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Inaugural Perez Road Fall Festival A Crowd Pleaser

The Perez Road Business District put on an event on Perez Road, Saturday, October 15th and what an event it was! Thousands of people showed up for the Perez Road Fall Festival to see BLT, The Heatwave Jazz and Show Band and Alyse Bowie. They danced in the streets, enjoyed the fun zone put on by Enchanted Memories and Splish and Splash while savoring Tootie's BBQ. 80 vendors participated in showing their goods and services and selling items from antiques to pet supplies. Save-A-Pet had 3 adoptions and entertained the crowd with their beautiful Amazon Parrots. The Perez Road Business District would like to thank their sponsors, our volunteers and those that braved the heat to come out and enjoy the festival. All proceeds from the booth sales and raffle tickets went to Animal Samaritans, Save-A-Pet and the Feral Alley Cats, SPCA. When you think of shopping for the home, office, or car, think of the 200 plus small business owners on Perez Road, you'll be glad you did.

Phyllis Mongiello

Perez Business District Vice President



Chamber Ribbon Cuttings



In September, the Cathedral City Chamber of Commerce held two ribbon cutting ceremonies for new members to our growing family of businesses; Desert Ice Castle and Save a Lot.



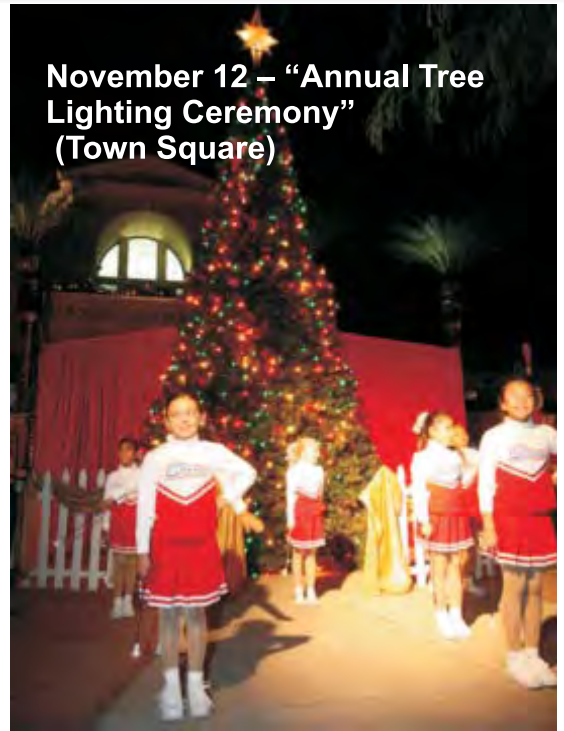
Save the Date - November 6-13th and November 12th

November 6-13 = "Healing Fields"



Two of the more popular events during the year in Cathedral City happen in the month of November. The "Healing Fields", which runs from November 6th thru the 13 at Patriot Park. And the Annual Tree Lighting Ceremony at City Hall on November 12th. Don't miss either event, you won't be disappointed.

November 12 – "Annual Tree Lighting Ceremony"
(Town Square)



Networking Mixer



September Mixer (hosted by Perez Road Business Partners at Tootie's Texas BBQ)



“State of the City” October 13, 2011 –Mayor Kathy DeRosa



Thank You to our Sponsors

Welcome New Members

Pacific Collision Centers Tom Springer
36-705 Perez Road Cathedral City CA
92234 (760)328-5669
www.pacificcollision.com

Applied Storytelling Matthew Kruchko
2625 Alcatraz Ave. #372 Berkeley CA
94705 (510)314-8410
www.appliedstorytelling.com

Austin Constructing Co. Inc. Jeff Greene 36-665
Bankside Drive, Suite F Cathedral City CA 92234
(760)328-0161 (323)256-1873

Cathedral City High School Air Force JRROTC
Steven Flynn 69-250 Dinah Shore Drive
Cathedral City CA 92234
(760)770-0116

Save-A-Lot Food Stores Raul Gonzalez
69-044 E. Palm Canyon Drive Cathedral
City CA 92234 (760)202-8398 (760)202-
8493 www.save-a-lot.com

Thanks Renewing Members

Aaron's Sales and Lease
Dinaz D'Souza 4 Years

Desert Publications
Inc Milt Jones 12
Years

LifeStream
Kevin Taylor 4 Years

Acker Chiropractic
Cory Acker 12 Years

DesertARC
Richard Balocc 7 Years

Palm Springs Follies
Dolores Dey 18 Years

**CBS Radio EZ-103.1 KEZN-
FM**
Rob Zavitka 13 Years

Franconia Investments
LLC
Katrina Heinrich-
Steinburg 8 Years

Palm Springs
International Airport
Mark Kiehl 2 Years

Cathedral Palms
Rosa Ravin

Gianni & Falabrino
Properties
Darlene Bourgeau
17 Years

Stater Brothers
Store 127
Mark Thomas 12 Years

Desert Christian Academy
David Fulton 1Year

Stater Brothers
Store 183
Jessica Brown 3Years

Desert Lexus
Ren Rooney 20 Years

Associate Member
Pat Hammers
14 Years

Rendezvous

Meet friends and make new ones at Rendezvous—the Valley's newest place to mix, mingle and celebrate!

GRAND OPENING SPECIAL

Join us **NOVEMBER 6th through the 10th from 5:00 pm to 7:00 pm,**
and enjoy our Grand Opening Special, **TWO-FOR-ONE** on our signature drink,

The Citrus Rendezvous

We'll see YOU at RENDEZVOUS!



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I-10 & Bob Hope Dr. 888.999.1995



Problem Gambling? Call 1.800.GAMBLER.

November/December Events



November 2nd – Power Breakfast - 7am
“Red Apple Awards” (Doral Hotel)

November 10th – Joint West Valley Mixer - 5:30pm
at Coachella Valley Economic Partnership/I-Hub (see flyer on page 7)

December 7th – Power Breakfast - 7am
Update on City Branding/Marketing Initiative Applied Storytelling

December 22nd – Annual Christmas Mixer - 5:30pm
hosted by Doral Desert Princess Resort

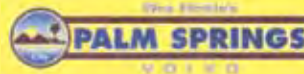
Please contact the Cathedral City Chamber of Commerce for more information at 760-328-1213 or www.cathedralcitycc.com

**THIS AD COULD
HAVE BEEN YOURS!!**

Call the Chamber Office

760-328-1213
760-321-0659 fax

68950 E. Palm Canyon, #106
Cathedral City, CA 92234



Palm Springs Volvo
Authorized Volvo Cars Retailer
67-977 E. Palm Canyon Dr.
Cathedral City, CA 92234
Desert Area 760-321-6600
CA Toll Free 877-778-3309
Fax 760-328-6298
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West Valley Chamber Mixer & CViHub Grand Opening Celebration

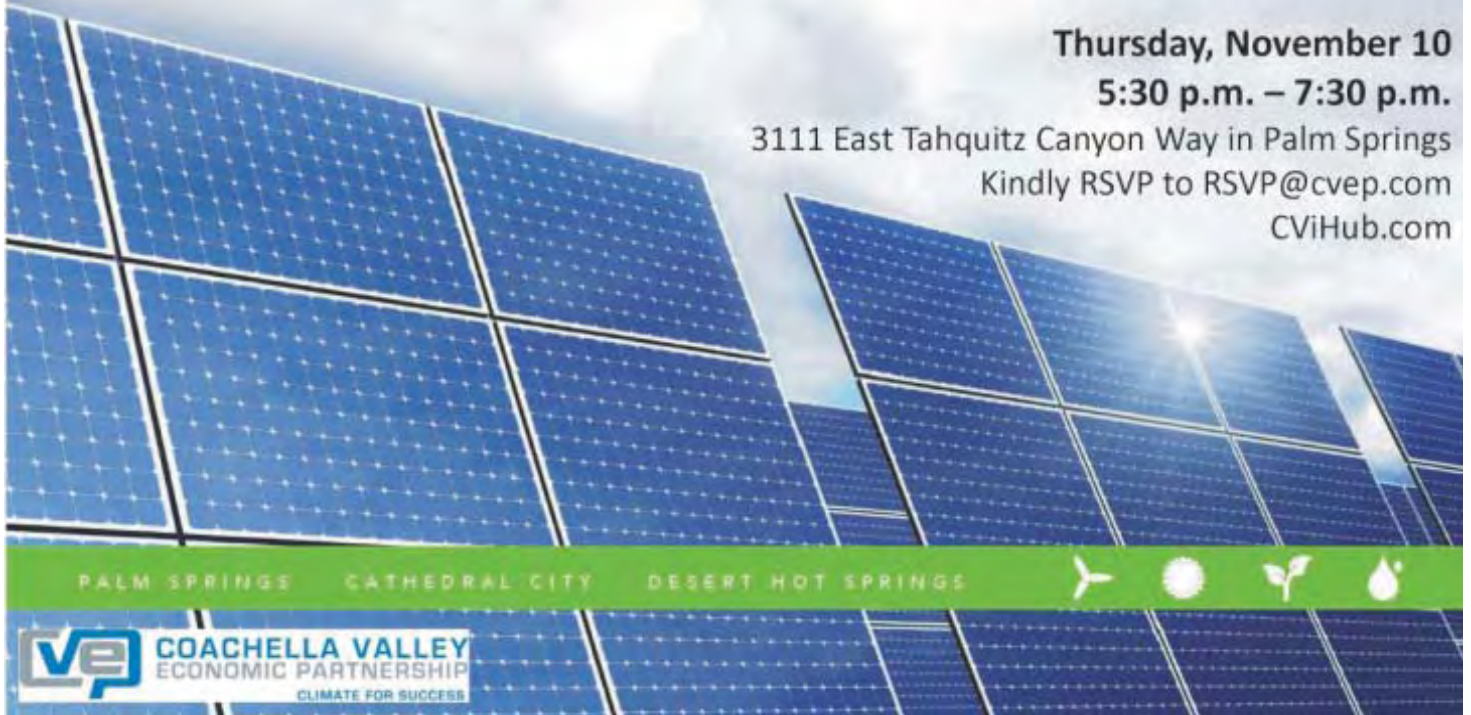
Thursday, November 10

5:30 p.m. – 7:30 p.m.

3111 East Tahquitz Canyon Way in Palm Springs

Kindly RSVP to RSVP@cvep.com

CViHub.com



Maryanov Madsen Gordon & Campbell Names New Managing Partner

The accounting firm of Maryanov Madsen Gordon & Campbell has appointed Steven T. Erickson, CPA as the firm's new Managing Partner.



Mr. Erickson is a member of the American Institute of CPA's, California Society of CPA's and the Minnesota Society of CPA's. He is a graduate of Concordia College, Moorhead, MN.

Mr. Erickson began his CPA career at Deloitte & Touche in Minneapolis, MN and at their headquarters in Wilton, CT. After his tenure at D&T, Mr. Erickson was employed by Northwest Airlines as Manager of Corporate Accounting and Reporting.

In addition to Mr. Erickson's professional responsibilities at MMGC, he is active in civic leadership throughout the Coachella Valley. Mr. Erickson sits on the Board of Directors of Angel View Crippled Children's Foundation, is past Treasurer of the Palm Springs Chamber of Commerce where he served for seven years, and a former Director of Greater Palm Springs Pride. Mr. Erickson has been a member of the Palm Springs General Plan Steering Committee, Palm Springs Hospitality Association, and is a graduate of Leadership Coachella Valley.

Established in 1964, MMGC is a respected CPA firm based in the Coachella Valley. The firm provides a comprehensive array of services with solutions in accounting, tax, audit, estate planning, strategic planning, and management consulting services to businesses and individuals.