

**FOR IMMEDIATE RELEASE**

CVEP Appoints Executives Kathi Jacobs and David Peat to Board of Directors

Palm Desert, CA (November 5, 2010) – Coachella Valley Economic Partnership (CVEP) has appointed two new members – Kathi Jacobs and David Peat – to its Board of Directors.

“Having Kathi and David on CVEP’s Board of Directors guarantees that the organization will continue to benefit from diverse opinions and backgrounds,” said Clifford Daniels, CVEP Board Chair. “Based on their wide range of executive experience as well as their focus on the community through their respective companies, they are the best candidates for these positions.”

Kathi Jacobs, Director of Public Affairs for Time Warner Cable, manages governmental and media relations in the Coachella Valley, Morongo Basin and Banning areas. In addition to her Board appointment at CVEP, Jacobs also serves on the Advanced Technologies Industry Council for CVEP’s Career Pathways initiative.

“Kathi’s media and governmental relationships will further CVEP’s growth as a local and regional organization,” said Daniels. “Her professional and personal support of CVEP demonstrates her commitment to the fundamental goals of the Coachella Valley Economic Blueprint.”

David Peat, Vice President and Regional Manager of the Desert Region for Pacific Western Bank, has worked in the financial industry for over 30 years. Peat also serves as treasurer of both the Board of Directors and the Board of Trustees for Boys & Girls Club of Coachella Valley.

“David’s expertise in the financial arena is an integral component of any successful organization,” said Daniels. “His skills will undoubtedly provide direction in crucial areas like fiscal accountability and the entire budgetary process.”

As the newest members of CVEP’s 33-member board, Jacobs and Peat will serve alongside the organization’s executive committee: Board Chair Cliff Daniels, Immediate Past Chair Kathleen DeRosa, Vice Chair Don Perry, Treasurer Bill Powers and Board Secretary Carolyn Stark. For more information, call 760.340.1575 or visit www.cvep.org.

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About CVEP: Coachella Valley Economic Partnership is an action-oriented, non-profit corporation dedicated to expanding the economy of the Coachella Valley desert region while maintaining the quality of life for a resort environment. CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade. Today, CVEP also is focusing attention on planning and nurturing the growth of new industry clusters, which include Healthcare and Life Science, Clean Technology/Energy, Supply Chain Management/Logistics and Creative Arts, Media & Design.