

The Public Record

TUESDAY, JANUARY 10, 2017

VOLUME 40 - EDITION #03

PALM SPRINGS, CALIFORNIA

\$1.50 - PER SINGLE ISSUE

SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

Expanding Transmission to Access Renewables May be Key to Reach State Mandates

BY STAFF REPORTS

Meeting California's renewable energy and greenhouse gas emission goals may necessitate the expansion of electricity transmission infrastructure to access new renewable power sources, both within and outside the state, according to a multi-agency state report.

The draft Renewable Energy Transmission Initiative (RETI) 2.0 report seeks to identify areas where utility-scale renewable energy can be accessed and where opportunities exist to develop electricity transmission. California is blessed with abundant renewable resources which can be developed at reasonable economic and environmental costs.

"California is leading the world as we work to meet our clean energy goals," said

Continued on page 2...

Triennial Community Health Monitor Report Finds 27% of Valley Adults Live Below Poverty Line

BY STAFF REPORTS

HARC, Inc. (Health Assessment and Research for Communities) will release its triennial Community Health Monitor on January 31 and among its key findings reveals 27 percent of Coachella Valley adults are living below the poverty line.

New data includes topics such as sleep, community cohesion, caregiving, multiple sclerosis and perceived income adequacy. Expanded sections include disability and food insecurity.

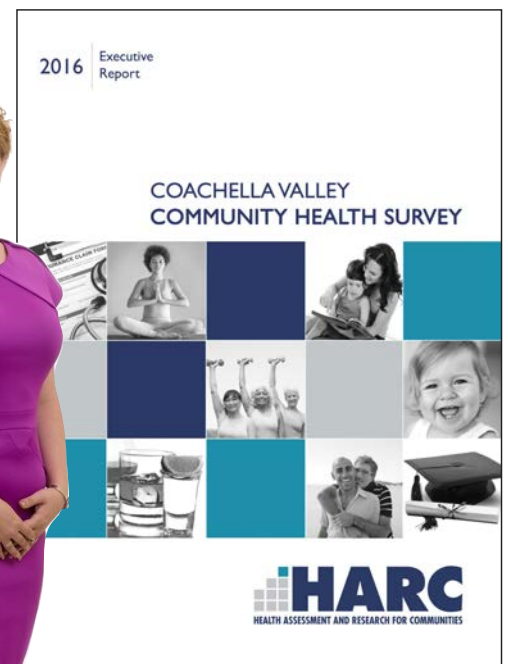
The data release event will be held at UC Riverside Palm Desert Center, and will feature presentations by distinguished speakers, a health resource fair, and a breakfast buffet provided by Sherman's Deli. The presentation will focus on highlights of the survey, including topics that are new this year, significant trends, and how the Coachella Valley measures up to the state and the nation.

HARC, Inc. (Health Assessment and Research for Communities) is a local nonprofit that has been tracking community health in our Coachella Valley for the past ten years. At the upcoming event, HARC will release the results of the most recent survey, marking the fourth measurement of our Coachella Valley community.

HARC's survey provides regional health data that is not available from any other source, and includes topics such as obesity, health behaviors such as drinking and smoking, mental health, major disease, healthcare access, utilization, socioeconomic needs, and in-depth demographics, just to name a few.

What makes the new data particularly interesting is that it is HARC's first Community Survey to be released since the implementation of the Affordable Care Act. Data will demonstrate how healthcare coverage has changed since 2013, and how the number of uninsured adults have fallen in the past three years. The presentation will also explore whether trends in healthcare utilization have similarly changed.

HARC's previous surveys have been used by nonprofits, healthcare organizations, schools, government agencies,



and media organizations, among others. The information is used to identify and prioritize community needs; design programs and services to address those needs; and secure funding to support those programs.

In a mere five years, dozens of local nonprofit organizations leveraged HARC's

Continued on page 2...

IN THIS ISSUE

DEPARTMENTS

Business Calendar	3
Fox & Hounds	4
Public Sector News	4
Business News	3

FEATURES/NEWS

Book Review	10
Deans Desk	11
TPR Highlights	12
PUBLIC NOTICES	13

Expanding Transmission to Access Renewables May be Key to Reach State Mandates

...continued from page 1

Energy Commission Chair Robert B. Weisenmiller. “We are pursuing an integrated strategy, and looking ahead at least 15 years to make sure we’re doing the right things now to develop the options we’ll need then. The RETI 2.0 process is helping the state’s energy agencies, utilities, renewable industry, and residents narrow down our focus on where we might need new transmission.”

The RETI 2.0 effort is a statewide initiative sponsored by the California Natural Resources Agency, the California Energy Commission, the California Public Utilities Commission (CPUC), the California Independent System Operator (California ISO) and the U.S. Bureau of Land Management. Development of the plan involved extensive, public discussions with stakeholders at more than a dozen workshops over a 13-month period.

The report also included the work of three significant foundational reports that offered additional opportunities for public input. One of those reports, the RETI 2.0 Western States Outreach Project Report authored by interests outside the state of California, found that greater cooperation among partners in the Western states would open additional opportunities to increase access to renewable energy.

Transmission development and new renewable energy sources could help the state meet the mandates set by Senate Bill 350, which calls for generating half of California’s electricity from renewable sources by 2030, and Senate Bill 32, which requires California to reduce greenhouse gas emissions to 40 percent below 1990 levels by 2030, according to the report.

Access to low-cost renewable supplies and renewable markets outside California can add to the diversity of renewable power resources while also opening up markets for excess in-state power generation. This would serve to reduce consumer costs, the report said.

The report found that utility-scale solar photovoltaic is cost competitive across much of California and that while many of the best and most accessible wind resources in the state have been developed, improvements in wind turbine technology could allow more wind resources to become cost-effective. Tapping renewable energy in some of the state’s most renewable-rich areas such as the San Joaquin Valley, Imperial Valley, and the desert is feasible due to extensive planning efforts by local officials and stakeholders, but may require new transmission.

The report examined additional potential transmission challenges. One is the potential need for a new transmission line to deliver power from San Bernardino, Riverside, and Imperial counties. Two alternative projects were identified, either of which would face significant permitting challenges and costs of up to \$1 billion.

The report emphasized there is a diversity of strategies available to meet the state’s energy goals. Options such as energy efficiency and rooftop solar systems could reduce the demand for large-scale renewable projects, while widespread adoption of electric cars could increase it.

RETI 2.0 is not a regulatory proceeding and the report does not estimate, project or target any additional transmission. Findings from the report will be used to inform future planning and regulatory forums at the Energy Commission, CPUC and the California ISO starting in 2017.

TPR

Triennial Community Health Monitor Report Finds 27% of Valley Adults Live Below Poverty Line

...continued from page 1

prior survey data into over \$12.8 million in funding. This has allowed organizations to provide critically needed services in the Valley, such as food for the hungry, mental health services, free HIV testing, access to substance abuse treatment programs, and much more.

HARC’s aim for the new data is for it to be more widely utilized for an even more powerful impact. “I want this new data to be utilized as much as possible,” says Dr. Jenna LeComte-Hinely, Chief Executive Officer of HARC. “Data that sits on a shelf is useless, but data that is put to good use is priceless. It is my goal to share this free resource with anyone and everyone who can put it to good use to improve lives in our Coachella Valley.”

Summary of Event Details

What: 2016 Coachella Valley Community Data Release Event. Includes:

- Breakfast buffet (generously provided by Sherman’s Deli)
- Presentation of the results
- Hard copy printed report
- Health resource fair (featuring vendors such as JFK Memorial Hospital, Desert Oasis Healthcare, Riverside County Public Health, and many more)

Where: UC Riverside Palm Desert Center – 75080 Frank Sinatra Drive, Palm Desert

When: Tuesday, January 31, 2017 from 8:00 am to 10:00 am

Cost: Free

RSVP: Please RSVP to Theresa Sama at tsama@HARCdata.org by January 27, 2017

TPR

THE PUBLIC RECORD (ISSN 0744-205X), is published twice weekly for \$59.95 per year by The Public Record, 78-370 Hwy 111, Suite 250, La Quinta, CA 92253, (760) 771-1155, Fax (760) 771-1188. Periodical postage paid at Palm Springs, CA 92262. Postmaster: Send address changes to The Public Record, 78-370 Hwy 111, Suite 250, La Quinta, CA 92253.

The Public Record assumes no responsibility for errors or omissions. The original public records are open to public inspection and should be consulted before any action is taken on information contained herein. The material published in **The Public Record** is compiled at a substantial expense for the exclusive use of subscribers. **The Public Record** is available through UMI in one or more of the following formats: microform, electronic or paper. The material cannot be republished, resold, recorded, or used in any manner, in whole or part, without the consent of the publisher. Any infringement will be subject to legal redress. Opinions expressed in guest editorials are those of the author and do not represent those of The Public Record, its owners, or its employees.

Copyright © 2017 by **The Public Record**.

Contributing Writers
Pamela Bieri
Madeline Zuckerman

BUSINESS NEWS

MODERNISM WEEK PARTNERS WITH CORIAN TO OFFER EXCLUSIVE “LEARNING LAB” CERTIFIED COURSE FOR DESIGN PROFESSIONALS IN PALM SPRINGS

Modernism Week, the annual 11-day festival celebrating all things modern, and Corian will offer the inaugural ‘Learning Lab,’ a certified course for design professionals during the February festival. Limited to only 100 design professionals, the VIP course will take place on February 17 at CAMP, the “Community And Meeting Place” central hub for Modernism Week activities at its downtown Palm Springs location, and will qualify for CEU (Continuing Education Units). VIP Access Passes for the course are now available for \$185 and can be purchased at <http://www.4willis.com/learninglab>.

Learning Lab is designed to convey business and design-related ideas through CEU-accredited presentations by leading industry designers, architects, and marketing professionals from across North America. Each hand-picked professional will present a CEU-accredited presentation on topics including architecture, color theory, marketing and cutting edge design materials.

“The Learning Lab speaker series is the first of its kind for Modernism Week and continues to exemplify our commitment to providing outstanding educational content during the festival,” said Modernism Week Board Chairman, Chris Mobley. “We are thrilled to partner with Corian to provide these top-notch presentations by four leading design professionals.”

The CEU presentations include Lance O’Donnell, AIA, (02 Architecture) on finding ideal building materials, Mark Woodman (Color Marketing Group) on color trends, John Gillespie (LIXIL Water) on brand building and Mike Hetherman, CKD, (Willis) on global design trends.

“Being part of this addition to Modernism Week is exciting and meaningful for us,” said John Richard, Global Business Director, Corian. “At the center of creativity and the future is right where we belong.”

The Learning Lab VIP Access Pass also includes a breakfast hosted by appliance manufacturer Thermador, a lunch hosted by kitchen and bath manufacturer DXV, cocktails hosted by bath, kitchen and lighting gallery Ferguson and complimentary admission to the Palm Springs Modernism Show & Sale VIP Preview Reception on February 17.

Modernism Week’s signature 11-day festival will take place February 16-26, 2017. To receive updates, visit modernismweek.com and follow them on Facebook, Instagram and Twitter. The Hilton Palm Springs Resort, Modernism Week’s official host hotel, is offering a special room rate for a limited time only. Contact them directly at (760) 320-6868.

The Learning Lab itself will be produced by Willis, a North American distributor of World Class building materials, including Corian and Zodiaq. Learning Lab educator and Willis President, Mike Hetherman said, “The Willis team and I are thrilled to bring a professional learning series to this already successful event. We fully intend on making this a one-of-a-kind, VIP experience for the design community, adding another layer of interest for the best and brightest designers to attend the Modernism Week festivities.”

AUEN FOUNDATION AND PALM SPRINGS INTERNATIONAL FILM FESTIVAL PARTNERSHIP ENHANCES SENIOR VOLUNTEER PROGRAM

More than 800 volunteers play a role in the screenings of more than 190 films from 72 countries for an audience of more than 135,000 at the 28th edition of the Palm Springs International Film Festival (PSIFF). More than 80 percent of PSIFF volunteers are seniors participating in the Festival’s Senior and Active Retirement Programs. These programs are supported, in part, by a \$30,000 grant from the Auen Foundation.

Continued on page 5...

BUSINESS CALENDAR

ABOUT THE CALENDAR

Listings in the Business Calendar are free and limited to chambers of commerce, associations, networking groups, or other nonprofit, business-oriented organizations. Please submit event notices at least three weeks in advance. Email to admin@desertpublicrecord.com or fax to 760-771-1188. Please include the event, time, location, price, phone, and sponsor. All listings are subject to space availability.

FOR MORE INFORMATION

- American Business Women Association**
www.abwa.org
- Building Industry Association Contact**
760-360-2476
- Cathedral City Chamber of Commerce**
760-328-1213, www.cathedralcitycc.com
- Coachella Chamber of Commerce**
760-398-8089, www.coachellachamber.com
- Coachella Valley Women’s Business Center**
760-345-9200, www.cvwbc.org
- Desert Business Association** 760-904-4589, www.desertbusinessassociation.org
- Desert Contractors Association**
760-200-9202, www.desertcontractors.org
- Desert Hot Springs Chamber of Commerce**
760-329-6403, www.deserthotsprings.com
- Desert Palm Legal Professionals Association**
dplpa.info@gmail.com
- Desert Valleys Builders Association**
760-776-7001, www.thedvba.org
- Health Assessment and Research for Communities**
760-404-1945, www.harcddata.org
- Indian Wells Chamber of Commerce**
760-346-7095, www.indianwellschamber.com
- Indio Chamber of Commerce**
760-347-0676, www.indiochamber.org
- La Quinta Chamber of Commerce**
760-564-3199, www.lqchamber.com
- Palm Desert Area Chamber of Commerce**
760-346-6111, www.pdacc.org
- Palm Springs Chamber of Commerce**
760-325-1577, www.psychamber.org
- Greater Palm Springs Convention and Visitors Bureau** 760-770-9000, www.visitgreaterpalmsprings.com
- Palm Springs Hospitality Association**
760-835-4957, www.palmspringshospitality.org
- Professionals in Human Resources Association**
760-902-8087, www.pihra.org
- Rancho Mirage Chamber of Commerce**
760-568-9351, RanchoMirageChamber.com
- Thousand Palms Chamber of Commerce**
760-343-1988
- Small Business Development Center**
www.cvep.com/sbdc 760-340-1575
- Toastmasters Confident Speakers Club**
www.palmdeserttoastmasters.com

- January 11 - Cathedral City Chamber of Commerce Luncheon & Learn Event:** Bonta 11:30 a.m. - 1:00 p.m.
- January 14 - Greater Coachella Valley Chamber of Commerce 8th Annual Taste of La Quinta:** Old Town La Quinta 1:00 p.m. - 4:00 p.m.
- January 14 & 15 - Rancho Mirage Chamber of Commerce 10th Annual Desert Woman’s Show:** Agua Caliente Resort Casino & Spa 10:00 a.m. - 4:00 p.m.
- January 18 - Palm Desert Chamber of Commerce Business After Hours Mixer:** Location TBD 5:00 p.m. - 7:00 p.m.
- January 19 - Cathedral City Chamber of Commerce Mixer:** Senior Center 5:00 p.m. - 7:00 p.m.
- January 24 - Palm Springs Chamber of Commerce Mixer:** Draughtsman 5:00 p.m. - 6:30 p.m.
- February 4 - Greater Coachella Valley Chamber of Commerce La Quinta’s 11th Annual Hot Rod, Classic & Custom Car Show:** La Quinta Community Park 11:00 a.m. - 4:00 p.m.
- February 14 - Palm Desert Chamber of Commerce Business Breakfast:** Desert Willow Golf Resort 7:30 a.m. - 8:45 a.m.
- February 19 - Palm Desert Chamber of Commerce New Balance Palm Desert 1/2 Marathon & 5k:** Civic Center Park 7:00 a.m. - 12:00 p.m.
- February 24 -Indian Wells Chamber of Commerce 3rd Annual Golf Benefit:** Indian Wells Golf Club
- March 4 - Greater Coachella Valley Chamber of Commerce Rhythm, Wine & Brews Experience:** Empire Polo Club 3:00 p.m. - 11:00 p.m.



Fox & Hounds

KEEPING TAB ON CALIFORNIA BUSINESS AND POLITICS

DAILY



SO MANY NEW LAWS WITH MORE TO COME

By JOEL FOX

As the new year begins, 900 statutes were added to California law books. If history is our guide—807 new laws last year, 950 the year before that—there will be hundreds of more laws added at the end of this year. Certainly, citizens can't keep up with all these new laws, not to mention that lawmakers themselves often aren't aware of all the details in the laws. Here's a modest suggestion for the newly installed legislature: Concentrate on dealing with major issues like infrastructure improvements rather than adding so many new laws.

As I suggested a couple of years ago, the avalanche of yearly laws might be the result of the designation attached to legislators as "lawmakers." A quick etymological research found the word is Middle

English and has been around since the 14th or 15th century. Perhaps if legislators were not called lawmakers they would not have the urge to make so many laws. With shelves groaning under the weight of so many state laws, subtracting a number of the old laws would be in order.

Yet, lawmakers constantly make new laws and woe be to the business or citizen that ignores them. Especially with predatory attorneys lurking, looking for opportunity. This is a constant concern for the business community so businesses best beware of the new laws that just took effect.

Some of the new laws for business: Increase in the minimum wage for companies with 26 or more employees (SB 3); minimum wage dispute bond requiring employers, if they appeal a Labor Com-

mission ruling, to post a bond covering wages and costs to employees (AB 2899); expanded effect of the state's Fair Pay Act to consider race and ethnicity while ignoring prior salary history so as to justify disparity in compensation (AB 1676 and SB 1063); new state laws dealing with the acceptance of immigration documents for job seekers (SB 1001); expanding what employers can ask of potential employees' criminal records dealing with juvenile criminal history (AB 1843); agricultural worker overtime adjustments (AB 1066); all-gender single use restrooms (AB 1732).

Of course this is only a partial list. Businesses should check with local employment attorneys or chambers of commerce to get a list of all the new laws that apply to their businesses. A place to start

is this California Chamber of Commerce site.

Burdening business with many new laws can bury businesses and slow the economy. Rather than piling on new regulations that slow economic growth, the legislature should pause to deal with major issues to boost the economy such as infrastructure fixes and housing. Granted this is a difficult task. It will take examinations and concentration to reveal the best workable solutions. More time should be spent on the big issues rather than creating so many bills and so many new laws.

Instead of "lawmakers" let's refer to legislators as "economy builders" that lift all Californians. **TPR**

PUBLIC SECTOR NEWS

CALIFORNIA TOURISM MARKS MILESTONES AHEAD FOR 2017

California's tourism industry announced major openings and special milestones that make 2017 an ideal time to visit The Golden State.

"California has long been a magnet for dreamers, inspiring them with our epic landscapes and anything is possible vibe and welcoming their creativity to shape our beautiful state," said Caroline Beteta, president & CEO of Visit California. "In 2017, visitors will have the opportunity to take part in celebrating this rich history while enjoying an abundance of new attractions."

From reviving the spirit of the "grooviest" summer in history to taking a hike through California's largest state park, 2017's milestone anniversaries offer plenty to celebrate. Meanwhile, new hotels and new developments at some of the state's major attractions bring fresh reasons to travel in the new year. Read below for more details on what's to come.

Milestone Anniversaries

50th Anniversary of Summer of Love

In 1967, nearly 100,000 young people converged on Haight-Ashbury, turning San Francisco into the epicenter of a cultural phenomenon known as the Summer of Love. In 2017, San Francisco celebrates the 50th anniversary of that summer with a variety of spe-

cial events and exhibitions. Visitors can also enjoy walking tours, apps and hop-on, hop-off tours that follow the footprints of this seminal summer.

PIER 39 Celebrates 39 Years

In the late 1970s, San Francisco businessman and developer Warren Simmons dreamed of building an urban park along the city's undeveloped waterfront. On Oct. 4, 1978, Simmons' dream became a reality when he transformed a dilapidated cargo pier into PIER 39. Today, more than 11 million guests visit annually. In January, PIER 39 will kick off 39 weeks of fun to celebrate its 39 years of amazing views, fresh seafood, free daily entertainment, unique local shopping and sea lions!

Culver City Centennial Celebration

The history of Culver City begins in 1913 when Harry H. Culver announced his plans for a city at the California Club in Los Angeles; the city was finally incorporated on September 20, 1917. In celebration of its Centennial, Culver City has a year of festivities underway that began on Sept. 20, 2016, centered around its theme, "Culver City – A Century of Change." Centennial festivities include special events every month, concluding on Incorporation Day on Sept. 20, 2017.

Continued on page 6...

BUSINESS NEWS

...continued from page 3

The grant will aid in the recruitment, training, management and retention of many of the festival's volunteers. It also offsets the cost of film festival tickets for senior volunteers, senior centers and community groups.

"The Palm Springs International Film Festival believes its senior volunteer corps is one of its most valuable assets," said Harriet Baron, Director of Development for the Palm Springs International Film Society, which produces both the International Film Festival in January and the Palm Springs International ShortFest in June. "The Auen Foundation's support of this essential program ensures that our senior volunteers are well prepared and fully integrated into the Festival as part of a team that contributes to our shared success."

Prior to the festival, volunteers assist the small, year-round staff by answering phones, performing clerical functions, distributing posters and rack cards, cataloguing films, and even participating in the screening process.

"We find we are turning to our volunteers earlier, more often, and have been giving them more responsibilities," said Baron.

Once the City's premier event is underway, a complex scheduling system ensures that volunteers are taking tickets at every screening, counting ballots for the Audience Awards, welcoming guests at Festival parties and special events and making everyone feel like a VIP at the Film Awards Gala.

"We are proud of our partnership with the Palm Springs International Film Festival, which enriches the lives of our local seniors by providing them more access to this world-class event," said Catharine Reed, Senior Program Officer for the Auen Foundation.

The 28th annual Palm Springs International Film Festival, one of the largest film festivals in North America, runs January through 16, 2017.

SUNRISE COMPANY SETTING NEW PRICE PER SQUARE FOOT RECORD OF \$5,427 PER FOOT IN ASPEN REAL ESTATE MARKET

Dancing Bear Aspen announced the \$16,000,000 sale of the penthouse residence within its newly opened Mountainside building, setting a new price per square foot record in the Aspen real estate market. At a price of \$5,427 per square foot, the sale tops the previous most expensive residence sold in downtown Aspen earlier this year by more than \$1,100 per square foot and caps off more than \$40 million in closings at the new Mountainside building in Q4 2016 alone.

"The industry often looks to Aspen as the benchmark for how the luxury homeownership market is performing overall and compares it with other high-end markets like New York City," said Randall Bone, CEO of Sunrise Company, the developer of Dancing Bear Aspen. "The sales volume we've achieved this year is truly unprecedented. While many speculate the Aspen market is down year-over-year, we see the recent closings at Dancing Bear pointing toward a revitalization of the local luxury real estate market and a true testament to the five-star service and amenities we provide our owners."

The penthouse, sold to a local Aspen resident, boasts 2,948 square feet including four bedrooms, four-and-a-half bathrooms and 3,500 square feet of outdoor living space on one of the largest residential rooftop decks in downtown Aspen. Located at the base of one of Colorado's most renowned ski slopes, the Mountainside building also features 10 three-bedroom, three-and-a-half-bathroom corner residences averaging 1,900 square feet and sold in 1/8th fractional interests starting at \$825,000.

"We've seen tremendous interest from buyers on our fractional ownership residences in Aspen and we are encouraged by the activity since releasing the Mountainside units for sale," added Mr. Bone. "We're outperforming the market as a result of increasing demand for Dancing Bear Aspen's desirable downtown location, luxurious amenities, and personal-

ized service that buyers are not offered at other properties or through whole ownership. Our team is confident the remainder of the fractional ownership residences will sell out well ahead of our anticipated timeframe."

Most recently, Dancing Bear Aspen introduced a Rejuvenation Spa featuring five spaces of tranquility and relaxation, including a Float Pod saline flotation tank, an oxygen aromatherapy lounge, two hydro-massage stations, an overhead water treatment area and a steam chamber. Mountainside will also welcome a new full-service restaurant and bar in summer 2017. Dancing Bear Aspen owners have access to the full suite of amenities housed in the Parkside building, including a private screening room, fitness facility, wine room and cellar, rooftop lounge and spas, and preferred access to The Monarch steakhouse.

Ownership grants membership in the Timbers Collection, with a host of perks and privileges from travel and lifestyle partners, as well as reciprocity within the Timbers Resorts portfolio of residence clubs worldwide.

More than 40 years ago, Sunrise Company began developing master-planned, golf course communities in the Palm Springs, California. Sunrise Company's record of achievement includes the establishment of Indian Ridge, home of the Bob Hope Chrysler Classic, and co-developer of PGA West, the Western Home of American Golf, which hosted The Skins Game and The Grand Slam of Golf. In addition to its 13 resort communities, the Company has constructed over 14,000 homes, built two resort hotels and developed numerous office buildings, shopping centers and commercial hotels. Sunrise Company is continually pursuing new opportunities in the country's fastest growing markets.



ALASKA AIRLINES ANNOUNCES NEW ENHANCEMENTS TO MILEAGE PLAN

Alaska Airlines is upping its game by making its award-winning Mileage Plan more generous with the announcement of four flier-friendly enhancements. Mileage Plan members now can book award travel on Alaska Airlines flights using fewer miles, earn more miles when they fly on select Alaska Global Partners and elite members now are eligible for complimentary upgrades on award travel when they book main cabin tickets. Finally, with the recent combination with Virgin America, Alaska Airlines Mileage Plan members now can earn miles on Virgin America flights.

"At Alaska Airlines, we remain committed to our miles-based program. While many other airlines are heading in a different direction and simply looking at how much people spend, we're focused on rewarding people across the board for how much they fly," said Andrew Harrison, Alaska Airlines' executive vice president and chief commercial officer. "Our combination with Virgin America, our portfolio of global partners and these enhancements to our award-winning Mileage Plan demonstrate our commitment to creating the most generous loyalty program for our customers."

Mileage Plan enhancements include:

More value: Mileage Plan members can book award travel within the continental United States and Canada starting at 5,000 miles each way plus taxes and fees* for trips less

Continued on page 7...

PUBLIC SECTOR NEWS

...continued from page 4

90th Anniversary of TCL Chinese Theatre

In May 2017, the historic TCL Chinese Theatre will celebrate its 90th anniversary as a fixture in Hollywood. The venue is home to the unique Forecourt of the Stars, featuring cement handprints and footprints of major movie stars. TCL Chinese Theatre was opened by Sid Grauman in 1927 and currently offers more than 50 events a year including movie premieres, imprint ceremonies and film festivals.

50th Anniversary of the Anza-Borrego Foundation

In celebration of 50 years of partnership, the Anza-Borrego Foundation and Anza-Borrego Desert State Park are inviting visitors to complete two five-hike challenges on some of the most famous (and infamous) peaks and trails in the region. “5 Hikes for 50 Years” is an ideal way for visitors to experience the many wonders of this Anza-Borrego Desert State Park, which is not only California’s largest state park but is located in the only Certified IDA International Dark Sky Community in the Golden State.

50th Anniversary of South Coast Plaza

South Coast Plaza, a renowned international destination for shopping and dining, celebrates 50 years of quality. Located in Costa Mesa, California, South Coast Plaza opened on March 15, 1967. Today, it is home to more than 250 prominent boutiques, critically acclaimed restaurants and the celebrated Segerstrom Center for the Arts. Its unparalleled collection of diverse retailers, along with its customized concierge services, makes it California’s premier shopping experience. South Coast Plaza will mark its 50th anniversary throughout 2017 with exclusive collaborations with global luxury brands, arts partnerships, special events, exhibitions, fashion shows, and more.

Major Openings

Downtown Commons Coming to Sacramento Spring 2017

The opening of the Golden 1 Center arena in October 2016 is the catalyst for the ongoing downtown redevelopment in Sacramento, including several new restaurants that have already opened. Downtown Commons, nicknamed DOCO, will be a 3-acre plaza adjacent to the arena featuring entertainment; innovative restaurants; boutiques; a 250-room Kimp-ton hotel, The Sawyer; and a place for people to enjoy outdoor concerts and activities.

Archer Hotel Napa Opening Late Spring 2017

Archer Hotel Napa, a new-build hotel in the heart of downtown Napa, is well underway and on track for a late spring opening. The highly anticipated 183-room, five-story will offer sweeping 360-degree views of Napa Valley from its expansive rooftop. The Charlie Palmer Group will lead the culinary direction of rooftop bar, over 15,000 square feet of indoor/outdoor meeting and event space, in-room dining and the signature restaurant, Charlie Palmer Steak.

The James Los Angeles – West Hollywood Debuting April 2017

The James Los Angeles – West Hollywood, a Denihan Hospitality’s The James luxury brand, will make its West Coast debut in April 2017 with 286 rooms. Located on the hillside corner of Sunset and La Cienega Boulevard in the heart of The Sunset Strip, this much-anticipated property will offer guests stunning panoramic views of the Hollywood Hills and Los Angeles Basin.

InterContinental Los Angeles Downtown Opening in Summer 2017

The eagerly anticipated InterContinental Los Angeles Downtown will stand 73 stories

tall and feature 900 luxury rooms. The hotel will be located at Wilshire Grand Center, which will be the tallest building west of Chicago upon completion in summer of 2017.

San Diego Zoo Opens Africa Rocks Exhibit in Spring 2017

In spring 2017, The San Diego Zoo will open a new 8-acre exhibit called “Africa Rocks,” providing new habitats for African plant and animal species. This \$68 million expansion is the largest in the 100-year-old Zoo’s history and will completely transform the area that was previously known as the Cat and Dog Canyon into an area with a gently-winding, ADA-accessible pathway.

Knott’s Soak City to Open Six New Slides in Spring 2017

The first Knott’s Soak City expansion project in 10 years features a 165-foot water tower with four new slides and a second 150-foot tower with two slides. Visitors will enjoy new shaded areas and cabanas along with a new overall look. The expansion is expected to open in May 2017, just in time for families to start planning their summer vacations.

SeaWorld San Diego Opening Largest Attraction Yet

Enjoy a summer of amazing fun in 2017 with the largest attraction opening in SeaWorld San Diego’s history, with three all-new experiences. While visiting, guests can: dive into Ocean Explorer on the interactive Submarine Quest to unlock some of the ocean’s greatest mysteries; be inspired by the new Orca Encounter featuring killer whales’ natural behaviors; and attend Electric Ocean’s end-of-day spectacle, which will light up the night in a glowing sea of wonder.

The Mariposa Grove Reopening in Yosemite National Park in Summer 2017

The Mariposa Grove in Yosemite National Park will reopen in summer 2017, following its closure in 2015 by the National Park Service as part of a restoration project. The Mariposa Grove is home to 500 mature giant sequoias and is the largest of the three groves in Yosemite National Park. The project was begun to ensure the health of the grove and upon completion will include over a half-mile of new accessible trails and boardwalks, a consolidated parking area, removal of commercial activities, and more.

Greater Palm Springs Welcomes Series of New High-End Hotels

In 2017, four luxury hotels will open in Greater Palm Springs. The new Kimpton Rowan Hotel, scheduled to open downtown in March 2017, features a six-story new build with 155 rooms and a rooftop pool, the first of its kind in Palm Springs. Andaz Palm Springs, slated to open in summer 2017, will also be located in downtown Palm Springs. The 150-room, four-star Hotel Paseo, part of the Marriott Autograph Collection, is slated to open October 2017. And Hyde Hotel & Residences will debut in Coachella Valley in 2017, offering 150 two-bedroom condo units, 40 luxury suites and 10 luxury two-bedroom, standalone villas.

UNIVERSITY OF CALIFORNIA WANTS TO SHINE A LIGHT ON ENTREPRENEURS

The University of California launched the “I am a UC Entrepreneur” campaign to highlight entrepreneurship across the ten-campus system.

Students, faculty, staff, postdocs and alumni are invited to submit a 30-second video sharing what makes them an entrepreneur to: <https://www.universityofcalifornia.edu/entrepreneurs>. The videos will be used to highlight and publicize individual stories, as well as the breadth and depth of entrepreneurial efforts across the ten-campus system.

Everyone who submits a video will receive a “UC Entrepreneur” T-shirt. In addition,

Continued on page 8...

BUSINESS NEWS

...continued from page 5

than 700 miles. This is 30 percent fewer miles than what Mileage Plan members used to spend on the same award. For example, this includes trips between Seattle and San Francisco, San Francisco and Palm Springs, San Jose and Orange County and Seattle to Portland. Starting award prices for longer trips also have been reduced.

More miles. Earning miles on Alaska Global Partners is now easier. Mileage Plan members can earn up to 80 percent more miles when flying Business or First Class with select global partners including British Airways, Cathay Pacific, Emirates, Fiji Airways, Hainan Airlines, Icelandair, Japan Airlines, Korean Airlines, LATAM Airlines and Qantas. Members also can now earn on more global partner Economy Fare classes than ever before with Icelandair, Fiji Airways, Hainan Airlines, Japan Airlines and LATAM Airlines. These improvements are effective immediately. Additionally, Mileage Plan members now can earn miles when flying on Virgin America.

More upgrades. Mileage Plan elite members now are eligible for complimentary upgrades on award travel on Alaska-operated flights. This includes immediate, at-booking upgrades when available for refundable main cabin awards. All other award fares are eligible for upgrade within the normal upgrade window for the member's status level.

The enhancements come after Alaska Airlines celebrated the completion of its combination with Virgin America, making the combined airline the fifth largest in the United States. Together with regional partners, Alaska Airlines serves 118 cities across North America and Central America and soon Cuba. Alaska Airlines is now the largest airline on the West Coast and offers more daily flights (1,200) to and from the West Coast than any other airline.

The new Mileage Plan enhancements and network expansion come as Alaska Airlines and Delta Air Lines announce the end of their partnership effective April 30, 2017.

What this means for Mileage Plan members is that if they've already booked a flight on Delta Air Lines, these members still will be able to earn Alaska miles. For members who are about to book travel, they would need to book that travel and use it prior to April 30, 2017, to earn Alaska miles.

Mileage Plan members can continue to redeem miles for award travel on Delta Air Lines as long as the bookings occur before April 30, 2017. However, it is important to note that for travel after April 30, 2017, travelers will need to work directly with the operating carrier to address and accommodate any customer-initiated changes.

Effective April 30, 2017, the companies also will no longer offer bookings for travel on each other's flights, through the practice known as code sharing. Both airlines will retain interline agreements so that they can assist passengers traveling on itineraries requiring multiple airlines. To learn more about the change with Delta Air Lines, visit www.alaskaair.com/Delta.

SOVEREIGN HEALTH DISCUSSES NUTRITIONALLY ASSISTED DETOX IN A NEW TELEVISION INTERVIEW

Sovereign Health, a leading national provider of behavioral health treatment services, announced a new television interview about Sovereign Health's Nutritionally Assisted Detox (NAD) program. The interview, featuring Jennifer Moore, M.D., Associate Director of Clinical Excellence, was first broadcast live on the NBC affiliate KMIR's program "Desert Living" on Wednesday, Dec. 7.

As Dr. Moore notes in the interview, NAD is a unique, all-natural, rapid detoxification process that is designed to help individuals abstain from or rid the body of toxic or unhealthy substances and fight cravings with the use of NAD supplements. Instead of fighting the brain's natural healing process, NAD works in tandem to reduce the painful symptoms associated with withdrawal.

"The program is an infusion therapy, and the infusion is either a coenzyme or an amino acid, so it's natural. It's a very good program because it doesn't have any side effects. We use the NAD program to help patients with anxiety, depression or detox," says Dr. Moore.

When asked about how long the treatment takes and where patients receive treatment, Dr. Moore said, "It can take anywhere from 5 days to 10 days, and it all depends on what you're coming in for. If you're coming in for depression or anxiety, the treatment time is shorter, around 5 days, but for detox we usually recommend between 7 days to 10 days. Once our patients receive treatment, they're taken back to Sovereign patient housing, where they're being monitored by a nurse during the infusion, which can be between 6-8 hours."

Dr. Moore adds, "Sovereign Health has created a really good system for the NAD program. It's very natural, so the side effects are very minimal. We've received great feedback about the program."

Sovereign Health operates nine treatment facilities in five states: California, Arizona, Florida, Texas and Utah. The facilities are fully licensed and have been awarded Gold Seal accreditation by The Joint Commission, the highest level of accreditation available in the behavioral health field. Desert Living is a 30-minute TV program broadcast from Palm Springs, California.

TSRI SCIENTISTS TAKE STEP TOWARD MAPPING HOW THE BRAIN STORES MEMORIES

A new study led by scientists at The Scripps Research Institute (TSRI) sheds light on how the brain stores memories. The research, published recently in the journal *eLife*, is the first to demonstrate that the same brain region can both motivate a learned behavior and suppress that same behavior.

"We behave the way we do in a specific situation because we have learned an association—a memory—tying an environmental cue to a behavior," said Nobuyoshi Suto, TSRI Assistant Professor of Molecular and Cellular Neuroscience, who co-led the study with TSRI Professor Friedbert Weiss and Bruce Hope, a principal investigator at the National Institutes of Health's National Institute on Drug Abuse. "This study provides causal evidence that one brain region can store different memories."

Scientists know that our memories are stored in specific areas of the brain, but there has been some debate over whether a single brain region can store different memories that control opposing behavior. For example, can the same region store the meanings of red and green traffic lights—the memories that make a driver stop a car at a red light, then hit the gas pedal at a green light?

Suto's research focuses specifically on the brain circuits that control motivation. In the new study, he and his colleagues set out to examine how rats learn to press levers to get sugar water—and where they store those motivational memories.

The researchers first trained the rats to press a lever to get sugar water. The researchers then trained the rats to recognize two colored lights: one signaling the availability of sugar reward, and the other signaling the omission of this reward. As a consequence, the animals learned to change their behavior in response to these cues: the cue signaling availability promoted the lever-pressing, while the cues signaling omission suppressed this reward-seeking behavior.

Based on previous electrophysiology studies, Suto and his colleagues speculated that memories associated with these two lessons were both stored in a region of the brain called the infralimbic cortex.

"We've seen correlational evidence, where we see brain activity together with a behavior, and we connect the dots to say it must be this brain activity causing this behavior," said Suto. "But such correlational evidence alone cannot establish the causality—proof that the specific brain activity is directly controlling the specific behavior."

Continued on page 9...

PUBLIC SECTOR NEWS

...continued from page 6

one eligible student from each campus will be selected at random to attend a special lunch with Christine Gulbranson, senior vice president of innovation and entrepreneurship, and UC President Janet Napolitano.

"This campaign is about celebrating and recognizing the creativity and passion that makes UC an innovation powerhouse," Gulbranson said. "Entrepreneurial activity is booming across the UC system. I can't wait to see everyone's stories."

UC has a growing focus on entrepreneurship, with more than two dozen incubators and accelerators across the system and myriad student clubs devoted to the topic. Student entrepreneurship groups and clubs are encouraged to promote the campaign, host video parties and assist budding UC entrepreneurs in making their 30-second video.

Videos submitted as part of the campaign will be featured on the website. Participants who want to be in the drawing for lunch with Gulbranson and Napolitano must submit their video by 11:59 PST, Tuesday, February 28, 2017. The site will continue to accept and feature video submissions through 2017, however, with participants continuing to receive T-shirts.



CHP SETS SIGHTS ON REDUCING TEEN DISTRACTED DRIVING

Drivers encounter frequent distractions from their cellular telephones, interacting with passengers, and much more, all of which affect their driving ability and pose a significant danger of car crashes. Teens are at even greater risk of being involved in a collision caused by distracted driving because of peer pressure to stay connected via text and cellular telephones. The California Highway Patrol (CHP) has partnered with Impact Teen Drivers (ITD) to assist in eliminating these preventable collisions.

"Teenage drivers are the most inexperienced motorists on the road, and with added distractions like using their cellular telephones, we have to work even harder to teach them how to drive safely," CHP Commissioner Joe Farrow said. "Impact Teen Drivers and the CHP share the same goal; to raise awareness of the dangers of reckless and distracted driving."

At schools and community events across the state, the CHP and ITD work to educate

and change the behavior of teen drivers. Ten percent of all drivers 15 to 19 years old involved in fatal collisions were reported as distracted at the time. According to the National Highway Traffic Safety Administration, in 2013 this age group represented the largest proportion of drivers who were distracted at the time of a collision.

"We must remember that these crashes are not inevitable accidents, but are preventable tragedies," said Dr. Kelly Browning, Executive Director of ITD. "Three-quarters of teen crashes are not caused by driving under the influence, but instead by the deadly combination of inexperience and reckless or distracted driving. By educating parents and teens, and enforcing highly effective graduated driver licensing laws, we can change the driving culture to one that is distraction-free and save hundreds of lives each year in California alone."

The grant-funded Teen Distracted Drivers Education and Enforcement VI campaign consists of an education component, as well as teen distracted driver enforcement operations to be conducted throughout the state until September 30, 2017. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

CALTRANS DIRECTOR TO BECOME CHAIR OF TRANSPORTATION RESEARCH BOARD EXECUTIVE COMMITTEE

The Transportation Research Board (TRB) announced that Caltrans Director Malcolm Dougherty will become chair of its Executive Committee, effective January 12.

Dougherty will first be stepping into the vice chairmanship of the Executive Committee effective November 29, 2016. His nomination was approved by Dr. Marcia McNutt, President of the National Academy of Sciences and Chair of the National Research Council.

The TRB is a division of the National Research Council of the United States, (NRC) which serves as an independent adviser to the President of the United States, Congress and federal agencies on scientific and technical questions of national importance. It is jointly administered by the National Academies of Sciences, Engineering and Medicine. The TRB promotes innovation and progress in transportation through research in an objective and interdisciplinary setting. It offers research management services that promote technical excellence; provides expert advice on transportation policy and programs; and disseminates research results broadly and encourages their implementation.

The Executive Committee is the senior policy body of TRB, composed of approximately 25 members appointed by the Chairman of the NRC. The TRB Executive Committee is an advisory group to the Chairman and the Governing Board of the NRC and provides oversight to ensure that TRB's activities are appropriate for the NRC and constructive to the transportation system and the nation.

Members of the Executive Committee are comprised of representatives of various transportation agencies, academic disciplines, private and public sectors, different levels of government and geographical regions.

The Executive Committee meets twice a year, once at TRB's Annual Meeting in Washington each January and once in June. As Chair of TRB's Executive Committee, Dougherty will serve a one-year term and preside over the Committee discussions.

As Director of Caltrans, Dougherty leads an \$11 billion organization and the 20,000 employees who build, maintain, and operate more than 50,000 lane miles of California's transportation system. Dougherty has been an active member of the TRB Executive Committee since 2013 and has previously served on the Oversight Committee for the Second Strategic Highway Research Program. **TPR**

BUSINESS NEWS

...continued from page 7

So scientists took their experiment a step further. Using a pharmacogenetics approach, the researchers selectively switched off specific groups of brain cells—called neural ensembles—that react to select cues signaling either reward availability or reward omission.

The experiments demonstrated that distinct neural ensembles in the same region directly controlled the promotion of reward-seeking or the suppression of that behavior. Without those neurons firing, the rats no longer performed the behavior motivated by the memories in those ensembles. At last, the scientists appeared to prove the causality.

Suto called the findings a step towards understanding how different memories are stored in the brain. He said the research could also be relevant for studying which neurons are activated to motivate—and prevent—drug relapse. He said he'd next like to look at what other regions in the brain these infralimbic cortex neurons may be communicating with. "Brain regions don't exist in a vacuum," he said. In addition, he also would like to determine the brain chemicals mediating the promotion or suppression of reward seeking.

In addition to Suto and Weiss, authors of the study, "Distinct memory engrams in the infralimbic cortex of rats control opposing environmental actions on a learned behavior," were co-first author Amanda Laque (a joint post-doctoral fellow in the Weiss/Suto labs), as well as Genna De Ness, Grant Wagner, Debbie Watry and Tony Kerr of TSRI; Eisuke Koya of the University of Sussex; and Mark Mayford of the University of California, San Diego.

This study was supported by extramural and intramural funding from National Insti-

tute on Drug Abuse as well as National Institute of Alcohol Abuse and Alcoholism, National Institutes of Health (grants R21DA033533, R01DA037294, R01AA023183, 344 R01AA021549 and ZIADA000467). Laque was supported by a Ruth L. Kirschstein Institutional National Research Service Award from the National Institute of Alcohol Abuse and Alcoholism (grant T32AA007456).

FIVE JOBS TRENDS TO WATCH IN 2017, ACCORDING TO GLASSDOOR CHIEF ECONOMIST

Glassdoor's chief economist, Dr. Andrew Chamberlain, today revealed the five biggest jobs trends to watch in 2017 along with the five hiring trends that defined 2016. The insights come as part of a new Glassdoor Economic Research report, outlining Chamberlain's 2017 predictions for the U.S. labor market including why automation will start to affect all jobs in 2017; why the gig economy has hit its limit; how data science will transform HR and recruiting; and more.

"With record numbers of unfilled jobs, historically low unemployment and rising pay, America's labor market is one of the strongest in decades. In many ways, 2016 was a landmark year for hiring," said Chamberlain. "However, technology and automation are changing the way we work forever, creating both opportunities and challenges for 2017 and beyond. In this environment, the future of jobs, employer branding and recruiting is top of mind for job seekers, employees and employers."

Five Jobs Trends to Watch for 2017:

- **Data Science Will Transform HR into "People Science":** Data science has revolutionized nearly every industry - except HR and recruiting. In 2017, with easy and low-cost data analytics tools for employers, an industry that can benefit from data will finally start to catch up.
- **The Gig Economy Will Reach its Limits:** The gig economy has been big news over the last year and many expect it to pick up in 2017. However, though many jobs are ripe for gig workers, the majority of the workforce of 2017 and beyond is moving to higher-skilled roles that require creative judgement and long-term relationship building.
- **Automation Will Impact All Jobs - Not Just Drivers:** Jobs across all industries will begin to feel the effects of automation - especially truck drivers and taxi drivers in 2017. Automation is not going to destroy jobs, but will require workers to upskill and employers to focus on training programs to help employees develop new skills.
- **Employers Will Take Action Against the Gender Pay Gap:** With the shift to pay transparency that unfolded in 2016, more employers will take action against the gender pay gap by doing analysis to understand the gap in their workforce and correct it.
- **Employers Will Shift Away from Flashy Benefits Packages:** Employers offering employees flashy benefits like free lunch and dog friendly workplaces - led in large part by the tech industry - have reached a tipping point. In 2017, employers will pull back on flashy benefits because research shows more traditional benefits like 401(k) plans and health care coverage impact employee satisfaction most.

A labor economist by training, Chamberlain has a unique view of the labor market due to the wealth of data publicly available on Glassdoor. This includes millions of job listings alongside company reviews, salary reports, interview reviews and benefits reviews for more than 600,000 companies. Glassdoor data offers a look inside the job market from the perspective of job candidates, the employees and employers - providing a pulse on the economy at a time of change and uncertainty as the U.S. enters a New Year and as a new administration begins in January 2017. **TPR**

SHARE YOUR BUSINESS NEWS WITH THE COACHELLA VALLEY BUSINESS COMMUNITY

YES, IT'S FREE

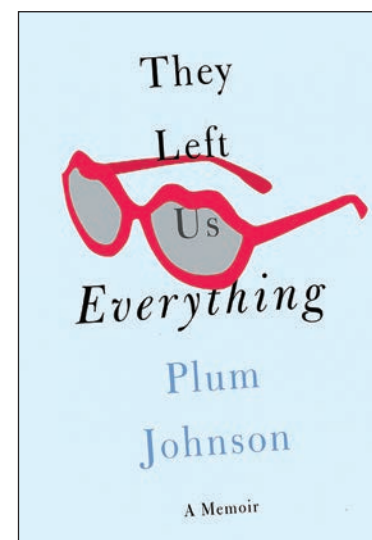
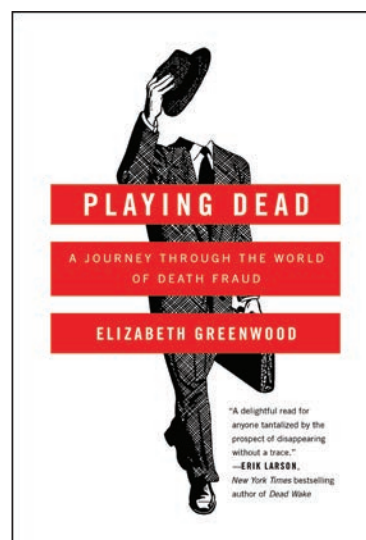
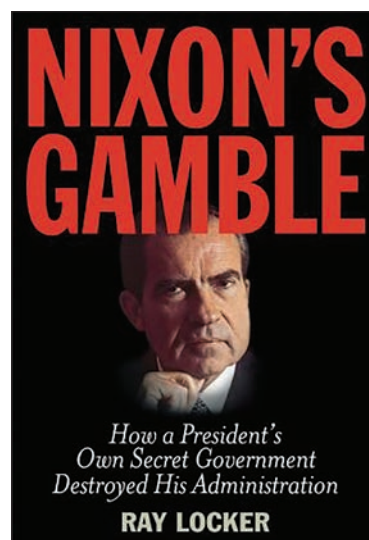
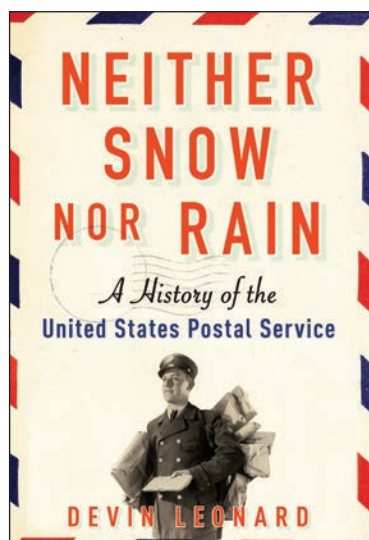
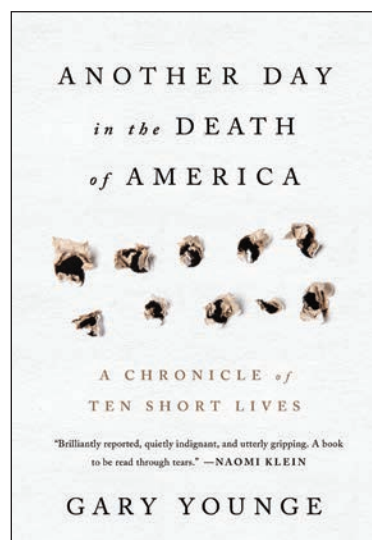
Send your press releases and photos to:
editor@desertpublicrecord.com



Please allow two weeks for time-sensitive events. The Public Record is published weekly, every week of the year. Press releases with plain (unformatted) text embedded in an email or a Word Document is preferred. Photos are welcome with a minimum size of 1200 x 1200 pixels in jpg format.

book review BY STAFF REPORTS

BEST NONFICTION OF 2016



Got books?

Yep, if you were me, the answer would be, “Ohhh, yeah!” Shelves of them, in fact, over the last 52 weeks, and here are some of the better choices I read in 2016, in no particular order:

As I was looking over the list of things

I read, I was surprised to remember how much I enjoyed “Neither Snow nor Rain” by Devin Leonard. Overall, this book is about the U.S. Postal Service and its history. The thing that makes this book so much fun, though, is that Leonard also includes so many side-stories that it becomes

more of a general history that’s light and fun. Fans of Bill Bryson, take note and find this book.

Another something that’s informative and a little on the light side is “Playing Dead” by Elizabeth Greenwood. I mean, how many times a week does the average person wish they could chuck it all and disappear somewhere? Greenwood looks into that: how it’s done, what it’s like, and the impacts it has on loved ones. You might change your mind. Or you might want to disappear even more. Either way, this is a can’t-miss.

As a Baby Boomer, “They Left Us Everything” by Plum Johnson particularly resonated with me, which is why it really has to be on this list. Johnson’s parents were both elderly and had lived in their oversized house for decades. When they died relatively close in time, Johnson and her brothers were tasked with cleaning up, but not just the house. They also had memories to examine and scrub. This is a book for daughters, particularly, but also for anyone who’s facing the downsizing of a home or end-of-life caretaking.

In a political year, you might guess that an abundance of political books might

be published – and you’d be right. My pick for the best in that category is “Nixon’s Gamble” by Ray Locker, who takes a brief look at Nixon’s early career before digging into the moves that the President made, starting on the day of his inauguration. Even if you think you know what happened nearly half a century ago... you don’t. For history lovers of any age or place, this is an eye-opener.

I don’t think I would have liked “Another Day in the Death of America” by Gary Younge quite as much if it had been laser-focused. Nope, Younge took one random day in recent years, and he writes about the ten children who died of gunshot wounds in the U.S. on that day. It’s that randomness that’s so shocking, especially when you consider the statistic he cites: an average of seven children die by gun every day in America – and the circumstances Younge found make this book even more impactful.

And now the paperwork: look for these books at your local library or bookstore. If you can’t find them, ask your favorite bookseller or librarian, who is surely wearing a Super Hero cape beneath his or her clothing. **TPR**

GOT NEWS?



The Public Record welcomes business news and photos of local interest.

Photos and jpg logos should be a minimum of 4x6" at 300 dpi (1800 x 1200 pixels).

The deadline is each Tuesday at 5 p.m.

SEND YOUR PRESS RELEASE TO
editor@desertpublicrecord.com



FROM THE DEAN'S DESK

DR. SHARON BROWN-WELTY, DEAN, CSUSB PALM DESERT CAMPUS

Happy New Year! We are looking forward to so many exciting happenings this winter on your Coachella Valley's public four-year university campus and hope you will plan to be a part of our festivities.

We ended 2016 with a successful Founder's Society Dinner at the Vintage Club where we honored the cities of La Quinta, Palm Desert and Rancho Mirage for their significant gifts that helped to build our modern campus on its current footprint. With a vision to the future of the campus, we also honored Dr. Ward and Mrs. Pat Fredericks for their generous gift that will create a clock tower in the center of the campus as we build out our master plan. There were over 120 participants at this CSUSB Palm Desert Campus annual event and we were delighted at the support shown by our community members.

This year we are holding a number of events to celebrate our 30th Anniversary of providing undergraduate and graduate degrees in the Coachella Valley. The celebratory activities are planned for the week of February 20, and will include events honoring the community, students and alumni. Since our modest beginnings on the College of the Desert campus, we have grown to serve more than 1,400 students this year, and expect to serve as many as 8,000 when we have completed the next phase of development. Our celebrations will include innovative events held right on our very own campus – with a sneak preview of what the future campus will look like!

We continue to plan to bring new programs to campus, most notably our Hospitality Management program. We will be making a concerted effort in the next several months to build support for the program to enable us to bring to campus a top leader in the industry to assist us in refining the program and the hiring a top-notch faculty in hotel, events and club management. We are also focusing on how we can begin to address the shortage of healthcare professionals for the Coachella Valley, especially nursing professionals. You'll be hearing more from me as we continue our progress on these initiatives.

The Coachella Valley did end the year on a sad note with the passing of our great supporter and community leader, Supervisor John Benoit. We will be forever grateful for his work in getting the Palm Desert Campus established and the on-going support he and his lovely wife Sheryl have given the campus. All of us at the Palm Desert Campus extend condolences and heartfelt sympathy to the family – John will be greatly missed by our campus and community.

Dr. Sharon Brown-Welty
Dean, CSUSB Palm Desert Campus

