



## *BUSINESS ELITE NEWSLETTER*

February 2008

Issue I

### **CHAMBER FINDS NEW HOME**

On January 4<sup>th</sup>, 2008, the Indian Wells Chamber of Commerce relocated to the Executive Suites north-west corner of Cook and Highway 111.

Although the Chamber office at the Indian Wells Tennis Garden was small, employees of Sun West Construction, Inc. donated their time and trucks to move the very heavy desks and boxes from the old office. This was courtesy of Keith Brinson, President of Sun West Construction. Many thanks to all who were apart of the move!

Our new address and phone numbers are as follows: 74-980 Hwy. 111, Ste. 101, Indian Wells, CA 92210. Phone: 760-346-7095 Fax: 760-346-7605 [www.IndianWellsChamber.com](http://www.IndianWellsChamber.com). The Chamber extends a warm welcome to all who would like to

stop by and see the new office.

### **EXECUTIVE DIRECTOR NAMED**

Chairman of the Board, Keith Brinson, announced the appointment of Ruth Finholt, as Executive Director for the Indian Wells Chamber of Commerce. Finholt began her new position on December 21, 2007. Ms. Finholt succeeds Janet Cook, who recently resigned to take a position with the Indio Chamber of Commerce. Although, Cook's position with the Indian Wells Chamber was temporary, the Chamber appreciates her efforts for the three months she was with this Chamber.

### **WANTED AMBASSADORS**

As this very vibrant Chamber of Commerce grows to become a major player in this valley, they are in need of friends and residents of Indian Wells, to donate their free time to

help the Chamber in this uphill climb. The Ambassadors are the backbone of the organization, and there is no such thing as too many. Contact the Chamber at 760-346-7095 if you would like to become a part of this committee.

### **NEWSLETTER GETS A FACELIFT**

To start the new year on a good note, our newsletter is getting a facelift!

As in the past, we will always save a space for the photos from the special events that we host, but will be inserting articles from our members that will promote the growth of other businesses in the Chamber.

A business card space will highlight the member of the month who will be chosen at random.

New members will have an opportunity to submit a paragraph with photo for publication in "*Business Elite Newsletter*".

**INDIAN WELLS CHAMBER OF COMMERCE**

**74-980 Highway 111, Ste. 101**

**Indian Wells CA 92210**

**Phone: 760-3467095 Fax:760-346-xxx**

**[www.IndianWellsChamber.com](http://www.IndianWellsChamber.com) email: [info@indianwellschamber.com](mailto:info@indianwellschamber.com)**

**INDIAN WELLS  
BOARD OF DIRECTORS**



Keith Brinson, Chairman  
Sun West Construction, Inc.

Denise Kramer  
The Desert Radio Group

Daniel Duncan, 1<sup>st</sup> Vice-Chair  
Bank of America

Al Liebman  
Liebman Realty Group, Inc.

Ruth Finholt, Executive Director  
Indian Wells Chamber of Commerce

Alex Negron  
Starlight Rooms

Sharon Devine, Secretary  
Village Realty

Kristi Prieto  
Indian Wells Resort Hotel

Greg Fisher, Treasurer  
American Heart Association

Chris Vargo  
Planet Palm Springs

Dean Hay  
Eisenhower Medical Group

Valerie Ward  
Burrtec Waste & Recycling Services

John Hussar  
PR NewWorks

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***PROFESSIONAL STAFF***  
Laurie Moxley, Bookkeeper



**MISSION STATEMENT**

**To consolidate, coordinate, and promote the economic vitality and long term prosperity of business in Indian Wells, to advocate the interest of local business to government organization 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.**



## Events

*December Mixer*  
*Thank You to John,*  
*Cassie and the Atria staff*  
*for your generous hospitality!*



John Redford,  
Executive Director



Chefs Helen & Jerry



Ruth and Tonita



Russel, Chris & Laurie  
in the Spirit!



L to R: Ed Kennedy, Josenka Sabanovic,  
Nancy Jorgensen, Craig Rumbaugh  
and Pam McKay

# *Member of the Month*

## *November*



*Chris Vargo*

*Planet Palm Springs.com*

Chris moved to Palm Springs in 1993. He turned an adversity, degenerative eye disease, into a successful internet based communications company.

PlanetPalmSprings.com is a searchable Internet Guide that covers approximately forty-five miles of the Coachella Valley including the cities of Palm Springs, Cathedral City, Desert Hot Springs, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella.

Chris is an intelligent, inspiring individual who contributes his time, energy and ideas to the communities he represents. We are proud to have him as a member of the Indian Wells Board of Directors.

### **BUSINESS ELITE CITY GUIDE**

The Indian Wells Chamber of Commerce is proud to announce the completion of their new City Guide. This beautiful table top book, as new projects often due, took longer than expected to complete but the extra few days was well worth the wait. The guide includes many, many editorial pages of shopping, restaurants, hotels and activities such as golf. Also, incorporated is the history of Indian Wells. A membership guide and advertiser's list are provided for quick access.

Laurie Moxley, our favorite chamber employee, worked diligently, to make sure the membership pages were correct. The well established publishers of Chamber directories, maps and tourist guides, Village Profile, have worked closely with the Chamber during the creation period of the guide. We look forward to receiving the guides. We will keep you posted as to their arrival.

### **NEW EVENTS**

The Chamber is looking for new events that will add to the Chamber's bank account and promote business in the City of Indian Wells. Although, the Board of Directors and the Chamber staff have many new events planned for this year, we would like to hear from YOU! Any suggestions would be welcomed. The participation of our members is important to us.

Your suggestions can be emailed to [RuthFinholt@IndianWellsChamber.com](mailto:RuthFinholt@IndianWellsChamber.com).

### **MEMBERSHIP DRIVE NEW MEMBERS WANTED!**

We are starting the new year off with a big push for new members.

If you know of any business owners or residents that would like to members of this very prestigious Chamber of Commerce just give us a call and we will take care of the rest...

A big thanks to all the members that have supported us during the three years!

### **BUSINESS IN THE STATE**

[CalGold](#) is a database that provides links and contact information that direct you to agencies that administer and issue business permits, licenses and registration requirements from all levels of government. The CalGold listing include descriptions of names, addresses, telephone numbers, and the requirements of the respective agencies and in most cases a direct link to the agencies' web page.

### **SMALL BUSINESSES**

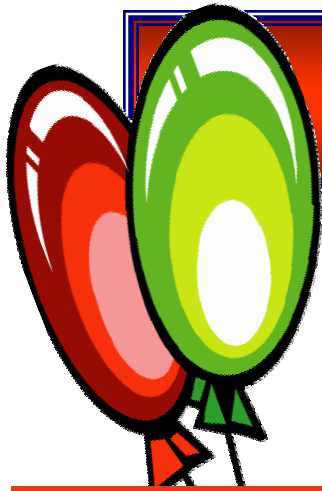
The mission of the Office of Small Business Advocate is to amplify the voice of small businesses in dialogue with their state government to:

- Ensure their full participation in the development of state economic policies
- Connect them to all government resources available to assist their success
- Reduce unnecessary regulatory obstacles

Small businesses frequently lack the resources to effectively deal with their government. The Office of Small Business Advocate provides one way to remedy this deficiency by structuring and participating in an ongoing dialogue with and among small business leaders, associations, and entrepreneurs. We back this dialogue up with an in-depth web site that provides a wide range of information that serves the interests of California's small businesses. Informed by the ongoing dialogue, we respond quickly and effectively to address issues, provide information, and connect people so that together we find and implement solutions to every challenge. For more information visit: [www.sba.ca.gov](http://www.sba.ca.gov).

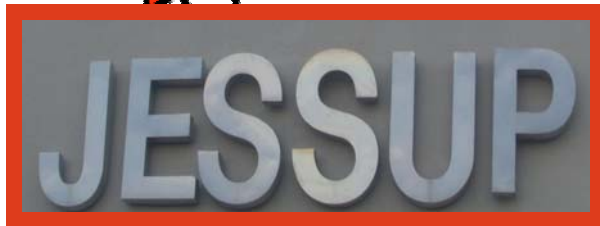
### **DID YOU KNOW**

Workers' compensation is the nation's oldest social insurance program: It was adopted in most states, including California, during the second decade of the 20th century.



# Events

*Thank You Jessup Auto Plaza  
for hosting the All Valley Mixer*



*Indian Wells was there!*



**Rick Miller**



**Denise and friends  
worked the crowd**



**Chris & Dan were there!**



**Laurie served the wine.....**



**Potential Members ?**



**Doug, Craig & Dan**



**Surprise! Michelle, Al & Sharon  
were there too!**



**Alex and Brian**

**Great Food!**



**Great Company!**

# INDIAN WELLS CHAMBER

## BUSINESS ELITE HIGHLIGHTED



### EISENHOWER MEDICAL CENTER

39000 Bob Hope Drive  
Rancho Mirage, California 92270-3221  
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FAX 760-773-1850, E-mail: dhay@emc.org

#### DEAN HAY

SPECIAL EVENTS AND MEETING-PLANNER, FOUNDATION

*Eisenhower Medical Center, a not-for-profit organization, exists to serve the changing healthcare needs of our region by providing excellence in patient care with supportive education and research.*



### BURRTEC

WASTE & RECYCLING SERVICES  
"We'll Take Care Of It"

#### Valerie Ward

Director of Community Relations

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BUILDER

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American Heart Association | American Stroke Association  
Learn and Live.

#### Western States Affiliate

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