



NEW MEMBERS

The Kiloby Center
Victor Valley Community College
Indoff, Inc

RENEWING MEMBERS

The Cathedral Center
Carpet Empire Plus
Mohica Towing, Inc.
LifeStream
Boys & Girls Club
of CathedralCity
Jun-Tek Automotive
Green DeBortnowsky, LLP
Glory to God Ministries
McDonald's

Chamber Hosts 11th Annual Red & Gold Apple Awards April 9 Honoring Excellence In Education

24 Honorees from Palm Springs Unified School District

The Cathedral City Chamber of Commerce is honoring 24 exceptional individuals in the field of education at the 11th Annual Red and Gold Apple Awards, Thurs., April 9th at the UltraStar Mary Pickford Theatre in Cathedral City. Honorees, family, friends and public officials are gathering for 5:30 Cocktail Reception catered by Cello's Pantry, followed by the Awards Ceremony at 6:30pm. The event is \$25 per person and open to the public. For reservations visit the Chamber website at www.cathedralcitycc.com

The 11th Annual Gold Apple Honorees are as follows:

- Site Support Employee of the Year 2015 – Gerardine Dooley
- Classified Employee of the Year 2015 – Brenda Martinez
- Confidential Employee of the Year 2015 – Linda Riccio
- Classified Administrator of the Year 2015 – Joan Boiko
- District Elementary School Teacher of the Year 2014-2015 – Kelly Hughes
- District Middle School Teacher of the Year 2014-2015 – Michael Cloutier
- District High School Teacher of the Year 2014-2015 – Brian McDaniel
- Certificated Administrator of the Year 2015 – Diana Lamar
- Principal of the Year 2015 – Lucinda Killebrew

2014-2015 Red Apple Teacher of the Year Honorees are:

- Edwin Howard – Agua Caliente Elementary
- Art Graeber – Cathedral City Elementary
- Georgia Terlaje – Della S. Lindley Elementary
- Alan Schwartz – Landau Elementary
- Martha Vann – Rancho Mirage Elementary
- Jamie Mauer – Rio Vista Elementary
- Kelly Hughes – Sunny Sands Elementary
- Michael Cloutier – James Workman Middle School
- Lisa Ellen – Nellie Coffman Middle School
- Ronald Winter – Nellie Coffman Middle School
- Jessica Parent – Cathedral City High School
- Brian McDaniel – Desert Hot Springs High School
- Andrew Eisenmann – Rancho Mirage High School
- Mary Jo Mosby – Alternative Education, Mt. San Jacinto High School
- Taiza Ceja – Early Childhood Education, Della S. Lindley, Elementary



The Cathedral City Chamber - - Board of Directors, Membership, and the Community, at large, congratulate all the honorees for your talented gifts, professionalism and accomplishments.



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chairwoman
Valerie Ward

Burrtec Waste & Recycling

Vice Chair

Todd Hooks

Agua Caliente Band of Cahuilla Indians

Secretary

Phyllis Mongiello

Goble Properties/Perez Road Partners

Treasurer

Kelli Cox

OsborneRincon

DIRECTORS

Bonnie Barkley

Cello's Bistro/Cello's Pantry

Lesla Bodnar

Coachella Valley Economic Partnership

Cary Boisvert

Forest Lawn Cathedral City

Anna Marie Frost

Time Warner Cable

Kelly Halbeisen

The Marketing Department

Ted Hane

UltraStar Mary Pickford Theatre

Haddon Libby

ShareKitchen

Orie Mann

Palm Springs Volvo-Subaru

Terry Nelson

Windemere Real Estate

Stacey R. Wessman

Pacific Premier Business Banking

STAFF

Lynn Mallotto

President & CEO

Leigh VanderStoepe

Admin. Assistant

Cadillac CT6 in 2016 looks to Exploit Mismatches with German Contenders

By Andy Jessup, Jr., GM, Jessup Auto Plaza and Past Chairman

When the all new Cadillac CT6 is revealed in New York on April 7, no one will accuse GM of trying to out-German the Germans.

Cadillac is taking a distinctly different approach to the full size luxury sedan category. This category, dominated by BMW 7 series, Mercedes-Benz S class and Audi A8, has always been about uber-luxury, big horsepower, roominess and opulence.

In contrast to this, Cadillac is positioning the CT6 as agile, athletic, a driver's car with a technological tour de force. Its mix of aluminum and high strength steel makes it lighter, up of 200 pounds lighter.

The CT6 carries a lighter price tag, too! The Cadillac will be slightly longer than 200 inches, which puts its length comparable to its German competition. But, while the Mercedes starts at \$95,000, and running up to \$200,000, the CT6 starts at \$60,000 and max out at just under \$90,000.

The CT6 is a rare opportunity for Cadillac to break new ground in the luxury market. After years of methodically plotting to design its vehicle line-up so that it matches the Germans, entry for entry, this model will launch a head to head competition into the uber-luxury world. A first for Cadillac!

In 2017, this Cadillac CT6 will strengthen its innovative message by being GM's first semiautonomous vehicle. This technology will allow for hands-off driving, with the vehicle taking over braking and steering on the highway, even in bumper to bumper traffic.

Find the year's best close out model deal on all remaining 2014 Cadillac's at Jessup Auto Plaza.

Andy Jessup, Jr. is the 3rd generation operator, and grandson of the founder, of the family held dealership. Jessup Cadillac is the longest established dealership in the Coachella Valley, since 1938.

Jessup Auto Plaza is located in the Cathedral City Auto Center.

jessupautoplaaza.com

800.900.KARS



FIREFIGHTER VOLUNTEERS NEEDED FILL-the-BOOT



The *Cathedral City* Fire Fighters Association Local 3654 Fill-the-Boot participation raises much-needed funds for the MDA including: Cost-free muscle disease clinics at Loma Linda University and UCI, MDA Summer Camp for differently-abled kids, and most importantly research projects to find the causes and cures for more than 40 neuromuscular diseases, including ALS.

**Friday, April 10th and
Saturday, April 11th @ Ramon and
Cathedral Canyon
9am-1pm**

Lunch & Fill the Boot t-shirt will be provided

**For more information contact
Corey Goddard (951) 675-0494**

Annie Nidziko @ 714-245-0921 ANidziko@mdausa.org

Council on International Educational Exchange Needs Host Families

Cathedral City's Jan Ligman is Local Coordinator

Jan Ligman of Cathedral City is the Local Coordinator for Council on International Educational Exchange (CIEE), a non-profit high school foreign exchange student organization. CIEE is looking for Host Families for HIGH-SCHOOL-AGED students arriving for the 2015-2016 school year. Families would host for 1-2 semesters.

CIEE accepts all kinds of families (kids, no kids, empty nesters, single parents, same-sex couples, etc.) CIEE students have the appropriate visa, medical insurance, and pay for all of their own personal expenses. All that is required of a host family is to provide a bed and an extra plate at the table! Though students do not arrive until August, CIEE is securing placement with American families, now, to establish a pre-arrival relationship.

Here are some "blurbs" about them:

XPL15027CA – Boy. Sven is a 15-year-old boy from GERMANY. I am funny and often happy; many people are telling me

I would be very ambitious but sometimes too much. I have a brother and a sister. I really love to have people around me and in my free time I sometimes bake cakes or cookies and I enjoy it a lot. Also I like reading; I love all books of Rick Riordan. I would say I am a very calm person, but also I play Basketball. With my whole family I love to play classic games like monopoly or UNO. Maybe we could play some typical German and some typical American games together. While I am in America I would like to join a science club or a debate club, also I want to show everybody German people are funny. I could imagine volunteering in a soup kitchen or some other social project, because I enjoy helping other people. Later I think I would like to work as a lawyer or in the I.T. area, we'll see. I cannot wait until I can hear from you! DPOK. GPA: 3.60 ELTiS Form 1 Score: 220 Program Length: 10 months; Private School: No. Allergies: None

XPL15038CA - Boy. Tim is a 16 year old

boy from GERMANY. My friends think I'm funny and they like me, because I can cheer them up all the time, even if something hasn't gone well. I love playing theatre, that's why I'm in the drama club at my school and why I would like to participate in a drama club at my new school. I also like to write my own stories, so I would like to join a creative writing club. Here in Germany I'm a member of a hockey club, but I could imagine trying out some different sports in the USA as well. I like working with kids and pets too, I really like dogs and I want to have my own when I'm older. I live together with my parents and my younger sister, who I will miss a lot. While on my program I imagine to volunteer with something where I can combine social work and arts. I look forward to sharing the German culture and some of our traditions with my host family and community. DPOK, GCOK. GPA: 4.00 ELTiS Form 1 Score: 251 Program Length: 10 months Orientation: Private School: No. Allergies: None

TRA15060SRCA - Girl. Saskia is a 15 year old girl from GERMANY. I love laughing and to make people laugh. I am a cheerful, modest and open minded person. Everybody says that my best quality is that you can always count on me and that I take care of other people. I am a very active person and I go swimming twice a week. While on my program I would like to join a volleyball or track team, and volunteer in a hospital because I am very interested in medicine. I have two brothers who are always supporting me when I need help. That's the reason why I love to have siblings. I really like travelling because it gives me the chance to meet new people and see different lifestyles. I am looking forward to cooking traditional German Food for my host Family. DPOK, SPOK, GCOK, Pets OK. GPA: 3.80 ELTiS Form 1 Score: 215 Program Length: 10 months Orientation: Private School: No.

I would greatly appreciate you passing this on to your contacts if you are not able to help at this time. I look forward to hearing from you soon! You can apply online at www.ciee.org/highschool or call me at 760-799-7393.

Jan Ligman, Local Coordinator // CIEE



WEDNESDAY, APRIL 8

FIRESIDE CHAT:
CRISIS
COMMUNICATIONS
IN BUSINESS

A discussion with

Greg Burton

Executive Editor, The Desert Sun

Brian Rix

Partner, Burke Rix Communications

UCR PALM DESERT CAMPUS

Corner of Cook Street and

Frank Sinatra Drive

7:30 a.m. Coffee and

Light Refreshments



The Coachella Valley Small Business Development Center is funded by the U.S. Small Business Administration, and Coachella Valley Economic Partnership. Funding is not an endorsement of any product, service, or activity. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.

RSVP to rsvp@cvep.com or 760.340.1575

United Way Of The Desert Hosts 25th Annual Vip Silver Ball Gala May 15, 2015 At The Ritz-Carlton, Rancho Mirage

United Way of the Desert announces its 25th Annual VIP Gala will be held on May 15th, 2015 at the Ritz-Carlton, Rancho Mirage. Last year's United Way Gala was the organization's most successful event to date, raising more than \$140,000 benefitting the United Way's Community Impact Fund. Tickets can be purchased at: www.unitedwayofthedesert.org. Ticket prices are \$260 per person.

In discussing the event, Lynne Stephenson, United Way board member and Chair of the "Silver Ball", said, "We are really thrilled to be hosting our 25th anniversary Gala at The Ritz-Carlton, Rancho Mirage. It's an extraordinary venue to celebrate 25 years of this event and the pivotal role the United Way of the Desert has played in the Coachella Valley for more than 70 years."

"We want to really celebrate the enduring spirit of generosity and sacrifice that is indigenous to the culture of the Coachella Valley. Our community's philanthropic engagement is world renowned and United Way's role of convening, and galvanizing stakeholders to support local needs is a direct reflection of that," says Stephenson. "Each year thousands of individuals support the United Way's campaign to address critical needs in the community. The Silver Ball will be a time to celebrate that and reaffirm our collective commitment to keeping the ball rolling," she adds.

This commemorative evening promises to be special. Attendees, including United Way's biggest partners and supporters, will enjoy an exquisite Chef-prepared dinner and fine wine.

The Hot Purple Energy band will be there for music and dancing. In addition there is a raffle and silent and live auctions. Cocktail reception begins at 5:30pm.

Current event Sponsors include: The City of Rancho Mirage and Hot Purple Energy. Media Sponsors include: The Desert Sun, Lamar Advertising, R&R Broadcasting and KMIR-TV. Limited Sponsorship opportunities remain. The 25th Annual Commemorative Program has space available for acknowledgements and advertisements at \$500 for a full page and \$250 for a half page. Contact: Eevet Edens at Eevet@uwdesert.org or call: 760-323-2721.

For more information about the United Way of the Desert and the 25th Annual Silver Ball Gala on May 15th, 2015 at the Ritz-Carlton, Rancho Mirage, visit www.unitedwayofthedesert.org or contact Eevet Edens, UWD Resource Development Manager @ 760-323-2731.

About the United Way of the Desert

United Way of the Desert is a nonprofit organization that for over 70 years has improved lives by mobilizing the community and raising funds to solve issues in Education, Income stability and Health. The United Way movement creates long lasting community change by assisting with critical needs while addressing the root causes of poverty. LIVE UNITED is a call to action for everyone to become part of the mission to break the cycle of poverty. To learn more about the United Way, visit www.unitedwayofthedesert.org, Facebook and Twitter.

2015

RED & GOLD

APPLE AWARDS

A CATHEDRAL CITY CHAMBER OF COMMERCE EVENT

THURSDAY, APRIL 9, 2015

HONORING EXCELLENCE IN EDUCATION
WITHIN THE PALM SPRINGS UNIFIED SCHOOL DISTRICT



FOR MORE INFORMATION CALL 760.328.1213 OR VISIT WWW.CATHEDRALCITYCC.COM

UCLA's Anderson Forecast Finds Continued Growth Nationally, Where California Remains on Even Keel

An increasing number of requests for construction permits indicates that a downturn in the state economy is not as likely as other economic data suggests, according to the forecast.

By Elise Anderson - UCLA Anderson Forecast's first quarterly report for 2015 for the United States economy says that the nation "looks like an island of stability in a very volatile world."

The implication is that the U.S. is still on track for 3 percent GDP growth for the next two years, despite slow growth and currency devaluations throughout much of the rest of the developed world. Payroll employment is expected to increase at a 250,000 per month pace and the national unemployment rate will hit 5 percent by year-end. The California forecast is not much changed in the three months since the last release. Slightly weaker first and second quarters for 2015 is anticipated for California (compared to the December report), which will be offset by stronger third and fourth quarters.

For its March publication, the UCLA Anderson Forecast includes two additional research reports. The first is an examination of the labor issues that have beset Southern California's ports, and the other looks at the entertainment industry as it relates to the Los Angeles economy. The latter report ties into the focus of the March UCLA Anderson Forecast Conference to be held March 12.

The national forecast

In his forecast for the national economy, UCLA Anderson Forecast Senior Economist David Shulman writes that a number of nation's central banks are involved in a series of "competitive devaluations" in an attempt to export their economic weakness to the rest of the world. According to Shulman, the U.S. initiated the phenomenon in 2010; the value of U.S. dollars has risen 16 percent from the third quarter of 2014 through the first quarter of 2015. Shulman writes that for the world economy to thrive as a result of such devaluations, they must ignite global growth.

"With Europe and Japan mired in near-zero growth, the U.S. looks like an exception," Shulman said.

Shulman said that despite weak global growth and the very strong U.S. dollar, the national economy remains on a 3 percent growth path for real GDP over the next two years that will bring the unemployment rate down to 5 percent by the end of this year. "While inflation is being temporarily suppressed by the drop in oil prices, it will soon be running above 2 percent as oil prices gradually recover," he said.

In response to an improving labor market and the expectation of a jump in inflation, Shulman expects the Fed to begin a gradual tightening process in June. He said the near-term downside for the U.S. economy will come from a collapse in the capital spending associated with oil and gas production, while housing starts will advance more quickly than previously predicted.

The California forecast

The March California forecast calls for continued steady gains in employment through 2017.

"The increase in U.S. growth rates from construction, automobiles and business investment as well as higher consumer demand will continue to fuel our local economy," said Senior Economist Jerry Nickelsburg, author of the California forecast. Nickelsburg said the result will be a steady decrease in the state's unemployment rate over the next three years. He expects the state's unemployment rate to be insignificantly different from the U.S. rate at 5.1 percent by the end of the forecast period (2017).

The estimate for total employment growth is 2.4 percent for 2015, 2.2 percent for 2016 and 1.5 percent for 2017. Payrolls will grow at about the same rate during the next three years. Real personal income growth is estimated to be 4.2 percent in 2015 and forecast to be 4.6 percent and 3.7 percent in 2016 and 2017, respectively.

The unemployment rate will hover around 6.5 percent through the balance of 2015. Unemployment will fall through 2016 and will average approximately 5.5 percent, a slight decrease from our last forecast. In 2017 an unemployment rate of approximately 5.1 percent is forecast, essentially the same as for the nation.

The California forecast report includes a deep dive into both housing and employment trends in the sixth year of the state's recovery from the most recent recession.

For housing, recent data suggests a possible lowering of demand for housing that might portend a downturn in the market. However, the increasing number of requests for permits for new construction by builders suggests otherwise. Nickelsburg suggests that the slowdown in home sales might reflect home buyers and sellers interacting to determine where the market is going and that the increase in home building and construction hiring will slow, but not turn negative.

In terms of employment, the creation of new jobs in California is widespread across sectors. "California's employment, even after adjusting for the impact of the slowdown/shutdown at the ports, should continue to grow faster than the U.S., though not by much, and the unemployment rate should continue to fall through the forecast period," Nickelsburg writes.

In a companion essay, "Did Stormy Negotiations Lead to a Rainbow Over Panama? California Ports in the Aftermath of the Agreement," Nickelsburg writes that "the short-term impact [of the port's recent labor issues] ... is assumed to be relatively small." He writes that shippers, manufacturers and

Continued on next page

retailers will consider the costs and risks of moving supply chains from the West Coast ports after 2016, but that it is not clear they will, nor obvious they won't, move a substantial amount of cargo eastward by ship.

The entertainment industry and the L.A. economy

In addition to the forecast reports, economist William Yu took a look at the entertainment industry and its impact on the Los Angeles economy.

He found that from 2001 to 2013, the entertainment industry in Los Angeles grew by 22 percent in terms of total employee compensation. Meanwhile, the nationwide compensation for the entertainment industry grew 33 percent and its total output by 80 percent. While the modest growth of Hollywood during this period is higher than the Los Angeles' economy overall, the growth is lower than other star industries in other major metros, such as Silicon Valley's high-tech sector.

Los Angeles continues to dominate entertainment production in the U.S. with an estimated economic output of \$55 billion in 2013. Its employee compensation totaled \$14.3 billion in 2013, much higher than New York's \$6.5 billion or San Francisco's \$1 billion. Los Angeles also has the highest percentage of the creative workforce in arts, design, entertainment, sports and media occupations.

Entertainment exports in terms of royalties continue to grow, but at a slower speed than other U.S. exports services. Yu writes that to boost exports, reducing some barriers in Asian markets is a key. Yu adds that private investment and production in the entertainment industry in Los Angeles will not only keep the city at the head of this promising and creative industry, but it will also help advance the city's economy as a whole.

Entertainment industry trends and outlook

Shulman, Nickelsburg and Yu's reports will be presented at UCLA Anderson Forecast's quarterly conference on Thursday, March 12. The conference will

include a number of panel discussions that focus on the entertainment industry and feature a conversation between Peter Guber, the CEO of Mandalay Entertainment, and UCLA Anderson Professor Sanjay Sood.

UCLA Anderson Forecast is one of the most widely watched and often-cited economic outlooks for California and

the nation and was unique in predicting both the seriousness of the early-1990s downturn in California and the strength of the state's rebound since 1993. More recently, the Forecast was credited as the first major U.S. economic forecasting group to declare the recession of 2001.

Celebrating Diversity

Cathedral City LGBT Days

Easter Weekend April 3-5, 2015
Downtown Cathedral City - Festival Lawn / Plenty of Free Parking

Friday, April 3rd:
Kick-Off Celebration - 6PM
Performances by Palm Springs Gay Men's Chorus and Simon Dan Dance Group
VIP Reception sponsored by Bontia Restaurant & Bar
After Party at CCBC Resort
Hot Air Balloons Rides
Rocky Horror Picture Show *Sissy & Long* at Desert Cinemas Umo MAX Theatre - 10PM
Bunny Bar Hop at Bontia Restaurant & Bar and Studio One11 - 8PM - 2AM

Saturday, April 4th:
Drag Queen/Costume Charity Bee Race - 10AM
LGBT Days at the Mary Pickford Theater feat. Iconic LGBT Films - 1PM
Hot Air Balloons Rides
Pool Party at CCBC Resort - 1PM - 5PM
Studio One11 Downtown Disco - 8PM to Midnight!
Bunny Bar Hop at Bontia Restaurant, Studio One11 and MORE! - 9PM - 2AM

Sunday, April 5th:
Easter Egg Hunt for Children and Adults - 10AM
Easter Bonnet Show & Contest - 11AM
Easter Brunch at Donatello Restaurants
Bunny Bar Hop at Bontia Restaurant, Studio One11 and MORE! - 8PM - 2AM

ScarlettMarketing | www.CathedralCityLGBTDays.com | DESIGN by graphixart.com

PASSPORT TO HEALTH 2015

Health Fair Info: adbrad333@dc.rr.com



Family Health Fair

Free Health Fair

Health Glo 5K/1M Fun Run/Walk

Sponsored by:

The Foundation for PSUSD

The City of Cathedral City

Cathedral City Rotary

3 PM - 10 PM



PARTNERS

AGUA CALIENTE BAND OF CAHULLA INDIANS

SHARE KITCHEN

SALVATION ARMY

EMIR

RPSE

SATURDAY MAY 2, 2015

DOWNTOWN CATHEDRAL CITY

Proceeds Benefitting Palm Springs Unified School District Classrooms



5 PM - 11 PM

5K Flat Course Run/Walk \$35 Under 12 \$25

1 Mile Flat Course Run/Walk \$25 Under 12 \$15

Glo After Party - Awards - Team Pricing & More info. online

Health GLO

Run/Walk

WWW.HEALTHGLO5K.COM

CalChamber Capitol Report: Assembly Committee Passes Double Holiday Pay Bill

Jennifer Barrera opposes

The Assembly Labor and Employment Committee this week approved a California Chamber of Commerce-opposed bill requiring double pay for work on certain days.

During testimony to the committee on AB 67 (Gonzalez; D-San Diego) CalChamber Policy Advocate Jennifer Barrera explained that the bill increases costs, creates a competitive disadvantage, and potentially violates employers' constitutional rights by forcing employers to recognize certain days as "family holidays" and compensate all employees with double pay for work performed on those days.

Violates Religious Freedom

AB 67 provides that employers shall compensate an employee at no less than twice the employee's regular rate of pay on a "family holiday," defined as "December 25 of each year" and "the fourth Thursday of November of each year," commonly referred to as Christmas and Thanksgiving.

While the recognition of these holidays may seem benign to some persons, employers who have non-Christian-based beliefs or are immigrants to America might not see the recognition the same way. The Legislature should not mandate certain days as more significant based upon religious or cultural beliefs that are not maintained by all.

Further questions about the First Amendment implications of AB 67 were raised during the hearing and directed at Barrera, but she was stopped from answering them by the committee chair, who cited procedural precedent issues.

Unavoidable Increase in Costs

Although some employers may close their place of business on a "family holiday" to accommodate their employees, others do not realistically have that option for their business models.

Competitive Disadvantage

AB 67 would also unilaterally increase the cost of doing business only for those employers who have a physical presence in California, thereby automatically placing them at a competitive disadvantage with online companies

and out-of-state businesses that would not be subject to this cost.

Recently, the Legislature tried to even the playing field between online retailers and brick-and-mortar stores in the sales-tax arena. AB 67 would further distort this playing field by increasing the cost of doing business for local employers, as opposed to online retailers, who would not have to comply.

Regular Rate of Pay/PAGA Enforcement

Determining the regular rate of pay of many employees requires a detailed calculation that goes beyond just an employee's hourly pay. As defined by the Division of Labor Standards Enforcement, the "regular rate of pay includes a number of different kinds of remuneration, for example hourly earnings, salary, piecework earnings, commissions, certain bonuses, and the value of meals and lodging." While this calculation is performed for overtime purposes, it is subject to good faith errors as to what types of "remuneration" should be included in the calculation.

Due to being included in Section 511.5 of the Labor Code, the provisions of AB 67 are subject to the Private Attorneys General Act (PAGA) (Labor Code Section 2699 et seq.). Therefore, errors in calculating the regular rate of pay or failures to comply with other provisions of this mandate would add another threat of litigation against California employers.

Key Vote

AB 67 passed the Assembly Labor and Employment Committee 5-2.

Ayes

Chu (D-San Jose), Hernández (D-West Covina), Low (D-Campbell), McCarty (D-Sacramento), Thurmond (D-Richmond).

Noes

Harper (R-Huntington Beach), Patterson (R-Fresno).

The bill now heads to the Assembly Appropriations Committee; no hearing date has been set.

Contact: Jennifer Barrera

State Economy Strengthens in Face of Port, Drought, Domestic Outmigration Challenges

California's economy continues to power forward, with many of the Golden State's largest and most important industries gaining momentum over the course of 2014, according to the latest quarterly report from the California Chamber of Commerce Economic Advisory Council.

California Economy

Although the council expects California's economy to continue to grow, the state is

not without its challenges. Growth has moderated recently, and the tremendous surge in tech-related hiring and associated construction projects is unlikely to be sustained longer term. Retailers and financial services firms are still posting only modest gains.

Labor disputes at West Coast ports could push importers to make more permanent adjustments to their supply chains away

from Los Angeles and Long Beach. Lower oil prices are weighing on the energy producers in Kern County, and a lack of water remains a challenge for farmers and residents alike.

In addition, the state's high costs of living, combined with sluggish wage and salary growth for middle-income households, has exacerbated the outmigration of residents. Few of these problems are truly new, however, and California seems to continuously prove that none of them are insurmountable.

Global and U.S. Economy

While most key economic reports have continued to show strength, commodity prices and the financial markets have clearly felt the sting from the cold winds blowing in from overseas. .

The dollar also has continued to strengthen against most other currencies as investors, businesses and individuals around the world recognize the better risk-reward relationship in holding U.S. assets at this tumultuous time.

The slow start to GDP growth may present new challenges to the Fed. Much of what is slowing in the economy is occurring in capital-intensive industries, which means the hit to GDP is far greater than to employment, which has actually been quite strong in recent months. Productivity growth has also slowed considerably in recent months and will likely get off to a slow start in 2015.

Nevertheless, headline inflation figures have followed oil prices broadly lower. Core inflation has been less impacted, but has still moderated a touch. The Fed remains on course to raise interest rates around the middle of this year, when circumstances surrounding global economic growth and oil prices will likely be much different than they are today.

Facing Headwinds Head On

Ports: So far, the state seems to be weathering its challenges rather gracefully. The ongoing port dispute at the Port of Los Angeles and Port of Long Beach is creating some real hardship for businesses in Southern California. While some of loss figures bandied about may be over the top, the losses for individual businesses

Continued on next page

3RD ANNUAL

DATA-SKILLSUSA

GOLF

TOURNAMENT

APRIL 24TH

TAHQUITZ CREEK GOLF RESORT

1PM SHOTGUN START
FOUR MAN SCRAMBLE

NOON REGISTRATION
& PUTTING CONTEST

DINNER INCLUDED
RAFFLE &
PRIZES

\$99/PLAYER

\$375/TEAM



SIGN UP / SPONSOR

DATASKILLSUSA.ORG

DATASKILLSUSA@GMAIL.COM

760.989.2483

ALL PROCEEDS BENEFIT SKILLSUSA @ CCHS

are quite meaningful.

In addition, businesses involved with perishables, including seafood and produce, will likely suffer some losses. Moreover, the longer the dispute festers, the more likely that Midwest and Northeast businesses will look to alternative ports, fueling growth at several South Atlantic ports.

Drought: Drought is a major long-term challenge for California. Farmers have suffered as a result, but higher prices of key crops are partially offsetting low yields and farmers are moving toward more water-efficient crops.

In addition, the scarcity of fresh water has spurred investment in much needed infrastructure improvements, including the desalination plant in Carlsbad and numerous smaller water storage and water treatment projects around the state.

Emigration: Another major challenge for the state is that more residents move out of California each year than move in. This domestic outmigration has long been a cause for concern and is frequently blamed on the state's high housing costs. California does benefit from positive net migration, thanks to net international migration.

Despite high housing costs, relatively few households spend more than 30% of their income on housing. In the San Francisco metro area, 39.9% of households spent 30% or more of their income on housing costs, while that share was 43.4% statewide and 47.5% in Los Angeles. Although these numbers are above the national average, they show there is more flexibility in the housing market than first appears.

Office Market

Holds Strong in Bay Area: The office market in the state continues to flourish. Employment in the construction of nonresidential buildings is up a whopping 9.6% from a year ago.

The office market is tightest in San Francisco where the vacancy rate is just 11.7%, considerably lower than the nation's 16.7%.

With an office vacancy rate of 17.7%, San Jose has more supply than the markets along the Peninsula. Activity in Silicon Valley, however, is still quite high.

Southern California Softer: Demand for office space in Southern California has been considerably softer.

While more modest than the Bay Area, the creative sector has been vibrant throughout Southern California, particularly companies producing digital entertainment content. Some of that work is beginning to come downtown.

Similarly, San Diego's office market is holding its own, with very little space currently under construction.

Home Sales Growth Struggles

Home sales improved only modestly in 2014, with the single-family market up just 0.6% over the year, and the condo and townhome market rising a paltry 0.2%. Home sales languished nationwide in 2014, so the weak growth rates actually look quite a bit better when comparing them to national numbers. San Francisco, San Diego and the Inland Empire all saw home sales rise this past year, while Los Angeles, Orange County and much of the Bay Area outside of San Francisco posted declines.

Thanks to the faster-than-average appreciation, home prices are just 15.2% below their prerecession peak, not much further than the national average of 13.4%.

SUMMER JOB OPPORTUNITIES WITH TNT FIREWORKS!



Each summer between June 15 and July 11, TNT Fireworks employs hundreds of part time employees statewide for warehousing, clerical, distribution and return center positions.

If you have a college student coming home, a friend who teaches or other qualified individuals* seeking full / part time seasonal work with TNT Fireworks please contact your local regional office.

Call This Number: (866) 868-3953

ASK FOR:

Matt Wilson, Southern CA. • Stephanie Rambo, Central CA.
Jim Vales, Northern CA • Jason Glass, Nevada

*Qualifications: Must be 18 years old; Must be a U.S citizen/proof of identification; Able to lift 25 pounds; Willing to submit to background check/drug screening; Must have a clean MVR (Motor Vehicle Report)

Call now for more information - cutoff date for applications is May 1, 2015



Scan to quickly access
our website, register
for events, read our
newsletter and more!



www.cathedralcitycc.com • 760.328.1213 • www.discovercathedralcity.com



2015 CATHEDRAL CITY CHAMBER OF COMMERCE CALENDAR OF EVENTS

APRIL 2015

- Apr 1 Chamber Power Lunch, Cello's Bistro, 11:45am Check-in; 12 noon lunch. Members \$25; Guests \$30.
- Apr 1 Marketing 101 by Coachella Valley Women's Business Center, Register online at www.cvwbc.org
- Apr 3 Good Friday – Chamber Office closes at noon.
- Apr 3-5 Cathedral City LGBT Days, www.DiscoverCathedralCity.com
- Apr 4 Rummage Sale – Cathedral Center, 8am – 2pm. Call 760-321-1548
- Apr 5 Happy Easter!
- Apr 8 City Council, Cathedral City Civic Center, 4:30pm Study Session; 6:30pm Council Meeting
- Apr 9 2015 Annual Coachella Valley Economic Forecast Conference – Registration 7am; Conference 8-10:30am, Miramonte Resort & Spa, Indian Wells. Tickets: \$115/person \$900 table of 8. Register at www.cvep.com. Inquiries call 760-340-1575
- Apr 9 Getting it "Write" – Business Writing Class by Coachella Valley Women's Business Center. Register Online at www.cvwbc.org. Instructor: Anita Rufus, J.D. Bus. Mgmt. Consultant

APRIL 2015

- Apr 9 Red & Gold Apple Awards – Honoring Excellence in Education, 5:30pm Cocktail Reception; and, 6:30pm Awards Ceremony, Pickford Theatre.
- Apr 14 How to Obtain a Business Loan: What You Need to Know, by Coachella Valley Women's Business Center, Register online at www.cvwbc.org. Instructor Carla Ulloa, CDC Small Business Finance.
- Apr 15 The ABC's of Starting Your Own Business, Free, Register at www.cvwbc.org.
- Apr 16 Business Entities: The Impact of Your Choice. Register at www.cvwbc.org.
- Apr 21 The Forgotten Marketing Strategy: Public Relations. Register at www.cvwbc.org
- Apr 22 Designing Your Professional Image in the Marketplace. Register at www.cvwbc.org
- Apr 22 City Council, Cathedral City Civic Center, 4:30pm Study Session; 6:30pm Council Meeting
- Apr 23 Seven Steps to Unleash Your Inner Sales Goddess. Register at www.cvwbc.org
- Apr 25 Spaghetti Dinner and Auction, 5-8pm, Cathedral Center. Buy Tickets by Apr. 20th. For info call 760-321-1548.
- Apr 28 Understanding Your Financials: The Pulse of Your Business. Register at www.cvwbc.org

