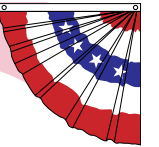


THE INDIO CHAMBER OF COMMERCE IS COMMITTED TO:

- Creating a strong local economy • Promoting the community • Providing networking opportunities
- Representing the interests of business with government • Political action



# EAST VALLEY BUSINESS

VOLUME 14 NO.1

• THE OFFICIAL PUBLICATION OF THE INDIO CHAMBER OF COMMERCE •

January 2007

## Indio Performing Arts Center Starts 2007 with First Shows

Even though the new Indio Performing Arts Center is just beginning their remodeling of the old Twisters building in downtown Indio, they are already fulfilling their promise to bring quality performing arts events to the City. Their Construction Theatre Series begins Friday, January 19, at 7pm, with "Two for the Money," two cabaret shows for the price of one, refreshments will be served at intermission. Tickets are only \$40 and seating is limited. For reservations call 775-5200 or visit their website at [www.indioperformingarts.org](http://www.indioperformingarts.org).

The Indio Performing Arts Center will consist of three 140 seat theatres, which will combine outstanding arts and entertainment with state-of-the-art technology and acoustics. The project to serve over 100,000 patrons and over 25,000 children with more than 250 performances annually.

The Center will host stellar headliners and run the spectrum from the contemporary to the classic. In addition they will present musicals, popular entertainers, award-winning children's programs including a summer camp,

international, folk and modern dance companies, classical performances, chamber music, choral ensembles, jazz, civic light opera, comedy as well as community programs and film festivals.

To further enhance the theatre experience, the 10,000 square foot lobby will double as a fine art gallery for exhibitions by both local and



internationally acclaimed artists. Our lobby will also be available for concerts, corporate events and fundraisers.

The Center has three theatres which will

*Continued on Page 2*

## Tamale Festival Draws 115,000 People for Annual 2-Day Event

The 15<sup>th</sup> Annual Indio International Tamale Festival presented by Fantasy Springs Resort Casino was a fantastic event. The weather could not have been better. The crowds were great. And the tamales...well that's what this event is all about. This year's event saw a new winner for the best overall tamale. Barrett's Lemonade presented a strawberry/lemonade tamale to the judges for the "Best Tamale" contest and no greater kudos could have been bestowed upon them. The award for Best Tamale was presented to them late on Saturday

The Budweiser Clydesdales were a big hit for the guests. The festival added roaming stilt walkers and clowns this year and the kids really had fun with them. The community parade on Saturday included members of the original Tamale Festival committee as Grand Marshals. "I wanted the community to honor them and thank them for starting this wonderful event back in 1992," says Jim Curtis, Special Events Coordinator for the City. "They had an idea and a vision for an event to bring the community together and what started as a half day event with 2,500 people in

attendance has now grown to 115,000 people," which is the estimated attendance for this year's festival.

"I would like to thank all of our Sponsors and our terrific volunteers for making the 15<sup>th</sup> Annual Indio International Tamale Festival a



huge success," Jim adds. Save the dates for the 16<sup>th</sup> Annual International Tamale Festival which will be held on December 1-2, 2007. For more information, please contact the Special Events office at 760-391-4175 or visit their website at [www.tamalefestival.net](http://www.tamalefestival.net).

afternoon and by Sunday at 2pm they were nearly sold out of tamales. "It happens every year," says Edith Sanchez, Special Events Assistant for the City of Indio. "The crowds want to taste the best tamale and when we announce it, the vendor gets overwhelmed with people."

Save the dates for the 16<sup>th</sup> Annual International Tamale Festival which will be held on December 1-2, 2007.

For more information, please contact the Special Events office at 760-391-4175 or visit their website at [www.tamalefestival.net](http://www.tamalefestival.net).

### The Place to Be!

## Major Development Continues In Indio Throughout 2007

Indio's city council and city manager have made many projections on new developments within the City over the last two years. They promised to fix the roads, improve quality of life, and attract retail projects. The record of 2006 and the projects scheduled for 2007 show that they have lived up to their word to the business owners and residents of Indio

There will be several major retail projects coming on line in 2007. Home Depot is approved and ready to go. This is a 136,000 square foot project on the north side of the city. These big projects serve as catalysts, attracting other retail services much needed in our city.

Hog Wild Restaurant, on Highway 111 east of Jefferson, will be one of the largest restaurants ever built in the City of Indio. The project features a beautiful restaurant and a grotto bar with over 25,500 square feet of space. This project is well underway and their grand opening is scheduled for 2007.

Indio Heritage Market Place, on the corner of Madison and Highway 111, is a 200,000 square foot project. This project is expected to be well under construction by the end of 2007.

The project master plan proposes a mixed-use neighborhood, regional commercial and retail center anchored by a high-end enclosed European style Farmer's Market. It will feature a mix of specialty vendors and restaurants that will offer regional produce and other products. Also included are office buildings, retail shops, restaurants, a bank, and on weekends, the Farmer's Market front arcade becomes a certified organic market fair, offering seasonal produce, products, and crafts.

The newest dealer at the I-10 Auto Mall featuring Cadillac and Chevrolet will be

*Continued on Page 2*



### BizNet Expo Announces Date for 2007 Event

The 2007 date will be Thursday, April 19 at the Fantasy Springs Resort Special Events Center. You can save \$5 on the Symposium admission, and \$20 on your booth reservation by registering online at [www.biznetexpo.net](http://www.biznetexpo.net).



The 21<sup>st</sup> annual Southwest Arts Festival® will feature 250 artists and fine craftsmen from January 26 to 28, 2007, at the Empire Polo Club in Indio. The show features oil, watercolor and acrylic paintings, bronze sculpture, pottery, glass, jewelry, paper collage, wearable art, Mexican and American foods, cocktail areas, Native American flutes, soft Spanish ballads, and new this year, Contemporary Jazz.

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# Home Security Begins with You!

By Chief Bradley S. Ramos, Indio Police

In order to help prevent property crime you need to take a few minutes of your time to harden your home as a target of burglary. We have seen an increase in burglaries this past year, which I attribute to two things - our population growth in Indio, but more importantly, a failure to secure homes and property. In over half of all burglaries committed in the City of Indio, **No Force Was Used**, which means the burglars got in through **UNLOCKED** doors and windows. Most of the burglaries could have been prevented.



Now comes your part. I challenge each of you to implement the following preventive measures to make your home a less likely target. The police department needs your help and support.

Let's make life harder for crooks—remember the following tips:

- Always lock your doors and windows, even when leaving for “just a few minutes”.
- Never leave a house key available under a doormat, in a flower pot, or on the top ledge of the door.
- Sliding doors and windows should all have secondary locks to bolster security.
- Be sure to include good locks for garages, storage sheds, and detached casita's.

### Going out?

- Lock all doors and windows.
- Use timers so that lights, radios, and TV's go on and off throughout the house to indicate someone is home.
- For longer trips, be sure to stop newspaper and mail delivery or have a neighbor collect them daily.
- In short, make your house look “lived in”.

Remember, if you come home and see a broken window or a jimmed door, don't go in. Confronting a burglar can be dangerous. Call Indio Police via 911.

Another important deterrent to burglars is Operation Identification. Mark your valuables with your driver's license number, preceded by the letters “CA” or, for out of state seasonal residents, your state's two-letter identifier. Crooks don't want marked merchandise because it is difficult to sell and becomes evidence of guilt when they are caught. Photograph those items that cannot be engraved (jewelry, silverware, antiques). If these steps are followed and you become a victim, they will facilitate the return of stolen property when it is recovered.

The best crime prevention tool ever invented: A GOOD NEIGHBOR!

As much as Indio Police would like to be everywhere at once, we can't, but your neighbors can. You're the ones who really know what is going on in your neighborhood. Put that neighborhood know-how to work. We all grew up with it – remember? It's simple: just use your eyes and ears - then your telephone. If you spot something suspicious, call the Indio Police. Do not try to stop a criminal yourself - that is the job of the Indio Police Department. You can be a good witness, though.

It is only when neighbors come together, working together in cooperation with Indio Police Department, that we can make an effective crime fighting team. If you or your neighbors are interested in forming a Neighborhood Watch, contact the Indio Police Department at 391-4037.

### Parks

In 2007, the City will revitalize seven existing parks to include: Miles Avenue, Dr. Carreon Park, Dominguez Park, Yucca Park, Indian Terrace and North Jackson.

The Indio Teen Center will be complete in 2007. This is located directly across the street from the High School and will be an excellent addition to the city. The new Senior Center will be under construction and may be completed in 2007.

### Public Safety

The new Shadow Hills Fire Station will be completed in 2007, and the Terra Lago Fire Station will be begin construction and may be completed by the end of the year.

“This is a brief snapshot of some of the coming attractions in 2007. I am very excited to be your Mayor for this coming year. I look forward to many ribbon cuttings and groundbreakings over the next 12 months. In fact, the chamber may want to sharpen those scissors any buy some additional ribbon....it is going to be a great year!” commented Mayor Ben Godfrey.

### The Place to Be!

Continued from Page 1

Champion Cadillac/Chevrolet. They are expected to open in 2007.

### Public Works

The public works department has been doing a tremendous job fixing the City's infrastructure, adding water lines, sewers and repairing many streets. Some of the highlights include:

Monroe Street from I-10 south to the city limits will be completely resurfaced and drainage pipes will be added at Requa. This project is under construction now and the first phase (I-10 to Avenue 49) will be completed by April, 2007. The City completed 45 lane-miles of reconstruction in 2006 and this program will continue in 2007.

### Downtown

The City's RDA staff will be issuing an RFP for strategic areas within the downtown core, recruiting developers interested in developing quality mixed-use projects. The City will also finalize the downtown land use plan during 2007.

## FROM THE CHAIRMAN OF THE BOARD

I had the privilege of being a host on one of the six tour buses for this year's Indio Holiday Tours and what a great opportunity to learn more about the city and upcoming events held within the city of Indio. I have enclosed a portion of the script the chamber staff created about the Historical Mural Projects. I welcome those that are interested in the committee to please contact the chamber office as we gear up for our next mural.

“The Indio Chamber of Commerce started their Historic Mural Project in 1997 to foster growth in tourism, the economic revitalization of Old Town and civic pride in our history.”

“The Historic Mural Project has completed 7 murals to date, with a goal of 30. They include the History of Transportation; Mary Ann's Bakery; Desert Cahuilla Indian Village 500 years ago; The History of the Date Industry; The History of Electricity in the Coachella Valley; History of Agriculture in the Valley and the recently completed History of Water in the Valley.” The Historic Mural Committee was reestablished last year



after a hiatus of a few years and the members are busy arranging for a refurbishment of all the existing murals, choosing subjects for new murals, discussing and investigating other mural programs in other cities and how they are financed and the planning of monthly Mural Walks. Watch for some new murals to be painted soon in the Old Town area of Indio.

—Deborah McGarrey

## GOVERNMENT AFFAIRS

### By Senator Jim Battin

Well, here we are with another New Year and yet another new session in Sacramento. Before I get into what to expect up in the capitol this year, please allow me to extend my best wishes for a successful and prosperous 2007. I truly hope that you and your family had a great holiday season – filled with rest and relaxation. It is always a special time for me to spend with my family and renew my focus for the coming year.

Now that we're both rejuvenated, I'm ready to continue my fight for less government regulations and no new taxes while you continue to expand your business and create more new jobs to further stimulate California's resurgent economy. This has always been my philosophy on how government and business should work together and that will not change during the 2007-08 session.

The threat of higher taxes has become routine with the legislative majority in Sacramento; however, it seems the business world must also beware of annual attempts to roll-back workers'

compensation reforms, while at the same time having to deal with potentially devastating healthcare mandates that have been regularly passed and placed squarely on the shoulders of small business. Fortunately, the Governor has been firm in regards to workers' comp and has insisted that the reforms that were just implemented a couple of years ago are allowed to continue and produce the positive results of lower rates for employers.

As to healthcare – on the other hand – the Governor has hinted that this is an issue he would like to address this coming year in a bi-partisan manner. Unless you are a supporter of universal healthcare or mandates on providing coverage to all employees (regardless of your ability to do so and still make a profit) I would encourage you to contact the governor's office and remind him that ‘bi-partisan’ does not mean simply agreeing with poor, re-hashed ideas that have been previously vetoed or soundly defeated at the polls by the people. You may rest assured that I will be reminding him every chance I get in Sacramento.

### Indio Performing Arts Center

Continued from Page 1

offer a wide variety of entertainment. Theatre #1 will present international and local musical entertainers in an intimate setting. Theatre #2 will offer a variety of multi-cultural events and programming for children of all ages. Theatre #3 will present the best of Broadway, with a variety of comedy, drama, mystery and farce. All three venues have movie screens and will be the future host to the Hispanic Film

Festival. They are also ADA equipped.

“Response and support for the Indio Performing Arts Center has exceeded everyone's expectations. Our booth at the Tamale Festival signed up 128 volunteers. And we are attracting support from major stars such as Frankie Randall, Herb Jeffries, Carroll Baker, Jerry Vale, Trini Lopez, Ralph Waite, Patrick Evans and Jack Jones,” said founder Norma Leith. “We look forward to becoming a shining beacon for the revitalization of downtown indio.”

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## BUSINESS UPDATE

### BMHC Now Listed On New York Stock Exchange

**B**uilding Materials Holding Corporation (previously listed on Nasdaq: BMHC), parent company of SelectBuild, with regional facilities in Indio, announced that it is now listing its common stock on the New York Stock Exchange (NYSE) with new ticker symbol "BLG".

Robert E. Mellor, BMHC's Chairman, President and Chief Executive Officer, stated, "Having grown significantly over the past several years, we believe it is the right time to join the NYSE. Our move to the NYSE provides us with the opportunity to reach a broader range of investors and increases our visibility in the financial community. We are excited about our

new listing and look forward to our association with the NYSE in the future."

SelectBuild provides construction services to high-volume production homebuilders in key growth markets across the country; BMHC West distributes building materials and manufactures building components for professional builders and contractors in the western and southern states. BMHC was listed as one of Fortune Magazine's "100 Fastest Growing Companies" in 2006 and was recently named to the Forbes Platinum 400, also known as America's Best Big Companies. To learn more about BMHC, visit our website at [www.bmhc.com](http://www.bmhc.com). <<http://www.bmhc.com>>

### Peterson Slater & Osborne Hires New Controller/Operations Manager

**T**he accounting firm of Peterson Slater & Osborne is pleased to welcome Helen Lu as its new Controller and Operations Manager. Lu most recently worked as the Chief Financial Officer for the Mathematical Science Research Institute in Berkeley, California.

"We are delighted to have Helen on our team," said Lee Osborne, a partner with PSO. "Her exceptional knowledge of the finance industry and history of managing complex systems and operations make her a perfect match for our growing management team at PSO."

Lu began her financial career in 1996 after graduating from California State

University, Sacramento. Since then, she has worked for a variety of Northern California firms in various roles including Controller, Director of Accounting and Chief Financial Officer.

A skilled financial analyst with a special emphasis on the real estate industry, Lu is credited with bringing a balance of theory and practice together in an organization's financial office. Osborne adds Helen reputation is what sets her apart. "She is a hands-on leader able to execute a well thought out strategy. She will be a great benefit to PSO and our clients."

Lu is also a licensed real estate agent. She resides in La Quinta.

## FROM THE GAPP COMMITTEE

### A Look Ahead at 2007

By Chairman Mark Harner

**T**he new year has begun, the legislatures are back in session and the governor wants to balance the budget. Hold on to your wallet!

At the monthly Indio Chamber Governmental Affairs and Public Policy (GAPP) meetings we are fortunate that representatives from our elected officials regularly attend: Congresswoman Bono, State Senators Battin and Ducheny, Assembly members Garcia and Benoit and Supervisor Wilson. Their interests are as varied as their districts and specialties. As such I thought it would be interesting to give you a first glance at what each will be concentrating on in the coming year that affects businesses in Indio and the Coachella Valley.

Congresswoman Mary Bono has set her sights on continuing the funding to restore the health of the Salton Sea, the passage of legislation to prevent spyware from unknowingly being loaded onto your computer and a very new and important environmental and business issue of the proper disposal of electronic devices (e-waste).

State Senator Jim Battin's legislative package will focus on government reform - including improving state agencies such as the Department of Consumer Affairs (the agency responsible for a great deal of professional licensing), and continuing improved reforms for the workmens' compensation system. The heart of Battin's efforts will fight against abuse of the system and the tremendous costs incurred by businesses and individuals who have to interact with the state while defending

themselves against frivolous complaints.

State Senator Denise Ducheny's focus is to develop a pilot program consisting of a coalition of small businesses, doctors and labor groups to offer healthcare coverage to low income and uninsured workers, finalize the identification of a workable Salton Sea restoration plan, implement the funding of the road improvements bonds to work toward fixing our fractured infrastructure and address solutions to the structural elements of the state budget deficit.

Assemblywoman Bonnie Garcia is continuing to focus on border infrastructure and incentives for the creation and use of renewable energy facilities particularly regarding geothermal energy in the Salton Sea area.

Assemblyman John Benoit, as vice chair of the Insurance Committee, intends to protect the major changes to the workers' compensation system that have cut rates in half, while being diligent in assessing potential unfair impact on injured workers' benefits.

Riverside County Supervisor Roy Wilson continues his efforts to achieve the best complementary mix of residential, commercial and industrial development for our area. Key to this process is the finalization and implementation of the Multiple Species Habitat Conservation Plan and adoption of the Salton Sea Authority's plan for restoration of the Salton Sea.

The Indio Chamber GAPP Committee will be closely monitoring the progress of these issues in the coming months.

### New Executive Director Revamps Habitat for the Coachella Valley


**D**eborah Stone, an experienced non-profit manager and entrepreneur is the newly appointed executive Director of Habitat for Humanity of Coachella Valley (HFHCV). Ms. Stone has big plans for the future of the organization, along with innovative ideas to more directly involve the local community in HFHCV activities, including builds and fundraising events.

"I am passionate about creating opportunities for the working poor to own homes in the Coachella Valley, and changing the views and beliefs that allow for the existence of poverty housing," states Ms. Stone.

At the top of Ms. Stone's goal list is to double the number of homes currently being built by HFHCV, teach homebuyers construction skills, increase outreach programs to the local community, and acquire space to house office and training facilities as well as building materials. Ms. Stone is currently exploring new sources of revenue to jumpstart the new programs, which the affiliate will launch in 2007.

**INDIO**  
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**Volunteers needed to help Chamber Staff with mailings: collating, labeling, etc. on the 16th of each month. Please call the Chamber if you would like to help, 347-0676.**



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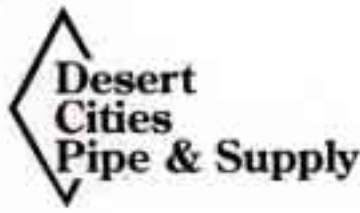
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# Busy Month at the Indio Chamber of Commerce

## Bancomer Bank Ribbon Cutting



Ambassadors and staff celebrated the Grand Opening of Bancomer Bank on November 16. Assistant Manager Juan Flores, Cris Romero, Carmen Duran, Jacquie Bethel, Jack Horner, CEO Sherry Johnson, Emma Salcedo, Alma Adame, Mireia Diaz, Ezekiel Bonillas, Vice President of Commercial Banking Ernesto Contreras, Joe Martinez, Moises Suarez, Silvia Magana, Judith Angel, Regional District Manager Ignacio Flores and Branch Manager Pete Huerta attended the ribbon cutting.

## Infinity Services Ribbon Cutting



Ambassadors and Board members were on hand to help Infinity Services with their Grand Opening and a Ribbon Cutting. Marci Spearman, Rock Nava, Carmen Duran, Owners Adolfo & Esperanza Ruiz and Daniela Tostado, Jacquie Bethel, Annalee Thurston, Maribel Jaramillo, Enda Rodriguez, CEO Sherry Johnson, Pamper Rodriguez, Doug Clark, Scott Trujillo, Joe Martinez and Janie Hurtado.

## Burgers & Beer Ribbon Cutting

Burgers & Beer celebrated their new patio with a Ribbon Cutting on December 1. Pamper Rodriguez, Community Development Director Steve Copenhaver, Sherry Johnson CEO, Scott Trujillo, Cris Romero, Harriett McNiki, City Manager Glenn Southard, owner Marco Honold, and Jacquie Bethel enjoyed the afternoon sun and ambiance of the new patio.



## Guaranty Bank Ribbon Cutting



Ambassadors were on hand to help Maribel Jaramillo, Manager of Guaranty Bank cut the ribbon for the Grand Opening of the bank. Marci Spearman, Carmen Duran, Jacquie Bethel, Doug Clark, Assistant Manager Linda Vasquez, Allan Castillo, Regional Manager Lynne Steele, Melanie, Candice Williamson, Irma Flores, and Frank Handler.

## Citi financial Ribboncutting

Citi financial celebrated a Grand Opening with a Ribbon Cutting. District Manager Curtis Marshall, Carmen Duran, Janie Hurtado, Jacquie Bethel, Denise Eligarraras, Lydia Diaz, General Manager Martha Rodriguez, CEO Sherry Johnson, Regional Manager Mark Haderlie and Doug Clark joined the celebration.



## California Tires & Wheels Ribbon Cutting



California Tires & Wheels celebrated with a Ribbon Cutting on November 30. Ambassadors, Board Members and City staff helped owners Gilberto and Teresa Becerra cut the ribbon.

## Tree Lighting Ceremony



Santa and Mrs. Clause arrived via the Fire Department, ready to give candy bags to everyone.



Jim Curtis, Special Events Coordinator for the City, read "The Night Before Christmas" to the children in attendance.



Choirs from local schools, Lyndon B. Johnson Elementary and Mountain Vista Elementary, entertained the crowds along with the drumline "Stomp" from "ECAT Stomp" from Fountain of Living Water.



The new colored lights were a hit, not to mention the ornaments made by local schools.



Over 500 people attended the Tree Lighting Ceremony at the Civic Center and kicked-off the season!

## Winners for the 2006 Lighting & Decorating Contest

### Residential

#### Creativity

Joe Linn - 43-535 Wild Rose

#### Best Use of Lights

Todd Feist - 47-751 Calle Diamonte

#### Holiday Spirit Award

Fred Cooper - 82-831 Dr. Carreon Blvd.

#### Best Use of Theme

Skip & Sharon Jay - 45-736 Indian River Road

#### Judge's Choice

Karina Razo - 81-187 Coco Palm

### Commercial

1<sup>st</sup> Place - Adobe Mission Self Storage

2<sup>nd</sup> Place - Indio Super Eight Motel

# Busy Month at the Indio Chamber of Commerce

## Mayor's Breakfast



Norma Leith of the Indio Performing Arts Center was the speaker for December's Mayor's Breakfast. Mayor Ben Godfrey and CEO Sherry Johnson thank Norma for her service to Indio.



The Chamber presented Mimi Jones of Emerald Roofing, Inc. for providing the building supplies for the Tamale Festival parade float. Raleigh Karr was also thanked for his tireless efforts to the Chamber.



Deborah McGarrey, Chairman of the Board welcomes new members: Ciro Sapetto, Attorney at Law, Gilberto Becerra of California Tires & Wheels, Manuel Castro of Manuel's Clean-up, Deborah Dawson of Made in the Shade, Mark Hall and Colleen McAlister of Desert Cities Pipe & Supplies.



Mayor Ben Godfrey and Chairman of the Board Deborah McGarrey welcome new members Norma Leith of IPAC, Martha Rodriguez of Citi financial, Bobby Anderson of Liberty Tax Service, and Elizabeth Nabie of the Foundation of the Retarded.



Mayor Godfrey, Chairwoman McGarrey and Janie Hurtado, Senior Sales Director welcome more new members; Richard Sanchez of Consultant Risk Management, Daniela Tostado, Esperanza and Adolfo Ruiz of Infinity Services.



The Chamber presented Lorraine Cochran of Canyon National Bank for sponsoring the Tamale Festival parade float. Also pictured: Deborah McGarrey and Raleigh Karr.



The crowd was captivated with the plans for the new IPAC.

## Tamale Festival Float



Special thanks to Raleigh Karr for designing and putting together our float and Joe Scarna of Events by Joe Scarna for lending us the displays.



Alyssa and David Hurtado rode atop of the float and waved to the crowds. Alyssa and David are the grandchildren of our Senior Sales Director, Janie Hurtado.



The Ambassadors put together a First Place float for the Annual Tamale Festival Parade. The float was sponsored by Canyon National Bank, the City of Indio and the Indio Chamber of Commerce.



Canyon National Bank sponsored our Tamale Festival float. Arienne Catano and Marci Spearman of Canyon National Bank presented a check to Raleigh Karr, float maker extraordinaire, Sherry Johnson, CEO and Lyn Hartley, Committee and Events Coordinator.

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 The Corona Yacht Club (760)398-0206  
 Valley V-Twin (760)342-1199  
 Washington Mutual (760)862-4830  
 Wescom Credit Union (626)535-1000

### Over 5 Years

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 Holiday Inn Express (760)342-6344  
 Kiner Communications (760)773-0290  
 Smith, Robert S. (760)320-9811

### Over 10 Years

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 Living Desert Zoo & Botanical Gardens (760)346-5694  
 Martha's Kitchen & Village (760)347-4741  
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 a030964@allstate.com  
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 Fax (760)347-4763

### Angelfish Design Advertising

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 Palm Desert CA 92211  
 Advertising Agencies

(760)695-9010  
 Fax (760)863-1942

### Carpet Empire Plus

Michael Balian  
 81425 US Highway 111  
 Indio CA 92201  
 carpetempireplus@aol.com  
 Flooring

(760)775-9229  
 Fax (760)324-0043

### CitiFinancial

Martha S. Rodriguez  
 81106 US Highway 111, Suite B  
 Indio CA 92201  
 Financial Services

(760)775-4253  
 Fax (760)775-4296

### CV Promo-Products & Printing

Dan & Sylvia Balmes  
 PO Box 2968  
 Indio CA 92202  
 cvpromoproducts.com  
 cvpromoproducts@aol.com  
 Promotional Products/Gifts

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 Fax (800)314-6044

### Desert Cities Pipe & Supply

Colleen McAliester  
 52101 Industrial Way  
 Coachella CA 92236  
 colleentvps@yahoo.com  
 Pipe

(760)391-5594  
 Fax (760)391-5598

### L. Ciro Sapetto

Maria Sapetto  
 69930 US Highway 111  
 Rancho Mirage CA 92270  
 cirosap@aol.com  
 Attorneys

(760)770-7868  
 Fax (626)448-0990

### Liberty Tax Service

Bobby Anderson  
 81673 US Highway 111, #A4  
 Indio CA 92201  
 martymnd@aol.com  
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 Fax (760)202-0350

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 deborahd13@aol.com  
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(760)347-3228  
 Fax (760)347-7280

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 Indio CA 92201  
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(760)899-3255

### Resort Parking Services Inc.

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 Cathedral City CA 92234  
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**Mayor's Business Networking Breakfast**  
 Held at Heritage Palms  
 44-291 Heritage Palms Drive South (off Fred Waring Drive)  
**January 11, 2007, 7:00 A.M.**  
 Breakfast Buffet Served • from 6:50 a.m. – 7:10 a.m.  
 Speakers: **Rick Post & Jerry Patton**  
 Come hear what is happening with the **College of the Desert**  
 To make reservations, call (760) 347-0676

**EAST VALLEY BUSINESS**

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[www.indiochamber.org](http://www.indiochamber.org)

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 Staff: Sherry Johnson, Annalee Thurston, Lyn Hartley  
 Photography: Staff

### Ambassador Highlight

*In this section, the Chamber Ambassadors are recognized and honored for their efforts on behalf of the Chamber.*

**Name:** Emma Salcedo.  
**Employer/Title:** Emerald Roofing Accounting Department/Activities Director.  
**Hobbies/Interests:** Reading and movies.  
**Birthplace:** Merced, California.  
**How long in Coachella Valley:** Since 1981, 25 years.  
**Passion:** Doing things with my 13 grandchildren and 1 great grandchild.  
**Most Influential Person:** My Mom.  
**One person you wish to meet:** Steven Segal.  
**Favorite Music:** Mexican & Country.  
**Favorite Food:** Chinese & Mexican.  
**Favorite Sports Team:** Raiders, a fan to the death.  
**Best Vacation Spot:** Alaska.



**Notes:** Emma is a fairly new Ambassador, yet she always finds time to volunteer at *all* Chamber functions and recently spearheaded Emerald Roofing, Inc. sponsoring the Ambassador's Tamale Festival Float.

## Reports from the Chamber Committees

### AMBASSADOR COMMITTEE

The Ambassadors attended Ribbon Cuttings at Bancomer Bank, California Tires & Wheels, Burgers & Beer, Guaranty Bank, Infinity Services, Citifinancial, as well as a great mixer at Whittier Ranch. This next month will be another busy one as just about every Thursday is booked with Ribbon Cuttings and Grand Openings! Our membership base is growing and so are our ribbon cuttings. The Ambassadors would like to invite you to join us at the After-Hours Mixer, January 30 at the Children's Discovery Museum in Rancho Mirage. A special thanks to our Ambassadors of the month for November; Raleigh Karr with 2,800 points, Jacquie Bethel with 750 points, and Marci Spearman with 725 points. The Ambassadors would like to thank Canyon National Bank for sponsoring our Tamale Festival Float as well as Raleigh Karr for building the float, Jim Harrison of La Hacienda Nursery and Landscape, Inc. for lending us the flatbed and Emerald Roofing, Inc. for supplying the wood, not to mention the City of Indio for their sponsorship of the float. The Chamber/City float won first place in the parade! We invite you to meet our Ambassadors each month in the Ambassador Highlight segment of this publication.

### SOUTHWEST ARTS FESTIVAL® CALL FOR VOLUNTEERS

The 2007 Southwest Arts Festival® is recruiting volunteers to help with the Chamber's very important fundraiser, held January 26-28 at the Empire Polo Club. Volunteers work a shift starting at 8:30 a.m. or 1:30 p.m. Volunteers are needed for the following positions: Ticket Sales, Gate Ticket Takers, Artist Ambassadors, Gate Receipt Collectors, Poster Sales and Information Booth, Parking Monitors and Traffic Assistants, Artist Checkout Assistants, Hospitality Assistants and Event Runners as well as help with set-up and take down.

More than 350 volunteers are needed to help make the festival a successful and friendly event for all our juried artists and buying guests.

January is a great month to enjoy a few hours outside and the festival is a wonderful opportunity for you to see some of the most exciting art by world renowned artists being produced today. Call the Chamber office at 347-0676 today and let us know how you can help.

### HOLIDAY COMMITTEE

Holiday bells are ringing at the Indio Chamber of Commerce with the winners of the 2006 "Holiday Traditions" **Lighting & Decorating Contest**. Joe Linn of 43-535 Wild Rose won the award for Best Creativity, Todd Feist of 47-751 Calle Diamante won the Best Use of Lights award, Fred Cooper of 82-831 Dr.

Carreon Blvd. won the Holiday Spirit award, Skip and Sharon Jay of 45-736 Indian River Road won the Best Use of Theme award, and Karina Razo of 81-187 Coco Palm won the Judge's Choice award. In the commercial category, Adobe Mission Self Storage won First Place, not to mention the traveling trophy for the year and Indio Super Eight Motel won Second Place.

We had over 20 contestants and the judges had a tough time picking just five winners! The Chamber would like to thank the participants for taking part in the holiday celebration and showing off Indio as a warm and friendly place to be during the holidays, as well as fostering community pride and offering a destination for our bus tours and individuals to drive through Indio and see the creativity of Indio Residents.

The bus tours were yet another success with three buses a night going out at 5:30 p.m. and then again at 7:30 p.m. The Senior Center provided an inviting place to meet and enjoy cookies and cider prior to touring the lights of Indio. A special thanks to our bus hosts and hostesses, Ben Guitron, Cynthia Hernandez, Deborah McGarrey, Ben Godfrey, Lupe Ramos Watson, Rich Harshbarger, Jacquie Bethel, and Dave Von Holt. Their fun story telling added to the entertainment of the evening.

The Chamber would like to thank all the businesses and individuals who made donations to the Holiday committee; without your generous donations, we would not have been able to provide the holiday entertainment for the residents of Indio.

### MURAL COMMITTEE

The Mural Committee, in conjunction with the City of Indio, is looking for members to join the committee. The committee will soon be choosing the next mural and is in need of volunteers to help with a selection committee as well as organizing a mural society. The winter murals walks, in conjunction with the Coachella Valley Museum & Cultural Center will soon begin. The walks start at the museum and will highlight and give a history of Indio's beautiful murals. Please call the Chamber if you would like to join the committee or for information regarding the mural walks.

### MARKETING COMMITTEE

The newly reorganized Marketing Committee is in the works of designing an airport sign at the Palm Springs International Airport as well as a concept for a billboard on Interstate 10. Watch for this committee to unveil our new projects, showing Indio as "The Place to Be", in the upcoming months.



MARK



## YOUR CALENDAR

brought to you by **Bob Holmes 345-2555**

- January 11** **Indio Chamber of Commerce Mayor's Networking Breakfast** held at Heritage Palms Country Club, 44-291 Heritage Palms South. Guest Speakers: Rick Post and Jerry Patton from College of the Desert. To make reservations, call the Chamber (760) 347-0676.
- January 15** **In observance of Martin Luther King, Jr. Day, the Indio Chamber of Commerce will be closed.**
- January 26-28** **Southwest Arts Festival®** held at Empire Polo Club. Call the Chamber for more information.
- January 30** **Indio Chamber of Commerce After-Hours Mixer held at the Children's Discovery Museum, 71-701 Gerald Ford Drive, Rancho Mirage.** Don't forget to bring your business cards and network with us. Call the Chamber for more information.
- February 16-25** **Riverside County National Date Festival and County Fair.** Call 863-8247 for more information.

### CHAMBER OF COMMERCE 347-0676

- AMBASSADORS:** First Tuesday at 8:15 a.m., Chamber Boardroom.
- BOARD OF DIRECTORS:** Third Tuesday at 7 a.m. Chamber Boardroom.
- BUSINESS RECRUITMENT & RETENTION COMMITTEE:** Fourth Thursday at 7:30 a.m., Chamber Boardroom.
- EDUCATION COMMITTEE:** TBA
- EXECUTIVE COMMITTEE:** First Friday at 7 a.m., Chamber Boardroom.
- GAPP COMMITTEE:** First Thursday at 3:30 p.m., Chamber Boardroom.
- HISTORIC MURAL COMMITTEE:** Second Tuesday at 9:00 a.m., Chamber Boardroom.
- MARKETING COMMITTEE:** Second Wednesday at 7:15 a.m., Chamber Boardroom.



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