

PUBLIC SECTOR NEWS

...continued from page 5

The complete auction catalog is available on the website at www.livingdesert.org.

Zoobilee is The Living Desert's Annual Gala, which is a fantastic fundraiser benefiting their animals of which many are endangered and not capable of surviving in the wild. Proceeds from *Zoobilee* also support the protection of over 1,200 acres of desert wilderness and help The Living Desert in continuing to provide educational resources for teachers and students.

Ticket prices range from \$200 - \$1,500 and tables range from \$5,000 - \$20,000.

For tickets, auction pre-registration, underwriting opportunities, or more information visit www.livingdesert.org or call (760) 346-5694, ext. 2102.

GOOD NUTRITION IN THE VALLEY REMAINS WEIGHTY PROBLEM

Diet and nutrition experts across the Coachella Valley are promoting the virtues of eating lots of green vegetables and fruit in March, as the profession celebrates National Nutrition Month. Statistics from the Palm Desert-based Health Assessment Resource Center (HARC) should give those messages heightened urgency.

More than 184,000 adults in eastern Riverside County are overweight, based on their measured Body Mass Index. The regional number represents an estimated 38.3% of the population in 2007, the most recent year in which such statistics are available. Nationally, 34% of adults are considered over weight, based on data from the Centers for Disease Control and Prevention (CDCP). Some encouragement, at least in relative terms, can be found in the fact that 17.9% of adults here in the valley and surrounding areas are considered obese, which is nearly half of the 34% nationwide.

High cholesterol in our region, however, remains a stubborn challenge, with 27.7% of those surveyed reporting excessive readings. That compares to the national average of 15.6%.

Problems with high blood pressure follow that trend, with HARC reporting 32.3%, or more than 176,000 adults in Eastern Riverside County, battling the condition. That's nearly two percentage points higher than the U.S. average.

These factors, along with diabetes and unhealthy behaviors such as cigarette smoking, contribute greatly to the risk of heart disease. The American Heart Association estimates that 2,200 Americans die of cardiovascular disease every day -- an average of one death every 39 seconds. One in three adults, or 82 million people, suffer from at least one form of the disease, while a reported 90% of women have been diagnosed with one or more risk factors.

Heart disease and strokes are largely preventable if risk factors are lowered. The keys, of course, are two very familiar challenges: diet and exercise.

"The data related to weight, cholesterol and blood pressure in eastern Riverside County could not be more clear," said Glen Grayman MD, President of the HARC Board. "We have a problem. And, although the entire country faces similar challenges with these modern day health menaces, they remain, at least for the most part, a more acute threat in our Valley and nearby areas."

Formed in 2006 by a consortium of more than 35 public and private healthcare agencies, the Health Assessment Resource Center (HARC) conducts a confidential community health status assessment in eastern Riverside County every 3 years to identify major health and quality of life issues. The nonprofit 501(c)3 organization is funded in part by contributions from community partners, as well as entities that contract with the agency for customized public health research. More information can be obtained by calling HARC at (760) 404-1945, or visiting the organization's website at www.harcdat.org.

CSUSB PALM DESERT CAMPUS STUDENTS EXAMINE THE HISTORY OF THE COACHELLA VALLEY WATER DISTRICT

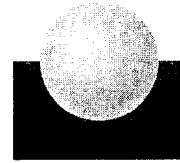
Two senior students studying history at Cal State San Bernardino's Palm Desert campus have begun working on a public art exhibit for the Coachella Valley Water District headquarters as part of an internship program that pays students to participate in real-world projects that combine their study interests with watershed management projects.

Working under the supervision of the Water Resources Institute at Cal State San Bernardino, and a faculty adviser at its Palm Desert Campus, Kristyn Robbins and Nataly Jewel are compiling the written history of the water district and collecting photos and maps to create an exhibit that will be installed in the lobby of the district's new Palm Desert building.

Coachella Valley Water District is a county water district providing water, sewage and storm drain protection for the majority of the Coachella Valley. The displays in the exhibit will showcase the district's history and geography as well as the challenges of providing a safe and secure source of water for residents, business, and agriculture.

"The Public Art Exhibit will help residents, business and farms served by CVWD understand their watershed and where their water supply comes from," said Susan Lien Longville, director of the Water Resources Institute at Cal State San Bernardino. "The benefits of public information by water agencies are more informed customers who tend to use resources more wisely."

Continued on page 9...



Integrated Wealth Management

PLAN • ADVISE • INVEST • MANAGE • RETIRE

Empowering you to achieve your financial goals.

Throughout the desert communities businesses are making the decision to get Integrated. Integrated Wealth Management is one of the nation's top investment advisory firms offering products and services which strive to exceed expectations and outperform the competition. Call our office today for a complimentary consultation.



We are pleased to announce

has been Integrated.

IWM Offices Located throughout Southern California:

Palm Desert: (760) 834-7200

Palm Springs: (760) 969-7100

Marina del Rey: (866) 888-6563

Online at: IWMgmt.com