

CV PEOPLE

IHUB SELECTS MANAGING DIRECTOR

Beginning in January, startup businesses at Coachella Valley iHub will have a new ally in their quest to succeed and grow in our region. Following successes as an engineer, entrepreneur and venture capitalist, Joe Wallace has been selected to serve as innovation managing director of the CViHub. He will begin serving in his new role on January 9, 2012.

"We were looking for a candidate that had a history of success in the private sector and a passion for entrepreneurship," said Tom Flavin, CEO of CVEP. "Joe has a track record of success building his own businesses. He also has extensive experience in economic development and directing incubator programs. He's a perfect fit."

Wallace will be relocating from Indiana, where he served as founding president and CEO of the Growth Alliance for Greater Evansville (GAGE). Under his guidance, GAGE, a startup economic development agency, grew its operational revenues from \$250,000 to \$1.5 million. The incubation, business advisory, and technology transfer initiatives he developed there attracted 21 incubation clients in the first year alone. Wallace was a key provider of business mentoring to these clients, and currently operates a consulting company that advises business startups on all aspects of entrepreneurship. Among his many other achievements, Wallace also cofounded a business that blossomed into a franchise with ten franchisees in four states.

"Entrepreneurship is a challenge that few have the courage to accept. Pioneering businesses aiming to create wealth and a prosperous future through innovation face unique circumstances that increase risk, but also enhance the rewards of success and literally create new industries," said Wallace.

LIVING DESERT ANNOUNCES DIRECTOR OF DEVELOPMENT

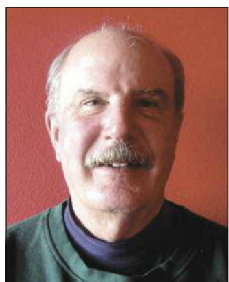
The Living Desert announced the hiring of Sarah Clapp as the zoo's new Director of Development.

Clapp will oversee corporate programs, planned giving, major gifts, special events, fundraising programs and activities, and institutional advancement.

A long-time resident of the Coachella Valley, Clapp held a similar position at Eisenhower Medical Center/Foundation for over 20 years and most recently was Director of Philanthropy Western Region, Endowment Campaign for the Make-A-Wish Foundation of America. She attended Palm Springs High School and received her college education from College of the Desert, The University of Guam and California Coast University, where she earned a Bachelors of Arts degree in Business Administration.

Stacey Johnson, CEO of The Living Desert said, "Sarah is going to be a wonderful asset to our team. Her fundraising background here locally, combined with history and knowledge of The Living Desert makes her perfectly suited to carry out our development plans. We welcome her as she assumes this important role within our organization."

CORD MEDIA NAMES NEW COO



Cord Media announced **Robert Hoffman** has been named Chief Operating Officer. As COO, Hoffman will report directly to Jonas Udcoff, CEO, and Jaci Fitzsimonds, President. He will be responsible for all daily company operations.

Hoffman joins Cord Media with over 35 years of experience in sales and management. Most recently, Hoffman served as a consultant at KPSP Local 2. He helped acquire and build the CBS affiliate in the desert.

The retired Air Force Lieutenant also owned and operated four television stations with Northstar Television Group in Erie, PA. He began his career in sales at ABC Television and eventually was named the Director of Sales for WGN-TV in Chicago, IL.

Originally from Chicago, IL, Hoffman currently resides in La Quinta.

GRANITE CONSTRUCTION NAMES NEW HIRES

Granite Construction Company Indio area manager, Pat Kelly announced today that Wade Malone and Kyle Moore will be switching roles in order to further develop their skill sets, as well as their careers with Granite Construction Company.

Moore, currently the hot mix rubber asphalt plant manager for Granite, will change roles and become the Indio hot asphalt plant and aggregate plant superintendent.

With the transition, Wade Malone will take over the hot mix rubber asphalt plant manager position. In his new role, Malone will manage the HMRA business throughout the State of California.

Moore will maintain his leadership role in the RPA (Rubber Pavements Association) in order to continue Granite's participation in the organization.

SPHERION ANNOUNCES NEW ACCOUNT EXECUTIVE



Spherion Recruiting and Staffing in Palm Desert is pleased to announce that **Natalie Albert** has joined our staff as Senior Account Executive. In this position Albert will be responsible for the delivery of world class recruiting and staffing solutions to clients throughout Coachella Valley.

She brings over six years of experience in the staffing industry here in the valley. In addition, she has solid experience in the hospitality industry having worked as part of the sales team at the Wyndham Palm Springs Hotel where she managed an account base covering Northern California and the United States.

RIVERSIDE COUNTY HIRES NEW CIO

A high-ranking information technology administrator for the City of Los Angeles has been chosen as Riverside County's new chief information officer.

Kevin Crawford, 51, has served as assistant general manager in Los Angeles' infrastructure and communications bureau since 2008. In that position, he directed a 300-person bureau assigned to 28 teams and was instrumental in implementing Google apps for mail service, a change that saved the city millions of dollars.

Previously, he was chief information officer for the Puget Sound Transit Authority from 2003 to 2008, a senior manager for the Port of Seattle from 2000 to 2003, and a regional support manager for the Weyerhaeuser Company from 1993 to 2000.

Crawford received his master's degree in computer informational systems from Boston University in 1993 and a dual bachelor's degree in psychology and political science from the University of Washington in 1983.

The chief information officer oversees a staff of about 200 employees in the Riverside County Information Technology Department and OASIS, the county's financial system.

Crawford is expected to start work the first week in January.

'HERO' AWARD GIVEN TO RUTH MOIR

Bank of America recently awarded **Ruth Moir** (*center below*), founder and President of the Steinway Society of Riverside County, their "Hero" award of \$5,000 at the Crestmore Manor in Riverside before hundreds of attendees for seeing the need for change in her community and taking the necessary action to make good things happen.



Since 2002 the Steinway Society has been the lifeblood of music programs in the school districts in the Coachella Valley. The money will help Steinway keep these programs alive for the kids who would otherwise go without music in their schools.