

# The Public Record

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

## Covered California Releases 2019 Individual Market Rates

### BY STAFF REPORTS

Covered California on Thursday announced a modest rate change for 2019 and said many enrollees will be able to mitigate the impact if they shop and switch to the lowest-cost plan in the same metal tier. The exchange also described how the recent federal decision to eliminate the penalty for the individual mandate will raise costs for the federal government and all consumers in the individual and employer-sponsored markets.

Consumers in both Covered California and off-exchange in the individual market will see an overall average statewide rate increase of 8.7 percent to their gross premiums if they renew coverage in the same plan for 2019.

“Covered California continues to benefit millions of people in our state by giving them access to high-quality, affordable health coverage,” said Covered California Executive Director Peter V. Lee. “It is unfortunate when a rate change of nearly 9 percent is generally viewed as good news,

*Continued on page 2...*

## Living Desert Prepares to Welcome More Than Half a Million Guests with Exciting New Entrance

### BY KRISTY KNEIDING

The Living Desert Zoo and Gardens is eagerly awaiting the opportunity to unveil and welcome guests through its new entrance beginning this fall. Since breaking ground in May 2017, visitors have had the opportunity to see incredible progress with every visit. The new entrance complex completes the first of a three-phase construction project funded through The Living Desert’s Pride of the Desert capital campaign. Guests will be welcomed into the new Patti and Jack Grundhofer Plaza with palm-lined walkways and new guest service amenities.

The Grundhofer Plaza will include a variety of new features to enhance the visitor’s experience from the moment they arrive. They will have the opportunity to utilize self-service kiosks for ticket and tour purchases or interact with guest relations representatives at one of the five new ticket windows. Entrance for Zoo members or those who purchase tickets online will be easier than ever before with a scan-and-go entry system. In addition, a dedicated guest relations office will be available during regular park

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# Covered California Releases 2019 Individual Market Rates

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when the rate change could — and should — have been much lower.”

The proposed rates, negotiated with Covered California and filed Thursday with regulators and subject to their final review, mean those who receive a subsidy to help purchase coverage will pay an average of 6 percent more if they renew in the same plan next year, which translates to an estimated monthly premium of \$123 after tax credits. Subsidized consumers account for 88 percent of Covered California’s enrollment, and those subsidies rise along with rates to help offset any increases.

Consumers, both on and off the exchange, will continue to benefit from Covered California’s competitive marketplace, which allows them to shop for the best value and save money if they switch plans. The average rate change for consumers who shop and switch to the lowest-cost plan in the same metal tier is -0.7 percent, which means that many Californians can pay the same rate as they do now in 2018, or a little less, if they shop and switch.

All 11 insurers currently serving Covered California will return for the 2019 coverage year. Covered California’s competitive marketplace continues to promote choice, with 96 percent of consumers being able to choose from two insurers or more and 82 percent of consumers having three or more choices.

Lee said the elimination of the penalty for those who choose not to buy health insurance had a negative impact on rates for 2019. Carriers added between 2.5 and 6 percent to their rates, with an average of 3.5 percent, due to concerns that the removal of the penalty will lead to a less healthy and costlier consumer pool.

Covered California estimates the 3.5 percent increase added to the rates will mean Californians will be spending more than \$400 million more on their health care coverage in 2019. While subsidized consumers will be protected from this increase, since the amount of financial help they receive will also increase, the federal government will end up paying an estimated \$250 million more in higher tax credits. Unsubsidized consumers on- and off-exchange will bear the full brunt of the increase.

“The cost of the penalty removal will manifest for unsubsidized consumers in higher rates. While subsidized people will not bear the full costs, taxpayers will,” Lee said. “The additional losers from this policy change will be those who decide to roll the dice, go without coverage, and end up with hundreds of thousands of dollars in medical bills.”

Lee said some federal changes will affect more than just rates in 2019. The elimination of the penalty for going without health insurance will likely affect enrollment.

Covered California estimates that the elimination of the individual mandate penalty could reduce enrollment in California’s individual market by 262,000 consumers in 2019. Analysis conducted by PricewaterhouseCoopers found that the removal of the individual mandate penalty could also result in uncompensated care rising by \$1,000 per newly uninsured person. If all uncompensated care costs — that are not covered elsewhere — were shifted to private insurance, the cost of employer-sponsored coverage could increase by between 2 and 4 percent, a cost that would most likely be shared between the employer and the employee.

Other factors influencing the rates include “medical trend” — or the general change in the cost and usage of medical services and products — which accounts for 7.5 percent of the rate change. In addition, the federal suspension of the health insurer tax for 2019 kept rates about 1.6 percent lower than they might have been.

“While there is a one-year reduction in rates due to the suspension of the insurer tax, the impact of removing the penalty for the individual mandate is permanent and is far larger,” Lee said.

Covered California remains a strong and stable marketplace that has served more than 3.5 million Californians since it first began offering coverage in 2014. During that time, more than 5 million Californians have enrolled in the expanded Medi-Cal program. Together, these achievements have helped California reduce its uninsured rate from 17 percent at the end of 2013 to a record low of 6.8 percent at the end of 2017.

The historic gains made through steady enrollment have helped keep Covered California’s premiums at a stable level. Over the past five years, Covered California has held actual average annual rate changes for unsubsidized consumers to an estimated average of 7.9 percent and 3.8 percent for subsidized consumers

The stability in Covered California’s premiums has fostered steady enrollment in California’s individual market. While the total enrollment in the nation’s individual market peaked at approximately 12.4 million in 2016, it declined by 10 percent in 2017, or roughly 1.5 million consumers. The decrease is driven primarily by a 20 percent reduction, which accounts for 1.3 million people, in the number of unsubsidized consumers in the individual market. In stark contrast, the number of unsubsidized consumers in California’s individual market has remained constant.

“In California we have 1 million unsubsidized consumers in the individual market, and while they will be protected from significant rate changes because of the positive effect of marketing and a competitive environment, we are worried that the rest of the nation is seeing millions of people at risk of being priced out of coverage,” Lee said.

Covered California’s steady enrollment further helps keep rates stable because its consumers are healthier than average, as measured by risk scores. A recent analysis published in the Health Affairs Blog, “National vs. California Comparison: Detailed Data Help Explain the Risk Differences Which Drive Covered California’s Success,” found that Covered California’s risk scores were lower than the national average from 2015 to 2017.

“Covered California’s strong enrollment, low premiums and healthy consumers are the result of promoting competition that focuses on lowering costs,” Lee said. “We will continue to put consumers first by providing them with high-quality coverage that ensures they can get the right care at the right time.”

Consumers can find out what they will pay for their 2019 coverage starting during the renewal period in October, when they can visit Covered California’s website at [www.CoveredCA.com](http://www.CoveredCA.com) and begin using the Shop and Compare Tool for 2019.

Consumers who do not have health insurance will be able to begin signing up for 2019 coverage on Oct. 15. Others with special qualifying life events, like losing their coverage or moving, can enroll year round. Medi-Cal enrollment is also year round.

Interested consumers should go to [www.CoveredCA.com](http://www.CoveredCA.com) to find out if they qualify for financial help and find free local help to enroll. They can contact the Covered California service center for enrollment assistance by calling (800) 300-1506. **TPR**

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**Madeline Zuckerman**

# BUSINESS NEWS

## ECONOLITE WINS \$21.9 MILLION CALTRANS CONTRACT

Econolite, the leader in one-stop-shop traffic management solutions, today announced that it has been awarded a \$21.9 million contract by the California Department of Transportation (Caltrans) to provide transportation infrastructure upgrades in Caltrans District 7 – Los Angeles County region. Under terms of the contract, Econolite will provide traffic system modernization for Caltrans highways in District 7 through December 2020.

“The vital arteries in District 7 handle more than 100 million vehicle miles traveled daily and this transportation infrastructure upgrade represents a significant step toward enhancing safety and mobility for citizens and visitors in Los Angeles County,” said Rodney Mathis, Econolite Vice President of Systems.

The project calls for upgrading and replacing more than 3,000 detection sensors, as well as installing new signal controllers, and traffic cabinets. The scope of the work also includes deploying new communications systems, including wireless, at the specified project locations throughout Los Angeles County.

“This contract award affirms Caltrans’ vision and commitment to safety and mobility of the traveling public. We are delighted and privileged to offer our broad range of products and services meeting the infrastructure upgrade needs of one of the largest counties in the nation,” said Mathis. “As the leader in one-stop-shop traffic management solutions, Econolite is well-positioned to meet the unique demands of this large-scale transportation upgrade project that will enhance safety and the overall commuting experience across Los Angeles County.”

## NEW SURVEY EXPLORES LINK BETWEEN TRAVEL AND CURIOSITY

As travelers continue to seek local experiences and tailored activities that fuel their curiosity, Curio Collection by Hilton today unveils new elements to its Curious Gene program. To explore curiosity as it relates to travel, Hilton’s first collection brand conducted a consumer survey and has partnered with The Travel Channel’s Ashlan Cousteau to help people maximize their exploration.

Although only 20 percent of people are said to have the “wanderlust gene” (DRD4-7R), according to a survey commissioned by Curio Collection, 91 percent of the population considers themselves to be curious. Seventy-three percent of people say that traveling is their go-to outlet to express their curiosity.

“At Curio Collection by Hilton, we believe in the power of curiosity and its ability to transform the way we live, learn and travel,” said Mark Nogal, global head, Curio Collection by Hilton. “Whether it’s across state lines, across the ocean or even in the places they call home, we want people to experience something unexpected and customized to their specific travel preferences when staying at one of our more than 50 Curio Collection hotels and resorts around the globe.”

The study also revealed that curiosity is a way of life and plays a key role in travelers’ vacation planning process. Respondents shared how curiosity motivates the way they explore a new destination:

There’s always room for growth: Sixty percent of people believe they are more curious than the average person, yet more than half (53 percent) want to be more open to new experiences.

Education motivation: More than 90 percent of people take trips to learn something new, and 79 percent consider learning something new while on vacation a priority.

No time for naps: Fifty-five percent of travelers say that vacations are primarily a way to explore, not to relax.

Unique exploration: Fifty-seven percent of travelers wish they could spend more time exploring the things they are most curious about, such as visiting ancient ruins, eating dinner at a well-regarded restaurant or experiencing a safari.

*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](mailto: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](http://www.abwa.org)

### Building Industry Association Contact

760-360-2476

### Coachella Valley Women's Business Center

760-345-9200, [www.cvwbc.org](http://www.cvwbc.org)

### Desert Business Association

760-904-4589, [www.desertbusinessassociation.org](http://www.desertbusinessassociation.org)

### Desert Contractors Association

760-200-9202, [www.desertcontractors.org](http://www.desertcontractors.org)

### Desert Palm Legal Professionals Association

[dplpa.info@gmail.com](mailto:dplpa.info@gmail.com)

### Desert Valleys Builders Association

760-776-7001, [www.thedvba.org](http://www.thedvba.org)

### Greater Coachella Valley Chamber of Commerce: Cathedral City, Coachella, La Quinta, Indio

760-347-0676, [www.GCVCC.org](http://www.GCVCC.org)

### Health Assessment and Research for Communities

760-404-1945, [www.harcddata.org](http://www.harcddata.org)

### Indian Wells Chamber of Commerce

760-346-7095, [www.indianwellschamber.com](http://www.indianwellschamber.com)

### Palm Desert Area Chamber of Commerce

760-346-6111, [www.pdacc.org](http://www.pdacc.org)

### Palm Springs Chamber of Commerce

760-325-1577, [www.psychamber.org](http://www.psychamber.org)

### Greater Palm Springs Convention and Visitors Bureau

760-770-9000, [www.visitgreaterpalmsprings.com](http://www.visitgreaterpalmsprings.com)

### Palm Springs Hospitality Association

760-835-4957, [www.palmspringshospitality.org](http://www.palmspringshospitality.org)

### Professionals in Human Resources Association

760-902-8087, [www.pihra.org](http://www.pihra.org)

### Rancho Mirage Chamber of Commerce

760-568-9351, <https://www.rancho Miragechamber.com/>

### Thousand Palms Chamber of Commerce

760-343-1988

### Small Business Development Center

[www.cvep.com/sbdc](http://www.cvep.com/sbdc) 760-340-1575

### Toastmasters Confident Speakers Club

[www.palmdeserttoastmasters.com](http://www.palmdeserttoastmasters.com)

### August 9 - Palm Desert Chamber of

#### Commerce Profit Connection Lunch:

The Grill at Marriott's Shadow Ridge Resort 11:30 a.m.

### August 10-12 - Idyllwild Jazz in the Pines:

Idyllwild Arts Campus. All Day Long

### August 14 - Rancho Mirage Chamber of

#### Commerce Ambassador Meeting:

Chamber Offices 9:00 a.m.

### September 30 - Peace Officer and Public

#### Safety Awards Luncheon:

TBD 11:30 a.m.

### October 4 - Fall Joshua Tree Music Festival:

Joshua Tree Lake Campground. All Day Long

### October 13 - Star Party at the Monumnet:

Santa Rosa-San Jacinto Mountains National Monument 7:00 p.m.

### October 25 - Greater Coachella Valley

#### Chamber of Commerce State of the City:

Civic Center Mall 10:30 a.m.

### October 31-November 11 - HITS Coachella

#### Desert Circuit Horse Show:

HITS Desert Horse Park. Recurring weekly on Wednesday, Thursday,

Friday, Saturday, Sunday

### November 3 & 4 - Greater Palm Springs LGBT

#### Pride:

Various Locations in Greater Palm Springs. All

Day Long

### November 3-11 - USA Pickleball Association

#### National Championships:

Indian Wells Tennis Garden. All Day Long

### November 17 - Props & Hops Craft Beer

#### Festival:

Palm Springs Air Museum 12:00 p.m.



# Fox & Hounds

KEEPING TABS ON CALIFORNIA BUSINESS AND POLITICS DAILY



## A NEW TAX THAT WILL GET A HANG-UP FROM LEGISLATORS

By **JOEL FOX**

Why is a savvy politician like Jerry Brown proposing a new tax increase with only one month to go in the legislative session of an election year? Such a strategy goes against conventional wisdom because legislators up for election don't want to defend a new tax increase. Yet, Brown argues that the 911 emergency system desperately needs an upgrade and he proposes a tax increase to achieve it.

The tax increase requires a two-thirds vote and that mark will be difficult to achieve given that Democrats do not hold two-thirds of the state senate and the recall of Sen. Josh Newman over his gas tax increase vote is fresh in the politicians' minds.

Brown is counting on Republicans' general concern for public safety to secure some votes from the GOP since improving the 911 system and bringing the technology to modern standards is a safety issue.

In fact, California Department of Finance spokesman H. D. Palmer made that point on the 911 emergency system, "This falls into a fundamental purpose of government, which is protecting public safety."

Then why not take the money needed to improve the system from the state's basic revenue pot, the General Fund, which is bursting with a \$9 billion surplus? Brown's plan calls for a \$175 million investment, easily covered by the surplus. If public safety is a fundamental purpose of government then money should be priori-

tized out of the General Fund every year even to the exclusion of other programs. A priority purpose of government doesn't need a special fund to support it.

Brown will argue that a fee pays for the current emergency system and that the method he proposes is just changing how the fee works—and doubling the revenue from the fee. Few will disagree with the governor that the emergency system is outdated. He'll argue that the system is in desperate need of modernizing.

The same could be said about the state's spending and budgeting and this would be a good place to take a stand to make that point. An issue can also be raised why this fundamental safety concern hasn't been properly maintained over

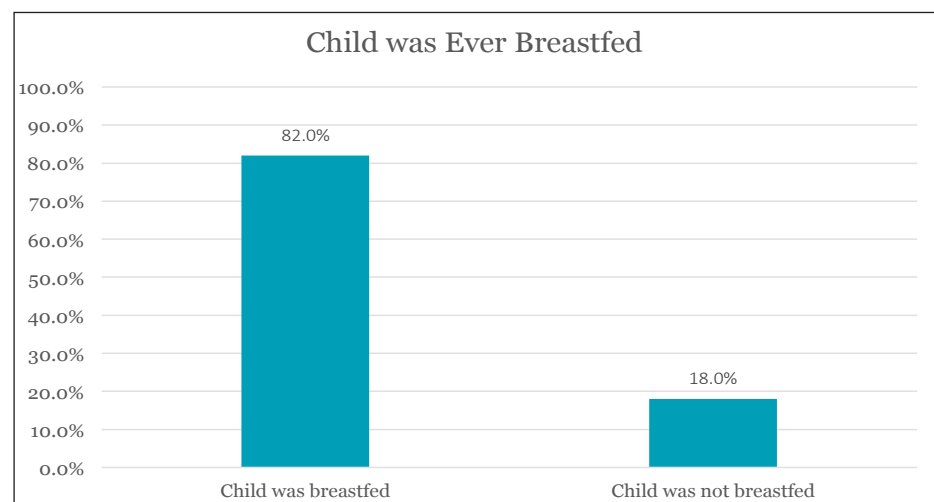
the years if the emergency system is a prime concern of government.

Brown, who pledged that voters would have a say on any state tax increases when he ran to return to the governor's office, has shunned that promise in his second (or fourth) term.

Of course, Brown is not concerned with running for re-election so he can wave a red cape at the bull of conventional wisdom. He also has the power of his veto pen and the power of appointments to try and sway reluctant legislators.

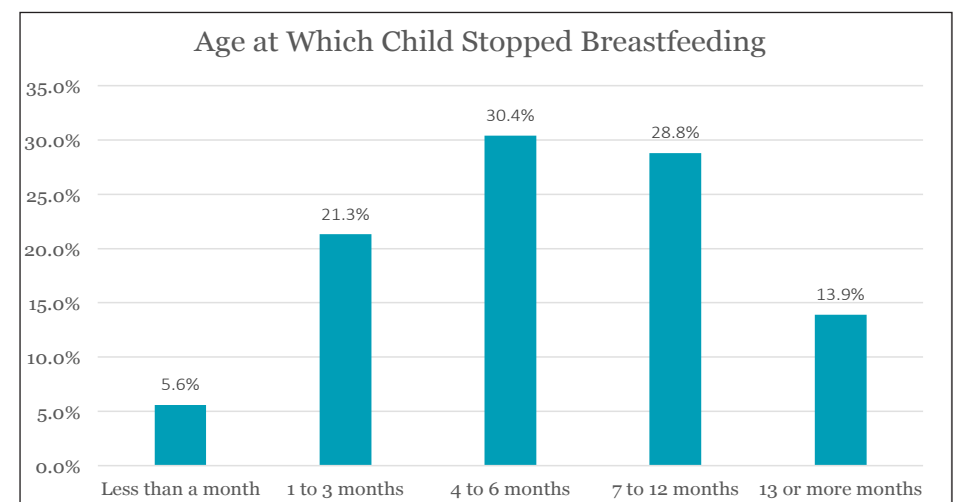
But, ultimately, it is the voters who have the greatest influence over the legislators and there are signs they are fed up with more taxes. **TPR**

## PUBLIC SECTOR NEWS



### AROUND 18% OF CHILDREN IN THE COACHELLA VALLEY, AGE 5 AND YOUNGER, HAVE NOT BEEN BREASTFED

In the Coachella Valley, the majority of mothers breastfeed, however, some still do not. In deciding whether to breastfeed or not, it is important to consider the benefits such as a reduced risk for certain health conditions and thus decreased medical spending. For example, more than three billion dollars in medical costs are accumulated annually in the United States for mothers and their children due to low rates of breast feeding. In the Coachella Valley, of children age 5 and younger, 82.0% (25,239 children), have been



breastfed, whereas 18.0% (5,536 children) have not been breastfed.

Breastfeeding has health benefits for both the child and the mother. Breastmilk is the main source of nutrition for developing infants. When infants are breastfed, there are certain unmatched health benefits. Some of which include a reduced risk for asthma, obesity, type 2 diabetes, ear and respiratory infections, and sudden infant death syndrome. In other words, the previously mentioned 5,536 children that were not breastfed have a higher risk for these health conditions. Mothers who breastfeed also receive health benefits. For

# BUSINESS NEWS

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Perfect travel partner: Sixty-four percent describe the perfect travel companion as someone who is curious. 65 percent consider a spouse or significant other as the best travel partner for new experiences, while 25 percent would prefer to travel alone.

To help consumers customize their trips, the brand worked with researchers to develop five curiosity types – Pathfinder, Epicurean, Culturalist, Spiritualist and Challenger – and recommend Curio Collection hotels and destinations for each traveler preference. In addition to being asked a series of questions about what it means to be curious when traveling, survey respondents were also asked questions about their curiosity type. A few of the key findings include:

Curious Culturalists are more likely to be millennial women: Millennial women are twice as likely as general travelers to be Culturalists – travelers who enjoy fine arts like guests would find at The Logan Philadelphia, Curio Collection by Hilton, which features more than 1,800 original art pieces, all created by artists with close ties to Philadelphia and the city's history.

Curious Challengers prefer exploring exotic and unknown destinations: Their interests take them to both the highest rooftop bar and the mountaintop. Sixty-nine percent of Challengers prefer international to domestic travel because it exposes them to a different culture.

Through August 8, U.S. travelers who take the 'Are You Curious?' social media quiz to find out their curiosity type have the chance to win a seven-night stay at any Curio Collection property that sparks their wanderlust. Fifteen additional winners will receive a two-night stay at any Curio Collection hotel worldwide.

To help travelers delve into their curiosity, the brand is partnering with celebrated travel expert and journalist, Ashlan Cousteau, who has shared her love of exploration in programs on E!, Discovery Channel, Travel Channel and more. Ashlan, a curious pathfinder, will be providing travel tips to ensure even the most curious of travelers are gratified. Ashlan will also provide the sweepstake winner recommendations based on their interests and selected destination.

"My passion for discovery has led me to virtually every corner of the globe, with each trip allowing me to gain a deeper understanding of others, the world around me and most significantly, myself," said Ashlan Cousteau. "I look forward to working with Curio Collection by Hilton to help enable fellow travelers to follow their curiosity – wherever that may lead them – and to create meaningful experiences in ways they may never expect."

## WELLS FARGO REACHES AGREEMENT WITH DOJ TO RESOLVE LEGACY RMBS CLAIMS

Wells Fargo & Co. (NYSE:WFC) announced today that it will pay \$2.09 billion to resolve a previously disclosed investigation by the U.S. Department of Justice (DOJ) regarding claims related to certain 2005–07 residential mortgage-backed securities activities.

"We are pleased to put behind us these legacy issues regarding claims related to residential mortgage-backed securities activities that occurred more than a decade ago," said Wells Fargo CEO Tim Sloan. "Wells Fargo remains focused on our important role as one of the nation's leading providers of mortgage financing and on our commitment to expanding sustainable homeownership opportunities for our customers."

Under the terms of the agreement, Wells Fargo, without admitting liability, will pay a civil monetary penalty to resolve all civil claims available to the U.S. government under the Financial Institutions Reform, Recovery, and Enforcement Act of 1989 for covered activities. The U.S. has also agreed to release Wells Fargo from any potential claims arising under the Program Fraud Civil Remedies Act (RICO), the Injunctions against Fraud Act and on certain other grounds. Importantly, there were no claims that individual customers were harmed as a result of the alleged conduct. The DOJ has previously reached agreements with a number of other banks to resolve similar RMBS issues.

## WELCH'S SETS OUT TO DISRUPT ENERGY DRINK CATEGORY WITH NEW SPARKLING BEVERAGE



Looking to reimagine the energy drink category around great taste, Welch's has launched Welch's Sparkling Plus Energy into limited release. The line delivers delicious, sustainably farmed Welch's juice with natural energy from organic coffee extract.

"We saw a need in the market for an energy drink that actually tastes good," said John Walston, Welch's Senior Brand Manager. "Welch's Sparkling Plus Energy delivers a great, bold taste and it's a product you can feel good about buying because as always, 100% of our profits go back to our small family farmers. The energy drink category is expanding, and we are excited to evolve our portfolio with a new product offering outside of the juice aisle."

Welch's Energy expands the brand's portfolio into a new category with a focus specifically on a male audience. The product is currently available as part of a limited rollout in three markets, including New York City, Philadelphia and Baltimore/Washington D.C., with plans to expand into new markets. Welch's Energy is available in two bold flavors – Sparkling Grape and Sparkling Fruit Punch – with a suggested retail price of \$2.19 for a 16 oz. can. For more distribution information, please reach out to Carey Haubenschild, Welch's Associate Director of New Channel Development, [chaubenschild@welchs.com](mailto:chaubenschild@welchs.com).

## STANLEY KUBRICK'S SCI-FI CLASSIC "2001: A SPACE ODYSSEY" COMING TO IMAX THEATRES FOR THE FIRST TIME EVER

Continuing the 50th anniversary celebration of Stanley Kubrick's science fiction masterpiece "2001: A Space Odyssey," Warner Bros. Pictures is bringing the film to more than 350 IMAX theatres across North America for one week only, beginning on August 24th. This marks the first time ever that moviegoers will have the opportunity to view the seminal film on the largest possible screen, creating a truly immersive experience. The announcement was made today by Jeff Goldstein, President, Domestic Distribution, Warner Bros. Pictures.

The IMAX engagement comes on the heels of the widely successful "unrestored" 70mm film release of "2001: A Space Odyssey," which was overseen by acclaimed filmmaker Christopher Nolan, a lifelong admirer of Kubrick.

As part of the week-long IMAX release, four select theatres will be showcasing the feature on IMAX 70mm film: AMC Universal Citywalk IMAX, Universal City, AMC Lincoln Square IMAX, New York City, AMC Metreon IMAX, San Francisco, and Ontario Place Cinesphere IMAX, Toronto. The IMAX 70mm film print, to be shown exclusively in these four locations, was created from the recently released "unrestored" 70mm print—a true photochemical film recreation struck from new printing elements made from the original camera negative with no digital tricks, remastered effects, or revisionist edits. The additional IMAX theaters will be presenting a brand new 4K restoration of "2001: A Space Odyssey" in IMAX with Laser and IMAX Xenon projection formats.

Widely considered among the greatest films of the 20th century, "2001: A Space Odys-

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# PUBLIC SECTOR NEWS

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example, these mothers will have a reduced risk of heart disease, type 2 Diabetes, ovarian cancer, and breast cancer.

The American Academy of Pediatrics recommends that infants should be exclusively fed breast milk for the first 6 months of their lives. In the Coachella Valley, of children age 5 and younger who have been breastfed, about 26.9% (5,700 infants) stopped being breastfed at 3 months or less. Another 30.4% (6,442 infants) stopped being breastfed at 4 to 6 months. In other words, at least 5,700 infants have not met the American Academy of Pediatric guidelines for breastfeeding.

Breastfeeding should continue between six months to one year, but solid foods can also be gradually introduced into the infant's diet. After one year, the decision to continue breastfeeding is at the discretion of the mother and her infant. The World Health Organization encourages a longer duration of breastfeeding with a suggestion of food and breastmilk for up to two years of age or beyond.

New mothers and expecting mothers can also benefit from reviewing the additional nursing guidelines provided by the Centers for Disease Control and Prevention. Some of these guidelines are useful for facilitating and initiating the breastfeeding process. For example, the practice of skin-to-skin care in which the infant is placed directly on the mother or caregiver for maximum skin-to-skin contact. Another practice includes rooming-in, which includes having the mother and infant remain together, 24 hours per day during the hospitalization period at birth. Another guideline includes delaying the introduction of pacifiers until breastfeeding has been established.

It is important to note, however, that there are situations in which a mother should not breastfeed. For example, some of these include taking certain medications (e.g., antiretroviral, birth control, migraine medications, mood stabilizers, sleep aids), having a specific illness (e.g., HIV, human T-cell lymphotropic virus type I or type II, active tuberculosis), or other specific conditions (e.g., women with certain chronic illnesses, breast surgery, active substance users, or having an infant with galactosemia). Of course, the decision to not breastfeed should always be discussed with your healthcare provider.

## ABC LAUNCHES FREE ONLINE LEAD TRAINING

The California Department of Alcoholic Beverage Control (ABC) has released a free online version of its award-winning training for alcoholic beverage servers on its website at [https://www.abc.ca.gov/programs/LEAD/Online\\_LEAD\\_Training.html](https://www.abc.ca.gov/programs/LEAD/Online_LEAD_Training.html)

The Department's Licensee Education on Alcohol and Drugs (LEAD) program helps prevent DUI's by providing the alcoholic beverage industry with practical information on serving alcoholic beverages safely, responsibly and legally with an emphasis on preventing sales to minors, sales to obviously intoxicated persons, and illicit drug activity at licensed establishments.

"The LEAD program is designed to provide licensees and servers with the tools and knowledge needed to promote responsible consumption, keep alcohol out of the hands of minors, and make our communities safer. For over 25 years, ABC has been proud to provide this training to the industry in a classroom setting and free of charge. We are very excited to expand the accessibility of the program through the launch of a free online version," said ABC Director Jacob Appelsmith.

The new training tool is a big step forward since some in the industry have previously travelled long distances to attend live training sessions in a classroom type setting. By offering this training online ABC is helping licensees and servers by increasing access and making it easier to get training. Live trainings will still be offered.

Earlier this year, the California Legislature passed the Responsible Beverage Server Training Program Act. This new law requires all alcoholic beverage servers and their supervisors to complete an ABC-approved training course in responsible beverage service

by July 2021. ABC is currently developing a program to approve training providers and expects approved providers to be in place by early 2021. ABC's classroom and online LEAD training will continue to provide a valuable resource to the industry until training providers are approved to provide training that would satisfy the new requirement.

The Online LEAD Training is made possible by a grant from the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA). The LEAD program is in its' 27th year and continues to add information and make improvements to better serve California's diverse communities. ABC has trained over 350,000 California alcoholic beverage industry members since LEAD was created in 1991 with a grant from OTS.

## CALIFORNIA COLLEGE PATHWAYS FOSTER YOUTH PROGRAM AWARDED THE 2018 HUD SECRETARY'S AWARD

The California College Pathways program, focused on helping current and former foster youth succeed in post-secondary education, received the U.S. Department of Housing and Urban Development (HUD) and the Council on Foundations 2018 Secretary's Award for Public-Philanthropic Partnerships this month. The awards recognize model partnerships between foundations and government organizations that have been instrumental in transforming communities and improving lives.

For more than a decade, the California Community Colleges Chancellor's Office has collaborated with philanthropic partners on the implementation and ongoing success of California College Pathways. Partners include the California Department of Education, the Conrad N. Hilton Foundation, the Walter S. Johnson Foundation, John Burton Advocates for Youth and the California College Pathways Funders Alliance.

"The impactful, collective work on the California College Pathways program has been instrumental in helping provide foster youth, a population whose road to higher education may be more challenging than others, tools and support for college success and beyond," said California Community Colleges Chancellor Eloy Ortiz Oakley. "It is an honor to be a part of the team recognized, and we look forward to continuing to collaborate and pool resources for the benefit of these youth."

The effectiveness of this partnership has led to great accomplishments of the California College Pathways program, including:

- Providing resources for staffing support to our Foster Youth Success Initiative.
- Establishing a data sharing system with other public higher education segments to better serve foster youth.
- Expanding the Chafee Employment and Training voucher program, the only publicly funded source of financial aid for foster youth.
- Establishing the NextUp program, the first and only California sponsored post-secondary foster youth support program.

Visit <https://www.huduser.gov/secaward/cof> to learn more about 2018 winners and their initiatives.

## DOJ AND LABOR FORMALIZE NEW PARTNERSHIP TO COMBAT VISA ABUSE

The Department of Justice's Civil Rights Division and the Department of Labor (DOL) expanded their collaboration to better protect U.S. workers from discrimination by employers that prefer to hire temporary visa workers over qualified U.S. workers. This new partnership, memorialized in a Memorandum of Understanding (MOU), establishes protocols for the agencies to share information, refer matters between them, and train each other's employees, with the goal of better protecting U.S. workers. This partnership will enhance the Civil Rights Division's efforts to stop companies from discriminating

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# BUSINESS NEWS

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sey" was originally released on April 4, 1968, igniting the imaginations of both critics and audiences. With the film, Kubrick redefined the limits of moviemaking and cemented his legacy as one of the most revolutionary and influential motion picture directors of all time.

"2001: A Space Odyssey" was directed and produced by Kubrick from a screenplay he co-wrote with legendary science fiction author Arthur C. Clarke. The film stars Keir Dullea and Gary Lockwood.

## BREAST CANCER DEVICE RECEIVES FDA APPROVAL

Endomag, the surgical guidance company, announced that it has received premarket approval (PMA) from the U.S. Food and Drug Administration (FDA) for Magtrace, the first non-radioactive, dual-tracer for lymphatic mapping in patients with breast cancer undergoing a mastectomy. Magtrace is a liquid marker designed to follow the route that cancer cells are most likely to take when they spread from the primary tumour.

Magtrace will help U.S. hospitals reduce their reliance on radioactive tracers and, along with Magseed, allows surgeons to perform both lesion localisation and sentinel node biopsy with the Sentimag platform, both incredibly important operations for breast cancer patients with thousands performed every week.

According to the American Cancer Society, approximately 266,000 new cases of invasive breast cancer and 65,000 cases of carcinoma in situ (the earliest form of breast cancer) will be found in the United States this year - a figure expected to double by 2030. Thankfully, if breast cancer is caught at an early stage, 99% of patients are likely to be alive five years after diagnosis, however, surgery is generally still needed.

For those affected, the gold-standard of treatment is to remove the tumour surgically and determine whether the cancer has spread to other parts of the body with a lymphatic mapping procedure. Typically, this involves the use of radioactive drugs and blue dyes, which are limited in their availability, can cause scheduling delays and are considered to be very painful and uncomfortable for patients. Magtrace is a non-radioactive alternative that has been developed to improve this process for both patients and surgeons.

Unlike existing methods, Magtrace can be injected up to a week before surgery as the tracer is optimally sized; both small enough to move rapidly through breast, yet big enough to be filtered by the first draining or 'sentinel' lymph nodes, the ones most likely to carry cancer. The collection of Magtrace in these nodes allows the surgeon to accurately target them for removal, without disrupting the rest of the nodes in the armpit. This is critical in determining the tumour stage and deciding on the patient's best treatment pathway.

Prof Michael Alvarado, Professor of Surgery from UCSF and Principal Investigator for the US Magtrace trial, said: "We've been watching this technology become established in Europe over the past few years, and have been eagerly awaiting its availability in the US. During the SentimagIC trial I was impressed with how easy the technique was to learn, how intuitive the system was to use, and ultimately, as Principal Investigator for the trial, that our clinical outcomes matched the results that have been seen in the numerous European trials of Magtrace.

After 18 months of using the Sentimag platform with Magseed for lesion localization, we're really excited to add the sentinel node biopsy capability with Magtrace. Being able to carry out both seed localization and sentinel node biopsy with one instrument, made this the only option for us. Magtrace and Magseed not only help to reduce the hospital staff and patients from exposure to radioactivity, they also offer us flexibility and so many more options when deciding on how to approach our breast cancer patients."

Eric Mayes, CEO at Endomag, said: "This achievement demonstrates our team's ability to innovate for the benefit of clinicians and their patients. The Sentimag platform is the first and only non-radioactive solution approved in the U.S. that can perform lesion localisation and sentinel node biopsy. The addition of Magtrace to the platform offers clinicians greater options and more flexibility when treating their patients and will help transform the way

breast cancer is treated in the U.S."

Magtrace will be exclusively distributed in North America by Leica Biosystems – the breast health specialist with world-renowned brands such as Mammotome, Hydromark and Neoprobe – the current market leader for sentinel lymph node biopsy. The Sentimag platform can help hospitals to reduce their reliance on radioactive tracers, reduce the exposure of their staff and patients to radioactivity and become the new standard in breast cancer treatment.

## HOW INDEPENDENT RETAILERS ARE WINNING BATTLEGROUND FOR HEALTH & WELLNESS CUSTOMERS

In the new world of commerce, buyers today require and demand the tools and technology to predict and prioritize the right products for their business and their customers. Hubba is not only the leading global wholesale marketplace, but with a combination of machine learning and human curation, helping independent retailers discover and stock the right products quickly and efficiently.

In 2017, the U.S. market for health and wellness reached around 167 billion U.S. dollars. With nearly 100 different diet types, health and wellness brands competing for customer loyalty must first win the approval, not of big box retailers, but small businesses, who customers turn to for guidance and expertise on products and industry.

Ninety percent of brands surveyed plan to grow distribution aggressively over the next 2-5 years with expectation to be the next disruptor brand in their category. With that, retailers are increasingly expected to sort through an oversaturated market of product promises and identify the true "best-sellers" among countless pitches.

New entrants in health and wellness are shaping the future of the category and we see the influence of new brands and independent buyers move the needle on trends. While the populous health food stores continue to focus on Paleo and Whole30 Foods - Specialty Small Business Stores are stocking up and selling out of Keto based products they found on Hubba.

"I didn't know about Ketogenics. I was solely focused on Whole30 and Paleo-friendly foods until Hubba showed me that this was a new trend... It's just not trending in big stores right now - like Whole Foods - because it's still niche," says Shakzod Khabibov, Owner of Natura Market.

We see a saturation point approaching the retail industry. As more brands enter this crowded market, consumers and retailers alike are facing a paradox of choice, finding it hard to differentiate one brand's claim from another. Hubba's proprietary data helps identify and predict what customers will want and surface the industry trends that matter to each retail buyer.

Whether looking for Keto supplier, what's new in CBD, or curious about what new product to trial with customers, even those that are not sure what they are looking for, Hubba allows health and wellness store owners to move fast and stock shelves with products targeted at the unique needs of their customer base.

It is increasingly difficult for customers to decipher between the many claims associated with each product in health and wellness category. Being inundated by ads and viral content consumers are increasingly looking for guidance, nearly 40% highly influenced by recommendations and rely on specialty store shop owners to be the experts in the industry.

The right tools and technology helps retail buyers improve their ability to discover and build the right inventory mix, build a network of business partners and connect with their customers to sell products at better margins. Those who do already find themselves ahead of the curve on trends and able to serve their customers. **TPR**

# PUBLIC SECTOR NEWS

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against U.S. workers and assist the Department of Labor's Employment and Training Administration in identifying noncompliance with its foreign labor certification process.

In 2017, the Civil Rights Division launched the Protecting U.S. Workers Initiative, which is aimed at targeting, investigating, and taking enforcement measures against companies that discriminate against U.S. workers in favor of foreign visa workers. Under this Initiative, the Civil Rights Division has opened dozens of investigations; filed one lawsuit; and reached settlement agreements with three employers. Since the Initiative's inception, employers have agreed to pay or distributed over \$285,000 in back pay to affected U.S. workers. The Employment and Training Administration has assisted the Division's efforts under this Initiative and today's partnership expands and formalizes that relationship.

The Civil Rights Division has also increased its collaboration with other federal agencies, including the Departments of State and Homeland Security, to combat discrimination and abuse by employers improperly using temporary visa workers. Today's MOU expands on the Division's existing partnership with DOL. In 2017, the Division entered into a similar ongoing partnership with DOL's Wage and Hour Division to combat discrimination and violations of other federal worker protection laws by facilitating the agencies' information sharing.

"Employers should hire workers based on their skills, experience, and authorization to work; not based on discriminatory preferences that violate the law," said Acting Assistant Attorney General John Gore of the Civil Rights Division. "Our partnership with DOL, formalized today, significantly enhances the Civil Rights Division's ability to identify employers that favor temporary visa holders over U.S. workers who can do the job."

"Streamlining the process for information sharing between the Department of Labor and the Department of Justice will help protect U.S. workers from unlawful discrimination," said Rosemary Lahasky, Deputy Assistant Secretary for DOL's Employment and Training Administration. "This partnership will help ensure U.S. workers are prioritized to fill jobs."

The Employment and Training Administration's Office of Foreign Labor Certification (OFLC) has statutory and regulatory authority to certify employers seeking certain employment-based visas, including H-2A and H-2B visas. These visa programs require employers to first seek and hire available U.S. workers before hiring visa workers.

The Civil Rights Division's Immigrant and Employee Rights Section (IER) is responsible for enforcing the anti-discrimination provision of the Immigration and Nationality Act. Among other things, the statute prohibits citizenship status and national origin discrimination in hiring, firing, or recruitment or referral for a fee; unfair documentary practices; retaliation; and intimidation. An employer that prefers to hire temporary visa workers over available, qualified U.S. workers may be discriminating in violation of this law.

For more information about protections against employment discrimination under immigration laws, call IER's worker hotline at 1-800-255-7688 (1-800-237-2515, TTY for hearing impaired); call IER's employer hotline at 1-800-255-8155 (1-800-237-2515, TTY for hearing impaired); sign up for a free webinar; email [IER@usdoj.gov](mailto:IER@usdoj.gov); or visit IER's English and Spanish websites. Applicants or employees who believe they were subjected to retaliation; different documentary requirements based on their citizenship, immigration status or national origin; or discrimination based on their citizenship, immigration status, or national origin in hiring, firing, or recruitment or referral for a fee, can file a charge or contact IER's worker hotline for assistance.

For more information on OFLC and its activities, please visit <https://www.foreign-laborcert.doleta.gov/>

## DEA ARRESTS EIGHT DEFENDANTS LINKED TO COACHELLA VALLEY-BASED DRUG RING THAT TRAFFICKED IN LARGE QUANTITIES OF METHAMPHETAMINE

Federal authorities this morning concluded a 2½-year wiretap investigation into a drug trafficking organization based in the Coachella Valley by arresting eight defendants linked to the distribution of wholesale quantities of methamphetamine.

The eight people arrested today by special agents with the Drug Enforcement Administration are among 16 defendants named in two indictments returned by a federal grand jury on June 14. In addition to today's arrests, three defendants already were in custody, and five defendants are fugitives, with three of those believed to be in Mexico.

The investigation – which was dubbed Operation "Narco Navigator" – targeted a significant methamphetamine distribution network overseen by a Coachella man that was responsible for sending narcotics to local sellers, as well as to customers in other states. During the course of this investigation, the DEA and its law enforcement partners seized over 50 pounds of methamphetamine and four firearms.

The main indictment charges 15 defendants, 11 of whom were arrested today or were already in custody. The charged defendants are:

Raul Lopez-Valenzuela, 42, of Coachella, an illegal alien and the alleged leader of the drug trafficking organization;

Balbino Valenzuela-Verdugo, also known as "Manuel," 42, of Coachella, an illegal alien who is currently a fugitive and who allegedly was the primary distributor for the drug ring;

Antonio Zamora, also known as "Foca," 30, of Coachella, who currently is a fugitive and allegedly was a supplier of narcotics for the drug organization – including approximately 16 pounds of methamphetamine seized in 2015 and 2016;

Jesus Garcia, also known as "Chuy," 37, of Coachella, who allegedly was another supplier of narcotics to the Lopez-Valenzuela organization;

Ernesto Alonzo Flores, also known as "Negro," 36, of Coachella, another person who allegedly supplied narcotics to the drug ring – including approximately 24 pounds of methamphetamine seized from Valenzuela-Verdugo in 2016;

Jesus Ramirez Granados, also known as "Chuy2," 35, of Coachella, an illegal alien who allegedly distributed narcotics on behalf of the Lopez-Valenzuela drug trafficking organization;

Daniel Kenneth Dalpezzo, 48, of Yucca Valley, who allegedly was a significant customer of the drug ring, purchasing large quantities of methamphetamine for further distribution;

Charmaine Raygina Florio, 53, of Cathedral City, who is Dalpezzo's former wife and allegedly purchased methamphetamine from the drug ring along with Dalpezzo;

Tracy Cross, 45, of Palm Desert, who was already in custody;

Alejandro Jose Rojas, 36, of Palm Springs, who was already in custody;

Anthony Osteen, 38, of La Mesa, who allegedly worked with Rojas to coordinate obtaining narcotics;

Roland Roe, 46, of Palm Springs, who was already in custody and who allegedly arranged for the supply of narcotics for at least one other defendant;

Warren Barry, 54, of La Quinta, currently a fugitive, who allegedly was a courier for Lopez-Valenzuela, who was carrying a load of more than 10 pounds of methamphetamine that was seized by law enforcement authorities in late 2015 in Nebraska;

Jason Sills, 37, of Palm Springs, an alleged distributor of narcotics in the Coachella Valley; and

Ruben Arredondo-Diaz, 53, of Lexington, Nebraska, who is currently a fugitive and who allegedly arranged the distribution of drugs in Nebraska.

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# PUBLIC SECTOR NEWS

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All 15 defendants named in this indictment are accused of participating in a conspiracy to distribute methamphetamine and to possess with the intent to distribute methamphetamine. If they were to be convicted, each defendant would face a potential sentence of life in federal prison.

The second indictment charges Sills and Salvador Lemus Ramos, also known as “Eddie,” 39, of Palm Springs, who is also a fugitive, with distributing methamphetamine. The indictment describes a transaction in late 2015 in Cathedral City involving two pounds of methamphetamine where the buyer was an undercover DEA agent.

The investigation in this matter was conducted by the DEA, which received assistance from the United States Border Patrol; the Palm Springs Police Department; the Palm Springs Fire Department; the Coachella Valley Narcotics Task Force; the Riverside County Sheriff’s Department; U.S. Customs and Border Protection; the San Bernardino County Sheriff’s Department; the Bureau of Alcohol, Tobacco, Firearms and Explosives; the Federal Bureau of Investigation, the United States Marshals Service; the California Department of Corrections and Rehabilitation; the California Highway Patrol; the Riverside County District Attorney’s Gang Impact Team; and the Nebraska State Patrol.

The two indictments are being prosecuted by Assistant United States Attorney Puneet V. Kakkar of the Organized Crime Drug Enforcement Task Force.

## **DOE TAKES ACTION TO PROTECT STUDENT BORROWERS, HOLD HIGHER EDUCATION INSTITUTIONS ACCOUNTABLE FOR DECEPTIVE PRACTICES**

The U.S. Department of Education has proposed a new package of higher education regulations aimed at protecting student borrowers, holding higher education institutions accountable for misrepresentation and fraud and providing financial protections to taxpayers by at-risk institutions. The Institutional Accountability regulations, which were published on the Department’s website today, come after months of public hearings and negotiated rulemaking that engaged a wide variety of higher education stakeholders.

“Our commitment and our focus has been and remains on protecting students from fraud,” said U.S. Secretary of Education Betsy DeVos. “The regulations proposed today accomplish that by laying out clear rules of the road for higher education institutions to follow and holding institutions, rather than hardworking taxpayers, accountable for making whole those students who were harmed by an institution’s deceptive practices.”

The proposed Institutional Accountability regulations include provisions that would:

- Put into place a borrower defense to repayment adjudication process that is clear, consistent and fair to borrowers who were harmed by institutional misconduct

- Replace the current “state standard” for adjudicating claims with a Federal standard that clearly defines misrepresentation and enables more expeditious review of student claims

- Facilitate collection and review of evidence for deciding claims and ensure that the Secretary of Education can recoup from institutions the financial losses associated with successful borrower defense claims

- Encourage students to seek remedies directly from institutions that have committed acts of misrepresentation

- Expand from 120 days to 180 days the period of time during which students who left an institution prior to its closure are eligible for a closed school loan discharge while at the same time incentivize closing institutions to engage in orderly teach-outs, which enable more students to complete their program

- Ensure that institutions requiring students to engage in mandatory arbitration or prohibiting them from participating in class action lawsuits provide plain language explanations of these provisions to enable students to make an informed enrollment decision

- Prevent guaranty agencies from charging borrowers a fee if a defaulted loan goes into repayment within 60 days

- Protect taxpayers by requiring institutions to post a letter of credit when events occur that put the institution’s continuing operations or financial stability at risk

The proposed regulations will be open for public comment for 30 days upon official publication in the Federal Register. In addition to seeking public comment on all provisions of the proposed regulation, the Department has included a directed question asking for public comment on two different approaches to accepting borrower defense to repayment claims, which include:

- Accepting “defensive” claims only, which limit borrower defense claims to defaulted borrowers who are in a collections proceeding; or

- Accepting both “defensive” and “affirmative” claims, including from borrowers still in repayment

Because the implications of this determination are far-reaching for taxpayers and borrowers, the Department is seeking comment on how to balance the need to protect borrowers from acts of institutional fraud with the need to protect taxpayers from the high cost of unjustified claims.

## **CSU FULLY ONLINE LAUNCHES WITH MORE THAN 3,000 ONLINE COURSES AVAILABLE TO CURRENT STUDENTS**

A key tenet of the California State University’s efforts to improve student achievement under Graduation Initiative 2025 is helping students get the courses they need, when they need them. The university’s latest effort in this area is the launch of CSU Fully Online. Through CSU Fully Online, CSU undergraduate students have the opportunity to take one free fully-online course offered at another CSU campus every term, moving them one step closer to earning a high-quality degree.

“As we press forward with our Graduation Initiative 2025 efforts, online education is an important strategy for meeting students’ needs and facilitating degree completion,” said Nathan Evans, interim assistant vice chancellor, Student Academic Services for the CSU Office of the Chancellor. “The CSU Fully Online program provides students opportunities for cross-campus enrollment and access to a wide variety of courses that may not be immediately available at their home campus.”

More than 3,000 courses are available through CSU Fully Online. These courses transfer for credit as a General Education requirement, specific course fulfillment or as an elective.

CSU students are eligible to take part in CSU Fully Online if they meet the following criteria:

- Have completed at least one term (semester or quarter) at a CSU campus and earned at least 12 units at the campus.

- Have a GPA of at least 2.0 at their home campus and are in good academic standing.

- Are or will be enrolled at their home campus during the time they are taking a fully-online class through another CSU campus.

- Have paid tuition as a full-time student at their home campus.

The CSU has a long history of meeting the needs of students through high-quality online education opportunities. In fall 2017, the CSU offered over 5,200 online course sections and more than 118,000 students enrolled in at least one online course. Recently the CSU announced a new collaboration with the California Community Colleges – Finish Faster! – providing students of either system with access to 10,000 online transferable courses this summer.

For more information about how the CSU is working to improve student achievement, please visit the Graduation Initiative 2025 website. **TPR**

# Living Desert Prepares to Welcome More Than Half a Million Guests with Exciting New Entrance

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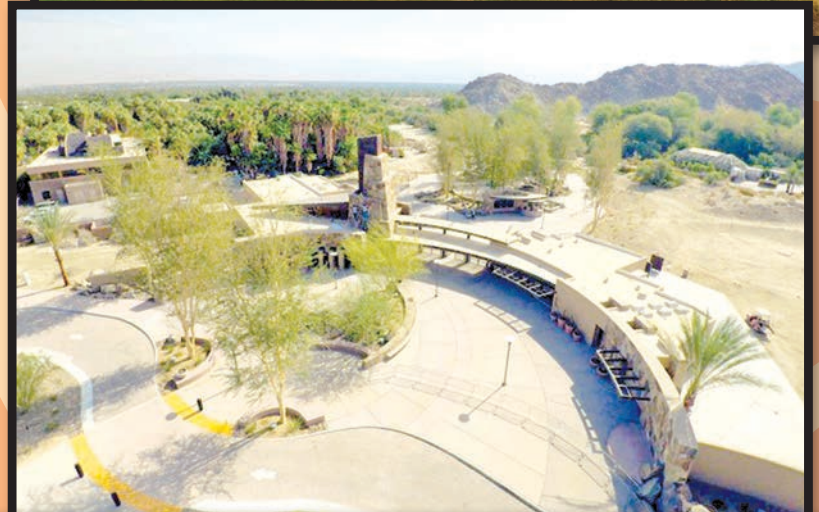
hours to assist with everything from memberships, animal and train adoptions, private and group tours, private events and more.

The new Welcome Center will serve as a pivotal stop for attendees as volunteers will be ready to answer any questions and assist with directions. The Welcome Center will feature a 12.4' x 4.8' state-of-the-art video wall, where guests can discover the exciting activities happening throughout the day to better plan their visit. They will also have the chance to relax under the majestic fifty-foot tall fever trees in the Living Legacy Endowment Garden. The Living Legacy Endowment Garden recognizes the generosity of donors who have made gifts to The Living Desert's permanent endowment fund, which provides a continuing and growing base of financial support, ensuring this treasured resource will continue for generations to come. The new Suzan and Bill Appel Gift Shop will give visitors the opportunity to purchase from a unique collection of souvenirs, Zoo-branded merchandise, gifts, books, as well as timeless memorabilia.

"Our beautiful, new Grundhofer Plaza will provide guests a seamless and convenient gateway into The Living Desert Zoo and Gardens. It is designed to immerse guests in the beauty of the desert and provide an exceptional guest service experience from the start," said Dawn Petrick, Director of Park Services and Guest Relations. "Grand opening celebrations are planned November 2-3, 2018, with more detailed plans to be announced."

The completion of the Patti and Jack Grundhofer Plaza, Bill and Suzan Appel Gift Shop and Living Legacy Endowment Garden is the culmination of the first phase of The Living Desert's Crossroads of Conservation, a \$30 million capital improvement and park expansion that will provide visitors new opportunities to interact with and learn about the world's desert wildlife. Future plans include new animal habitats to tell the conservation stories of lions, rhinoceros and hyena, as well as a modern, indoor event space. Significant naming opportunities are still available, and interested supporters are encouraged to contact The Living Desert to learn more.

"As we complete the first phase of our expansion, our mission of desert conservation through preservation, education, and appreciation remains at the heart of what we do, drives our current operations, and guides our future plans," said Allen Monroe, President and CEO. "We invite the community to join us in celebration this fall, and help us with our vision of inspiring the current and future generations to conserve the world's wild places and wild life."




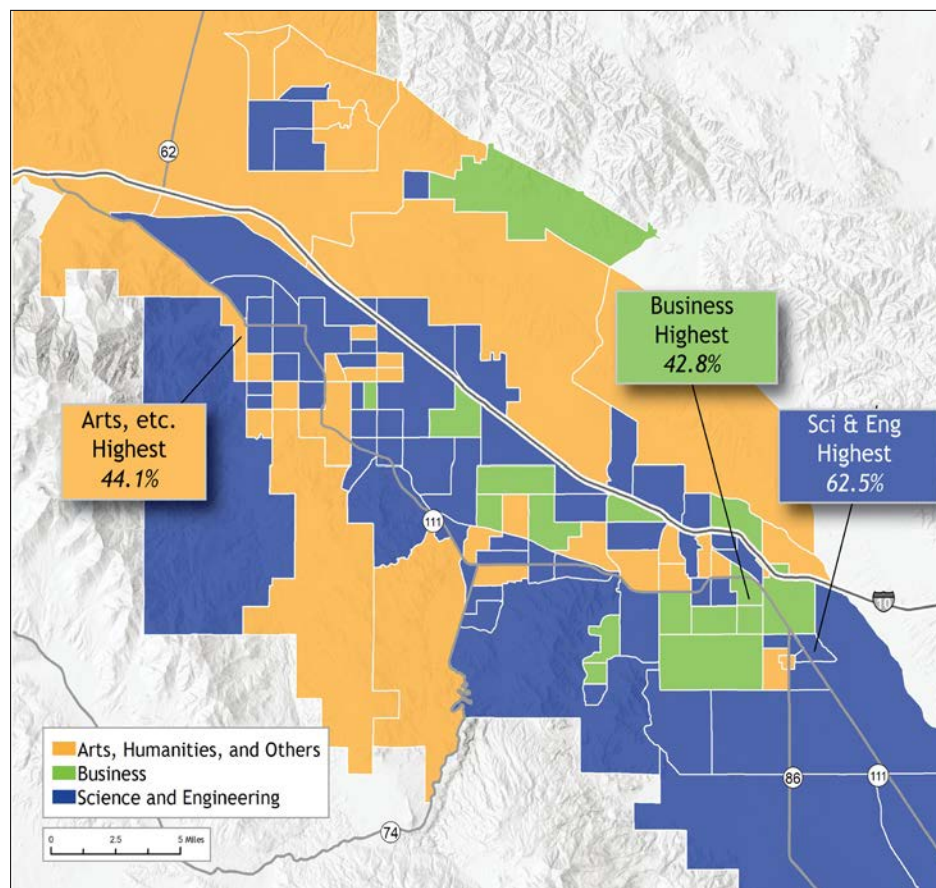
## College Degrees in the Coachella Valley

By **DAVID ROBINSON**

Today's map displays the distribution of residents with a Bachelor's Degree or higher and the field they completed their degree in. The Census bureau not only surveys educational attainment but also the fields in which residents have completed their higher degrees. The bureau surveys these high-level categories: Science and Engineering (e.g., computers, psychology, or physical sciences), Business, Education, and Art-Humanities-and other (e.g., literature, performing arts, communications). This map shows in each census tract the degree category with the highest concentration of residents that have bachelor's degrees or higher. Science and Engineering has the greatest number of tracts at 55 and more tracts with 40% or more degree earners in that field. The Arts is next at 32 but with typically closer distributions with the other fields. And Business has 16 tracts.

Source: 2014 US Census American Community Survey

Map of the week is produced by CVEP's GIS Coordinator, David Robinson. CVEP's Geographic Information System integrates database technology, cartography, and statistical analysis to interpret and visualize data and bring new and unexpected insights through informative maps and reports. For more information contact David Robinson at david@cvep.com or (760) 340-1575 



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