

## Free Help for Small Businesses Available SBDC and SCORE Assist Those Struggling in Bad Economy

By Derek Kreeger, Chamber Intern,  
Palm Springs High School

Two major small business organizations, Inland Empire SBDC and SCORE, have assisted thousands of companies launch their businesses in the Coachella Valley through local informational workshops and personalized advice.

Both nonprofit organizations offer assistance and knowledge to better improve each individual business. Seminars and workshops are taught by qualified personnel to provide the participant with course knowledge that can directly be applied to their own business. In addition to interactive group sessions, online workshops and mentors are available for those unable to meet the schedule of each specific course.

SCORE offers the expertise of retired executives and business counselors to recognize and assist in company issues. Since 1964 SCORE has helped millions of companies build including Vermont Teddy Bear Company® and Jelly Belly®.

As a business counselor at SCORE Coachella Valley with a Law background, Nick Kraushaar advises prospective business owners to research the local market and review the potential success of the business before finalizing the decision. Business plans should be created to provide a clear understanding of finance as well as supply an outline of all business aspects from company summaries to projecting potential profits and losses.

Nick states most “[new business owners] do not realize the expenses and all the work it takes to start a business” and encourages seeking help from organizations such as SCORE to provide the knowledge needed when starting a business. Information is kept confidential and liability insurance is provided for SCORE decisions affecting the business.

In the current economy owners should take advantage of business programs that offer solid advice and reliable assistance for little or no cost.

**“Don’t underestimate what is available at a low cost,” added Nick Kraushaar.**

Under representation by fulltime consultants, SBDC is able to present an experienced view and expert opinion for



SBDC Inland Empire Business Consultant, Brad Mix (standing) and Administrative Assistant Colleen Gross are available for free consultations.

business owners to benefit in current and future decisions. Experts work in partnership with professionals to provide special services to benefit each particular entrepreneur’s needs. Since 1992 SBDC has accounted for over \$60 million in local funding to businesses throughout the Inland Empire.

Brad Mix, a business consultant at IE SBDC, associates the majority of unsuccessful launched businesses to a few reasons. First, owners may not realize how involved it is to create a profitable business; they need access to capital, abide by legal structures and licensing permits, as well as experience in business operations. Second, non core functions - including management, advertising, and customer services need to be addressed when dealing with profits and desired image for the long term success of the company.

Most small business owners wait till they are desperate to receive help rather than taking advantage of programs such as those in the SBDC and the benefits that are offered before the problem may occur.

**“Owners need to be proactive before they are too deep to recover their business,” said Brad Mix.**

SBDC provides in-depth guidance in

both core and non-core functions for directing a successful business and preventing costly learning expenses that may jeopardize the business. Consultants can critique and review business plans, financial statements, as well as provide help in controlling costs.

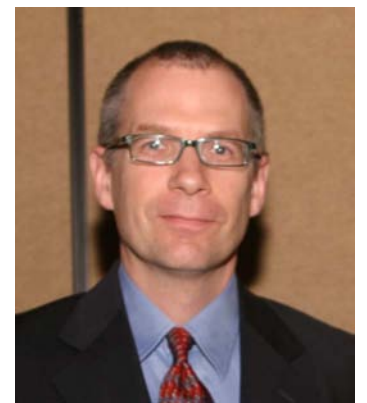
Both organizations offer wide range of discussion classes, from the fundamentals of starting a business, information for improving management, to enhancing sales and growth of a company. Workshops also allow similar business owners to question and reflect ideas with both the advisers and each other. Inland Empire SBDC and SCORE CV workshops are held at little to no cost for those who participate while still providing valuable information and offering a range of services for the benefits of new or existing small business owners.

**Plan to build around your strengths, competitors’ weaknesses, and customer’s desires.**



*“Brad Mix’s diverse and extensive experience in business was obvious from the first day we met him - he stood out from previous consultants with whom we had worked. Brad’s familiarity with the local marketplace and his numerous connections in the community were invaluable.”*

-Dr. Christopher Flores



*“It was a big eye-opener to learn how much we did not know,” and “it was wonderful to have the Small Business Development Center’s (SBDC) unbiased, professional expertise to determine if a particular restaurant was a good business opportunity.”*

-Mathew Creighton

SBDC Inland Empire  
500 S. Palm Canyon Drive, Suite 222  
Palm Springs, CA 92264  
760-864-1311

SCORE  
43-100 Cook St. #104.  
Palm Desert, CA 92211  
760-773-6507

**September  
Chamber Mixer  
Stuart’s Steakhouse  
Tuesday, Sept. 21  
5:30 - 7:30 p.m.**

Rancho Mirage Chamber of Commerce  
4520 Bob Hope Drive, Suite B  
Rancho Mirage, CA 92270

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# WELCOME NEW MEMBERS!

## **Cards4U**

Bill Stremmel  
71626 Highway 111  
Rancho Mirage, CA 92270  
Phone: 760.565.1983  
www.Cards4URM.com  
**Cards, Gifts & Notables**

## **Bananaz Tropical Grill**

Steven Johns  
69934 Highway 111  
Rancho Mirage, CA 92270  
Phone: 760.324.5613  
www.Bananaz.com

## **Restaurants Pacific Rim/Pan Asian**

Bananaz desert location in Rancho Mirage provides the perfect setting for a delicious meal. Enjoy the tropical splendor of Hawaii and the wealth of seafood from the Pacific. Inspired menus, and friendly island-style service at Bananaz is a favorite of both locals and visitors alike. Come for the food, stay for the fun and see why Rancho Mirage is going Bananaz!

## **Better Business Bureau**

Kathleen Watterson  
315 North La Cadena Drive  
Colton, CA 92324  
Phone: 760.364.9100  
www.LABBB.org  
**Non-Profit Organization**

A leader in advancing marketplace trust, the Better Business Bureau (BBB) creates a community of trustworthy businesses, sets standards for marketplace trust, encourages & supports best practices, celebrates marketplace role models and denounces substandard marketplace behavior. The BBB exists so consumers and businesses alike have an unbiased source to guide them on matters of Trust. In addition, the BBB provides educational information and expert advice that is free of charge and easily accessible.

## **D & R Photography**

David Stanfield  
69930 Highway 111, Suite 107  
Rancho Mirage, CA 92270  
Phone: 760.321.4131  
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Since 2003, creativity and style with an artistic touch defines the images produced at D&R Photography. All photography services are available from commercial and personal to glamour, fashion, family and wedding shots.

D&R specializes in printing on high quality photographic canvas with oil painting effects. An on-site lab and printing provides both canvas and fine art paper prints from wallet size to 40"x60". In many cases, same day print service is available. At D&R Photography you are one shot away from that perfect image!

## **Guralnick & Gilliland**

Robert Gilliland  
40004 Cook St., Ste. 3  
Palm Desert, CA 92211  
Phone: 760.340.1515  
www.GGHOALaw.com  
**Attorneys**

Guralnick & Gilliland provides an extensive breadth of knowledge and experience in representing over 400 homeowners associations in California. The legal team brings a wealth of experience and expertise to resolve the wide variety of legal problems facing associations. The general counsel team of attorneys and paralegals provides prompt, individualized and caring service to homeowners associations, their boards of directors, and property management.

Guralnick & Gilliland is dedicated to avoiding litigation and its costs and frustrations. Litigation attorneys are ready to aggressively protect the association's interests. Sometimes, alternative dispute resolution such as mediation or arbitration can resolve a dispute. When a dispute must be litigated in the courts, our trial lawyers have a proven track record of success in representing the interests of homeowners associations.

## **J. Russell! The Salon**

Meg Firestone  
72996 El Paseo  
Palm Desert, CA 92260  
Phone: 760.341.4641  
www.JRussellTheSalon.com  
**Beauty Supplies & Salon**

J. Russell! The Salon is a full service Salon featuring over 50 beauty professionals including exciting and talented hairstylists, nail technicians, skin care aestheticians and makeup artists all dedicated to helping you look your best. Whether you need a new style for a special event, a sexy cut for day-to-day wear, or just feel like being pampered, count on J. Russell! The Salon.

## **NU4U Thrift Store**

Lou Shapiro  
69550 Highway 111  
Rancho Mirage, CA 92270  
Phone: 760.770.7786  
**Thrift Shops**

## **Rocky Mountain Chocolate Factory**

Raymond and Diane  
DelFiandra  
The River at Rancho Mirage  
71800 Hwy. 111, Ste. A142  
Rancho Mirage, CA 92270  
Phone: 760.346.2900  
www.rmcf.com/ca/  
ranchomirage50615

## **Restaurants Confectionary**

Rocky Mountain Chocolate - for family, friends or business - it's the ideal gift at every price for every occasion.

When you visit the Rocky Mountain Chocolate Factory Store in Rancho Mirage you'll be taken back to your childhood. Those sights . . . those smells. . . fresh caramel cooking in copper kettles, fudge being made the old fashion way, by hand, and the largest assortment of caramel apples you'll find anywhere in the world! With the vast selection of chocolates, such as Clusters, Creams, Peanut Butter Cups and many Caramel flavors - it's like a treasure hunt every time you come in. And be sure take advantage of the monthly specials, they're a sweet treat, all year long!

## **Su Small Home Services**

Su Small  
P. O. Box 881  
Rancho Mirage, CA 92270  
Phone: 760.773.0879  
www.SuSmallHomeServices.com

## **Real Estate Property Management**

Working behind the scenes so that clients don't have to is the goal at Su Small Home Services. Managing your property with a personal touch is the priority. Every aspect of home care is provided from maintenance, cleaning and concierge services to party planning and absentee property support. Homeowners with seasonal rentals in gated communities are assisted in order to assure that the right person is found for their home. At Su Small Home Services, the motto is "No problem, that's what we're here for!"

## **Tarbell Realtors, Bev Schow**

Bev Schow  
211 E. Palm Canyon Drive  
Palm Springs, CA 92264  
Phone: 760.898.2144  
www.bevschow.com

## **Real Estate Residential**

Experience a touch of excellence as you journey into buying and selling Real Estate in Rancho Mirage and the Palm Springs Valley. With 30 years of experience in Real Estate, superior knowledge and expertise goes far beyond the mere transfer of property from one owner to another- understanding the importance of promoting properties and providing amazing personal service is a must.

As a highly energetic and creative Broker/Agent and Stock Broker with over 100 Million Dollars of Real Estate sold, Bev Schow is in the top 3% of all real sales associates in the country. For experience, knowledge and extraordinary service, let Bev Schow help you realize your dreams!

## **Virginia Waring International Piano Competition**

Ann Greer  
73710 Fred Waring Drive,  
Ste. 201  
Palm Desert, CA 92260  
Phone: 760.773.2575  
www.vwipc.com

## **Non-Profit Organization**

Delivering great classical music to the Desert, the Virginia Waring International Piano Competition unites residents, visitors and school groups to hear fabulous young pianists. Adults and "17 & under" pianists, coming from around the world, compete in a biennial piano competition similar to the Olympics. Most Competition events are free and open to the public. Pianists compete in solo and solo with 2nd piano at Indian Wells Theater in Palm Desert. The Competition culminates with the Concerto Finals for piano soloist with full Orchestra at the McCallum Theatre, tickets are \$15 - \$35.

The Competition's main fundraiser is the annual black tie Black and White Gala. Former US Secretary of State Condoleezza Rice is the 2011 Honoree. Rice originally planned to be a concert pianist, and still plays with orchestras and chamber musicians. The next Competition is March 27-April 3, 2011. Pianists return to give several recitals for the community each year.

## **Wells Fargo Home Mortgage, Marlene Bocanfuso**

Marlene Bocanfuso  
32350 Bob Hope Drive  
Rancho Mirage, CA 92270  
Phone: 760.567.8729  
www.PSHomeLoan.com  
**Real Estate Mortgages**

## **Wiefels Cremation and Funerals**

Peter Roa  
690 South Vella Road  
Palm Springs, CA 92264  
Phone: 760.327.1257  
www.Wiefels.com

## **Funerals/Cremation Services**

Serving the Coachella Valley since 1908, Wiefels Cremation and Funeral Services is family owned and proud of the personalized care that is provided. From the moment a telephone call is received, care is given to the deceased and their loved ones in order to insure that all needs are met. All services are performed and delivered by Wiefels attentive staff.

With trust and compassion for over 100 years, Wiefels Cremation and Funeral Services' simple approach offers Advance Planning for Cremation, Traditional Burial and "Green" Burial.

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### **Powers Awards**

Dave Powers  
41700 Corporate Way, Ste. C  
Palm Desert, CA 92260  
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## 15 to 19 years

### **BAIA Insurance Agency**

Susan Rossi  
P.O. Box 5010  
La Quinta, CA 92248-5010  
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www.BAIAolutions.com  
Insurance- Employee Benefits

### **Colleen A. Charrette, CPA**

Colleen Charrette  
38260 Dorn Road  
Cathedral City, CA 92234  
Phone: 760.202.8756  
Accounting/Bookkeeping/Tax  
Services

### **Desert Management**

Jim Lewis  
42427 Rancho Mirage Lane  
Rancho Mirage, CA 92270  
Phone: 760.862.1202  
www.desertmanagement.com  
Real Estate Property Management

### **Eisenhower Desert Orthopedic Center**

Deborah Hornick  
39000 Bob Hope Drive, Lakeview  
2nd Floor  
Rancho Mirage, CA 92270  
Phone: 760.568.2684  
www.desertortho.com  
Physicians & Surgeons

### **Impression Cleaners**

Jean Fujinami  
42380 Bob Hope Drive  
Rancho Mirage, CA 92270  
Phone: 760.346.6000  
Dry Cleaners

## 10 to 14 years

### **Desert Key Magazine**

Millie Roche  
P.O. Box 642  
Rancho Mirage, CA 92270  
Phone: 760.345.2163  
www.keypalmsprings.com  
Newspapers, Periodicals &  
Publishers

### **Richard W. Kite**

Residential Member

### **Palm Springs Follies**

Dolores Dey  
125 E Tahquitz Canyon Way, #209  
Palm Springs, CA 92262  
Phone: 760.778.7654  
www.psfollies.com  
Theaters-Live

### **Palm Springs Unified School District**

Lorri S. McCune  
980 E Tahquitz Canyon Way  
Palm Springs, CA 92262  
Phone: 760.416.6000  
www.psusd.k12.ca.us  
Schools, Colleges & Educational  
Services

## 5 to 9 years

### **Agua Caliente Casino Resort Spa**

Frank Charolla  
32250 Bob Hope Drive  
Rancho Mirage, CA 92270  
Phone: 888.999.1995  
www.hotwatercasino.com  
Casino

### **Agua Caliente Cultural Museum**

Steve Sharp  
901 E Tahquitz Cyn Way, Ste.  
C-204  
Palm Springs, CA 92262  
Phone: 760.778.1079  
www.accmuseum.org  
Museums

### **Charles Townsend Collection**

Gordon Moller  
72047 Highway 111  
Rancho Mirage, CA 92270  
Phone: 760.568.2062  
www.charlestownsendcollection.  
com  
Furniture/Interior Design

### **Joanne 'Jo' Gyr**

Residential Member

### **Keller Williams Realty**

Michael Hilgenberg  
70005 Mirage Cove Drive  
Rancho Mirage, CA 92270  
Phone: 760.969.1000  
www.servingpalmsprings.com  
Real Estate-Residential

### **G. Jean Laurin**

Residential Member

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Indio, CA 92201-4767  
Phone: 760.347.4741  
www.marthasvillage.org  
Social Service Organization

### **Westin Mission Hills Resort Villas**

James Moran  
71333 Dinah Shore Drive  
Rancho Mirage, CA 92270  
Phone: 760.328.5955  
www.starwoodvo.com/resort  
Real Estate Rentals/Timeshares

### **Monique Zinser**

Residential Member

## 1 to 4 years

### **Braille Institute**

Ellen Jones  
70251 Ramon Road  
Rancho Mirage, CA 92270  
Phone: 760.321.1111  
www.brailleinstitute.org

### **Brudvick, Inc. Electrical Contractor**

Briana Jordan  
600 S Eugene Road  
Palm Springs, CA 92264  
Phone: 760.320.4429  
www.brudvickelectric.com  
Electrical Contractor

### **Enclave Condominium Rentals**

Lisa Clark  
35751 Gateway Drive  
Palm Desert, CA 92260  
Phone: 760.836.0868  
www.enclavepalmdesert.com  
Real Estate-Rentals/Timeshares

### **Gardens on El Paseo**

Robert Fliday  
73545 El Paseo, Ste. 2500  
Palm Desert, CA 92260  
Phone: 760.862.1990  
www.thegardensonelpaseo.com  
Shopping Centers

### **Palm Springs Cemetery District**

Kathleen Jurasky  
31705 Da Vall Drive  
Cathedral City, CA 92234  
Phone: 760.328.3316  
www.pscemetery.com  
Non Profit Organizations

### **Palm Springs International Airport**

Mark Kiehl  
3400 E. Tahquitz Cyn Way, Ste. OFC  
Palm Springs, CA 92262  
Phone: 760.318.3807  
www.palmspringsca.gov  
Non- Profit Organizations

### **Dr. Sofonio, Board Certified Plastic Surgeon**

Laura Galipo  
39000 Bob Hope Drive, Ste. K-407  
Rancho Mirage, CA 92270  
Phone: 760.341.5555  
www.drsofonio.com  
Plastic Surgeons

### **State Farm- Phil Goodge Agent**

Phil Goodge, CA License #0F02978  
69730 Highway 111, Ste. 213  
Rancho Mirage, CA 92270  
Phone: 760.328.3233  
www.goodgeagency.com  
Insurance, Estate Planning,  
Financial Planning

### **Susan G. Komen for the Cure, Inland Empire Affiliate**

Katie Parker  
35800 Bob Hope Drive, Ste. 200  
Rancho Mirage, CA 92270  
Phone: 951.676.7465  
www.komenie.org

### **Carol Teitelbaum, LMF/Creative Change Conferences**

Carol Teitelbaum  
41750 Rancho Las Palmas, Ste. D2  
Rancho Mirage, CA 92270  
Phone: 760.346.4606  
www.creativechangeconferences.  
com  
Counseling-Personal & Family

### **TMJ, Head and Neck Pain Center**

Chun Kim  
35900 Bob Hope Drive, Ste. 110  
Rancho Mirage, CA 92270  
Phone: 760.770.4033  
www.tmjheadneckpain.com  
Dentists

### **Vinita Verghese, M.D.**

Vinita Verghese  
340 S. Farrell, Ste. F  
Palm Springs, CA 92262  
Phone: 760.864.6566  
Physicians & Surgeons

### **David Rutledge Audio & Video**

David & Janis Gura  
42474 Bob Hope Drive  
Rancho Mirage, CA 92270  
Phone: 760.776.1616  
Audio Visual Sales & Installation

### **University Health & Science Center**

Amy Gearhart  
72780D Country Club Drive, Ste.  
401  
Rancho Mirage, CA 92270  
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# OPINION

## Common sense thoughts concerning our new healthcare program

*Point of view by Sheldon Robinson, a concerned citizen*

The newly appointed healthcare czar will make decisions as to who qualifies for healthcare and who does not. All citizens should have access to healthcare. It must not be rationed.

Our doctors took an oath to provide healthcare and save lives by whatever means available. To save lives regardless of ages, race, or gender. Can a healthcare czar force the doctors to break an oath they swore to uphold?

The newly appointed healthcare czar should fix our current system not replace it with rationing. What should he work on and correct?

1. Put a cap on pain and suffering monetary awards. This will lower the insurance rates doctors have to pay.
2. Stabilize the charges from doctors and hospitals. Currently doctors and hospitals overbill Medicare and insurance companies who only pay a portion of the bill. Bill what is reasonable and get paid what is billed?
3. Set up a system where doctors and hospitals share patients' records to avoid double testing x-rays, etc.
4. Eliminate totally free care. If a patient has to pay something, it will stop some of the unnecessary doctor visits.

5. Set up a good healthcare center for illegal immigrants who can't afford healthcare.
6. Reduce the paperwork in hospitals and doctors' offices.
7. Set up a prescription plan for the needy for healthcare only not cosmetic or *feel good* products
8. Appoint a committee of top rated doctors, hospital administrators, drug manufacturers, and insurance company executives to work toward making our healthcare system more efficient and less costly.
9. Allow insurance companies to market their products nationwide without state restrictions.

All citizens should have access to healthcare. The healthcare czar should not have the power to limit healthcare to the elderly who have paid into social security all of their lives and currently pay into Medicare monthly. Younger residents, some of who are illegal immigrants, and have paid nothing into the system, deserve care, but not at the expense of older citizens.

This is a practical, non-political, approach to a problem in our country that needs to be fixed. Throwing good money at the problem and adopting a totally new program is not the answer. Fixing our existing program by eliminating fraud and becoming more efficient is.

with the rebates available from The Gas Company and SCE can help a customer earn a maximum of \$3,995.

"We want to encourage customers to take advantage of the roughly \$20 million in remaining state program funds, as well as rebates offered by the utilities, and upgrade to energy-efficient appliances," said Mark Gaines, director of customer programs for The Gas Company. "By doing so, customers are doing their part to help conserve precious natural resources all year round and put a little 'green' back in their pocket every month."

Said Gene Rodrigues, SCE's director of Customer Energy Efficiency and Solar: "There are two cost components to

any appliance: the cost to buy it and the energy cost to run it. We hope that these excellent new incentives will help our customers make even smarter purchasing decisions so that they'll be able to shrink their electricity bills and reduce their carbon footprint as well."

Although SCE's and The Gas Company's rebate programs will be available year-round, the Cash for Appliances PLUS rebates will only be available on a first-come, first-served basis for qualified purchases until funds are exhausted. Utility customers can begin taking advantage of the new incentives today.

Residential customers can receive one rebate for each type of appliance: \$200 to \$1,000 for heating and ventilation

systems; \$100 to \$750 for water heaters; \$200 for a new refrigerator; \$100 for a new dishwasher; \$100 for a new clothes washer; and \$50 for a freezer or room air conditioner. These rebates can be combined with the rebates offered by the utilities.

For more information, call (888) 390-4034 or visit the California Cash for Appliances website, [www.cash4appliances.org](http://www.cash4appliances.org). Rebate information for SCE's programs is at [www.sce.com/rebatesandsavings](http://www.sce.com/rebatesandsavings). Information for The Gas Company energy-efficiency rebates is at [www.socalgas.com/rebates](http://www.socalgas.com/rebates).



CITY OF RANCHO MIRAGE

# 10th Annual Rancho Mirage Art Affaire

November 13th & 14th  
9:30 a.m. to 4:00 p.m.

## Whitewater Park

### MUSIC PERFORMERS



**Steve Oliver**  
Saturday  
1:00 - 2:30 p.m.  
[SteveOliverMusic.com](http://SteveOliverMusic.com)




**Eric Darius**  
Sunday  
1:00 - 2:30 p.m.  
[EricDarius.com](http://EricDarius.com)

**FREE ADMISSION**



RANCHO MIRAGE ART AFFAIRE  
10th ANNIVERSARY

Presented by The City of Rancho Mirage, 69-825 Highway 111, Rancho Mirage, CA 92270  
[www.RanchoMirageArtAffaire.com](http://www.RanchoMirageArtAffaire.com)



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Unique Photography Portraits-Weddings-Commercial  
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D&R Photography 69930 Hwy. 111 Suite 107 in the ATRIUM  
call 760.321.4131

## California Utility Customers get New Choices for Earning, Being Green When Replacing Clunker Appliances

Customers of Southern California Edison (SCE) and Southern California Gas Co. (The Gas Company) have new options and can earn more money in energy rebates following the California Energy Commission's decision Wednesday to offer additional incentives for purchasing energy-efficient appliances and recycling old energy-guzzling models.

The expanded program, now called California Cash for Appliances PLUS, now includes energy-efficient dishwashers, freezers, water heaters and heating, ventilating and air conditioning systems to existing rebates on refrigerators, clothes washers and room air conditioners. Combining the California Cash for Appliances rebates



# RESTAURANT ROUNDUP

## SUNDAY OCTOBER 3

### FOOD TASTING AT THE RIVER

[DineInRanchoMirage.com](http://DineInRanchoMirage.com)




## Rancho Mirage Chamber of Commerce

# 2010 EXPO

Sunday, October 3, 2010  
3 - 7 p.m.

## THE RIVER

AT RANCHO MIRAGE

*A showcase of products and services provided by businesses of Rancho Mirage and the Palm Springs Valley*

Sponsored by:



## Chamber Seeking Board Members

The Rancho Mirage Chamber of Commerce is currently seeking candidates for this fall's Board of Director Election. The Board of Directors are representatives-at-large of the general chamber membership. There are 8 seats for the two year 2011 -2012 Board term. Interested persons should be Active members in good standing with the Chamber and willing to

commit time (about 4 hours per month) for the monthly Board meeting, Mixer and Task Force meetings. Directors are also expected to participate financially by sponsoring or finding sponsors for events; purchasing or selling tickets, and referring potential members to the Chamber staff. Volunteer Board members have unique networking opportunities each year while serving on

committees or meeting with city hall officials. It is a great way to give back to the community that you live/work in. Board Directorship in the Chamber of Commerce is also a great reference to have on your resume. Please call the Chamber for more information.

## Upcoming Chamber Events For Fall

**Coffee w/ State Sen. Emmerson**  
Wednesday, Sept. 15  
8:00 - 9:30 a.m.  
Chamber of Commerce  
Rancho Las Palmas Shopping Center

**Mixer**  
Tuesday, September 21, 2010  
5:30 - 7:30 p.m.  
Stuarts Steakhouse  
69-640 Highway 111

**Candidate Forum**  
Wednesday, September 29, 2010  
6:00 - 8:30 p.m.  
Rancho Mirage Public Library  
71-100 Highway 111

**Business Expo**  
Sunday, October 3, 2010  
3:00 - 7:00 p.m.  
The River at Rancho Mirage  
71-800 Highway 111

**Restaurant Roundup**  
Sunday, October 3, 2010  
3:00 - 7:00 p.m.  
The River at Rancho Mirage  
71-800 Highway 111  
(Tickets \$25)

**Mixer**  
Tuesday, October 19, 2010  
5:30 - 7:30 p.m.  
Tarbell Realtors  
The River at Rancho Mirage  
71800 Highway 111, Ste. A204

**Mixer**  
Tuesday, November 16, 2010  
5:30 - 7:30 p.m.  
Mission Hills Senior Living  
34560 Bob Hope Drive

**Mixer**  
Tuesday, December 7, 2010  
5:30 - 7:30 p.m.  
Brandini Toffee  
Rancho Las Palmas Shopping Center  
42560 Bob Hope Drive

## Rancho Mirage Paramedics Honored for Saving a Life



*Joe Thompson and Jason Downs are honored for saving a Rancho Mirage resident's life by Mayor Richard Kite.*

The City of Rancho Mirage and Riverside County Emergency Medical Services Agency honored two Rancho Mirage paramedics from Station 69 in Rancho Mirage for their help in saving a local resident with a special heart condition. In February of this year, Paramedics Joe Thompson and Jason Downs responded to a call for help. The Rancho Mirage resident, unconscious and unresponsive, had what is known as a Left Ventricular Assist Device to help his very severe heart condition. This type of device is not used frequently and rarely seen by paramedics.

In order to enhance their skills and ensuring that they could best meet the needs of the residents and guests of Rancho Mirage, Joe and Jason had attended Eisenhower Medical Center Emergency Department's "Skills Days" in October 2009 and were familiar with this special heart device. They were able to assess and remedy the equipment problem while performing advanced cardiac life saving measures. While en route to EMC, Joe and Jason contacted Sharp Memorial Hospital in San Diego for additional assistance and were able to relay detailed

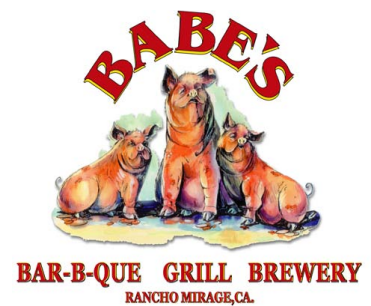
information upon their arrival at the Emergency Room.

Personnel from both Sharp Memorial Hospital and Eisenhower Medical Center offered their recommendations to the Riverside County Emergency Medical Services Agency that each of them be recognized for their dedication to furthering their education and skills, putting this knowledge into use and accurately assessing and reporting the circumstances to EMC so that all would be ready for the arrival of the patient.

Enjoying a beer at Babe's will help in the Gulf Shore Recovery Effort!

Babe's at the RIVER in Rancho Mirage is doing their part in the Gulf Shore Recovery Effort by offering a "Charitable Pilsner!"

Babe's at the RIVER, known for its southern charm and award winning brewery is using its large southern beer selection to offer up a "Charitable Pilsner" by a Louisiana brewery. Abita Brewery in Abita Springs Louisiana has brewed a "Message in a bottle". "S.O.S. Save Our Shore" is a Pilsner beer brewed to raise money for the Gulf Shore Recovery Effort. .75 cents of every bottle (22oz.) sold at Babe's will go directly to the Recover Effort. Babe's along with local distributor Wine Warehouse will try to sell this special product as long possible to raise money for the effort! Donations can also be made at [www.sos.abita.com](http://www.sos.abita.com)



## DFDD Prepares for 1st Annual Great Santa Run on December 4

On Saturday, December 4, 2010, THE 1ST ANNUAL RANCHO MIRAGE GREAT SANTA RUN WILL BE held.

We will challenge Las Vegas in an effort to get into the Guinness Book of World Records. For the past four years, Las Vegas has attempted to break the record for having the most people dressed in Santa costumes run or walk. Last year they had 8,864 people! We need to match that!

Patrick Evans, Chief Meteorologist from KPSLocal2 is our Master of Ceremonies and Brooke Beare and Kris Long, evening anchors from KPSLocal2 are our honorary co-chairs who will walk along side you and encourage you on.

Dress up the kids, put on your Santa costume and head to the Agua Caliente Casino Resort Spa where the streets will be flooded with red and white. This will be a 4K fun/run walk on Bob Hope Drive, ending back at Agua Caliente for music, entertainment and Christmas Shopping.

Now is the time to register your family or team and help Desert Friends of the Developmentally Disabled break the world record for the largest gathering of Santas. Registration is \$35 for adults and \$15 for children 12 and under. Your 5-piece santa costume is included in your registration fee.



*Brooke Beare, Mayor Richard Kite, Kris Long, Josh Krebiel and Patrick Evans get in the spirit for the Santa Run announcement.*

*Beare and Long are the honorary Chairs of the event and Patrick Evans will be the MC of the event on December 4.*

DFDD is creating programs to support the well being and special needs of the developmentally disabled in the Coachella Valley. A number of health care programs (dental, vision, podiatry, auditory, psychology) are presently no longer funded by the State. These programs are an integral part of the health of the developmentally disabled, and the majority of this population have no means to pay for these services on their own. They rely on MediCal and DentiCal for all of their medical and dental needs. Without MediCal,

they no longer are able to have their dental needs taken care of. This is a major problem for this population because they historically have many dental problems and the lack of dental care can affect their health.

Many of the developmentally disabled have been abandoned by their families and are wards of the state. Many are elderly and have no family to support them. They rely on SSI or SSA, and by the time they pay room and board, there is nothing left over for anything, let alone for doctor visits. If they are on SSI or SSA, they

are not allowed to accumulate any amount of savings. The majority of the developmentally disabled work in sheltered work shops or employment training centers, and earn well below minimum wage, sometimes as little as a dollar a day, or less.

Desert Friends of the Developmentally Disabled (DFDD) is a public benefit charity dedicated to improving the lives of all developmentally disabled children and adults in the Coachella Valley.

**Desert Business Machines saves you time and money!**

Desert Business Machines' "Managed Printer Services" program analyzes printer usage in the entire office environment in order to maximize usage, reduce costs and increase efficiency.

The process begins by conducting a free evaluation to determine the printers used, locations within the office and usage. The next step looks at the printer supplies on hand and the cost for supplies. The results of the analysis are presented to the client in order to make recommendations and cost savings. In many instances, relocating printers within the environment or replacing printers can achieve significant savings.

With Desert Business Machines as your "Managed Printer Services" partner, all printers within the work environment will be monitored and administered by a unique software program. The program will automatically notify Desert Business Machines of low toner and any potential service matters. The client is contacted to inform them of the issue and determine if replacement supplies or a service call are required.

Save time and money. Give Desert Business Machines a call at 760.346.1124 to simplify your life!

**Palm Springs International Airport Announces New Additions**

**Let the Season Begin . . .**

Palm Springs International Airport announces the seasonal expansion with flight schedules over the Next few months.

- Chicago daily (American) NOW
- Dallas-Ft. Worth up to 3 daily (American) NOW
- Increased San Francisco (United) NOW
- Phoenix 5 daily round trips (US Airways) NOW
- Vancouver begins (WestJet) Sep. 10
- Increased Calgary (WestJet) Oct. 3
- Increased Bellingham (Allegiant) Oct. 6
- Edmonton begins (WestJet) Oct. 31
- Denver to 5 daily (United) Nov. 4
- San Francisco to 4 daily (United) Nov. 4
- Portland begins (Alaska) Nov. 7
- Seattle to 3 daily (Alaska) Nov. 7
- Minneapolis begins (Sun Country) Nov. 22

**August Mixer at Ruby's Photos**



**Chamber to Host Candidate Forum at Public Library Sept. 29**

The Rancho Mirage Chamber of Commerce is once again hosting a fall Candidate Forum before the election in November. The Candidate Forum will be held on Wednesday, September 29, 2010 from 6 p.m. until 8:30 p.m. at the Rancho Mirage Public Library. The candidate forum is not a debate. The forum is an opportunity for the candidates to voice their position and solutions on the issues.

**Candidates invited to participate:**

**U.S. Senate**

- Barbara Boxer - Democratic Candidate**
- Carly Fiorina - Republican Candidate**

**U.S. Congressional 45th District**

- Mary Bono-Mack Republican Candidate**
- Steve Pougnet - Democratic Candidate**

**State Governor**

- Jerry Brown Democratic Candidate**
- Meg Whitman Republican Candidate**

**State Assembly 64th District**

- Jose Medina Democratic Candidate**
- Brian Nestande Republican Candidate**

**State Assembly 80th District**

- Manuel Perez Democratic Candidate**
- Steve Sanchez Republican Candidate**

**Moderator:** Steve Kelly, The Desert Today Host, NEWSTALK 920, KPSI-AM

**Panelists:** Erica Felci, Political Insider Columnist and Reporter, The Desert Sun  
 Bob Marra, Publisher, The Public Record/Wheeler's Desert Letter

## Coffee and Conversation with State Senator Bill Emmerson

An informal opportunity to meet newly elected State Senator Bill Emmerson, receive an update from Sacramento and a Question & Answer session to talk about issues that affect business in California, Riverside County and more specifically the Coachella Valley.

**Wed., September 15, 2010  
8 a.m. to 9:30 a.m**

Rancho Mirage Chamber of Commerce Conference Room  
Rancho Las Palmas Shopping Center 42520 Bob Hope Dr., Ste. B

**FREE ADMISSION**

**Seating is limited - R.S.V.P. to  
760.568.9351**

**or go to Event Registration at**

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

**Thanks to our July and August Mixer Hosts!**



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## Oktober-Feast!

**Save 20% at Restaurants for the month of October  
with your FREE  
Restaurant Rendezvous Card or Coupon**

**Great Food  
Great Value  
October 1-31, 2010**

**R**ESTAURANT  
ENDEZVOUS  
ANCHO MIRAGE

**20% Off Discount Card\***

**Upon redemption at the following participating restaurants:**

Acqua Pazza • Amici Italian Trattoria • Applebee's (Rancho Mirage) • Babe's Bar-B-Que & Brewhouse • Bangkok Five Thai Cuisine • Ben & Jerry's Ice Cream • Brandini Toffee • Burgers & Beer • D'Carlo's Italian Café (Specials and any Glass of House Wine only) • Francesco's Café • Garbanzo Bar & Grill (Entrées only) • Hibachi Steak House & Sushi Bar • Jennifer's Kitchen • Juice It Up! (Rancho Mirage) • Las Casuelas Nuevas • Lotus Chinese Restaurant • Mimi's Café (Rancho Mirage) • The Palm's Café • PaPa Mario's Pizzeria • Ristorante Donatella • Red Robin (Rancho Mirage) • Rocky Mountain Chocolate Factory • Ruby's Diner (Rancho Mirage) • Stuart's Steakhouse • Thai Smile of Rancho Mirage • Wally's Desert Turtle •

\* Beverages, Alcohol, Tax or Gratuity not included. Offer Valid October 1-31, 2010 at participating restaurants in Rancho Mirage and cannot be used in conjunction with other offers, promotions or catering. Offer Expires October 31, 2010.

**For more info: phone (760)568-9351 or web: [www.DineInRanchoMirage.com](http://www.DineInRanchoMirage.com)**