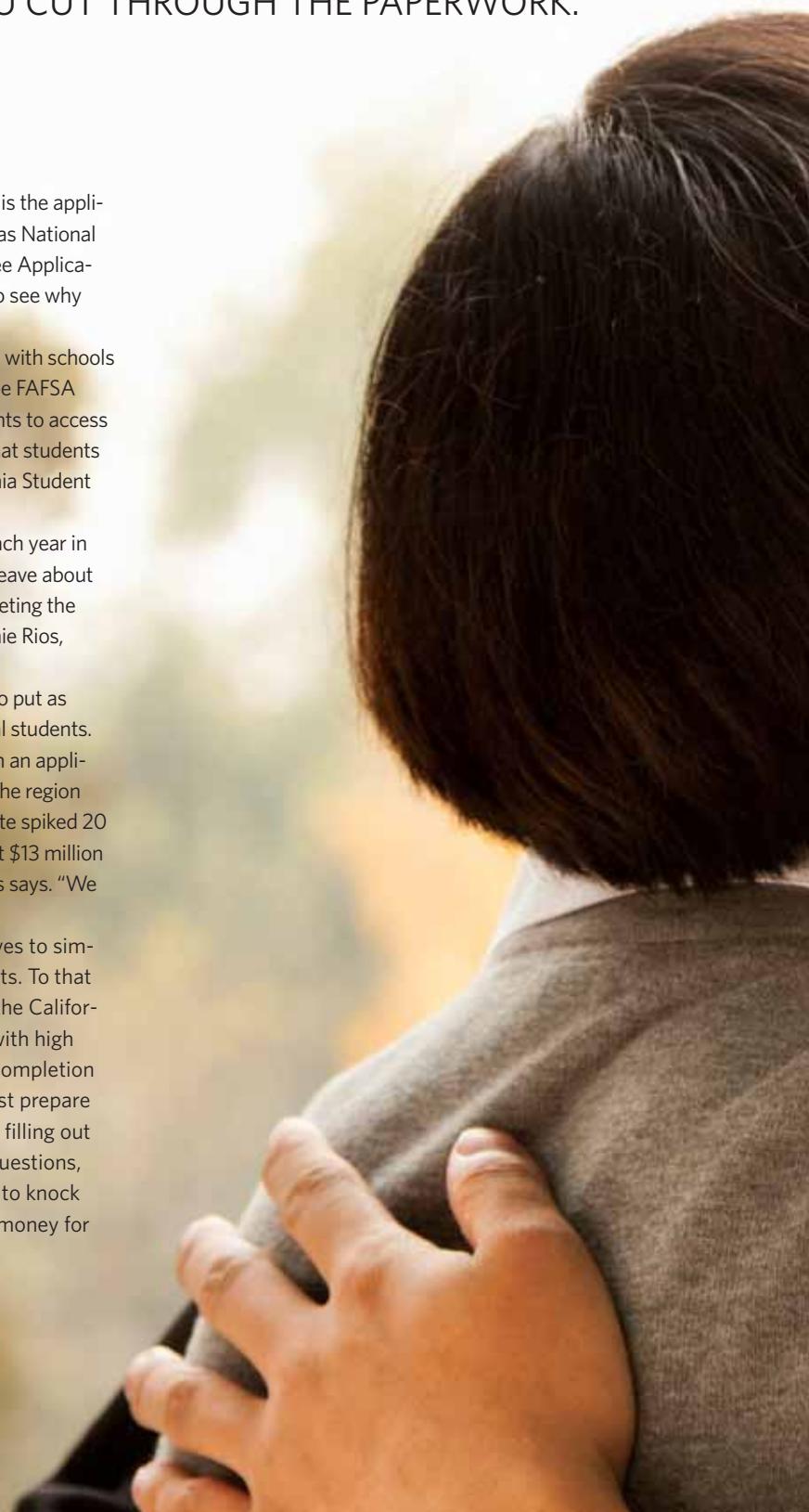
For some students, the hardest part of college is the application process. Add the “dreaded FAFSA” — as National Public Radio recently called the important Free Application for Federal Student Aid — and it’s easy to see why many of our best and brightest fall behind.

The Coachella Valley Economic Partnership works with schools throughout the region to help promote and simplify the FAFSA process, because the application is required for students to access two important grants: the Pell Grant, federal money that students do not have to repay, and Cal Grants from the California Student Aid Commission.

“The U.S. Department of Education tells us that each year in the state of California alone, college-bound students leave about \$500 million on the table because they are not completing the necessary applications to access the money,” says Ernie Rios, CVEP executive director of scholarships.

CVEP works with school counselors and parents to put as much of that money as possible into the hands of local students. The effort starts by promoting FAFSA completion with an application competition that has high schools throughout the region vying for cash prizes. Last year’s FAFSA completion rate spiked 20 percent. “That’s a projected economic impact of about \$13 million in state and federal financial aid for our students,” Rios says. “We hope to increase it this year.”

To achieve greater participation, CVEP also strives to simplify the application process for students and parents. To that end, CVEP partners with Cash for College through the California Student Aid Corp., offers one-on-one advising with high school counselors and students, and hosts FAFSA completion workshops. However, parents and students still must prepare to spend time assembling required information and filling out the FAFSA. “It is very challenging, with about 100 questions, and it can be confusing,” Rios says. “We’re working to knock down some of the barriers students face in getting money for college.”





FILLING OUT THE FAFSA



1. DEADLINES

Jan. 1, 2015, is the first day you can file the FAFSA for the 2015-16 school year. File as close to this date as possible. The California student aid priority deadline is March 2. You must complete the FAFSA every year you're in school to remain eligible.



2. BEFORE YOU BEGIN

Get an email address. Get a Federal Student Aid PIN from pin.ed.gov. If you are a dependent, ask one of your parents to get this so they can sign the FAFSA for you.



3. GATHER DOCUMENTS

Including: Social Security numbers for you and parents/guardians, driver's license, alien registration number or permanent resident card if applicable, 2014 W2 forms and all Income Tax returns for you and your parents*, records of any untaxed income and bank statements.



4. MAKE A LIST OF COLLEGES

You must list at least one college. You can list up to 10 schools on FAFSA online or up to four schools on a paper FAFSA. You can add more schools to your FAFSA later. Schools you list on your FAFSA will automatically receive your FAFSA results. List California schools first.



5. FILL OUT THE FAFSA WORKSHEET

Go to fafsa.ed.gov and enter "worksheet" in the search field. This will take you to the current FAFSA on the Web worksheet. Print it out and complete it before you begin entering your information online.



6. SUBMIT A VERIFIED GPA

If you're hoping to get a Cal Grant, and your school won't be automatically submitting your Cal Grant GPA to the California Student Aid Commission, go to calgrants.org, print a Verification Form, get it certified by a school official, and mail it before the deadline.



7. FILE A GRADUATION VERIFICATION

All students attending a California college must complete a Graduation Verification through the California Student Aid Commission WebGrants website, Webgrants4students.org. Review the deadlines and make sure you complete this in time.



8. THE STUDENT AID REPORT

Within three weeks after you submit the FAFSA, you'll receive a Student Aid Report (SAR), summarizing the FAFSA information you submitted. Look it over carefully and make any needed corrections on the website.



9. EXPECTED FAMILY CONTRIBUTION (EFC)

On the front page of the SAR, you'll find a figure called the expected family contribution (EFC). The colleges you listed and the California Student Aid Commission will use this number to determine your financial aid award. If you've applied to and been accepted at a college or career school, the school will send you an electronic or paper aid offer, sometimes called an award letter, telling you how much aid you're eligible for at the school.

*If you or your parents won't file taxes before the March FAFSA deadline, don't wait to file your FAFSA. File it based on estimated financial information, then come back after you have filed taxes and update your application. The Student Aid Commission won't accept late FAFSAs.



Fatima Salcedo and Antonio Sandoval, both students at the College of the Desert, each submit the FAFSA every year.

CVEP SCHOLARSHIPS PROVIDE MONEY, ADVICE AND SUPPORT FOR LOCAL STUDENTS

CVEP Scholarships (also known as Pathways to Success) partners with local scholarship-giving groups to connect college-bound students with myriad financial resources and student support services. A minimum requirement to enter the program is completing and submitting the FAFSA.

Once that's done, Ernie Rios, CVEP executive director of scholarships, and his staff stand ready with workshops and one-on-one counseling to help students navigate and succeed in college. There are also parent workshops and a parent network to provide support and information.

Over the last couple of years, Rios says, the majority of the scholarships have been

awarded to students in the healthcare field.

"There will be a big focus this coming year on students going into the clean tech industries, such as renewable energy, as well as arts, media and entertainment. We're looking for local partners to support these industries and align our scholarship-matching program with that focus."

CVEP Scholarships is also going to address what Rios calls "a national epidemic of young men not enrolling in college. With young men, there are huge dropout rates. In the coming year we've making a concerted effort to get more of our young men to apply for financial aid so we can begin to move that pendulum in the other direction."

RESOURCES

Where to Find the FAFSA

www.fafsa.ed.gov

If you need a paper copy, you can download a PDF at:

www.studentaid.ed.gov/PDFfafsa or call 800-4-FED-AID (433-3243)

Workshops for Students and Parents on Completing the FAFSA

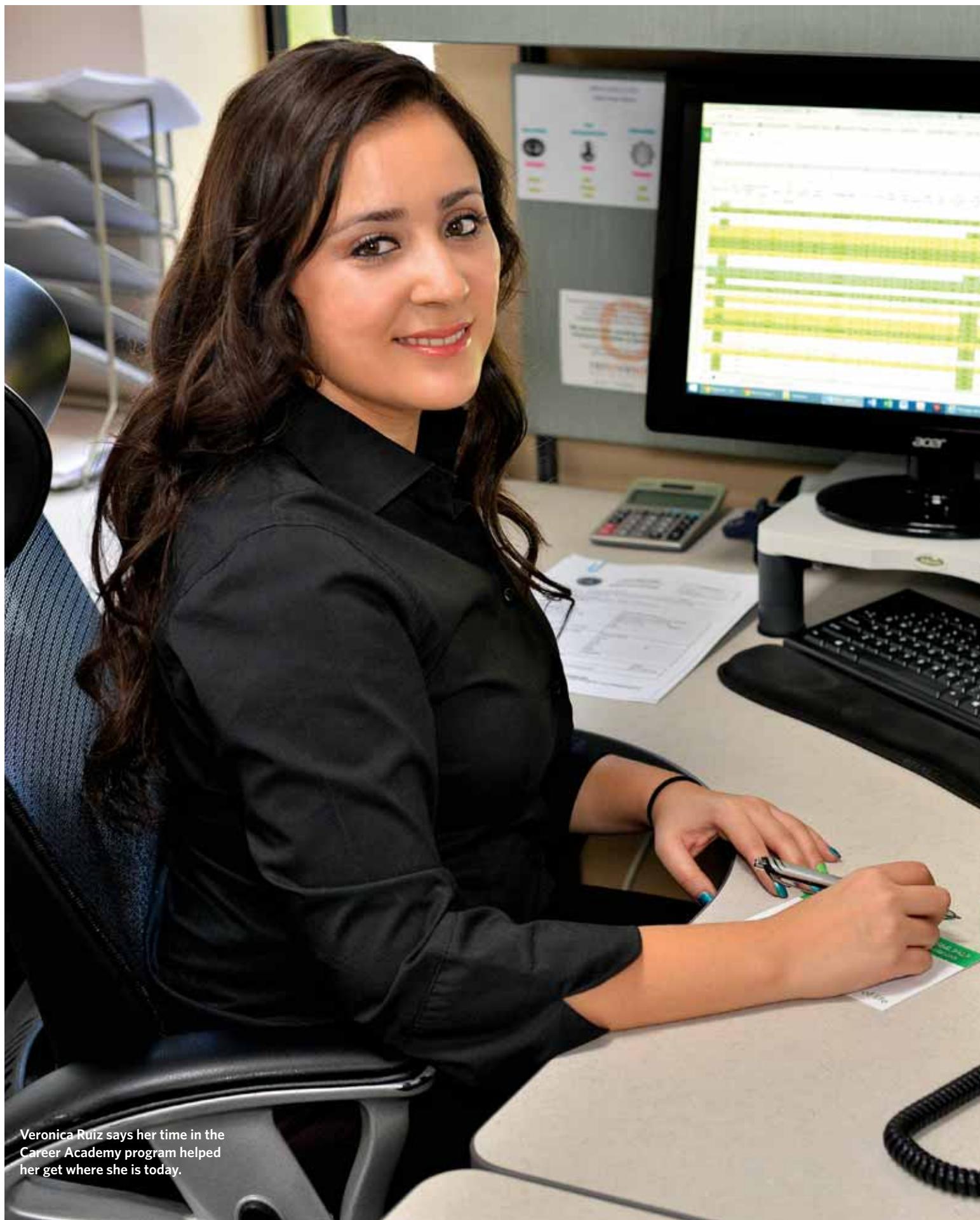
These will be scheduled throughout the Valley in February. Check cvep.org for an up-to-date schedule.

For Students Going to a California College

CalGrants.org

CVEP Scholarships (Pathways to Success)

www.cvpts.com



Veronica Ruiz says her time in the Career Academy program helped her get where she is today.



From Student to Second in Command

SUCCESS FOR COACHELLA VALLEY'S FUTURE WORKERS STEMS FROM CAREER PATHWAY PROGRAMS

BY ELLEN PARIS | PHOTOGRAPHY BY DAVID A. LEE

Take advantage." Students throughout the Coachella Valley hear the phrase frequently in the classroom, often ignored as another thing teachers say. But when that directive comes from someone like Veronica Ruiz, a young woman who was recently in those very same classrooms, a rote sentiment becomes sage advice.

Ruiz, a 2007 graduate of Coachella Valley High School, speaks from a knowledgeable vantage. She participated four years in one of the Coachella Valley's career academies, and credits the program as a first step on her road to success.

The Coachella Valley Economic Partnership works with the business community and all three school districts in the region to create career pathways, including work-based learning experiences, for high school students interested in healthcare, renewable energy, engineering, and arts, entertainment and media. The career academies are a key component in the CVEP Workforce/Jobs Model, which links education to jobs by providing career-themed programs at the K-12 level, as well as scholarships and support services to prepare all students for college, careers, and life.

"[Students should] take advantage of all the opportunities sent your way, including job shadowing, internships and networking — they're all very

important to from the very beginning," says Ruiz, a University of Redlands graduate who credits her high school career academy for helping her build confidence and gain direction on the path to college.

"I felt very prepared for the first day of college since during my time at the career academy I was guided and mentored," Ruiz says.

CVEP also played a significant role in her ability to attend college, awarding her a scholarship through the organization's popular Pathways to Success program.

"Because of the academy, I heard about the [CVEP] scholarships and then being able to continue onto college fell into place."

As a scholarship recipient, Ruiz received \$5,000 annually for three years.

"I can definitely say the financial help was huge for me in being able to enjoy college and squeeze every drop out of my education," Ruiz says. "The hardest thing in going to college is being on your own and having to also worry about paying for it. There are so many obstacles when you go off to college. I was so lucky because the scholarships really did take a big load off my shoulders."

While in college Ruiz relied on skills learned in the academy, including how to plan, ensuring that she stayed on track, taking the right courses to graduate.



"The academy mocks college life, helping you build organizational and time management skills, and teaches you how to prioritize your day for studying and work," she says. "The career academies gave me a sense of how to balance everything I was doing."

Balance she did, graduating with a B.A. in Spanish in 2011.

A recent CVEP Workforce/Jobs trajectory showed CVEP awarded \$9 million for 1,850-plus college scholarships to local students. An additional \$40-plus million was projected in additional financial aid.

CVEP facilitates more than financial support for college students. It acts like a guidance/career counselor, helping students graduate and find a well-paying job in the Coachella Valley. This was the case for Ruiz. Today, Ruiz, 24, works for one of the Coachella Valley's largest renewable energy companies, Renova Solar, as an operations coordinator.

"[I am] assisting the operations manager with permitting and working with the municipalities on approved projects," Ruiz says. "I see lots of possibilities there since I started as an assistant consultant a year ago. I plan to stay, grow with the company and move up to management when I'm ready."

She credits her six-month paid internship at the CVEP Workforce Excellence office in Palm Desert for helping her advance at Renova.

"I got a taste of the real world working there," Ruiz says. "Prior to that I had only worked at summer jobs and never held an office job with direct responsibilities and follow-up."

During the internship, Ruiz worked as a liaison for college-bound Pathways to Success scholarship recipients, helping them complete all the necessary documents for financial aid.

"It exposed me to real life as 21-year-old bouncing into the real world and landing a job of importance and giving back at the same time," Ruiz says.

Working as second in command on the operations side at Renova, Ruiz uses what she learned daily at CVEP Workforce Excellence, including multi-tasking, phone skills and interacting with others.

In addition to office skills, Ruiz also learned how to dress and present herself in the best light for her interview at Renova. "I knew what proper office attire was and how to act in an office environment," she says. "I wasn't intimidated and I walked in with confidence because of all the preparation I had at working at the





“ I had direct relationships with some of the people running the Workforce Excellence program. I trusted their judgment.”

VINCE BATTAGLIA

Workforce Excellence office.”

Vince Battaglia, founder, president and CEO of Renova Solar, hired Ruiz and says that her work experience gave her application a boost over the others.

“Veronica’s experience working at CVEP got her the job,” Battaglia says. “The nature of this business is that it’s quickly evolving and there are a lot of moving parts. The culture we’ve created here is one that is comprised of self-starters. I saw that in her from the start. She is a great fit from this standpoint. Her experience at understanding how an organization works is what makes her good as second in command for all the crews for Renova.”

Not only did Ruiz’s stint at Workforce Excellence help her land the job at Renova, it helped ease the transition into the workforce. For that, Battaglia was grateful.

“I had direct relationships with some of the people running the Workforce Excellence program,” he says. “I trusted their judgment and also knew that they had put together a comprehensive curriculum for all the participants. I thought Veronica was prepared from both her time at the career academy and from working in their office.”

As a local businessman, Battaglia appreciates the value and opportunities CVEP offers the community through its Workforce/Jobs Model. “This valley directly benefits from CVEP exposing young people to real businesses,” Battaglia says.

CVEP’S Workforce/Jobs Model is gaining national recognition for its positive impact. This month, the International Economic Development Council will award its Excellence in Economic Development Bronze Award in the Human Capital to CVEP for its Workforce/Jobs Model at the IEDC Annual Conference in Fort Worth, Texas.

“Our concept from day one was education



Vince Battaglia, CEO of Renova Solar, hired Veronica Ruiz in part because of her experience with CVEP. He credits her career academy training to Ruiz having a smooth transition into her role at Renova.



Nelson Maravilla parlayed his CVEP scholarship into a nursing position in the emergency room at Desert Regional Medical Center.

is economic development," says Sheila Thornton, vice president CVEP Workforce Excellence. "We knew in this region there were low college attendance and college completion rates and the importance of changing that by producing educated workers who could fill higher-paying jobs."

The Workforce/Jobs return on investment since July 2011 shows 2,700 elementary and middle school students exploring health, art and STEM careers. In high school, 4,250 students study in career-themed programs, the career academies. Students gain work-based learning experiences such as job shadows and internships, and educators stay sharp and current through faculty externships.

On the business development part of the Workforce/Job equation, CVEP operates the Coachella Valley iHub and Palm Springs Accelerator campus, which incubates businesses in the fields of healthcare, advanced technology, renewable energy and digital

media. The organization also operates the Coachella Valley Small Business Development Center, which helps entrepreneurs write business and marketing plans, gain access to capital, and navigate the intricacies of permits and other bureaucratic obstacles. To date, CVEP has worked with 130 companies and helped them add and retain 5,783 total jobs, resulting in \$1.4 billion in regional economic impact. More than 500 business partners are engaged with CVEP on its Workforce/Jobs Model, and the goal is to impact 20,000 higher-wage jobs.

"CVEP is the bridge between education, the workforce, jobs and businesses," says Tom Flavin, CVEP president and CEO. "We are marrying up 21st century job development with 21st century workforce skills."

Involvement with the CVEP's Workforce/Jobs Model has made a significant difference for four children from the Figueroa family of Cathedral City. Giovanni, Jonathan and Vanessa Figueroa are all CVEP scholar-

ship recipients. Their older sister Cynthia is a career academy graduate. Giovanni, a senior majoring in economics at UCLA, received a \$10,000 scholarship for the last three years.

"I don't know if I could have gone to college without CVEP," he says. "I am beyond ecstatic for the financial help and for the summer internship. I worked at the CVEP Small Business Development Center."

He is now student manager for the UCLA baseball team and hopes to work in Major League Baseball for the Angels.

"I also want to contribute back to the valley and if I do start a business someday, I'll do it there," Figueroa says.

Both Ruiz and Figueroa are only two of the thousands of Coachella Valley students and young workers who CVEP has impacted through its Workforce Jobs/Model. CVEP is building a "pipeline," helping companies grow a 21st century job base while developing a homegrown trained and educated workforce for those jobs. ■

Hot Purple Energy brings attitude to energy consumption

From the founders, right down to the installers, every person working at Hot Purple Energy doesn't just talk a good talk when it comes to energy consumption.

"We walk the talk here, not only with energy consumption, but also in giving back to the community," said Carolyn Lumber, senior account manager with Hot Purple Energy.

The company with the creative name truly believes in its mission, which is to help homes and businesses to minimize their energy consumption through custom energy solutions and the conversion to clean, renewable energy sources. It was formed five years ago by partners David Herrlinger, who serves as the company's vice president and Nate Otto, the company's president.

Hot Purple Energy — given its name by the youngest member of the Otto family — combines decades of general contracting experience with a commitment to customer satisfaction that is second to none.

Lumber said she has been with the company since its inception, but has known Otto for much longer. When he was a general contractor, Otto built Lumber's house and later installed solar panels for her, which introduced her to the idea of solar energy. So when Otto told her he was going to start a new business that focused on long-term energy solutions that included solar energy, Lumber immediately was on board.

"Nate was doing well in general



Hot Purple Energy

HOT PURPLE ENERGY'S

5th ANNUAL SKIN CANCER AWARENESS MIXED DOUBLES TENNIS TOURNAMENT

Benefitting the Desert Cancer Foundation

Levels

6.0 7.0 8.0 9.0

November 15-16
Riviera Hotel , Palm Springs

Visit HotPurpleEnergy.com for event
information and download the entry form.



contracting, but he wanted to do more and he wanted to make a difference," she said.

Hot Purple Energy specializes in rooftop solar power plants as a means to help residential and commercial properties cut back on traditional energy consumption. It promotes the idea that switching to solar energy not only saves money, but also increases property value. The company performs an energy usage evaluation and then makes recommendations to the client on reducing energy consumption. Sometimes that means installing solar, and sometimes it means making simple fixes to cut back on existing energy usage.

Lumber was brought on board as a senior account manager for the company. She previously worked as a tennis director at a private club for many years.

"But I don't like to think of us as being stereotypical sales people," Lumber said. "We truly want to go out and help people understand their energy consumption, whether they need solar or not."

Lumber said sometimes her sales department discovers during the course of one of its energy consumption inspections that homeowners can cut down on their energy usage without going solar. "So we'll educate them on how to do that," she said. "I don't believe in pushing something like solar that clients don't need just to make a sell."

Hot Purple Energy extends its commitment to the community by not only helping residential and commercial clients reduce energy consumption, but also by giving back to the community.

It has donated solar systems to the

City of Palm Springs to power a portable stage used during Valley events and has sponsored various charitable events throughout the Valley.

An event that is near and dear to the company is the annual Skin Cancer Awareness Tennis Tournament, being held this year Nov. 15-16 at the Riviera Hotel and sponsored by Adidas. Because of Lumber's tennis background, she helps to coordinate the event each year.

"Skin cancer awareness is pretty important to us," she said. "Both David and I have had it and our guys are out in the sun all day, so it became an easy thing for us to support."

Registration and other information about the event can be found on the Hot Purple Energy website at www.hotpurpleenergy.com. —Shari Berg

Eisenhower seeks to draw young doctors to the area

It is hardly a secret that trained health-care professionals are in demand in the United States. The U.S. Bureau of Labor Statistics predicts demand for physicians alone is expected to grow by nearly 20 percent between now and 2022 – faster than the average for all other occupations during the same time period.

According to a 2013 study by the Robert Graham Center, California is expected to need 8,243 more primary care physicians by 2030 – which represents 32 percent of the state's current workforce. The aging population – combined with population growth and an increase in patient workload due to the implementation of the Affordable Care Act – has helped to spur the increased need for physicians in the state.

Doctor-to-patient ratios of one doctor per 9,000 residents have been reported in some parts of the Coachella Valley. The federally recommended doctor-to-patient ratio is one doctor per 2,000 residents.

California isn't alone in its struggle to train new physicians. Attracting new physicians can be challenging for any community given the numerous opportunities afforded young, aspiring physicians.

Eisenhower Medical Center is taking a different approach by offering high-quality training opportunities in a setting that fosters personal and professional growth — an environment where physicians are more likely to remain long after they have completed their residencies.

Eisenhower Medical Center's School of Graduate Medical Education — now





in its second year — is effectively recruiting physicians and keeping them in the community. Recruitment and retention have been the program's main focus since its inception.

Following its first year of success, Eisenhower Medical Center's School of Graduate Medical Education has seen the addition of 22 new residents to the second year of its training program. The 22 new residents were selected through the annual National Resident Matching Program for medical school graduates. Including the students from the inaugural year of the program, there are 38 total students enrolled in the residency program. The residents hail from universities across California, Colorado, New York, Texas, Virginia and the Caribbean.

Residents enrolled in Eisenhower's three-year residency program are exposed to separate tracks in the medical field in order to provide a well-rounded experience. The tracks include family medicine, internal medicine and preliminary medicine. The overall goal

is to produce family physicians with expertise in the management of common and complex health problems and a strong orientation toward leadership in community healthcare and delivery.

"Family medicine has broad training across the age spectrum from prenatal care, delivery and newborn care, on through the decades to care of the older adult (geriatrics) with the spectrum of common acute and chronic medical conditions across the lifespan, and from the perspective of outpatient care, hospital work, surgery and intensive care as well as beyond, with nursing home care and home visits when needed," said Maureen Strohm, MD, Program Director, Family Medicine Residency Program. "We include community work and intervention as part of our training as our communities must be healthier to support the health of individuals and their families. Some things, such as smoking cessation, alcohol and drug use, require an entire 'village' approach for individual, family and community healing."

As part of the program and its overall

philosophy as a teaching hospital, Eisenhower stresses the importance of expanding the medical center's ability to care for medically underserved populations in the Valley, including the indigent and uninsured, to residents enrolled in its program. The American Association of Medical Colleges (AAMC) notes that, across the United States, teaching hospitals provide 41 percent of all hospital charity care.

"Our residents have not only practiced at Eisenhower but also participate in the care of the less fortunate among the general population, spending time at ambulatory clinics in cities such as Indio and Borrego Springs," explains Roy Young, MD, Program Director of Eisenhower's Internal Medicine Residency Program. "Volunteer work is something Eisenhower has already done, but our residency programs allow us the opportunity to extend our commitment in this regard."

To learn more about the program, call 760-834-3782 or visit www.emc.org/gme.

-Shari Berg

Rabobank committed to agribusiness across Valley

Rabobank long has been known for its commitment to agribusiness. The 115-year-old banking organization emerged from an alliance of small agricultural cooperative banks founded by farmers and horticulturalists in the late 19th century. Today, the Rabobank Group worldwide has total assets of \$896 billion, and 55,000 employees in 48 countries.

"We are primarily known as a major food and agriculture bank, with a community bank focus," said Keith Goff, director of the Real Estate Industries Group Division of Rabobank N.A. "Today, we're one of the largest food and agricultural lenders in the world."

The fast-growing California community bank provides personalized service and a full array of quality products to individuals, businesses, organizations and agricultural clients. Rabobank N.A. serves the needs of communities from Redding to the Imperial Valley with nearly 119 retail branches. It is part of the Rabobank Group in the Netherlands, which was rated one of the world's safest banks by Global Finance Magazine.

"We serve a unique market in that we follow the footprint of the community bank," Goff said. "Suburban and rural areas of California are our main service areas."

As part of its commitment to serving our local communities, Rabobank N.A. recently refocused its real estate division, now called the Real Estate Industries Group (REIG). Rabobank N.A. always has provided commercial real estate services in California and in 2013 the bank made the strategic decision to realign the real estate group. The realignment now



Keith Goff, director of the Real Estate Industries Group Division of Rabobank N.A.

dedicates a team of 40 employees to the Real Estate Industries Group. The division provides term real estate loans for commercial properties in California that include retail and retail centers, hotels, office buildings and industrial buildings. Rabobank N.A.'s REIG offers flexible,

structured financing that is tailored to meet the capital needs of investors and developers while offering competitive rates and terms.

Visit www.rabobankamerica.com to learn more about Rabobank and its services. —Shari Berg

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Rabobank



Rabobank, N.A. Rabobank, N.A. received the highest numerical score among retail banks in California in the proprietary J.D. Power 2011-2014 Retail Banking Satisfaction StudySM. 2014 study based on 80,445 total responses measuring 10 providers in California and measures opinions of consumers with their primary banking provider. Proprietary study results are based on experiences and perceptions of consumers surveyed January 2014. Your experiences may vary. Visit jdpower.com.

EQUAL HOUSING LENDER Member FDIC

Desert Regional's Comprehensive Cancer Center is leading the path to early diagnosis

One in four deaths in California can be attributed to cancer, but that doesn't make cancer a death sentence. In fact, there are more than a million California residents alive today who have been diagnosed with — and received successful treatment for — cancer.

Facilities like the award-winning Comprehensive Cancer Center at Desert Regional Medical Center are leading the charge toward early diagnosis and quality treatment. The 60,000-square-foot center is now celebrating its 25th anniversary and features advanced technology in a patient-friendly environment. Each patient is treated by a multidisciplinary team of cancer specialists who administer treatment in a convenient and comfortable setting. Patients are able to be screened and diagnosed at the facility, and receive treatment and follow-up care.

"What is unique about our model of care is that the patient is at the center of everything we do, from screening to treatment and follow-up care," said Teresa Whipple, Comprehensive Cancer Center executive director.

Since its inception, the Cancer Center has brought new services to the region, launching the area's first Comprehensive Breast Center in 1992 and later adding new programs for surgical, gynecological and neuro-oncology.

The Cancer Center's multidisciplinary team includes medical, surgical, gynecological, gastrointestinal and radiation oncologists. It is augmented by pathologists, radiologists, nurses, radiologic technologists, radiation therapists, physicists, pharmacists and laboratory professionals.

"We focus on making the patient experience as convenient as possible," said Whipple. "From complimentary valet



Elber S. Camacho, MD, (left) is medical director and Teresa Whipple (right) is executive director of the Comprehensive Cancer Center at Desert Regional Medical Center.

parking to supportive care to help deal with emotional and practical issues that normally arise, we bring services needed for cancer care all under one roof."

"The whole environment promotes healing by looking at things from the patient's perspective," said Carolyn Caldwell, president and CEO of Desert Regional Medical Center. "For example, reception areas include coffee service and comfortable seating with TV, WiFi, and educational material. An aquarium and meditation garden can be enjoyed on the first level. To help patients feel connected to the world,

natural light is abundant on all floors and treatment rooms have beautiful views of the hospital campus and surrounding mountains. All of these features help reduce anxiety and stress, fostering well-being of the mind, body and spirit."

The Comprehensive Cancer Center is accredited by the American College of Surgeons Commission on Cancer (CoC). A satellite facility convenient to patients in the mid and east valley is located in La Quinta.

To make an appointment or for more information, call 760-416-4800 or visit www.desertcancercenter.com. —Shari Berg

Live a Life More Active

Don't Let Joint or Back Pain Limit Your Lifestyle



If joint or back pain are preventing you from doing the things you love, it might be time to look at your options.

Desert Regional Medical Center is the only hospital in the Coachella Valley to receive the Gold Seal of Approval by The Joint Commission for:

- Hip Replacement Knee Replacement Spine Surgery

The Joint & Spine Pavilion at Desert Regional Medical Center is designed to support patients through every aspect of their experience, from diagnosis and treatment to recovery and rehabilitation. Our goal is to bring patients excellent results in a comfortable, relaxed environment and bring them back to active living.

Call the Institute today to schedule an appointment and consultation. (760) 416-4511



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Successful Marketing – By Design

Knowing what to do and how to get it done

Throughout the years, Kiner Communications has won numerous prestigious awards for creative excellence. (Just step into their Palm Desert offices, and you'll see what we mean.)

But they also know that it isn't really about putting awards on the shelf or getting their own name in the news. It's about what they do for their clients. Exceptional creative – outstanding design with just the right message – is critical, as is getting that message out to the right audience and getting them to respond. And it's about passion for the work they do, attention to detail, and exceptional customer service. That's also where their team excels.

As one of the Coachella Valley's

leading and longest-running advertising agencies, Kiner Communications is a one-stop-shop. They provide the full range of marketing services: from company naming, logo design and corporate identity, to all forms of advertising (TV, radio, online/interactive, print and direct mail) and collateral materials, to public relations.

Comprised of a solid, experienced, reliable team – many of whom have been key players for national and international advertising giants – they know what to do, and they know how to get it done, on time and on budget.

They translate marketing strategies into graphic reality in ways that are current and fresh, always staying ahead of the

curve on technology, design and trends.

It's no wonder that many of their clients have been with them for more than 10 years.

They also believe in supporting the community. Volunteer time over the years has been spent working closely with organizations such as the Advertising Federation of the Desert, Riverside County American Red Cross, Coachella Valley Economic Partnership, College of the Desert, Palm Desert Area Chamber of Commerce, and United Way of the Desert, to name just a few.

So, if you're looking for an experienced team to help you with your marketing, get in touch with Kiner Communications. They can help you stand out and get noticed like nobody's business. *–Shari Berg*



stand out.

We can help get you noticed like nobody's business.



KinerCOMMUNICATIONS
SUCCESSFUL MARKETING BY DESIGN



Exciting times for Inland Empire new startups and growing small businesses

The Inland Empire will be the fastest growing part of Southern California (2014 PPIC Report). To prepare the region for this growth, new start-ups and small businesses across the Inland Empire have access to valuable resources, expertise and micro-loans through a new organization called the Microenterprise Collaborative of Inland Southern California, and through a network of Small Business Bankers at Bank of America.

Microenterprise development is the process of providing training, technical assistance and small loans to micro-businesses not ready revenue-wise to qualify for financing from traditional banks. The goal is to help these entrepreneurs gain initial success, create jobs and contribute

to the vitality of the local economy.

"The Microenterprise Collaborative was created by local business leaders who recognized the value of pulling expertise and resources together to support new entrepreneurial efforts. Its unique steering committee, administered by the United Way of the Inland Valleys, includes leaders with Small Business Development Center, Inland Empire Women's Business Center, and Bank of America," said Al Arguello, Inland Empire market president, Bank of America. "As these new businesses strengthen, financial institutions like Bank of America has local small business experts ready to take them to the next level of success."

For well-established small business-

es that are looking for growth opportunities, Bank of America's 16 Small Business Bankers (SBB) in the Coachella Valley and Inland Empire are ready to help. SBBs meet with thousands of local business owners, their CPAs and other executives onsite at their companies to create a growth strategy by listening to their goals and needs, and then recommending solutions such as working capital lines of credit, equipment loans and leases, and commercial real estate to help grow their business.

For more information on the Microenterprise Collaborative, email Catherine Marshall at c.m.marshall@sbcglobal.net, or connect with a Bank of America Small Business Banker by contacting Mark Messenger at mark.messenger@bankofamerica.com.

We don't get to know your business sitting behind a desk

Now you can get help finding the best banking solutions to make sure your business meets its objectives today and in the future, from your Bank of America Small Business Banker. That means we have to understand your company from every angle. Not just as experts in the small business marketplace, but as members of our community.

You'll get all the support you need to match the right services and products to the unique needs and challenges you face, from checking accounts with customizable alerts to payroll options that can simplify your payroll process.



To learn more, contact Mark Messenger SVP at 760-833-7921 or visit bankofamerica.com/smallbusinessbanker. We'll be happy to meet at your convenience. Your place or ours.

For information on fees and other costs related to business checking and payroll services, please visit bankofamerica.com/smallbusiness. Bank of America, N.A. Member FDIC. © 2013 Bank of America Corporation. All rights reserved. ARSFW954

Bank of America 

For strategic communications, LuckerAnderson has it covered

LuckerAnderson doesn't believe in approaching issues management in the same way as most firms. LuckerAnderson is a strategic public affairs firm with a focus on real estate development, local tax issues, public opinion research and issues management.

The partners have decades of experience – Chris Lucker has 35 years experience in political consulting and strategic communications, and Mark Anderson 20 years in marketing, advertising and production.

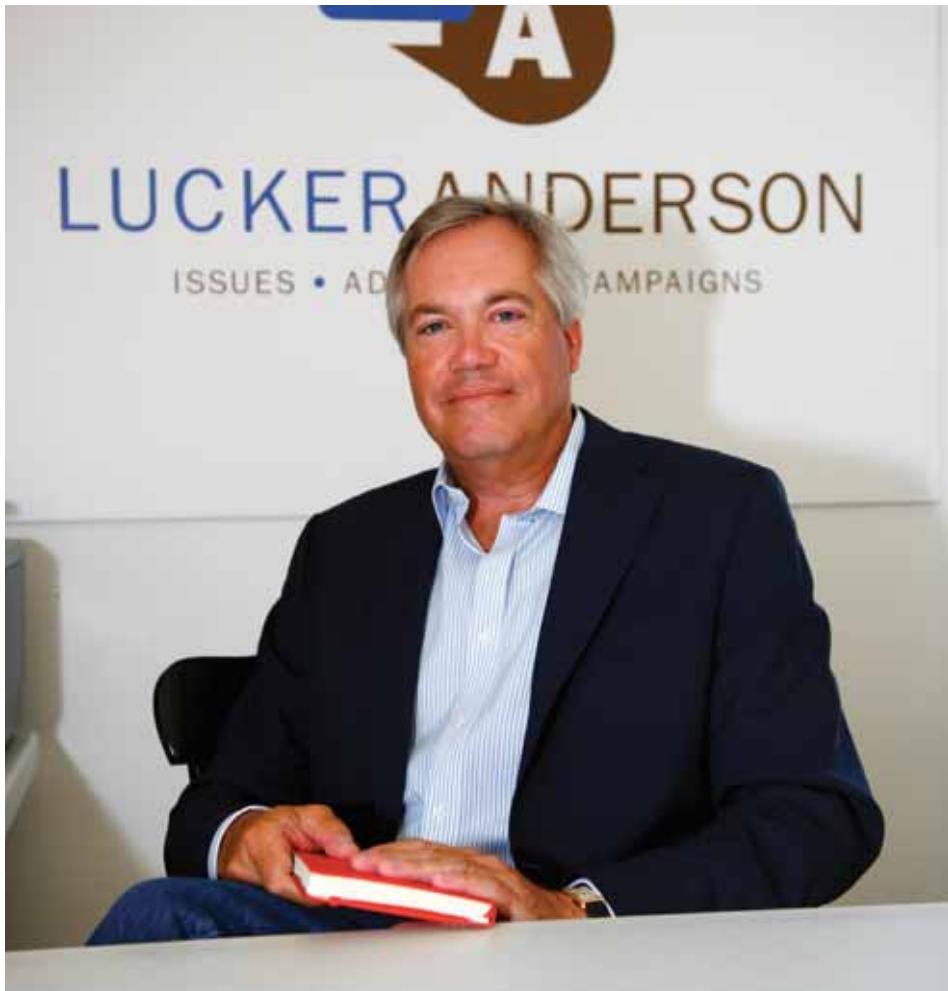
The two consultants formed their partnership in 2011 when working on the highly successful Measure J campaign in Palm Springs. And, it is a good fit.

In describing their communications services, Lucker said, "Communicating the wrong message to the wrong audiences is a recipe for disaster."

"We believe in managing the scope of conflict, shaping messages with the decision makers in mind and never relinquishing control of the issue," said Lucker, principal and chief strategist at LuckerAnderson. "There is no sending out a message and keeping our fingers crossed for our clients."

Lucker has managed issues throughout California for leading companies such as Walmart and Philip Morris and in the Desert he has managed advocacy efforts for controversial development projects ranging from the Rancho Mirage Ritz Carlton Hotel and the second Big Horn in Palm Desert in the 1980s to the Sentinel Standby Power Plant and the John Wessman Downtown Palm Springs Revitalization Project today.

"A key to our role is defining issues for



Chris Lucker

the public or decision makers, which can require me to think counter-intuitively," Lucker said. "It is providing tailor-made, creative solutions for our clients' challenges that I like best."

One of the challenges Lucker faced for many years was finding the services of a top notch local graphic arts, creative media and production team. Lucker continues, "Working on Measure J with Mark Anderson's BuzzFactory showed me the

value of partnering with Mark – value for both LuckerAnderson and our clients."

The partnership of Chris Lucker, Mark Anderson and staff bring big market experience to the Coachella Valley. Combined, they have decades of experience developing effective messages and designing creative communications to reach targeted decision-making audiences.

For more information and to learn more, visit www.luckeranderson.com. –Shari Berg



Strategic Public Affairs

LUCKER



ANDERSON

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• ADVOCACY •

ISSUES •

CAMPAIGNS



Jacqueline Cochran Air Show returns in 2014 with all-star lineup

The military warplane fly-bys, adrenaline-pumping skydiving maneuvers and aerobatic stunt pilots are sure to take your breath away during the Jacqueline Cochran Air Show from 9 a.m. to 2 p.m., Saturday, Oct. 25. This free biennial community event is filled with thrills and entertainment for all to see.

The show, organized by the Riverside County Economic Development Agency and the Jacqueline Cochran Regional Airport Authority, will feature exciting performances by Jon Melby and John Collver, and the Golden Stars Skydiving Team will perform demonstration jumps. The Smoke-n-Thunder Jet Show will wow the crowd with power and

speed. World War II buffs will enjoy the variety of vintage, military and civilian aircraft that will be on display, including the B-25, Bearcat and much more.

This event will include more than 60 food, merchandise and specialty booths. Including a free Kids' Zone, this family friendly event has something for everyone. Aviation enthusiasts of all ages can explore and let their imaginations soar through the history and adventure of aviation.

In 2004, the County of Riverside dedicated the Desert Resorts Regional Airport in honor of Jacqueline "Jackie" Cochran. Jackie was one of the most prominent aviators of the 20th century, and is likely the most important aviator in Riverside County's history. Jackie

held more speed, altitude, and distance records than any other pilot, male or female. She was a longtime resident of the Coachella Valley and regularly utilized the airport in Thermal over the course of her long aviation career.

The Jacqueline Cochran Regional Airport is located at 56850 Higgins in Thermal. Due to road construction, a portion of Airport Boulevard is closed. Please take note of the detour: Take the I-10 east to Jackson Street in Indio. Head south on Jackson Street approximately 6 miles. Turn left onto Airport Boulevard. Performers and line-up subject to change without notice.

For more information, visit www.jacquelinecochranairshow.org or call 877-EDA-2-AIR. —Joe Dyon

JACQUELINE COCHRAN AIR SHOW

OCTOBER 25, 2014

9 AM - 2 PM



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DETOUR: TAKE THE I-10 EAST TO JACKSON STREET IN INDO. HEAD SOUTH ON JACKSON STREET APPROXIMATELY 6 MILES. TURN LEFT ONTO AIRPORT BLVD.

NO OUTSIDE FOOD OR BEVERAGES • EVENT TIMES SUBJECT TO CHANGE • LIMITED SEATING • BRING LAWN CHAIRS



Animal Samaritans strives to leave no pet behind

Animal Samaritans' mission is simple: to improve the lives of animals and people.

Animal Samaritans is the Desert's largest, most-comprehensive animal welfare organization. It operates a no-kill animal shelter and a low-cost, state-of-the-art veterinary clinic. It also operates an animal rescue program that saves more than 225 at-risk dogs and cats each month from local public shelters, provides free humane education in our schools, free pet therapy to local hospitals, nursing homes, juvenile hall, and special needs classrooms. Animal Samaritans serves more than 50,000 animals a year.

The organization also offers low-income seniors financial assistance to care for their pets, discounts on veterinary care for military pet owners and extra low-cost spay and neuter services to reduce the overpopulation of feral cats.

Animal Samaritans has been helping people and animals for more than 35 years. The veterinarian staff



has more than 150 years of combined experience caring for dogs and cats. The veterinary clinic offers quality and affordable pet care which comprises pet exams, vaccinations, dental care, X-rays, blood work and other animal surgeries.

Animal Samaritans also provides pet adoptions, foster care, and runs a no-kill animal shelter that commits to each homeless animal for life. The Humane Education department provides free education on pet safety, pet health, and responsible pet ownership to area school children. What's more, its Pet Therapy programs provide free animal assisted therapy to disabled children.

For pet owners who aren't sure if they can afford the medical treatment their veterinarian suggests, Animal Samaritans offers a Second Opinion

Program. This helps ensure pet owners can afford to give their pets the medical care they need. Animal Samaritans compares the cost of a pet owner's first vet estimate, and if the Second Opinion can lower the initial estimate by 20 percent or more, the pet owners pay nothing for their visit.

If you like what Animal Samaritans does and has been doing for our Desert Community since 1978, consider becoming a corporate partner.

"Animal Samaritans wants you to extend your company's reach and appeal by showing your support in our TV ads, radio ads, print ads, E-blasts, website and social media through our Community Partners Program," Animal Samaritans Chief Operating Officer Tom Snyder said. "Get much more bark, meow, and bang for your marketing buck by becoming an Animal Samaritans Community Partner today!"

For more information about Animal Samaritans, please call 760-601-3756.

-Joe Dytyn

What's that, you say? I can support Animal Samaritans, increase public awareness of my business, draw new customers, and help improve the lives of animals and people? Call 760-601-3756 to support...

Walk for the Animals, December 6, 2015

Our Indio Veterinary Clinic, Opening February 2015

Men of the Desert Fashion Show, March 7, 2015



**Animal
Samaritans**

On the move in the East Valley

The East Valley is on the move, and the Indio Chamber of Commerce is leading the charge.

"I'll have to check my calendar," are the words Enda Rodriguez finds herself saying a lot these days. As the operations manager for the Indio Chamber of Commerce, she keeps track of ribbon cuttings, mixer requests and numerous events the Chamber hosts annually.

"I have been here 17 years and I can honestly say I haven't seen it this busy in a long time," she said. "We have done three ribbon cuttings in the last week!"

With 81,400 residents, Indio has the largest base population in the Coachella Valley and is located in the commercial epicenter of the East Valley. Indio currently serves a trade area that exceeds \$1.78 billion in spending – a number that is expected to grow to \$3.3 billion by 2025.

In a recent interview in City Guide, Mayor Michael Wilson said he sees great things on the horizon for the area. "Supported by the highest population growth of all the Coachella Valley cities, Indio is a strong, dynamic and vibrant market led by young families in the prime of their consumption cycle and a highly stable workforce. Indio is truly the right place at the right time for business."

According to Joshua Bonner, president and CEO of the Indio Chamber of Commerce, Indio is the fifth-fastest growing city in the area.

Nerdwallet.com ranked Indio 17th among the top 20 Best Cities for Young Families in California in 2014, acknowledging



Indio Chamber Past Chair, Steve Sanchez of Wilson Johnson; Chair, Jill Tremblay of Best Best and Krieger; and Chair Elect, Ernesto Rosales of Forest Lawn.





Coming together to support the business community, chamber members and city leaders cut a ribbon on another new Indio business.

the city's younger-than-state-average age population.

Indio also was ranked by Nerdwallet as the 19th Best Small City for Women in the Workforce – the only city in the Coachella Valley to be included in both lists.

With a staff of eight dedicated employees – including a newly added events manager – the Chamber is leading the resurgent East Valley Economy. It has added more than 150 new members since the start of 2014 and is on pace to finish the year with more than 800 members, continuing its tradition as the oldest and strongest chamber representing the East Valley.

The growth is attributed to a strong focus on the local business community, particularly in the areas of marketing, technology and legislation, said Bonner.

One example of that focus can be

found in tourism. "Indio gets over 1 million visitors a year," said Bonner.

The Chamber recently spearheaded the opening of the Indio Visitors Bureau, which includes the Visitors center office, DiscoverIndio.com website and the complete suite of Discover Indio social media feeds. Hosting six major festivals each year, including the Coachella and Stagecoach music festivals, it makes Indio the major focal point. "Being able to leverage that traffic for our business community puts us in a very unique position relative to most Chambers," said Bonner. "Our partnership with the City of Indio has put this Chamber on a very proactive footing when it comes to delivering value to our members."

One small example of that is the recent Discover Indio Block Party the Chamber hosted, an event that drew close to a thousand residents, busi-

ness owners, and many of the East Valley elected officials to it.

"As great as it was to see the crowds, the nearly \$20,000 in value added media coverage it drew to sponsors, chamber members, and the city, was equally important," said Bonner.

The Chamber also has been steadfast in pushing the envelope when it comes to business operations.

Staff members host more than 10,000 people at chamber events annually, facilitate effective communication across the membership and work with an active legislative committee that aggressively fights on behalf of business owners at all levels.

The Indio Chamber has the distinction of being the only Chamber in the East Valley recognized with the U.S. Chamber Accreditation.

-Shari Berg

Betty Ford Center

Planning for the Future with Two New Executives

Since its founding more than 30 years ago in Rancho Mirage, the Betty Ford Center has used evidence-based practices to provide quality care for individuals affected by alcohol and/or drug addiction. Today, the Betty Ford Center continues this legacy and is now part of the world-renowned Hazelden Betty Ford Foundation. The Center provides a comprehensive continuum of care that includes medically-supervised detoxification, inpatient treatment, intensive outpatient treatment (with or without housing), professionals treatment, and programs for families and children.

"While the Betty Ford Center offers comprehensive addiction treatment services, we are evaluating other ways in which we can expand our programs to meet the growing needs of the patients we serve," said Jim Steinhagen who was appointed Vice President in charge of the Betty Ford Center in June 2014.

Plans are underway to expand the Betty Ford Center's innovative programs for medical professionals, pain patients and others. Steinhagen, who joined the Betty Ford Center in August 2014, will take the lead on these initiatives. Prior to his position at the Center, he was vice president of the Hazelden Foundation's Youth Continuum and oversaw the transformative expansion of the youth treatment facility in Plymouth, Minnesota.

A new medical director of the Betty Ford Center was also recently named. Dr. Steve Eickelberg will oversee the medical practice of the Center and its expanded patient programs. Dr. Eickelberg is board certified in psychiatry and addiction medicine and is a fellow of the American Board of Psychiatry and American Board of Addiction Medicine.

"We are very excited about our future as a world class addiction treatment center," said Dr. Eickelberg. "Each new program or service that we establish will be based on the high standard of quality care set by the Betty Ford Center years ago," he said.

For more information on the Betty Ford Center services and to schedule a tour of our campus, please call 866-215-3146 or visit bettyfordcenter.org. ■



Jim Steinhagen and Dr. Steve Eickelberg standing in front of a statue of Betty Ford, former First Lady and founder of the Betty Ford Center.



Betty Ford Center in Rancho Mirage, California.

Help for today. Hope for tomorrow.



Addiction to alcohol or other drugs is a chronic, progressive, and life-threatening disease. But it is a disease that can be treated, managed, and overcome. And lifelong recovery from addiction is a wholly realistic goal. The Hazelden Betty Ford Foundation's comprehensive approach to addiction includes residential and outpatient treatment and continuing care for youth and adults, published resources, higher education, advocacy, and research.



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bettyfordcenter.org
866-215-3146

We invite you to call us with questions.
We are available 24 hours a day.

Rancho Mirage, California | Aurora, Colorado | Naples, Florida | Chicago, Illinois | Boston, Massachusetts |
Center City, Chaska, Maple Grove, Plymouth, St. Paul, Minnesota | Irving, Texas | New York, New York | Beaverton, Springbrook, Oregon

Customer service

top priority at Palm Springs Nissan

When you go into the Palm Springs Nissan dealership, whether you purchase a car or not is up in the air, one thing is for sure: you're going to be treated like family.

The staff at Palm Springs Nissan, located at 68177 Kyle Road, thrives on providing a truly exceptional experience for its customers. Part of the secret of their success comes from their hiring process. While some dealerships may look for people with a lot of experience in car dealerships, Palm Springs Nissan goes the other way; this dealership opts to bring in local people without auto sales experience. This is done so they can train their new hires to adapt to the way they're doing business; it eliminates the chance of their employees possibly having bad habits they picked up working for previous dealers.

"Our philosophy here is to promptly greet people; we're attentive to our customers' needs without being overbearing," said Majed Mansour, Palm Springs Nissan's general sales manager. "This is like a second home for our employees and most of our customers. We have a family environment."

The Palm Springs Nissan dealership staff, takes the phrase, "Service with a smile" to heart. As soon as you walk into the dealership, you're going to be greeted, and wherever you look, you're going to see smiling faces. Plus, for your entire visit there, you will receive first class treatment. The dealership has a customer relations manager who patrols the floor and makes sure everyone is attended to. If you're looking for your salesperson or just want a glass of water, all you have to do is ask.

"We have a nice waiting area here," Mansour said. "We make sure people are comfortable, like this is their home."





Palm Springs Nissan is not only dedicated to outstanding customer service, but offering the best prices possible. Customers' lives are made easier thanks to the dealership's fair, no-haggle pricing. On used cars, the price of the vehicle is right there on the window for the customer to see; this allows customers to know exactly what they'll be paying without having to find a salesperson.

Plus, for customers who like to do their homework ahead of time, they can rest assured that the price they find online will be exactly the same as the one they'll see when they get to the dealership.

"Shoppers will also be pleased to know that more often than not, prices at Palm Springs Nissan are lower than recommended by Kelly Wholesale Blue Book," Mansour said.

While Palm Springs Nissan makes it easy for customers to find prices without a salesperson, their staff is very accessible to anyone who needs help.

"Everyone from the general manager on down is accessible and approachable," Mansour said. "We are not one of those dealerships where the sales managers are hiding behind the desk somewhere and you don't get to see them. We meet and greet all of our customers, most of the time our customers are working directly with the managers without the going back and forth."

Mansour and his team are grateful to anyone who walks through their doors, but they're especially grateful to anyone who does buy a car. They're so grateful in fact that they have quarterly dinners for all customers who purchased a car from them during the previous three months. It's their way of saying thank you and letting their customers get to know everyone else on the team that they may not have met while shopping.

"It's a family atmosphere and that's how we keep customers happy and keep them coming back and referring people to us, Mansour said. "It's not a typical dealership." —Joe Dytyn



Bold, new hope for stopping the spread of HIV

50 community partners unite for inspiring public health initiative: Get Tested Coachella Valley

The HIV/AIDS prevalence rate in the Coachella Valley is more than twice the national rate, yet over half of Coachella Valley residents have never been tested for HIV.

It's time we change that.

"The HIV epidemic has been with us for over 30 years now, but it doesn't need to stay with us forever. We have the tests, we have the medicines. All we need now is the community will," said physician and U.S. Rep. Raul Ruiz at the news conference launching Get Tested Coachella Valley, a new public health initiative sparked by the vision of David Brinkman, CEO of Desert AIDS Project.

The driving principle behind Get Tested Coachella Valley is that the spread of HIV can be radically reduced if everyone in the Coachella Valley takes one simple step: getting tested and learning his or her HIV status.

"Today, HIV is eminently treatable. But the key is to find HIV early, before there are symptoms. Like breast cancer or colon cancer, outcomes are greatly improved by early detection," said G. Richard Olds, M.D., Dean of the UCR School of Medicine.

It has been medically proven that HIV positive individuals on the appropriate medications become 96 percent less infectious. This validates the fact that testing plus treatment results in prevention.

The three-year, \$5 million Get Tested Coachella Valley campaign, which has been named a Bold Step in the Clinton Health Matters Initiative Blueprint for Action for the Coachella Valley, is dedicated to making HIV testing a standard and routine medical practice at area hospitals and





clinics; providing free and confidential HIV testing at events and community test sites; and ensuring specialized care for all who test positive. The campaign has three public health liaisons calling on providers valleywide, a mobile testing clinic, and is actively sharing its message of testing and prevention to health care providers and the general public via print, broadcast and social media in both English and Spanish.

Members of the public can “Request the Test” from their health care provider and the cost will be covered by insurance, Medicare, and MediCal. Alternatively, they can get a free and confidential rapid HIV test at a community site or event — a quick and painless oral swab that provides results in 20 minutes. While waiting for the results, a trained Get Tested Coachella Valley test counselor answers any questions regarding HIV risk factors and prevention methods.

Medical leaders partnering with the campaign include the Riverside County Department of Public Health and County Medical Officer Dr. Cameron Kaiser, Desert Regional Medical Center, Eisenhower Medical Center, JFK Memorial Hospital, the Desert Healthcare District, the Riverside County Medical Association, and others.

Prominent public leaders who have voiced their support for the Get Tested mission include former President Bill Clinton, Sen. Dianne Feinstein, Sen. Barbara Boxer, and many of our region's mayors and city councils. Desert Regional Medical Center, under the leadership of CEO Carolyn Caldwell, has committed \$1.5 million as lead sponsor, the hospital's largest charitable donation in its 65-year history. Desert AIDS Project Board Chair Barbara Keller, a campaign champion, announced that individual members of the agency's board have pledged more than \$500,000.

Community- and faith-based organizations, municipalities and government agencies, educational institutions and businesses round out the coalition of Get Tested Coachella Valley campaign partners.

For more information on the Get Tested Coachella Valley campaign, to become a Community Partner and to learn where to obtain a free and confidential HIV test, visit www.gettestedcoachellavalley.org or call 855-YES-GTCV (855-937-4828). —Joe Dyton

Chandi Group USA

gives back to community

Nachhattar Singh Chandi, founder of Chandi Group USA, believes in giving back to the community.



"I believe in the community," Chandi said. "It's my Valley, it's my home and my children's future."

Chandi is known for supporting local causes, including educational programs, school fundraisers and local veterans groups. Chandi works closely

Chandi with the Angel Light Academy, a nonprofit corporation dedicated to teaching leadership skills to children and young adults. He also is a supporter of Stepping Stones, an internationally recognized organization using evidence-based practices to treat and educate those with developmental and learning disabilities.

Chandi said he gets a lot of requests on his Facebook page for financial help from various organizations and individuals in the community, and he's always happy to help when he can. He designates \$200,000 annually for community assistance projects that are provided through a combination of direct donations and fundraisers through some of his franchises and car washes. "The community is everything," he said. "They are my loyal customers. If they need something, how can I say no?"

Chandi knows what it is like to struggle toward success and said he hopes to use his experience to help others achieve their goals and dreams. He came to the Coachella Valley in 1991 "for a better life, for the American dream and for a better future," he said. "I didn't have anything when I came to this country. I had to stand on my own two feet and start from zero to a new beginning."

He worked 15-hour days in a local gas station, scraping together a living while working toward his dreams. He saved up his earnings and when the



gas station where he worked went on the market in 1995, he used his hard-earned money to buy it. "I demolished the existing building and, in 1998, I rebuilt and developed my first Arco AM/PM on the same site."

That experience whet his appetite for

future expansion opportunities, and over time, Chandi and his wife, Susana, worked tirelessly to grow the business. "One day, we decided we should do one more station, and we've never stopped."

Twenty-three years later, Chandi is living the dream he worked so hard to

achieve. Currently operating under The Chandi Group USA holding company are 16 Arco AM/PM stations, one Arco AM/PM Travel Center, six express car washes, three Del Tacos, one Subway and four large commercial property developments. The group operates mainly in the Coachella Valley and Imperial County with operations extending to central California. Among Chandi's planned projects is the Northgate Crossing Development.

Northgate Crossing consists of a 80-acre mixed-use development located at the intersection of Jefferson Street and Avenue 42 in Indio. Situated at what is considered to be the northern gateway entrance to the city of Indio, the site consists of 363,000 square feet approved for commercial and retail use.

Chandi said he doesn't have a specific cutoff point at which he will decide his enterprise has grown large enough. "That is not how I do business," he said. "If I see a place, and feel that 'this is the correct corner or area, and truly feel that this is the place I (business) want to be,' I will put my efforts toward my vision and transform it into a reality; that is how I work."

Annual revenue for Chandi Group USA is estimated at \$300 million, with projections for it to hit the \$500 million mark in the next year.

The way Chandi sees it, the more success he personally realizes, the more he is able to contribute to his community.

Chandi Group USA already employs more than 400 workers. By the end of 2014, Chandi said he hopes to have created another 70-80 local jobs, with the goal of an additional 200 employees in 2015.

"I'm interested in job creation and (generating) tax revenue to the local communities," he said. "I believe in investing in my community, and I will keep participating and growing so that I can contribute back to our loyal customers and the public in general throughout the Coachella Valley." —Shari Berg



PHOTOS COURTESY CHANDI GROUP USA

Osborne Rincon maintains standards of professionalism

While Osborne Rincon has continually expanded through the years, the same company standards remain in effect today: honesty, integrity, quality and professionalism.

Keeping those standards intact for more than 60 years has been no trouble for the Coachella Valley accounting firm known today as Osborne Rincon. Originally named Coachella Valley Tax and Accounting in the early 1960s, the firm grew with the Desert as more businesses opened and relocated to the area. In 1978, the firm evolved again and was renamed Peterson Slater & Butvidas, after its three owners, to reflect a wider range of services and the broader strengths the firm could offer its clients.

In 1995, Lee Osborne joined the firm as a tax manager and in 1998 became president and owner, updating the firm's name to Peterson Slater & Osborne. Subsequently, Pedro Rincon and Bruce Legawiec joined the partnership and together they have increasingly enhanced the firm's profile within the Coachella Valley to build the Valley's premier CPA accountancy firm.

Besides the core values that have attracted and retained many clients over the years, Osborne Rincon has always worked to forge strong, long-lasting relationships with their clients and continually exceed expectations.

Specializing in a wide variety of medium to large businesses within the community, the firm has tremendous experience in several of the core business industries



Osborne Rincon partners (L-R): Pedro Rincon, Bruce Legawiec and Lee Osborne



North Shore
Greenhouse owner
Leo Overgaag and
Lee Osborne



Osborne Rincon staff, 2014

that have bloomed in the Coachella Valley during the past 60 years including agriculture, golf, health care, hospitality and professional services.

"We're a very diverse, well-rounded CPA firm and work diligently to really learn the ins-and-outs of clients' businesses," said Lee Osborne, "we handle and understand much more than just income taxes and filing tax returns – our client's truly think of us as business partners."

As full-service accounting firm, Osborne Rincon provides a variety of services for businesses, trusts, non-profit organizations and individuals, including:

- Income tax preparation
- Tax planning
- Accounting and bookkeeping services
- Attestation services
- Estate planning
- Business valuations
- Fraud prevention
- Forensic accounting
- Business consulting

The firm employs eight CPAs, two full-time bookkeepers/accountants, three administrative support staff and one firm administrator. "With having eight CPAs, it gives us a larger, local presence than any other firm in the

Coachella Valley," said Pedro Rincon. "It has always been one of our goals to be the Valley's leading firm in offering the best service in the Valley."

In addition to its local presence and qualified professionals on staff, Osborne Rincon also believes in providing its clients with a return on their investment. "It's our philosophy here that every dollar a business spends on our services needs to have a return on that investment," Osborne said. "We understand businesses have choices and wholeheartedly feel our firm is a smart and prudent investment for your business."

The Osborne Rincon partners and staff aren't just dedicated to their clients, they also are firm believers in giving back to the community in which they operate.

Members of the firm are actively involved in several nonprofit organizations across the Coachella Valley, including the Boys' and Girls' Club of Coachella Valley, the Family YMCA of the Desert, Xavier College Preparatory High School, Dr. Carreon Foundation, Leadership Coachella Valley and the La Quinta Rotary.

Lee Osborne serves on the La Quinta City Council, and is currently mayor pro tem of La Quinta. Pedro

Rincon serves on the Family YMCA of the Desert Board. Bruce Legawiec lends his time to teaching accounting at the College of the Desert.

In addition, Osborne Rincon also supports the following professional organizations: Coachella Valley Economic Partnership, La Quinta Chamber of Commerce, Palm Desert Area Chamber of Commerce, Indio Chamber of Commerce, Cathedral City Chamber of Commerce, Desert Hospitality Association of Accountants, the Desert Estate Planning Council and the Desert Contractors Association.

"We're big believers in contributing to our community, being involved in and supporting the organizations that serve it," said Rincon. "It helps us to have a better feel for the community, but beyond that and more important, it also allows us to give."

The Partners look forward to continuing the legacy and growth of the firm for years to come. They are dedicated to the Coachella Valley, a community they truly love.

"In today's landscape, with all of the changing tax laws and regulations, you have to have that trusted partnership with your CPA firm," said Osborne. "That's what we try and bring to our clients everyday." –Shari Berg

Lamar Advertising Co.

making impact with digital displays

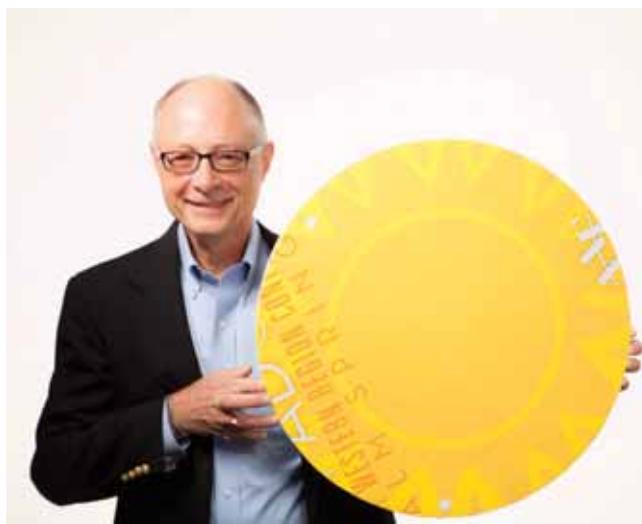
Roadside advertising in the form of billboards is hardly a new concept. According to the Outdoor Advertising Association of America, the first roadside billboards – dating back to the 1830s – consisted mostly of local merchants painting signs or gluing posters on walls and fences to sell their wares.

Unlike some other forms of advertising that have fallen by the wayside or have been replaced with newer and better delivery methods, the roadside billboard still is going strong well into the 21st century. No one knows this better than Bill Houck, general manager at Lamar Advertising Co.

"Billboard advertising has grown organically from back in the heyday of simply finding open, unrestricted territory to lease and build billboards to finding acquisition opportunities to expand on proven locations," Houck said. "Lamar has succeeded in this transition and has built a substantially sized company through a prudent acquisition strategy as well as with the introduction of Lamar Digital Displays."

In the 1990s, Lamar was operating in just 14 states. Today, Lamar is the nation's leading out-of-home advertising company, operating more than 200 offices in the United States, Canada and Puerto Rico. Lamar is responsible for 144,000 billboard faces, 1,900 digital displays and 34,000 transit displays. Lamar boasts over 800 media representatives across North America and a market-leading inventory of over 178,000 out-of-home advertising displays.

Lamar consists of three divisions. The billboard division is responsible for





the signs – both print and electronic – found along some of the busiest roadways in North America. Lamar also has a relationship with transit, light rail and airport authorities in several markets they serve, allowing them total control over the advertisements displayed in airports, on buses and light rail systems. The logos division is responsible for creating the logos on exit signs on interstates which display information about gas stations, food, lodging and other attractions of interest to travelers.

Since the mid-'90s, Lamar has increased its annual revenue from \$100 million to \$1 billion, said Houck. He attributes Lamar's success to its dedication to the market base which first helped to make it a national outdoor advertising phenomenon.

"Lamar has always been different than the other large outdoor advertising companies in terms of its focus," Houck said. "The other companies

are driven by their attention to large national advertisers and their presence in the biggest U.S. metropolitan areas, as well as having other media (radio and TV, etc.) and entertainment divisions. Lamar has focused solely on out-of-home advertising displays primarily in smaller markets where our bread and butter clientele are local, small businesses that need to have an advertising vehicle that is effective and sustainable."

As for the future of outdoor advertising, Houck said he predicts there will be fewer spaces available for new outdoor structures, making it important for companies such as Lamar to find ways to expand on their current inventory. "There will be fewer and fewer billboards due to regulations and development (residential and commercial real estate) and things like public roadway expansion," he said.

That's where Houck said Lamar's digital displays will grow in demand.

While a traditional billboard allows for only one advertisement at a time, digital billboards provide the opportunity for copy to be changed more frequently and to display more than one advertiser. In a 24-hour period, each advertiser is guaranteed to have 1,900 seven-second views. "We're delivering more impressions over this course of the 24-hour period than any other media outlet in the Valley," Houck said.

Clients who opt for digital billboards also have the ability to change their ad as frequently as several times a day from the comfort of their own offices at their own computers. "There is a lot of flexibility in it," Houck said. "The sky is pretty much the limit as far as what can be done creatively."

Regardless of what the future holds, Houck said he is confident Lamar will meet the challenge. "We've been around for a very long time, so we think what we're doing works." —Shari Berg

Hollins Law is on the case

Ready to handle all and any of your legal needs

Hollins Law, a Top 50 Orange County Law firm established more than 30 years ago, comprises 12 attorneys, all of whom are experienced litigators and five of them possess extensive trial experience. Hollins Law takes pride in being a boutique firm that offers more trial experience at lower fees than the big firms. The firm has helped secure eight-figure verdicts for their clients.

"Hollins Law clients have had their civil and constitutional rights preserved and protected because of the diligent work of the firm's attorneys," Hollins Law principal Kathy Carter said. "For our clients, whether they be injured parties or businesses damaged by individuals or other entities, the goal of Hollins Law is to make sure each case benefits from the years of experience and success that has made us the firm of choice for thousands of clients."

Carter and fellow principal Andy Hollins lead the firm's experienced team of attorneys. They are both members of the American Board of Trial Advocates and Hollins was elected trial lawyer of the year in 2005 by his chapter.

Carter has more than 20 years of significant trial experience, while Hollins has more than 35 years of trial experience in civil cases. Their experience includes litigating, through trial, contract disputes both common law and UCC; Fraud; Catastrophic Injury; Insurance Bad Faith; HOA; property disputes; product liability; premises liability; FDCPA





Andy Hollins and Kathy Carter

and RFDCPA; UCL; employment discrimination, harassment and retaliation; ADA; wage and hour claims and public entity defense.

When it comes to working with businesses, Hollins is happy to represent those of any size. It doesn't matter if you're a publicly traded corporation or a small family-owned business, Hollins Law is ready to handle all and any of your legal needs.

The firm's hard work is one of the main reasons Hollins Law has found so much success, but it's certainly not the only reason. The ability to try cases is a factor that sets it apart from other firms. In fact the firm describes its approach to litigation as fearless trial advocacy. This approach is also part of the reason Hollins Law is recognized as a preeminent, AV-rated firm.

Carter's and Hollins' team also have experience

in a wide range of various practice areas, including business law and litigation, catastrophic Injury, employment litigation, insurance litigation, copyright and trademark infringement litigation, among others.

"Hollins Law's practice, no matter the underlying area, leads back to a singularly unique quality few firms possess among today's overcrowded courtrooms: the ability to try cases," Carter said.

The extensive trial experience of the firm's attorneys allows the firm to provide a cost-effective litigation approach that attracts clients. Hollins Law embodies the adage that you can always settle a case that is prepared for trial, but it is impossible to try the case that was only prepared to settle. It is this balance that Hollins Law provides to the great benefit of its clients. *-Joe Dyton*



Three generations of Hydes taking a little break from work to have some fun in front of the camera. (L-R): Daniel (Mike's son), Kirsty (Barry's daughter), Taylor (Mark and Judy's son), Michael Hyde, Barry Hyde, Barbara Hyde, Mark Hyde, Judy Hyde (Mark's wife), Janelle (Mike's daughter), Michael Jr. (Mike's son) and Kayleigh (Mike's daughter).

Hyde's Air Conditioning

"A family you can trust"

Hyde's Air Conditioning has found a key ingredient to success that other businesses have not been able to duplicate; keeping it in the family.

Hyde's is a third-generation family-owned company that focuses primarily on air conditioning and heating installation and services. Founded in 1972 by Brian and Barbara Hyde, the business is now run by their sons, Barry, Michael and Mark. Their children are also involved with the company; Barry's daughter, Kirsty, works as a customer service representative. Michael's sons, Michael Jr. and Daniel work in the air conditioning testing side of the business. His daughters, Janelle and Kayleigh work in the office. Mark's wife, Judy, is the company's projects coordinator and their son, Taylor, is a maintenance technician.

"A lot of family businesses don't work," Michael Hyde said. "We kind of divvy up the duties. A long time ago, like 30 years ago, I remember my parents started my brothers and I with the same pay and that still stands today. We're not as petty with money as some people are. We all get along pretty good."

The strong family dynamic doesn't just work for Hyde's internal operations, it appeals to their customers too. It turns out people see a long-standing, family-owned business as one that can be counted on and trusted.

The family dynamic within the business doesn't stop with the Hyde family tree. There are a number of other Hyde's employees who are related; a number of father and son and brother and sister combinations and even mar-



Their late father, Brian Hyde, started Hyde's over 42 years ago and his sons have been working in the business since they were teenagers. The three brothers continue to be an integral part of the company and are hands-on overseeing the day-to-day operations. Barry (far left), Mark (middle) and Michael (right).

ried couples have found a home at Hyde's Air Conditioning.

"The reason for that is when you find a place that you like to work, who are you going to offer the job to first?" Hyde asked. "You want to bring in friends and family. We've been very fortunate to keep a low turnover. If you get employees, and you treat them right, that all translates into better service all the way around for the consumer." Many of Hyde's employees have been with the company over 10 years.

Hyde's has built a strong reputation not just on longevity and family ties, but also good customer service. They stay open until 8 p.m., Monday through Saturday during the summer and customers can schedule appointments online. Plus, all of Hyde's service technicians are North American Testing Excellence (NATE) certified.

"That means you're going to be in the upper echelon of the service technicians in the industry," Hyde said. "Maybe 10 percent are certified, so you're already in the top 10 if you're dealing with NATE. So you're going to get an easy to work with (business) and a professional technician. "We're uniformed, we're going to take care of (customers') property and we're going to do it in a timely manner."

Given its long string of strong service for more than four decades, it's no surprise that Hyde's Air Conditioning is highly rated and recommended by its customers. Perhaps part of their success is also bred from their core value which is to "Do the right thing."



Michael and Barry are featured on one side of the company vehicle (shown) while Mark and his son Taylor are featured on the second side (not shown). Mark's golden retriever, Carly, was the inspiration for "Hyde's will get you through the dog days of summer" ad campaign.

"That's not too complicated; whatever the situation is, do the right thing," Hyde said. "That's what I tell everybody. So if I ask, 'Is that the right thing to do?' OK, well that's what we're doing. It makes it a lot easier." —Joe Dytyn

The Desert Sun & Desert Sun Media Group

Connecting customers to news and information and advertisers to consumers

The Desert Sun is one of the oldest and most innovative businesses in the Coachella Valley and has thrived in the desert by cultivating new digital audiences while serving readers and advertisers loyal to print.

The newspaper was founded in 1927, the same year the El Mirador hotel opened in Palm Springs.

The hotel has been replaced by Desert Regional Medical Center, but the newspaper has evolved into The Desert Sun Media Group, a multi-channel, multi-product news, advertising and marketing company devoted to client solutions and investigative journalism.

In peak season, the newspaper reaches more than 218,000 adults each week in the Coachella Valley. DesertSun.com reaches more than 72 million unique visitors a year with best-in-class mobile and desktop products.

This year, mobile traffic is up nearly 100 percent.

The Desert Sun is achieving print and digital success by engaging readers where they are today not where they were yesterday. With 50,000 Facebook and Twitter followers, the community hears what The Desert Sun has to say.

"Our strength has always been our engaged audience," said Steven Henke, marketing manager for the Desert Sun Media Group, which produces The Desert Sun, DesertSun.com, Desert Magazine, Desert

Outlook, Thrive! and a growing portfolio of events, specialty products and business-to-business marketing services. "We have award-winning writers creating award-winning content."

Behind the numbers is an innovative team of journalists with expertise in key community and regional passion topics - energy, environment, tourism, music and culture, style and real estate, politics and health care, tennis and golf.

These experts are emissaries to niche audiences. That translates into a business model that delivers a highly motivated readership for sales and branding opportunities. The Desert Sun created a downtown music festival and party called Tachevah that in two years has attracted 17,000 fans to Palm Springs. More than 200,000 people have voted at DesertSun.com to pick bands for the concert series.

Partnerships and sponsorships are integral to the community-building mission of The Desert Sun Media Group. Key to Tachevah's success is a partnership between The Desert Sun, Goldenvoice, PS Resorts, Harold Matzner, the City of Palm Springs, the Spa Casino and the Agua Caliente Band of Cahuilla Indians.

For Tachevah, the Palm Springs Chamber of Commerce picked The Desert Sun Media Group as Large Business of the Year. The Desert Sun's work on the LGBT magazine Desert Outlook received a Humanitarian

Award from the Palm Springs Human Rights Commission.

Earlier this year, The California Newspaper Publishers Association selected The Desert Sun as the best newspaper of its class in California, an award that recognizes excellence across all categories - public service, investigation, digital platforms, design, storytelling, photography and daily watchdog coverage.

The business-to-business arm of The Desert Sun, referred to as Desert Sun Media Group, offers an extensive variety of products and services, including web development, search engine optimization, pay-per click, email marketing, video advertising, print media, mobile solutions and seasonal sponsorship opportunities designed to generate awareness with diverse audiences and topics.

The media company's ability to utilize thought-provoking, quality content that reaches a large daily audience makes it the perfect marketing tool. Regardless of whether a client needs search marketing, targeted emails, a better social media presence or display ads, Desert Sun Media Group is able to bridge consumers to information and advertisers to consumers. This connection is vital for an advertiser in building a brand and marketing product and services. The organization is client centric, with the goal of helping advertisers reach their respective goals. The consultative process is free to all prospective clients.

Also this year, Desert Sun Me-



President and publisher Mark Winkler and executive editor Greg Burton

dia Group was recognized on a global level with a first-place award from the International News Media Association (INMA) for its Holiday Gift Guide specialty publication. The INMA competition is a premier barometer for marketing and sales excellence "designed to grow audience, revenue and brand across platforms," according to the association.

President and Publisher Mark Winkler and Executive Editor Greg Burton have championed innovations to DesertSun.com's desktop and mobile sites, tablet apps and e-editions. The transformation has included investment in social media expertise and emerging technology to engage readers on the platform of their choice.

To deepen its community connection, The Desert Sun is holding Coffee & News workshops inside small businesses as a

creative way to engage readers where they are comfortable. During these coffee-shop planning meetings, editors and reporters discuss stories and trends with readers and business owners. "Anyone from the community can come and watch these meetings or even pitch a story to us," Henke said.

Desert Sun Media Group also hosts monthly magazine parties to help the community stay connected with Desert Magazine, Desert Outlook and Thrive! Magazine.

Thrive! Magazine was launched earlier this year in conjunction with the Coachella Valley Economic Partnership as a means of promoting the ideas, people and businesses nurturing the new economy in the Coachella Valley. "This was a partnership our publisher felt

was really important to help highlight the people and businesses impacting the Valley," said Henke. "Thrive puts a human face on those stories."

Finally, and importantly, a significant focus of The Desert Sun revolves in the belief of giving back to the community. The Desert Sun supports a multitude of local organization and causes. Recently, the organization's effort to raise over \$100,000 during the last two years by organizing fundraisers, weekly walks, healthy living workshops and the Tram Road Challenge for Make a Difference Day earned the distinguished President's Award from the United Way of the Desert.

To learn more about how we can help you grow your business, call 760-322-8889 or visit the Desert Sun Media Group's website at www.desertsunmediagroup.com.

Palm Desert Area Chamber plans community events

The Palm Desert Area Chamber of Commerce is the Valley's largest business organization, with more than 1,000 members.

The chamber has been re-accredited by the U.S. Chamber of Commerce as a five-star chamber, a feat that only 84 of more than 7,400 chambers nationwide have accomplished. The U.S. Chamber explored nine core areas of the Palm Desert Area Chamber (facilities, finances, programs, human resources, technology, communications, governance, government affairs and benchmarking) and awarded the chamber a 96 percent score, including four perfect areas.

Monthly breakfasts with great business topics, focused lead based networking lunches bimonthly and some excellent – and fun – ways to reach out with the Business Expo and Golf Tournament are among the chamber's regular offerings. Additionally, the chamber also hosts two large community events that benefit the entire valley – the Palm Desert Golf Cart Parade and the Valley Wide Peace Officer and Public Safety Awards Lunch.

A 50-year-old tradition and one of the region's most unique and colorful events, the Palm Desert Golf Cart Parade returns at 1 p.m. on Sunday, Oct. 26, with decorated carts, floats and marching bands heading down the famous El Paseo Corridor for the parade's golden anniversary. The parade will kick off with a fly-by of historic planes from the Palm Springs Air Museum. Valley bands are included in the parade at no cost and are





always a crowd favorite.

The day's fun begins with the annual Palm Desert Rotary Pancake Breakfast, a Golf EXPO and a Cart Show that gives local distributors and proud owners a chance to compete for the People's Choice Award. Other attractions include a free Kid's Play Zone, featuring children's games and activities, food and drink vendors, awards and trophy presentations and more.

Organized by the Palm Desert Area Chamber of Commerce and city of Palm Desert, and presented by the Auen Foundation, the Palm Desert Golf Cart Parade is the largest of its kind and attracts people from across the valley and around the world. It is the perfect time for local businesses, nonprofits and associations to start your float building game plan. Visit

www.golfcartparade.com for entry forms, theme and other information. Participating businesses and nonprofits are guaranteed to be seen by approximately 20,000 paradesgoers, along with the opportunity to win awards and trophies. Kicking off the parade will be the USC Trojan Marching Band.

The annual Peace Office and Public Safety Awards Luncheon now in its 18th year, recognizes our men and women of public safety and is scheduled for Nov. 25. There is no better way to start the Thanksgiving holiday than by saying thank you to police and fire personnel from all nine Coachella Valley cities, local CHP officers and Border Patrol agents at this very special event.

Awardees are selected by their peers from all city departments for

their contributions to their teams and cities and for many heroic acts that often go unnoticed. Businesses contribute to the cause by sponsoring the event and the over 25 awards and have the chance to dine with heroes at their table and even join them on stage to present their awards.

More than 500 guests are in attendance annually, and include police and fire chiefs, elected officials, mayors, council members, business owners, and community members. Public safety is for all of us and this event is one small way to say thanks. To get involved with this event, or any other events sponsored by the Palm Desert Area Chamber, visit www.pdacc.org, email info@pdacc.org, or stop by the offices in the heart of Palm Desert, at 72559 Highway 111. —Shari Berg

RR Broadcasting

Still strong after more than 50 years

The goal of RR Broadcasting has always been simple and straightforward: provide the Coachella Valley with the best in radio programming.

When RR Broadcasting first hit the airwaves more than 50 years ago, owners Ric and Rozene Supple were intent on providing quality programming for every generation. The programming and formats for their stations have changed over the years, but the Supples strive to meet the needs of their listeners by providing a variety of music and talk radio programs.

MIX 100.5 provides the best mix of today's hits, while 98.5 KDES plays the greatest hits from the '70s and '80s. Newstalk 920 AM provides a selection of the best conservative talk shows, the most up-to-date local and national news and live broadcasts of the Los Angeles Lakers Basketball games. KPTR 1450 Progressive Talk is the only radio station providing liberal talk programming to the Coachella Valley, as well as serving as home to the Los Angeles Kings Hockey games.

KWXY – “Today’s Beautiful Music” – airs on both 1340 AM and 107.3 FM. The station has been on the air in the Coachella Valley for 50 years, and is one of the country’s only “Beautiful Music” stations still playing the very best of the “Great American Songbook” for all generations.

Part of accomplishing the goal of providing the best radio programming in the Coachella Valley means keeping up with modern technology. There was a time when listening to radio programming required



Ric and Rozene Supple, owners of RR Broadcasting



an actual radio to receive the signal being broadcast by a radio station. It also required that the station be within broadcasting range. Today, however, it's possible for listeners to hear shows from across the country, and across the world, through the technology known as live streaming.

"People today are looking more and more to their mobile devices for data and entertainment, and our stations are there for them, streaming live, providing podcasts, even streaming live feeds from private concerts and special events. We are proud to be at the leading edge of technology when it comes to moving radio listenership into the twenty-first century," said Michael Green, RR Broadcasting's senior vice president. "The great thing about radio is that it's a listening medium, and we're able to reach people wherever they are – in their homes, in their offices, in their cars, or as they commute to work using mass transit. A lot of today's media options are struggling with ways to remain viable in the twenty-first century. Radio, on the other hand, has found all the new technologies easy to embrace."

Green said RR Broadcasting also is carried by TuneIn and iHeartRadio apps for mobile devices, allowing listeners to listen to any of the station's programming through a mobile phone or other portable electronic device. "We've been with TuneIn for awhile now, but recently came on board with iHeartRadio as well," Green said.

RR Broadcasting also has added a social media component to its program-



ming, taking full advantage of the growing popularity of social media sites such as Facebook and Twitter. "We're heavily involved with the social media aspect," Green said. "And if we do live events, we often stream the program live from the location for our listeners. Streaming is going to continue to be a huge part of what we do."

As technology changes, Green said RR Broadcasting will work hard to continue bringing its quality programming to listeners using whatever methodologies are available. "We've been in the Valley for a long time, and we have a long history here, but we are also committed

to the future of the Coachella Valley, and we are constantly looking for ways to improve the product we provide," he said.

One thing that will never change, is RR Broadcasting's dedication to showcasing local disc jockeys, supporting local businesses, and bringing listeners the most up to the minute news reports. "Our listeners appreciate knowing we're a local company that is part of the local economy, and part of the community," Green said.

To learn more about the quality programming available on RR Broadcasting, visit www.rrbroadcasting.com.

-Shari Berg

Can Free Education Change the World?

Horace Mann, a proponent of free, public education said, "A human being is not attaining his full heights until he is educated." And yet, more than 60 million school-age children are not enrolled in school, and less than 7 percent of the world's population ever attends college.

It is no surprise that cost is a major deterrent. On average, more than 37 million people currently owe \$29,400 in student loans, and collectively, \$1 trillion in debt. Like income tax, student loans can never be absolved in bankruptcy.

"There is a real and present crisis in education when 93 percent of the world's population has no access or means to enter college, and of those who do go to college and graduate, most incur such enormous debt that entry-level salaries hardly cover student loan payments," said Curtis Pickering, Executive Chairman of World Education University (WEU), an online institution that offers 100 percent free education. "What if the cure for cancer were inside the mind of a child who couldn't afford college? The high cost places higher education out reach for many would-be scholars."

Some institutions have made affordable or free online courses available to meet demand of a growing number of students who simply can't afford to

attend college full time. However, few of these massive open online courses (MOOCs) apply toward an actual degree. What sets WEU apart from these MOOC offerings is that its courses do apply toward a degree.

According to a report published in the Chronicle for Higher Education, employers surveyed report that recent college graduates often require on-the-job training for essential business competencies such as analytical, communication, team-building and critical thinking skills.

"These skills are essential to career success," said Pickering. "Mastering them in the educational setting empowers students to seek solutions to local, regional, national and global problems later in life."

In response to the demand, WEU is currently launching the first of its kind Global Associate of Arts degree program emphasizing universally valued core competencies. This fall, WEU will also launch the WEU Prep Academy to provide college-bound high school students with academic training they will need to succeed in top-tier higher education institutions.

"Our goal is to provide free education to a billion students in 10 years," said Pickering. WEU is currently building its capacity to accommodate the growth

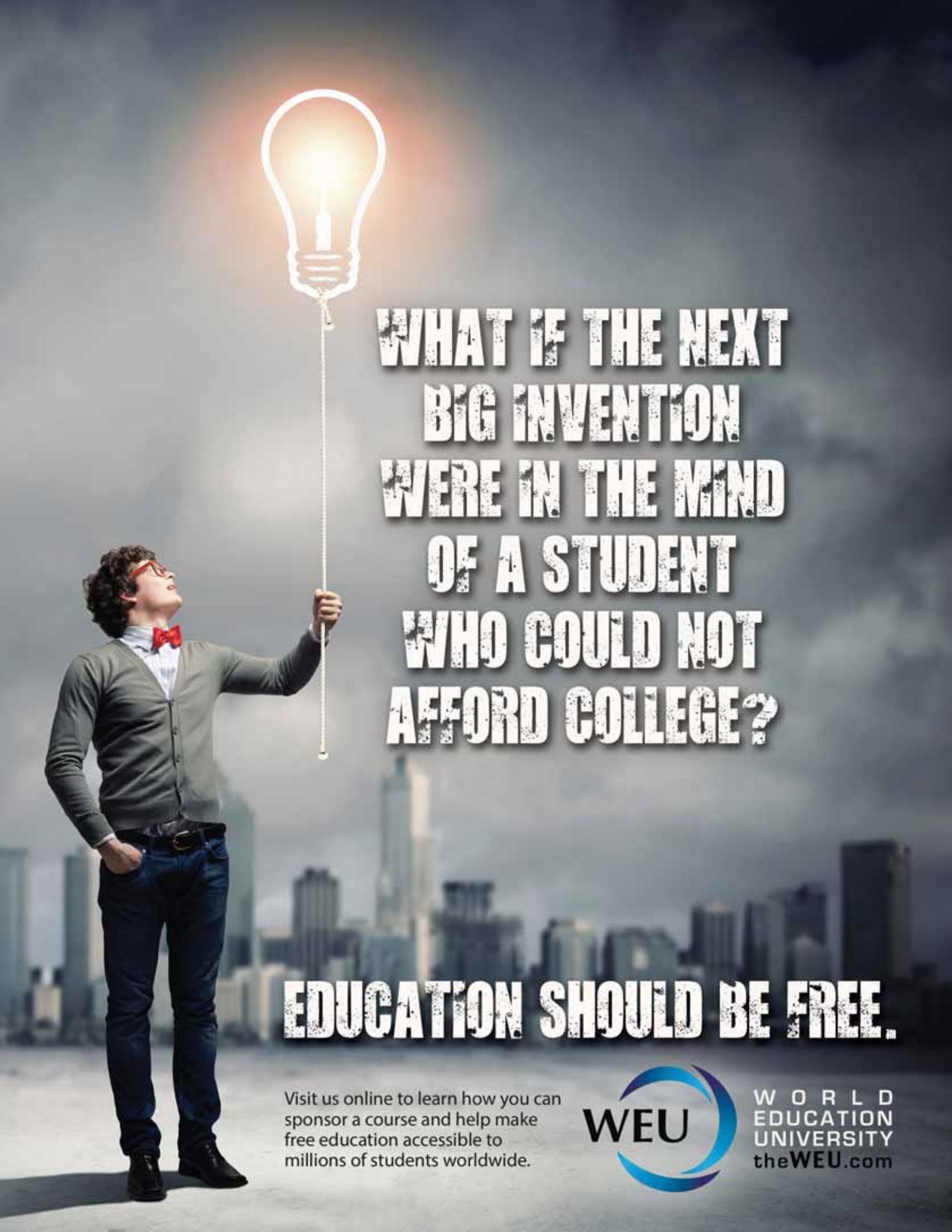
by producing events such as the online streaming of Life is Beautiful, a Las Vegas festival that takes place in October. The streaming event feature cause PSAs to inspire students and promote causes such as suicide prevention, driving safety, healthy eating, nonviolence and other causes. In partnership with iRock2Live PSA Pledge Drives, WEU has offered the streaming event as a fundraising tool to schools nationwide.

"We hope to inspire students to lead better lives," said Pickering. The event will include messages of hope delivered by popular musical artists throughout the program. "We also want to make students aware that they have a high-quality, free alternative to college that will prepare them with the skills they need to succeed in life."

In return for receiving a free education, students make a pledge to "pay-it-forward" in program called WEU Give, and honor that pledge by using their free education to give service in their communities.

"I like to think that, if we achieve our goal, we will have graduated a billion global citizens qualified for success in the workplace with greater potential to positively impact their communities," said Pickering. "We envision how free education can change the world."

Learn more at www.theweū.com.



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WERE IN THE MIND
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Agua Caliente Band of Cahuilla Indians undertaking economic partnerships

The Agua Caliente Band of Cahuilla Indians maintains positive working relationships with local, regional and federal governments through many collaborative efforts and partnerships. The Tribe has shared and donated resources to support public safety services, transportation improvement projects and community services. The Tribe's charitable giving equates to more than \$18 million over the past 10-plus years. The Tribe has also permitted field research on tribal lands in support of endangered wildlife and habitat conservation.

The Tribe's Planning and Development Department is an important part of the Tribe's governmental function. It oversees both developed and undeveloped lands in the cities of Palm Springs, Cathedral City and Rancho Mirage as well as unincorporated Riverside County.

The Tribe continues to develop partnerships throughout the Coachella Valley. Recently, the Tribe partnered with the Rilington Group to build 52 new single-family homes known as Vallera. The project will be the final phase of the Village Traditions neighborhood, an upscale residential community in downtown Palm Springs that includes 24 townhomes. In addition, the Rilington Group will break ground in 2015 on another residential neighborhood located in Palm Springs at Via Escuela and Gene Autry Trail near Vista Chino.

"Umbria is a flagship neighborhood for our company as it adds an additional design dimension to our wide variety of product offerings," said Mickie Riley, President of The Rilington Group. "Once



Breaking ground at Vallera Palm Springs: Developer Mickie Riley, Hansi Riley, Tribal Councilmember Reid D. Milanovich, Tribal Councilmember Anthony J. Andreas III, Tribal Chairman Jeff L. Grubbe and Palm Springs Mayor Steve Pougnet.



Vallera Palm Springs Residence 1, California Ranch style elevation.



Vallera Palm Springs Residence 1, Spanish Revival style elevation.

again, we look forward with great eagerness to working with our friends and partners, the Agua Caliente Band of Cahuilla Indians, on this unique project.”

Umbria offers convenient freeway access, yet is close to downtown Palm Springs. The Rilington Group is simultaneously working on expanding the Umbria project with land assemblage of two contiguous sites, including an additional 22 lots from an allotted Tribal member and 39 fee-simple lots, for a total of 187 lots. The neighborhood will feature a dog park and easy access to the proposed CV Link Regional Trail.

“We have been working closely with the Rilington Group to realize the vision of building two new upscale neighborhoods in Palm Springs,” Tribal Chairman Jeff L.

Grubbe said. “These homes are well-designed. This is the kind of project we were hoping for in this location, and it will set the bar for others to follow.”

The Tribe has partnered with Palm Springs Modern Homes to develop 18 single-family homes at Twin Palms and Camino Real in Palm Springs. The Twin Palms project is located in the highly desirable East Palm Canyon Curve area, which includes the ACE Hotel, the Biltmore and Oceo residential communities. Twin Palms will continue the success of Palm Springs Modern Homes in developing trendy, creative projects for new homes buyers.

The Tribe owns and manages about 64,000 square feet of office space for commercial lease and tribal government operations.

The Tribe’s future developments include:

- A mixed-use retail/entertainment/residential destination at the central gateway to the Coachella Valley on the west side of Bob Hope Drive and Ramon Road in Rancho Mirage.

- A 200-acre master planned development for commercial and industrial use at Whitewater Ranch at the intersection of Highway 111 and Interstate 10

- A business campus and commercial development near the Tribal Administration Plaza on Dinah Shore Drive just south of the Palm Springs International Airport

- Various residential projects

For more information on the Tribe’s economic development initiatives, contact Economic Development Director Todd Hooks at 760-883-1350 or thooks@aguacaliente.net.



Holly Lassak, owner

Massage Envy eases tension in Coachella Valley

Good news, it turns out that a quality massage at a reasonable price does exist: at Massage Envy.

Membership at a Massage Envy Spa means that guests can incorporate massage into their regular health care regimen. For those suffering the debilitating effects of arthritis or recovering from an injury, it can provide relief from pain and long-term suffering. Since Massage Envy opened in the Coachella Valley eight years ago, guests have enjoyed more than 405,000 massages and 99.9 percent of the people that received those massages left happy and feeling better than when they walked in the door.

"We really believe we offer a professional, affordable and convenient service so that people can get regular massages

and incorporate this as part of their personal health care," Massage Envy owner Holly Lassak said. "And, there's nothing else out there like us."

No longer is massage only for the wealthy or an activity while on a vacation. A majority of Massage Envy's clients return because of cost. Most massages range in cost from \$90 to \$120 for an hour session. At Massage Envy, customers can pay as little as \$50 for an hour session. There's also the convenience factor. Massage Envy is open 88 hours a week in each of its three spas. With at least 10 rooms in each, more than 800 appointments are available in the three locations every week.

"Whether you're working or going to school or just a very busy person, you can usually find an hour or two each month that works with your schedule," Lassak

said. "We also pride ourselves in having experienced, professional therapists that have a range of abilities. That way, we can customize massages for each individual and make sure that we meet their needs."

Massage Envy is also active in the community. It supports the Women Leaders Forum, Coachella Valley Economic Partnership and a number of local charities, including fund raising for the Arthritis Foundation. One in five people in the United States have arthritis and, a startling one in three people in the Coachella Valley are afflicted with it.

"We see this as an important way for us to help people," Lassak said. "Aside from giving relief and some pain management tools to assist those suffering from arthritis, we also raise money for arthritis every year." —Joe Dytyn

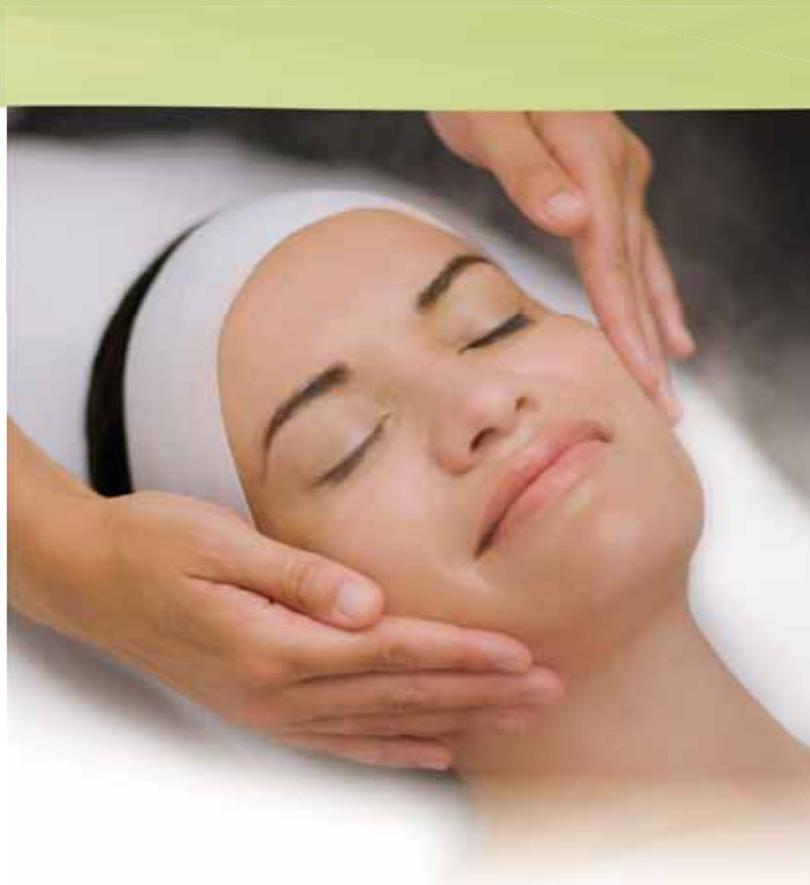
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INTRODUCTORY
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*One-hour session consists of a 50-minute massage or facial and time for consultation and dressing. Prices subject to change. Rates and services may vary by location and session. Not all Massage Envy Spa locations offer facial and other services. For a specific list of services available, check with the specific location or see [MassageEnvy.com](#). Additional local taxes and fees may apply. Each location is independently owned and operated. ©2014 Massage Envy Franchising, LLC.

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Desert Town Hall reveals speakers

Desert Town Hall, in conjunction with the H.N. and Frances C. Berger Foundation, has announced the line-up for the upcoming preeminent speaker series. Slated to appear in 2015:

- Mitt Romney, Monday, Jan. 19: Romney is the former governor of Massachusetts and 2012 Republican nominee for President.
- Dr. Neil deGrasse Tyson, Thursday, Feb. 12: Dr. deGrasse Tyson is an astrophysicist, author and science communicator and host of *Cosmos: A Spacetime Odyssey*.
- Platon, Sunday, Feb. 27: Platon brings his photos to life as he shares with audiences the inspiring stories behind the photos, and connects on a human level to the human condition and humanity of his objects.

• Charles Krauthammer, Wednesday, March 25: Krauthammer was named by *The Financial Times* as the most influential commentator in America, and has been honored for his bold and original writing.

All four events begin at 5 p.m. and are held at the Renaissance Esmeralda

Resort & Spa in Indian Wells.

"Our board focuses on bringing the finest speakers from around the world to Indian Wells each year," said Desert Town Hall Board President Brian Harnik. "We are so pleased to bring these topical, timely and intriguing leaders to our wonderful audience."

Desert Town Hall also hosts Youth Town Hall, which connects hundreds of young people from throughout the Coachella Valley with world leaders, inspirational speakers and provocative thinkers. "This year should be another success," Harnik said.

Serving as officers for 2014-15, the 23rd season of the celebrated series, are: Brian S. Harnik, president; Andy Clark, vice president; Keith Goff, treasurer; and Phillip K. Smith Jr., secretary.

Members of the Board of Directors are: Jerry Fogelson, Lois Horvitz, Andy Clark, Bill Powers, Tim Sullivan, Tom Tabler, Judy Vossler and Mark Winkler.

Desert Forum Inc., a nonprofit 501(c)(3) educational corporation, produces Desert

Town Hall. As part of its philanthropic mission, Desert Forum invites 150 high school students to attend each lecture and participate in a hosted evening with the speaker.

Series staff includes Becky Kurtz, executive director; Maria Cross, director of administration; Cynthia Buckner and Gina Irwin, program assistants. Nearly 30 dedicated volunteers, many of whom have been with the series since its inception in 1993, help to make the series a sellout success every year. In addition to the presenting sponsor, the series is sponsored by: the city of Indian Wells, *The Desert Sun*, Lois U. Horvitz, Rabobank, Renaissance Esmeralda Resort & Spa, Roemer & Harnik LLP, Sunrise Company/Toscana Country Club, Valentine-Dougherty-Clark/111 Wealth Management Group, Helene Galen and Madeline Redstone.

Series tickets are \$1,150 reserved seat with dinner; \$500 reserved; and \$250 unreserved. For tickets and more information, visit www.deserttownhall.org or call 760-610-2852. —Shari Berg



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TMJ, Head & Neck Pain Center offers local treatment for sleep apnea

Sleep apnea – an involuntary cessation of breathing while asleep – causes more than just loud snoring that can be disruptive. Those who suffer from sleep apnea and go untreated can find themselves suffering from a number of life-threatening conditions, including high blood pressure, heart disease, diabetes, depression and stroke.

When left untreated, sleep apnea also wears down the person suffering from it, making them tired and affecting their response time, which can make everyday tasks like driving a risk to their safety as well as the safety of others.

According to the American Sleep Apnea Association, there are three kinds of sleep apnea: Obstructive sleep apnea is the most common type and usually is caused due to blockage of the airway. In central sleep apnea, the brain fails to signal the muscles to breathe. Mixed sleep apnea is a combination of obstructive and central sleep apnea.

There are two common treatments for sleep apnea: oral appliance therapy and continuous positive airway pressure machines, also known as CPAP. CPAP machines are very effective if the patient is able to use it.

However, many common complaints are some of the following: the mask leaks or doesn't fit properly, discomfort is caused by the straps and headgear, noise from the device disrupts sleep partner, the CPAP restricts movements during sleep, claustrophobia associations, or an





unconscious need to remove the CPAP apparatus at night. The oral appliance for the treatment of sleep apnea has been gaining popularity because it is very comfortable, easy to use, effective and non-invasive.

In the August 2014 Journal of Sleep, a published study determined that oral appliance therapy should be considered as "a viable treatment alternative" to CPAP for patients suffering from mild to moderate obstructive sleep apnea.

The TMJ Head & Neck Pain Center in Rancho Mirage is one of the few accredited facilities for treating sleep apnea through oral appliance therapy in the United States, according to Amanda Bland, marketing and central office manager.

"We have a higher level of training and follow a stricter protocol established by the Academy of Dental Sleep Medicine (ADSM)," she said. "We also have a state-of-the-art diagnostic test-

ing equipment and CBCT scan imaging for airway volume measurement."

Oral appliances are worn in the mouth during sleep and resemble the kind of mouth guard professional athletes sometimes wear.

They work by positioning the lower jaw slightly forward, which often is enough to help keep the airway open during sleep. The American Academy of Sleep Medicine endorses oral appliance therapy due to its effectiveness and ease of use.

The TMJ Head & Neck Pain Center offers four different types of oral appliances: mandibular repositioning; tongue retaining; tongue restraining; and combination therapy. The type of appliance used is based on the individual patient's needs.

The center is headed by Dr. Chun K. Kim, DDS, a Diplomate with the American Academy of Dental Sleep Medicine, which assures that he has an acceptable level of education,

training and experience in the field of sleep medicine.

"TMJ Head & Neck Pain Center is a significant resource to the local sleep medicine community and will provide the highest quality care for patients with sleep-related breathing disorders," said Dr. Sheri Katz, academy president.

Dr. Kim also has achieved three other distinguished Diplomate statuses with the American Board of Craniofacial Pain, the American Academy of Pain Management and the Academy of Clinical Sleep Disorders Discipline.

Dr. Kim said oral appliance therapy is a viable option for patients with sleep apnea who are not able to use a CPAP machine. Thanks to new technology and materials, oral appliances are not only comfortable, but as effective at treating sleep apnea as CPAP machines for mild and moderate sleep apnea, Dr. Kim said.

"I want to bring public awareness to oral appliance therapy, as many people do not even know it is an option for treatment," he said.

To learn more about oral appliance therapy for sleep apnea, or to make an appointment, call 760-770-4033 or visit www.tmjandsleep.com.

-Shari Berg

Luxury abounds at Indian Wells' Toscana Country Club

Nestled in the heart of prestigious Indian Wells — and secluded behind its 24-hour guard-gated entries — is the Toscana Country Club. A private equity club with just 652 homes and estate homesites surrounding two exceptional Jack Nicklaus Signature golf courses, word has gotten out about Toscana.

"Word on the street is that this is a great place to be with a really great group of people," said Phil Smith, president of Sunrise Co.'s Coachella Valley Division, which developed Toscana.

Golf Digest has called Nicklaus the "Golfer of the Century" in honor of him being the world's leading active golf course designer. It also named Toscana a "Top 100 Residential Golf Course" for 2014. Both Signature courses at Toscana play at over 7,000 yards from the "Golden Bear tees" and are designed with separate tees to offer a variety of challenges, each one an enjoyable golf experience. A double-ended driving range, short-game practice area with a chipping green and a large putting green, are featured as part of an extensive practice facility.

Equity Golf memberships are limited to just 275 members for each course to ensure privacy and walk-on access for members and their guests.

While the Signature designs at Toscana are Jack Nicklaus' first golf courses in the California desert in more than 15 years, and the homes surrounding the golf courses exude a high level of luxury, they are not the only draw to the community.





"I think what ultimately sets us apart is our members," Smith said. "We've created the kind of community environment here where our members are making lifelong relationships."

In addition to world-class golf courses, luxury home offerings and the Club at Toscana, Smith said, the club offers the kind of programming members crave. From outdoor hiking and biking adventures, to travel excursions to exotic places, members have plenty of opportunity to get to know one another and have fun in the process.

"This is not a sedentary place," Smith said. "We attract active, healthy people."

From a recent biking trip to Burgundy, France, to a planned excursion to Croatia and the Dalmatian Coast, there is hardly a shortage of things to do at Toscana. The club also offers Toscana for Kids, according to Smith, which is

a special program for the children and grandchildren of club members.

The Club at Toscana

From its dramatic hilltop location, the Club Villa complex enjoys commanding views over the spectacular Nicklaus Signature finishing holes framed by the breathtaking Santa Rosa Mountains. The Villa and its collection of separate buildings offer an unsurpassed array of amenities.

Toscana's Golf Club features expansive gentlemen's and ladies' locker rooms with generous lounge facilities, private card rooms, large-screen media centers and full dining service provided by Il Forno Trattoria.

Spa Bella Vita offers services ranging from massages to facials.

"Our facilities are second to none," Smith said. "I don't think any other country club in the Desert has facilities like this. It's equivalent to what

you'd find in a five-star hotel."

Private residences

Between January and August 2014, 46 homes sold at Toscana, according to Smith.

The homes available at Toscana feature the rich design traditions of Italy, Spain and early California. The diverse range of floor plans provides home choices between 2,400 to well over 5,400 square feet. These distinguished residences are priced from \$995,000 to more than \$3.3 million.

Homes are completely landscaped, and include an automatic irrigation system and yard lighting. For those who wish to build a custom home, Toscana offers a limited number of estate homesites with outstanding fairway locations, starting at \$695,000.

To learn more, visit Toscana online at www.toscanacc.com.

-Shari Berg

Coachella Valley Water District approves mandatory restrictions

When it comes to the everyday use of our most precious natural resource, water conservation simply makes common sense.

This philosophy guided the Coachella Valley Water District's Board of Directors on Aug. 12 when the board approved mandatory restrictions on water use and authorized \$540,000 in additional funding for conservation programs.

The board fulfilled a requirement by the State Water Resources Control Board that CVWD adopt a water shortage contingency plan. SWRCB issued its water restrictions on July 15, resulting from what is among the worst droughts in California history. CVWD's restrictions, which incorporate the state mandates for domestic water use, are:

- 1. Irrigate lawns and other landscaping only after sunset and before 10 a.m., except when overseeding or performing maintenance.**
- 2. Use CVWD drought watering guide to irrigate: www.cvwd.org/conservation/wateringguide.php.**
- 3. Repair broken sprinklers within 24 hours of being notified.**
- 4. Do not wash down driveways, sidewalk and other hardscapes.**
- 5. Wash vehicles and windows only if using a hose with a shutoff nozzle.**
- 6. Prevent runoff onto a neighbor's property or hardscape such as sidewalks or roads.**





7. Fountains or other water features must recirculate water.

8. Restaurants should serve water to customers only upon request.

9. Hotels are being asked to place messages in guest rooms promoting water conservation.

The goal is a 10 percent reduction in domestic water use as a result of the restrictions, which went into effect immediately in August. In addition to a comprehensive public education campaign to notify residents about the restrictions and conservation programs in place, CVWD is consulting with local cities and Riverside County on the most efficient ways to achieve compliance.

The additional \$540,000 in funding for conservation brings the total budgeted in this fiscal year to almost \$1.4 million. The funds will go toward expanding existing rebate

programs and adding new ones to help customers achieve water waste reduction goals. Some of the options available:

- Turf conversion program. For qualifying HOAs and businesses, rebates have been increased to \$1 per square foot up to a maximum of \$25,000 per project. Some valley cities are matching CVWD's rebate funds.

- Smart irrigation controllers. Under the new program CVWD has increased the cost-share of large landscape smart controllers to 50 percent of the cost of the controller or control system. Residential customers can receive a smart controller free of charge.

- Restaurants. Table tents are available for free, while supplies last, that encourage customers who want water to ask for it. Given the massive impact the drought has had on California, a few glasses of water might not seem significant, but the

National Restaurant Association estimates that 25 million gallons of water would be saved annually if only one in four restaurant visitors went without a glass of water.

- Commercial toilet replacement. A new cost-share program for commercial customers, including hotels and restaurants, will fund half the cost to replace old toilets with low-flow units. This new program adds to the existing residential toilet rebate program.

- Water brooms and pre-rinse nozzles. CVWD now has free water brooms and pre-rinse nozzles for commercial customers, including hotels, restaurants, schools and other businesses that will benefit from the tools.

For more information about CVWD's conservation programs, as well as tips to reduce water use, visit CVWD's website at www.cvwd.org. All programs are available on a first-come, first-served basis with restrictions.

Putting a Smile on the Face of AIDS



Seated left to right: Dr. Steven Scheibel, MD, AAHIVS, Medical Director; Dr. Margaret Soh, DDS; Dr. Shubha Kerkar, MD, MACP, AAHIVS; Matt Moran, MSN, RN, PHN, ANP-BC, AAHIVS, Director of Nursing; Dr. Phyllis Ritchie, MD; Dr. David Hersh, MD, Psychiatrist, Director of Clinical and Behavioral Health Services...with just some of our clinical staff behind. (Photo by Dimitri Halkidis)

Great HIV care can make the future a brighter place.

The D.A.P. experience begins in our one-of-a-kind Les Dames du Soleil waiting room. These determined supporters have raised well over \$1 million for primary and HIV-specialty care at Desert AIDS Project, reminding our clients that D.A.P. donors, volunteers, and staff are a cohesive community that's got their back.

Just across the hall, we provide comprehensive, compassionate care at our Wells Fargo Health Center. But our clinic's doctors, nurses, and medical assistants...our home health nurses and social workers...our behavioral health services specialists...and our dental clinic are just parts of the reason D.A.P. is a "medical home" with a complete set of wrap-around services for our clients. Our case managers tie it all together with an in-house lab and pharmacy, a full range of social services, and a Client Community Center designed to fight HIV stigma and isolation.

And all of it happens under one roof! That's what makes D.A.P. a national model for holistic-care-done-right.

Welcome home!!

Desert AIDS Project accepts most PPOs, IEHP, Desert Oasis HMOs and PPOs, various Covered California plans, Medicare, and private pay insurance plans.

For more information,
call 760.323.2118

desertAIDSproject.org



Desert AIDS Project
care :: prevention :: advocacy

DESERT AIDS PROJECT

Founded by concerned volunteer nurses and social workers

Soon after the first AIDS diagnoses in 1981, volunteers responded to help HIV-infected people access the care and services they desperately needed. Our values have not changed. *Our first priority remains our clients.*



TODAY we provide one-of-a-kind CARE

Our Palm Springs campus is a “medical home” with all of the programs and services our more than 2,200 clients could need, all co-located under one roof, including an in-house lab and pharmacy. Desert AIDS Project is convenient, one-stop access to a comprehensive continuum of medical, dental, and behavioral care, along with “wraparound” social services and activities...all coordinated by skilled case managers.



TODAY we are leading PREVENTION

We are helping to lead the charge to an AIDS-free generation with *Get Tested Coachella Valley*, the nation's first region-wide effort of its kind with more than 50 community partners already signed on.



TODAY we are committed to ADVOCACY

Winning the battle against HIV is no longer a question of treatment vs. prevention. Since the 2011 breakthrough study that found people with HIV are 96% less likely to pass on the virus if they are taking antiretroviral drugs, we believe that knowing your HIV status can become a literal life-or-death decision.

TOMORROW...the day we hope we can say “AIDS is over”

Until then, the continued support of our community partners, our staff, our Client Advocacy Committee, our donors, and our volunteers make it possible for us to continue this essential work.

THANK YOU!

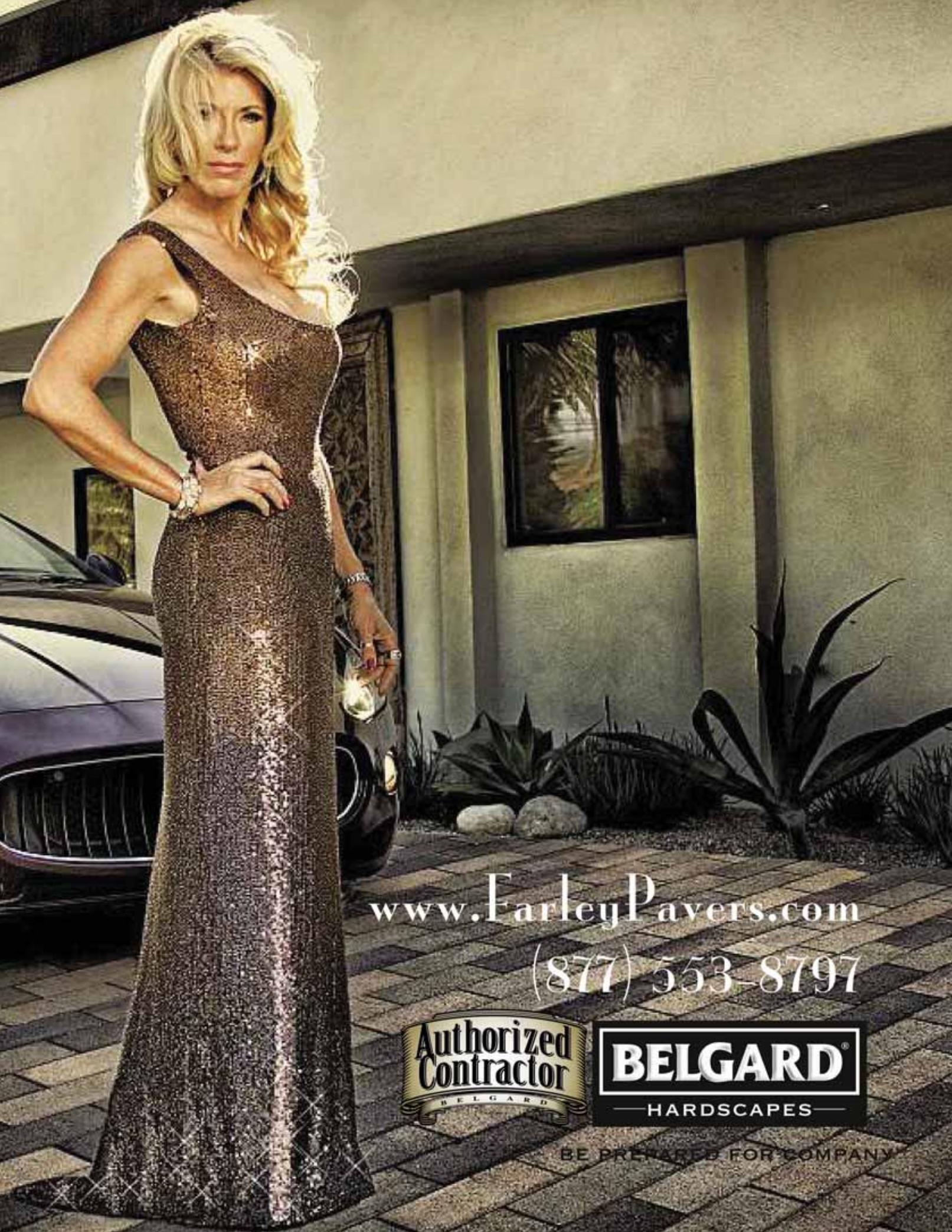


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