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2009 Orion Awards Special Edition



Photography by Jacobsway Productions

“Boom, Bust, and Mr. Ponzi”

It seems like we just celebrated the New Year, and it is already March! It's been a busy start to the year for your Chamber: The Orion Awards dinner in January; a just completed Board Retreat last month; informative programs at our Power Breakfasts; plus mixers at Nicolino's and Cimarron Golf Resort.

We also received good news from our 2008 Audit. The Chamber ended 'in the black' and with modest reserves to start what we all know is going to be a tough year for businesses, and obviously for Chambers and other membership organizations as well. Recall however, that the situation a year ago was not as promising, with negative reserves reported out of the audit for 2007 and tough times ahead. Our Board deserves recognition for 'guiding the ship' to safer waters in the midst of the worst economic storm in our lifetimes.

Suffice it to say, our leadership proved quite a bit more sagacious than those who, for example, are running our State! The latter unfortunately didn't learn the painful lessons from the bloating of government programs during the dot com boom, only to repeat history during the housing frenzy. By the way, if you have not seen it, CNBC did a marvelous special very recently called "House of Cards" which gives 20/20 hindsight to the causes of the real estate bubble, prime-joke not fully intended-origins in of all places, nearby Orange County! For more info, use these links from our Newsletter online: <http://www.newsday.com/services/newspaper/printedition/exploreli/ny-etbot6031214feb12,0,1297021.story> and: <http://www.msnbc.msn.com/id/29163182/> (gives show times in March on the 1st and 15th)—or Google “House of Cards CNBC” **It will be well worth the 2 hours to watch.**

I point out this program as a way of more fully understanding exactly what got us into the mess we are in right now. Every overdone economic boom is at least part Ponzi scheme in disguise. Unfortunately, this one caught virtually everyone in its trap. In that context, the fact that our Chamber 'turned the corner' in the latter half of 2008 is all the more remarkable. No thanks to Mr. Ponzi!



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Gilda's Club Desert Cities and Spotlight 29 Casino present "Thursday Night Live" starring Rita Rudner!
Thursday March 5, 2009 at 8pm
Dinner and Performance Sponsorships Available from \$500 to \$50,000
Performance Only \$50 to \$125 per Ticket
For questions, tickets, or addl information please contact:
Paula Kennedy, Executive Director 760-770-5678

Matthew Campos
 Congratulates Ambassador of
 the Month
 Winner
 Don Raiselis



The Fabulous Palm Springs Follies:

From now through their season closing on May 17, 2009, Cathedral City Chamber members and their guests will receive a 20% discount on their choice of seating for any Friday performance (based on availability). To receive this discount, members should call our Reservations department at 327-0225 and mention code: COC18.

Chamber Power Breakfast

T h a n k y o u !



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Speaker

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2009
Orion Awards
& 69th Annual Installation of Officers



Photos courtesy Jacobsway Productions & Sheila Sessions

From Left to Right: Staff and Ambassadors Greet our Guests; City and Chamber Chiefs have a confab! Chamber CEO and "Ms. Orion", Sheila Sessions at Silent Auction; **2nd Row:** Mary Kay Plock, **Lifestream**, with Non Profit Winner-Ernie Vasquez, **Wheels for Kids**; Larry Davis, **Forest Lawn**, congratulates Business of the Year, **Agua Caliente Band of Cahuilla Indians**; Debra Ahlers, **Community Blood Bank**, awards **Chief Stan Henry** Man of the Year
3rd Row: Doug Kratky, **Desert Radio Group** congratulates Educator of the Year, **Brenda Santana**; Orion Award stands at the ready; Valerie Ward, **Burrtec Waste & Recycling**, with Woman of the Year, **Carol Pipitone**; **4th Row:** Harry Stone, **West Coast Surveillance Systems**, with Volunteer of the Year, **Sharon Everz** (CCHS Band Boosters); Andy Jessup, Jr., **Jessup Auto Plaza**, honors **Dylan LaFrance**, Youth of the Year **Last Row:** Steve Morris thanks Emcee Jenifer Daniels; Lin Juniper, **Southern California Edison**, offers congrats to Restaurant winner, **Sonic Drive In**; **Matthew Campos**, announces **Alex Tildy** as Ambassador of the Year.



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YOUR FINANCIAL FUTURE: WILL YOU BE READY?



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RETURN SERVICE REQUESTED

Mark Your Calendar

Spring 2009

No Power Breakfast in
April!
See You at the Golden
Apples!



Power Breakfast
First Wednesday, 6:45 am
Doral Desert Princess Resort,
67-967 Vista Chino at Landau
Ambassador Meeting -
following Breakfast
(see insert for March details)

Mixers -
3rd Thursday
5:30-7:30
March: Cathedral
Village Self Storage

Golden Apple Educator Awards

April 2nd, 2009 5:30-8:30 pm
Doral Desert Princess Resort

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Power Breakfast

Wednesday, March 4th



"How to Save Big on Employee Benefits Costs"

Sponsor: Ben-E-Lect



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

67967 Vista Chino at Landau, Cathedral City



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

Potential Members \$20 with RSVP by 5pm, Monday, March 2nd -- \$25 thereafter

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

Note: Ambassador meeting immediately following



NETWORKING MIXER

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



Cathedral Village Self Storage

32500 Date Palm , Cathedral City
(next to Applebee's Restaurant)

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

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Richard Weaver

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Thanks Renewing Members

Desert Sun Publishing
Coree Ferrell- 34 Years

Date Palm CC/ PS Oasis RV Park
David Smith- 27 Years

Desert Business Machines
Robert Solomon- 25 Years

White Sheet
Kim Turner- 22 Years

Bob's Auto Body
Bob Middleton- 21 Years

Pat Hammers
Associate Member- 12 Years

Cathedral City High School
Guillermo Chavez- 11 Years

Champion Check Cashing
J E Denman- 11 Years

Cimarron Golf Resort
Joe Dahlstrom- 10 Years

Doral Desert Princess
Elie Zod- 8 Years

Builders Supply
Doug Tireman- 5 Years

Desert Resort Rentals and Resales
Ami Simmons- 5 Years

American Youth Soccer Organization
Dennis Keat- 3 Years

Cabot's Pueblo Museum
Michael O'Keefe- 2 Years

RBF Consulting
Brad Mielke- 1 Year

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...

- Suite Spice-Lynne Felix
- Palm Springs Air Museum
- The LivingDesert
- THE Intelligent Workout-Ann McNeil
- Carl's Jr. Restaurant
- Mary Pickford Theatres
- Windermere Real Estate-Art Gregoire
& Terry Nelson
- Quality Inn & Suites-DeAngela
LaCoste
- State Farm Insurance-George Stettler
- Tootie*s Texas Barbeque-Mark &
Dave

A Special Invitation

5th Annual Golden Apple Educator Awards

The Cathedral City Chamber of Commerce cordially invites
you to celebrate Excellence in Education honoring
Educators and Administrators in the

Coachella Valley Unified School District
Palm Springs Unified School District
Desert Sands Unified School District

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

Doral Desert Princess Resort
67967 Vista Chino (at Landau), Cathedral City

\$45 per person
R.S.V.P. requested by
Monday, March 30
(760) 328-1213

R.S.V.P. online - www.cathedralcitycc.com

