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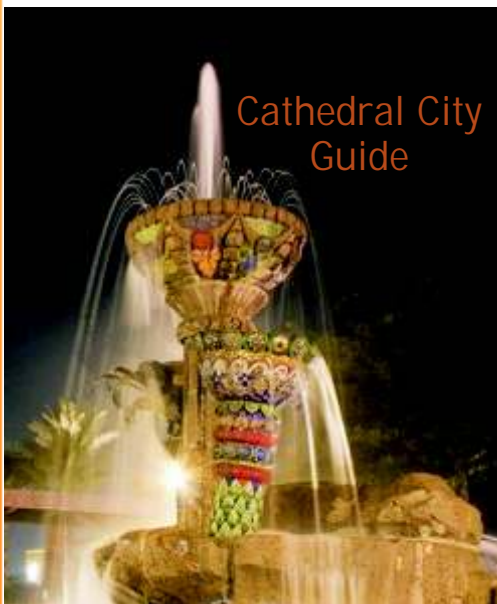
David Sullivan
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Valerie Ward
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Chamber Announces New "Cathedral City Guide" - Ad Rates Reduced 55%!

The Chamber will, for the first time ever, self publish it's annual "Visitor Guide & Business Directory" newly entitled the "Cathedral City Guide". The acquisition of a new 'digital imaging system' last Fall gives us the ability to produce a high quality book similar to what is typical for Chambers, but without the expense of utilizing a for profit third party company as in the past. Thus, we can greatly reduce the cost of ads, while at the same time providing an increased level of contribution to the Chamber's net income...a win for all!

Remember...this is the only annual publication in the Valley that focuses its full attention on Cathedral City...look for a fresh, updated editorial layout that is designed to present our city as a wonderful place to visit, live, work, play, shop, dine and stay.



2009/2010
Visitors Guide & Business Directory

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

For Advertising Rates and more Info, see Insert in this Newsletter

Logos included in the insert: Cathedral City Chamber of Commerce, Chairman's Council, Forest Lawn Memorial-Parks & Mortuaries, Jessup Auto Plaza (Chevrolet, Saab, Hummer, Buick, Pontiac, GMC), LifeStream (Give Hope | Give Life | Give Blood), Southern California Gas Company, Edison (Southern California Edison), Sempra Energy utility, The Desert Radio Group, and Community Blood Bank.

Word from the President...

Summer is finally winding down, and that means that soon 'season' will be slowly returning to the Valley...kudos to Cathedral City and its Redevelopment Agency for helping local businesses with its "**Cathedral City Bucks**" program during the summer doldrums...where every bit of help is truly meaningful. As we move into the Fall, that also means things kick back into a higher gear with the Chamber and in the Community at large. First up, **El Grito** (Mexican Independence Day) will be taking place at the Civic Center on Sunday, September 13th from Noon to 9 pm. This family event is being produced by the **Cathedral City Rotary**; admission is free.

The Chamber has some exciting events on tap...on September 2nd, our Power Breakfast features Chamber leadership giving an update on "**The State of the Chamber**"; this is followed in October (13th) with the Mayor's "**State of the City**" luncheon. In November, we will once again produce the "**Red Apple**" Educator Awards, honoring local teachers for outstanding work with our kids.

Meanwhile, as announced in this month's newsletter, staff is hard at work on the production of our now "in house" production of the new "**Cathedral City Guide**". If you have any high quality, royalty free photos you would like us to consider including, please email me at ceo@cathedralcitycc.com.



Steven Morris
President &
CEO

The Mayor Speaks...and we listen!!

Kathy DeRosa,
Mayor, Cathedral City

For Our Community, For Our Future
Shop Local. Stay Local



Why shopping local makes sense:

- ? Shopping local helps fund basic city services: police, fire, street maintenance and city improvements.
- ? Shopping local helps build community. Local businesses are committed to support our city's future. They have a vested interest in meeting our needs and provide personal service. They have made an investment in our community; let's make an investment in them.
- ? Shopping local helps save jobs and can be a catalyst to help create jobs. Help create a job for yourself or your neighbor.
- ? Shopping local helps you save money, save time and stress. While big out of town stores work to convince you they may have lower prices, when you add in travel time, cost of gas, wear and tear on your car and yourself...well, just add it up. It pays to shop local.
- ? Shopping local helps save the environment by reducing your carbon footprint, reducing car emissions and fuel consumption.
- ? Shopping local helps define the character of Cathedral City, where we as a people are taking care of one another, especially our seniors who rely on local stores to shop, dine and meet friends.

So as you can see keeping your hard earned dollars here at home, in Cathedral City you are saving gas, saving time, saving money, saving the environment and helping save your community. You are helping to save jobs and helping to create new jobs. You are helping to support and maintain the quality of life and low crime rate here in Cathedral City we have come to enjoy. Let's not forget our non profit organizations either. Your shopping local helps support our local non profit organizations like the Cathedral City Chamber, the Cathedral City Boys and Girls Club, Gilda's Club and The Community Center at Tierra Del Sol.

So be a "Community Partner" and shop local. You have the power, you have the choice... ..You'll be glad you did!



Cathedral City Honored by California Resource Recovery Association

- In May of 2005, Cathedral City became the first in the nation to offer a free and confidential program to help residents safely dispose of hypodermic needles, syringes and lancets...from those who must self-administer to treat diabetes, allergies, HIV and other medical conditions. Known as 'sharps', these items, if improperly disposed of, can create a health hazard. Since the program began, thanks to City Staff efforts and Council commitment, some 500,000 needles and syringes have been diverted from local landfills.

Pictured: Deanna Pressgrove and Mayor Kathy DeRosa-accepting the CRRRA 2009 Award for Outstanding Program, Sharps Disposal by Mail

THE LIVING DESERT OFFERS A "COOL" EXPERIENCE

FOR BOTH ANIMALS AND VISITORS Palm Desert/Indian Wells, CA - Beginning Saturday, August 1st, The Living Desert will offer its first "Ice Enrichment Day" for animals, it was announced by Community Relations Director, Kimberly Bowers.

"The ice enrichment blocks will have fruit and other goodies frozen inside, so they will be yummy for the animals and visually appealing for the visitors," said Bowers. The program will begin at 8:30am with 3 African Animals - wild dog, camel and giraffe and 3 North American animals - coyotes, Mexican wolves, and coatis. Bowers went on to say, "Frozen treats will be hung, floated, or placed in the exhibit to encourage interaction with the animals".

In addition to the first Ice Enrichment event on August 1st, the fun event will be repeated on August 15th, 29th and, September 12th and 26th.

Through August 31st, the park opens at 8am - the coolest part of our summer days and the time the animals are most active. Stroll leisurely through the exhibits and the beautiful botanical gardens, and then at 9am, make your way to the giraffe exhibit to feed the giraffes. Kids particularly enjoy this daily event.

At 10am, TLD offers a Wildlife Wonders animal encounter inside their air-conditioned animal hospital. Be on hand as Keepers interact daily with a variety of animals in an educational encounter with some of nature's most exotic creatures.

Summer hours at TLD are 8am to 1:30pm, last admission at 1pm. General Admission - Adults, \$9.50 - Children ages 3-5, just \$5.25. Parking is free.

For more information contact Kimberly Bowers, Director of Community Relations at 346-5694, ext 2610, or visit www.livingdesert.org.



Tania Regalado Sanchez's exploration of the Coachella Valley continued recently with a visit to Cathedral City Fire Station 412. She is pictured at right with Chief Bill Soqui.

The 9-year-old visitor from Ecuador was given a tour of the station, access to fire engines and lunch with firefighters. She was accompanied by her 23-year-old sister, Maria Moran, and Ines Allen, president of International Medical Alliance. Tania is in the U.S. to have a series of surgeries to restore shape to her face. Since birth she has had a partially undeveloped face, which local physicians hope to correct. The surgeries will take place during the next few months thanks to local efforts including our own Cathedral City Rotary Club.



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Talk To Over 600 Potential Clients
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Business Card Ads

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\$150/mo. Color - \$75/mo. B&W

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Flyer

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760-328-1213

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RETURN SERVICE REQUESTED

Mark Your Calendar

Have a Great
Labor Day
Weekend!

Chamber Office
Closed
Monday,
September 7th

Upcoming Events:

September 2: Power Breakfast-
“*State of the Chamber*” Panel

September 17: Mixer:
Palm Springs Motors

October 13: Luncheon
“*State of the City*” Address

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The Desert Radio Group

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Power Breakfast



Wednesday, September 2nd

“State of the Chamber”

Panel Discussion: Larry Davis,
Fred Bell, Matthew Campos,
Steve Morris

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

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



NETWORKING MIXER

Thursday, September 17, 2009

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

Palm Springs Motors

69-200 Highway 111 -
Cathedral City



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

Palm Springs Cemetery District

Kathleen Jurasky
31-705 Da Vall Drive
Cathedral City, CA 92234
(760) 321-6524

Palm Springs International Airport

Mark Kiehl
3400 E. Tahquitz Canyon Way, Ste OFC
Palm Springs, CA 92262
(760) 318-3815

Thanks Renewing Members

Mountain View Apartments

Donna Chiotakis- 28 Years

Judie's One Stop Awards

Judie Brooks- 6 Years

Trilussa Restaurant

Sam Pace- 3 Years

Konica Minolta Business Solutions

John Tribblehorn- 17 Years

Brookdale Mirage Inn

Diane Shipp- 6 Years

Sonic Drive-In

Diago Rodriguez- 2 Years

United Cerebral Palsy of the Inland Empire

Greg Wetmore- 13 Years

For The Children, FPA, Ch#105

Silvia Signoret- 4 Years

Associate Member

Richard Clapp- 1 Year

Applebee's Neighborhood Bar & Grill

Carl DeFlorentis- 12 Years

Nissho of California

Cathe Wisdom- 4 Years

User Friendly Phone Book

Todd Schufelt- 3 Years

Spotlight 29 Casino

Chris McAuliffe- 7 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...

- Boomers**
- Trilussa**
- Burrtec Waste & Recycling**
- State Farm Insurance - George Stettler**
- Sams Club**
- Desert IMAX Theatre**
- US Postal Service -Audrey Manuel**
- Costco**
- Windermere Real Estate - Art Gregoire & Terry Nelson**
- Quality Inn & Suites**

Thank You for Hosting our Mixer

