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# INDIO CHAMBER ADVANTAGE

VOL. 17 JAN. 2010 OFFICIAL PUBLICATION OF THE INDIO CHAMBER OF COMMERCE

## THE SOUTHWEST ARTS FESTIVAL

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*kids kreationz*

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The City of Indio recently completed a Community Survey. The survey was a random sample of more than 800 residents administered by phone in English and Spanish. The survey was completed this fall by ETC Institute and was the second

survey completed for the city by the firm; the first survey was conducted in 2007. The purpose of the survey was to gather input from residents to help leaders make decisions; assess City performance over time and to help identify community priorities.

Overall, the survey shows that residents are very satisfied with the services the city offers. In fact, satisfaction increased in 9 of the 11 major categories of services that were assessed compared to the 2007 survey. This

occurred while satisfaction with local governmental services has declined in most communities in the U.S.

Satisfaction increased compared to 2007 survey in:

- All six of the parks and recreation services measured
- All six of the city maintenance services measured
- All six of the code enforcement services measured
- All five items that influence perceptions residents have of the community
- Four of the public safety

services measured and 3 services remained the same out of eight services measured



Services that residents think should receive the most emphasis over the next two years include the maintenance of city streets and infrastructure, the quality of police services, and quality of city parks and recreation facilities.



Results of the 2009 Community Survey are available on line at [www.indio.org](http://www.indio.org) or pick up a copy at the Indio Chamber of Commerce.

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### Indian Wells Tennis Gardens

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Fax (760) 800-8440

Celebrating its 35th anniversary, the BNP Paribas Open is scheduled for March 8 - 21 at the spectacular Indian Wells Tennis Garden. For information visit [bnpparibasopen.org](http://bnpparibasopen.org) or call (800) 999-1585.

### Inland Empire Job Corps

Margaret Houston  
85-338 Bagdad Ave., Coachella CA 92236  
Phone (760) 391-9649  
Fax (760) 391-9412  
<http://inlandempire.jobcorps.gov>  
[houston.margaret@jobcorps.org](mailto:houston.margaret@jobcorps.org)

The Inland Empire Job Corps center is a residential training program that provides academic and career technical training for youth of ages between 16-24. The program is administered by the U.S. Department of Labor and currently located in Coachella, CA with a future opening in Indio, CA.

### S.C.R.A.P. Gallery

Karen Riley  
46-350 Arabia Street, Indio CA 92201  
Phone (760) 863-7777  
Fax (760) 863-8973  
[www.scrapgallery.org](http://www.scrapgallery.org)  
[info@scrapgallery.org](mailto:info@scrapgallery.org)

S.C.R.A.P. Gallery is an innovative program that actively engages youth in art experiences introducing them to their local and global environment through the use of recycled and reused materials.

## BUSINESS BRIEFS

### WIN BIG

KPSP Local 2 invites you to participate in their Ultimate Super Bowl Party. Upload or mail your locally produced commercial for a chance to win BIG... and if your commercial wins-the entire Coachella Valley will be able to view it on Super Bowl Sunday.



By simply uploading your commercial you will automatically win a prize from KPSP Local 2-their way of saying "Thanks" to the community.



It's Easy: Pick your favorite business or organization you would like to promote and freestyle it. Simply get your video camera/phone and shoot your very own fun commercial.

There are prizes to be won-so enter today!

Check back to see locally produced Super Bowl commercials from people just like you. Rate the ones you like best and comment on why you like the commercials. And have a blast with this great giveaway. Good luck!

Visit [www.kpsplocal2.com](http://www.kpsplocal2.com) for more information and the Official Rules.

### New Year's Resolution: Save on Your Business Taxes

The beginning of a new year is a great time for businesses to set organizational goals. In 2010, the Coachella Valley Enterprise Zone encourages your business to resolve to do the following:

Find out if your business is in the Enterprise Zone; Learn about the simple application process; Take advantage of the available tax credits.

Don't let another year go by without finding out if your business is leaving these tax credits on the table. Join the hundreds of businesses in the Coachella Valley saving on their State income taxes

through the Enterprise Zone program.

Visit [www.cveza.org](http://www.cveza.org) or call (760) 391-5176 today for more information.

### Connect a Million Minds

Time Warner Cable recently launched a new philanthropic initiative, Connect a Million Minds at a "Get Wild" Family Science Night at Indio Middle School. Over 200 Indio Middle School students and their families attended. As Time Warner Cable (TWC) kicks off a new nationwide philanthropic initiative with a donation to support Indio Middle School, attendees got creative with The Living Desert's hands-on exhibits, exploring ways to work together as a community to help bridge the gap to educational resources and inspired local students to develop an interest in science, technology, engineering and math.

TWC Connect a Million Minds is a five-year \$100 million philanthropic initiative to address America's declining proficiency in science, technology, engineering and math (STEM), which puts children at risk of not competing successfully in a global economy.

Using its media assets, TWC creates awareness of the issue and inspires students to develop the problem solvers of tomorrow. Program highlights include: original PSA's that challenge public perceptions of STEM; a unique website, [www.connectamillionminds.com](http://www.connectamillionminds.com) where parents and community members can pledge to connect young people with the wonders of science; "The Connector," a one-of-a-kind online resource that makes it simple and easy for parents and students to find informal science and technology learning opportunities in their communities; grants to support non-profit organizations that bring stimulating, high-quality and affordable after-school STEM learning to

students.

Over 47,000 TWC employees volunteer their time at community events such as science fairs and robotics competitions and share their passion for engineering and technology with students at career days.

### SCRAP Gallery Calendar

The new 2010 calendar, "Sustainability Knocks," created by the S.C.R.A.P. Gallery is now available for free to chamber members. The calendar features recycled art works that are crafted by kids from

all over the Coachella Valley who visit and participate in S.C.R.A.P. Gallery programs. The S.C.R.A.P. Gallery calendar has been recognized for the last four years by the City, County Communications & Marketing Association (3CMA) receiving top honors in the Printed Publication category. Calendars are available at the S.C.R.A.P. Gallery located on the Riverside County Fairgrounds and at the Chamber office. For more information, contact Karen Riley at 760/863-7777 or [karen@scrapgallery.org](mailto:karen@scrapgallery.org)

## Tamale Time!

It was the season for Tamales at the Annual International Tamale Festival. In 1992, a local merchant began the festival as a way to generate interest and business in Indio's downtown-it is now an internationally-recognized event with over 100,000 community and visitors enjoying all that the Festival has to offer. It has been dubbed as one of the top ten food festivals in the country by The Food Network.

The Chamber traditionally has organized the Beer Gardens and this year generated over \$16,000 that will assist to enhance chamber events and educational programming.

Kudos to all of our volunteers who devoted their entire weekend to assist us. Thank you!

Edmundo Amparan, Bobby Anderson, Chris Angle, Angie Barajas, Jacquie Bethel, Anne Brown, Rosie Camarena, Ronny Carr, Candy Carson, Guy Carson, Sylvia Chavez, Karla Cruz, Polo Doria, Carmen Duran, Mia Duran, Steven Duran, Victor Estrada, Magan Franco, Ruben Franz, John Garcia, Mayor Gene Gilbert, Joanne Gilbert, Elizabeth Giron, J Glover, Karen Hawkesworth, Chris Holmes, Elaine Holmes, Jack Horner, William

Jenkins, Sue Karr, Kathleen Kruz, Trisha LeCompte, Flo Lopez, Pamela Lopez, David Lutes, Mary Machuca, Nancy Madson, Travis Maston, Harriett McNiki, Jamie McNiki, Jasmine Mendez, Marian Michela, Roonise Moore, Jose Morales, Robert Patino, Andrea Perez, Erika Perez, Denise Pierce, Larry Pinkus, Rollie Pirkl, Jennifer Quiros, Juliana Ramos, Ann Rebentisch, Elsa Reyes, Alonso Rodriguez, Gracie Romero, Steve Sanchez, Tammy Siordia, Lisa Slam, Shawwna Trombetta, Stacy Truax, Charlie Tunstead, Ruby Valencia, Valerie Ward, Wayne Willett, and Zina Zarco and the Indio Youth Advisory Council.



Volunteers from the Indio Win Center lend helping hands.

## RENEWING MEMBERS

### 1 Year & Over

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Mark H. Byers  
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La Quinta, CA 92253  
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Fax (760) 564-8245  
www.apostlescoachella.org

#### Foot & Ankle Associates of the Desert

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San Diego, CA 92120  
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#### Rincon Norteno

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Indio, CA 92201  
Phone (760) 347-7793  
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#### The Living Desert

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## EGGS & ISSUES Business Breakfast

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# THE SOUTHWEST ARTS FESTIVAL

## Volunteers Needed!!

Friday, January 29 Saturday, January 30

Sunday, January 31, 2010

Morning Shift - 9:45 am - 2:15 pm

Afternoon Shift - 1:45 pm - 5:30 pm

More than 350 volunteers are needed to assist with the Southwest Arts Festival®. Volunteers are needed for both morning and afternoon shifts. You will receive free admission and parking to the Festival.

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*\*Gate Receipt Collectors*

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*\*Event Runners*

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Business Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Email \_\_\_\_\_ Position(s) request \_\_\_\_\_

Days and times available \_\_\_\_\_

*Please return to:*

Indio Chamber of Commerce  
82-921 Indio Blvd.  
Indio, CA 92201  
FAX 760-347-6069

*For more information call 760-347-0676*

## CONNECTING BUSINESSES THROUGH NETWORKING OPPORTUNITIES

### Hyundai of La Quinta Celebrates Grand Opening



Chamber Ambassadors joyfully cut the ribbon at the Grand Opening of Hyundai of La Quinta with owner Kent Sowell and family. The family-owned dealership is located at 79025 US Highway 111.



Wrapped up for delivery is the 2010 Hyundai Genesis.



Ava & Kent Sowell celebrate with Mayor Gene Gilbert-City of Indio and Chamber Board Member Steve Sanchez-Morris Desert Media Radio Group

### Mixer at Jackalope Ranch



Board Members Steve Sanchez-Morris Desert Media Radio Group, Rodney Chalmers-The Chank Group and Event Sponsor along with CEO Joyce Donaldson showing off their award-winning smiles!



Patrick Swarthout, Chairman of the Board and Board Members Jim Dibley and Summer Parkinson congratulate winner Antonio Carrillo, Costco Wholesale.



Jackalope Ranch was packed full with members enthusiastically kicking off the Holiday Season-attendees were both in and out enjoying the cozy fireplace and mild weather.

#### CONGRATULATIONS

Jim Dibley

Lynne Dibley

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#### MIXER BUSINESS CARD WINNER

#### Thank you to our December Mixer Donors

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Tahquitz Creek Palm Springs • The First Tee of Coachella Valley  
The Golf Club at Terra Lago • The Parker • wcb4color.com

A Special Thanks to Jackalope Ranch for hosting and The Chank Group for sponsoring the December '09 Mixer.

## Five Ways to Repurpose Your Trash

When it comes to reuse, we all know the basics. We can line our wastebaskets with used plastic grocery bags, and we know that old clothes make good rags for cleaning the house. But there are limitless possibilities for reuse once you get to thinking about it.

Here are a few more ways to reuse common items instead of tossing them in the garbage. But don't stop with these ideas - create some reuses of your own. As you can see from these examples, there are plenty of great ways to reuse once you think outside the box - or in this case, when you think outside the trash can.

### 1. Old Coffee Mugs

Your old coffee mugs can help you simplify your life if you don't toss them in the garbage. The Penny Pinching Grandma blog points out that you can organize your bathroom by placing your make-up in coffee mugs or as an organizer in the kitchen or office. Following the same principle, you can also use your mugs to separate all kinds of bathroom odds and ends (i.e. soaps, toothpaste, floss, hair brushes and razors). With your coffee mugs doubling as containers for accessories, you won't need to buy a plastic contraption to organize your bathroom counter.

### 2. Old Hair Ties and Old Wastebaskets

Grandma's blog also suggests a way to use your old hair "scrunchies" together with your old wastebaskets. You won't need to throw out the old hair ties or your garbage cans if you store wrapper paper rolls in the cans.

"Do you have a large, tall wastebasket or trash can that you are no longer using? This is perfect for housing rolls of wrapping paper. Use old or new hair scrunchies around the rolls instead of rubber bands. [It] keeps

the paper nice, and rubber bands tend to dry and break."

### 3. Coffee

If you like the smell of coffee, you don't have to part with your money to buy air fresheners. Coffee grounds can be used to bring that café aroma to your refrigerator, freezer and closet.

Writer Michelle Fabio introduced her readers to numerous ways to reuse coffee grounds on her blog, Bleeding Espresso. She explains how to use coffee grounds in your closet: "Old panty hose plus coffee grounds equals a sachet to keep your closet free of odors."

You won't need the panty hose to reuse coffee grounds in your kitchen appliances. In the refrigerator and freezer, store a cup of coffee grounds for that morning-coffee-fragrance, Fabio suggests.

### 4. Aluminum Foil

California's Amador County reminds you that you can wash your aluminum foil instead of trashing it. "Flatten, wash and store used foil," says the county's waste management department. Aluminum foil can even be used as a makeshift sponge, according to ehow.com. "Use a crumpled wad to scrub your pots. Be gentle with non stick surfaces."

### 5. Almost Anything

ReUseIt Network is an online group that promotes innovative reuse options. The network consists of groups across the U.S., as well as in several other countries. The network explains: "Our goal is to find new uses for unwanted items that would otherwise be thrown into the trash."

Once you join the online group for your area, you can send messages to group members about particular items. "Simply list the item that you wish to give away and wait for someone to respond saying that he or she is interested in taking the item," the network's

site explains.

For example, the Los Angeles branch of ReUseIt has 16,566 members alone. The site states that Los Angeles ReUseIt can receive hundreds of posts per week!

Information in the article is brought to you by earth911.org.

### Fun Facts

#### • Glass

When glass is recycled, water consumption is reduced by 50%, mining waste by 79%, and air pollution by 14%. Glass can be recycled indefinitely.

#### • Paper Grocery Bags

About 700 paper bags can be made out of a typical 15-year old tree. In a big grocery store, the clerks can give away that number of bags in just one hour. Save resources by bringing your own reusable bag when you go shopping.

#### • Paper

If all morning newspapers

read around the country were recycled, over 41,000 trees would be saved daily.

Americans throw away enough wood and paper every year to heat 5 million homes for two hundred years.

#### • Plastic

If you lined up all the polystyrene (Styrofoam) cups made in just one day, they would more than circle the entire planet. Try using a reusable cup whenever possible.

Plastic in our oceans kills around 1 million seabirds and over 100,000 marine mammals each year.

The plastic from 5 soda bottles can completely insulate a ski jacket.

Plastic bags and plastic wrap account for approximately 40% of our plastic garbage.

**Submitted by: Valerie Ward, Director of Community Affairs, Burrtec**

# 1955

Cost of a gallon of gas: \$0.29

Gunsmoke debuts on CBS and will go on to be television's longest-running western.

The famous "Don't Walk" signs are introduced to the streets of New York City.

Cost of a first-class stamp: \$0.03

Dwight David Eisenhower was President.

The first home microwave ovens are manufactured by Tappan. They cost \$1300 which really slows sales!

The Burr family starts serving Southern California's waste and recycling needs. Burrtec is still owned and operated by the Burr family.

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## AMBASSADORS ACCOLADES



*L to R: Jacquie Bethel, Coachella Valley Public Education Foundation; Raleigh Karr; Enda Rodriguez, Indio Chamber of Commerce; Jack Horner, Palm Springs International Airport Commissioner; Karen Kane, Canyon National Bank; Angie Barajas, Arbor E & T; Sue Karr; Joseph Martinez, Arbor E & T; Norma Lee Strong, RaboBank; Shawwna Trombetta, Indio Chamber of Commerce; Gail Perry, CPI Financial & Insurance Services; Merritt Wiseman; William Jenkins III, William Jenkins III, CPA; George Angelaccio, Hyatt Regency Suites Palm Springs; Chris Holmes, FirstBank; Scott Trujillo, City of Indio; Joyce Donaldson, Indio Chamber of Commerce*  
*Not present: Kathleen Cruz- Forest Lawn Memorial-Parks & Mortuaries; Carmen Duran, Duran's Termite & Pest Control, Inc.; Frank & Fran Handler; Linda Irwin, State Farm Agency & Nancy Madson, Seawright Custom Precast, Inc.*

### Ribbons Cut & Celebrated in 2009

Assemblyman Manuel Perez, FirstBank, The Bone & Joint Institute of JFK, Old Fashioned Barber Shop, City of Indio Avenue 50 & Madison Street, Northgate Crossing, StorQuest RV & Self Storage, Miles Avenue Bridge, Avid Therapy, StorAmerica Self Storage, Staples, Linda Irwin State Farm Agency, Franz Tatum Wealth Management, City of Indio Senior Center, Exceed, JFK Acute Care


for the Elderly (ACE) Unit, JFK Neonatal Intensive Care Unit and Hyundai of La Quinta.

Top performers September:

Jacquie Bethel 425 points, Scott Trujillo 350 points and Kathleen Cruz 225 points. 58 total hours were donated by our Ambassadors promoting the Chamber and our Members.

Top performers October:

Gail Perry 480 points, Jacquie Bethel 450 points and Jack Horner 225 points. 74 total hours were



INDIO CHAMBER OF COMMERCE  
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 e-mail: info@indiochamber.org  
 www.indiochamber.org

**Mission Statement:**  
 The Indio Chamber of Commerce is dedicated to the promotion, support and enhancement of a growing economy and quality of life for the community.

**OFFICERS:**  
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**Trophies & Gifts**  
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 Toni Romero - Sacher Enterprises  
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 Jesse Siess - Coachella Valley Museum & Cultural Center  
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**Golf Tournament:** Jim Dibley  
**GAPP:** Nancy Madson

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 Shawwna Trombetta, Southwest Arts Festival® Assistant Manager  
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**PRINTING:**  
 Coachella Valley Printing Group

**ICA EDITORIAL STAFF:**  
 Editor: John Kirkpatrick, Eaton & Kirk Advertising  
 Writers: Joyce Donaldson and Enda Rodriguez  
 Photography: Staff

generously donated by our Ambassadors enhancing the quality of our Business Community.

Top performers November:

Raleigh Karr 1025 points, Jacquie Bethel 425 points and Nancy Madson 125 points. 68 total hours were spent supporting Chamber Events and activities by our tireless Ambassadors

Top performers December:

Jacquie Bethel 350 points, Sue

Karr 350 points and William Jenkins III 250 points. All Ambassadors donated a total of 81 hours of volunteer time to the chamber.

A heartfelt Thank You to our Ambassadors for all your time, dedication and hard work!

**Get Involved in 2010 - join our enthusiastic team. Please call the office or connect with our Ambassadors the first Tuesday of the month at 8:15 in the Boardroom.**



## Neonatal Intensive Care Unit Now Open



# (760) 347-6191