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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 2008-2009

April Acker
Self-Employed
Realtor

Mitch Blumberg
President/Director
iAudioCampus.com

Kimberly Bowers
Director of Community Relations
The Living Desert

David Brinkman
Executive Director
Desert AIDS Project

Chris Brooks
Project Manager
The Penta Building Group

Megan Brown
Domestic Water Engineer
Coachella Valley Water District

Eddie Cedeno
Property Manager
Desert Alliance for Community Em-
powerment

Robin Costello
Director of Business Development
Thetford Web Development

Shelley Daily
Community Relations Director
McDonald Chiropractic Inc.

John Dolan
Attorney-at-Law
Dolan Law Offices

Wes Faris
Financial Advisor
UBS

Susan Francis
Chief Executive Officer
Healthy Family Foundation

Doug Franklin
Managing Principal
Stantec Consultang Inc.

Debbie Frazer
Independent Sales Director
Mary Kay Cosmetics

Connie Golds
President & Co-Founder
Desert Best Friend's Closet

Lyn Hartley
Director of Oper./Special Events
Indio Chamber of Commerce

Lynn Hawks
Owner
Circle Take Media

Dan Hewitson
General Manager
Desert Falls Country Club

Scott Hines
Senior Partner
Burke Rix Hines & Associates

Elaine Holmes
Owner
PJ's Desert Trophies & Gifts

John Jaramillo
Dean, Applied Science
& Business
College of the Desert

Darryl Keene
Managing Vice President
Tower Group Companies

Susan Knollenberg
Executive Director
of Development
UCR - Palm Desert

Jim Latting
Attorney-at-Law
Roemer & Harnik LLP

Trisha LeCompte
Blood Drive Acct. Rep.
Community Blood Bank

Jason Lutz
Director of Security
Sun City
Palm Desert Comm. Assn.

Kari Middleton
Financial Advisor
Merrill Lynch-Private
Client Group

Cynthia Radley
Executive Director
The Valley Partnership

Richard Ramhoff
President & Publisher
The Desert Sun

Rebecca Rizzo
Sales Consultant
PayChex Inc.

Natalie Russo
Senior Vice President
First Bank

Deborah Schwartz
Public Art Coordinator
City of Palm Desert

Paula Tapia
HOA Client Services Officer
Pacific Western Bank

Tonita Valencia
Senior Sales Executive
Automated Telecom

Desire Washington
Director of Spiritual Care
Betty Ford Center

Brian Whitley
Attorney-at-Law
Best Best & Krieger, LLP

Sabrina Yakovich
Sales Manager
Palm Springs
Convention Center



LEADERSHIP COACHELLA VALLEY CREATING TOMORROW'S LEADERS TODAY

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Palm Desert, Palm Springs
and Rancho Mirage

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The Leading Edge

Fall/Winter 2008 Volume IV

MEETING, MIXING, AND MAGNIFICENCE

By Alison Elsner LCV 07

There's an innocent and pleasing irony to the concept of "Leadership Coachella Valley." Each person accepted for participation in the program has already established him or herself as an achiever, and each is already recognized personally and professionally as possessing tremendous leadership potential. But, we all know that a true leader recognizes the importance of continual learning. As Sir Francis Bacon said in 1597, "Knowledge is power." There's a reason why that phrase is still so pertinent today.



Armed with that combination of confidence and curiosity, the members of the class of 2009 embarked upon their LCV journey for the year with an introductory mixer and reception at Rattlesnake at the Classic Club on September 18, 2008. Paul Blanchard, LCV 03 master of motivation and teambuilding, owner of A New Team Adventure, engaged the group - which included alumni and new class members - in some entertaining ice breaker exercises. The alumni were then excused into the lounge to visit with each other while new class members were led through a "speed-meeting" activity, similar to speed dating. (We're not sure if any dates resulted from the exercise, but we do know that class members left the reception having bonded with 37 new local professionals!)

The first class session, Leadership and Team Building, was held the following day on Friday, September 19th at the UC Riverside Palm Desert campus. Morgan Levine, naturalist guide and desert expert with Desert Adventures, presented Coachella Valley's virtual tour and history, and Dr. Mitch Kusy, organization development consultant and a good friend of LCV from previous years, helped the group explore leadership themes and methods for success. Paul Blanchard also treated the group to more teambuilding exercises which not only built trust and camaraderie but also quickly ramped up everyone's level of familiarity with each other.

Thanks to LCV Board Chair Lynda Gregory's innovative spirit, a social component was added to this season's program. An LCV mixer was held on October 8 at Cork Tree Restaurant in Palm Desert, with some generous support from owner and friend, Ray Rodriguez. It was at this watershed event that the idea of a "Class Proj-



ect" took shape, proving that "Happy Hour" can be productive, and then some.

A second mixer, coordinated by current class member Kari Middleton of Merrill-Lynch private client group, took place on Wednesday, December 17, also at Cork Tree. The gathering was a way to solidify some of the strategy surrounding the class project collaboration as well as to continue boosting rapport - and friendship - during the holiday season.

Class sessions held in October, November, and December covered, respectively, Government, Judicial System and Law; Communication; and Healthcare and Social Services, and were held at the Palm Desert City Council Chambers, The Desert Sun, and The Betty Ford Center.

As the program rapidly tumbles towards the halfway point, it's exciting to reflect on all of the valuable topics areas, presentations, and approaches to leadership that have been shared to date. As with any effective program or curriculum, a major part of the benefit for participants is derived from the networking platform that exists and the relationship-building that results. Ultimately, it's each person's job to accept these outstanding tools that are being offered and interpret the best way to apply them individually. Each person has



the power to draw a distinction between survival and success, between mediocrity and magnificence!

Happy New Year to everyone involved with Leadership Coachella Valley, and thank you for your partnership. We wish you and your families, friends, and colleagues health, happiness, hope, and humor!



Leadership Thanks Our Major Sponsors
2008-09 Silver Sponsors



By Alison Elsner LCV 07

CLASS OF 2001

Janet Cook has been named as the CEO of the Indio Chamber of Commerce.

Gary Galton has been appointed to the Board of Directors of the Family YMCA of the Desert.

Sherry Johnson has changed the name of her online travel business to Sherry's 1 World Travel where she offers exceptional service and online access to travel coordination, in the format of Expedia, Travelocity, Orbitz, Priceline, and Hotels.com.

Pedro T. Rincón, CPA, partner with Peterson - Slater - and Osborne CPA firm, has been appointed to the Board of Directors for the Trojan Club of the Desert.

Pedro also serves as the Treasurer of the Board for Xavier College Prep High School in Palm Desert.

CLASS OF 2003

Bob Hunt, formerly with the Cathedral City Chamber of Commerce, has moved out the area to Arizona for a majority of the year.

Carey Morales has been appointed as the Administrative Manager for the Children's Discovery Museum of the Desert in Rancho Mirage, California.

Carey is also a Commissioner on the City of Indio Planning Commission, a member of the Sunrise Rotary Club, a Board member and Ambassador Chair for the Indio Chamber of Commerce, and Council Treasurer for Job's Daughters.

Brenda Rincón has joined Catholic Charities as the Manager of Community Resources.

Brenda is active on the Boards of Sacred Heart School and Desert Community Foundation.

Brenda and her husband Pedro, LCV class of 2001, have also been attending numerous USC football games, both home and away, and have been enjoying the enthusiasm of their smallest Trojan supporter, their young daughter Sarah.

CLASS OF 2004

Lynda (Kearney) Gregory, Legislative Assistant to County Supervisor Roy Wilson, and LCV Board President, married Kenneth C. Gregory, attorney with Gregory and Rhea LLP and LCV class of 2007, in September, 2007. Best wishes and Congratulations!

Steve Hill was the featured artist at a special art show held at the Westin Mission Hills in Rancho Mirage in September, 2008.

Steve has also unveiled his new artistic business endeavor, that of creating art prints. He is offering giclée prints of his original artwork for \$100 each, with 25% of the proceeds donated to the non-profit organization of the buyer's choice.

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.

He also is celebrating the 15th anniversary of the establishment of his law firm here in the Coachella Valley, The Law Office of Martin Lax, A.P.C., in Palm Desert.

CLASS OF 2005

Dale Gribow, JD/Esq., President of the Law Offices Dale Gribow, A Professional Corporation, in Palm Desert, California, has been reappointed to the Board of Directors of the Lincoln Club of the Coachella Valley.

Dale and his wife Patti have formed Gribow Entertainment which Produces Patti Gribow's Roundtable television show for which Dale is Executive Producer.

Dale has also been selected as the President of the Trojan Club of the Desert, USC's local athletic support outreach organization, for the 2008-09 term.

CLASS OF 2006

Fred Dachenhausen has recently accepted the position of Director of Internal Audit for the Agua Caliente Band of Cahuilla Indians.

Patti Gribow received the Lifetime Achievement Award from Women Leader's Forum in November, 2008 (an organization for which she was President for 3 1/2 years).

Patti is the host and co-producer of Patti Gribow's Roundtable local television show and frequently emcees and hosts local charity and celebrity events. She is also a frequent guest on numerous valley radio and television shows.

Mike Osgood has left Desert Willow Golf Resort to join the team at Epic Entertainment in Palm Desert, a corporate entertainment company that serves the desert and southern California.

Kate Spates has been named Vice President of Marketing for the Women Leader's Forum of the Coachella Valley.

CLASS OF 2007

David Archer has been named the new Executive Director of the La Quinta Chamber of Commerce. As such, he assumes the role of Administrator of the Leadership Coachella Valley Program. Congratulations, David!

Andrea Carter has joined the Furino/Greene Creative marketing and advertising firm, working with LCV 2007 alumna and FCG Founder Stephanie Greene. Andrea will work on numerous accounts for FCG as well as be continue to be involved in outside public relations consulting and projects.

Kathy DeRosa, Mayor of Cathedral City and Public Affairs Manager for Southern California Edison, was re-elected to the position of Mayor of Cathedral City in November, 2008.

Mayor DeRosa will also serve as the Cathedral City representative on the Palm Springs International Airport Commission.

Alison Elsner has been re-appointed for a three year term on the University of Southern California Alumni Association's (USCAA) Board of Governors and the Vice-President of the USC Alumni Club of the Desert.

She has also been appointed as a Commissioner to the City of Palm Springs Parks and Recreation Commission, through 2009.

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

He has been appointed to the Palm Springs International Airport Commission.

He has recently been elected as Secretary on the Board of the Riverside County Chapter of the American Red Cross.

He was also appointed as the Commanding Officer, Naval Security Force Guam (Reserve Command based in Phoenix whose mission is to augment and support US Navy forces stationed on Guam).

Congratulations to Kenneth on his marriage to Lynda (Kearney) Gregory, LCV class of 2004 and current LCV Board Chairperson!

Kurt Jaeger has left The Desert Sun and currently co-owns Jaeger Metal Fab & Concept in Indio.

Kurt was married to Andie Chavez in September, 2008. Andie is a co-owner of Jaeger Metal Fab & Concept. They are making their home in Indio, California.

Ken Napper passed away in November, 2008, following a courageous battle with lung cancer. Services were held at St. Margaret's Episcopal Church in Palm Desert.

CLASS OF 2008

Debra L. Beck has been named District Representative for newly elected Senator John J. Benoit (37th Senate district) for the Coachella Valley office. Debra transitions over from having served on the team of Assemblyman John J. Benoit (64th Assembly district) for the past several years.

Debra was also recently appointed by The Riverside County Board of Supervisors, upon Supervisor Roy Wilson's nomination, as a member of the newly-created Desert Palms Community Council.

This year's LCV class has taken the initiative to differentiate itself from previous classes: they've put their heads and hearts together to launch a "class project" to help the community. The seedling of an idea has sprouted into a full grown plan of action with strategy meetings, subcommittee sessions, and a great deal of time, effort, energy, and excitement from the class members. Together, they have generated a well-choreographed minuet of intricate steps, all the while managing to avoid stepping on each others' toes.

So, what exactly is involved in this community outreach project?

Each member of the class will plan to volunteer ten hours of personal time to an existing charity, non-profit, local program, or foundation, to be completed by the end of the LCV year in June, 2009. Specific areas of outreach will include tutoring kids in after-school settings, participating in local fund-raising walks (Heart Walk, "Paint El Paseo Pink" breast cancer walk, Desert AIDS Walk, or others), assisting a local homeless or domestic abuse shelter

during the holidays, and dozens of others. Several members of the class have agreed to take the lead to contact individual non-profit organizations to gather information such as determining the strongest needs for volunteer roles.

With over 500 local charitable organizations active in the desert, there will be a cause to match every personality and passion. The most important aspect to the project is that the volunteer activity will allow class members to interact directly with the beneficiaries.

Megan Brown, Domestic Water Engineer for the Coachella Valley Water District and 2009 LCV class member, said, "Just think...if 100% of the Leadership Class participates, that will translate into nearly 400 hours of community service during the next seven months!"

Congratulations to the 2009 LCV class for upping the ante not only on ways to positively impact the community - OUR community - but also for demonstrating in real time the true meaning of "leadership."

"Be the change you want to see in the world."

Ghandi

"Our values develop our character, and our character creates our destiny. When we're out of touch with our values, we are blown about like autumn leaves, caught up in mindless routines...but when we affirm our guiding values, our lives are inspired by our deepest beliefs. -Dr. Diane Dreher"

SUPER SPONSORS STEP UP

By Alison Elsner LCV 07

QUESTION:

Paid tuition does not cover the cost of implementing the Leadership Coachella Valley Program for the year. So, what allows the program to go forward?

ANSWER:

Sponsorships!

We want to express our deepest 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 program is thriving, and, in turn, participants receive the highest level of curriculum and presentation material possible.

That's when the fireworks occur...LCV graduates disperse out into the world, and people's lives are subsequently, positively, and dramatically changed through the exceptional display of talent and leadership in our community and among our citizens.



LCV President Elect Susie Harvey accepts a \$2500 check from Wal-Mart Foundation from Alan Pask, co-Manager, on behalf of Tom Crouse, Palm Springs Wal Mart General Manager

LCV Board Chair Lynda Gregory accepts \$2500 check from Richard Ramhoff, Publisher and CEO of the Desert Sun and member, LCV class of 2009.



September 2008 Welcome Mixer

Alumni welcomed the new class at a mixer held at The Classic Club, catered by Rattlesnake Restaurant. Paul Blanchard and team of A New Team Adventure "speed introduced" new class members to each other.

