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Register for Cathedral City Dollars Program Today! Don't Miss Out!!!

See Newsletter Insert-Fill Out and Fax or Mail to Chamber ASAP

As a Cathedral City business owner or manager, you don't want to miss out on your share of \$50,000 to be given to new and used car buyers in June--which can only be spent with YOU!! The Chamber is coordinating the **registration** for the program, so that these car buyers know WHERE they can spend their \$100 in Cathedral City "Bucks". We expect at least an additional 40% in spending, for a total of \$70,000...don't you want your share? Since we expect a maximum of 3-4 dozen businesses will be registered, this means **an average of approximately \$1500 per merchant!!** Do you know any local business who couldn't use this extra income this summer? Of course not. So...register today...then we can start sending customers to you beginning June 1st.

Registration Form Inside Newsletter-fill out today!



\$100 TO BE GIVEN EACH & EVERY AUTO CENTER* CAR BUYER -- TO BE SPENT AT LOCAL MERCHANTS!!! STARTING June 1st
(*including Palm Springs Motors)



Member Spotlight



Jessup Auto Plaza-70 Plus Years in the Making!

Jessup Auto Plaza was founded more than 70 years ago when, at the height of the depression in 1936, Edgar L. McCoubrey and Charles "Woody" Dutton partnered to buy a dealership in Riverside, California. To augment sales at a time when business was difficult, McCoubrey brought Cadillacs down to Palm Springs to sell at the La Plaza, the desert's premier shopping/business center.

That early business necessity ultimately became home for the partnership's first expansion, and Plaza Motors opened its doors for business on January 1st, 1938 (the same year the City of Palm Springs incorporated). The dealership sold and serviced Cadillacs, GMCs and Oldsmobiles from La Plaza until moving to its long-time location at 290 North Indian Canyon Drive in 1954.

It was from this location that Andrew Jessup married Charles Dutton's daughter, Diane, and began his career in the car business. Jessup remembers the significance of that first lease on North Indian Canyon Drive: "That was the first long-term lease anyone had signed on Indian land. We originally put up a steel building that would last five years. That is how long the lease was for! If we had to, we could take the building apart and move to a new location when the lease was up. But in 1960, we signed a 25-year lease at the same location." In fact, the dealership would continue to grow at this location for the next 41 years. But by 1996, Plaza Motors' growth began to strain the small Palm Springs/Indian Canyon facility. The dealership had added Pontiac/Buick to their lineup, and General Motors mandated separate facilities for each Buick/Pontiac/GMC and Oldsmobile/Cadillac operation.

A move was in order, and Plaza Motors set their eye on a 13-acre property along Highway 111 in Cathedral City, at the heart of the Coachella Valley. With its central location, association with a strong auto center, and space for two showrooms and more service facilities, the location was ideal for both the dealership and its growing, valley-wide customer base. General Sales Manager Dan Jessup, remembers the day the big move finally came: July 4, 2001. "The sacrifices each employee made were significant," he recalls. "While their family and friends were heading to cooler grounds, we lugged desks, shop equipment and automotive parts across hot asphalt." On opening day, the brand new 80,000 square foot state-of-the-art campus was christened under a new name: Jessup Auto Plaza. This new brand incorporated the family name while maintaining a piece of the La Plaza/Plaza Motors history.

In its new home, the business continued to thrive. In 2003, Jessup Auto Plaza was named Business of the Year by the Cathedral City Chamber of Commerce at its prestigious ORION Awards. In 2006, the company welcomed the Saab franchise and became one of the first Hummer dealerships in Southern California. And in 2008, they celebrated an especially exciting landmark: the long awaited acquisition of Chevrolet. "We were so excited about the opportunity to finally sell and service Chevrolet products," said Andy Jessup, Jr., General Manger. "It fulfilled a family dream that began with our grandfather, when he founded the company in 1938."

Now run by its third generation of Jessups, Jessup Auto Plaza continues to follow the legacy of Charles "Woody" Dutton by staying involved in the community and local politics. Andy Jessup, Jr. serves on the board of directors for the Cathedral City Chamber of Commerce and holds the position as President of the 111 Auto Center in Cathedral City. The Jessups' collective resume also includes contributions of service to many important organizations including United Way, Kiwanis Club, American Cancer Society and Desert Heath Care.

PALM SPRINGS, CA – May 11, 2009: The American Advertising Federation (AAF) Palm Springs · Desert Cities is pleased to announce the return of its annual fundraising Advertising Auction – a great opportunity for those who advertise to get a lot more and spend a lot less. The event is open to the public including media buyers for agencies, non-profits, and local businesses, and will take place on Wednesday, June 10 at 11:00 am at The Rattlesnake at The Classic Club, 75-200 Classic Club Blvd., in Palm Desert. (Reservations required). “This year we’ve re-invented the event, and have re-named it the Advertising Auction,” said AdFed Board President Bill Houck. “We realized that the term “Media Auction” was understood within the advertising community, but since this event is targeted at all business owners, not just ad folks, we needed to clarify just what it’s all about, starting with the name.” The event is open to the public for \$35, and to AAF members for \$25, including lunch. AAF will refund the cost of lunch to people that purchase at the auction. Cash, check, and all major credit cards accepted. Proceeds of this event will be distributed for local students' educational enrichment and will also benefit American Advertising Federation (AAF) Palm Springs · Desert Cities. Please call 760/325-2882 to make your reservations now or visit www.desertadfed.com. “The AdFed’s Advertising Auction is the one time of the year when you can save up to 50 to 90% off and help get your business out in front of your competition,” said Tim O’Bayley of O’Bayley Communications, and incoming Board President. “Radio, TV, billboards and much more will be available. In addition, we’re allowing donors to make their contributions directly on our web site, and those interested will be able to view and bid on a constantly updated list.” American Advertising Federation (AAF) Palm Springs · Desert Cities is a non-profit organization of professionals dedicated to enhancing the advertising profession through fellowship, education, community service and public awareness. For more information, please visit www.desertadfed.com or call 760/325-2882.

Ribbon Cuttings

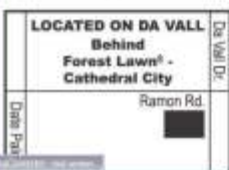


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Date Palm/Dinah Shore



Summer 2009

Power Breakfast

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

Mixers -

3rd Thursday
5:30-7:30 June:
Pacific Western Bank

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Power Breakfast Wednesday, June 3, 2009



“Cathedral City Local Economic Stimulus Plan” Panel Discussion on Auto Center Promotions & Cathedral City “Bucks”

Featured: Andy Jessup, Jr, Jan Davison, Steve Morris, and Arrowhead Advertising



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

67967 Vista Chino at Landau, Cathedral City

\$15 with RSVP by 5pm, Monday, May 4th -- \$20 thereafter
Potential Members **\$20 with RSVP by 5pm, Monday, May 4th -- \$25 thereafter**

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



NETWORKING MIXER

Thursday, June 18, 2009
5:30 p.m. to 7:30 p.m.

Pacific Western Bank

30-855 Date Palm Drive, Cathedral City
(½ mile north of Ramon)



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

Hammer Pumping
Randy Knowles
68-337 Kieley Road
Cathedral City, CA 92234
(760) 321-7448
www.hammerpumping.com

NAI Consulting, Inc.
Nick Nickerson
68-955 Adelina Road
Cathedral City, CA 92234
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Vitas Hospice Care
Jenifer Daniels-Xanders
35-325 Date Palm Drive
Cathedral City, CA 92234
(760) 321-2273
www.vitas.com

**KPSP-2/ KYAV-TV
Desert Television**
Barry Gorfine
31-276 Dunham Way
Thousand Palms, CA 92276
(760) 343-5700
www.kpslocal2.com

KVER Univision
Victor Tocco
41-601 Corporate Way
Palm Desert, CA 92260
(760) 340-5037
www.kvertv.com

Thanks Renewing Members

Perez Properties
Bruce Lemen- 20 Years

Culbertson Furniture & Design
Kendra Culbertson- 12 Years

Wiley Auto Group
Trey Wiley- 6 Years

Big "O" Tires
David Cuza- 18 Years

Bob Hope Chrysler Classic
Dawn Suggs- 11 Years

**Palm Springs Infiniti/
Mercedes Benz of Palm Springs**
Jim Harmon- 6 Years

United States Post Office
Audrey Manuel- 16 Years

Colleen Charrette, CPA, CVA
Colleen Charrette- 19 Years

Coachella Valley Arts Alliance
Patricia Seyfried- 5 Years

Dunn Edwards Paints
Flavio Mendoza- 15 years

Desert Contractors' Association
Cindy Langley- 9 Years

Family Health & Support Network
Sandra Austin- 5 Years

Desert Pages/ Yellow Book USA
Marcie Madain- 13 Years

Mary Pickford Theatres
Ted Hane- 8 Years

Carol Pipitone, Financial Advisor
Carol Pipitone- 1 Year

Renegade Classics
Debbie Dunning- 12 Years

Park David Senior Apartments
Robert Vaught- 8 Years

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

Networking Mixer



Thank You for
Hosting our Mixer



Senior Center Tierra Del Sol

Thanks to the following
for donating
raffle prizes...

- Guiseppe's Pizza & Pasta
- Palm Springs Air Museum
- Tootie's Texas BBQ
- Sunshine Cafe
- JustSoup
- Johnny Pastas

- State Farm Insurance, George Stettler
- Windermere Real Estate-Art Gregoire & Terry Nelson
- Cathedral Canyon Golf Club
- Living Desert

