



# INDIAN WELLS Chamber of Commerce

The Official Newsletter of the Indian Wells Chamber of Commerce

December 2005



*Pictured with Congress Woman Mary Bono (2nd from left) are the winners of the Dyson & Dyson Desert Cities Challenge Cup - Josh Braun, Carolyn Uhl and David McKeating, with hosts Loraine and Bob Dyson. Not present - Jr. winner Jim Balok.*

## THE PURSUIT OF HAPPINESS

What makes people happy? Is it great food, laughter, music, gambling, shopping, or just hanging out with other very special people? If it is all these things and more, then people were very happy at the first-ever Dyson & Dyson Desert Cities Challenge Cup Gala at the Indian Wells Country Club on October 29<sup>th</sup>.

The party began with the unique theme, "Do what you want – when you want." Upon arrival guests were given complimentary Appetinis and Cosmopolitans, followed by a "no agenda but you" format including a silent auction of major proportions, a full casino room, gourmet food, dancing outside under the stars to popular Jeri Lynn and the Jets Band, and the hilarious Vic Dunlop of HBO fame in the Comedy Club.

Perhaps the people were the clincher. Congresswoman Mary Bono, Mayor Ed Monarch and the City Council members, Bob and Loraine Dyson, Dave Stockton, Jr., and a virtual Who's Who of the desert cities were on hand to celebrate the winners of the ProAm golf tournament and enjoy each other's company. The energy became synergy. The synergy became happiness.

This season opening party will long be remembered for its unique format designed for the pursuit of happiness. So, as we prepare for next year's Dyson & Dyson Challenge Cup gala, let us remember our constitutional guarantees to life, liberty and, of course, the pursuit of happiness.

## THE "ORIGINAL 27" FIELD TEAMS

*By Nicholas Akers*

**A**s a Tournament Director, few concerns are greater than the charter of the field, for if the competitors are unknown so goes your event. It would be difficult to have asked for better clubs from the Desert Cities to play this first year of the Dyson & Dyson Challenge Cup, Indian Wells, CA. Led by The Vintage, The Palms, The Reserve, Toscana, Tradition Golf Club, Indian Wells Country Club and The Hideaway, the competitive spirit was alive and well for the Dyson and Dyson Desert Cities Challenge Cup.

27 country clubs, from here on out known as the "original 27" fielded teams for the Dyson and Dyson Desert Cities Challenge Cup. The Golf

*continued on page 4*

**Challenge Cup Winners page 9**



45-200 Club Drive, #D • Indian Wells, CA 92210  
 760-360-2990 • Fax 760-360-5351  
 www.IndianWellsChamber.com

## Board of Directors

<b>Joe Dolphin</b> Dolphin Team at American Mortgage Express Financial	President
<b>Daniel Duncan</b> Wells Fargo Home Mortgage	Vice President
<b>Greg Fisher</b> Axiom Productions, Inc.	Treasurer
<b>Christina Bates</b> First American Title	Secretary
<b>Keith Brinson</b> Sun West Construction, Inc.	Past President
<b>Al Liebman</b> Exit Oasis Realty	Board Member
<b>Nick Akers</b> Nicholas D. Akers	Board Member
<b>Gretchen Caldwell</b> Vista Cove at Rancho Mirage	Board Member
<b>David Klose</b> New York Life	Board Member
<b>Anita Powers</b> Powers Awards, Inc.	Board Member
<b>Marcie Stone</b> McCallum Theatre	Board Member
<b>Loretta Moss</b> OCB Reprographics	Board Member
<b>Kristi Prieto</b> Indian Wells Resort Hotel	Board Member
<b>Lucy Schwartz</b> Lips By Lucy	Board Member
<b>Valerie Ward</b> Waste Management	Board Member
<b>Michelle Thueson</b>	Founder

## President's Note



Someday in the not too distant future, your Indian Wells Chamber will conduct seminars on how to improve your business, make employees happier, and expand profitability. In the meantime, if you want to do any of these things now then look no further than your local bookstore. On November 11, 2005, Peter Drucker passed away at the age of 95. He was born in Vienna, Austria, and fled the Nazis to the United States in 1937 and over his career became the most respected management Guru in the world. President George W. Bush awarded him the Presidential Medal of Freedom in 1992. Known widely as the "father of scientific management" Peter stressed the need for community and suggested that volunteering in the non-profit sector might be the key to community. His most recent works include *Managing Oneself* 2005. So, if you can't wait for our first seminar or just want to improve your business in the New Year, then pick up one of the 39 books authored by Peter Drucker. I guarantee you it will be well worth it.



44495 Town Center Way

Palm Desert, CA 92260

Office: 760-601-3252

For all your Commercial Real Estate needs!

## 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.

Worth every minute.

**“You read that *where?*”**

The valley's #1 source for news & information.  
 To start home delivery call 322.5555

**The Desert Sun**  
 thedesertsun.com

# Grandson As Cool As They Come, too

In 1938 the great Seabiscuit beat War Admiral at the Pimlico Special in the most celebrated match race of all time. In the irons piloting Seabiscuit to victory was George Woolf, known as “The Iceman”, for his calm demeanor and patient riding style.

Sixty-seven years later his grandson, Steve Schwartzter, became “Iceman II.” Like his grandfather, calm demeanor and patience is paying off, but this time in golf. Whether it’s hitting an impossible sand shot within three feet of the pin or dropping a forty foot putt for eagle, Steve has ice water in his veins. He posted a low gross score of minus 5 in the Dyson and Dyson Challenge Cup, won the Frank Sinatra, and just shot a sixty in the Tommy Bahamas Charity Tournament.

Married to Indian Wells Chamber Board Member, Lucy Schwartzter of Lips by Lucy, Steve is retired from a Senior Vice President post at Wells Fargo Bank. He spent 30 years at Wells Fargo and apparently most of that time was on the links.

At Santa Anita Racetrack in the paddock is a bronze statue of the great George Woolf. He is probably looking down from above and saying, “Dam, my grandson can sure play golf.” Congratulations go to “Iceman II.”



## PACIFIC LIFE OPEN BALLOT MEASURE H PASSES

In what may have been the largest margin of victory for any tax increase measure ever recorded, Indian Wells voters passed the increase in the Admissions Tax by 82%. This mandate gives the City Council the authority to increase from 5% to 10% in 1% increments every two years beginning in 2007 the tax applied to tickets at for-profit events in Indian Wells. This component of the overall deal cut between the City of Indian Wells and PM Sports was seen as important in keeping City costs for services and sponsorships to a minimum.

The Chamber felt this issue was so important to the business community that it formed a P.A.C. to run a “Yes on H” campaign. Al Liebman became the Treasurer and staff member Karoline Kessler handled the filings required by the State. Most important was the dedicated volunteers who



worked on its passage. Suzanne Nash managed the volunteers and directed the campaign. They called registered voters in the City to invite them to a seminar to learn about H from City Manager, Greg Johnson. 300 voters attended. They designed mailings and posters for business windows. Then, other Chambers throughout the Coachella Valley endorsed Measure H at a Press Conference at the Indian Wells Tennis Gardens. Mayor Monarch thanked the Valley Chambers for their support and appeared in The Desert Sun under the headline, “Chamber Music Yes on H” the next day.

The Chamber would like to thank all the dedicated volunteers for their efforts and especially recognize Suzanne Nash for her tireless leadership and a job well done.



**ANITA POWERS**  
Owner

41-700 #C Corporate Way  
Palm Desert, CA 92260

(760) 346-6926  
Fax: (760) 346-3343



ASSISTED LIVING

Brighton Gardens  
of Rancho Mirage  
72201 Country Club Drive  
Rancho Mirage, CA 92270  
**760-340-5999**

www.brightongardens.com



# THE “ORIGINAL 27” FIELD TEAMS

*continued from front page*

Resort at Indian Wells had its East course set to Championship Conditions as greens and pin positions were described by players as being somewhere between fast and impossible. At the end of the first day of play Rancho La Quinta was out in front by 8 strokes, with a pack of 6 wondering if they could mount a comeback day two.

If anyone doubted the course condition, by the end of the front nine on the first day they knew better. One pro said it best: “a full pro field would find this course a handful.” But regardless of the challenges, the teams forged forward and most to their surprise led by juniors whose competitive spirit will not be forgotten. “She just knocked it straight at the cup and got it within two feet; the rest of us were just playing hockey on that hole,” said Frank Shiro from Indian Wells Country Club. Joe Williams, Head Golf Pro at the Golf Resort at Indian Wells, referred to his junior player as “exemplary” and “wonderful to play with.” He was so impressed he wrote to the junior player’s parents. More than a few pros would make similar comments after the first day, for as it turned out these kids have game.

As the sun rose on the last day the East Course at the Indian Wells Resort would be played in competition, there was a feeling from the field that better team golf was the order of the day. On that day the Pro-Am Field would be joined by a Sponsor Guest field on the West Course. Notable was Congress woman Mary Bono, playing with Dave Stockton, Jr. Their foursome, hosted by Bill Powers, would end up third in the member guest flight.

In the end it would be Desert Princess Country Club coming from behind, having to make up 7 strokes on the second day, that would win. On any given day things change in golf. Pro Fred Nadue would win the pro competition. Of course, the big winner – the Desert Cities. All the clubs have a chance next year to settle up. I can’t wait.

If a tournament’s momentum has a subset, it’s commitment and on this final day of play the energy was high. To reward the commitment of the original 27 clubs, Bob Dyson stepped up with a \$100,000 purse for the 2006 competition. There is no point dancing around the future of this competition. The best of the best Country Clubs in the region, the biggest purse of its kind, the greatest juniors helping to give chase, and club pros given their just deserve for making the Desert Cities the Mecca of golf.



*It doesn't get  
any easier.*

At Millennium Mortgage we offer a mortgage program for virtually every size home and every type of borrower. Whether you're looking for:

- Construction Loans
- Investment Property
- Rate Refinancing
- Interest Only
- Lot Loans
- Purchase Home Loans
- Cash-out Refinancing
- Zero-Down Loans

Call us today at  
**760.837.7391**  
mmchomeloans.com

**MILLENNIUM  
MORTGAGE**  
43-645 MONTEREY AVENUE, SUITE D  
PALM DESERT, CALIFORNIA 92260-9309

Millennium Mortgage is a Direct Lender and Licensed with the State of California Department of Corporations 4410063

# Dyson & Dyson Challenge Cup - Club Casino Gala



# Holiday Mixer – December 8<sup>th</sup>

Atria Hacienda welcomes the Indian Wells Chamber! Join our host poolside and in the incredible garden area for a very special evening. The desert's premier assisted and retirement resort welcomes all chamber members and their guests. Enjoy the beautiful December evening socializing, tasting and enjoying libations from their complimentary open bar.

You will enjoy a sampling of assorted appetizers from their Executive Chef, Le McClellan and see why the "Art of Atria" dining is heralded as one of the finest food programs in the country. Atria Hacienda is proud to be hosting the Chamber Mixer Thursday, December 8<sup>th</sup>, from 5:30 – 7:00 pm. Raffle gifts or unwrapped toys for children in need will be most welcomed.

Atria Hacienda is located on Monterey Avenue in Palm Desert right across from J.C. Penny's. For more information, please call 760 341-0890. Let's raise a toast to our newest member and host! Don't miss it!

## HATS OFF TO OUR SPONSORS AND FRIENDS

...to Loraine and Bob Dyson for leading the way with their impressive sponsorship and to the staff of Dyson & Dyson Real Estate Associates for their friendship and active participation. They helped turn the dream of a Desert Cities Challenge Cup into a reality.

...to Millennium Mortgage for its generosity and, in particular, to Brent Platt for stepping up to the tee with the sponsorship of the Pro Purse.

...to the City of Indian Wells and its leaders, Ed Monarch, Mayor; Conrad Negron, Sr., Mayor Pro Tem; Rob Bernheimer, Councilman; Mary T. Roche, Councilwoman; and Greg Johnson, City Manager, for their guidance, encouragement and incredible support from the very inception.

...to The Golf Resort of Indian Wells for its top-notch professionalism in every single event they ran and to its courteous staff who made everyone feel welcomed.

...to Nike Sponsorship and for delivering Tiger Woods for our TV commercials.

...to Indian Wells Country Club for establishing the perfect venue for our Club-Casino Gala.

...to CBS TV2 for helping us out with over 20 individual stories over a two-week period.

...to KJazz 102.3 and Jim "Fitz" Fitzgerald for giving air time to the event and to Time Warner Cable and The Desert Sun for their media sponsorship.

...to our Presenting, Premier and Featured Sponsors for their financial commitments and their active participation in the two-day Challenge Cup Tournament.

...to The Expo Exhibitors and all other companies that helped make this golf tournament interesting, fun and memorable.

Last but far from least, thanks to the country clubs that participated in the two-day Pro-Am and gave opportunity to pros, club champs and junior golfers to compete in the very first tournament of its kind.

www.IndianWellsChamber.com

## NEW MEMBERS

- Atria Hacienda
- Bruce Blomgren, Dyson & Dyson Real Estate
  - Contruction Services, Inc.
  - Lips By Lucy
  - Nina S. Marcinek
  - R. S. Boreham & Co. Inc.
- Hector A. Soriana
- Stargazing Ceilings of the Desert

**JESA**  
printing

41-921 Beacon Hill, Ste. B  
Palm Desert, CA 92211

phone (760) 776-5430  
fax (760) 776-5420  
email: sales@jesaprinting.com  
website: jesaprinting.com

ALWAYS LEAVING A LASTING IMPRESSION

**DOLPHIN**  
RENTS, INC. EVENT SERVICES

CALL 760-345-1900

**Terry LeMiere**  
Terry LeMiere Productions



(760) 345-0401 direct  
(760) 345-2561 main  
(760) 360-4492 fax  
1800 345-0401  
PO BOX 1111  
Indian Wells, CA 92211



# EVENTS CALENDAR

December 8<sup>th</sup> Holiday Mixer, hosted by our new member, Artia Hacienda (luxury retirement, independent and assisted living community), 44600 Monterey Avenue, Palm Desert (directly across from JC Penny). Raffle gifts or unwrapped children's toys most welcomed!  
5:30 – 7:00 pm.

January Mixer Vicky's of Santa Fe Restaurant, 45100 Club Drive, Indian Wells (in front of the Chamber office). 5:30 – 7:00 pm. Date to be  
DATE TO BE ANNOUNCED.

*Build Wells*  
Construction, Inc.

RESIDENTIAL AND COMMERCIAL BUILDER

KEITH BRINSON  
PRESIDENT

WKS (760) 773-4487  
CELL# (760) 409-3506  
Fax# (760) 779-0498  
kbrinsongrp@aol.com

Jack Brittain, Jr.

TEMECULA VALLEY BANK

www.temeculavalleynb.com

21000 Main Street, Suite 100, Indian Wells, CA 92210  
909.449.8100 • 909.449.8100 • 909.449.8100  
www.pacificwesternbank.com

Daniel L. Duncan  
Sales Manager

WELLS FARGO

Wells Fargo Home Mortgage  
MAC #3599-011  
39000 Ave 47 Suite 2112  
Lakewood, LA 92255  
760 399-3100 Office  
760 564-6780 Fax  
760 399-3648 Cell  
daniel.duncan@wellsfargo.com

# Faster than a speeding bullet

(our loan process)

PACIFIC WESTERN BANK  
www.pacificwesternbank.com

La Quinta (760) 777-7447    Indian Wells (760) 836-0870    Cathedral City (760) 324-9483    Palm Springs (760) 416-3336    Twentynine Palms (760) 367-0500    Yucca Valley (760) 365-6371

Member FDIC



# Dyson & Dyson Desert Cities Challenge Cup

## *The Winners*

Pro-Am Position	Par 72 Club Team	Round 1 Pro/Junior/Men/Lady	Round 2	Net Score
1	Desert Princess Country Club II	136	131	267 (-21)
2	Golf Resort at Indian Wells	137	132	269 (-19)
3	Rancho La Quinta Country Club	128	143	271 (-17)

Individual Pro Position	Name	Club Team	Round 1 Score	Round 2 Score	Total Score
1	Fred Nadeau	Rancho La Quinta CC	69	73	142 (-2)
T 2	David McKeating	Desert Princess CC II	76	74	150 (+6)
T2	John Hearn	The Reserve	76	74	150 (+6)

Member-Guest Position	Par 72 Player Names	Team Total Gross Score
1	Brent Aravee, Michael Bratcher, Jimmy Hahn, A.J. Staples	55 (-17)
2	Keith Willard, Mike Brown, Nick Bradly, Ron Alford	57 (-15)
3	Mary Bono, Bill Powers, Dave Stockton Jr., Bob Wagner	58 (-14)

Congratulations! For detailed results, visit [www.dysonanddysonchallengecup.com](http://www.dysonanddysonchallengecup.com)

## Desert Cities Challenge Cup Photo Gallery



## Photo Gallery Continued



## *Special Letters of Thanks*

- “On behalf of the City and Staff, I would like to extend enthusiastic congratulations and heartfelt thanks for the Chamber’s triumph with the inaugural Dyson & Dyson Desert Cities Challenge Cup,” wrote Ed Monarch. “From start to finish, this two-day Pro-Am golf tournament was a phenomenal success and we look forward to having this memorable annual event in Indian Wells for many years to come.” Ed Monarch, Mayor City of Indian Wells

- “On behalf of the John F. Kennedy Memorial Foundation and its Board of Directors, I would like to personally thank you for your generous gift of \$7,000.00 for the Ophelia Project. Your generosity is extremely important in allowing our volunteers to continue to enrich the lives of young teenage girls.” Susan Francis, Chief Executive Officer, John F. Kennedy Memorial Foundation.

- “The Gerald Ford School community cannot thank you enough for including us as a benefactor of the Dyson and Dyson Challenge Cup,” wrote K. E. McLaughlin, Principal. “Our goal is to build an ‘Indian Wells Activity Center’ on our campus that will be utilized by our teachers to enhance the curriculum through the arts and physical education. Your contribution will go a long way to make our project come to fruition.” Gerald R. Ford Elementary School.

- “Kudos to the Chamber! What a great event! Everyone I talked to was impressed and a good time was had by all. I am proud to be a member.” Sharon Devine, Village Realty.

- “I played at the Pro-Am Tournament this past weekend, and wanted to thank you for coordinating it. It was awesome to play in it and I hope I’ll play next year.” Veronica Valerio, Temecula, CA.



# Rotary Mixer Huge Success



In what promised to be a unique mixer, the Indian Wells Rotary Club and the Indian Wells Country Club co-sponsored a first ever Rotary Mixer for the Indian Wells Chamber of Commerce. Kay Wanner, Rotary President, welcomed 120 guests, including members of Rotary from clubs across the Coachella Valley, by declaring our club as “the greatest in the world.”

and the 50<sup>th</sup> birthday of the Indian Wells Country Club. Moderator Alex Negron asked the question, “What does Paul Harris have in common with Desi Arnez?” His answer, “They both enjoyed Cuban cigars,” brought as many laughs as groans. He did, however, raffle off over \$3,000 worth of goodies to a very happy crowd.

We all celebrated the 100<sup>th</sup> birthday of Rotary

Thank you to Indian Wells Rotary and Country Club for helping the Chamber.



# VISTA COVE

## AT RANCHO MIRAGE

- An Active Adult Memory Care
- Specializing in Alzheimer & Dementia
- Gated Community - 2 1/2 Acres

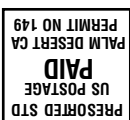
760-324-4604

[www.vistacove.net](http://www.vistacove.net)

RCFE No. 336408433

**Gretchen Caldwell**

*Director of  
Community Relations*



45-200 Club Drive, # D  
Indian Wells, CA 92210