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# Chamber To Coordinate "City Dollars" Promotion

**Cathedral City "Bucks" to flow from Auto Dealers to local merchants via City**

**One of the most exciting programs ever undertaken by Cathedral City is about to get underway.** The "Cathedral City Local Economic Stimulus Program" was approved by the City Council, operating as the Redevelopment Agency Board, in April. The RDA is entirely separate from the City's General Fund operations such as Police, Fire, and other essential services. Monies were re-directed from a moribund Street Facade Improvement Program towards this immediate and urgently needed stimulus package. For our city's new car dealerships, this means a greatly expanded ability to attract customers via promotions funded both by the city and the dealerships themselves. Much of the city's general fund income (which supports Police, Fire, etc) is derived from auto sales taxes.

**What this means for local merchants:** Beginning June 1, each new or used car sale at participating dealers will include the added bonus to the buyer of \$100 in "Cathedral City Bucks"- coupons redeemable at participating merchants "same as cash". Merchants then redeem these for payment by check at City Hall.

**There is no cost to register for this program, which any merchant in Cathedral City may do by contacting the Chamber.** More details will be provided by the Chamber as soon as all aspects of the program are finalized. It is anticipated that a minimum of \$50,000 will flow to local businesses from this program during the summer months, which should leverage an even greater amount of spending.



**\$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



## *Forest Lawn Memorial-Parks & Mortuaries*

Since its founding in 1906, Forest Lawn has been an important part of Southern California. The story of Forest Lawn is also the story of Southern California – a tale of growth and innovation. Dr. Hubert Eaton, an enterprising young entrepreneur from Liberty, Missouri, moved to Los Angeles in 1912 to take advantage of the city's growth. Five years later, he took over the management of the Glendale cemetery, convinced that most cemeteries were "unsightly, depressing stoneyards," and pledged to create one that would reflect his optimistic beliefs, "as unlike other cemeteries as sunshine is unlike darkness." He envisioned Forest Lawn to be "a great park devoid of misshapen monuments and other signs of earthly death, but filled with towering trees, sweeping lawns, splashing fountains, beautiful statuary, and memorial architecture." He established the "memorial park plan" which eliminated upright grave markers, and changed the way cemeteries are viewed throughout the world. Forest Lawn was the first to open a funeral home on dedicated cemetery grounds, as well as the first to offer "everything in one place," combining the mortuary, cemetery, church, cremation and flower shop in one location, which spared families from having to make arrangements with several different establishments during an emotionally difficult time.

In addition to its original Glendale location, Forest Lawn has memorial-parks in Hollywood Hills, Covina Hills, Cypress, Long Beach, and right here in Cathedral City, as well as new locations in Palm Springs, Coachella, Indio, and Palm Desert.

Forest Lawn Memorial-Parks and Mortuaries have long helped families say goodbye and have been the site of thousands of weddings, baptisms and other ceremonies. Each year, thousands of schoolchildren come to see actors portray historical figures such as Abraham Lincoln, Montezuma, Father Serra, and Leonardo da Vinci in the "History Comes Alive" education programs. Even more families attend events celebrating Martin Luther King Day, Easter, Memorial Day, and Veterans Day.

Forest Lawn also makes its facilities available to community groups for concerts, graduations, lectures, and meetings.



# 5th Annual Golden Apple Educator Awards



**SAN DIEGO, CALIFORNIA** - The combined Nellie Coffman and Desert Springs middle schools took top awards in the Heritage Music Festival in San Diego recently. Under the direction of Gary Coble and Brian Beale, the combined bands won gold awards in the Percussion Ensemble and Symphonic Band categories, and a silver award in the Brass Ensemble competition.

**SAN BERNARDINO, CALIFORNIA** – To honor their commitment to the environment, not only on Earth Day but all year round, Stater Bros. has partnered with Community Recycling and Resource Recovery Inc. to turn organic waste into compost that can be sold to area farmers.

The first “green” load will arrive at Stater Bros. Distribution Center, located at 310 South Tippecanoe Avenue in San Bernardino, California on Earth Day, Wednesday, April 22, 2009 at 10:00 a.m. This program will be rolled out to all 166 Stater Bros. Supermarket locations within the next three weeks.

On a daily basis, items such as produce trim and cull, waxed cardboard, wooden crates and paper will be loaded on pallets and returned via Stater Bros. delivery trucks to the Company’s Distribution Center. At the Distribution Center, the recyclable material will be loaded into a 21-ton compactor which will also be picked up daily by Community Recycling and transported to their composting facility.

Stater Bros. estimates that their new composting program will eliminate 20,000 tons from landfills each year. In a landfill, six tons of organic waste creates one ton of greenhouse gas, but a well managed compost facility does not produce any greenhouse gas. Therefore, the Stater Bros. Composting Program will eliminate over 1,000 tons of greenhouse gas emissions each year.

*Ribbon Cuttings*

**D & R Photography**  
 Art Gallery/Photography Studio  
 Dave Stanfield

March 27, 2009

69040 E. Palm Canyon  
 (Hwy 111/Date Palm)  
 Cathedral City, Ca 92234



**MINI & R.V. STORAGE**



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**Forest Lawn®**  
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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

# Perez Road Improvement Project to Get Underway

Project Help Hotline:

760-250-8156



Perez Road is undoubtedly one of the best kept secrets in the Valley. The most beautiful and unique homes in the Coachella Valley are designed and decorated from products on Perez Road.

In keeping with that, the City is taking advantage of a federal grant that would otherwise expire and be lost forever to give our City's "Design Center" arterial a much needed "home improvement".

The work project will upgrade the paved surface along Perez Road from Date Palm Drive to Campbell Road, just west of Cathedral Canyon. It will begin in early May and be completed by July. The City is sponsoring an outreach program prior to and during the improvement phase in an effort to minimize the impact on local businesses. It has postponed the project from early 2009 to time the work towards typically slower summer months. The outreach program includes opportunities for feedback from all affected merchants, as well as helpful marketing suggestions. The city will also promote area businesses with television time on KMIR-TV announcing "business open" during the construction phase. For more information, suggestions, or assistance, please contact:

## Road Improvement Project Helpline:

Phone: 250-8156; Email: [perezroad@cathedralcity.gov](mailto:perezroad@cathedralcity.gov)

## Business Development:

Lynn Mallotto 770-0346; Email: [LMallotto@cathedralcity.gov](mailto:LMallotto@cathedralcity.gov)  
 Mitch Nieman 770-0348; Email: [MNieman@cathedralcity.gov](mailto:MNieman@cathedralcity.gov)

## Chamber of Commerce:

Steve Morris – 328-1213; Email: [ceo@cathedralcitycc.com](mailto:ceo@cathedralcitycc.com)

**IT'S ALL HERE...PEREZ ROAD!**

Accountants • Acupuncture • Advertising • Air Conditioning • Arcades • Antiques • Appliances  
 Architects • Art • Automobile • Awnings • Bakeries • Balloons • Banquets • Bars • Barbers  
 Beauty • Beverages • Bicycles • Books • Bridal • Cabinets • Cable • Candy • Carpenters  
 Caterers • Clothing • Coffee • Computers • Concrete • Contractors • Cosmetics • Costumes  
 Crafts • DVDs • Dentists • Donuts • Doors • Electronics • Florists • Furniture • Games • Gas  
 Gifts • Glass • Golf • Graphics • Groceries • Hair Stylists • Hardware • Healthcare • Herbs  
 Ice Cream • Jewellery • Keys • Lumber • Marble • Mattresses • Mirrors • Motorcycles • Movies  
 Nail Salons • Newspapers • Paint • Pets • Phones • Picture Frames • Pizza • Plumbing • Pools  
 Post Ofce • Printing • Psychics • Real Estate • Restaurants • Rugs • Storage • Shoes • Signs  
 Spas • Sports • Stereos • Tailors • Tanning • Tattoos • Televisions • Tile • Tires • Tools • Trophies  
 Tuxedos • Uniforms • Videos • Vitamins • Wallpaper • Weddings • Windows • Wine • Yoga

**SHOP CATHEDRAL CITY**  
 ALL BUSINESSES OPEN DURING IMPROVEMENT PROJECT!

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 CA 92235

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Bruce Gillen  
36-101 Bob Hope Drive  
Rancho Mirage, CA 92270  
951-571-5787

**Classic Yellow Cab**

Veronica Wilkins  
36-777 Sunair Plaza  
Cathedral City, CA 92234  
760-321-8294

**Little Caesar's Pizza**

Aldolfo Lemus  
69-030 Ramon Road #C  
Cathedral City, CA 92234  
760-328-2220

**Fantasy Springs Resort  
Casino**

Robert Hollenbeck  
84-245 Indio Springs Parkway  
Indio, CA 92210  
760-342-5000

**Coachella Valley Coupon  
Book /**

**So Clean Maintenance**  
Shirley Humphery  
32-205 Aurora Vista #A  
Cathedral City, CA 92234  
760-321-9581

**Arrowhead Advertising**

Kyle Eng  
16-155 N 83rd Ave #205  
Peoria, AZ 85382  
623-979-3000

Thanks Renewing Members

**Southern California Edison**

Lin Juniper- 34 Years

**Ovac, Inc**

John Delaney- 10 Years

**Hi-Desert Publishing**

Ken Larson - 2 Years

**Nicolino's Italian Restaurant**

Mark Carnevale- 22 Years

**Village Profile**

Lini Handy - 6 Years

**Dali Productions**

Lisa Young - 1 Year

**IMAX Desert Theatre**

Michelle Loza- 15 Years

**Cathedral City Rotary Club**

Tracey Allen- 5 Years

**Windermere Real Estate**

Art Gregoire/ Terry Nelson-  
1 Year

**COSTCO Wholesale**

Rhonda Miller - 15 Years

**Animal Samaritans SPCA**

Sandra Viden-Martins- 4 Years

**Palm Springs Air Museum**

Sheilah Reed-14 Years

**Lamar Companies**

Bill Houck - 11 Years

**Frazier Pest Control**

Julie Frazier - 2 Years

**Sunny Sands Elementary**

Karen Cornett-5 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...

- CCHS Band Boosters
- Quality Inn & Suites
- Palm Springs Air Museum
- Montage Healing Arts Spa
- JustSoup
- State Farm Insurance - G. Stettler
- Living Desert
- Mary Pickford Theatres
- Happiness Nails

# *Power Breakfast* Wednesday, May 6, 2009



Guest Speaker:

**Karolee Sowle,**  
Chief Executive Officer



**DESERT REGIONAL  
MEDICAL CENTER**



**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](http://www.cathedralcitycc.com)



## ***NETWORKING MIXER***

**Thursday, May 21, 2009**

**5:30 p.m. to 7:30 p.m.**

The Community Center at Tierra del Sol



Senior Center Cathedral City

**37-171 West Buddy Rogers Avenue**

**Cathedral City, CA 92234**

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](mailto:admin@cathedralcitycc.com)

Admission:      \$5 Members      \$10 Potential Members

## Build Your Business and Support the Chamber

Talk To Over 600 Potential Clients  
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\$45/mo. or \$450/year

### 1/4 Page Ads

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### 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

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RETURN SERVICE REQUESTED

## Mark Your Calendar

## May/June 2009



Saturday, June 6th,  
2009  
Tee-Off 10 a.m.  
Date Palm Country Club

1st Annual

## "Hit & Giggle"

See Insert in our Newsletter for Details

### 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 May: Tierra Del Sol  
Senior Center

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