



INDIAN WELLS Chamber of Commerce

The Official Newsletter of the Indian Wells Chamber of Commerce

January 2006

VOLUNTEER OF THE YEAR — SUZANNE NASH

At a December Reception for the Chamber's valued volunteers, Suzanne Nash was awarded Volunteer of the Year by Joe Dolphin, President. Suzanne was recognized for her tireless efforts on the Chamber's "Yes on H" Campaign that led to the overwhelming victory (82%) in favor of Ballot Measure H in the recent Indian Wells election. Through it all, Suzanne maintained a cheerful, enthusiastic attitude that inspired everyone with whom she worked.

Suzanne and her husband, Ed, are avid tennis players, so they feel very strongly about the viability of the Indian Wells Tennis Gardens. It's where they have good friends and play tennis. While she and Ed have

lived in Indian Wells for four years and "love it here," Suzanne hails from Wisconsin, where she attended the University of Wisconsin and earned a BS in Journalism. She owns her own boutique business here.



2005 is the first year this new Chamber has needed large scale efforts of volunteers. These special individuals came forward and have been designated "Charter" volunteers. Their participation in the many aspects of the Dyson & Dyson Desert Cities Challenge Cup and on Ballot Measure H was immensely helpful in achieving success.

At this reception Dan Duncan, Vice President, awarded Charter Volunteer Certificates to each volunteer, with the inscription, "for significant service rendered in support of Chamber initiatives that improve the quality of life in Indian Wells."

Congratulations, Suzanne, our Volunteer of the Year, and to all the Charter Volunteers, for your help in making the Chamber's first year a banner year for the City of Indian Wells.



Celebrating the Holiday Spirit at
Atria Hacienda, Dec. 8th.

THE MAYOR'S BREAKFAST

Your Chamber sponsored its second annual Mayor's Breakfast, an update of the State of the City address, at the Indian Wells Resort Hotel on November 29th. It was attended by more than 100 Indian Wells residents, special guests and the news media, including The Desert Sun and CBS TV2.

Ed Monarch, the Mayor of the City of Indian Wells, gave a 20-minute power point presentation entitled, *Opportunity for Growth in Indian Wells*. He enlightened the audience on projects currently in work and scheduled for completion in the next several years. The estimated cost of these programs: a staggering two billion dollars!

Those projects include: Toscana Country Club Phase II homes under construction; Province, a gated residence community to be built on 40 acres at Cook and Highway 111; Miles Crossing, an El Paseo-style venue with shopping, entertainment, hotel and residential offerings; Sanderson J*Ray Project, an upscale River-type community with hotel, residential and retail structures over 64 acres; and The Golf Resort at Indian Wells, which has

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President's Note

Father Time Moves On

It's that time for our New Year's Resolution again. "New Year's" is the only holiday that celebrates the passage of time and gives us another chance to improve something we think needs improving. So as we prepare to join the 100 million Americans who will make bold promises to themselves, let's think about what's doable. To begin, we must forget all failed past resolutions. They are irrelevant. Making things better sometimes just happens anyway. For instance, the Chamber last January had its first Retreat where the Board spent an entire day away with noted moderator, David Aaker, to plan the year's goals. We hoped to move into permanent offices, have someone to answer the phone, a working FAX machine and support from the City of Indian Wells. We made these goals and more. Thanks in large part to the City, we have a beautiful and functional office. Support from an increasing membership base gave us one then two and now three great employees who not only answer phones but can run campaigns and major events like the Dyson and Dyson Challenge Cup. We also have a working FAX, two e-mail addresses, and a Website. We started with a plan to achieve what we thought was doable and things happened to make it almost unbelievable. So, I need to thank our Board, staff, volunteers, the City Council, other Chambers, our members and the residents for making our 2005 New Year Resolution a reality. Before you say, "I'll drink to that," let me remind you, "Should auld acquaintance be forgot, and never brought to mind". "We'll take a cup o' kindness yet for auld lang syne". Happy New Year



"Jr. Champ"

OOPS! - Our deepest apologies to our Challenge Cup winners for incorrectly ordering the names beneath their front page photo in the December Newsletter. Correction: With Congress Woman Mary Bono (2nd from left) are: David McKeating, Carolyn Uhl, Jim Balok, with hosts Loraine and Bob Dyson. Not present was the junior winner, Josh Braun (shown at right).

Mission Statement

To consolidate, coordinate and promote the economic vitality and long term prosperity of businesses in Indian Wells; to advocate the interest of local business to the government organizations such as City Council and the Planning Commission; to provide valuable marketing and public relations to our members; and to fully participate and partner in initiatives that create a healthy business environment that contributes to the quality of life in Indian Wells.

PLATINUM GOLF CLASSIC

What do the City of Indian Wells and Frank Sinatra have in common? Why, platinum, of course! The legendary Sinatra earned multiple platinum records while the City of Indian Wells is reprising the Platinum Golf Classic, a sensational 18-hole "springboard" tournament for the Frank Sinatra Country-wide Celebrity Invitational to take place the weekend of February 24-25, 2006.

Now in its second year, the city's Platinum Golf Classic will be held on Friday, January 27, 2006 at The Golf Resort at Indian Wells. Once again, the Platinum promises to be a great morning of golf for a great cause—benefiting the programs and services of the Barbara Sinatra Children's Center at Eisenhower. What's more, at a festive luncheon following play, the winning foursome earns Platinum entry (a \$40,000* value) into the signature "Sinatra" tournament and a once-in-a-lifetime opportunity to tee off with the stars. The City of Indian Wells serves as host city for this highlight event of the winter season. Log on to www.cityofindianwells.org to download a registration form, or call, 1-760-346-2489 and ask for Ann. For more details about the Frank Sinatra Countrywide Celebrity Invitational, visit www.sinatragolf.com or call (760) 674-8447.

2006
March 31 – April 1



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AT THE TENNIS GARDEN

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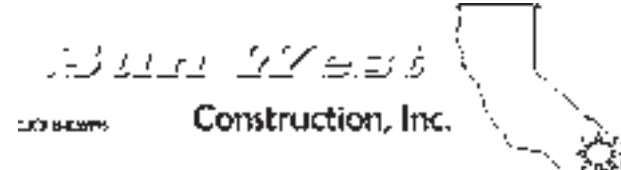
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THE MAYOR'S BREAKFAST

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already broken ground for its total redesign.

While keeping his audience on the edges of their chairs, Mayor Monarch expressed total confidence that we had, within Indian Wells, the business resources to build and serve these new, upscale communities, and this unprecedented growth within our City was an outstanding opportunity for both commerce and residents in the years to come.

Opportunities for Growth

Project	No. of Units	Avg. Price Per Unit	Total (estimate)
Toscana	612 homes	\$1,600,000	\$1,100,000,000
Province	138 homes	\$1,000,000	\$138,000,000
Miles Crossing			
Fairmont	108 condos	\$900,000	\$97,000,000
Residential	25 villas	\$750,000	\$15,000,000
Retail			\$150,000,000
Sanderson J'Ray			
Remington Hotel	267 condos	\$800,000	\$213,000,000
Residential	52 homes	\$750,000	\$39,000,000
Retail	270,000 sq feet		\$250,000,000
The Golf Resort at Indian Wells			\$45,000,000
		Grand Total:	\$2,047,000,000



BOARD OF DIRECTORS ELECTION

The results of the Board of Directors election will appear in the February Newsletter. The Chamber's website (www.indianwellschamber.com) will announce the results in early January.



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Mayor's Breakfast



JANUARY MIXER – VICKY’S OF SANTE FE

The January mixer will be held practically at the Chamber’s front door, at Vicky’s of Santa Fe. Vicky’s is a very popular entertainment and dining spot, particularly with Indian Wells residents. It is a very lively restaurant, offering a huge bar and featuring evening piano music in its lounge. Many of you probably know Doug Montgomery, the famous musician/vocalist who makes his guest appearances there every year from February to April. He arrives this year on February 22nd. Vicky’s tasty a la carte menu is known for its house favorites, in addition to seafood and chops. Toast to the New Year with your fellow members at Vicky’s on January 10th, 5:30 pm. Remember those raffle prizes.

THANK YOU, ATRIA HACIENDA

The Indian Wells Chamber of Commerce could not have been more fortunate than to have its Holiday Mixer at the Atria Hacienda, a luxury assisted living facility located on Monterey Avenue in Palm Desert. It was a warm environment, with a caring staff, lots of laughter and, best of all, cheerful, friendly senior residents, many of whom mingled with our members and shared their life experiences.

Cassie Ferrier, Community Sales Director, who organized the event, rolled out the red carpet for our members; and, John Redford, Executive Director, served as bartender to make sure everyone enjoyed the complimentary beverages, in addition to the fine food. Le McClellan, Food Service Director, presented a delicious selection of hors d’oeuvres, including a huge shrimp bowl, asparagus and filet canapés and very individual desserts. She is new at Atria and a real find! She is a gourmet chef who brings real flavor to resident meals.

A good time was had by all. We welcome Atria Hacienda as a new member and we thank them for offering their warm hospitality, particularly during the busy holidays.

EVENTS CALENDAR

- January 3rd BOARD OF DIRECTORS MEETING – Indian Wells Historic Preservation Foundation, Indian Wells Chamber of Commerce, 45-200 Club Drive, Ste. D, Indian Wells. 4:00 pm., 760 360-2990.
- January 10th JANUARY CHAMBER MIXER – Vicky’s of Santa Fe Restaurant, 45100 Club Drive (and Highway 111), Indian Wells. 5:30 – 7:00 pm. Appetizers and Cash Bar. Door and Raffle prizes will be appreciated. Vicky’s number: 345-9770. Join us!
- January 19th SEVEN CHAMBER MIXER -.Jessup Auto Plaza, 68-111 Highway 111 & Auto Park Drive, Cathedral City (across from C,.C. Auto Center), 5:30 – 7:30 pm. John Stanley King Band Performing Live. Cash Bars and catered appetizers. Members \$3. Nonmembers \$5. Five “premium” raffle items requested of each chamber so if you wish to donate, please let us know (360-2990). Proceeds will be shared with participating chambers. Let’s all show up and mix it up with partner chambers!
- January 16th -22nd 47th BOB HOPE CHRYSLER CLASSIC – Information 1-888-MR B HOPE; www.bhcc.com.
- January 27th PLATINUM GOLF CLASSIC – Win Platinum, Play Sinatra. Sponsored by the City of Indian Wells, at The Golf Resort at Indian Wells; Scramble Format. Information 760 346-2489 (Ann). See article in this newsletter.
- February 17th -26th RIVERSIDE COUNTY FAIR & NATIONAL DATE FESTIVAL – Riverside County Fairgrounds, 46-350 Arabia Street, Indio. Information 1-800-811-FAIR or call Chamber Office 760 360-2990.
- February 21st CHAMBER MIXER – Joslyn Cove Community Senior Center, 73750 Catalina Way, Palm Desert, 5:30 – 7 pm. 340-3220. Details next issue.
- February 24th-25th THE FRANK SINATRA COUNTRY-WIDE CELEBRITY INVITATIONAL AT INDIAN WELLS COUNTRY CLUB.



ANITA POWERS
Owner

41-700 #C Corporate Way
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(760) 346-6926
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CHALLENGE CUP MEMBER-GUEST FLIGHT



Mary Bono's got great follow-through

"I was thrilled to be a part of such a well organized and enjoyable event. The Tournament was such a tremendous success that it is hard to believe this was only the event's inaugural year. I had such a wonderful time, that I am already practicing for next year!" That was Congresswoman Mary Bono's response when asked what she thought of the Dyson & Dyson Desert Cities Challenge Cup Tournament. Her team placed third in the Member-Guest Flight, with a gross score was 58 (-14). And what a team! In addition to Mary Bono were Bill Powers, Dave Stockton, Jr. and Bob Wagner.

Congresswoman Mary Bono was the Honorary Host of the Challenge Cup. An avid golfer, Ms. Bono had no trouble teaming with top-notch players for this event. Her assessment of the Challenge Cup and the Member-Guest Flight in particular was echoed by members of all 28 teams that competed. And,

while the Pro-Am was the primary focus, the players of the Member-Guest will tell you that their event was as competitive and as enjoyable.

The players on the winning team, Brent Arave, Michael Bratcher, Jimmy Hahn, and A.J. Staples, with a total gross score of 55 (-17), were indeed pleased. Brent has played the course a number of times and commented that the tournament was done very nicely. He felt it had a good format and he had a wonderful time within a "great, fun atmosphere." What he liked most was the speed of play. "Play was quick," he said. He also enjoyed having the long ball champion on one of the holes.

Keith Willard of Southland Title, invited Mike Brown (his brother in-law), Nick Bradley and Ron Alford to join his team. He used this opportunity to mix business with pleasure. Keith commented that it was an impressive field. "The course was in good shape. Greens were a little fast, but the ball held well." The team's total gross score was 57 (-15). He, too, commented that the Member-Guest Flight was "fun."

One did not have to be in the top three to have a great time. The weather was gorgeous, the mood was festive, the faces were familiar, the service was good, the play was quick and the format was different. The competitive spirit of golf prevailed.

And, Congresswoman, Mary Bono, you are a great competitor and we want you with us again in 2006!



Holiday Mixer



Super Volunteers



THE ORIGINAL INDIAN WELL

“Digging” through the history of Indian Wells, it becomes known that, yes, there really was an Indian-built well in the city. As early as 1823, the area some 4,000 residents now call home, was known as “water hole” or “Indian Wells.” The well was located East of Miles Avenue and North of Highway 111. It served as a watering point for prospectors, pioneers and stage line passengers, until a public well was dug in 1870 by the County to ease the increasing traffic through the desert.

At first, water in “Indian Wells” ran from the ground as a spring, but the water slowly dried up. The Indians dug deeper until they found water at a depth of 25 feet. There was no evidence of the use of tools so it is presumed that all this was done by hand. In 1853, Professor William Blake described steps cut in the sides of the pit, the clay so hard they appeared as stone. The soil was fine, bluish clay with a little sand. Water oozed in through the clay very slowly, but about 20 buckets of water could be siphoned

through the course of a night. Evidence of Indian trails over the hills of La Quinta indicates long usage of the well. In 1916 both the Indian well and the County well were wiped out when the present Whitewater River channel was cut by the largest flood ever to hit the valley. Early photos show no channel before this time.



Today the only reminder of the old Indian well is a roadside marker, at one time near the original site, located at the Indian Wells Civic Center. The plaque on the “rock” commemorates the Cahuilla Indian clans who dug the well and the early pioneers who camped at the well.

Stop in at the Indian Wells Chamber office and see the Foundation exhibit. Photos and facts on the Cavanagh Adobe are on display. Membership brochures are available as is, “The Legacy of Indian Wells,” by Ted Hamilton. Become a member of the Foundation. \$40 per household. Payable to the IW Historic Preservation Foundation, 45-200 Club Drive, Ste. D, Indian Wells, CA 92210.

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the list of early
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47th Bob Hope
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16th. Classic
Club will host
the tournament

for the first time, including the final round on Sunday, January 22nd, telecast by ABC Sports. The celebrity field rotation Wednesday through Saturday, January 18-21, will be Bermuda Dunes Country Club, La Quinta Country Club, Arnold Palmer Private Course at PGA WEST, and Classic Club.

After winning the 2005 Bob Hope Chrysler Classic, Leonard went on to finish 12th on the PGA TOUR money list. Former Bob Hope Chrysler Classic champions among the early entries include: John Cook, Keith Fergus, Steve Jones, Donnie Hammond and Leonard.

Classic Club, a newly designed course by the legendary Arnold Palmer, boasts an expansive course on 250 acres featuring abundant on-site parking, spectator-friendly risers and tented seating, as well as gallery viewing from plateaus throughout the scenic course. A tram will operate on the course perimeter to facilitate spectator movement.

Tickets and further details are available at www.bhcc.com or by calling 1.888.672-4673. Tickets are priced at \$25 per day, with several packages offering additional savings.

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MEMBER OF THE MONTH – TOM DOMIZI

At the Holiday Mixer, Tom Domizi's name was drawn for Member of the Month. This may have been opportune, as Tom and his wife, Marilyn, moved here from Scottsdale, AZ just last June, and they are anxious to get acquainted here in the Valley. Let's help them out!

Tom is under contract as Sales Engineer with Northwest Pipe Company, headquartered in Portland, OR. The company manufactures underground water pipes. Tom's travel is limited because his territory covers nearby Arizona and New Mexico. And, with his virtual office, he can live just about anywhere. He and Marilyn have chosen Palm Desert, where they have maintained properties for the past nine years. They are residents of the Palm Desert Resort Country Club, have three grown children, and are spending time "figuring out how to retire at this point," laments Tom.

Tom and Marilyn are new social members, so let's welcome them to the Indian Wells Chamber and to our wonderful community.



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