

For Immediate Release

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CVEP ANNOUNCES PANELISTS FOR NEXT WEEK'S ECONOMIC SUMMIT
Distinguished Panelists to Join Line-up for CVEP'S Annual Economic Development Summit

Palm Springs, CA (October 18, 2012) - Just one week from the Coachella Valley Economic Partnership's (CVEP) Annual Economic Summit, the organization announced today an accomplished panel of speakers slated to join National Economic Advisor **Brian McGowan** and Economist **John Husing, Ph.D.** as featured presenters at the Valley's largest event focusing on the state of the local economy as well as the projected future for the desert's key industries and business community.

The annual Summit, to be held Thursday, October 25, from 7:30am-12:00pm at the Renaissance Esmeralda in Indian Wells, will introduce CVEP's *Coachella Valley Jobs/Workforce Model* – a new approach geared towards providing employers with direct access to educators through industry councils, work-based learning programs and the direct participation in workforce pipeline strategies formulation and implementation. This new program ties into the Summit's overall theme, "Game Change."

In addition, the "Game Changers" panel made up of local executives will give their take on how key events and other economic dynamics are affecting their businesses. The panel will be moderated by **Kris Long**, a familiar face in the Coachella Valley media scene since 2005, when he accepted the evening news anchor position with CBS Local 2. Prior to his move to the Coachella Valley, Long built a successful 30-year broadcasting career in major markets such as Chicago, Phoenix and Philadelphia.

The "Game Changers" Panel will include:

Steve Cenicola, BIGHORN Golf Club – As one of the most exclusive country clubs in the region, BIGHORN has a unique perspective on economic growth in the desert and how it influences the country club scene as well as current trends being seen among high-end patrons such as those BIGHORN serves.

Raymond Moore, Indian Wells Tennis Garden/BNB Paribas Open – An iconic presence in the Valley and home to one of the most renowned tennis tournaments in the world, the Indian Wells Tennis Garden plays a vital role in bringing in visitors for a number of different events.

Blake Miraglia, The Thermal Club – After breaking ground in June, The Thermal Club is currently in development to become a premier experiential motorsports club and the Valley's newest recreation hub. It will have all the amenities of a country club, and Phase I is slated to be completed in Spring 2013.

Bob Marra, Humana Challenge – Embarking on its second year as the Valley's featured PGA Tour event, the Humana Challenge has brought an influx of new attention to the desert with the partnership of the William J. Clinton Foundation. Health and wellness has become a new focus locally, thanks in part to this tournament.

"This stellar group of panelists will enhance the already very exciting itinerary we have planned for this year's Economic Summit," said Tom Flavin, president and CEO of CVEP. "We have to think differently in today's economic climate, and this event is going to propose programs and solutions for the Coachella Valley as we move forward to strengthen the desert's economy and help the business community thrive beyond where it has in the past. It's time for a game change."

The highly-anticipated exclusive release of the annual Economic Report is scheduled as part of the Summit, as well as a report on the progress of the initiatives identified in the Coachella Valley Economic Blueprint.

The Summit will take place on Thursday, October 25, from 7:30am-12:00pm at the Renaissance Esmeralda in Indian Wells. For more information, call (760) 340-1575 or go to www.cvepsummit.com.