+IDEA Newsletter

Official Newsletter of the
Hispanic American Chamber of Commerce
of Coachella Valley

BUSINESS. COMMUNITY. YOUR VOICE.

Negocios. Comunidad. Tu voz.

October 16, 2026 | Edición del 16 de octubre


LOS ANGELES


COACHELLA VALLEY

Inside / En esta edición

Coachella News • Sports • Altura Credit Union Business Spotlight
Upcoming events • HACC Foundation scholarships • K-ONDA Radio

Noticias • Deportes • Negocios • Becas • Publicidad pagada • Comunidad

A stronger Valley starts with connection

Mensaje propuesto de la Cámara / Proposed Chamber message

HISPANIC AMERICAN CHAMBER OF COMMERCE of the Greater Coachella Valley
JUNTOS SOMOS MÁS FUERTES / TOGETHER WE'RE STRONGER

ESPAÑOL

El 15 de octubre cierra el Mes de la Herencia Hispana, pero el trabajo por nuestra comunidad continúa. IDEA reúne información, oportunidades y voces que conectan a los negocios del Valle de Coachella.

Nuestra invitación es sencilla: conozca a otros empresarios, participe en los encuentros comunitarios y manténgase informado sobre las decisiones que afectan a su familia y a su negocio.

En esta edición compartimos próximos eventos, noticias regionales y formas de participar con HACC, HACC Foundation y K-ONDA Radio. Gracias por leer y por contribuir a una comunidad más fuerte.

ENGLISH

October 15 closes Hispanic Heritage Month, but our community work continues. IDEA brings together information, opportunities and voices that connect Coachella Valley businesses.

Our invitation is simple: meet fellow business owners, take part in community conversations and stay informed about decisions affecting your family and your business.

This issue shares upcoming events, regional news and ways to engage with HACC, HACC Foundation and K-ONDA Radio. Thank you for reading and for helping build a stronger community.

Rafael Oscal

President / Chair • Hispanic American Chamber of Commerce

Southern California in the spotlight

Panorama regional · Actualizado el 16 de octubre de 2026

REGIONAL NEWS

LOS ANGELES

SOUTHERN CALIFORNIA

NEWS & COMMUNITY

Palm Desert students gain career experience

Estudiantes fortalecen su futuro profesional

ESPAÑOL

Estudiantes de Cal State San Bernardino, campus Palm Desert, participan en pasantías con la Ciudad de Palm Desert. Según la universidad, el programa permite aplicar sus conocimientos en entornos profesionales, desarrollar habilidades prácticas y conocer cómo funciona el gobierno local. La experiencia también acerca a los jóvenes a oportunidades de empleo y servicio público. Esta colaboración entre educación y gobierno fortalece las conexiones entre el talento local y las instituciones que sirven al Valle de Coachella.

ENGLISH

Students at Cal State San Bernardino?s Palm Desert Campus are gaining hands-on experience through internships with the City of Palm Desert. According to the university, the program helps students apply classroom knowledge in professional settings, build practical skills and better understand local government. It also introduces career opportunities in public service. Partnerships like this connect local talent with institutions that serve the Coachella Valley and help students explore their professional futures.

SOURCE / FUENTE: CSUSB News · October 12, 2026

CSUSB Palm Desert Campus students gain hands-on experience through City of Palm Desert internships.

Más información / Read more: csusb.edu/inside/news

IDEA NEWS · Local education, careers and community partnerships.

A new season for the Valley

Noticias del Valle • Actualizado el 8 de octubre de 2026

PALM SPRINGS INTERNATIONAL AIRPORT

Seasonal flights return
Regresan los vuelos de temporada

ESPAÑOL

El regreso de vuelos de temporada al aeropuerto de Palm Springs marca el inicio de una etapa importante para el turismo del Valle. Según KESQ, varias rutas están regresando antes que en temporadas anteriores.

El aeropuerto registró 3.3 millones de pasajeros en 2025. La actividad de 2026 sigue fuerte, aunque ligeramente por debajo de ese récord. Para negocios locales, el regreso de visitantes abre una oportunidad para preparar servicios y promociones.

ENGLISH

Seasonal service returning to Palm Springs International Airport signals an important period for Valley tourism. KESQ reports that several routes are returning earlier than in previous seasons.

The airport served 3.3 million passengers in 2025. Activity in 2026 remains strong, though slightly below that record. Returning visitors give local businesses an opportunity to prepare services and promotions.

Fuente / Source: KESQ • October 6, 2026

STATE OF THE CITY • COMMUNITY EVENTS

DESERT HOT SPRINGS

OCT 15 • Held Oct 15 / Celebrado oct. 15

10:00 AM–1:00 PM
Expo: 10 AM • Program: 11 AM

Desert Hot Springs Recreation Center
11750 Cholla Drive, Desert Hot Springs

Details & registration / Información y registro

COACHELLA

OCT 22 • Upcoming / Próximamente

8:00–11:00 AM
Expo: 8 AM • Program: 9 AM

Veterans Memorial Park
1500 4th Street, Coachella

Details & registration / Información y registro

Organiza / Host: GCVCC + each city / cada ciudad. Hora del Pacífico / Pacific Time.

Our Valley. Our teams.
Nuestro Valle. Nuestros deportes.

Lo esencial para jugar, participar y apoyar a los atletas locales.
Essentials for playing, getting involved and supporting local athletes.

FÚTBOL / SOCCER

Fútbol juvenil y futsal: consulta programas y edades con Desert Recreation District.

Youth soccer and futsal: check DRD programs and age groups.

DRD • Programs / Programas

BÁSQUETBOL + T-BALL

DRD ofrece fundamentos de básquetbol y T-ball recreativo para niños. Consulta inscripciones.

DRD offers basketball fundamentals and recreational T-ball for children. Check registration.

DRD • Registration / Inscripciones

DEPORTE ESCOLAR / SCHOOL SPORTS

Apoya al deporte escolar: Palm Springs High publica fútbol americano, voleibol y otras disciplinas.

Support student athletes: Palm Springs High lists football, volleyball and other sports.

PSHS • Athletics / Deportes

COLLEGE OF THE DESERT

Los Roadrunners ofrecen fútbol, fútbol americano, básquetbol, béisbol, sóftbol, voleibol, golf y tenis.

Roadrunners sports include soccer, football, basketball, baseball, softball, volleyball, golf and tennis.

COD • Official athletics / Deportes

GOLF + TENIS / GOLF + TENNIS

Explora golf y actividades recreativas de DRD. Consulta sedes y opciones para distintas edades.

Explore DRD golf and recreation. Check locations and options for different ages.

DRD • Activities / Actividades

NATACIÓN / SWIMMING

En Cathedral City, DRD anuncia clases de natación, nado libre y otras actividades acuáticas.

In Cathedral City, DRD lists swim lessons, open swim and other aquatic activities.

DRD • Pools / Albercas

HOCKEY • COACHELLA VALLEY FIREBIRDS

Oct 23: San Jose • Oct 30: Henderson • 7 PM • Acrisure Arena
Official schedule / Calendario oficial

Consulta horarios, edades, costos y cupos con cada organizador.
Check times, ages, fees and availability with each organizer. • Sources checked / Consultado: Oct 9, 2026.

Altura Credit Union

Community investment • Inversión en la comunidad

LOCAL ROOTS. COMMUNITY IMPACT.
RAÍCES LOCALES. IMPACTO COMUNITARIO.

ESPAÑOL

Altura Credit Union combina servicios financieros con iniciativas comunitarias y educativas. En agosto de 2026 anunció su certificación como Community Development Financial Institution (CDFI), orientada a ampliar el acceso financiero en comunidades con menos servicios.

La institución informó que parte de una subvención de asistencia técnica de $150,000 apoyaría mejoras en sus servicios para pequeños negocios.

ENGLISH

Altura Credit Union combines financial services with community and educational initiatives. In August 2026, it announced Community Development Financial Institution (CDFI) certification, focused on expanding financial access in underserved communities.

Altura reported that part of a $150,000 technical assistance grant would support improvements to its small-business services.

Fuente / Source: Altura • CDFI announcement, August 5, 2026

EDUCATION IN FOCUS / APOYO A LA EDUCACIÓN

65
2026 scholarship recipients / Becarios

$2,000
Per scholarship / Por beca

$130,000
Total awarded / Total otorgado

Altura Foundation: las solicitudes de 2026 están cerradas; las de 2027 abrirán en noviembre. Desde 1993, su programa ha apoyado a más de 1,000 estudiantes con más de $1 millón.

Altura Foundation: the 2026 application cycle is closed; 2027 applications open in November. Since 1993, the program has supported over 1,000 students with more than $1 million.

Fuente / Source: Altura Foundation • Scholarships and application updates

alturacu.com • 1-888-883-7228

Connect. Participate. Celebrate.

Conecta. Participa. Celebra.

Updated community calendar / Agenda comunitaria actualizada

OCT 17 | CANDIDATES FORUM / FORO DE CANDIDATOS

YOUR VOICE COUNTS | YOUR VOTE MATTERS

12:00-2:00 PM | Doors: 11:45 AM
Cathedral City Public Library
Rotary Club of Cathedral City + HACC

NOV 12 | WOMEN EMPOWERMENT FORUM

THURSDAY | 3:00 PM | College of the Desert
HACC Members: FREE | Non-members: $15
Reception dinner included | Sponsored by PNC Bank

NOV 20 | THANKSGIVING BUSINESS FIESTA MIXER

FRIDAY | Mexicali Cafe, Indio | Time: TBA
HACC Members: $15 | Non-members: $20
A Celebration of Gratitude & Business Connections

NOV 24

Thanksgiving Turkey Distribution

PNC Bank, Palm Desert | Time: TBA
FREE | Registration required

DEC 11

Legislative Breakfast

Location & time: TBA | HACC Members: $17.50
Non-members: $25.50 | Officials/Council: $35.50

DEC 18

Holiday Business Fiesta Mixer - La Posada 2026

Joint event with Palm Desert Chamber of Commerce
Both Chambers members: $15 | Non-members: $20

Registration details: hispanicamericanchamber.com | (760) 812-9120
Prices shown are published base rates; confirm payment totals before checkout.



I’M ASKING FOR YOUR VOTE

Sunshine Herrera • Coachella Valley Water District Board of Directors, Division 1

Hi, I’m Sunshine Herrera, and I’m asking for your vote for Coachella Valley Water District Board, Division 1.

Every time you turn on the tap, you’re counting on the water district to get it right. I’m running to keep our water safe, our rates fair for families and seniors, and our community informed about the decisions behind your bill.

Look for my name under Coachella Valley Water District, Division 1.

Learn more at herrera4cvwd.com

TRIBAL SERVICE & COMMUNITY INVOLVEMENT
Member of the Agua Caliente Band of Cahuilla Indians; serves on the Tribe’s Indian Planning Commission and Historic Preservation Advisory Board.

Paid for by Committee To Elect Sunshine Herrera for Coachella Valley Water District, Division 1 - 2026. FPPC# 1494077

Keep the Valley close.
Lleva al Valle contigo.

K-ONDA RADIO

Música, noticias y conversación comunitaria.
Music, news and community conversation.

Pepín – La Voz Hispana
Consulta programación y novedades en la app.
Check the app for programming and updates.

ABRIR APP / OPEN APP

HACC FOUNDATION

Becas, donaciones y oportunidades comunitarias.
Scholarships, giving and community opportunities.

Conoce cómo apoyar a estudiantes o solicitar información.
Learn how to support students or request information.

haccfoundation4@gmail.com

ABRIR APP / OPEN APP

IDEA NEWSLETTER

ABRIR / OPEN • Noticias y revista / News & magazine

GUARDA LAS APPS / SAVE THE APPS

iPhone: abre el enlace en Safari → Compartir → Añadir a pantalla de inicio → Añadir.
Open in Safari → Share → Add to Home Screen → Add.
Android: abre en Chrome → menú ⋮ → Instalar y crear acceso directo → Crear acceso directo → Añadir.
Open in Chrome → ⋮ → Install and create shortcut → Create shortcut → Add.

Ayuda / Help: Apple Google Chrome

Welcome to HACC.
Bienvenidos a HACC.

Conectando negocios y comunidad en el Valle de Coachella.
Connecting businesses and community in the Coachella Valley.

WELCOME / BIENVENIDOS

PNC Bank

Damos la bienvenida a PNC Bank a nuestra comunidad empresarial.
We welcome PNC Bank to our business community.

WELCOME / BIENVENIDOS

Altura Credit Union

Bienvenidos a una red de negocios y colaboración en el Valle.
Welcome to a network of businesses and collaboration in the Valley.

WELCOME BACK! / ¡BIENVENIDOS DE NUEVO!

College of the Desert

Nos alegra contar nuevamente con College of the Desert.
We are pleased to welcome College of the Desert back.

Gracias por ser parte de una comunidad que conecta negocios, educación y oportunidades.
Thank you for being part of a community connecting business, education and opportunity.

Help open the door to education.

Ayuda a abrir la puerta a la educación.

BECOME A SCHOLARSHIP DONOR
CONVIÉRTETE EN DONANTE DE BECAS

ESPAÑOL

HACC Foundation invita a negocios, familias y aliados comunitarios a apoyar su programa de becas. Tu aportación puede contribuir a crear oportunidades educativas para estudiantes de nuestra comunidad.

Formas de participar
• Hacer una aportación.
• Consultar opciones para patrocinar una beca.
• Conectar a la fundación con otros posibles donantes.

Escríbenos para conocer las opciones y el proceso para colaborar.

ENGLISH

HACC Foundation invites businesses, families and community partners to support its scholarship program. Your contribution can help create educational opportunities for students in our community.

Ways to get involved
• Make a contribution.
• Ask about sponsoring a scholarship.
• Connect the foundation with potential donors.

Contact us to learn about giving options and how to participate.

DONATE / SPONSOR • DONA / PATROCINA

haccfoundation4@gmail.com

HACC Foundation • Educational opportunity & community support
Oportunidades educativas y apoyo comunitario

CONTACT US / CONTÁCTANOS

Your story. Your business. Your community.

Contact our teams for news, interviews, business partnerships, events, and scholarship giving across Coachella Valley, Los Angeles and Southern California.

IDEA NEWSLETTER

News, articles, photographs, advertising and business spotlights.

Noticias, artículos, fotografías y publicidad.

ideanewsletterhacc@gmail.com

K-ONDA RADIO

Radio interviews, commercials, programs and announcements.

Entrevistas, comerciales y programación.

kondaradio2@gmail.com

HISPANIC AMERICAN CHAMBER

Membership, sponsorships, partnerships and business events.

Membresías, alianzas y eventos.

FOLLOW HACC / SIGUE A LA CAMARA

Facebook **Instagram** **LinkedIn**

info@hispanicamericanchamber.com

HACC FOUNDATION

Scholarship gifts, gala sponsors and silent auction donations.

Becas, donaciones y subasta silenciosa.

haccfoundation4@gmail.com

WE WANT TO HEAR FROM YOU!

¿Tienes una noticia, una propuesta de colaboración o deseas apoyar nuestras becas? Contáctanos.

(760) 812-9120 | hispanicamericanchamber.com

Make Your Business Seen & Heard

IDEA Newsletter + K-Onda Radio



IDEA NEWSLETTER

Digital ad rates per issue / Tarifas por edición

Business Card Ad	**$75**
Quarter Page	**$125**
Half Page	**$200**
Full Page	**$350**
Business Spotlight	**$400**
Back Cover	**$500**

K-ONDA RADIO

Monthly packages of 30-second commercials

20 radio spots	**$150**
40 radio spots	**$250**
80 radio spots	**$400**
120 radio spots	**$550**
15-minute sponsored interview	**$150**

IDEA + K-ONDA COMBO PACKAGES

Small Business: Quarter Page + 20 Spots	**$250/mo**
Business Growth: Half Page + 40 Spots	**$425/mo**
Corporate: Full Page + 80 Spots + Web Recognition	**$695/mo**

INTRODUCTORY RATES | TARIFAS DE LANZAMIENTO

HACC members: 10% off. Three editions: 15% off. Offers cannot be combined.

Radio production quoted separately. Availability subject to confirmation.

(760) 812-9120 | info@hispanicamericanchamber.com

Serving Coachella Valley, Los Angeles & Southern California

An Evening of Hope & Opportunity

Scholarship Fundraising Gala & Silent Auction





Invest in Education. Empower the Next Generation.

Help fund student scholarships through the HACC Foundation.

SCHOLARSHIP SPONSORSHIP LEVELS

Scholarship Supporter	**$1,000**
Bronze Sponsor	**$2,500**
Silver Sponsor	**$5,000**
Gold Sponsor	**$7,500**
Presenting Sponsor	**$10,000**

GALA DATE & VENUE: COMING SOON

Donate, sponsor a scholarship, or contribute an item to our silent auction.

Donaciones, patrocinios y artículos para la subasta silenciosa.

(760) 812-9120 | haccfoundation4@gmail.com

All contributions are welcome. Sponsorship benefits available upon request.

Niveles propuestos aprobados; beneficios y disponibilidad por confirmar.

POLITICAL ADVERTISING RATES

PUBLICIDAD POLITICA | OCTOBER 2026

Final 2026 election editions / Ultimas ediciones electorales

October 15 issue (publication scheduled for Oct. 16) | October 31 issue
Edicion del 15 de octubre (publicacion prevista el 16) | Edicion del 31

Advertisement size / Tamaño	One issue	Both issues	Savings
Quarter Page / 1/4 pagina	**$125**	**$225**	**$25**
Half Page / 1/2 pagina	**$200**	**$360**	**$40**
Full Page / Pagina completa	**$350**	**$630**	**$70**

Reservations & materials / Reservaciones y materiales

Rates are proposals approved for IDEA placements; availability is limited.

Ad size and artwork approval required. Submit print-ready artwork early.

Paid political ads must include applicable committee funding disclosures.

Equal published rates for all eligible political advertisers.

Purchase of advertising does not constitute an HACC endorsement.

BOOK YOUR SPACE / RESERVA TU ESPACIO

(760) 812-9120 info@hispanicamericanchamber.com

Hispanic American Chamber of Commerce - Coachella Valley

POLITICAL RADIO PACKAGES

Transparent rates • Same published packages for all advertisers

30-second recorded announcements | Promotional proposals for the 2026 election season

COMMUNITY VOICE — $500

40 spots • 30-second ads • Up to 30 days

Scheduled rotation subject to inventory and campaign dates

CAMPAIGN REACH — $1,000

100 spots • 30-second ads • Up to 30 days

Scheduled rotation subject to inventory and campaign dates

ELECTION SPOTLIGHT — $1,500

160 spots • 30-second ads • Up to 30 days

Scheduled rotation subject to inventory and campaign dates

ADVERTISING TERMS / CONDICIONES

- Political advertising is paid and identified as such; sponsor disclosures required.
- Equal published rates, access criteria and placement rules for all eligible advertisers.
- Advertising is not a political endorsement by HACC, IDEA or K-Onda Radio.
- Spot production, translation and special placement may require separate quotes.
- Broadcast dates, delivery reports and artwork are confirmed before purchase.
- Applicable election advertising rules should be verified before acceptance.

RESERVE / RESERVA TU PUBLICIDAD

(760) 812-9120 | kondaradio2@gmail.com