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Doral Desert Princess Resort

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Jenifer Daniels-Xanders  
Vitas Hospice

**Event dates:** October 15th - 18th  
\*\*\*\*\*

**Hours of operation** - 9am - 8pm  
\*\*\*\*\*

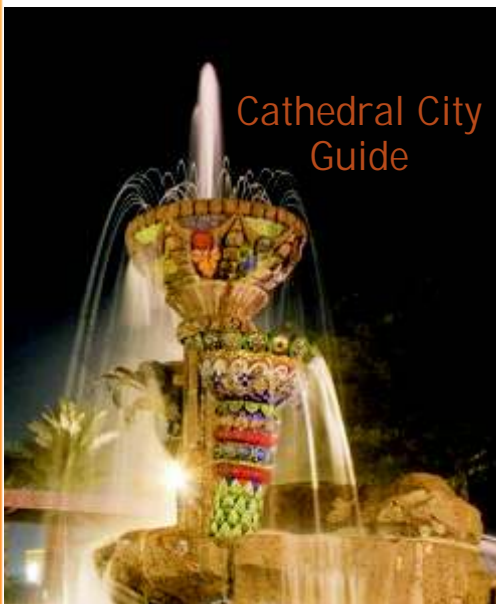
**Location** - Downtown Cathedral City between the Mary Pickford and IMAX theaters on Highway 111  
\*\*\*\*\*

**Used Car Tent Event** - over 500 vehicles to choose from - Hybrids, cars, trucks, crossover, SUVs, and Certified Pre-owned vehicles backed by your local dealers.



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**Cathedral City Guide**

2009/2010  
**Visitors Guide & Business Directory**

Cathedral City Chamber of Commerce • 68-950 East Palm Canyon Drive, Suite # 106, Cathedral City, CA 92234

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### 'Tis (Almost) The Season!

It is amazing to me how much the energy of the Valley changes once we turn the calendar to October. The seemingly endless days of triple digit 'warmth' fades to glorious Fall weather, The pace of life, and of course business, quickens palpably. Life seems to return quite suddenly...not to normal, perhaps, but rather at least heading towards the "New Normal". What Valley residents simply refer to as "Season" is on the horizon.

For the Chamber, Fall is a time of resuming our active schedule of events, with annual highlights like the "State of the City" address by Mayor DeRosa on October 13th. Note that this will be in lieu of our usual monthly Power Breakfast (which would normally would have taken place on October 7). This later date was needed to accomodate the Mayor's schedule. Forest Lawn has graciously agreed to sponsor this event.

We have also moved our typical monthly Mixer date from October 15th to the following week, on October 22nd. Don't miss this opportunity to experience our NEW Library if you haven't already.

In November, our Power Breakfast will have a day of the week change...Tuesday, November 3rd, featuring one of the true highlights of the year agenda wise...the annual Red Apple Awards. Be sure to attend and offer your congratulation and support to all our Cathedral City "Teacher of the Year" recipients from each of our elementary, middle and high schools.. Our newest Board member, Jenifer Daniels-Xanders will serve as Emcee. Co-presenting the awards will be Bruce Gillen from Altura Credit Union, our sponsor for the event. Jenifer, by the way, is now with Vitas Hospice Care, based locally in Cathedral City. She has also agreed to serve as the Chair of our Education Committee for this school year.

Also in the fourth quarter, we will begin planning for our annual "Orion Awards" gala...if interested in volunteering, we can always use your assistance in planning, as well as securing auction items. The date of the event is Friday, January 29th. It's not too soon to mark your calendar!



Steven Morris  
President &  
CEO



### Film Festival Debut



**"Wheels on Reels" Film Festival to Debut**  
October 23-24 2009  
Mary Pickford Theatre

In 1919, Mary Pickford, Charlie Chaplin, D. W. Griffith, and Douglas Fairbanks formed the first independent film company. What might seem like a minor achievement by today's business standards, the creation of United Artists was a bold and risky move that paved the way for today's film makers. With the forming of United Artists, these early rebels of the silver screen, became the first in the industry to develop their own projects without studio intervention that until then, dictated salary restrictions and imposed creative control. This daring venture, initiated by some of Hollywood's biggest names, opened the door of opportunity for generations of film makers.

United Artists went on to produce such film classics as: The Great Escape, The Thomas Crown Affair, and the James Bond series of films, all of which are known for their spectacular action sequences featuring automobiles and motorcycles. In a salute to Mary Pickford and the 90-year anniversary of United Artists, Wheels on Reels is proud to present a new film festival featuring automobiles and motorcycles.

[www.wheelsonreels.com](http://www.wheelsonreels.com)

#### REBELS WITH A CAUSE

(Pictured L-R Douglas Fairbanks, D.W. Griffith, Mary Pickford, unknown gentleman, Charlie Chaplin)



**21<sup>st</sup> Annual Open House and Pancake Breakfast Sat., Oct. 10**

The Cathedral City Fire Dept. will host its 21<sup>st</sup> Annual Open House and Pancake located at 32-100 Desert Vista Road, Cathedral City.

The event is part of the Fire Department's nation-wide observance of Fire Prevention Week, Oct. 4-10, focusing on ways to keep homes fire safe and prevent painful burns. The 2009 theme is, "Stay Fire Smart! Don't Get Burned."

The national statistics are staggering. Approximately 3000 deaths are a result of home fires and burns; and, more than 200,000 individuals are seen in Emergency Rooms for burn related injuries.

Fire Department and Code Enforcement personnel will provide demonstrations, Safety Tips and Fire Prevention hand outs. The Cathedral City Professional Firefighters Association is sponsoring the annual pancake breakfast. Cost: Adults \$5; Children 12 & under \$3.

For more information about this and other programs offered by the Cathedral City Fire Dept. visit the department website at [www.cathedralcityfire.org](http://www.cathedralcityfire.org)

**Fire Dept. Sponsors Poster Contest**

The Cathedral City Fire Department, in a nation-wide observance of Fire Prevention Week, Oct. 4-10, sponsored a poster coloring contest in September for all Cathedral City elementary and private students in grades 1-5.

The coloring sheet features "Sparky" and this year's Fire Prevention Week theme, "Stay Fire Smart! Don't Get Burned."

Contestants were judged on neatness, character and originality. Winners were presented to the City Council at its regularly scheduled meeting on Sept. 23<sup>rd</sup>. Each winner was presented with a gift bag from the Fire Department by Battalion Chief/Fire Marshal Robert Van Nortrick and Fire Chief Bill Soqui. All winners and their parents are invited to join Firefighters at its Annual Pancake Breakfast and Open House, Sat. Oct. 10.



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## Mark Your Calendar

### October Events:

**Tuesday, October 13:**

**Luncheon** (Forest Lawn Sponsors)

**"State of the City"** Address  
Doral Desert Princess Resort  
(in lieu of October Power BF)

**Thursday, October 22: Mixer**  
Cathedral City Library

### November Events:

**Red Apple Awards**

**Tuesday, November 3rd**

Doral Desert Princess  
6:45 am to 8:30 am

Sponsor: Altura Credit Union

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# Power Luncheon



**Tuesday, October 13**  
***“State of the City”***

**Mayor Kathy DeRosa**

**Sponsor: Forest Lawn**

**11:30 a.m. at Doral Desert Princess Resort**

RSVP **By Oct 8th** 328-1213 or on-line at [www.cathedralcitycc.com](http://www.cathedralcitycc.com)



## ***NETWORKING MIXER***

**Thursday, October 22, 2009**

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

***CATHEDRAL CITY LIBRARY***



***33520 Date Palm Dr,***  
***Cathedral City***

Looking for a GREAT WAY to promote your business??  
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Contact the Chamber at (760)328-1213 or e-mail [admin@cathedralcitycc.com](mailto:admin@cathedralcitycc.com)

Admission:      \$5 Members      \$10 Potential Members

**Connect the Dots, LLC**

Lorraine Becker  
980 N. Biskra Road  
Palm Springs, CA 92262  
(760) 318-0670

**The Pinnacle Fund**

Theresa O'Dell  
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Ste 104  
Palm Springs, CA 92262  
(760) 416-6118

**Associate Member  
Dr. David Oakes**

68-925 Lozano Court  
Cathedral City, CA 92234  
(760) 408-0869

**Desert Floral  
Importers**

Joey Riso  
68-733 Perez Road  
Ste C-6  
Cathedral City, CA 92234  
(760) 321-6359

Thanks Renewing Members

**Lawrence Welk's Desert  
Oasis Resort**

Suzette Combs- 25 Years

**Goodwill of Southern  
California**

Matthew Campos- 11 Years

**Lions Cathedral City  
Breakfast Club**

Brian Gray- 6 Years

**Time Warner Cable**

Kathi Jacobs - 1 Year

**Palm Springs Follies**

Dolores Dey- 16 Years

**Acker Chiropractic and  
Wellness Center**

Cory Acker- 10 Years

**King's Schools**

Karen Beasanski- 4 Years

**Giannini & Falabrino  
Properties**

Darlene Bourgeau- 15 Years

**Canyon National Bank**

Marcie Spearman- 9 Years

**Jacobsway Productions**

Shauna McGloin - 3 Years

**Premier Security**

Ron Iamele- 13 Years

**Walter D. McLaughlin,  
CPA**

Walt McLaughlin- 6 Years

**Oasis Date Gardens**

Pam Prince- 3 Years

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

- Trilussa**
- State Farm Insurance - George Stettler**
- Desert IMAX Theatre**
- US Postal Service - Audrey Manuel**
- Windermere Real Estate - Art Gregoire & Terry Nelson**
- Palm Springs Motors**
- Palm Springs Tram**
- Palm Springs Air Museum**
- Palm Springs Art Museum**
- Desert Floral Importers**

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