

BUSINESS NEWS

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Modernism Week 2018. Tours of Maison a l'Orange run from February 18 – 20 and tour tickets are \$30. The house is also part of the Atomic Ranch Live: Seminars, Workshops and Tours on February 17.

“Modernism Week participants have made it clear that they desire to tour exciting homes that are rarely open to the public,” said William Kopelk, Modernism Week Board Chairman. “That’s why this year we are offering tours of our first Showcase Home and two exciting Featured Homes. Each one of these homes showcases a remarkable blend of historic architecture, supplemented by modern design updates. We look forward to offering more Showcase and Featured Homes in future Modernism Week festivals.”

Modernism Week’s signature 11-day event will take place February 15-25, 2018. To receive updates, visit modernismweek.com and sign up for Modernism Weekly, or 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.

AMERICAN CANCER SOCIETY’S CLIMB TO CONQUER CANCER AT THE RITZ-CARLTON RANCHO MIRAGE

“Get Your Hike On” at American Cancer Society’s inaugural Climb To Conquer Cancer Feb. 17 at The Ritz-Carlton, Rancho Mirage.

“We’re looking for hikers for a scenic sunset hike led by an experience leader,” said Jennifer Heggie, Community Development Manager for the American Cancer Society in Palm Desert. “For non-hikers we will offer two yoga classes.” “Non-hikers can also join the party on the main lawn after the hike.”

The hike will follow the 2.1-mile Chuckwalla Trail loop, which is a lightly trafficked loop rated as moderate for the whole family. Hikers and walkers of all skill levels are invited. Kids 12 and under are free.

Registration is 3 p.m. with the hike beginning at 3:45 p.m. Cost is \$20 per person early bird, before Feb. 1 and \$30 after Feb. 1. Your registration includes light bites, water and a goodie bag. A no-host bar and entertainment will be set up on the main lawn overlooking the Coachella Valley after the hike.

As hikers come down off the trail, they can view hundreds of lighted luminaria bags, in honor or in memory of cancer patients. If you cannot attend, luminaria bags will be sold for \$10 in advance by calling the ACS office at (760) 340-1597.

For community and corporate sponsor information, please contact Jennifer Heggie at (760) 340-1597 or Jennifer.Heggie@cancer.org

COACHELLA VALLEY WORKPLACE WELLNESS AWARDS OPEN FOR NOMINATIONS

HARC, Inc., the Coachella Valley’s source for critical health and wellness data, announced the nominations for the Annual Coachella Valley Workplace Wellness Awards are now open. The awards are in recognition of exemplary workplaces that prioritize employee health and wellness and encourage others to do the same.

“Health and wellness should be relevant both inside and outside the workplace,” says Dr. Jenna LeComte-Hinely, Executive Director for HARC. “A healthy work-life balance reaps benefits for both the employer and the employee.” Dr. LeComte-Hinely says Annual Review of Public Health studies show workplace wellness benefits include increased productivity, decreased absenteeism, improved morale, decreased healthcare costs and decreased legal costs.

Organizations eligible for and encouraged to participate in the awards competition include businesses, nonprofits, schools and governmental organizations. HARC will award four small organizations (1-100 employees) and four large organizations (100+

employees) in the following categories:

1: Nutrition: walking clubs at work, healthy food options in vending machines, weight loss support groups, free health screenings, etc.

2: Safety/Environment: ergonomic interventions, safety reward programs, tobacco bans, reducing exposure to toxins, etc.

3: Wellness/Mental Health: flextime policies, enhanced employee recognition, supportive supervisors, team-building, etc.

4: Grand Prize Winner: exemplifies all three areas listed above.

This year’s Workplace Wellness Awards luncheon will be held on June 7th, 2018 at the Classic Club in Palm Desert. The event includes complimentary valet parking and lunch. Grand prize winners will be featured in The Desert Sun, courtesy of HARC.

Organizations are welcome to self-nominate and there is no charge to apply. All accepted applicants receive two complimentary tickets to the event. Go to <http://harcdata.org/about-us/events/award/> to complete the application package. HARC staff will follow up shortly and get more detail and confirm the application.

PROTECTING PRIVACY IS A CONCERN TO CONSUMERS AND GOOD FOR BUSINESS

As the world becomes increasingly connected and the Internet of Things (IoT) continues to expand, consumers’ concerns about the hot-button issues of data security and privacy are deepening. A recent survey addressing what consumers really think about sharing their personal information indicates that 81 percent of Americans feel they have lost control over the way their personal data is collected. The proliferation of connected devices coupled with consumer unease sends a clear message that in order to build trust, organizations must address privacy concerns, safeguard data and be open and honest about how personal information is collected, used and shared.

“Companies of all sizes and from all industries are continuously collecting enormous amounts of personal data. Consumers want to know how their personal information is collected and protected and with whom it is shared,” said Russ Schrader, NCSA’s executive director. “In fact, respecting privacy is not only a protective measure, but also a smart strategy for enabling consumer trust and enhancing reputation and growth.”

“Protecting data privacy is critical in today’s global digital economy. Every company must be able to demonstrate how it is protecting data privacy to earn the trust of customers, users, partners and employees. This takes a collaborative, risk-based data privacy practice that aligns with industry best practices, customer demands and regulatory requirements,” said Michelle Dennedy, vice president and chief privacy officer for Cisco.

With high-tech gadgets on our wrists, in our cars and in our kids’ toy chests, we are now faced with an even more complex environment in which to manage our privacy. The abundance of personal information collected by these devices can be stolen by bad actors or used in negative ways. Recent news stories about connected toys have shed light on the risks of data being collected and used in ways we might not expect or approve. It is vital that all companies be open and honest about how they collect, use and share personal information. In addition, businesses must be vigilant about security and respecting privacy. Whenever possible, parents and all consumers should try to understand how their information is collected, used and shared.

This Data Privacy Day, all businesses need to enable trust by respecting privacy and safeguarding data, especially as the world of IoT expands and consumer apprehension grows. Help your business be more thoughtful about what information is collected, protecting that data and fostering consumer trust with these tips:

- If you collect it, protect it: Follow reasonable security measures to protect individuals’ personal information from inappropriate and unauthorized access.

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