



**PALM SPRINGS Chamber of Commerce**

# Business Matters

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## State of the City February 8, 2011 Hilton Palm Springs at 11:30am

**P**alm Springs Mayor Steve Pougnet will address the current issues important to residents, business owners and the entire community during his 2011 State of the City on Tuesday, February 8, 2011 at the Hilton Hotel in Palm Springs. Reservations for this luncheon are required.

Mayor Pougnet will address the important issues regarding Palm Springs including City finances, new developments, the City's many successful programs as well as Coachella Valley regional issues.

The 11:30 a.m. luncheon is hosted by the Palm Springs Chamber of Commerce. Tickets are \$45 per person with a reservation, tables of 10 are available for \$400.00. A question and answer session with the Mayor will follow.

To reserve your seat for the luncheon, visit [www.pschamber.org](http://www.pschamber.org) or call the Chamber office at (760) 325-1577. Residents unable to attend the Mayor's address will be able to view his speech the following day online by visiting the City's Web site at [www.palmspringsca.gov](http://www.palmspringsca.gov). See page 10 for more details



Mayor Steve Pougnet

## Develop Your Business Networking Skills

**T**he Palm Springs Chamber of Commerce hosted the first Leads Lunch on January 4, 2011 at Rick's Restaurant, 1973 N Palm Canyon Drive. Lunches will be held every Tuesday and the lunch location will change monthly. The only cost is your meal and the lunches will start at 12:00 noon.

These exciting Leads Lunches offer networking activities to meet potential clients, welcome new members to the chamber and reconnect with old friends. For those who are new to the chamber or just want to update their networking skills, we have a few pointers that will make your Leads Lunch experience more enjoyable.

First, if you are not familiar with the business owners you would like to meet, ask a member of the Ambassador Committee or Chamber staff to introduce you. Also, remember to reach out to people standing by themselves.

When you meet a person, shake hands, and repeat their name. This not only helps you remember it, but it shows that you're making an effort to hear the name properly. Wear a nametag that is easy to read and is descriptive of you. Wear it on your right shoulder so that people can easily see it when they shake your hand.

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## Did you know that the due date for 2010 individual federal income tax returns will be Monday, April 18, 2011?

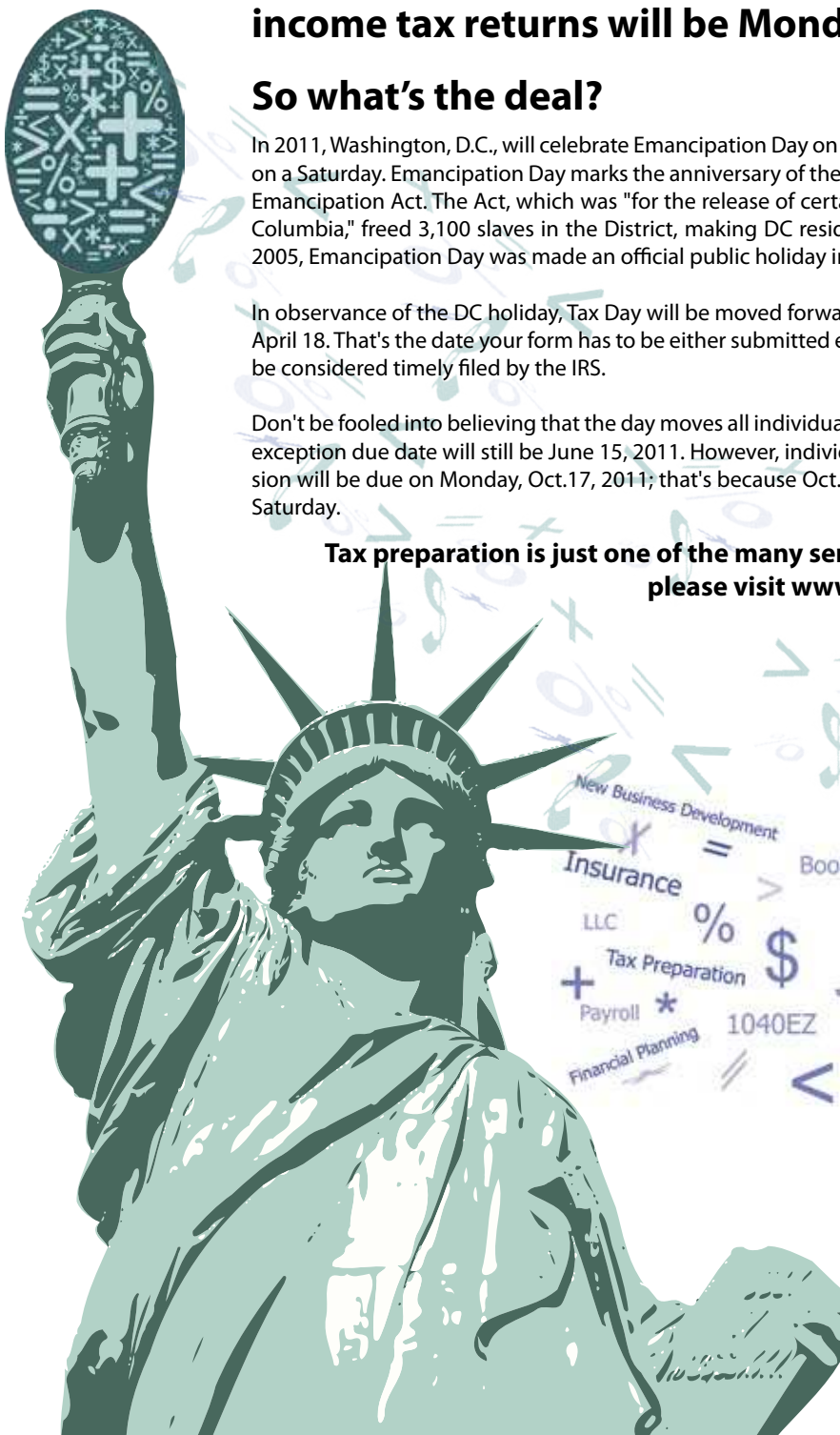
### So what's the deal?

In 2011, Washington, D.C., will celebrate Emancipation Day on April 15, a day earlier than normal, since April 16 falls on a Saturday. Emancipation Day marks the anniversary of the day that President Lincoln signed the Compensated Emancipation Act. The Act, which was "for the release of certain persons held to service or labor in the District of Columbia," freed 3,100 slaves in the District, making DC residents the "first freed" by the federal government. In 2005, Emancipation Day was made an official public holiday in the District of Columbia.

In observance of the DC holiday, Tax Day will be moved forward one business day, this year landing it on Monday, April 18. That's the date your form has to be either submitted electronically or postmarked by for your tax return to be considered timely filed by the IRS.

Don't be fooled into believing that the day moves all individual federal income tax deadlines forward. The overseas exception due date will still be June 15, 2011. However, individual federal income tax returns on a "normal" extension will be due on Monday, Oct. 17, 2011; that's because Oct. 15, 2011, (the regular extension due date) falls on a Saturday.

**Tax preparation is just one of the many services we offer at NestEggg Bookkeeping  
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# The Other Chambers of Commerce

By Chris Mead

NewGeography.com, 11/18/2010

The recent political conflict between the Obama Administration and the U.S. Chamber of Commerce has thrown a new spotlight on an old communication problem. Local chambers of commerce, although they predate the U.S. Chamber by nearly a century and a half, often are assumed to be part of the U.S. Chamber, or otherwise under its direction. They aren't. They are independent.

During the pre-election controversy this year, it was clear that many people, including many chamber members, did not know this fact. They believe that U.S. Chamber President Tom Donohue and his colleagues on H Street directly or indirectly control all that local chambers do. But Donohue and his staff don't exercise such control, nor do they want to. Few people think about what chambers do locally.

For example, who knows that Elliot Tiber, president of the Bethel, N.Y., Chamber of Commerce, secured the permit for Woodstock? It was also a local chamber – the Business Men's League of Atlantic City – that came up in 1920 with the idea of a festival to keep tourists in town after Labor Day.

Pretty women in beachwear would turn out to be the centerpiece of the annual event. We have that business group (now called the Greater Atlantic City Chamber) to thank for the Miss America Contest.

Was Charles Lindbergh's plane called The Spirit of Enterprise (the U.S. Chamber's tag line)? No, the flying bucket of bolts was, of course, The Spirit of St. Louis. The president of the St. Louis Chamber came up with the name in order to promote the great river city. And why should Lindbergh object? The chamber president also raised most of the money for the aircraft.

And who sent out the promotional brochure that enticed the first movie producer to southern California in 1907? It was the Los Angeles Chamber of Commerce. In nearby Hollywood a chamber was later active as well, helping re-fashion the famous Hollywood sign out of a decaying advertisement for a real estate development called "Hollywoodland."

Moreover, there's a guy in a suit present next to the glamorous celebrities who get their photos taken when their stars are set in the Hollywood sidewalk. Who is that business man? It's Leron Gubler, President of the Hollywood Chamber of Commerce, which invented and maintains the Walk of Fame.

Most of the thousands of things that local chambers have done and do are far removed from the big national issues that embroil the U.S. Chamber. Sure, most of the chambers in the country agree with and support the lion's share of the U.S. Chamber's positions. Although the goals are often the same, the priorities, issues, methods, leadership and, importantly, ownership are not.

Local chambers have shown themselves perfectly able to get into fights of their own, without orders from a non-existent chamber of commerce command center.

So much of what we think of as America was facilitated or aided by those often forgotten, always resourceful groups known as local chambers of commerce. Whether it's the Golden Gate Bridge, Great Smoky Mountains National Park, the statue of Vulcan over Birmingham, commission and city manager forms of government, United Way-style giving, Baltimore's Inner Harbor, and so much more – it was local chambers that led the way.

The U.S. Chamber was fighting for business and free enterprise principles in Washington, but it was local chambers working "on the ground" that helped plant so many of these seeds across the nation. Each of the local chambers is vastly smaller than the U.S. Chamber, but collectively they have had a large impact. As in so many things, it has been the local organizations, not merely the national ones that have shaped this country's enterprise culture.

*Chris Mead is senior vice president of the American Chamber of Commerce Executives. He is working on a history of local chambers of commerce in the United States.*



## continued from Page 1 Developing Networking Skills

Create, practice and use a description of yourself and your work that can be said in 30 seconds or less. Know how to describe your work in one or two sentences. (This is commonly known as an Elevator Speech because it reflects what you can say in the time it takes to get from the ground floor to the top floor in an elevator.)

Listen more than you talk. Remember that there is nothing more flattering than someone who listens carefully and shows sincere interest in other people. Ask questions and listen to the responses so that you begin to understand the person.

Once you have someone's business card, make sure you follow up with them within 24 hours of the event. If there's an obvious win-win connection with someone you've met at an event, call them up and invite them to lunch to explore the connection further.

We hope you enjoy our new Leads Lunch program and we know you will find it beneficial to kick start your business in 2011.

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[www.HeritageSecurity.com](http://www.HeritageSecurity.com)

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### The Annenberg Retreat at Sunnylands

Mary Perry  
Marketing Consultant  
70177 Highway 111  
Rancho Mirage, CA 92270  
Phone: 760-328-2829 E-mail: [psmebp@msn.com](mailto:psmebp@msn.com)  
[www.sunnylands.org](http://www.sunnylands.org)

Created by the late Walter and Leonore Annenberg, The Annenberg Retreat at Sunnylands will convene leaders to discuss serious issues facing the nation and the world community. The 200-acre historic estate and the new Visitors Center and Desert Gardens will provide the location for these high-level retreats. In addition, the public will have the opportunity to learn about the history of Sunnylands—its art, architecture, important visitors, and sustainable practices—and to tour the mid-century modern home designed by architect A. Quincy Jones beginning in November 2011.

... continued on page 7

## Personal Financial Services Suits Not Required



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Palm Springs, CA 92262-6763**

## Renewing Members

**Ron & Norma Van Meeteren**  
**A Place in the Sun Garden Hotel**  
 754 E. San Lorenzo Road  
 Palm Springs CA 92264  
 Phone: (760)325-0254  
[www.aplaceinthesunhotel.com](http://www.aplaceinthesunhotel.com)

**Shana Perettie**  
**AAA Travel - Automobile Club of Southern California**  
 300 S. Farrell Drive  
 Palm Springs CA 92262  
 Phone: (760)318-2303  
[www.AAA-Calif.com](http://www.AAA-Calif.com)

**Jason Dibler**  
**Ace Hotel & Swim Club**  
 701 E. Palm Canyon Drive  
 Palm Springs CA 92264  
 Phone: (760)325-9900  
[www.acehotel.com/palmsprings](http://www.acehotel.com/palmsprings)

**Lois Anderson**  
**Anderson Travel Service**  
 1801 E. Tahquitz Cyn Wy, # 100  
 Palm Springs CA 92262  
 Phone: (760)325-2001  
[www.travelanderson.com](http://www.travelanderson.com)

**Steve Kirk**  
**ATMone**  
 2552 San Mateo Circle  
 Palm Springs CA 92264  
 Phone: (760)322-3235 Fax:  
 (760)322-1000  
[www.atmone.com](http://www.atmone.com)

**Michael Johnson**  
**Community Blood Bank**  
 39000 Bob Hope Dr  
 Rancho Mirage CA 92270-3221  
 Phone: (760)773-4190  
[www.cbbc-blood.org](http://www.cbbc-blood.org)  
 Joined 1994

**Julie Brinks**  
**KMIR TV -**  
**Journal Broadcasting Group**  
 72920 Parkview Dr  
 Palm Desert CA 92260-9357  
 Phone: (760)568-3636  
[www.kmir.6.com](http://www.kmir.6.com)  
 Joined 1968

**Clark Moorten**  
**Moorten Botanical Garden**  
 1701 S. Palm Canyon Dr  
 Palm Springs CA 92264-8936  
 Phone: (760)327-6555  
[www.moortengarden.com](http://www.moortengarden.com)  
 Joined 1974

**Kathi Jacobs**  
**Time Warner Cable**  
 41-725 Cook Street  
 Palm Desert CA 92211  
 Phone: (760)340-1312  
[www.twc-desertcities.com](http://www.twc-desertcities.com)  
 Joined 1961

**Ted Grofer**  
**Palm Springs SunUp Rotary**  
 PO Box 558  
 Palm Springs CA 92263  
 Phone: (760)328-1213 Fax:  
 (760)321-0659  
 Joined 2004

**Daniel T. Johnson**  
**Schlecht, Shevlin & Shoenberger**  
 801 E. Tahquitz Canyon Way #100  
 Palm Springs CA 92262-  
 Phone: (760)320-7161  
[www.ssslaw.com](http://www.ssslaw.com)  
 Joined 1952

**Sonia Murray-Johnson**  
**Palm Springs Business Network**  
 255 N. El Cielo Ste. 140-697  
 Palm Springs CA 92262  
 Phone: (760)321-9714  
[www.psbusinessnetwork.com](http://www.psbusinessnetwork.com)  
 Joined 1996

**Sam Harris**  
**Sherman's Delicatessen & Bakery**  
 401 E. Tahquitz Canyon Way  
 Palm Springs CA 92262-6630  
 Phone: (760)325-1199  
[www.shermansdeli.com](http://www.shermansdeli.com)  
 Joined 1996

**Caroline Thalasinis**  
**Cabazon Outlets**  
 48750 Seminole Dr. Ste 100  
 Cabazon CA 92230  
 Phone: (951)922-3000  
[www.cabazonoutlets.com](http://www.cabazonoutlets.com)  
 Joined 2008

**Robert Eberline**  
**Boomers!**  
 67700 E. Palm Canyon Dr.  
 Cathedral City CA 92234  
 Phone: (760)770-7522  
[www.boomersparks.com](http://www.boomersparks.com)  
 Joined 2003

**Jim Harmon**  
**Mercedes Benz of Palm Springs**  
 4095 E. Palm Canyon Dr  
 Palm Springs CA 92264-5233  
 Phone: (760)328-6525  
[www.palm-springs.mercedescenter.com](http://www.palm-springs.mercedescenter.com)  
 Joined 1972

## Upcoming Events

**Jan 11** - Executive Committee Meeting, 12noon-  
 Chamber Board Room

**Jan 11** - Ambassadors Committee Meeting, 4:00 pm -  
 Chamber Board Room

**Jan 18** - Government Affairs Meeting, 3:30pm -  
 Chamber Board Room

**Jan 19** - Marketing Committee Meeting, 3:00 pm -  
 Chamber Board Room

**Jan 20** - Board of Directors Meeting, 7:30Am -  
 Chamber Board Room

**Jan 24** - Ribbon Cutting Ceremony - Jazzercise Palm  
 Springs Fitness Center - 4781-F E Palm Cyn Dr - 5:15pm

**Jan 25** - **After Hours Mixer**, 5-7pm -Happy Holidays....  
 join us at Torme's Restaurant located at 360 N. Palm  
 Canyon Drive for fun and merriment!  
 Cost: \$5 members / \$15 non-members

**Jan 26** - Ribbon Cutting Ceremony - Rio Azul - 350 S  
 Indian Cyn Dr - Palm Springs - 3:30pm

**Jan 27** - Ribbon Cutting Ceremony - Atria Hacienda -  
 44600 Monterey Ave - Palm Desert - 6:00 pm



**PALM SPRINGS**  
 Chamber of Commerce

# January Mixer

*Torme's*  
LAKE BOAT & RESTAURANT



**Torme's Jazz  
 Bar & Restaurant**

360 N. Palm Canyon Drive  
**\$5.00** per person member price  
**\$15.00** non-member price

**Tuesday**  
**January 25, 2011**  
**5 to 7pm**  
**Great Food, Prizes**  
**and Networking!**



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## New Members

### Faisal Sipra

#### Empire Services

43533 Ridge Park Drive Suite M  
Temecula, CA 92590

Phone- 951-587-1956

faisal@empirestaffingservices.com

Faisal "Fez" Sipra brings to the Palm Springs Chamber of Commerce, a strong background in Human Capital and professional Development.



Fez, who started his career as a US Marine, went on to spend close to a decade in Business Development in New York City before moving to California in 2003.

For 5 years, Fez developed business in the Palm Springs area for one of the nation's largest Technical Recruiting and Staffing firms. During this time he worked with companies in finding the talent they needed as a well as developing training and recruiting strategies.

In 2008 he came to work for an area Software Engineering firm that specialized in the gaming industry. Here he developed their Human Resources department and Professional development initiatives.

Today Fez is working with companies that are seeking progressive alternatives to how they manage Human Capital. So be it recruiting, professional development, HR Compliance, or the nuts and bolts of outsourcing Human Resource responsibilities, Fez can present you with a variety of options



### Johannes Bacher

Johannes Restaurant

196 S. Indian Canyon Drive

Palm Springs CA 92262

Phone: (760)778-0017 Fax: (760)416-5728

Web: [www.JohannesRestaurants.com](http://www.JohannesRestaurants.com)

Austrian specialties with classic tastes from the past with modern twists, eclectic, delicious menu selections, fantastic wine list and impeccable service. Original "classic cocktails" from the 40's 50's and 60's and much more. Open for dinner at 5 PM - Closed Monday.

## State Changes Required Posters/Pamphlets Employers Must Use.

Are there any changes to the required posters and pamphlets for 2011?

Yes. Once again there was a change to a required poster and pamphlet during the year. These changes were to the workers' compensation poster and pamphlet. The requirement that employers display the new poster and give an updated pamphlet to new employees went into effect on October 8, 2010.

### Updates for 2011.

For 2011, the following poster has changed:

- The Safety and Health Protection on the job (CalOSHA) poster has updated contact information.

In addition, the following pamphlets have been updated for 2-11.

- State Disability Insurance Pamphlet.
- Unemployment Insurance Pamphlet.

The State disability Insurance pamphlet must be given to all new hires

And to all employees who take a leave of absence for pregnancy disability, or any non-occupational illness or injury.

The Unemployment Insurance pamphlet must be given to employees who are terminated or who quit.

Through the CalChamber Store, employers can order the 2011 Required Notices Kit – all 16 State and Federal required employee notices on one space-saving poster, plus all five required employee pamphlets, updated as necessary for 2011 in packs of 20.

### Poster Project

Also available for purchase is the Poster Project service, ensuring customers will receive a new poster at no additional charge if there are any mandatory changes in state or federal employment law posting requirements during the calendar year.

For more information, visit [www.calchamberstore.com/kit](http://www.calchamberstore.com/kit).

## New Members

### Alice Richardson

Best, Best & Krieger

74760 Hwy 111, Suite 200

Indian Wells CA 92210

Phone: (760)568-2611

Web: [www.bbklaw.com](http://www.bbklaw.com)

### Cintas Corporation

Holly Whell

31233 Sunningdale Drive

Temecula, CA 92591

Phone-248-390-4667

E-mail-[whell@cintas.com](mailto:whell@cintas.com)

Website- [www.cintas.com](http://www.cintas.com)

### Patrick Lilly

The Bank of Southern

California

333 N. Palm Cyn Dr, Ste. 102

Palm Springs CA 92262

Phone: (760)778-7810

[www.BankSoCal.com](http://www.BankSoCal.com)

Continued on Page 11

# Renewing Members

**Dennie & David Marks**  
**Your Promotional Products**  
 38180 Del Webb Blvd. PMB228  
 Palm Desert CA 92211  
 Phone: (760)360-9047  
 www.yourpp.info  
 Joined 2003

**Steven T. Erickson, CPA**  
**Maryanov, Madsen, Gordon & Campbell**  
 801 E. Tahquitz Cyn Way Ste 200  
 Palm Springs CA 92262-6763  
 Phone: (760)320-6642  
 www.mmccpa.com  
 Joined 1968

**Dr Mina Narula**  
**Center for Orthodontics**  
 71949 Highway 111, Suite 200  
 Rancho Mirage CA 92270  
 Phone: (760)340-2026  
 www.centerfororthodontics.com  
 Joined 2007

**Blair Merrihew**  
**Pacific Western Bank**  
 30855 Date Palm Dr.  
 Cathedral City CA 92234  
 Phone: (760)324-9483  
 www.pacificwesternbank.com  
 Joined 1996

**Mark Davidson**  
**Mark Davidson Photography**  
 555 S. Sunrise Way Ste 210  
 Palm Springs CA 92264-7869  
 Phone: (760)422-0288  
 www.markdavidsonphotography.com  
 Joined 1995

**Mike Beaty**  
**Palm Springs Motors Inc**  
 69200 Highway 111  
 Cathedral City CA 92234  
 Phone: (760)328-2102  
 www.palmspringsmotors.com  
 Joined 1958

**Larry Pitts**  
**Plaza Investment Company Inc**  
 115 S. Indian Canyon Dr  
 Palm Springs CA 92262-6603  
 Phone: (760)325-1347  
 www.laplazaps.com  
 Joined 1951

**Terry Fraser**  
**Desert Isle of Palm Springs**  
 2555 E. Palm Canyon Dr  
 Palm Springs CA 92264-4829  
 Phone: (760)327-8469  
 www.desertisle-resort.com  
 Joined 1995

**Joe Night**  
**Palm Springs Realty Pros**  
 453 E. Tahquitz Canyon Way  
 Palm Springs CA 92262  
 Phone: (760)327-8402  
 www.psrpros.com  
 Joined 1995

**Mark Farley**  
**Elite Land Tours**  
 540 S. Vella Rd.  
 Palm Springs CA 92264  
 Phone: (760)318-1200  
 www.elitelandtours.com  
 Joined 2009

**Judy J. Bronstein**  
**J J's Barber Shop**  
 467 E. Tahquitz Canyon Way  
 Palm Springs CA 92262  
 Phone: (760)325-9245  
 Joined 1999

**Kathi Hallock**  
**Rabobank**  
 1111 E. Tahquitz Cyn Way  
 Palm Springs CA 92262  
 Phone: (760)320-5110  
 www.rabobankamerica.com

**David Berg**  
**My Chauffeur Limousine Service**  
 PO Box 2364  
 Palm Springs CA 92263  
 Phone: (760)321-4001  
 www.mychauffeurlimo.com

**Michael Boyer**  
**Palm Springs Healing Center**  
 2145 E. Tahquitz Cyn Wy. Suite #5  
 Palm Springs CA 92262  
 Phone: (760)327-2217  
 www.palmspringsh Healingcenter.com

**Maria Gonzales**  
**Spotlight 29 Casino**  
 46200 Harrison Place  
 Coachella CA 92236-2031  
 Phone: (760)775-5566  
 www.spotlight29.com

**David Portener**  
**TRAVELHOST Magazine**  
 PO Box 4568  
 Palm Desert CA 92261  
 Phone: (760)668-6863  
 www.travelhost.com/palmsprings

**Art Brigman**  
**Club Trinidad Resort & the Caribbean Lounge**  
 1900 E. Palm Canyon Dr  
 Palm Springs CA 92264-1621  
 Phone: (760)327-1161  
 www.clubtrinidad.com  
 Joined 1997

**Mike McCormick**  
**Zelda's (Fury Investments)**  
 611 S. Palm Cyn Dr, Ste 16  
 Palm Springs CA 92262  
 Phone: (760)325-2375  
 www.zeldasnighclub.com  
 Joined 1977

**Gary Dack**  
**Lund & Guttry**  
 39700 Bob Hope Dr Ste 309  
 Rancho Mirage CA 92270-0250  
 Phone: (760)568-2242  
 www.lundandguttry.com  
 Joined 1959

**Leyla Pierce**  
**Vagabond Inns**  
 1699 S. Palm Canyon Dr.  
 Palm Springs CA 92264  
 Phone: (760)325-7211  
 www.vagabondinn-palm-springs-hotel.com  
 Joined 2001

**Sandy Vrabel**  
**Miracle Springs Resort & Spa**  
 10625 Palm Drive  
 Desert Hot Springs CA 92240  
 Phone: (760)251-6000  
 www.miraclesprings.com  
 Joined 2008

**Arlene Rosenthal**  
**The Well In the Desert**  
 555 Commercial Road, #10  
 Palm Springs CA 92262  
 Phone: (760)327-8577  
 Joined 2010

**Sally Mahoney**  
**O'Donnell Golf Club**  
 301 N. Belardo Rd  
 Palm Springs CA 92262-5600  
 Phone: (760)325-2259  
 www.odonnellgolfclub.com  
 Joined 1956

**Tom Doyle**  
**Palm Springs Tennis Club**  
 701 W. Baristo Rd  
 Palm Springs CA 92262-6325  
 Phone: (760)325-1441  
 www.palmspringstenniscub.com  
 Joined 1991

**Sharon Walters**  
**Desert Oasis Healthcare**  
 275 N. El Cielo Rd, Suite C  
 Palm Springs CA 92262-6972  
 Phone: (760)320-8814  
 www.mydohc.com  
 Joined 1981

**L. Fox**  
**El Cielo Center**  
 440 S. El Cielo #7  
 Palm Springs CA 92262  
 Phone: (760)321-1234  
 Joined 1999

**David K. Luker**  
**Desert Water Agency**  
 1200 S. Gene Autry Trail  
 Palm Springs CA 92264-3533  
 Phone: (760)323-4971  
 www.dwa.org  
 Joined 1949

**Jeff Peninoy**  
**TriCord Tradeshow Services**  
 738 Neeson Rd.  
 Marina CA 93933  
 Phone: (760)851-4566  
 www.tricord.net  
 Joined 2008

**Bob Edwards**  
**Ruby's Diner**  
 155 S. Palm Canyon Dr. #A6  
 Palm Springs CA 92262  
 Phone: (760)416-0138  
 Joined 2000

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Andrew Starke and David Portener at the mixer  
 at Dinks Dec 22, 2010

# Board of Directors

## Palm Springs Chamber of Commerce 2010-2011 Board of Directors

### Executive Board:

**Jessup, Dan (President)**  
**Zugates, Valerie (Immediate Past President)**  
**Ellis, Tim (President-Elect)**  
**Erickson, Steve (Treasurer)**  
**Hallock, Kathi**  
**McNulty, Ulrich**  
**Moreno, Becky**  
**Starke, Andrew**

### Board of Directors:

**Grass, Clancy**  
**Horton, Carol**  
**Jardin, Mary**  
**Keane, Mike**  
**Karvelis, Don**  
**Noonan, Gerard**  
**Pepple, Jeff**  
**Perezchica, Tammy**  
**Ready, David**  
**Altman, Alex**

## Renewing Members

**Deborah McGarrey**  
**The Gas Co. - A Sempra Energy Co.**  
 211 N. Sunrise Way  
 Palm Springs CA 92262-6518  
 Phone: (909)335-7615  
[www.socalgas.com](http://www.socalgas.com)  
 Joined 1944

**Barry Dayton**  
**Desert AIDS Project**  
 1695 N. Sunrise Way  
 Palm Springs CA 92262-5309  
 Phone: (760)323-2118  
[www.desertaidproject.org](http://www.desertaidproject.org)  
 Joined 1990

**Chris Cross**  
**Palm Springs Cyclery, Inc.**  
 611 S. Palm Canyon Drive  
 Palm Springs CA 92263  
 Phone: (760)325-9319  
 Web: [www.pscyclery.com](http://www.pscyclery.com)  
 Joined 2002

**Ann Greer**  
**Virginia Waring International  
Piano Competition**  
 73-710 Fred Waring Dr, Suite 201  
 Palm Desert CA 92260  
 Phone: (760)773-2575  
[www.vwipc.org](http://www.vwipc.org)  
 Joined 2009

**Jeffrey E. Appling**  
**JEA Jewelry**  
 123 N. Palm Canyon Dr. Ste 533  
 Palm Springs CA 92262  
 Phone: (760)322-2883  
 Web: [www.jeajewelry.com](http://www.jeajewelry.com)  
 Joined 2004

**Andrew Starke**  
**Palm Springs Power Baseball  
Club**  
 1901 E. Baristo Rd.  
 Palm Springs CA 92262  
 Phone: (760)778-4487  
[www.pspb.com](http://www.pspb.com)  
 Joined 2003

**Wayne Ennis**  
**American Medical Response  
Corp.**  
 1111 Montalvo Way  
 Palm Springs CA 92262  
 Phone: (760)883-5010  
[www.amr.net](http://www.amr.net)  
 Joined 1981

**Greg Hough**  
**Weingarten & Hough Insurance**  
 610 S. Belardo Rd Ste 300  
 Palm Springs CA 92264-7466  
 Phone: (760)325-2526  
[www.whinsurance.com](http://www.whinsurance.com)  
 Joined Jan 1944

**Rick Wade**  
**Palm Springs Disposal Services**  
 4690 E. Mesquite Ave  
 Palm Springs CA 92264-3510  
 Phone: (760)327-1351  
[www.palmspringsdisposal.com](http://www.palmspringsdisposal.com)  
 Joined Jan. 1972

**Gene & Ron Williams**  
**Williams Properties**  
 4511 E. Sunny Dunes Rd Ste B  
 Palm Springs CA 92264-1553  
 Phone: (760)325-1641  
 Joined Jan. 1948

**Stephanie Hughes**  
**Coachella Valley Physicians of  
Prime Care**  
 3990 Concoors, Suite 500  
 Ontario CA 91764-7970  
 Phone: (909)605-8000  
[www.yourhealthoptionsinsuranceservices.com](http://www.yourhealthoptionsinsuranceservices.com)

**Dave Kandel Realty**  
 2825 E. Tahquitz Cyn Way Ste 102  
 Palm Springs CA 92262-6975  
 Phone: (760)327-3111

**Kevin Quirk**  
**Kaplan College**  
 2475 E. Tahquitz Canyon Way  
 Palm Springs CA 92262  
 Phone: (760)778-3540  
[www.palm-springs.kaplancollege.com](http://www.palm-springs.kaplancollege.com)

**Cary Boisvert**  
**Forest Lawn - Cathedral City FD  
1847**  
 69855 E. Ramon Road  
 Cathedral City CA 92234  
 Phone: (760)328-3112  
[www.forestlawn.com](http://www.forestlawn.com)



**Left to right – Bob Elsner, Tim Ellis, Mary Jardin,  
& David Portener at Dink's mixer Dec 22, 2010**



Sponsored by:

**Reservations Required**

**Tuesday, February 8th**  
**Hilton Palm Springs**  
**400 E Tahquitz Canyon Way**  
**11:30AM to 1:30PM**

**\$45.00 per person**  
**tables of 10 available for \$400**

Palm Springs Chamber of Commerce  
 190 W. Amado Road  
 Palm Springs, CA 92262  
 760-325-1577 www.pschamber.org

Business	
Contact	
Telephone	E-Mail
Credit Card: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AmExp	
Card #	
Exp. Date	CVV#
Signature	
Address	
City	Zip
Fax to 760- 325-8549	

## State of the City with Mayor Steve Pougnet Sponsorship Opportunities & Registration Information

**Tuesday, February 8, 2011**

**Hilton Palm Springs – 400 E Tahquitz Canyon Way**

**11:30 a.m. to 1:30 p.m.**

### Corporate Sponsor: \$800.00

- Reserved table of 10 with preferred placement
- Company name listed as a Corporate Sponsor on all event material
- Company name mentioned in all radio advertising
- Company name listed on the luncheon program
- Company name displayed on the Chamber website as a Corporate Sponsor
- Company write-up in the monthly "Business Matters" electronic newsletter

### Title Sponsor: \$400.00

- 4 seats with preferred placement
- Company name listed as a Title Sponsor on event material
- Company name mentioned in all radio advertising
- Company name listed on the luncheon program

### Event Sponsor: \$200.00

- 2 seats with preferred placement
- Company name printed on luncheon program

**Table of 10: \$400.00**

**Individual Seats: \$45.00**

### Sponsorship Level:

Corporate: \$800 \_\_\_\_\_ Title: \$400 \_\_\_\_\_

Event Sponsor: \$200 \_\_\_\_\_

Table of 10: \$400 \_\_\_\_\_ Individual Seats: \$45 \_\_\_\_\_

Total Amount: \_\_\_\_\_

(Circle one) Credit Card: Visa MasterCard Discover AmExp

Credit Card #:

\_\_\_\_\_

Exp Date: \_\_\_\_\_

CVV# \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip \_\_\_\_\_

**Please print form and return to the Palm Springs  
Chamber of Commerce**

**Palm Springs Chamber Night**  
 Palm Springs Stadium 1901 East Baristo Rd 760-778-HITS (4487)

The California Winter League is an instructional winter baseball league for current professional players and free agents. The CWL is a product of POWER baseball.

**Tuesday, February 15**

**Game Starts at 5pm**

Palm Springs Chamber Night will include business-to-business networking in a fun, entertaining environment and a meet and greet with the California Winter League's professional players and coaches. Meet League Commissioner and lead instructor Darrell Evans (21 year MCB career with the Giants, Braves, & Tigers)

\$5 admission for chamber members

Members will receive:  
 Reserved VIP area  
 FREE Hotdogs  
 FREE Popcorn  
 FREE Peanuts  
 \$1 beers

**P.S. I LOVE YOU PALM SPRINGS**  
**Chamber of Commerce**  
 CaliforniaWinterLeague.com

## Acquire and Keep Local Customers

### Technology Brings People through the Doors

From the US Chamber Publication *Small Business Matters*

Customers are increasingly using technology to help them search for local products and services, including tutors, accountants, plumbers, restaurants, and local entertainment. To acquire and keep local customers, small businesses need to leverage the web, social media, and mobile technology.

Here are a few tips: Partner with other online services to offer deals to customers. Use those technologies properly so that a great deal doesn't turn into a money-losing horror for your business.

Create a mobile website. More and more, customers are using their mobile devices for both business and entertainment purposes, such as locating local restaurants and hotels. Make sure that your website displays well on mobile devices. If consumers have to scroll up and down or left and right several times to view your site, you are likely to lose sales.

List your business on major local search engines, including Google Places and Yelp. When someone types "flower shop" and enters his or her ZIP code or city, does your flower shop appear within the top results? Improve your search results organically by including on your website lots of content and links for search engines to index. The more content and links, the higher your search engine ranking. You can also purchase keywords to ensure that your website is listed when those keywords are typed into the search engine.

Leverage social media. Users of Foursquare check in to an establishment to earn points. Twitter is an emerging venue for paid local advertising. Facebook has developed a solution that enables local businesses to engage with local customers who check in. The local marketing dimensions of social media platforms are growing.

Once you've interacted with customers, ask for their contact information. Get their e-mail addresses and cell phone numbers to send them targeted advertising and a regular e-newsletter. Do this only with permission.

Provide great customer service. It's the non-tech things that matter most. Greet each customer with a smile! When it comes to local search, marketing, and advertising, start slow, test, and experiment. After a short time, you'll be able to determine what works best for your business and gives you the highest ROI.



*you are Cordially Invited to Attend*

**Palm Springs Economic Development Corporation's  
"2011 Annual Breakfast"**

*Friday, January 21, 2011 – 7:30 to 9:00 a.m.  
Renaissance Palm Springs - 888 E. Tahquitz Canyon Way  
\$25 per person*

**"Economic Green Shoots – A 2011 Outlook"**  
*Perspectives for the Residential & Commercial Real Estate Markets  
With Featured Speakers:*

- Tom Davis, AICP – Chief Planning & Dev. Officer, Agua Caliente Band of Cahuilla Indians
- Mark Spohn, Vice President, Sperry Van Ness Asset Management, Leasing and Investment Sales

**SPECIAL THANKS TO OUR 2011 SPONSORS:**



*Please RSVP by Tuesday, January 18, 2011 to Tamara via email at:  
[TamaraStevens@psedc.com](mailto:TamaraStevens@psedc.com) or call 760-325-1625  
Make checks payable to PSEDC & mail to P.O. Box 3205 – Palm Springs, CA 92263*

## New Members

**Craig A. Marlar**  
**Bananaz Tropical Grill**  
69934 Hwy 111  
Rancho Mirage CA 92270-2863  
Phone: (760)324-5613  
[www.bananaz.com](http://www.bananaz.com)

**David Hinrichs**  
**Lloyd Pest Control**  
1202 Morena Blvd. #400  
San Diego, CA 92110  
Phone: (619)668-1958  
[www.BadBugs.com](http://www.BadBugs.com)

**Eric Mayfield**  
**KKBC Rock / Rockstar Fabulous Entertainment Bar**  
2300 N. Palm Canyon Drive  
Palm Springs CA 92262  
Phone: (310)721-7169

**Mary Perry**  
**Annenberg Foundation Trust At Sunnylands**  
70177 Hwy 111, Suite 202  
Rancho Mirage CA 92270  
Phone: (760)328-2829  
[www.sunnylands.org](http://www.sunnylands.org)

**Annette Kesson**  
**Five Star Adventures**  
76735 New York Avenue  
Palm Desert CA 92211  
Phone: (760)320-1500  
[www.fivestadaradventures.com](http://www.fivestadaradventures.com)

**Cherie Pearson**  
**Teez Me**  
216 N. Palm Canyon Drive  
Palm Springs CA 92262  
Phone: (760)832-7195  
[www.seasthemoment1.com](http://www.seasthemoment1.com)

**Jesse Escamilla**  
**Rite Aid**  
111 S. Sunrise Way  
Palm Springs CA 92262  
Phone: (760)323-2631  
[www.riteaid.com](http://www.riteaid.com)

**Ursula & Karl Furrer**  
**Swiss Health Resort**  
66729 Eighth Street  
Desert Hot Springs CA 92240  
Phone: (760)329-6912  
[www.swisshealthresort.com](http://www.swisshealthresort.com)

**Denise Hoetker**  
**Palm Springs Woman's Club**  
314 S. Cahuilla Road  
Palm Springs CA 92262  
Phone: (760)325-1950  
[www.PSWomansClub.org](http://www.PSWomansClub.org)



**EggNest Insurance Services**  
318 N Palm Canyon Dr  
Palm Springs, CA 92262  
760-322-4622 CA LIC# 0G97493  
[www.egggnest.com](http://www.egggnest.com)

**888-987-NESTEGGG**



Mark Field

*"Why put all your Eggs in one basket, when they're better off left in the Nest"*

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PALM SPRINGS

32-250 Bob Hope Drive  
Rancho Mirage, CA 92270  
[www.HotWaterCasino.com](http://www.HotWaterCasino.com)

1.888.999.1995

401 East Amado Road  
Palm Springs, CA 92262  
[www.SpaResortCasino.com](http://www.SpaResortCasino.com)