

The Leading Edge

Fall/Winter 2009 Volume V

LCV's 'TIN' YEAR CELEBRATION

by Alison Elsner LCV '07

This year, Leadership Coachella Valley commemorates its tenth anniversary since Susie Harvey, then CEO of the Palm Desert Chamber of Commerce, forged an historic partnership with five other desert chambers. So, let's raise our champagne flutes in celebration!

Each year's LCV class is like a chemistry experiment, with its own collective personality defined by the interactive dynamic of individuals within the class. The 2009-10 class has thirty-nine students, a cross representation of talented professionals in business, law, government, non-profits, hospitality, banking, higher education, medicine, and media.

The traditional welcome reception for new class members and alumni, held in September, featured the interactive "speed meeting" exercise. Desert Falls Country Club provided

the perfect venue and delicious appetizers, and LCV Board members Wes Ahlgren and Peggy Sue Lane even jumped in to help conduct the orchestra of social interaction.

The first class session, "Leadership, Team Building, and History" was held at UCR in Palm Desert on September 18th. Students heard from Morgan Levine, history and geology specialist with Desert Adventures. There was some quick bonding going on during the teamwork exercises conducted by Paul Blanchard of A New Team Adventure, sure to enhance the trust and

familiarity levels between members of this group, who will be spending lots of "quality time" with each other! October's session, "Government, Judicial Process, and Law Enforcement", took place at Palm Desert City Hall. Topics centered around the facilitation of change in the government process. and included Riverside County Sheriff. The K-9 demonstrations (yes, with real, live, brilliantly trained dogs) were well-received. November's "Media and Communications" session at The Desert Sun and December's "Healthcare and Social Services" held at the Betty Ford Center kept the mental muscles flexed. Remaining classes will educate and

entertain in the themes of recreation and culture, non-profit and education, environment, agriculture, and numerous other issue areas which are and will be of particular interest to leaders-in-training.

The Coachella Valley is already in good hands with the treasure and talent that exists among our businesses and community. Ten years of the LCV program have elevated the desert and its residents to a higher plane of sophistication, well poised to handle local - and global - challenges in an evolving world that will increasingly require cooperation and control.

We may now raise our glasses...or, rather, our cans of soda, tin being the mark of a ten-year anniversary. Thank you to all of the LCV alumni, and congratulations to this year's 2009-10 extraordinary class!



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Cathedral City, Desert Hot
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ALUMNI NEWS

CLASS OF 2001

MAUREEN BYRNE is now with California Lifestyle Realty in La Quinta.

DARLENE DOLAN has moved to Atria Hacienda in Palm Desert.

GENE HUNT is the co-owner of Heliotex, a new business which has patented an automatic solar panel cleaning system.

CLASS OF 2002

PAMPER RODRIGUEZ suffered a fatal heart attack on September 23. She was general manager of El Informador Del Valley. The LCV community sends its heartfelt condolences to her family.

SHAWNNA TROMBETTA has launched a new internet site, CVBizNetwork.com, for which she is CEO and COO.

CLASS OF 2003

BOB HUNT and his wife Mary Beth have moved to El Paso to manage a retirement community of 110 apartments on two stories with and 9 cottages.

BRENDA RINCON is now the Client Services Coordinator for the Coachella Valley Enterprise Zone.

CLASS OF 2004

MARTIN LAX, Esq. JD/MBA, was appointed by the Riverside County Board of Supervisors in November, 2007, to be a Riverside County Tax Assessors Appeals Board Member.

CAREY MORALES is now the administrative manager for the Children's Discovery Museum.

CLASS OF 2005

DR. DAVID BUGAY is now the Vice Chancellor Human Resources at South Orange County Community College District in Mission Viejo.

BRIAR (FAULKNER) GERACI married in May of 2006. Briar had her first baby, Merrick, in March, 2007, and second baby, Calia, in August, 2008.

MARK HARNER is now in Honolulu, Hawaii, working for Central Pacific Bank in the Special Credits Division.

STEVEN SHUEY is now the Operations Man-

ager and Community Association Consultant with Personalized Property Management.

SANDY (SOSNOWSKI) SEDDON has married and is the General Manager of Sun City Palm Desert Community Association.

ANDREW STARKE was recognized by Palm Springs Life Magazine as one of the Top 40 under 40 Business Leaders in the Coachella Valley, as owner of the Palm Springs POWER Baseball team. POWER received the City of Palm Springs and Palm Springs Chamber of Commerce Small Business of the Year Award in 2007.

CLASS OF 2006

PATTI GRIBOW interviewed celebrities at the Palm Springs Women in Film "Broken Glass"



Awards and recently taped shows from the San Diego Zoo and Wild Animal Park.

ROBIN HOUGH was recently promoted to Community Affairs Manager with Wells Fargo Bank.

ANAR PATEL is now the Vice President/Marketing Manager at California Bank and Trust, outside of the Coachella Valley.

TOM SNYDER became the Director of Marketing & PR at Animal Samaritans in 2007. He also joined the education staff at Mt. San Jacinto College in Spring 2009, where he teaches English Composition. He has recently finished writing his first novel.

KATE SPATES has been appointed co-chair for public relations for the Coachella Valley Rescue Mission's Capital Campaign.

VALERIE ZUGATES is now with UBS Financial Services in Indian Wells.

CLASS OF 2007

JIM BRUNER completed his M.S. in Financial

Planning from the College for Financial Planning in October, 2008. He is also the new President of the Board of Trustees for Big Brothers Big Sisters.

ANDREA CARTER has started her own business, Andrea Carter & Associates, as an independent marketing consultant.

KATHY DEROSA was re-elected as Mayor of Cathedral City in November, 2008, and she continues as Public Affairs Manager for Southern California Edison.

ALISON ELSNER has been re-appointed to the City of Palm Springs Parks and Recreation Commission, through 2012.

KENNETH C. GREGORY, Attorney at Law, Gregory and Rhea LLP, has moved his practice to larger offices in Palm Springs.

DARLENE MURPHY is the Senior Business Development Representative for Tower Group Companies in Palm Springs.

DARREN SLACKMAN has opened TD Desert Properties, Inc. in Rancho Mirage.

CLASS OF 2008

KATHLEEN AHLGREN was promoted to Vice President of Sales and Marketing for Rilington Communities

JENNIFER GOMEZ is the proud mother of Yesenia Alicia-Rae, born June 13, 2008.

CYNTHIA HERNANDEZ was elected Indio City Clerk for another 4 year term.

JENNIE RAYNER is now the Director of Member & Visitor Services at The Living Desert.

CLASS OF 2009

APRIL ACKER recently earned her California real estate broker's license.

MITCH BLUMBERG has been named as a Special Consultant with DesertArc.

ROBIN COSTELLO has started her own corporate entertainment business, Eventertainment, LLC.

DAN HEWITSON is now the General Manager of Morgan Run Country Club in Rancho Santa Fe, California.

MIXERS

As Woody Allen said, "90% of life is showing up." So, if you missed the welcome mixer in September or the program mixer with speaker Christy Porter from Hidden Harvest in early December, we hope to see you at one of the other gatherings that will be taking place before the end of the LCV year next June. What a great way to expand networking and business outreach - there's no telling what great opportunity is waiting right around the corner! Please check the LCV website for upcoming events.



SPECTACULAR SPONSORS

GUESS WHAT? Without our sponsors, the Leadership Coachella Valley program would not be able to go forward each year.

Paid tuition does not cover the cost of implementing the LCV program for the year. Sponsorships and donations comprise the engine that fuels the program to the point of being fully operational, and because of that, we want to convey our gratitude for the many sponsors who have so generously made the decision to support the Leadership Coachella Valley program.

We are honored to be affiliated with such a superstar lineup of influential and enterprising representatives from throughout the desert. Because of this support, the LCV participants receive the highest level of curriculum, venue selection, and presentation material possible.

Sponsors are the wizards behind the curtain, and it's important that people know how much sponsors are needed and truly appreciated.

**THANK YOU TO EACH
AND EVERY ONE OF
OUR VALUED SPONSOR
PARTNERS!**



Southern California Edison check presentation by Lin Juniper to the LCV Board

SURVEY SAYS...

Thank you to all of the Alumni who completed our 1st Alumni Survey which was sent directly to your email inbox! Almost 50% of you responded, and we're listening! (The survey is still live if you haven't yet responded).

Based on your input, we're making some changes, starting with a new speaker/mixer series. You also asked that we make it easier for you to connect and reconnect with other LCV alumni, so we are retooling the alumni pages of LCV's web site. We will be sending you an email soon to update and add to your profile.

If you have not yet had a chance to review and complete the survey, please check your email. You may also send an email to: leadership@leadershipcv.org to request a survey be emailed to you and/or if you wish to be added to the list of respondents.

As always, we welcome and appreciate your help in making LCV even more valuable for you!

LCV CLASS CANDIDATES

If you know someone whom you feel possesses outstanding leadership qualities and lives in the Coachella Valley, please let us know!

Often, the best ways to identify qualified candidates for the upcoming LCV class are through *your* networking and referrals. If you have someone in mind that you'd like to recommend, please feel free to email that person's name, place of business, and email address to: leadership@leadershipcv.org.

The application process will take place during the spring and summer, with final applications due on Friday, August 13, 2010.

Applications can be found on the LCV website at www.leadershipcv.org. Thanks for your support!

*"Facebook with
Excellence!"*

*Get friended
by LCV!*

*You've been
tagged!*

LCV is now on Facebook!

Please log on to www.facebook.com and check out the photos from recent class sessions and mixers! If you're a member of FB, please sign up to be a friend and fan of "Leadership Coachella Valley." If you're not yet on the FB community, hurry up and join so we can all expand our networking base in cyberspace.

Board member and class of '09 graduate Scott Hines summed it up appropriately at last year's graduation dinner when he encouraged the audience to "always do your best...including facebook with excellence." Facebook as a metaphor for life...how appropriate!

See you online!

BOARD OF DIRECTORS

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OUR MISSION

Leadership Coachella Valley is a program designed to identify, motivate and develop future community leaders. The program encourages involvement by providing knowledge and perspective on valleywide needs and concerns. Each month, participants meet current community leaders in forum and group discussion settings.

CLASS OF 2009-10

Amir Afsar
President
Afsar Law Group A.P.C.

Krisann Bacon
Local Sales Manager
Time Warner Media Sales

Eric Bennett
Broker/REO Director
Capitis Real Estate

Stan Berenbaum
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Christine Blue
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Cindy Burreson
Restaurant Manager
Tommy Bahama Restaurant

Mike Chedester
Curator of Education
The Living Desert

Ginger Cowan
Assistant Vice President
Pacific Western Bank

Luz Gonzalez
Operations Manager
El Paseo Bank

Jason Gorski
Certified Financial Planner,
Morgan Stanley Smith Barney

Laura Green
Communications/Marketing
Manager
City of Desert Hot Springs

Jim Hawks
Co-Owner
Circle Take Media

Kerry Hendrix
HR Consultant
HR NETWORK, Inc.

Melanie Hinrichs
Group Sales/Community
Business
Indian Wells Tennis Garden

Chris Holmes
Vice President
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Jennifer James
Attorney-at-Law
Epsten, Grinnell & Howell

Lisa Karr
Spec.Events/Marketing/
Volunteer Manager
Desert Samaritans for
the Elderly

Aaron Kiefer
Chef/Owner
East Meets West Catering

Matthew Lawton
Certified Insurance Counselor
Farmers Insurance

Paul Lemerise
Mortgage Consultant
Bank of America

Rick Leson
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Palm Springs Convention
Center

Laurie Lund
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Christy Majors
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Rich Malacoff
Senior Planner
City of Cathedral City

Nena McCullough
Systems Analyst
Southern California Edison

Michele Mician
Sustainability Manager
City of Palm Springs

Pam Munter
Retired
Munter & Castles
Clinical Psychology

Mark Nichols
Owner/Design Principal
Mark Nichols Modern
Interiors, Inc.

Benjamin Papinaw
Financial Advisor
UBS Financial Services

Revae Reynolds
Executive Assistant,
President's Office
College of the Desert

Rick Shelley
Director,
Information Management
Betty Ford Center

Carolyn Stark
Executive Director
UC Riverside Palm Desert

Ryan Stendell
Senior Management Analyst
City of Palm Desert

Jeremy Tillman
President/CEO
Tillman Integrated
Communications

Alana Townsend
Senior Management
Analyst
City of Palm Desert

Trent Trawick
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