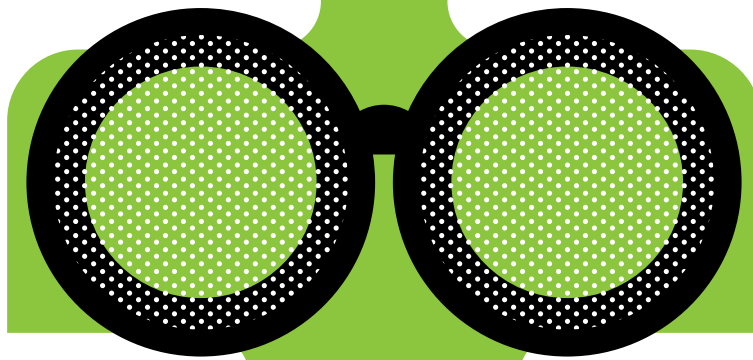


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GREATER PALM SPRINGS

OCTOBER
2018



focus

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TERMS OF ENGAGEMENT

Internet of Things refers to the networking capability that allows information to be sent to and received from objects and devices (such as fixtures and kitchen appliances) using the internet.

Blockchain is a digital database containing information (such as records of financial transactions) that can be simultaneously used and shared within a large, decentralized, publicly accessible network.

Source: Merriam-Webster

FRESH CONNECTION

INTERNET OF THINGS OPENS UP A WORLD OF POSSIBILITIES FOR EVERY SMART CITY AND BUSINESS.

WORDS BY
Joe Wallace, CEO

The Internet of Things seeps into conversations as the next big technology to attract the investment and efforts of entrepreneurs. Devices integrate Wi-Fi and sensors. Smart-phone ownership has skyrocketed. And the Coachella Valley stands poised to capitalize on the attendant opportunities.

During the first half of this year, the Coachella Valley — and in particular Desert Hot Springs — scored a big win when Comcast decided to install its MachineQ platform there for the hydrometers developed by Seco Sys at the Palm Springs iHub.

IoT refers to the technology of allowing devices to communicate with each other through the internet. IoT-capable products in use include cell phones, coffeemakers, washing machines, headphones, lamps, wearable technology, and machine components such as self-driving modules in automobiles and surgical-enhancement tools. The sensors and control systems that enable cities to claim “smart city” status comprise part of the IoT universe.

While the analyst firm Gartner says that by 2020 there will be more than 26 billion connected devices, others have estimated the number will grow to more than 100 billion in that time frame. The relationships enhanced by IoT will include people-to-people, people-to-things, and things-to-things.

In the near future, the mantra for places that do not want to be left behind will be, “Anything that can be connected, will be connected.” There are many examples of what life in a fully connected world would be like. For example, on your way to a meeting, your self-driving car could access your calendar and choose the best route to take. If you run into unexpected traffic, your car may text the other party with a revised time of your arrival. Your home may have sensors that control all of the creature comforts with maximum efficiency — with no effort on your part. Wearable devices may monitor your vital signs and alert you to times when you are at your best or in need of rejuvenation.

IoT can be applied to things like transportation networks. Smart cities can help us reduce waste and improve efficiency for things such as energy use.

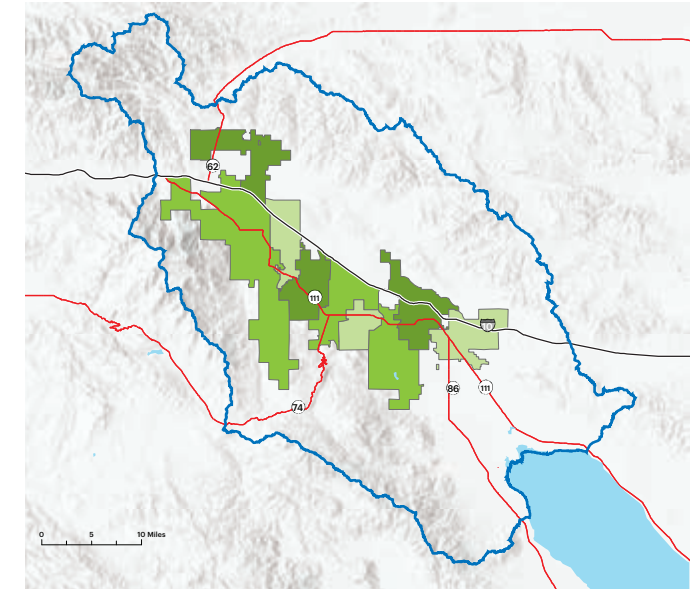
Questions about security create potential deterrents to the adoption of IoT devices in a ubiquitous manner. Will someone be able to hack into your toaster or empty your bank account? Will personal privacy become obsolete with a billion sensors snooping into your business? This is a topic of some urgency, as not a week goes by without a hack disrupting financial transactions, energy grids, and even election results.

Working in conjunction with IoT, blockchain technology provides an electronic ledger for secure transactions with unknown entities. It is fulfilling to know that the Coachella Valley Economic Partnership and the Palm Springs iHub have been at the leading edge of bringing these modern opportunities into the realm of possibility for the Coachella Valley. ■

CITY LIKES

COACHELLA VALLEY RESIDENTS SHARE MORE THAN THE SUN

WORDS BY
David Robinson,
GIS coordinator



We live in a political age of division. In this derisive maelstrom, we forget how much we have in common with others. So let's take time to explore socioeconomic and demographic data, accessed through Coachella Valley Economic Partnership's GIS system, and highlight characteristics that we share in this beautiful valley we call home.

Geography

The ridges of our surrounding mountains form the edges of the valley, but what defines our Riverside County region lies underground: a 65-mile-long aquifer. In fact, when aggregating data, we use the groundwater basin as a boundary, cutting off where it meets Imperial County.

Population

Probably the most significant shared demographic is population growth. All nine cities are projected to gain citizens in the next five years at rates higher than the national average of 0.81 percent per year. Even the lowest-projected growth rate of 0.97 percent in Rancho Mirage is above that, while Indio tops local growth projections at 1.72 percent. The national average for increases in population between 2000 and 2018 was 6.3 percent; Coachella Valley cities experienced much higher expansions. The lowest growth, in Palm Springs at 11 percent, was still just twice of twice the national average. Coachella saw an astonishing 93 percent growth.

LOCATION, LOCATION, LOCATION

As part of our mission to encourage innovative businesses to relocate here, Coachella Valley Economic Partnership helps them find optimal locations to reach their ideal customers. We search for locales where demographic differences (e.g., higher disposable income or recreational habits) are highlighted. But we never lose sight of the fact that our nine cities share the great opportunities of close access to a major interstate corridor, rail lines, and the nation's largest port.

Age

From 2010 to 2018, the average age of U.S. citizens rose 1.4 years. Only Indian Wells saw a decline of 1.4. The other cities' median ages climbed an average of two years, with the highest jump being Palm Desert at 4.6 years. Median ages across the valley are projected to move upward from 2018 to 2023, with an average of 1.5 years, twice the projected U.S. increase of 0.7 years.

Housing

Not surprisingly, the Coachella Valley has far fewer residential properties being occupied by their owners than the national average of 63.06 percent. All nine cities report smaller numbers, with Coachella the highest at 57.4 percent and Palm Springs the lowest at 37.4 percent. Home values in the valley are projected to rise in the next five years at well above the projected national rate of 16 percent. Only two cities are expected to see a smaller increase: Indian Wells at 12 percent and Rancho Mirage at 11 percent. Values in the valley's other cities should rise at higher rates, with Desert Hot Springs the most at a projected 40 percent. By a great majority, most people in the Coachella Valley live in households of two or more persons (not necessarily related).

Employment

The service industry employs the most residents in the Coachella Valley, with all cities above 50 percent — well above the national average of 15.6 percent.

CVEP aims to diversify and strengthen the economy of the entire valley. With this regional view, it is paramount to focus simultaneously on the opportunities and challenges that we share. Our unifying characteristics can provide the impetus for an endless exploration of innovation and entrepreneurship. ■

PEAK PERFORMANCE

THE COACHELLA VALLEY ECONOMIC PARTNERSHIP'S ANNUAL SUMMIT PRESENTS AN OVERVIEW OF ECONOMIC CONDITIONS.

WORDS BY
Lesla Bodnar,
chief of staff

When AMZN first appeared on NASDAQ in 1997, you could buy a share for \$18. Now you have to shell out more than 100 times that for a one-share holding in the company that Jeff Bezos began as an online book-store. Amazon's mega-retail success derives not from a skyrocketing passion for reading but because the company's founder/CEO understands information aggregation.

One doesn't need Amazonian aspirations to appreciate the value of "staying on top of things." And one doesn't need to — nor probably can — devote hours a day or days a week following the stock exchanges, reading *The Wall Street Journal*, and attending city council meetings to keep up with what's happening in the world and neighborhoods around them.

Coachella Valley Economic Partnership brings together a wealth of information in an annual summit open to anyone interested in learning about matters that affect local lifestyles and businesses.

Plans for the event begin six months in advance when CVEP staffers meet with a prestigious economist who will deliver the summit's keynote presentation. During this meeting, the parties discuss additional

SUPPORTING ROLES

An event that reaches a large cross section of the local community and delivers pragmatic and relevant data presents an opportunity for businesses to get involved. A variety of sponsorship opportunities are available, and levels of recognition have been established for organizations of all sizes. The summit is promoted across several marketing platforms: digital, television, radio, print, and public relations. Sponsors have the opportunity to be recognized through these valleywide marketing efforts in addition to acknowledgement at the event and in the summit report. They also receive tickets to the event.

NOW AND THEN

What started as a small luncheon for 30 people in 2005 has blossomed into the region's premier business event, attracting as many as 850 attendees. The summit attracts managers, professionals, local business owners, and key decision makers of regional and national companies. An increasing number of attendees travel each year to the summit from outside Greater Palm Springs.

14TH ANNUAL GREATER PALM SPRINGS ECONOMIC SUMMIT

Nov. 8
Palm Springs
Convention Center
Tickets/information:
cvep.com,
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areas of focus outside of traditional data — for example, a comparison of the region and state to others or identifying the stumbling blocks for businesses and how to overcome them.

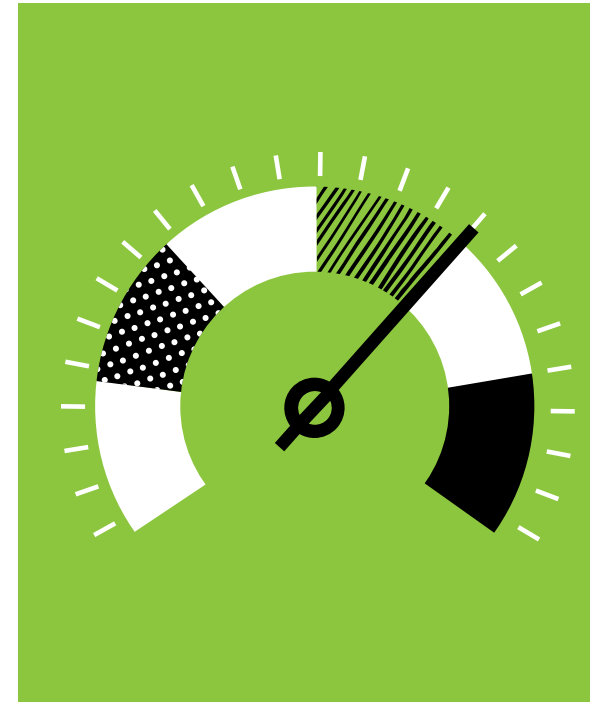
The economist then prepares a comprehensive economic report that is introduced at the summit. The study includes informative statistics, including median income, crime rates, population, unemployment figures, and other measures.

While summit presentations change from year to year, the lofty goal remains constant: to give local business leaders and elected officials the most current information they need to make smart decisions that benefit our communities. Another mission is to urge people to look beyond today — to realize they have the power to affect outcomes and then to take action to achieve results.

After the summit, the report is available to local residents and to businesses inside and outside of the region to use as a recruitment and informational tool. In addition, the report is refined into individual, detailed documentation for each city and distributed to them and their respective chambers.

The CVEP staff produces the summit in-house. A good event professional brings people skills, organization, time management, flexibility, and passion to a production. In our case, we have a team that brings its collective time and talent to the summit, making the summit a seamless presentation of information and opportunity for attendees to network.

Reserve a seat by calling CVEP or visiting our website. Tickets are one of the rare items you can't buy on Amazon. ■



THE NEED FOR SPEED

A JOINT EFFORT MOVES TOWARD ACCESS TO HIGH BANDWIDTH FOR COMMERCIAL ENTITIES.

WORDS BY
Agustin Aragon,
economic development
associate

Considering the six hours it took the Coachella Valley Economic Partnership to transmit a large data file to San Bernardino, CEO Joe Wallace says, "We could have burned a disk, driven it to San Bernardino, come back, had dinner, and watched a movie. That's how challenged our bandwidth is.

"We are in the late stages of establishing a digital iHub with Palm Desert and the Palm Desert campus of California State University, San Bernardino," he continues. "The college has access to the CENIC [Corporation for Education Network Initiatives in California] line. They have 10 gigabytes — 100 times faster than any other commercially available bandwidth in the valley. A partnership could allow us to incubate companies, such as telemedicine, that require high bandwidth."

On June 28, the Palm Desert City Council voted unanimously to approve \$175,000 in funding from its 2018-19 budget for CVEP to manage the operation of a digital iHub in the city.

Access to the larger bandwidth will enable CVEP to accelerate innovation within the Coachella Valley. The internet offers an immense opportunity for innovation but only if the correct infrastructure is in place. A digital iHub in Palm Desert with access to 10 gigabytes will allow CVEP to provide iHub clients the flexibility and agility to conduct and expand their online presence without worrying about their website performance.

"We are a perfect location when you have tech companies that want to come here and grow as incubator businesses," says the CSUSB campus's recently retired dean, Sharon Brown-Welty. "At some point, we could have an incubator on campus. We are working with CVEP on how that would look. If we grow enough industries, we could do partnerships and offer our students internships."

As our connectivity continues to improve and with the correct partnerships, we see the potential for entrepreneurs and new startups to emerge in or relocate to the Coachella Valley. With more organizations moving to ecommerce or cloud-based applications, the digital iHub will be an ideal location that combines a lower cost of living in Southern California and access to high-speed bandwidth. ■

**BUDDING OPPORTUNITIES
A CHANGE IN LAWS
OPENS THE DOOR FOR
COMMERCIAL PRODUCTS
AND SERVICES RELATED
TO CANNABIS.**



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WORDS BY
Agustin Aragon,
economic
development
associate

T

he legalization of recreational cannabis created a revolution in California and the beginning of a green rush in the Coachella Valley. The once-illicit drug is forging a new frontier for business in the state, and it's forecasted to generate \$3.1 billion by 2020.

From a governmental point of view, "cannabiz" translates to millions of dollars in tax revenue. In the private sector, it creates opportunities to capitalize on the cultivation, manufacture, and sales of cannabis products.

Weedmaps.com lists more than 100 dispensaries advertising products and services. Some of these businesses offer upward of 230 items on their menu. Additionally, throughout the Coachella Valley, we can find many cultivation facilities in operation and many more in the process of approval or construction.

Not surprisingly, this commercial sector reaches beyond cultivators and dispensaries. Professionals in an array of trades — such as insurance agencies, law firms, accountants, security, and solar energy — have developed specialized services for this budding market.

**IN CONTINUING
ITS MISSION
TO SERVE
INNOVATORS
AND
ENTREPRENEURS
FROM
INCUBATION
TO LAUNCH
TO DAILY
OPERATION,
COACHELLA
VALLEY
ECONOMIC
PARTNERSHIP
ADMITTED LEAFY
GROW LIGHTS
TO THE PALM
SPRINGS IHUB.**

HARDCAR of Palm Springs tailors its security services to include cash and product transit, automated property patrol, and pre-employment background checks. In November 2015, Desert Pacific Properties in Palm Desert created a cannabis division to guide entrepreneurs to properties zoned and promoted for marijuana businesses.

Coachella Valley Cannabis Alliance Network in Desert Hot Springs provides networking events that promote innovative and effective programs in development, operation, regulations, and outreach. Hosting monthly networking dinners, CVCAN creates opportunities not only for those directly involved in cannabis products and services to gather with their peers but also for people in other businesses to meet these entrepreneurs and gain insight into the industry.

In continuing its mission to serve innovators and entrepreneurs from incubation to launch to daily operation, Coachella Valley Economic Partnership admitted LEAFY Grow Lights to the Palm Springs iHub.

"[Our] system incorporates cutting-edge technology and space-grade materials to provide the best indoor growing experience," LEAFY co-owner Bryan Lee says. "Our grow light is a passive cooling unit and doesn't require fans. It has three unique growing modes to help optimize product yield and power-consumption efficiency. Samsung LED technology cuts energy usage by roughly 50 percent compared to traditional, high-pressure sodium bulbs."

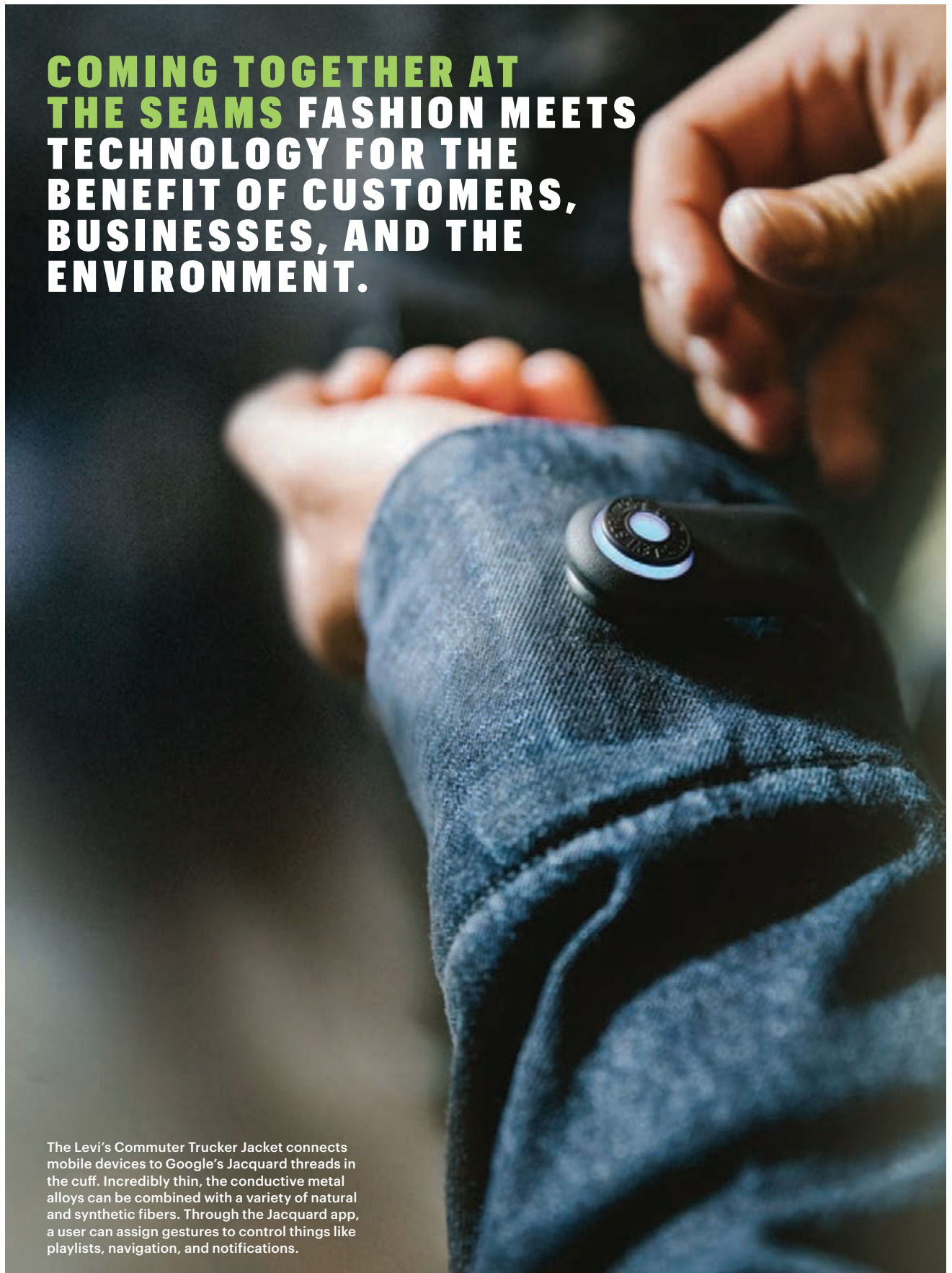
The iHub supports the growth of all types of businesses. When new markets arise, opportunities abound for companies by way of direct and indirect participation. ■



At the Palm Springs iHub, LEAFY Grow Lights co-owners Bryan Lee and Wyatt Nelson make grow lights that reduce energy usage by roughly 50 percent.

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COMING TOGETHER AT THE SEAMS FASHION MEETS TECHNOLOGY FOR THE BENEFIT OF CUSTOMERS, BUSINESSES, AND THE ENVIRONMENT.



The Levi's Commuter Trucker Jacket connects mobile devices to Google's Jacquard threads in the cuff. Incredibly thin, the conductive metal alloys can be combined with a variety of natural and synthetic fibers. Through the Jacquard app, a user can assign gestures to control things like playlists, navigation, and notifications.

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WORDS BY
Laura James,
economic
development
director

R

unning from meeting to meeting with top decision makers in sustainability, technology, and fashion leaves Nima Pauline exhausted. But as one friend told the founder of Eco Culture Manufacturing, "You've got to rest. Keep yourself healthy, because that's the only way you're going to be able to change the world."

With a love of textiles inherited from her grandmother and a mother who used recyclable goods long before it was cool, it seems almost inevitable that Pauline would find herself in a business that brings sustainable practices to fashion retailing and garment manufacturing.

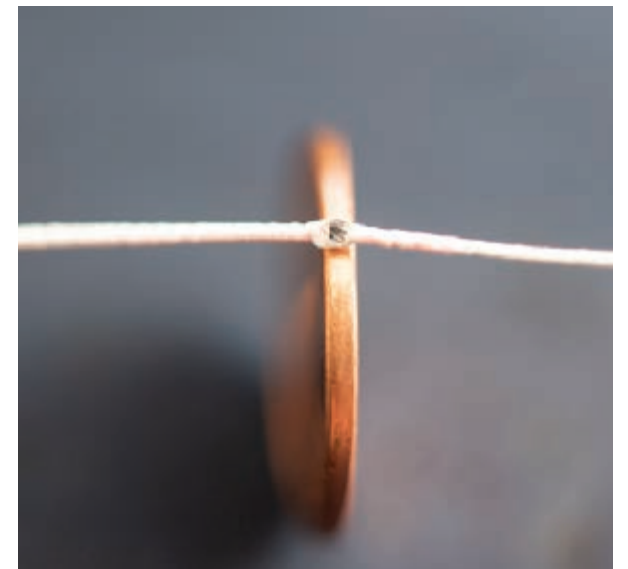
The fast-fashion industry consistently ranks among the world's top five toxic industries. Customers have had few ways to determine whether their clothing has been manufactured using sustainable practices, but that is changing. Eco Culture Manufacturing's EcoSmart Thread allows a customer to trace garment's origins using tiny radio frequency identification (RFID) chips woven into the thread.

"You can't claim sustainability without authentication," Pauline asserts.

The ability to trace the arc of clothing from origin to eventual disposal is only one way that technology can change the way we shop for and think about fashion. Many new technologies improve the customer experience. Five years ago, Bloomingdale's

WASTE BANS

Brands such as Tommy Hilfiger embrace artificial intelligence to more accurately forecast trends and customer demand. If successful, this will lead to lower costs and much less waste, as well as to happier customers. Last year, Amazon was granted a patent for an on-demand apparel manufacturing system. While no such factory has yet been built, it bears the potential to essentially turn the entire process of garment manufacturing upside-down, with no clothing being fabricated until a customer places an order. Technology-driven innovations like this have the potential to vastly eliminate excess inventories and waste.



Eco Culture Manufacturing has intergrated eThread RFID and blockchain technologies to create a digital "birth certificate" and supply-chain transparency for source materials, manufacture, distribution, retail, and the post-consumer lifecycle.

introduced body-scanning technology in its stores to help shoppers find the perfect pair of jeans. Since then, startups like Unspun have taken body scanning to the next level, collecting 100,000 data points per scan for custom jeans.

Companies strive to figure out how to produce custom clothing with an efficiency that's akin to mass production. In the meantime, internet applications bridge the gap for consumers who prefer to avoid the hassle of going to traditional stores with dressing rooms. Online retailers like Warby Parker make it possible to "try on" eyeglasses by using the built-in camera on your phone or computer. Subscription services such as Stitch Fix and high-fashion rental company Rent the Runway are technology and logistics companies as much as they are apparel companies.

In fact, the lines between technology and fashion blur as products within the two industries converge. Pioneers of the tech-as-accessory industry include rap legend Dr. Dre, whose Beats headphones have been a statement-making staple for a decade. Analysts report that Apple sold more of its watches last year than all traditional Swiss watchmakers sold combined. And although Google failed to create a new generation of bespectacled tech-fashionistas with Google Glass, the company re-enters the wearables space with its conductive Jacquard thread. The first available Jacquard-enhanced product is a Levi's denim jacket that can control headphones, deliver notifications from Uber and Lyft, and screen phone calls directly from the sleeve cuff.

Companies like Eco Culture Manufacturing exist because their principals believe that technology can unravel the tangle of problems within the fashion industry and weave together solutions that are good for customers, businesses, and the environment. ■

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STUDY FOR COLLEGE

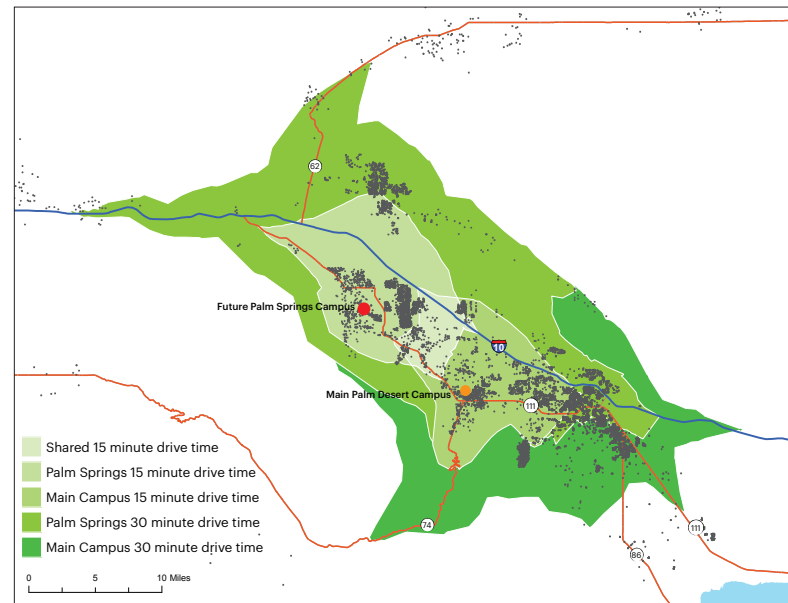
GIS TOOLS AND METHODS HELPED A LOCAL INSTITUTION EVALUATE CAMPUS LOCATIONS.

WORDS BY
David Robinson,
GIS coordinator

Precious few economic development agencies around California offer Geographic Information Services. Coachella Valley Economic Partnership is one of them, maintaining a commitment to providing state-of-the-art information to its partners and new businesses in the Coachella Valley. GIS analyses help businesses, institutions, and organizations approach data in a new way.

In the summer of 2014, College of the Desert's director of institutional research approached CVEP to help the school better understand how its campus locations correlated with where its students lived. Additionally, the college sought a way to determine the best place for a West Valley campus. (This year, COD purchased Palm Springs Mall for its west-end venue.)

The lack of a method to efficiently and accurately map enrollees' addresses limited COD's ability to assess how many of its students experienced long commutes to attend classes. Using GIS mapping, CVEP determined the spatial distribution of students, their proximity to campuses, and how many of them would benefit from a West Valley campus.



Excluding post office boxes on College of the Desert's list of student addresses, Coachella Valley Economic Partnership was able to geocode 12,300 students. GIS allows us to search for meaningful patterns amid seeming randomness. The map above identifies drive times to the main campus in Palm Desert and a future campus in Palm Springs.

COD provided us with an Excel spreadsheet containing 13,650 student addresses. To protect privacy, the data was password protected, and no names were provided with the addresses.

The process of mapping a set of addresses is called "geocoding." Similar to your car's GPS, our GIS program matches specific addresses with lists in the mapping system's database. The matched points become a "layer" that can then be linked with other relevant geographic data, such as census-tract demographics. The GIS database also associates any attributes in the spreadsheet with individual points, meaning you can use information like academic grades to geographically analyze specific student traits.

A location's sphere of influence is often depicted on maps as concentric circles of varying distances centered on the location. But access to a campus does not neatly follow such theoretical circles. Geography gets in the way. Mountains, road networks, and bridges naturally impede movement within idealized zones. GIS tools can determine travel times around a location, say a five-minute drive or a 10-minute walk.

For main COD campus and the proposed West Valley campus at the Palm Springs Mall site, we generated five-, 15-, and 30-minute drive times. From this, we concluded that the addition of the Palm Springs location would cut commute times for more than 3,800 students.

Another campus concern is access by public transportation, as many students lack reliable use of a car. Through layered GIS mapping, we found that 9,132 students resided within 1/2-mile and another 1,000 within 1 mile of bus lines. That accounts for almost three-quarters of COD's enrollment.

Our study for COD is a profound example of how taking a simple spreadsheet list and transforming it into layers on a map can reveal strategic insights. ■

STILL A BUZZWORD

TO BE OR NOT TO BE SUSTAINABLE BECOMES LESS OF A QUESTION FOR FORWARD-THINKING COMPANIES.

WORDS BY
Laura James,
economic
development director

Though a number of buzzwords float around today's office, one has significant staying power: sustainability. Growing in popularity since the 1990s, the concept seems to wrap its tentacles around everything in sight. Cities establish sustainability commissions. Companies appoint chief sustainability officers. Countless nonprofits tout sustainability-focused missions. Bloggers amass followers by writing about sustainability efforts.

The word conveys different things to people with contrasting roles and perceptions. Boiled to its essence, sustainability means the ability to keep going down a path, ideally without adverse effects. One of the beauties of sustainability is that while the perspectives of the business school grad and the environmental activist may differ, they are not mutually exclusive and are increasingly complementary. Good business practices, you see, are sustainable ones.

At Coachella Valley Economic Partnership, we believe in the triple bottom line of people, profit, and planet. The Palm Springs iHub exists to facilitate entrepreneurial growth in environmental sustainability by taking advantage of the Coachella Valley's

49 YEARS AGO
The National Environmental Policy Act of 1969 committed the United States to sustainability, declaring it a national policy "to create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations."

Source: epa.org

sun, wind, and geothermal resources. The formula has attracted diverse companies working toward the same goal of building eco-conscious businesses. Encompassing hot water as well as photovoltaic technology, water conservation, energy storage, and hyper-efficient manufacturing processes, Palm Springs iHub companies lead the region's sustainable innovation.

Long-term success in business relies on creativity, but that does not always mean making something brand new. Innovations often comprise incremental shifts that result in large benefits when implemented at scale. Amazon doesn't disclose how many boxes it ships, but estimates run about 3 million per day. The retailer giant has begun addressing the issue — grouping items into as few shipments as possible marks a start, and partnerships for packaging-free delivery are rumored to be in development. Companies such as Amazon maintain sustainability departments charged with identifying issues and solutions, and customers are paying attention to what they do.

With the proliferation of information online, consumers can easily determine which brands they want to support. Recent studies have found that at least 50 percent and probably closer to 75 percent of customers make purchasing decisions with environmental sustainability in mind. Knowing that, even the most profit-focused of businesspeople should deem worthwhile the implementation of sustainable practices.

Whether for environmental or financial purposes (or both), sustainable business aspirations likely will become the norm, rather than the elevated goal of only the most virtuous companies. And if that happens, what we now call sustainable practices will become, simply, practices. ■





THE FINISH LINE

My name is... Scott White.

My current job is... president and CEO of the Greater Palm Springs Convention & Visitors Bureau.

My first paying job was... paperboy for the *Monterey Herald* at age 10. (The minimum age was 12, but mom co-signed for me.)

My biggest non-job-related talent is... I love to cook, but I wouldn't say I am talented at it!

My favorite food is... Italian Mediterranean cuisine.

My favorite nonfood indulgence is... golf (definitely a love / hate relationship).

My home is... my oasis.

My friends call me... Whitey. Early in my career, I worked at a place with three Scotts, so everyone went by their last names.

When I'm alone, I... binge-watch shows that my wife won't watch.

I start most days... hitting the snooze button. (The day should really begin at 10 a.m.)

I get inspired by... people helping other people or helping animals.

I wish someone would invent... a cure for cancer.

My biggest secret is... I lied about our address to go to a different high school, but never told my parents. Of course, they acted like they knew the entire time. ■



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