



BUSINESS ELITE NEWSLETTER

May 2008

Issue III

CHEF'S MASTERPIECE

On April 5th, 2008, the Indian Wells Chamber of Commerce presented their annual Chef's Masterpiece, a classic food and wine extravaganza, at the Indian Wells Tennis Gardens during the Indian Wells Arts Festival.

This three day festival brought thousands of tourists and art enthusiasts to our fair city.

Each year a new painting is selected to be used for the annual poster and this year's painting was absolutely beautiful. The posters are still on sale at the Chamber office for those who missed the opportunity to buy one during the festival.

Our Chef's Masterpiece was a huge success as was in years past. Our fabulous chefs this year were: Chef Keith Otter "Desert Sage Restaurant"; Chef Chris Mitchum,

"Lantana", Hyatt Grand Champion;

Chef Julie Shomway, "Jem Steakhouse";

Chef Francisco Navarro, "The Falls Prime Steakhouse";

Chef Brett Maddock, "Arnold Palmer's Restaurant";

Chef Martin Vega, "Murph's Gaslight Restaurant";

Chef William Withrow, "Azur", La Quinta Resort;

Chef Chris Swenson, "TWENTY 6", La Quinta Resort;

Chef Billy Quaiver, "BQ Good Stuff Pizza";

Chef Louis Zanera, "Amore Ristorante";

Chef Brian Altman, "Castelli's". Other participants were Sam's Club La Quinta and Buzz Coffee Palm Desert. The fantastic wines were provided by: Tulip Hill Winery, B-Cellars, Barry Manilow.

Our sponsors were: La Jolla Bank, Planet Palm

Springs, Desert Radio Group, and KMIR 6.

This charming event was enjoyed by all who attended. We thank all of the Chefs for their time and creativity and hope if you missed this year's extravaganza that you will call the Chamber early next year for pre-event tickets. Also, thank you to Dianne Funk, founder of the Arts Festival and to the Indian Wells Tennis Gardens for the fantastic venue.

An event of this magnitude does not just happen, it is through the hard work of the Chef's Committee and other Board members that this huge effort is accomplished so I would like to thank Valerie Ward, Burrtec; Chris Vargo, Planet Palm Springs; Kristi Prieto, Indian Wells Resort; Al Liebman, Liebman Realty; Denise Kramer, Desert Radio Group; Dean Hay, Eisenhower Med. Ctr.;

Sharon Devine, Village Realty; Greg Fisher, American Heart Association; Dan Duncan, Bank of America, John Hussar, PRNewsWorks and Keith Brinson, SunWest Construction.

NEW EVENT STOPS TRAFFIC

On May 4, 2008, the Indian Wells Chamber of Commerce unveiled their newest event, "Hot Rod Sunday"! This Rod & Custom Car Show brought car enthusiasts from as far as San Diego to El Centro. Over 100 cars from Model T's to NASCAR's joined us in the parking lot at Indian Wells Village for food, music and beautiful cars in all shapes and colors.

The Mayor's Trophy was presented by our own Mayor Mary Roche. We thank her for taking time out of her weekend to be a part of this very exciting event. The winners of this event were:

MAYOR'S TROPHY

Sam De Kruyf
'58 Chevy

PEOPLE'S CHOICE

Pete Cammare
'69 Shelby GT 500

BEST STREET ROD ROADSTER

Rick Sullivan
'27 Ford T-Bucket

BEST STREET ROD COUPE

David Drury
'39 Dodge Coupe

BEST 50'S

Mike Small
'57 Buick Special

BEST 60'S

Mike Auclair
'60 Chrysler 300F

BEST CUSTOM

Dino Marquez
'54 Mercury

BEST SPORTS CAR

Bob Behlman
'57 Corvette

BEST PAINT

William Nemecek
'41 Willy's Coupe

BEST CLASSIC

Mike Bowles
'55 Chevy Panel Truck

BEST PICK-UP

Rey Ruiz
'72 Ford F-100

LONGEST DISTANCE

Patrick Davis-San Diego
'69 Chevy Camaro

BEST ENGINE

James & Fran Kitchen
'46 International Pick-Up

BEST SPECIAL

INTEREST

Brad Hammer
'48 Ford F-6 Fire Truck

BEST MOTORCYCLE

Bob Farris
Harley Davidson

Our sponsors for this one Day event were Desert Radio Group and ING Financial, Craig Rumbaugh



Dash plaques as shown below were given to the first one hundred car entries.

The day went off without a hitch. The Chamber Board of Directors and the Car Show Committee did their utmost to make sure the residents in close proximity to the event were not inconvenienced by the traffic or the '50's music being played by our DJ David Wheaton. David was a great find in the search for the perfect DJ. He joked, teased and added to the great day by calling the tickets numbers for our raffle prize drawing.

We have so many people to thank for making this a fabulous "Hot Rod Sunday"! But the real troupers were the 29 volunteers. We applaud them!

Windermere Real Estate was part of the fun that day. Charlie White, Managing Broker, donated his time on the car show committee. Windermere also donated promotional materials for the 100 goody bags handed out to the participants. The Windermere bus shuttled the spectators from the parking areas to the show. We thank them for pitching in...

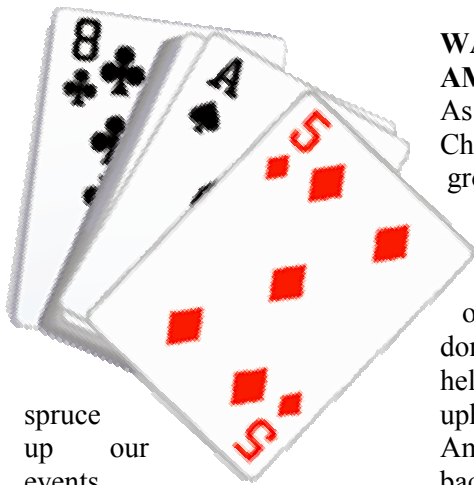
Over 150 pictures were taken by John Hussar,

PRNewsWorks and more by the Chamber staff. We can't possibly show all of them in this email newsletter but do invite you to stop by the office to view them.

Last but not least, our car show Chairman Ron Salute worked diligently to provide the Chamber with an event to remember and we thank him for all his hard work.

CHAMBER EVENTS

As the Indian Wells Chamber of Commerce grows, we will need to



spruce up our events

calendar. Looking toward the future, the Chamber finds that new events will attract new members...so we have taken a hard look at finding new, more creative events.

In the works for summer is the Indian Wells Chamber "Texas Hold 'Em Tournament. July is perfect! The weather is "HOT" and Spotlight 29 Casino is "COOL"! Don't worry if you don't know how to play, lessons will

be given at the Casino prior to the tournament! The details of the tournament will be firmed up next week and you will be the first to know!

No event would be complete without memorabilia. The Chamber has on display our "Hot Rod Sunday" t-shirts. The sizes vary and the gray t-shirt has the car show logo on the back and Indian Wells on the front. If you would like to purchase one, the cost is \$10.00 at the Chamber office.

**WANTED
AMBASSADORS**

As this very vibrant Chamber of Commerce grows to become a major player in this valley, we 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.

MIXER MAGIC

On the second Tuesday of each month, the Indian Wells Chamber of Commerce hosts its monthly mixer. June 10, 2008, our mixer will be held at Bristol Farms, 73-101 Courtry

Club Drive, Palm Desert. The hours are from 5:30pm to 7:30pm. The cost of the mixer is \$5.00 for members and \$8.00 for non-members.

Please join us for food, fun and raffle. If you would like to donate a raffle prize...just give us a call at 760-346-7095.

**Mark your calendars,
June 10th!**

**ON A MORE SERIOUS
NOTE...**

The elections are just around the corner. California remains one of the best places in the country to do business. Our access to ports on the coast, a vastly superior work force, a tremendous system of higher education and a great quality of life keep us competitive. As well as California has a substantially larger and wealthier consumer base market than other states.

While taxes are only one factor in the overall decision of where businesses locate, it is important for the Legislature to make decisions that will enhance our job climate and the economy so that employers can thrive. So when the time comes. **"VOTE"**.

Trivia: How tall are the windmills that guard the entrance to the Coachella Valley? 150 feet tall with blades half the length of a football field.