



# INDIAN WELLS Chamber of Commerce

The Official Newsletter of the Indian Wells Chamber of Commerce

November 2005

## REGISTERED VOTERS TURN OUT FOR FORUM

Close to 300 Registered Voters attended the first-ever City Council Candidate Forum, held on October 11<sup>th</sup>. The forum also included a presentation on the upcoming Ballot Measure H (Indian Wells Tennis Gardens Admission Tax). Interest in both was extremely high, given the high quality of the three candidates running for the one vacant council seat and the importance of the passage of Measure H to Indian Wells and the entire Coachella Valley. Election day is November 8<sup>th</sup>.

The forum was sponsored by the Indian Wells Chamber of Commerce, supported by the City of Indian Wells, and hosted by the Indian Wells Country Club - a winning combination!

The format included a welcome by Joe Dolphin and the introduction of Moderator, Alex Negron and the three candidates — Keith Brinson, Patrick Mullany, and Larry Spicer — each with an impressive list of qualifications. The candidates had been given three questions in advance and, at this forum, were provided with the opportunity to respond to each to their constituents, within formatted guidelines established by the Chamber. The written questions were:

1. Much has been said about the quality of life in Indian Wells. What does quality of life mean to

you? And how will you preserve it?

2. Few residents have said that Indian Wells has been too generous with tax payer's money in donating millions of dollars to Eisenhower, the University and other grants and aid. What is your position in regard to these expenditures?

3. The city is fortunate to host the 5<sup>th</sup> largest Tennis Tournament in the world, the Pacific Life Open. What is your position on Measure H, the Admission Tax ballot Measure? Please explain why.



Following candidate responses and Measure H Presentation by the City Manager the audience was given the opportunity to ask questions.

This was a lively, interesting, and stimulating forum, the first of its kind. The candidates were prepared, articulate and individual in their responses, and the audience had the opportunity to compare and evaluate each candidate who will be on the November 8<sup>th</sup> Ballot. Your right to vote is "precious," so be informed of the candidates and the issues, and turn out to vote!

To view responses of the candidates to all the questions, go to City Channel 17, where the entire forum is being aired twice a day until November 8<sup>th</sup>.



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>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> Winners Ink & Toner	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



It is certainly an honor to be associated with the 52 wonderful people who give of their time to volunteer at the Chamber. Yes, a month ago we put out the word all over town. The Chamber needs volunteers to help on the Golf Tournament, at the Chamber, and on Measure H passage. We held a breakfast and 34 people showed up to help. Then another 18 added their names to the list. As we go to print more are coming in the door.

### The Honor Role of Volunteers to date:

Suzanne Nash	Joanna Akers
Betty Roseberry Trower	Amy Kemper
Berit Reistad	Rick Brown
Sharon Devine	Vicky Brown
Kathy Ferreira	Jean Baranowski
Liz Kennedy	Jack Murgatroyd
Nancy Jorgensen	John Kay
Howard Fredericks	Irene Hearn
Judy Hoyt	Tim Hicks
Margot Green	Jeff Lilly
Beverly Dillman	Don Woodaman
Peggy Brimer	Bill Ka'Anoi
Carole Nelson	Terry Arca
Betty Cheney	Brinn McKone
Gordon Shearer	Marion Cottingame
Vincent Gioia	Jack Toland
Darlene Casella	Alex Negron
Nancy Dolphin	Tim Schallberger
Karoline Kessler	Michelle Thueson
Ron J. Silensky	Patricia Dolan
Alexis Larson	Patrick Dolan
Florence Kruciak-Hernandez	Lindsay Marsh
Beverly Bergh	Sue Carter
Alan Lapham	Hector Soriano
Geraldine Celestre	Lloyd Johnson
Sherry Hamilton	Christy Majors
	Shirley Peterson

THANK YOU.

## 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.

# Moderator Man



First there was Superman then came Spiderman. At the Indian Wells Chamber it was different. First came Raffle Man then came Moderator Man.

Chamber member Alex Negron's motto, "if you don't have fun it's your own fault," became abundantly

clear as he offered his percussive voice for the raffle drawing at one of the Chamber's record-attending mixers. Hence, he became known as the Raffle Man. Then .....Joe Dolphin, Chamber President, tapped Alex to moderate the Candidate Forum on October 11<sup>th</sup>. Those of you who attended witnessed his prowess at the microphone.

Alex Negron calls himself a risk-taker, and his background reflects the successes he reaps because he takes risks. An athletic scholarship to Cal State Northridge led to a baseball career, followed by health club management. One of his great experiences was running a very exclusive indoor golf and country club in New York City—the Wall Street area, no less! He was even in the ticker tape parade on Broadway to celebrate the end of the Gulf War in 1991. He did not moderate that event.

"I have moved away three times and am always drawn back to our desert," Negron says. Little wonder; he is blessed with great parents who live in Indian Wells, Conrad and Lucy Negron, and two brothers, Taylor and Conrad, plus a cousin, Chuck. Has been married to wife Maggie for over twenty years, and they have two daughters, Christina 16 and Annie 14.



Motivated by a concept he first saw in Las Vegas, Alex started a new business which taps into his sales and management background, but goes a big step further. It is his *passion*. He formed Stargazing Ceilings of the Desert. "Imagine simply flipping a switch in your bedroom and finding yourself instantly transported outdoors to a breathtaking view of the night time sky. You see thousands of stars, constellations and galaxies. It is invisible by day; at night your ceiling magically disappears and you have a 3D virtual view of the heavens." To learn more about this relaxing, stress-relieving, educational art form, call Alex for a demonstration at 760 409-7035, or visit his website [www.starscapesfx.com/1707.htm](http://www.starscapesfx.com/1707.htm).

Alex is a star, whether it's on your bedroom ceiling or moderating a political forum. Thank you, Moderator Man.



**Brighton Gardens  
of Rancho Mirage**  
72201 Country Club Drive  
Rancho Mirage, CA 92270  
**760-340-5999**  
Assisted Living • Memory Care •  
Nursing Home


[www.brightongardensliving.com](http://www.brightongardensliving.com)





**ANITA POWERS**  
Owner

41-700 #C Corporate Way Palm Desert, CA 92260	(760) 346-6926 Fax: (760) 346-0343
--	---------------------------------------



**Joe Dee Michaels**

ph (760) 864-7204  
http://www.joedeemich.com

deemich@aol.com  
[www.joedeemich.com](http://www.joedeemich.com)

**Terry LeMiere**  
Terry LeMiere Design



(760) 345-0401 direct  
(760) 345-2561 main  
(760) 360-4492 fax  
[www.terrylemiere.com](http://www.terrylemiere.com)



1800 U.S. Hwy  
Indian Wells, CA 92210



# NOVEMBER MIXER – NOVEMBER 15<sup>TH</sup>

The Rotary Club of Indian Wells and the Indian Wells Country Club are graciously co-hosting our Chamber's November Mixer. It is planned for Tuesday, November 15<sup>th</sup>, 5:30 to 7:30 PM, at the Indian Wells Country Club, 46000 Club Drive, Indian Wells. Entrance is \$5 for members; \$7 for non-members.

This will not be our "usual" mixer. It's a birthday bash for both of our hosts – to celebrate the I. W. Country Club's 50<sup>th</sup> birthday and Rotary International's 100<sup>th</sup> birthday. This shouldn't be missed.

Hors d'Oeuvres and no-host bar will be offered. The Chamber will have its fund-raising raffle, so gifts from our members will be most welcomed.

Let's help our hosts celebrate their milestone birthdays and show our support for their success and our appreciation for their friendship and continuous support.

## SOROPTIMIST INTERNATIONAL OF LA QUINTA - COACHELLA VALLEY

Holiday Golf Classic with Val Skinner and Friends:

We are back at the La Quinta Resort and Spa Dunes Course Sunday, December 11, 2005 – registration and warm up 7:00 AM. Clinic instruction from the lady pros 7:30AM - shotgun start 8:30. Lunch (delicious food) with awards and raffles 1:30 PM.

Player entry forms are in the mail. If you do not receive one, please call Bev Montgomery, 760 564-3317. We also need sponsors so please sign up by calling Bev.

Val has been sharing her talents, techniques, and golf stories with our tournament for 18 years. It's a fun Sunday and very festive, and the proceeds go to local charities: Soroptimist House of Hope, Boys and Girls Club La Quinta Unit, Val Skinner Foundation for Breast Cancer, and Women Helping Women and Children Projects.

Bev Montgomery, 78-483 Calle Huerta, La Quinta, CA 92253

760 564-3317 - 760 564-4597

## BOARD OPENINGS

Ballots for new board position openings will be mailed later in November.



## MEET THE STAFF



Many of you have already met Carol Hedwall. She has been "job-sharing" with Sally Tobin for the past two months. She was introduced to us by Sally, who feels Carol's skills and interests are complementary to hers and together they can support the needs of a growing Chamber. Carol is a Charter Member and a two-year resident of Indian Wells. Originally from Oregon, Carol spent her entire career in New York City, where her professional experiences were, "stimulating, diverse and challenging." She held managerial positions in airline, banking, healthcare and nonprofit sectors. Management Consulting was her most fulfilling role. Among her clients were Citibank, Merck, American Express and Marsh Inc. She was in NYC during 9/11 and provided crisis management consulting to client companies that endured painful loss of employees at the World Trade Center. Carol holds a BA Degree in Sociology and a Master's Degree in Medical Social Work. Carol loves to work directly with people, write, and manage projects. She is an experienced volunteer in the Arts, Healthcare, and Life Issues Counseling.



Lavin Masters

phone (760) 776-5430

fax (760) 776-5420

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

email: lavin@jesaprinting.com

website: jesaprinting.com

ALWAYS LEAVING A LASTING IMPRESSION

# YES on Measure H – The Last Step

It was reported in *The Desert Sun* that the United States Tennis Association's board approved making an investment in the Pacific Life Open, thus helping to secure the international tennis event's long-term future in Indian Wells.

"The USTA's support will include a financial investment as well as resources to enhance the tournament's marketing, sponsorship and television activities," according to a release by the USTA. "In addition, the USTA will have the option to expand its pre-existing investment over the next six years."

The USTA was being asked to invest in the tournament to assist in the leveraged buyout of International Management Group, which owns a 50 percent interest in the tournament.

Raymond Moore, President of PM Sports, which owns the other 50 percent of the Pacific Life Open, was not able to comment on the terms of the deal, but anticipated that it will meet the approval of PM Sports and its investors. "The objective that this serves is buying out IMG and keeping the tournament in the U.S.," USTA president Franklin Johnson said. "I believe this will get us there."



"The Pacific Life Open is one of the top six tennis tournaments in the world, and we look forward to working with our new partners — Charlie Pasarell, Raymond Moore, and the city of Indian Wells — to bring a new level of success to this marquee event for tennis in our country," said Arlen Kantarian, the USTA's chief executive of professional tennis.

The City of Indian Wells has worked tirelessly to find ways to keep the tournament here. In August, the City agreed to buy a 27-acre piece of land from PM Sports for \$15 million. The City is also putting before the registered voters of Indian Wells Ballot Measure H, which if passed could increase the tournament admission from its current 5 percent to 10 percent incrementally over the next ten years.

The last step, that only we as Indian Wells voters can do, is to vote YES ON H on November 8<sup>th</sup>. This morning, *The Desert Sun* recommended a Yes on H vote in an editorial. Now it's up to the registered voters of Indian Wells to complete this last step.

For agreement details, go to our website [www.indianwellschamber.com](http://www.indianwellschamber.com) or *The Desert Sun*, 10/24/05.



## Keeping Time

Hats off to our Candidate Forum Time Keepers! Indian Wells Chamber members, Patricia and Patrick Dolan, used tennis rackets to give the City Council Candidates their 15-second notices. Cleverly, they used the back sides to pitch Yes on H. The



candidates saw the time remaining while those in the audience saw the vote pitch. Game, Set, Match!

## EVENTS CALENDAR

- November 8<sup>th</sup> Election Day – 7 a.m. – 8 p.m.  
"YES on H" Refer to back cover of your sample ballot for polling places.
- November 15<sup>th</sup> Chamber Mixer, hosted by the Indian Wells Country Club and the Indian Wells Rotary Club, 5:30 to 7:30 p.m., Indian Wells Country Club.
- November 29<sup>th</sup> Mayor's Breakfast – Update of the State of the City Address, Indian Wells Resort Hotel, 7:30 a.m. For Reservations and Information call the Chamber office 760 360-2990.
- December 8<sup>th</sup> Holiday Mixer, hosted by our new member, Hacienda Artia (luxury retirement, independent and assisted living), 44600 Monterey Avenue, Palm Desert (directly across from JC Penny)  
5:30 – 7:00 p.m. Join the fun!



**Nancy Dolphin**  
Mortgage Consultant



11000 Jamboree Ave.  
Suite 100  
Tustin, CA 92680  
760-574-4035 Home  
760-544-1443 Cell  
naldolphin@metamorph.com

**Daniel L. Duncan**  
Sales Manager



**Wells Fargo Home Mortgage**  
MAC #3599-011  
3900 Ave 42 Suite 202  
LaQuinta, CA 92753  
760 399-3100 Office  
760 364-6780 Fax  
760 399-1648 Cell  
daniel.duncan@wellsfargo.com



**Jack Brittain, Jr.**

21112 Main St., Suite 100, La Quinta, CA 92551  
Tel: 760-339-0111 • Fax: 760-339-0111 • Cell: 760-339-0111  
www.temeculavalleybank.com

**LIBERTINE**



**MAURICE JARVIS**

1155 S. Orange Ave., Suite 100, La Quinta, CA 92551  
Tel: 760-339-0111 • Fax: 760-339-0111 • Cell: 760-339-0111  
www.libertine.com

**Build Well**  
Construction, Inc.



RESIDENTIAL AND COMMERCIAL  
BUILDER

**KEITH BRINSON**  
PRESIDENT

WORK (760) 773-4487  
CELL# (760) 409-3506  
Fax# (760) 779-0488  
kbrinsonrp@aol.com



**SHARON DEVINE**  
(760) 578-4428

OFFICE: (760) 340-1397 FAX: (760) 541-4173  
7399 Highway 111, Suite 112 - Lakeside, CA 92553  
Email: sharon@villager Realty.com

**TINA BATES**  
Business Development

**First American Title Company**

44-961 Y Page Court, Suite A • Palm Desert, California 92260  
Tel: 774-9854 • Cell Phone: (760) 281-4960 • Fax: (760) 776-1162  
t.bates@firstam.com • www.firstam.com • 9351-100



Bus: (760) 771-1070  
Fax: (760) 564-3643  
Direct: (760) 774-1029

**Al Liebman**

Branch Manager  
E-Mail: al@alibman.com

78120 Calle Estero #207 La Quinta, CA 92253  
Direct: 760-774-1029



**David G. Klase**  
Financial Services Professional  
California License #0507135



**New York Life Insurance Company**  
Company Agent  
20245 Main Street, Suite 2000  
Palm Desert, CA 92260  
760-339-1648 Cell  
760-339-1648 Home

**NY LIFE Securities Inc.**  
Registered Broker/Dealer  
1100 California Street, Suite 300  
San Francisco, CA 94109  
(415) 774-1111  
www.nylife.com

The Computer Edge, Inc.

**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  
RCFE No. 336408433

**Gretchen Caldwell**  
Director of  
Community Relations

# Candidate Forum - Oct. 11th



Mullany Spicer Brinson



# FISHING FOR A LOAN?

## Catch Dolphin at AME Financial



### People Friendly Loans

760.574.4035

- 23 Years of Lending Experience
- Intelligent Solutions
- Creative Options

[ndolphin@amefinancial.com](mailto:ndolphin@amefinancial.com)

**Nancy Dolphin**  
Senior Home Loan Officer



at

**AME**  
Financial



CA Dept. of Real Estate, Real Estate  
Broker License #00989091

For financial or legal advice, please  
consult a licensed professional.

PRESORTED STD  
PAID  
US POSTAGE  
PALM DESERT CA  
PERMIT NO 149

[www.IndianWellsChamber.com](http://www.IndianWellsChamber.com)

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

