

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
Noble & Company

President & CEO
Steven Morris
Cathedral City Chamber

Directors

Lesla Bodnar
Bodnar & Associates

Mark Carnevale
Nicolino's Italian Restaurant

Kevin Conner
Cathedral City Police Dept.

Roger Culbertson
Culbertson Designs

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

Jenifer Daniels-Xanders
Vitas Hospice



REGIONALISM

OBJECTIVE 1: PROMOTE A GREATER UNDERSTANDING OF REGIONAL CHALLENGES AND OPPORTUNITIES.

OBJECTIVE 2: BETTER LINK COACHELLA VALLEY COMMUNITIES THROUGH PROGRAMS THAT FOSTER REGIONAL IDENTITY- AND RELATIONSHIP-BUILDING.

OBJECTIVE 3: BUILD THE CAPACITY TO ADVOCATE FOR ISSUES OF IMPORTANCE TO COACHELLA VALLEY CONSTITUENCIES.

ECONOMIC DIVERSIFICATION

OBJECTIVE 1: DEVELOP COMPREHENSIVE INTERNAL AND EXTERNAL ECONOMIC DEVELOPMENT MARKETING PROGRAMS FOR THE COACHELLA VALLEY.

OBJECTIVE 2: EFFECTIVELY DEVELOP THE COACHELLA VALLEY'S IDENTIFIED TARGET SECTORS.

OBJECTIVE 3: PROVIDE COMPREHENSIVE DATA COLLECTION AND ANALYSIS SERVICES FOR REGIONAL STAKEHOLDER GROUPS.

OBJECTIVE 4: PROVIDE ENTREPRENEURS AND SMALL BUSINESS PERSONS THE RESOURCES NECESSARY TO SUCCEED. (see page 2)



OBJECTIVE 5: ENSURE EXISTING COACHELLA VALLEY BUSINESSES ARE RETAINED AND EXPANDED.

WORKFORCE EXCELLENCE



OBJECTIVE 1: OPTIMIZE PRIMARY AND SECONDARY EDUCATION IN THE COACHELLA VALLEY.

OBJECTIVE 2: FULLY LEVERAGE REGIONAL HIGHER EDUCATION AND WORKFORCE DEVELOPMENT INSTITUTIONS.

QUALITY OF PLACE

OBJECTIVE 1: LEVERAGE LOCAL AND REGIONAL PARTNERSHIPS TO PROVIDE EFFECTIVE PUBLIC SERVICES FOR COACHELLA VALLEY RESIDENTS.

OBJECTIVE 2: CONTINUE TO ENHANCE THE COACHELLA VALLEY'S CAPACITY IN ARTS, CULTURE AND RECREATION AMENITIES.

OBJECTIVE 3: SUPPORT THE DEVELOPMENT OF QUALITY HOUSING OPTIONS FOR RESIDENTS OF ALL AGES AND INCOMES.

OBJECTIVE 4: ENSURE THAT SUSTAINABLE DEVELOPMENT PATTERNS ARE SUPPORTED AND ENFORCED.

Word from the President...

This Blueprint is a "Must Read"

This month's front page and above are the critical objectives of the Valley's brand new, 109 page, "way forward" plan...our "Economic Blueprint". This is NOT another 'throw away' task force deliverable. It is rather a watershed regional effort that needs YOUR support, in time and energy (volunteer for a committee) as well as funding. At a minimum, you should make a point of downloading the document, printing it out, and reading it. Or email me (ceo@cathedralcitycc.com) and I will send you the pdf file.

When you read it, you will begin to learn where your interests and abilities intersect with the plan. You will know that you can help. You will want to be a part of it, even if only to make a financial contribution to the effort. If we don't ALL get behind it, the plan will never fully materialize, and we, as a Valley, will fail. As Mission Control for Apollo XIII was famously quoted, "Failure is not an option".



**Steven Morris
President &
CEO**


For More
Info:

www.cvep.com



The 2009 "State of the City" Address focused on the City's financial picture, which to no one's surprise, was and is challenging. There were some bright spots...crime is lower overall and the lowest in the Valley per capita. City staff has had notable success in generating new grant revenues for city projects, totaling in the millions. City efforts have helped stave off any auto dealer closures. Over 700 new business licenses were issued in the past fiscal year. Environmental programs have reduced landfill waste. The North City Specific Plan has the city poised for the future. Measure L has helped to reduce the challenges that lie ahead for the general fund. All in all, life is still good in Cathedral City.

MINI & R.V. STORAGE



SECURITY PLUS

LOCATED ON DA VALL Behind Forest Lawn - Cathedral City

Da Vall Dr. Ramon Rd. DATE PAID

- 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

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

**MorganStanley
SmithBarney**

The Galloway Group



Carol Pipitone
Financial Advisor
72996 El Paseo
Palm Desert, Ca. 92260
760-776-6231
0F55343

Investments and services offered through Morgan Stanley Smith Barney LLC, member SIPC. © 2009 Morgan Stanley Smith Barney

NY CS 5991936 BUS-01 06/09
GR03-01336P-N04/09

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

November Events:

Red Apple Awards

Tuesday, November 3rd

Doral Desert Princess

6:45 am to 8:30 am

Sponsor: Altura Credit Union

Thursday, November 19th

Networking Mixer Forest Lawn

5:30 - 7:30 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



Tuesday, November 3
Note: Special Day of Week!
Red Apple Awards

Emcee: Jenifer Daniels-Xanders

Sponsor: Altura Credit Union



7:00 a.m. at Doral Desert Princess Resort

RSVP **By Oct. 30**; 328-1213 or on-line at www.cathedralcitycc.com



NETWORKING MIXER

Thursday, November 19, 2009

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



Forest Lawn -Cathedral City
Ramon Rd & Da Vall Dr.

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

**Big Mama's
Soul Food**
Daniel Webster, Jr.
68-510 East Palm Canyon
Cathedral City, CA 92234
(760) 324-8116

Noble & Company
Fred Bell
74-075 El Paseo
Palm Desert, CA 92260
(760) 578-1600
www.noblecompanyllc.com

**Westin Misison
Hills Resort**
Terry Lockhard
71-333 Dinah Shore Drive
Rancho Mirage, CA 92270
(760) 328-5955
www.westin.com

**Tricia's Mobile
Notary**
Patricia Berger
68-120 Molinos Court
Cathedral City, CA 92234
(619) 933-7131
www.bigbearnotary.com

Thanks Renewing Members

Pacific Western Bank
Blair Merrihew- 19 Years

Steven Price (Ret) Cnl. USAF
Associate Member - 9 Years

First Mission Properties, LP
Susan DuBryn- 4 Years

Desert Lexus
Ren Rooney- 18 Years

Palm Springs Volvo Subaru
Orie Mann- 8 Years

Sunshine Café
Casey Hutchinson- 3 Years

Pat Hammers
Associate Member- 12 Years

Wells Fargo Bank
Richard Liang- 8 Years

Sam's Club
Deena Colclasure- 3 Years

Truly Nolan of America
Saul Lira- 12 Years

Best Signs, Inc
Gillian Cross- 8 Years

LifeStream
Kevin Taylor- 2 Years

Cathedral Palms Apts.
Rosa Ravin- 12 Years

Palm Springs Rental Agency
Peter Brooks- 7 Years

Brudvik, Inc.
John McQueen- 2 Years

KEZN-FM CBS Radio
John Squyres- 11 Years

Rabobank
Greg Pinney- 5 Years

Johnny Pasta's
Casey Hutchinson- 2 Years

Desert Publications
Milt Jones- 10 Years

DesertArc
Richard Balocco- 5 Years

Palm Springs Teacher's Assoc
Beverly Bricker- 1 Year

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

Networking Mixer



Thanks to the following
for donating
raffle prizes...

Thank You for
Hosting our Mixer

Cathedral City
Library



www.cathedralcitycc.com

Palm Springs Tram
Palm Springs Air Museum
Palm Springs Art Museum
Desert IMAX Theatre
Perfect Touch
Cathedral Canyon Golf Club
A-American Self Storage
Neighborhood Postal Stop -Rick
Ligman
Quality Inn & Suites
Giuseepe's Pizza & Pasta
Grand Prize: Desert Radio Group