

The Public Record

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SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY



Palm Springs Housing Project To Spark Local Economy

A new partnership between a longtime homebuilder and a local tribe is a welcome sign that shows the Palm Springs economy is improving.

The Agua Caliente Band of Cahuilla Indians announced it has entered into an agreement with The Rilmington Group, a leader in the local home building industry, to build 52 single-family homes on Tribal trust land within the reservation.

Construction will begin this fall on the housing community, known as Vallera Palm Springs. The first phase of homes will be offered for sale in spring 2014.

The project will help invigorate the local economy, bringing construction jobs and new residents, who will live within walking distance to restaurants, shopping, entertainment, the convention center and other services available in downtown Palm Springs.

The community will consist of detached, two-story homes ranging from 1,650 square

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Can employers really get free labor?

BY KEN ALAN

Labor represents the largest allocation of recurring costs for most businesses, so it's no surprise that owners and managers are looking into unpaid internships, commission-only sales, independent contractors and even volunteers to trim expenses. But do these options run afoul of labor laws?

"You have to draw a distinction between private sector, for-profit businesses and



government agencies or nonprofits because they have different rules," said **Roger K. Crawford**, a partner at the law firm of Best Best & Krieger (BB&K) who specializes in

labor and employment law. "For government agencies and nonprofits, there's nothing that prohibits an individual from volunteering their services. So there are very few restrictions on what you can do there." Before joining BB&K Crawford was an attorney for the National Labor Relations Board.

The situation is different with private businesses. The guiding principle of the Federal Fair Labor Standard's Act (FLSA) is that employees must be paid at least the minimum hourly wage when the employer is

profiting in any way from their labor. "For-profits can't have volunteers—and there really are no exceptions to that," cautions Crawford.

The current Federal minimum wage is \$7.25 per hour. Businesses in California must pay \$8 per hour, increasing to \$9 July 1, 2014 and \$10 Jan. 1, 2016. Certain classifications of workers are also eligible for overtime at a premium wage.

California labor law does provide for a "learners" wage, where employees with "no previous or similar experience" may be paid 85 percent of minimum wage for the first 160 hours of employment. After that, they must be paid the full minimum wage.

Unpaid Internships

"For-profits can have internships but they have to be in the context of an educational training program. Interns cannot perform any productive work for the employer and the employer cannot derive any benefit from that internship," said Crawford.

According to the US Department of Labor's (DOL) fact sheet, "Internships in the 'for-profit' private sector will most often be viewed as employment, unless the test described below relating to trainees is met."

1. The training, even though it includes actual operation of the employer's facilities, is similar to that which would be given in a vocational school.

2. The training is for the benefit of the trainees or students.

3. The trainees or students do not displace regular employees, but work under their close observation.

4. The employer derives no immediate advantage from the activities of trainees or students, and on occasion the employer's operations may be actually impeded.

5. The trainees or students are not necessarily entitled to a job at the conclusion of the training period.

6. The employer and the trainees or students understand that the trainees or students are not entitled to wages for the time spent in training.

The DOL emphasizes that unpaid internships cannot be used to tryout prospective employees before offering a job. "If an intern is placed with the employer for a trial period with the expectation that he or she will then be hired on a permanent basis that individual generally would be considered an employee under the FLSA," states the guidelines.

Commission-Only Sales

Hiring commission-only sales people might seem like a sensible way to maximize profits with no out-of-pocket costs and no risk of paying for unproductive employees. But the FLSA provides an exception from minimum wage and overtime pay to

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Can employers really get free labor?

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“outside sales” personnel only if the following tests are met:

1. The employee’s primary duty must be making sales or obtaining orders or contracts for services or for the use of facilities for which a consideration will be paid by the client or customer; and

2. The employee must be customarily and regularly engaged away from the employer’s place or places of business.

California’s wage and hour law is somewhat more restrictive than the Federal law. To qualify for the exemption, a salesperson must spend more than half of his time away from an employer’s place of business—which includes any facility under the employer’s control.

“Outside salesmen have historically been exempt ‘because it’s very difficult to control their hours and working conditions. They set their own time, and they’re on the road, they call on their customers.... Rarely do (employers) know what they’re doing on an hour-to-hour basis,’” wrote Miles E. Locker, chief counsel for California’s Division of Labor Standards Enforcement, quoting from a hearing on a real estate industry case. That issue questioned whether or not a sales agent employed in a developer’s model homes or temporary trailer qualified for the outside sales exemption. “We...conclude that temporary trailers and model homes located at a tract housing site, although physically separate from the homebuilder’s or seller’s headquarters office nonetheless constitute the ‘employer’s place of business’ within the meaning of the...definition of ‘outside salespersons,’” he wrote.

Some employees performing inside sales work in certain retail establishments may

also be exempt under FLSA section 7(i), but this provision requires the employee earn a base salary of one and one-half times minimum wage.

W-2 Employees versus 1099 Independent Contractors

In recent years, the DOL has stepped up enforcement efforts to reduce misclassification of employees as independent contractors. Interagency agreements provide for sharing employment information with state labor agencies—including California—and the Internal Revenue Service.

On a number of occasions The U.S. Supreme Court has ruled that there is no single rule or test for determining whether an individual is an independent contractor or an employee for purposes of the FLSA, but the rule of thumb is that “independent” is the key word. The relationship with someone defined as an independent contractor would have to be like any other third party vendor—they usually serve multiple customers or clients, they provide their own equipment, they control their own schedule and work sites.

Employers should be particularly wary of classifying someone as an independent contractor if that individual is not providing a similar service for at least one other business that has no relationship to your own.

Misclassification can lead to costly back-payments and penalties, so if there’s any doubt about the employment relationship, employers should seek legal counsel or request a determination of worker status from the IRS using form SS-8.

TPR

Palm Springs Housing Project to Spark Local Economy

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feet to 2,040 square feet. Designs will include three floor plans—each with three bedrooms (two downstairs and a secondary master suite upstairs), three bathrooms and a two-car garage. The home facades will have gabled dormers, balconies, covered ground floor patios and chimneys. Every home will have a standard pool with available upgrades and an interior courtyard. The houses will be energy-efficient with solar and renewable energy options and Energy Star appliances.

“We are excited to enter in to this agreement with the Tribe,” said Mickie Riley, President of The Rilington Group. “Our company is dedicated to building the highest quality homes and this community will provide a new selection of beautiful homes to those desiring to live near the convenient downtown Palm Springs area.”

Vallera Palm Springs will be the final phase of Village Traditions, a housing development located within the boundaries of Section 14 of the reservation. The

neighborhood already includes 24 condo-style residential units and a recreation center. The public streets surrounding the project include Ramon Road, Calle El Segundo and Via Saturnino.

Tribal Chairman Jeff L. Grubbe says he is also pleased about the new agreement with Rilington homes.

“Our shared vision for this property will result in the addition of very attractive new homes in this desirable neighborhood,” he said. “The Rilington Group has a solid history of building quality homes and communities in great locations throughout Southern California and the Coachella Valley. This project represents a real sign our local housing market is improving. Home building creates jobs and helps drive economic growth.”

The Rilington Group is a full-service real estate development, sales and construction company with four decades of experience in the residential and commercial development industries. **TPR**

CLARIFICATION

In the Oct. 15 issue’s Affordable Care Act article by Bill Robinson, there are three other important requirements that apply to Large Groups: Probationary Waiting Periods Limited to 60 Days, Non-Discrimination Rules, Maximum Out-of-Pocket Limits.

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The Public Record welcomes letters to the editor, guest editorials, tips on local business news and press releases. All submissions should include your name, occupation or business affiliation, email address and phone number. Photos submitted for publication should include a caption and be a minimum of 4"x6" at 300dpi (1800x1200 pixels), *jpg* format is preferred. We reserve the right to edit for length, grammar and to ensure that copy remains within the bounds of good taste.

Send all correspondence to ken@desertpublicrecord.com.

BUSINESS NEWS

ABA ISSUES GUIDANCE TO LAWYERS ON GROUP-PURCHASING MARKETING PROGRAMS

The American Bar Association Standing Committee on Ethics and Professional Responsibility has issued a formal opinion that guides lawyers and law firms on how to best use group-purchasing marketing programs and adhere to ethical and professional obligations.

Formal Opinion 465 recognizes that these marketing programs—both online and in print—offer lawyers an alternative way to market their services, attract new clients and foster brand recognition. The opinion addresses coupon deals in which the lawyer directly collects discounted fees upon providing legal services as well as deals in which legal fees are paid in advance and collected for distribution by a third-party marketing organization.

“A lawyer must exercise great care to ensure that both the offer and any resulting representation comply with all obligations under the Model Rules, including avoiding false or misleading statements and conflicts of interest, providing competent and diligent representation, and appropriately handling all money received,” the opinion states.

While the committee believes that coupon deals can be structured to comply with the ABA Model Rules, it is less certain that group-purchasing marketing programs in which legal services are paid in advance can be ethically structured. Among the issues identified by the committee is how to properly manage payment of advanced legal fees.

The ABA Standing Committee on Ethics and Professional Responsibility periodically issues ethics opinions to guide lawyers, courts and the public in interpreting and applying ABA model ethics rules to specific issues of legal practice, client-lawyer relationships and judicial behavior. Formal Opinion 465 and other ABA ethics opinions are available on the ABA Center for Professional Responsibility website.

With nearly 400,000 members, the American Bar Association is one of the largest voluntary professional membership organizations in the world. As the national voice of the legal profession, the ABA works to improve the administration of justice, promotes programs that assist lawyers and judges in their work, accredits law schools, provides continuing legal education, and works to build public understanding around the world of the importance of the rule of law.

NATIONAL STUDY: DESERT REGIONAL MEDICAL CENTER NAMED AMERICA'S 100 BEST FOR JOINT REPLACEMENT

Desert Regional Medical Center announced it has been recognized by Healthgrades as one of America's 100 Best hospitals for Joint Replacement. Healthgrades, a leading online resource that helps consumers search, compare and connect with physicians and hospitals, evaluated nearly 4,500 hospitals nationwide for 31 of the most common inpatient procedures and conditions and identified the 100 best hospitals within each procedure.

The achievement is part of findings released today in American Hospital Quality Outcomes 2014: Healthgrades Report to the Nation, which demonstrates how clinical performance differs between hospitals and the impact that this variation may have on health outcomes. For example, from 2010-2012, if all hospitals as a group, performed similarly to hospitals receiving 5-stars as a group, on average 234,252 lives could potentially have been saved and 157,418 complications could potentially have been avoided. A 5-star rating indicates that Desert Regional's clinical outcomes are better than expected when treating the condition or conducting the procedure being evaluated.

“Desert Regional Medical Center has made orthopedic care a priority so the residents of the Coachella Valley do not have to leave our beautiful Coachella Valley to have access to some of the latest procedures in joint and spine care,” CEO Carolyn Caldwell said. “Our Joint & Spine Pavilion was created to be a specialized area where patients can recover with their peers, surrounded by nurses and staff who are specifically trained in orthopedics. We also have invested in some of the latest technologies so our surgeons can provide the benefits of minimally invasive procedures.

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BUSINESS CALENDAR

November 2 Desert Cancer

Foundation “Gift of Life”:

Home of Jim Houston. 6:00 p.m.

November 3 Greater Palm Springs Pride

Parade: Palm Canyon Drive. 10:00 a.m.

November 5 Palm Desert Chamber

Business Breakfast with Tax Panel: Desert Willow. 7:00 a.m.

November 9 Animal Samaritans “Walk for Animals & Pet Expo”:

Palm Springs Pavilion at Sunrise Park. 8:00 a.m.

November 11 Palm Springs Veterans Day

Parade: Palm Canyon to Alejo. 3:30 p.m.

November 12 Indian Wells Chamber Mixer:

Vicky's of Santa Fe. 5:30 p.m.

November 14 Palm Desert Chamber Profit

Connection Leads Tips Lunch: Chamber offices. 11:30 a.m.

November 14 La Quinta Chamber Flash

Lunch Mob: Louises Pantry. 11:30 a.m.

November 16 La Quinta Arts Foundation

“Art Under the Umbrellas”: Old Town La Quinta. 10:00 a.m.

November 18 DBA Mixer:

hosted by J Russell! The Salon 72996 El Paseo, Palm Desert. 6:00 p.m.

November 26 Indio Chamber Social

Networking Live Mixer: Miramonte Resort & Spa. 5:00 p.m.

November 28 High Tower Thanksgiving

Day 5K: Benefiting Martha's Village; El Paseo. 7:00 a.m.

December 3 Indio Chamber Southwest Arts

Festival Poster Unveiling/Press Conference: Chamber offices. 10:30 a.m.

December 3 Indio Chamber Member

Appreciation Holiday Party & Meet the Festival Artist: Chamber offices. 5:00 p.m.

December 9 DBA Holiday Party:

Renaissance Palm Springs. 6:00 p.m.

December 19 Indio Chamber Winter Wine

Pairing: Solano's. 6:00 p.m.

ABOUT THE CALENDAR

Listings in the Business Calendar are free and limited to chambers of commerce, associations, networking groups, or other nonprofit, business-oriented organizations. Please submit event notices at least three weeks in advance. Email to admin@desertpublicrecord.com or fax to 760-771-1188. Please include the event, time, location, price, phone, and sponsor. All listings are subject to space availability.

FOR MORE INFORMATION

American Business Women Association
www.abwa.org

Building Industry Association Contact
760-360-2476

Cathedral City Chamber of Commerce
760-328-1213, www.cathedralcitycc.com

Coachella Chamber of Commerce
760-398-8089, www.coachellachamber.com

Coachella Valley Women's Business Center
760-345-9200, www.cvwbc.org

Desert Business Association 760-904-4589,
www.desertbusinessassociation.org

Desert Contractors Association
760-200-9202, www.desertcontractors.org

Desert Hot Springs Chamber of Commerce
760-329-6403, www.deserthotsprings.com

Desert Valleys Builders Association
760-776-7001, www.thedvba.org

Indian Wells Chamber of Commerce
760-346-7095, www.indianwellschamber.com

Indio Chamber of Commerce
760-347-0676, www.indiochamber.org

La Quinta Chamber of Commerce
760-564-3199, www.lqchamber.com

Palm Desert Area Chamber of Commerce
760-346-6111, www.pdacc.org

Palm Springs Chamber of Commerce
760-325-1577, www.pschamber.org

Palm Springs Desert Resorts Convention & Visitors Authority
760-770-9000, www.palmspringsusa.com

Palm Springs Hospitality Association
760-835-4957, www.palmspringshospitality.org

Rancho Mirage Chamber of Commerce
760-568-9351, www.ranchomirage.org

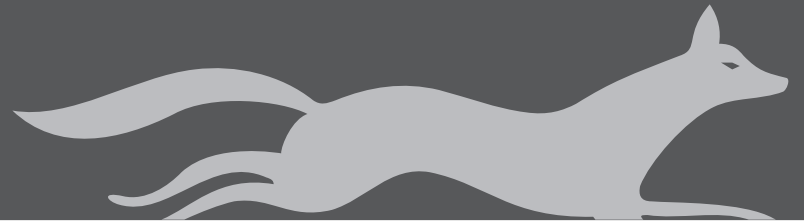
Thousand Palms Chamber of Commerce
760-343-1988



Fox & Hounds

KEEPING TABS ON CALIFORNIA BUSINESS AND POLITICS

DAILY



A PENSION INITIATIVE COULD AFFECT OTHER ELECTION ISSUES

BY JOEL FOX

Few would disagree with public employee union leaders when they declare their coalition would be out in force to defeat the new pension reform initiative filed by San Jose Mayor Chuck Reed and others. The question is how such an organized effort to defeat this one measure will play with other candidate and ballot issues in the same election?

Warning: Mayor conjecturing ahead with inevitable twists and turns on the

political trail that could disrupt this current view.

This speculation assumes the pension plan makes the ballot. That is not a sure thing. Many dollars would be needed to qualify the measure, let alone run a difficult statewide campaign, and there is little indication that the needed revenue is available at this point.

If the pension reform does make the ballot and produces a surge of union coalition voters, it could have an affect on

a ballot that seems to have little draw at this point. A low turnout election with one major issue driving voters means those one-issue voters could propel other contests in unexpected ways.

Little buzz has been building over the election of statewide officers in the 2014 general election. Governor Jerry Brown is considered an odds-on-favorite to win re-election. If that situation doesn't change, the top state job won't rally voters to the polls.

Some have conjectured that under the top-two primary system a couple of Democrats in this heavily blue state may face off in the general election for one of the lower constitutional offices. That might see both candidates in a particular statewide race appealing to the union coalition for support with the one stronger on the pension issue getting endorsements.

A cautionary tale for this scenario comes from Los Angeles, where a major issue in the recent mayoral campaign was public union support from Department of Water and Power workers. The candidate spurned by the union, Eric Garcetti, won.

Other potential measures on the November 2014 ballot could feel the influence of voters coming to the polls for the pension initiative. A number of possible tax items could be on the ballot. Oil severance tax and cigarette tax propositions have been filed. The issue of lowering vote requirements to raise taxes on the local level will be discussed in the legislature early next year and one or more could find their way on the ballot.

The tax measures become intertwined in the pension debate.

The mayors behind the pension reform

argue that without pension changes more and more of local public services have to be cut to use available money for pension and health benefits for retired workers. Those opposed to changes in the pension plan may see voting for higher taxes as the way to have their cake and eat it, too.

However, even a high turnout of voters affected by the pension issue doesn't mean this battle is decided before it even begins.

If the pension plan is on the ballot it could well pass even if outspent and with a high turnout of union coalition members. The reason: Pension envy.

Many voters look at the benefits public sector workers receive and the age at which they receive those benefits and are jealous. As the Los Angeles Times reported according to a new poll, 82-percent of Americans 50 and over who currently have jobs expect to be working in some form during retirement. As the Times put it, "In other words, 'retirement' is increasingly becoming a misnomer."

And one group that traditionally goes to the polls even in low-interest elections is the 50 and over set.

There is a long way to go before the picture of Election 2014 comes into focus, but political operatives are already considering the potential vibrations that could be set off if certain ballot measures appear. The new pension proposal likely could set off the widest ripples on the election sea.

TPR

Joel Fox is Editor of foxandhoundsdaily.com and President of the Small Business Action Committee.

Confused About the New Health Insurance Law?

**2014 is bringing major changes
to health insurance in America!**

- Have you been declined for health insurance?
- Does health insurance cost more than you can afford?
- Can you keep your current health insurance plan in 2014?
- What is the new Covered California Marketplace?

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Bill Robinson

PUBLIC SECTOR NEWS

COVERED CALIFORNIA RELEASES WEEKLY STATISTICS FOR HEALTH INSURANCE MARKETPLACE

Covered California released updated numbers of consumer interest in the agency's health insurance marketplace and Medi-Cal, with nearly 500,000 unique visits to its website and more than 45,000 calls to its Service Center during the week ending Oct. 19.

Since open enrollment began Oct. 1, consumers have been shopping and comparing among 12 insurers offering health care coverage through Covered California, where consumers also can determine if they are eligible to enroll, eligible for subsidies or eligible for Medi-Cal.

For the first three weeks of open enrollment, more than 2.2 million unique visits were made to www.CoveredCA.com. The Service Center has handled more than 150,000 calls during the same period. From Oct. 1 through Oct. 19, approximately 125,929 applications were started.

Total enrollment for October will be released in November.

STUDENTS SHADOW RIVERSIDE COUNTY WORKERS FOR YOUTH-IN-GOVERNMENT DAY

Students got a behind-the-scenes view of a career in local government during Riverside County's 15th Annual Youth-in-Government Day last week.

Students spent a day on the job learning from a professional in his or her field of interest. More than 70 students participated in this year's event, where they learned more about local government and identify potential careers.

Youth in Government Day was created by the Riverside County Youth Commission. Students participate in day-to-day government functions that range from citing Code Enforcement violations to helping at the animal shelters.

ASSEMBLYMAN NESTANDE HONORS GUIDE DOGS OF THE DESERT

Assemblyman Brian Nestande (R-Palm Desert) presented a resolution to Guide Dogs of the Desert at their October graduation ceremony in Cathedral City last week. For nearly a century, guide dogs have been recognized around the world as an important tool for helping the blind and visually impaired.

"As one of the three licensed Guide Dog Schools in California, I am honored to recognize Guide Dogs of the Desert for the benefit they bring not only to our local community, but to all Californians that are blind or visually impaired. Most of us cannot imagine a world without sight, and Guide Dogs of the Desert provides a critical service to those who experience that on a daily basis, so they can make their way in the world with greater ease, confidence and safety," said Nestande.

According to the American Federation of the Blind, just more than 7,000 Americans, approximately 1,500 of them in California, rely on these remarkable canines, often trusting them with their very lives. California has long recognized the need to promote high standards in the training of these animals, and in 1948 created the State Board of Guide Dogs for the Blind to license schools that teach these vital skills. California's three licensed schools now graduate about 400 guide dog teams each year.

Antonette Sorrick, executive officer for the California State Board of Guide Dogs for the Blind stated, "Since 1972, Guide Dogs of the Desert have held the gold standard of California licensure. We are happy to see Assemblyman Nestande recognize the good works of this school and the important contributions from the school's staff, donors and volunteers."

In addition to ensuring the highest standards of training, the State Board of Guide Dogs for the Blind oversees fundraising practices, and has been a force for encouraging the enforcement of laws granting guide-dog access to buildings and facilities both public and private.

COVERED CALIFORNIA ROLLS OUT ASIAN-LANGUAGE CAMPAIGN

Covered California began its marketing campaign to reach Asian-language consumers statewide through airwaves, billboards, online channels and print media.

The push is designed to get information about the new health insurance marketplace to

Asians in their specific languages, using a wide range of media. The effort will complement Covered California's general advertising campaign that is already serving English-speaking Asian communities.

"California is a large and ethnically diverse state," said Covered California executive director Peter Lee. "Reaching out to communities with culturally sensitive information delivered in their languages will be vital to our mission of expanding health care coverage in this state." Projections show that Asians make up 14 percent of Californians eligible for federal subsidies when signing up for health care coverage that begins Jan. 1, 2014. According to census data, half of Asians in California speak limited English, prompting a need to communicate with them in their individual languages.

Key markets for Asian-language advertising are Los Angeles, the San Francisco Bay Area, Sacramento, San Diego and Fresno.

Asian TV spots began last week in multiple languages, including Cantonese, Mandarin, Korean, Vietnamese and Tagalog. While some radio stations began to run ads about the state health benefit exchange in various Asian languages on Oct. 1, a heightened campaign is now underway with additional radio spots in Khmer and Lao languages.

Covered California advertising in Asian languages will hit billboards and transit shelters in early November, along with posters in key community gathering places.

Chinese online ads have been in the market since September, but those efforts will be expanded to include Korean, Vietnamese, Filipino, Hmong, Lao and Khmer.

Print ads in Asian languages began earlier this month, in traditional and simplified Chinese, Korean and Vietnamese. More print advertising is planned to begin in early November for Filipinos, including Tagalog, English or a combination.

RIVERSIDE COUNTY CHILDREN & FAMILIES COMMISSION PROMOTES EARLY LITERACY AMONG FAMILIES WITH CHILDREN

First 5 Riverside's Read Early, Read Aloud early literacy campaign aims to increase positive experiences through celebrations held throughout Riverside County.

Introducing books early and reading aloud helps young children build literacy skills, succeed in school, embrace a lifelong love for reading and create special bonds with parents, family and caregivers.

"Reading early and aloud, even before a child is born, makes a difference in helping children prepare for school and embrace lifelong learning," said Harry Freedman, executive director of First 5 Riverside. "Reading daily with children is one of the easiest and most significant ways to have a positive impact on children's futures. So, let's celebrate this and encourage families to continue reading year-round."

A celebration will be held 11 a.m. to 2 p.m. Wednesday Oct. 30 at the Barnes & Noble bookstore in the Palm Desert Westfield Shopping Center. Special guests include First 5 Riverside Commissioner Lisa Larson, an educator in the Coachella Valley.

The community can help put books in the hands of Riverside County children through Barnes & Noble purchases at either store through Oct 30. Simply present code #11168473 at any register or online. A portion of the proceeds will be donated to First 5 Riverside to distribute books to as many Riverside County children through age 5 as possible.

Research shows that ensuring books are available to any child at any time of the year enhances academic achievement and helps close reading gaps, especially among children from low-income families.

In November, join First 5 Riverside for Bookworm Wednesdays, special events including stories, crafts, snacks and a free book for every child through age 5. Events will be held at 10:30 a.m. Nov. 6 at Martha's Village & Kitchen in Indio, 10 a.m. Nov. 13 at the Sun City Library in Menifee Valley, and 10:30 a.m. and 2:30 p.m. Nov. 20 at Home Gardens Library in Corona. Click the "Read Early, Read Aloud" button for tips and other resources at www.rccfc.org.



DOLLARS AND SENSE

2013 Year-End Tax Planning Considerations

SUBMITTED BY CHARLES LAVERTY

As the end of the 2013 tax year approaches, set aside some time to evaluate your situation. Here are some things to keep in mind as you consider potential year-end tax moves.

1. The tax landscape has changed for higher-income individuals

This year a new 39.6 percent federal income tax rate applies if your taxable income exceeds \$400,000 (\$450,000 if you're married and file a joint return, \$225,000 if you're married and file separately). If your income crosses that

threshold, you'll also be subject to a new 20 percent maximum tax rate on long-term capital gains and qualifying dividends (last year, the maximum rate that applied was 15 percent).

That's not all—you could see a difference even if your income doesn't reach that level.

That's because if your adjusted gross income is more than \$250,000 (\$300,000 if you're married and file a joint return, \$150,000 if you're married and file separately), your personal and dependency exemptions may be phased out this year, and your itemized deductions may be limited.

2. New Medicare taxes apply

Two new Medicare taxes apply this year. If your wages exceed \$200,000 this year (\$250,000 if you're married and file a joint return, \$125,000 if you're married and file separately), the hospital insurance (HI) portion of the payroll tax—commonly referred to as the Medicare portion—is increased by 0.9 percent. Also, a 3.8 percent Medicare contribution tax generally applies to some or all of your net investment income if your modified adjusted gross income exceeds those dollar thresholds.

3. Don't forget the basics—retirement plan contributions

Make sure that you're taking full advantage of tax-advantaged retirement savings vehicles. Traditional IRAs (assuming that you qualify to make deductible contributions) and employer-sponsored retirement plans such as 401(k) plans allow you to contribute funds pretax, reducing your 2013 income. Contributions that you make to a Roth IRA (assuming you meet the income requirements) or a Roth 401(k) plan are made with after-tax dollars, but qualified Roth distributions are completely free from federal income tax. For 2013, you can contribute up to \$17,500 to a 401(k) plan (\$23,000 if you're age 50 or older), and up to \$5,500 to a traditional or Roth IRA (\$6,500 if you're age 50 or older). The window to make 2013 contributions to an employer plan typically closes at the end of the year, while you generally have until the due date of your federal income tax return to make 2013 IRA contributions.

4. Expiring provisions

A number of key provisions are scheduled to expire at the end of 2013, including:

Increased Internal Revenue Code

Section 179 expense limits and “bonus” depreciation provisions end.

The increased (100 percent) exclusion of capital gain from the sale or exchange of qualified small business stock (provided certain requirements, including a five-year holding period, are met) will not apply to qualified small business stock issued and acquired after 2013.

This will be the last year that you'll be able to make qualified charitable distributions (QCDs) of up to \$100,000 from an IRA directly to a qualified charity if you're 70½ or older; such distributions may be excluded from income and count toward satisfying any required minimum distributions (RMDs) you would otherwise have to receive from your IRA in 2013.

The above-the-line deductions for qualified higher education expenses, and for up to \$250 of out-of-pocket classroom expenses paid by education professionals, will not be available starting with the 2014 tax year.

This will also be the last year you'll be able to elect to deduct state and local sales tax in lieu of state and local income tax if you itemize deductions.

TPR

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BUSINESS NEWS

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“Hospitals earn this distinction by providing better than expected outcomes for specific conditions and procedures,” said Evan Marks, EVP Informatics and Strategy, Healthgrades. “When selecting physicians associated with a hospital that has achieved this recognition, consumers can expect a commitment to exceptional clinical quality care.”

For its analysis, Healthgrades evaluated approximately 40 million Medicare-patient records for nearly 4,500 short-term acute care hospitals nationwide, assessing hospital performance relative to each of 31 common conditions and procedures. Healthgrades awards hospitals quality achievements for cohort-specific performance, specialty area performance and overall clinical quality. Individual procedure or condition cohorts are designated as 5 star (statistically better than expected), 3 star (statistically as expected) and 1 star (statistically worse than expected) categories.

BB&K BOOSTS EMINENT DOMAIN PRACTICE WITH THREE NEW ATTORNEYS



Best Best & Krieger LLP recently hired three attorneys to join the eminent domain practice in offices across Southern California. The eminent domain practice group focuses on helping cities, counties, special districts and school districts acquire property so they can build roads, water supply pipelines and other needed infrastructure.

The new attorneys are:

Artin N. Shaverdian, who is based in the Los Angeles office. An of counsel attorney at BB&K, Shaverdian comes to the firm with nearly a decade of experience in eminent domain law. He has represented key public agencies in Southern California, including the Los Angeles Unified School District, various cities, redevelopment agencies and special districts in eminent domain/inverse condemnation cases.



Gregory G. Snarr, who is an associate in the Riverside office. He represents public agencies and private-sector clients in pre-litigation, real-property acquisitions as well as all stages of complex, commercial litigation in state and federal courts.



Holly E. Cheong, an associate who joined the San Diego office and represents public agencies in eminent domain matters. Prior to joining BB&K, Cheong worked for Snell & Wilmer LLP in Las Vegas as a litigator handling commercial, civil and employment cases.

CSUSB PALM DESERT CAMPUS TO HOLD SUMMIT ON THE USE OF TECHNOLOGY TO IMPROVE LITERACY IN THE CLASSROOM

A summit focusing on the use of technology in the classroom will take place at Cal State San Bernardino's Palm Desert Campus Thursday, Nov. 7, from 4-5:30 p.m.

The summit, for teachers and parents, will explore how tablet technology can dramatically impact student engagement. Attendees will learn real-world strategies and evaluate iPad apps, books and videos, while discovering new ways to use this innovative technology to improve student learning. Topics of discussion will include basic familiarization with the capabilities of iPad applications to support literacy and ideas for using iPads in the classroom to develop and extend literacy.

The event will feature four panelists: Kelly Fitchpatrick and Wende Hamann from Palm Desert Charter Middle School, Katherine Quintana from Coral Mountain Academy and Karen Foerch, instructional technology specialist from Palm Springs Unified School District. The summit, which is free and open to the public, will be held in the campus's Oliphant Auditorium. Parking is paid by Friends of the Palm Desert Campus. Attendees are encouraged to bring their iPad for a more hands-on experience. The summit is co-sponsored by the CSUSB Palm Desert Campus and Dr. Ward and Pat Fredericks.

The CSUSB Palm Desert Campus is located at 37-500 Cook St., Palm Desert. For more information about the summit, contact Doris Wilson at (760) 341-2883, ext. 78170 or dwilson@csusb.edu.

BOUCHEE CAFÉ & DELI RELOCATING TO PALM DESERT

Popular Bouchee Café & Deli is relocating from La Quinta to Palm Desert. Bouchee has signed a lease at Palm to Pines at the Intersection of Highway 111 and Plaza Way, according to Lee & Associates of Palm Desert.

The new location offers easy access and a beautiful dining patio. Bouchee Café & Deli will offer gourmet sandwiches, a variety of delicious side dishes along with vinegars, oils, treats and candy. The restaurant plans to be open in November 2013.

THE LIVING DESERT BIDS FAREWELL TO KHAN, THE PARK'S BELOVED LEOPARD

It is with a heavy heart that The Living Desert staff reports Khan, the park's beloved 21-year-old Amur leopard, was humanely euthanized Tuesday morning following a period of age-related kidney disease and physical decline. The life expectancy of Amur leopards is 10-15 years in the wild, and up to 20 years in zoos.

“Although Khan lived a long and healthy life, and was one of the oldest Amur leopards, his passing has left us with a great sadness and we'll miss him tremendously,” says Stacey Johnson, president & CEO of The Living Desert. “Khan has been adored ever since he first came to the park about 14 years ago, and awed us with his majestic beauty.”

The park's zookeepers and veterinary staff were closely watching and tending to the elderly leopard as his health was declining, and making his final days as comfortable as possible. Upon Khan's passing, a necropsy (animal autopsy) was performed at the Tenny Wildlife Hospital and Conservation Center, which confirmed his complete renal failure.

Amur leopards are critically endangered animals with fewer than 45 in the wild, and approximately 300 in managed breeding programs. Khan was the park's only current leopard, and resided in the area outside the District Commissioner's House. During his tenure at The Living Desert, he brought focus to his species endangered status and educated countless visitors.

KENNY GIANNINI PUTTERS IN THREE PGA TOUR SUPERSTORES

Kenny Giannini Putters, with 35 years of precision in every putt, will be available in three California PGA Tour Superstores this fall: Palm Desert, Irvine and Palo Alto. Carrying five models with a total of 19 variations, certified club fitting experts at the store will provide customers with a customized fitting for free.

“Our partnership with PGA Tour Superstores marks an exciting turning point for Kenny Giannini Putters,” said managing general partner Tim Mooney of Kenny Giannini Putters. “PGA Tour Superstores are known for carrying the best and most popular brands, and now even more golfers will have the opportunity to see and feel why our exclusively designed putters give an advantage to improving their game.”

Manufactured in the USA, Kenny's putters have been in the hands of tour winners for years. Notably, Kenny has mentored the top industry names in putter design. Offering six putters to date, all are billet milled, solid one-piece putters that incorporate the company's exclusive milled Soft Slotted Face Technology slotted sole—enhancing feedback and performance.

INDIAN WELLS ARTS FESTIVAL ADDS “OBJET TROUVÉ” FOUND ART FESTIVAL CREATING A FESTIVAL OF FESTIVALS

Indian Wells Arts Festival, held April 4 through 6, 2014, at the Indian Wells Tennis Garden, will be the Coachella Valley's first-ever Objet Trouvé Found Art Festival, creating a Festival

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of Festivals. *Objet Trouvé* is the idea of using everyday objects and ‘found’ materials to create stimulating works of art. The *Objet Trouvé* Found Art Festival is the genesis of two Coachella Valley-based nonprofit art organizations, the Coachella Valley Arts Alliance and the Student Creative Recycle Art Program (S.C.R.A.P. Gallery). The Indian Wells Arts Festival, in conjunction with the *Objet Trouvé* Found Art Festival, is looking to celebrate one of the most cutting-edge and innovative forms of art.

“We are delighted to announce this innovative new festival within the Indian Wells Arts Festival,” said Dianne Funk, Indian Wells Arts Festival founder and producer. “Our goals to present quality art and partner with outstanding community organizations meets a perfect match with S.C.R.A.P. Gallery and the Coachella Valley Arts Alliance. Their vision for the *Objet Trouvé* Found Art Festival adds a whole new dimension to the arts festival experience.”

In the tradition of Pablo Picasso, Marcel Duchamp, Man Ray, Juan Gris and Georges Braque, 50 artists will exhibit and create one-of-a-kind artworks for sale. Featured *objet trouvé* categories will include assemblage, collage, sculpture, jewelry, painting and ceramics. In addition, installations and hands-on, found art demonstrations will take place during the three-day festival.

All working in Paris in the 1900s, Duchamp, Picasso, Braque and Gris originated the first artworks we now know as *Objet Trouvé*. Celebrating the importance of this art movement at turn-of-the-century Paris, the *Objet Trouvé* Found Art Festival will construct a replica of Paris’ Eiffel Tower and it will be completed on site. True to the concept of *objet trouvé*, this tower will incorporate found materials in its construction and stand approximately 20 feet in height — becoming the landmark for *Objet Trouvé*’s own festival location within the festival.

PALM SPRINGS WRITERS GUILD:

“FOUR WAYS AUTHORS MAKE MONEY FROM PUBLISHING”

The Palm Springs Writers Guild’s monthly meeting and programs continue Saturday, Nov. 2 from 2 p.m. to 4 p.m. at the Rancho Mirage Library with: “Four Ways Authors Make Money from Publishing: Fingers on Your Keyboard to Dollars in Your Bank Account.” Literary Agent and Entertainment Attorney Paul Levine promises a lively and informative program. The event is free and open to the public.

Mr. Levine “wears two hats”—he is a lawyer and a literary agent. He has practiced entertainment law for more than 30 years, specializing in the representation of writers, producers, actors, directors, composers, musicians, artists, authors, photographers, galleries, publishers, developers, production companies and theatre companies in the fields of motion pictures, television, interactive multimedia, live stage, recorded music, concerts, the visual arts, publishing and advertising.

In 1998, Mr. Levine opened the Paul S. Levine Literary Agency, specializing in the representation of book authors and the sale of motion picture and television rights in and to books. Since starting his literary agency, Mr. Levine has sold more than 100 adult, young adult, and children’s fiction and non-fiction books to at least 50 different publishers and has had many books developed as movies-for-television and feature films.

Upcoming monthly Palm Springs Writers Guild monthly meetings/programs include; Diana Lindsay (small press publisher) Stephanie Chandler, “Writing a Reality Novel, The Grammar Game, Desert Writers Expo and the Annual Day of New Works.

GIRLFRIEND FACTOR LUNCHEON CELEBRATES INFLUENCE AND INSPIRATION AMONG WOMEN

The Girlfriend Factor, a local nonprofit organization which provides educational grants to adult women, will be hosting their annual GoGirl! Luncheon Nov. 6, 2013 at the Desert Willow Golf Resort. The Luncheon will feature a discussion, led by Susan Stein, Fashion Editor of Palm Springs Life, between spirited women in different stages of their lives about what has inspired their success and how they are fulfilling their passions in the Fashion, Film, Beauty and Wine industries. Kathy Charlton, Co-Owner of Olympic Cellars Winery, Meg Firestone, Co-Owner of J Russell! The Salon, Claudia Lua, fashion designer and Claire O’Flynn, USC film student comprise the team of speakers. The master of ceremonies for the event will be Dr. Doris Wilson, Associate Dean, CSUSB and retired superintendent of DSUSD.

Additionally, the Girlfriend Factor will be handing out their first GFF Inspiration Awards to three amazing women: Selby Dunham, Founder of Bighorn BAM, Edna Parada, GoGirl! Grant recipient, and Kathy Charlton, Co-Owner of Olympic Cellars Winery. Each of these women offer inspiring examples of giving back to our community, supporting the mission of GFF and setting and achieving goals in their lives. The Luncheon is open to the public, starts at 11:30 a.m. and costs \$50 to attend.

For more information or to make reservations go to www.thegirlfriendfactor.org or call (760)772-9594.

GOLF CART PARADE KICKS-OFF EL PASEO SEASON OF EVENTS

The El Paseo Shopping District is heating up while the Coachella Valley cools down for the 2013-2014 season. With the change in seasons comes much anticipated signature events and new happenings, such as the Annual Golf Cart Parade Sunday, Oct. 27 at 1 p.m. First Friday Art Walk beginning Nov. 1, extended shopping hours on the First Friday, and many new shops and restaurants to explore.

The Palm Desert Golf Cart Parade is the first major event of the season featuring Lady Blue Eyes herself, Barbara Sinatra, as the Grand Marshall. The “Fun in the Sun” theme will have the street filled with everything that the beautiful desert is known for. This year, the Golf Cart Parade is expected to draw more than 15,000 spectators from all across Southern California.

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The day begins with the Palm Desert Rotary Pancake Breakfast, Golf Cart Car Show, Palm Springs Air Museum flyby and parade step-off at 1 p.m.

As part of Palm Desert's new monthly citywide event, First Weekend, El Paseo is pleased to participate with First Friday El Paseo Art Walk starting Nov. 1 from 4 to 8 p.m. Strollers can shop in-store events during extended shopping hours, enjoy the receptions and new exhibits in the many art galleries, and view the classic cars that will be cruising El Paseo as Cruise Night kicks off their season. First Weekend will take place every month through May.

A number of retail fronts have recently made their mark on the acclaimed El Paseo avenue including Aveda Experience Center, Blonde clothing boutique, Classic Art Gallery, Inland Injury Center, Jos. A. Bank, Mares Menswear of El Paseo, Out of the Closet Designer Consignment, Penny Lane, Robert Rose Photography, Royale Projects: Contemporary Art, Thairapy, The Art of Shaving, Uno de 50, Wilma & Frieda's and Wolfgang Puck Pizza Bar.

LUNCHEON BENEFITING SHELTER FROM THE STORM

It's time to don your favorite hat and show your support for Shelter From The Storm—the region's only shelter for women and children victims of domestic violence. The 13th Annual Hats Off Luncheon will be held Thursday, Nov. 7, from 11 a.m. to 1:30 p.m. at the Miramonte Resort & Spa. The event will be co-hosted by Ginger Jeffries, Chief Meteorologist at KESQ; and Elizabeth Beaubien, Evening News Anchor at KMIR.

The Sheltering Sisters, the fundraising auxiliary for the Shelter From the Storm, hosts this luncheon and fundraiser for the Shelter. Shelter From The Storm brings these families to safety and helps them get back on their feet again to live abuse-free lives.

"While wearing a hat is not a requirement, it brings a fun element to this annual fundraiser

for the Shelter," said Andrea Carter, president of the Sheltering Sisters. "Each year, ladies bring their ideas to life for the most creative and over-the-top hats you'll find anywhere in the Coachella Valley to vie for a prize in our Hat Contest featuring categories for the Most Humorous, Most Glamorous, and Most Outrageous hats worn to the event."

The luncheon will also include live entertainment, a silent auction and a domestic violence survivor sharing her inspiring story.

For tickets, go to www.shelterfromthestorm.com or call (760) 674-0400.

CORD MEDIA RETAINED BY ENERGY SOLUTIONS COMPANY HOT PURPLE ENERGY

Cord Media Company will spearhead public relations efforts, develop video production, and manage media placement for Hot Purple Energy (HPE).

HPE is a full-service energy company providing solar systems and long-term energy solutions for both residential and commercial customers. Established in 2010, HPE is an industry leader and has been recognized for superior designs, component and installation techniques. The company is also revered for tailoring comprehensive energy solutions for individuals and businesses so that they may take control of their energy futures. HPE is also a champion of energy education and philanthropy.

"Hot Purple Energy has made a tremendous impact on our local community to educate people about the use of energy through not only consultations, but also with special programs, and notably through involvement in fun community events," said Mike Czerwinski, general manager of Cord Media. "We look forward to further propelling their presence in the marketplace and communicating what sets them apart." **TPR**

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CHAMBER OF COMMERCE NEWS

CATHEDRAL CITY

Cathedral City Certified Farmers Market to Open Nov. 3

Cathedral City is pleased to welcome the Cathedral City Certified Farmers Market to its downtown, Sunday Nov. 3, and open to the public from 10 a.m. to 3 p.m. weekly. The Chamber of Commerce has planned a ribbon cutting event for 11 a.m. opening day. The new Farmers Market features 10-12 farmers with flowers, free-range eggs, fresh ripened fruit and vine ripened vegetables as well as vendors new to the area and not found in other local venues. Future plans include food demonstrations by local chefs featuring the product offerings from the Farmers Market. The Cathedral City Farmers Market is under the management of Lori Herbal, an organic farmer for 16 years in Fallbrook growing avocados, citrus, apples, persimmons, pomegranates and flowers. Her organic products have been in more than 23,000 certified farmers' markets. Herbal has been a certified farmers' market manager for eight years.

Ramon Road Rehab Project Complete

City officials, community leaders and business owners are gathering for a ribbon cutting celebration, Wed., Nov. 6, 9 a.m. at the intersection of Ramon Road and Date Palm Dr., six months after the project groundbreaking to open the new Ramon Road corridor. The public is invited to attend. The rehab project, the City's most significant road construction project since incorporation in 1981, cost \$2.6 million, funded primarily by Federal grants. The 30,000 plus motorists traveling Ramon Road daily appreciate the long-awaited improvements. The construction project includes the stretch of Ramon Road between Date Palm Dr. and Landau Blvd. Rehab improvements include new pavement, sidewalks, drainage upgrades, traffic signal interconnects and new medians. Construction originally was set for December 2012 or, early January 2013, but City and Chamber of Commerce officials requested a project start delay so as not to impact business owners during the height of the tourist season. A groundbreaking took place June 5, and project completed this fall. The Ramon Road corridor is a vital arterial connecting Palm Springs to the city limits of Rancho Mirage, serving as a busy corridor for the Palm Springs International Airport, attractions, and the Agua Caliente Resort & Casino.

State of the City Address Nov. 13

The Chamber is presenting its annual State of the City Address, Wednesday, Nov. 13 at the Desert Princess Resort, corner of Vista Chino and Landau Blvd. The State of the City features Mayor Kathleen De Rosa; guest speaker, Bob Marra, Humana Challenge executive director; and featured presenter, Morris Beschloss, internationally recognized and senior analyst for "The World Report." Mayor de Rosa presents a City management team report covering past, present and future accomplishments throughout the city. Marra will share information on

the tournament and its benefit to Cathedral City and the valley at large. Beschloss brings the current status of the global, national and regional economy, and what it means for Cathedral City and the Coachella Valley. Registration opens at 11:30 a.m. The event begins at noon with the address beginning at 12:30 p.m. Luncheon is \$40 per person for Chamber members; \$45 for guests. For the State of the City address only, free seating is available at 12:30 p.m., open to the public. Reservation deadline is by noon Nov. 7. Luncheon reservations made after deadline are \$50 per person. For information call (760) 328-1213 or visit the Chamber website at www.cathedralcitychambercc.com.

COACHELLA

Coachella Valley Enterprise Zone Tax Credit Seminar

Businesses are invited to the Coachella Valley Enterprise Zone tax credit seminar today, Oct. 29, from 9:30 to 10:30 a.m. at the City of Coachella corporate yard, 53462 Enterprise Way.

Ribbon Cutting for Big 5 Sporting Goods

A grand opening and ribbon cutting ceremony for Big 5 Sporting Goods will be Wednesday, Nov. 6 4:30 to 6:30 p.m. Big 5 is located on Harrison Street in the Food For Less shopping center.

DESERT BUSINESS ASSOCIATION

Upcoming Mixers

- On Monday, Nov. 18, 6 to 8 p.m., the DBA Mixer will be at J Russell! The Salon, 72996 El Paseo, Palm Desert.
- The DBA Holiday Party Monday, Dec. 9 at the Renaissance Palm Springs. Doors open at 6 p.m., dinner starts at 7 p.m. Silent auction and raffle prizes will be available. Cost is \$45 for members & guests. RSVP and purchase tickets at www.DesertBusinessAssociation.org.

INDIO

Indio Chamber President/CEO Seeks New Journey

Joyce Donaldson, President/CEO of the Indio Chamber of Commerce resigned Friday Oct. 4. Donaldson has worked at the Indio Chamber for more than four years. "It has been an adventure, a tremendous personal experience and a profound professional opportunity," said Donaldson. "This has been a difficult decision and has not been made without much soul searching and deliberation. In January, I plan to act upon one of my personal aspirations to travel and study abroad." Donaldson has been planning her departure for several months. The executive search committee has been selected and a national search for the new president/CEO is underway. "It will be business as usual until I depart in January," said Donaldson, who will be assisting the search committee. "Joyce is the type of CEO every organization should have

BER VOICE



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to be successful” stated Steve Sanchez, Chairman of the Board for the Indio Chamber of Commerce. “During Joyce’s four-year tenure, the chamber has tripled its budget, revitalized the logo and brand, and spearheaded the efforts to receive the prestigious Four Star Accreditation.”

Good Morning Coachella Valley Breakfast

The monthly Good Morning Coachella Valley Breakfast will be Friday, Nov. 8, from 8 to 9:30 a.m. at Bellatrix at The Classic Club. The keynote speaker is Chauncey Veatch, 2002 National Teacher of the Year. Veatch’s topic, Leadership is a Partnership, will cover developing tomorrow’s leaders, traits of successful leaders and the privilege of service. During a White House Rose Garden Ceremony in 2002, Veatch was named National Teacher of the Year, selected from more than 3 million United States teachers. Veatch became a teacher in 1995 at the end of active duty in the United States Army. Veatch earned a Bachelor of Arts from the University of the Pacific, a Juris Doctorate from the University of Notre Dame. He is also a graduate of the U.S. Army Command and General Staff College. Veatch travels as a distinguished lecturer with published works on globalization, leadership, diversity and access to postsecondary education. Bellatrix, Classic Club is located at 75-200 Classic Club Blvd., Palm Desert. Cost is \$25 members/\$30 guests. RSVP required: www.indiochamber.org.

PALM DESERT

Palm Desert Area Chamber Taking Orders for NEW Mandatory 2014 Employment Posters

The Palm Desert Area Chamber of Commerce is currently taking orders for all local valley businesses, member or not, to purchase their State Mandatory 2014 Employment Posters. Avoid potential fines upward of \$17,000 for simply failing to post a simple poster. Ordering through the Palm Desert Area Chamber of Commerce is \$30 including tax and direct shipping to your business. The posters included all 16 required Federal and State notices on one poster, including the new Minimum Wage posting. English and Spanish versions are available. Cost is for a non-laminated poster. Laminated posters are available for \$45. Deadline to order is Dec. 15, with orders being shipped and received the first week of January 2014. Posters can also be ordered online at www.pdacc.org or by emailing info@pdacc.org. FAQs: If you employ at least one employee, you must post a poster. If you have at least one Spanish speaking employee, you must also post a Spanish

version. If you are a sole-proprietor with no employees, you do not need to post a poster.

World Travel Trips

The Palm Desert Area Chamber of Commerce is inviting residents from throughout the Valley to travel the globe with them this coming spring and fall 2014. The Palm Desert Area Chamber of Commerce has announced their World Travel schedule for 2014, with four trips planned that include Russia, Dubai, Machu Pichu/Peru, and Paris/Normandy. Travel costs are from \$2899 to \$3499 per trip per person, and include roundtrip airfare, accommodations, some scheduled meals, guides, transportation, and a whole lot of adventure and memories. The Chamber of Commerce has been securing these trips for many travelers year after year. Find out more by contacting the Chamber of Commerce offices 72559 Highway 111, Palm Desert, for information on the Peru and Dubai trips. Flyers with complete itineraries are available online at www.pdacc.org click Trips or the big Airplane photo.

Say Thank You to Local Veterans

The Palm Desert Area Chamber of Commerce is helping the County of Riverside EDA in promoting a simple and easy way to say Thank You to our local Veterans. With Veteran’s Day upon us, this is the perfect time for any and all local businesses, if they choose to do so, to offer Veterans discounts on products or services. It’s easy to do and FREE. Just visit the Palm Desert Area Chamber of Commerce website, www.pdacc.org/flyers.html and download and print the Veterans Discount Flyer. Once printed, any local business can easily post the printed flyer in their establishment, and offer a discount to any Veteran who has proper identification. This can be a Veteran’s Day Special, or just an ongoing discount for our local Veterans. A simple, easy, free way to give a little something back to those who give a lot more and sometimes everything. Pass it along.

Palm Desert Area Chamber to hold third Annual Fall Community Yard/Garage Sale Nov. 16

The Palm Desert Area Chamber of Commerce will be holding the third Annual Fall Community Yard Sale in the Chamber of Commerce parking lot Saturday Nov. 16. Find 50 garage sellers in one location. Sellers are locals from throughout the Valley, and utilize this day to sell in a safe and fun atmosphere. Perfect for those who live in gated communities or have HOA’s restricting Yard Sales. Every treasure seeker is encouraged to make this a must-stop location on their Garage Sale route with free admission and free

parking. This is not a reseller event. Nearly 80 percent of seller space is already reserved. If interested in selling, stop by the Chamber offices Monday through Thursday 9 a.m. to 3 p.m. to pick a reserved location, pay and get details. Held two times per year; if you miss this one, the next sale will be in March.

Sponsorships for Peace Officer Luncheon

The Palm Desert Area Chamber is looking for sponsors to come out on Nov. 26 and enjoy a great lunch honoring local public safety men and women at the Hyatt Regency Indian Wells for the Peace Officer and Public Safety Awards Luncheon. Date is Tuesday, Nov. 26, 11:30 a.m. to 1:30 p.m. Cost is \$60 per seat or \$550 for a table of 10. Sponsorships are available in the form of tables with opportunity to join heroes onstage and present to them, to advertising in the program. More than 500 guests are expected at this valley-wide event. Dine with heroes! Contact the Palm Desert Area Chamber.

PALM SPRINGS

Upcoming Events

- After Hours Mixer, Tuesday, Nov. 19, 5 until 7 p.m. at the Riviera Palm Springs at 1600 N. Indian Canyon Dr. in Palm Springs. Great food, prizes and networking. Free for Chamber members; \$15 guests. No RSVP Needed.
- The last October Lead\$ Lunch is today (Oct. 29) at noon at Café Italia, 2500 N. Palm Canyon.
- November Lead\$ Lunch meets every Tuesday at noon at El Mirasol at Los Arboles at 784 N Indian Canyon Drive in Palm Springs.

ATHENA Awards To Honor Helene Galen, Carol Channing, Mariah Hanson on Dec. 5

In conjunction with the City of Palm Springs, the chamber announces three outstanding women community leaders will be honored for their community service at the 27th annual ATHENA Awards luncheon, an official City of Palm Springs 75th anniversary event, slated for Thursday, Dec. 5, 2013. This year’s ATHENA honorees include: Helene Galen, “Community Icon” Award; Carol Channing, “Jackie Lee Houston Angel Award;” and Mariah Hanson, “ATHENA Leadership Award.” The 11:30 a.m. luncheon, presented by the chamber and hosted by Mayor Steve Pouget, will be at the Renaissance Palm Springs, 888 E. Tahquitz Canyon Way. Tickets are \$65 for Chamber members and \$85 for non-members. For more information, visit www.pschamber.org or call (760) 325-1577. ■



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