



From the Chair
Mike Hardin - The Lock Shop
Chairman 2008-2009

Greetings Fellow 5 Star Chamber Members. It has been quite a year again for the Palm Desert Chamber of Commerce. On top of the accomplishments listed on the right - there is always something working at the Chamber or new things in store.

Our Chamber is fiscally sound in light of the downturned economy, and we have felt the pinch as most of you. Our membership renewals slid slightly more than normal due to the economy, but with foresight of increasing the dues to reflect the true value of this chamber we recaptured that lost revenue.

We are continuing to expand our sphere of influence in the legislative field with a more active communication of chamber positions and a growing legislative committee. We traveled to both the State Capital and to the US Capital this year and plan to do so in the coming year - get involved.

Our great staff is continuing to hone our existing programs and tweak them to maximize your experience and even coming up with new programs and events. For example: Our new Profit Connection group has really taken off, and a Profit Connection 2 is in the works.

We promised a new and more interactive website and online directory for our members, and this July you will see this project completed, we hope you will utilize this new tool.

We are via the website including more partnerships with surrounding entities, utilizing our resource of SCORE counselors, and providing new ways for you to promote.

It is a changing economy, a changing valley, and a changing business climate...You deserve a 5 Star Chamber that will continue to meet those changes. And You Have It.



2008 - 2009 Accomplishment Recap

- 1157 Stong Membership
 - 12 Successful Mixers and Breakfasts
 - Increase to 250 Putt Putt Participants on El Paseo
 - Increase of exhibitor booths to 142 at Business to Business Expo at Fantasy Springs
 - Moved into New Facilities in October
 - Held first Meet the Candidates Forum
 - Continued a Successful Peace Officers and Public Safety Awards Luncheon Event
 - Held 1st Chamber Open House with over 500 in attendance and 14 participating restaurants
 - Held the first State of the City Luncheon and Sold Out.
 - Increased the Table Top Expo to 80+ booths and utilized both upstairs and downstairs of Westfield
 - Accreditation Package submitted to the U.S. Chamber of Commerce - 5 Star Rating
 - Had a successful Golf Tournament with over 120 great players at Monterey Country Club
 - Continued to communicate with new tools such as personalized E-newsletters
 - Increased public awareness of legislation in marketing and communications.
 - Recieved Presidents Award for Business Compliance Advocacy from Cal Chamber
 - Started weekly confidential SCORE assistance and counseling
 - Started new Profit Connection Networking Lunch - already need to start a 2nd group!
 - New website to be completed July with new features and avenues to promote
 - Traveled to Washington D.C. to oppose Card Check Legislation
- Became only the 2nd Chamber in the STATE and only ONE of 55 in the NATION to be:



Congratulations to the entire 5 STAR membership from The Palm Desert Chamber 2009-2010 Board of Directors. "A Great Year in Palm Desert!"