



The Desertarian

**Newsletter of the
Rotary Club of Palm Springs, California**

The Desertarian 9/28/2011

As we fall into cooler (!) weather...the troops are slowly returning one by one. Hey, welcome back **Ed Ellis, Jacque Wachs and Bob Allan!**

Jamie Canfield led the pledge, **JJ Bronstein** superbly counted from 1 to 4 in our Four Way Test, **Rev Jim Griffes'** spiritual thought recognized those observing Rosh Hashanah plus inspiring words of thanks, and **Nancy Palmer** welcomed our one visiting Rotarian, **Laura Dietz** from Newport Beach + **Christine Cross'** special guest.

Prez Mike announced the presentation of our Matching Grant (including many \$\$\$ from Rotarians in India)...providing 30 computers and 10 printers for our adopted Raymond Cree Middle School. Our thanks go to **Dr Helene Kalfuss** for her dedication to make this happen. The ceremony, yesterday, was attended by **Milt, Anna, Jamie, and Jim Dunn.**

Christine Cross, the **District Conference Chair** (wow!) reminded us all to attend this wonderful, educational event to be held at the Doral Resort on Nov 11,12, and 13. It begins with Friday Hospitality Suites which are always lots of fun...and free, too! Saturday and Sunday are a mid-year check list of our Rotary Year. So mark your calendars and do attend, at least, a portion of the Conference. **Christine** will distribute applications next week. Our newer members are especially invited to expand their Rotary experience.

Helene Kalfuss (she's one busy gal!) invited us to the new Red Tomato Restaurant for our annual **Rotary Foundation Workshop** on Friday, October 28th, 6-9PM. It includes dinner for a whopping \$12! Remember our motto... "Every Rotarian Every Year". Learn how 100% of your donations go to RI's good works here and world-wide. New members are especially invited.

JJ announced our **Garage Sale** to be held on March 31st...so start saving your stuff! It was a great success last year. Proceeds benefit our charitable projects right here in PS. Our first drop off date is Saturday, October 8th from 10AM to 12 Noon at 169 Indian AV...hosted by **Christine and Stewart Cross.**

It'll be Rotary night at the **International Trade Assn** monthly dinner to be held at the Esmeralda Hotel, IW at 5PM Dinner for \$55 including wine, tax and tip. Daniel Blumenthal will speak on China. Contact **Prez Mike** for date and details.

Dr. Denise Ellis, Prez Elect and Principal of our adopted Cahuilla School, announced they will present **Disney's The Jungle Book** on October 12 & 14 at 6:30PM and October 13th at 4PM. It's \$5 BUT she will have free tickets for us next week.

Tim Ellis introduced today's speaker, **Scott White**, Prez & CEO of the **Palm Springs Desert Resort Communities, Convention and Visitors Authority**. First, this editor is happy to announce that they will shorten their name!! **Scott** is one dynamic guy and brings a string of successes to this organization. Think River Walk in San Antonio...his puppy! The purpose of his organization to "To attract folks to "Come spend \$\$\$\$ then go home"! He calls that "Out of Market Promotion". **Scott** has a budget of \$8M, \$7M of which is spent on Marketing. His goal is to fill our hotels with 145,000 room nights. He switched the organization from Membership to Partnership driven with the likes of our International Airport, PS Life, hotels, attractions, etc... His goal is to educate travel agents, travel wholesalers, the media, and, now, medical tourism about what our Coachella Valley has to offer. Our main competition is Phoenix, Tucson, San Diego, and South Florida. Go, **Scott!**

Tim Ellis, our CofC Prez, tested us on Tourism and extracted \$\$\$ from **Ed Ellis, Helene Kalfuss, Chuck Cheeld, Nancy Palmer** and **Bob Barrett**. We learned that PS has 6600 hotel rooms with a 55% occupancy and \$180M was spent on our Convention Center Renovation (not including **Jim Dunn's** retirement bonus, of course!).

Happy Dollars flowed generously from **Denise Ellis**, whose daughter made her second hole in one, **Stewart Cross**, 33 year in Rotary, **Bob Allan** celebrating that he and wife, **Carrie**, caused no international incidents while touring China, and **Janie Bolitho** was not so happy that our pal **Jerry Moss** is having serious medical issues. Giv'em hell, **Jerry**...we're all sending best wishes to you.

That lucky **JJ Bronstein** had the winning ticket and collected a big \$37...but missed the \$853 pot. Tears were shed by all.

Next week, **Prez Mike** will hold a Club Assembly. Learn all the good works we are doing...how we make a difference in our Community, Country, and World. Rotary International boasts 1,223,083 members in 34,164 Clubs worldwide. Thank you, **Dr. IQ**.

Guest Editor: Frank Peabody