Moving Forward

Laurie Baldwin, IOM
CEO/Executive Director
laurie@pdacc.org

As one of the largest and most influential Chambers in the desert, the Palm Desert Area Chamber is always moving forward and improving our brand to support our mission to be a corporation organized and dedicated to promote, support and enhance business prosperity, civic vitality and quality of life. We strongly embrace our role as the organization that provides your business with the best environment in which to succeed and grow. As we always say, a strong Chamber means a strong business community!

Moving forward towards future success.

Change has been a constant this past year. Our ongoing goals include the development of services, programs, and channels of communication that are relevant, timely, and effective, and to connect the business, education, government and general community constituents of the City of Palm Desert and the entire Coachella Valley. I am excited to serve as the new President/CEO of the Palm Desert Area Chamber. Along with the staff, board of directors, ambassadors and you (our member partners), I look forward to working as a team to achieve these goals and the opportunity to promote the business sector, the community and our beautiful city.

I feel fortunate to be part of the largest Accredited Chamber in the Valley. Our future is strong, and I personally look forward to preserving our profile as a premier location for business creation, expansion and relocation through the collaborative efforts between the Palm Desert Area Chamber, the surrounding cities we serve, and key stakeholder organizations. Together, we will continue to work to maintain a strong business climate and vibrant quality of life for our residents.

Let’s keep moving forward!

Great California ShakeOut

Special thanks to all of the Spotlight Booths, Speakers and Members who helped to create the Great California ShakeOut event at CSUSB last month. Thank you to CSUSB for hosting us, to Servpro of Palm Desert for the sponsorship and to Mark Benthien for being the keynote speaker. In case you missed it, visit the website for your own emergency preparedness at www.shakeout.org/california/

Spotlight Tables Featured:
- C.V. Emergency Readiness Group
- Community Emergency Response Team
- Desert Empire Insurance Services
- Desert Empire Plumbing Heating & Air
- Emergency Management Department

- Farmers Insurance & FFS - Mike Venne
- Servpro of Palm Desert
- Southern California Earthquake Center
- State Farm Insurance - Cindy Pieper Agency

Thanks also to the Breakfast Planning Committee:
- Cindy Burresson, Classic Party Rentals
- Cindy Pieper, State Farm Insurance
- Erin Sullivan, Robert Half
- Linda Jesse, ProWatch Senior Care Services
- Vanessa Torres, Westfield

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Free Fall Concerts Return to Palm Desert’s Civic Center Park

Enjoy free live music under the stars every Thursday night in October with the return of Palm Desert’s popular Fall Concerts in the Park.

The excitement kicks off at the Civic Center Park Amphitheater at 6 p.m. on Thursday, October 1, with a performance by celebrated Fleetwood Mac tribute band Rumours. The Los Angeles-based group recreates legendary rock band Fleetwood Mac in its youthful heyday.

On stage from 6 p.m. to 7:30 p.m. every Thursday throughout the month, the popular concert series feature a variety of talented musical acts designed to please music lovers of all ages and tastes.

Other performances include Latin jazz from the Boogaloo Assassins (October 8), hits of the 80s from new wave cover band The Reflexx (October 15), classic Motown and soul from Dallas and Doll (October 22), and Rockabilly and Western Swing from Big Sandy and His Fly-Rite Boys (October 29).

Beverages and snacks are available for purchase. Alcoholic beverages and smoking are prohibited.

Civic Center Park is located on the northeast corner of San Pablo Avenue and Fred Waring Drive. For more information, please call 760-346-0611, ext. 416.

Legislative Action Team: Still Feeling the Heat

Team Captain: Matt Johnson
Wilson Johnson Commercial RE
mjjohnson@wilsonjohnson.net

Well the summer is over, but we are still feeling the heat, in more ways than one. We expect the weather to eventually cool to the satisfaction of the “Snowbirds”, a welcomed sight after the tough summer months’ business. But, we should expect a more difficult business environment because of the most recent legislative session, and the bills the Governor has just signed into law.

As of the writing of this article, energy bills SB 32 (Pavley – D) and SB 350 (De Leon – D) are about to be passed by a simple majority of the Assembly. When you have 52 Democrats and only need a majority vote of 41, these bills are all but signed.

SB 32 is a re-imagining of AB 32 the California Global Warming Solutions Act of 2006 which set limits on Green House Gas emissions. As California industries and planners have worked to meet the 2006 standards to a point where many of the initial goals appear to be attainable, SB 32 takes tremendous leaps, like SB 350, beyond the abilities of current technologies and population demographics.

Just the basic requirements of SB 32: Limits Greenhouse Gas emissions to 40% of 1990 levels by 2030; and, 80% below 1990 emissions by 2050. This bill has been pulled from consideration at the 11th hour by the author. There was tremendous and unexpected pushback from her own party.

SB 350 the Clean Energy and Pollution Reduction Act of 2015 was even more finite in its intent. This bill directed the reduction of motor vehicle petroleum use by 50%, required a 50% increase in sales of renewable electricity, and a doubling of energy efficiency in buildings all by 2030.

Energy efficiency requirements in new construction are updated every 3 years in the California Building Code. So this aspect of doubling efficiencies was on track. However, the bill threatened onsite renewables energy credits, which may not be available after 2021.

As written, we would have seen dramatic increases in transportation costs. The opportunity to tax us into submission for the 50% fuel reduction was readily available. The same went for renewable energy requirements. We have already seen renewable energy mandates artificially accelerate the cost of renewable energy production. Based on 11th hour amendments, the California Chamber of Commerce no longer defines SB 350 as a “Job Killer”. The rule went from direct requirements to guidelines for very limited requirements and voluntary achievement through energy efficiency and conservation. The bill has been approved by the Legislature and we expect the Governor to sign it within the next 30 days.
The Affordable Care Act and Its Impact on Your Business

Kelli Cox, CPA
Osborne Rincon CPAs

The year 2015 marks a milestone in the implementation of the Affordable Care Act. This year, applicable large employers with 50 or more full-time equivalent employees will be subject to both the 1095-C reporting requirements and employer mandate penalties if they do not provide minimum essential health coverage to their full-time employees and dependents.

Business owners who own more than one entity may not be aware that they are subject to the IRS Controlled Group Rules. Applicable large employer status is calculated based on the number of full-time equivalent employees between all businesses in the controlled group.

Determining whether your business is part of a controlled group is a complicated process:

- Common ownership is applied when entities share at least 80% ownership in common. Family members are “attributed” common ownership.
- An affiliated service group is created when a company is formed to provide services to another company and shares a common owner or partner.
- Management group rules apply when the performing organization’s principal business is the performance of management services for another company. No common ownership is required.
- It is also important to note that these controlled group rules also apply to fairness testing for pension plans, and that the IRS is looking at 401k and Simple IRA plans in controlled group situations.

If you think you might have a situation where the controlled group rules apply, make sure to consult with your CPA as soon as possible. For more information call Osborne Rincon CPAs at 760-777-9805.

Welcome to the Ambassadors, Alisa!
We’re glad you are with us.
Betty Baxter, Ed. D.
Baxter Coaching & Consulting

Meet An Ambassador Alisa Rutherford, Family YMCA of the Desert

Proud Mom, Dedicated Volunteer

Not many of us began our career path when we were 15; Alisa’s first job, when she was a teenager, was at the Y where her father was on the board. “He got me involved. I have strayed into other things over the years but have always come back. The Y is where my heart is."

At the Family YMCA of the Desert, Alisa is the Program Administrator who oversees the Y’s preschools, child care, member services, some special events, outreach and other assorted opportunities that come her way. For the last 26 summers, she has spent a week with the Y at Camp Oakes in Big Bear. And she is an advisor for the Y’s Youth & Government program, a state government program for high schoolers.

“I would like to be remembered for helping people, making a difference in my community and in the lives of my friends, and being a good mom.”

A native of Ontario, Canada, who hates cold weather, Alisa moved to the desert in 1987 and earned her Bachelor’s degree in psychology at Cal State, San Bernardino. She is the proud mother of three children, ages 6, 10, and 12, and her family includes her fiancé. Her avocation, interests, and hobbies, are her children. “They take up all my spare time!”

Thanksgiving is Alisa’s favorite holiday, and the first concert she ever attended was Michael Jackson. In five years, she sees herself “still at the Y, getting ready for my first born to start his senior year in high school, loving life.”

A new Ambassador, Alisa says she is really enjoying the connections she has made through the Chamber and the Ambassadors. “I am on the Golf Cart Parade committee this year for the first time, and I am enjoying that and looking forward to the big day!”

Alisa Rutherford
alisafromthey@gmail.com

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Congratulations to Angela Henderson, Bank of Southern California, Ambassador of the Month for August
Sunnylands to Celebrate 50th Anniversary with Special Activities and Events

Ken Chavez, Public Relations

The Midcentury Modern estate was completed in March 1966. Public invited to contribute stories, memorabilia to Sunnylands archives.

The Annenberg Retreat at Sunnylands will celebrate the 50th anniversary of the completion of Walter and Leonore Annenberg’s famed Midcentury Modern estate in its upcoming season. Now a high-level retreat center, the spacious Rancho Mirage, Calif., house known for its architecture, interior design, art collection, and legions of world-famous visitors, welcomed its first guests in March 1966.

Throughout the 2015-2016 season, Sunnylands will host several 50th-anniversary events and extend a warm invitation to the public to contribute to the stories, photos, and memorabilia that will be preserved in the archives of this historic institution. Anne Rowe, Sunnylands director of collections and exhibitions, and the archives staff are inviting members of the community, particularly those who helped in the home’s construction, décor, art installations, or social events, to share their Sunnylands experiences.

“It is an opportunity to be acknowledged as a part of the history of Sunnylands. The artisans, craftsmen, and specialists who built and contributed to this historic home were or are residents of this valley. We want to honor their individual contributions in a permanent way,” Rowe said. The anniversary coincides with Sunnylands’ plans to start construction of a new archives building that will house the Annenbergs’ precious art and artifacts, including correspondence with U.S. presidents and British royalty. The names of community members and others who share their experiences and mementos will be recorded in the archives.

The 50th-anniversary events begin with the season’s opening day, Thursday, September 24. Visitors to Sunnylands Center & Gardens will receive a free commemorative pin with a custom designed 50th-anniversary logo featuring the home’s iconic pink roof. On Friday, September 25, Sunnyslands is showing Ocean’s 11, the first of three “Films on the Great Lawn” to be screened this fall starring Frank Sinatra, a close friend and neighbor of the Annenbergs, whose centennial birthday is December 12.

Other Sunnylands events coinciding with the estate’s 50th anniversary include:

• Participation in Modernism Week’s fall preview. Tickets for Sunnyslands house tours on October 9-11 are available for purchase at www.modernismweek.com.

• “Day of the Dead” activities and art installations in conjunction with CV Days of Los Muertos in late October and early November.

• A December celebration reception with Eisenhower Medical Center to mark its 45th anniversary and Sunnylands’ 50th.

• The opening in January of a new exhibition, Asian Artists in Crystal: Steuben Glass at Sunnylands, featuring the only complete collection of a 1956 series of decorative glassworks that marries Asian artistry with American craftsmanship. The project was launched as a diplomatic initiative by the Eisenhower administration.

• A special community event in the spring commemorating the completion of Sunnylands and the welcoming of its first guests.
Business Development Calendar

CSUSB-Palm Desert Campus Dean
Prepresents at Business Breakfast
Tuesday, October 13
7:00 am at Desert Willow Clubhouse
38995 Desert Willow Drive
Sponsored by Costco Wholesale

Sharon Brown-Welty, Dean, CSUSB Palm Desert Campus will be presenting at the upcoming Business Breakfast and giving an update on education at the Coachella Valley's only four-year college.

The Business Breakfast begins at 7:00 am and features a full breakfast buffet at the Desert Willow Clubhouse, the presentation, networking and chamber and city updates. Please RSVP the day before by noon to be featured on the Hot Sheet. PDACC Members $20 / $30 nonmembers.

About: Over twenty-five years ago, Coachella Valley civic leaders began to call for a local public four-year college. The group’s efforts lead to California State University, San Bernardino establishing a branch campus on the College of the Desert campus. From the beginning our efforts were to serve local Coachella Valley students with programs that met Coachella Valley needs. In 2002, we moved to our permanent location on Cook Street. We offer our students the resources of a large, comprehensive university through the San Bernardino campus. At the same time, the Palm Desert Campus offers the supportive environment of a small campus with small classes and more opportunities for contact with instructional faculty. The faculty and staff of the Palm Desert Campus are committed to your success, committed to serving the Coachella Valley, and committed to maintaining an environment on campus that honors diversity and provides all students the opportunities to fulfill their dreams of a higher education.

JADABUG’S BABY BOUTIQUE RIBBON CUTTING

NEW MEMBER INDUCTION

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Now Taking “Out Of This World” Parade Entries

Palm Desert Golf Cart Parade is now taking float, cart and band entries to stroll down El Paseo in front of thousands, decorated in the “Area 51” theme. The event is made possible by the community for the community and officially kicks off our season. Be involved in the fun! Businesses, organizations, clubs, churches, big bands, kazoo bands… this is a GREAT opportunity to be creative, have fun with your team, maybe get a little messy, and be included in the 51 year-old tradition.

The Entry Forms, maps (and photos for inspiration) are online at www.golfcartparade.com and search us on Facebook.

The longest running parade in the desert is celebrating 51 years on Sunday, October 25, 2015 and is brought to you by City of Palm Desert, Palm Desert Area Chamber and the Auen Foundation. This year’s Grand marshal is Robert “Bob” Gilliland of Palm Desert, the first man to fly the highest and fastest airplane, the SR-71 Blackbird.

Also there to excite the parade-goers, the First Marine Division Band to lead the cavalcade, sponsored by Carl’s Jr. This year’s event is not to be missed. Bring the family and enjoy the Webb Foundation’s Kid’s Play Zone, Eisenhower Medical Center’s VIP Reserved Seating section, Golf Booths, Cart Show, Food Vendors and the Auen Foundations FREE Senior Seating.

It is truly an out of this world event!

For information, call (760) 346-6111.

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