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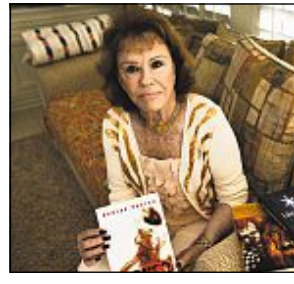
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DESERT LIFE

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The Desert Sun

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2011 BOB HOPE CLASSIC



Arnold Palmer tees off in the Bob Hope Chrysler Classic in this photograph from the mid-1960s.

THE DESERT SUN FILE PHOTO

Valley's golf scene on a new course

Thick with tournaments a decade ago, only two majors remain

BY LARRY BOHANNAN

The Desert Sun John Foster remembers a time when the Coachella Valley seemed like the center of the professional golf world.

"Things were just spread too thin," said Foster, president of the Bob Hope Classic and a board member of the PGA Tour event during the desert's busiest days of professional golf in the 1990s.

In the mid-1990s, as the Coachella Valley economy and population boomed and new golf-driven housing developments sprung up like wildflowers, the desert hosted as many as seven sanctioned events on various major tours from Thanksgiving to the end of March, a span of approximately 130 days.

Sponsorship money has dried up across the country. Fewer people are playing golf each year. And the market for high-end golf homes isn't close to what it used to be.

Only the Hope on the PGA Tour and the Kraft Nabisco Championship of the LPGA remain as stalwarts in the desert golf scene.

The Hope and Kraft have been official events on their tours since 1960 and 1972, respectively. But the desert has always hosted other events, from one of the first senior tour events at The Vintage Club in Indian Wells throughout the 1980s to the Samsung World Championship, a limited-field LPGA event played at Bighorn Golf Club in Palm Desert from 2004-07.

"Any industry has to go through checks and balances," said Andy Vossler, president and CEO of Landmark Golf, the company that emerged from the ashes of the Landmark Land bankruptcy of the 1990s. "And there will come a

Please see CLASSIC, A14



Jackie Gleason jokes with Bob Hope during the 1978 Bob Hope Chrysler Classic.

THE DESERT SUN FILE PHOTO



Family ties

Father and son Jay and Bill Hase share winning Hope Classic. It's all relative.

SPECIAL SECTION INSIDE

- KNOW YOUR PROS: Player bios give you insight into the professionals and how they've fared at the Hope.
CELEBRITY WATCH: Kurt Russell is back and he's joined by newbies such as Dr. J and Eric Dickerson.
CHART YOUR COURSE: La Quinta is home to all four courses. Take a closer look at the layouts.

THE DESERT SUN SPECIAL REPORT

\$250K later, music fest's future unclear

Desert Hot Springs has delayed twice; promoter faces scrutiny over progress

BY KATE MCGINTY

The Desert Sun The promoter hired to put on a music festival for Desert Hot Springs could walk away with \$250,000 in taxpayer money, with no obligation to ever put on the event the city has already paid him to produce.

More than 13 months after the City Council signed a contract with promoter Tony Clarke, the inaugural Wellness and World Music Festival is nowhere close to show time. It has been delayed twice, and producers have yet to announce a new date, music and performing acts or ticket sales.

Clarke says the money the city paid him is long gone, though he won't say how it was spent.

The contract the City Council approved in December 2009 — an agreement only for "pre-production" — gives Clarke an out with this language: "The terms of this agreement do not guarantee that the festival will occur."

But City Manager Rick Daniels says Clarke will have to come through. "He is contractually obligated to put on the concert. If he doesn't, he's going to owe us the money back. Period," he said.

During the past two weeks, The Desert Sun has conducted interviews



Clarke

with Clarke, city officials and others, and reviewed numerous online reports and state and city records.

Those city records do not include Clarke's invoices or records tracking when he was paid, because the city has not handed over those documents as requested under the California Public Records Act.

The Desert Sun could not verify any of Clarke's claims of being a world-famous producer who has worked on major record labels and produced events with the likes of Johnny Cash, Michael Jackson and Nirvana.

And it's not clear how much checking into Clarke's background Desert Hot Springs officials did before hiring him.

Even a cursory Internet search reveals that Clarke has little, if any, documentation to back up his claims of producing huge events.

Among The Desert Sun's findings:

Clarke's company, Tresed Ventures, does not have a website. Online searches for Clarke's name and his company do not produce any results

Please see FESTIVAL, A12

Pressure's on to expand, educate local workforce

BY DEBRA GRUSZECKI

The Desert Sun Economists are seeing signals that the labor market across the country is strengthening.

Retail sales rose for a sixth consecutive month in December, pushing sales for all of 2010 up 6.7 percent, the best annual gain since 1999. Ford Motor Co. plans to add more than 7,000 new hourly and salaried jobs in 2011 and 2012. Target wants to open 21 stores this year.

In the Coachella Valley, gains are still being measured in the single digits.

Depending on where you check, fewer than 700 jobs were advertised in the valley last week, most of them entry-level or seasonal.

That has put increasing pressure on

HELP WANTED

Networking is one of the best ways to get a job, but it requires specific skills and effort. A10

VIDEO: Visit mydesert.com/desertjobs for a resume video by Coachella Valley resident Jackie Phillips Edds.

government entities and organizations at the state, federal, local and tribal levels to entice businesses to open or expand in the valley, while at the same time improving the skills of local workers.

Agencies playing key roles include the Coachella Valley Economic Partnership, the Palm Springs Desert Resort Communities CVA, Coachella Valley Association of Governments,

Please see JOBS, A11

INTODAY'S PAPER

Table with 4 columns: Advice E2, Lottery B9, Bridge E4, Movies E3, Classified F1-F8, Obituaries B9, Crossword E4, Opinion B12, Desert Life E1, Weather D6



Heavy metal blues

Watch out, Coachella Valley: Copper prices are nearing 2008 highs, and there are reports of a surge in metal thefts across Southern California. B1

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Today's Valley temperatures

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# JOB: Green energy seen as key to growth

Continued from A1

College of the Desert and the state university systems. CVEP, along with a host of business and government partners, has been at the forefront of a plan to net 16,255 new jobs and more than \$2.3 billion in new wages from 2012 to 2016. Targeted areas are health care and life sciences; clean technology and energy; supply chain management and logistics; and creative arts and design. "We have a burgeoning arts community," said Todd Hooks, economic development director for the Agua Caliente Band of Cahuilla Indians, which operates two casino resort properties, a golf course and Tahquitz and Indian Canyons, which draw thousands of tourists, eco-tourism buffs and professionals from the film and photography industry. "From our standpoint as a tribe, and tribal communities, we see expansion in cultural tourism."

## 'An inexhaustible resource'

The warmth, sun, sand and valley position in the California global economy is drawing people with a high level of expertise in natural resource technology and energy development. "It's almost like the old days in Pennsylvania when some guy digging in the side of the hill found coal, or, a Jed Clampett striking crude oil," Hooks said. "We have an inexhaustible re-

source other parts of the world struggle to replicate." Palm Springs partnered with the cities of Cathedral City and Desert Hot Springs to become one of only four "innovation hubs" in Southern California. The iHub will help incubate "green" companies to create new jobs, working with universities and COD to target local businesses on emerging projects and research. Not yet opened, it's already getting noticed by companies like General Electric, said John Raymond, Palm Springs director of community and economic development. The city expects College of the Desert's new 119-acre west valley campus to educate thousands of students in the new economy, and is working with film industry visionaries to develop curricula to advance creative arts and design. Besides COD's Desert Energy Enterprise Center in Palm Springs, where programs have been set up to train a renewable energy workforce, Noble Renewable and Renova Energy have partnered to create a 305-kilowatt system and solar laboratory at Xavier College Preparatory High School. The energy enterprise center, tapping into Community College Economic and Workforce Development Programs, relied on an \$800,000 state and federal grant to graduate 16 students as wind turbine technicians, and generate interest in a second program to train installers on solar panel technology.

## Training for the future

Recognizing the need to have a trained workforce at the ready, CVEP's Career Pathways and Pathways to Success programs in the high schools are sparking student interest in jobs of tomorrow, including health care. With the population growing and aging, a report by Desert Health Care projects some 2,000 health care workers will need to be trained by 2016 to meet the demands of the population. "We think long-term pipeline development," said Sheila Thornton, director of Healthcare Industry Councils for CVEP's career pathways programs. Since 2008, CVEP has awarded students here with \$1.5 million in college and university scholarships. Roughly 40 percent of those students have enrolled in health care curricula.

"The need for health care isn't going away anytime soon; someone's got to serve," Thornton said. "Nurses and doctors and pharmacists and lab technicians can't work forever. They will retire, and for students coming up in the pipeline, a \$54,500 job is a nice thing to aim for." **County and state assists** Riverside County officials, from the Economic Development Agency's Foreign Trade

# Overqualified, under-worked

BY DEBRA GRUSZECKI  
The Desert Sun

Jackie Phillips Edds once had a salary that approached eight six-figures. A certified senior escrow officer, Edds co-owned and managed Roadrunner Escrow Inc., dabbled in investment property and held leadership roles in escrow companies and professional associations. Today, she lives with a friend. The Palm Desert condo she owns is in foreclosure. Her finances are in the hands of a bankruptcy judge. Edds' closest possessions, besides a pair of dogs and a promise ring, are a banker's box packed with resumes, job applications and an assortment of cards to pass out to try snag a home to clean, a document to notarize or a dog to walk for cash. "I've had my days of glory,"



Edds

she said. "Now, I just want to make enough money to pay my bills." Thrust into the unemployment lines over two years ago, Edds' jobless benefits have run out. Her temporary job as a U.S. Census Bureau worker is over. Her pride is worn down. Edds, 59, said she'd settle for a retail job. But competition is fierce. Edds thinks her age works against her. "I was told I wasn't qualified for seasonal help" at a retail store, she said. "They hired my daughter when she was 19." "How do I handle it?" Edds asked rhetorically. "I live in the moment," she said. "You have to — otherwise, I'd get overwhelmed and scared."

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