

Board of Directors
Executive Committee

Chairman of the Board
Larry Davis
Forest Lawn

Chair-Elect
Cory Acker
Acker Chiropractic

Secretary
Ron Sellin
Postal Connection

Treasurer
Matthew Campos
Goodwill Southern California

Immediate Past Chair
Fred Bell
Building Industry Assn.

President & CEO
Steven Morris
Cathedral City Chamber

Directors

Debra Ahlers
Community Blood Bank

Lesla Bodnar
Bodnar & Associates

Mark Carnivale
Nicolino's Italian Restaurant

Kevin Conner
Cathedral City Police Dept.

Roger Culbertson
Culbertson Furn. & Design

Kathi Jacobs
Time Warner Cable

Andy Jessup, Jr.
Jessup Auto Plaza

Douglas Kratky
Desert Radio Group

David Sullivan
Doral Desert Princess Resort

Valerie Ward
Burrtec Waste & Recycling

New!

Chamber Partners with BEN-E-LECT to Help Businesses Fight High Cost of Health Care

New Affinity Program Designed To Save Chamber Members 25% -40% In Health Care Costs For Employees-Plus ASK ABOUT HOW TO SAVE \$250 – PAYS FOR MEMBERSHIP!!

BEN-E-LECT, one of the country's leading third party administrators, and innovator of Employer Driven Health Plans, has partnered with the Chamber to offer members a plan that will cut their health insurance by an average of 30% while providing the same benefits to their employees. The partnership is part of the BEN-E-LECT Chamber Affinity Program, designed for California's most proactive chambers of commerce that want to help their members tackle the skyrocketing cost of health care and improve access to quality care for their employees.

"We are pleased to take the lead in introducing our members to a cost-saving model that has proven to be successful and is already being used by thousands of businesses throughout California," said Steve Morris, Chamber President and CEO. "Through our partnership with BEN-E-LECT, members can enjoy the same cost savings while receiving additional advantages including improved plan benefits and discounted fees. For new members, these discounts equate to a 'free' membership in the Chamber. For existing members, their annual renewal cost will be all or largely covered by their savings in set up charges, while also enjoying huge savings on health care coverage."

Businesses saved an average of \$1,675 per employee last year through BEN-E-LECT's Employer Driven Health Plan model, according to a study of the company's 2,000 employer groups statewide over a period of 12 months. Depending on the specific plan design, savings can reach higher, such as the approximate 50% savings one California employer achieved.

"This model is different than what is being touted as 'consumer driven plans,' which are often set up using high deductible plans where the deductible isn't funded. Mark Reynolds, president and CEO of BEN-E-LECT noted. "We've seen many of these plans fail, resulting in employees who arrive at providers' offices in need of services but have no money in their accounts to pay for the services or deductibles." Reynolds emphasizes that the model allows employers to provide benefits for the few who really need them without wasting insurance premiums for benefits that the majority of employees never use.



About BEN-E-LECT

BEN-E-LECT is an innovator of "employer driven" medical, dental, and vision plans for small to medium size groups. The company combines high deductible plans with its plan administration and claims services to offer employers savings in healthcare premiums while maintaining or improving their level of benefits. Established in 1987, BEN-E-LECT currently serves more than 2,000 small business groups in California and Colorado, totaling approximately 70,000 covered lives.

Greetings from your new Chairman of the Board. It is my honor to serve the Cathedral City Chamber of Commerce members as your Chairman of the Board.

We have all heard a lot of talk and sense ongoing pressure concerning our business economic difficulties.

Now more than ever, chamber membership is important to you and your business. The Cathedral City Chamber of Commerce works closely with Cathedral City officials and staff to provide a positive business atmosphere for our members.

We are looking forward to better times for all and want to be of service to our members and our city.

Membership in the Cathedral City Chamber offers great benefits. Our monthly Power Breakfast, Mixers, and Ribbon Cutting Events provide valuable information for a variety of community interests, and provides you with an opportunity to meet community leaders and share your business opportunities.

Be sure to investigate our opportunity to save on your employee health benefits by talking to a Representative of BenElect, our chamber sponsored health provider.

Together, especially with our outstanding Board of Directors, we will have a great 2009!

Thank you for the opportunity to serve.



Larry Davis
Chairman of
the Board

Word from the President...

January was a hectic but productive month at your Chamber, with staff and volunteers focused on producing what we hope as of this reading was a magnificent **Orion Awards** dinner on January 30th. My thanks to the committee Chaired by Lesa Bodnar ; Roger and Kendra Culbertson were stalwart in their pursuit of auction items; and much appreciation for all their assistance in planning to Larry Davis, Valerie Ward, and Catherine Weiss. Special kudos to Project Manager Sheila Sessions, who was "All Orion, all the time"!

After breathing a few precious moments of relief, we are on to producing the Golden Apple Educator Awards event the evening of April 2nd. Debra Ahlers has agreed once again to Chair the event, and planning is getting under full steam. 9 weeks between Orion and Golden Apple means your Chamber staff and volunteers will be plenty busy in the next couple of months! Meanwhile, we have some terrific breakfast programs designed to help you promote your business and to show you ways to cut your overhead expenses...timely topics given the challenges we all face.

Our objective in 2009 is to grow the value of your Chamber membership in ways you can measure and in ways you can't; just so long as you know it! Please also know we are just a phone call or email away whenever you need anything! We are here to serve you, our members, while producing quality events and providing timely information that helps your business survive and thrive.



Steven Morris
President &
CEO

Agua Caliente Cultural Museum will present a free panel discussion, *History of Indian Canyons*, Wednesday, February 18, 2009, 6:30-8:30 pm, at Mizell Senior Center, 480 S. Sunrise Way, Palm Springs. The majestic Indian Canyons are the ancestral home of the Agua Caliente Band of Cahuilla Indians and a signature Palm Springs tourist destination. The discussion will focus on the history and challenges experienced in managing these local natural wonders.

Coachella Valley Economic Partnership is conducting a survey of Coachella Valley businesses and residents entitled "Coachella Valley Economic Blueprint Online Survey". The link can be found at the bottom of their home page at www.cvep.com. This Economic Blueprint effort is being overseen by a steering committee comprised of the Coachella Valley's leading business and public citizens. CVEP has embarked upon a six month strategic planning process that will involve and engage people who conduct business in the Coachella Valley and the decision makers that steer the local economy. Reaching out to as many community stakeholders as possible during the plan development will help build consensus around the plan's goals and objectives and support the effective implementation of the plan later in the process.

Matthew Campos
Congratulates Ambassador of
the Month
Winner
Shauna McGloin



Chamber Power Breakfast

Thank you!

Chairman of
the Board
Larry Davis



Speaker

Rod Pacheco
Riverside County
District Attorney



Sponsor
Building Industry
Association

Fred Bell



MINI & R.V. STORAGE



SECURITY PLUS

LOCATED ON DA VALL
Behind
Forest Lawn® -
Cathedral City
Ramon Rd.

(760) 321-6777
(760) 321-6499 (Fax)
32-123 Da Vall Dr., Cathedral City, CA 92234

- State-of-the-Art Security •
- 24 Hour Access for R.V.'s •
- Individually Alarmed Units •
- R.V. Wash & Dump Station •
- Open 7 Days •
- Climate Controlled •
- Reasonable Rates •
- No Deposit Required •
- Your Lock - Your Key •
- All Sizes •



Forest Lawn®
MEMORIAL-PARKS & MORTUARIES

Larry Davis
Vice President-Forest Lawn

Palm Springs FD 1908
4707 East Sunny Dunes Road
Palm Springs, CA 92264

Cathedral City FD 1847
69855 East Ramon Road
Cathedral City, CA 92234

760-321-0994 • www.ForestLawn.com

Build Your Business and Support the Chamber

Talk To Over 600 Potential Clients
Advertise in the Newsletter

Business Card Ads

\$45/mo. or \$450/year

1/4 Page Ads

\$150/mo. Color - \$75/mo. B&W

1/2 Page Ads

\$225/mo. Color - \$120/mo. B&W

Flyer

\$125/mo. Or \$1,250/year

Call the Chamber at
760-328-1213

PRESORTED
STANDARD
U.S. POSTAGE
PAID
PALM SPRINGS, CA
PERMIT NO. 408

Cathedral City Chamber of Commerce
68-950 E. Palm Canyon Drive, Suite 106
Cathedral City, CA 92234

RETURN SERVICE REQUESTED

Mark Your Calendar

Spring 2009

President's Day-
Office Closed Feb 16th

Hail to the Chief!



Power Breakfast
First Wednesday, 6:45 am
Doral Desert Princess Resort,
67-967 Vista Chino at Landau

Ambassador Meeting -
following Breakfast
(see previous page for February details)
March Preview-How to Save 30% on
Health Insurance

Mixers -
3rd Thursday
5:30-7:30

February: Cimmaron
Golf Resort

Golden Apple Educator Awards

April 2nd, 2009 5:30-8:30 pm

Your Favorite Radio Stations
Listen Live Online Now!

U-92.7 www.927kkuu.com **93.7 KCLB** www.937kclb.com

The Desert Radio Group

KNEWS 1270am La Voz www.1270knews.com
AM 970 • 1140 • 1250
www.knewsradio.com

TEAM KXPS 1010 www.1010kxps.com

EAGLE 106.9 www.theeagle1069.com

Power Breakfast Wednesday, February 4th



Mr. Nick Fletcher
Brian Tracy Workshops
Topic: Improving Your Business in Tough Times
Bonus Program: Tour de Palm Springs

6:45 a.m. at Doral Desert Princess Resort

67967 Vista Chino at Landau, Cathedral City

\$15 with RSVP by 5pm, Monday, February 2nd -- \$20 thereafter

Potential Members **\$20 with RSVP by 5pm, Monday, Jan 5th -- \$25 thereafter**

RSVP 328-1213 or on-line at www.cathedralcitycc.com

Note: Ambassador meeting immediately following



NETWORKING MIXER

**Thursday, February 19th
5:30 p.m. to 7:30 p.m.**



Cimarron Golf Resort

67-603 30th Avenue , Cathedral City

Looking for a GREAT WAY to promote your business??
Donate a RAFFLE PRIZE!

Contact the Chamber at (760)328-1213 or e-mail admin@cathedralcitycc.com

Admission: \$5 Members \$10 Potential Members

Julie Baumer- Associate Member
68-921 Risueno Road
Cathedral City, CA 92234
760-325-1512

CVBIZNETWORK.com
Shawna Trombetta
P.O. Box 1968
La Quinta, CA 92247
760-574-0190
www.cvbiznetwork.com

Refer a New Member and receive an additional 3 months on your membership!

Thanks Renewing Members

Palm Springs Motors
Kelly Heldenbrand- 34 years
Hillery, Robert, Associate – 34 years
G H Pool Construction
Butch Haltman – 34 years
KWXY Radio Station
Glen Barnett- 34 years
Williams Tile, Inc.
Barry Williams- 33 years
Desert Water Agency
Dave Luker- 30 years
Coca Cola Bottling Company
Eric Behan- 30 years
C&M Building Materials
Carl Tiedeman- 30 years
Wessman Development
John Wessman – 29 years
Outdoor Resort
Phil Tadlock– 25 years
Show Girls
Dina Burke- 23 years
Kortmeyer, Gerald DC
Gerald Kortmeyer - 23 years

R&R Radio Broadcasting
Mike Keane –22 years
Eisenhower Immediate Care
Kim Ullrich – 22 years
Desert Regional Medical Center
Don Brady – 22 years
Palm Springs Unified Schools
Lorri McCune- 21 years
American Medical Response
Wayne Ennis – 21 years
Friends of Cathedral City Library
Irving Daroff- 20 years
Maryanov, Madsen, Gordon & Campbell, CPAs
Steve Erickson –20 years
VIP Floors, Inc
Tony Barone – 20 years
Desert Jewelry Mart
Michael Azzarella – 20 years
State Farm Insurance-
George Stettler- 19 years
The Auto Inn
Bill Matz- 19 years
Westkin Properties
Al Bushman- 18 years

El Gallito Restaurant
Ron Cantu- 17 years
El Ranchito Taco Shop
Sergio Barajas- 17 years
Community Blood Bank
Debra Ahlers- 15 years
Cathedral City Elementary School
Tony Signoret- 15 years
Coldwell Banker-
Gary Howell- 10 years
Sunrise Senior Living/ Marriott Maple Ridge
Lisa Kennedy - 10 years
Living Desert
Jennie Rayner- 9 years
First Mission Properties
Susan DuBrin- 4 years
Sunshine Café
Casey Hutchinson- 3 years
Sol de Mi Tierra
Martha Martinez- 2 years
Intelligent Work-Out
Ann McNeil- 2 years

Note: Place in Your Chamber Directory for complete, up-to-date listing of Members

Networking Mixer



Thank You for Hosting our Mixer



Thanks to the following for donating raffle prizes...

- Sunshine Cafe
- Palm Springs Air Museum
- Children's Discovery Museum
- Reilly's Irish Pub & Restaurant
- Esplanade Business Center
- Carl's Jr. Restaurant
- Von's
- Windermere Real Estate-Art Gregoire & Terry Nelson
- Quality Inn & Suites
- State Farm Insurance-George Stettler
- Big League Dreams



Co-Host: Esplanade Business Center

