



## **For Immediate Release**

### **Coachella Valley Economic Partnership Board of Directors Appoints Clifford Daniels Chairman of Executive Committee**

#### ***New Leadership Committed to CVEP Economic Blueprint Goals***

**Palm Desert, CA (September 23, 2010)** – Clifford Daniels, chief development officer of Desert Regional Medical Center, is the new Board Chair for the Coachella Valley Economic Partnership (CVEP).

Daniels, who had been serving as vice-chair, was unanimously elected by the Board of Directors to fill the post after they accepted the resignation of former Desert Sun publisher Rich Ramhoff, who is being reassigned by the Gannett Company outside the Coachella Valley.

Don Perry, vice president and general manager of KPSP Local TV-2, was elected to serve the executive committee as second-chair.

The seamless leadership transition and unanimous vote of confidence for Daniels signals continued cohesiveness within the Board and a strong commitment to the ongoing efforts implementing the goals of the CVEP Economic Blueprint.

Daniels will participate in the upcoming CVEP-hosted Coachella Valley Fall 2010 Economic Summit on Friday, October 22<sup>nd</sup> at the Renaissance Esmeralda Resort & Spa in Indian Wells. The event is from 8:00 a.m. to 11:30 a.m. Titled “Climate for Success,” the Summit will feature noted Southern California Economist John Husing, Ph.D. who will present the official Coachella Valley 2010 Economic Report. Todd Buchholz, former White House Director for Economic Policy, best-selling author and frequent television commentator, is the keynote speaker.

Tickets can be purchased online at [www.cvep.com](http://www.cvep.com). Tickets for the event are \$75 for CVEP investors, and \$95 for future investors before October 15, and \$105 after October 15. Tables of 10 are also available for purchase at a discounted rate. The Renaissance Esmeralda Resort & Spa is located at 44-400 Indian Wells Lane, Indian Wells.

**For additional information, call CVEP at 760.340.1575.**

#### **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.

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