

# IDEA

## NEWSLETTER

WEEKLY EDITION  
MAY 2026

The Business & Community Voice  
of Coachella Valley

La Voz Empresarial y Comunitaria  
del Coachella Valley



COACHELLA VALLEY, CA



### + CHAMBER

of Commerce  
of the Greater Coachella Valley

JUNTOS SOMOS MÁS FUERTES ★ TOGETHER WE'RE STRONGER



### + FOUNDATION

of the Hispanic American  
CHAMBER FOUNDATION  
of Coachella Valley

EMPOWERING COMMUNITIES, CHANGING LIVES

## BUILDING A STRONGER & MORE UNITED

# Coachella Valley

The IDEA Newsletter is the official business and community publication powered by the Hispanic American Chamber of Commerce, highlighting leadership, economic development, local businesses, events, culture, and opportunities throughout the Coachella Valley.



**JOIN TODAY**

Be Part of Our Network



**UPCOMING EVENTS**

Connect & Grow



**ADVERTISE WITH US**

Promote Your Business



**LISTEN TO  
K-ONDA RADIO**

La Radio de la Comunidad



## MESSAGE FROM *the President*

### Rafael Oscar

PRESIDENT, HISPANIC AMERICAN CHAMBER OF COMMERCE

Dear Members, Partners, and Friends,

This week reminded me once again that business is not only about commerce — it is about people, relationships, and community.

Every event we organize, every ribbon cutting we celebrate, and every new member who joins our Chamber represents another opportunity to strengthen the future of the Coachella Valley.

At the Hispanic American Chamber of Commerce, we believe in building bridges between businesses, cultures, and communities. Our mission is not only to support Hispanic businesses, but to empower all businesses that believe in collaboration, growth, and opportunity.

Through our Chamber, the HACC Foundation, K-Onda Radio, and IDEA Newsletter, we continue creating platforms that connect leaders, entrepreneurs, students, families, and organizations across our region.

Thank you for believing in our mission and for helping us continue building a stronger and more united Coachella Valley.

**Together We Are Stronger.**

*Rafael Oscar*

Rafael Oscar  
President  
Hispanic American Chamber of Commerce

“ *Our strength comes from our unity. When we work together, there are no limits to what we can achieve for our businesses, our families, and our community.* ”

### THIS WEEK INSIDE IDEA NEWSLETTER



#### UPCOMING EVENTS

See what's happening this week



#### BUSINESS SPOTLIGHT

Meet our featured member



#### COMMUNITY NEWS

Local updates and regional highlights



#### K-ONDA RADIO

On air this week & upcoming guests



#### HACC FOUNDATION

Scholarships and community impact



#### NEW MEMBERS

Welcome to our newest members



#### ADVOCACY & LEADERSHIP

The voice of business in Coachella Valley





**HISPANIC AMERICAN**  
 Chamber of Commerce  
 of the Greater Coachella Valley  
**C.O.N.E.C.T.A.**



# LEGISLATIVE *Breakfast*

Join business leaders, elected officials, and community stakeholders for an important morning of networking, legislative updates, and community engagement.



**FRIDAY,  
 JUNE 26, 2026**



**8:00 AM –  
 10:30 AM**



**MEXICALI CAFE #2**  
 43430 MONROE ST.  
 INDIO, CA 92201



**MEMBERS  
 \$20.50**



**NON-MEMBERS  
 \$25.50**



**CITIES  
 REPRESENTATIVES  
 \$30.50**

## SPONSORSHIP OPPORTUNITIES FROM \$500 TO \$2,000



10 COMMERCIALS (:30 SECONDS)  
 ON K-ONDA RADIO



ONE FULL PAGE IN THE  
 IDEA NEWSLETTER DIGITAL



SOCIAL MEDIA PROMOTION  
 AND SPONSOR RECOGNITION



RECOGNITION DURING THE  
 LEGISLATIVE BREAKFAST PROGRAM



INFORMATION TABLE AT THE BREAKFAST



BUSINESS LOGO PLACEMENT ON  
 EVENT MARKETING MATERIALS



ONE-YEAR CHAMBER MEMBERSHIP



NETWORKING OPPORTUNITIES WITH  
 BUSINESS AND COMMUNITY LEADERS



EXPOSURE TO THE HISPANIC AND  
 MULTICULTURAL MARKET OF COACHELLA VALLEY



A PERCENTAGE OF SPONSORSHIP IS DEDICATED  
 TO SCHOLARSHIPS THROUGH THE HACC FOUNDATION.



A PERCENTAGE OF YOUR  
 SPONSORSHIP IS DEDICATED  
 TO SCHOLARSHIPS THROUGH  
 THE HACC FOUNDATION.



## RESERVE YOUR SPOT TODAY!



[www.hispanicamericanchamber.com](http://www.hispanicamericanchamber.com)



Rudy Morales (760) 578-7924



Rafael Oscal (760) 812-9120



[info@hispanicamericanchamber.com](mailto:info@hispanicamericanchamber.com)



# UPCOMING EVENTS & Celebrations

## 2026 CALENDAR

PRESENTED BY THE  
**HISPANIC AMERICAN CHAMBER OF COMMERCE**  
COACHELLA VALLEY



TOGETHER WE ARE STRONGER ★ JUNTOS SOMOS MÁS FUERTES



### LEGISLATIVE BREAKFAST

JUNE 26



### LEGISLATIVE BREAKFAST

A high-level business and community breakfast bringing together elected officials, business leaders, entrepreneurs, and community organizations from throughout the Coachella Valley. The event will focus on economic development, public policy, business growth, and regional collaboration.



MEXICALI CAFÉ #2  
INDIO, CA



8:00 AM - 10:30 AM

#### SPONSORSHIP OPPORTUNITIES AVAILABLE



K-ONDA  
RADIO

IDEA

IDEA  
NEWSLETTER



SOCIAL MEDIA  
PROMOTION



EVENT  
RECOGNITION



INFORMATION  
TABLES

JUNE 18

### FATHER'S DAY CELEBRATION MIXER



Join us as we celebrate fathers, family values, and community leadership with a special networking mixer in a festive and professional environment.



NETWORKING



LIVE MUSIC



COMMUNITY  
RECOGNITION

JULY 3



### USA INDEPENDENCE DAY CELEBRATION MIXER

Celebrate the spirit of freedom, unity, and community at our Independence Day Mixer! Enjoy an evening of networking, great music, and patriotic celebration with local businesses and leaders.



NETWORKING



LIVE ENTERTAINMENT



PATRIOTIC  
CELEBRATION

AUGUST 14

### FIESTA MIXER CELEBRATION

An evening dedicated to community networking, cultural celebration, and strengthening business relationships throughout the Coachella Valley.



NETWORKING



CULTURAL CELEBRATION



BUSINESS CONNECTIONS

AUGUST 25



### RIBBON CUTTING CELEBRATION XTREME SERVICE

Official ribbon-cutting celebration welcoming and supporting a local business partner with community leaders, chamber members, media, and special guests.



RIBBON CUTTING



COMMUNITY SUPPORT



MEDIA COVERAGE

SEPTEMBER 16

### LEGISLATIVE BREAKFAST & FIESTA DE INDEPENDENCIA

A special Independence Celebration edition of our Legislative Breakfast honoring Hispanic heritage, civic leadership, and community unity.



LEGISLATIVE UPDATES



CIVIC LEADERSHIP



COMMUNITY UNITY

OCTOBER 11



### FESTIVAL DE LA HERENCIA HISPANA

A large community celebration featuring culture, music, food, entertainment, businesses, organizations, and recognition of the contributions of the Hispanic community throughout the Coachella Valley.



LIVE ENTERTAINMENT



FOOD & CULTURE



VENDORS & EXHIBITORS

★ Reserve Your Sponsorship or Participation Today! ★



RAFAEL OSCAL  
760-812-9120



RUDY MORALES  
760-578-7924



INFO@HISPANICAMERICANCHAMBER.COM  
WWW.HISPANICAMERICANCHAMBER.COM

FOLLOW US



STRONG BUSINESSES • STRONG COMMUNITY • STRONGER COACHELLA VALLEY



# Member SPOTLIGHT OF THE MONTH

PRESENTED BY THE  
HISPANIC AMERICAN CHAMBER OF COMMERCE  
COACHELLA VALLEY

CELEBRATING  
OUR MEMBERS.  
STRENGTHENING  
OUR COMMUNITY.

*Together  
We Are Stronger!*



## XTREME VELASCO SERVICES

— SERVING OUR COMMUNITY WITH EXCELLENCE —

Xtreme Velasco Services is dedicated to providing reliable, professional, and bilingual services that support individuals, families, and businesses in achieving their goals. Their commitment to quality service, integrity, and community care makes them a valued partner in the Coachella Valley.



📍 32220 Rancho Vista Dr, Suite 101  
Cathedral City, CA 92234

☎️ (760) 534-0075

🌐 [www.xtremeser.com](http://www.xtremeser.com)

📘 Xtreme Velasco Services



### YOUR TRUSTED PARTNER FOR A WIDE RANGE OF IMPORTANT SERVICES



INCOME TAX SERVICES



IMMIGRATION SERVICES



DMV SERVICES



NOTARY PUBLIC



TRANSLATIONS  
(ENGLISH - SPANISH)



CITIZENSHIP &  
IMMIGRATION ASSISTANCE



BUSINESS &  
PERSONAL SERVICES

#### ABOUT XTREME VELASCO SERVICES

With years of experience and a strong focus on the Hispanic community, Xtreme Velasco Services provides trusted guidance and support in navigating important processes with professionalism and care.

Their mission is simple: to make complex processes easier and deliver peace of mind to every client.

“  
Nuestro compromiso es servir con honestidad, respeto y dedicación. Estamos aquí para ayudarte a lograr tus metas.”

— The Xtreme Team



SUPPORT LOCAL.  
SUPPORT OUR MEMBERS.

*Juntos Somos Más Fuertes*  
TOGETHER WE ARE STRONGER

FOLLOW US



UPCOMING EVENTS

See what's happening this week



BUSINESS SPOTLIGHT

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NEW MEMBERS

Welcome to our newest members



ADVOCACY & LEADERSHIP

The voice of business in Coachella Valley

#### THIS WEEK INSIDE IDEA NEWSLETTER



POWERFUL CONVERSATIONS.  
STRONGER COMMUNITIES.

## INTERVIEWS THAT INFORM, INSPIRE & CREATE IMPACT

IDEA Newsletter and K-Onda Radio bring you exclusive interviews with leaders and changemakers throughout the Coachella Valley.



REAL STORIES

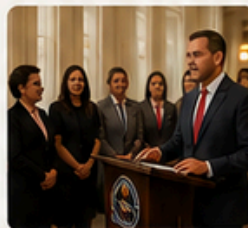


REAL LEADERS



REAL IMPACT

### WHO WE INTERVIEW



#### LEGISLATORS & PUBLIC OFFICIALS

Conversations with local, regional, and state leaders about policies, initiatives, and decisions shaping the future of our communities.



#### BUSINESS LEADERS

Spotlighting established companies, innovative organizations, and industry leaders driving economic growth in the Coachella Valley.



#### ENTREPRENEURS & STARTUPS

Inspiring stories from entrepreneurs, visionaries, and small business owners building the future through innovation and determination.

# K-ONDA RADIO

*La Voz Latina del Coachella Valley*

K-Onda Radio is the bilingual community and business radio platform powered by the Hispanic American Chamber of Commerce.

Our mission is to connect, inform, and empower the Coachella Valley through music, interviews, business promotion, community engagement, and cultural programming.

From local business spotlights and leadership conversations to community alerts and live event coverage, K-Onda Radio continues creating a powerful voice for our region.

Through our partnership with IDEA Newsletter and the HACC Foundation, we are building a media platform designed to support entrepreneurs, organizations, nonprofits, students, and the future of our communities.



INFORMANDO • CONECTANDO • EMPODERANDO

### OUR PROGRAMS & CONTENT



**LIVE BROADCAST**  
Daily shows and special programming



**INTERVIEWS**  
Business leaders, entrepreneurs, and community changemakers



**COMMUNITY ALERTS**  
Important updates and information that matters



**MUSIC**  
Regional Mexican, Latin Hits, and best in English and local talent



**SPONSORSHIPS**  
Promote your business and support the Valley



**PODCASTS**  
On-demand content and special series

### OUR MEDIA NETWORK ECOSYSTEM

Powered Together for a Stronger Community



One Mission. One Voice. Stronger Together.

*Thank You to Our Sponsors!*



Your support helps us inform, connect, and empower the Coachella Valley.

*Together We Are Stronger - Juntos Somos Más Fuertes!*

#### TUNE IN & STAY CONNECTED

760-812-9120

kondaradio.com

facebook.com/kondaradio @kondaradio967

K-Onda Radio App

LISTEN LIVE  
kondaradio.com



BOOK AN INTERVIEW  
Share Your Story



BECOME A SPONSOR  
Support. Promote. Grow.



ADVERTISE TODAY  
Let Your Business Be Heard!



### WHY IT MATTERS



#### EDUCATE

Sharing important information and updates that impact our region.



#### EMPOWER

Highlighting leadership, opportunities, and community resources.



#### CONNECT

Bringing people together to build a stronger, more united Valley.

### UPCOMING INTERVIEW TOPICS

- Economic Development & Local Policy Updates
- Education, Workforce & Youth Leadership
- Healthcare & Community Wellness
- Small Business Growth & Resources
- Nonprofits Making a Difference
- Culture, Arts & Community Events



BE A PART OF  
THE CONVERSATION!

Nominate a leader, share your story, or invite us to interview your organization or business.

LET'S WORK TOGETHER  
FOR A STRONGER COMMUNITY.

One Mission. One Voice.  
Stronger Together.





# HACC FOUNDATION

*Empowering Communities • Changing Lives*



*Investing in Education.  
Empowering Dreams.  
Building Our Future.*

The HACC Foundation was created to empower communities, support educational opportunities, and create lasting impact throughout the Coachella Valley.

Through scholarships, youth leadership initiatives, community partnerships, and outreach programs, the Foundation continues helping students, families, entrepreneurs, and underserved communities access opportunities for growth and success.

Together with the Hispanic American Chamber of Commerce, IDEA Newsletter, and K-Onda Radio, the Foundation serves as a bridge connecting businesses, leaders, and community organizations to meaningful programs that strengthen our region.

**Our mission is simple:**

To inspire hope, create opportunity, and build a stronger future for generations to come.



## OUR MISSION

To empower individuals and families through education, leadership, and community support while strengthening the Coachella Valley for future generations.



## SCHOLARSHIP PROGRAMS



Supporting students today, so they can lead tomorrow.

- ✓ Academic Scholarships
- ✓ Vocational & Trade Support
- ✓ College & University Assistance
- ✓ Educational Resources
- ✓ Youth Leadership Development



## COMMUNITY IMPACT



Stronger communities are built through service and unity.

- ✓ Food Drives & Family Support
- ✓ Community Outreach Events
- ✓ Emergency & Disaster Support
- ✓ Health & Wellness Initiatives
- ✓ Cultural Celebrations & Awareness



## FUTURE LEADERS



Developing tomorrow's leaders through mentorship and opportunity.

- ✓ Student Leadership Programs
- ✓ Internships & Career Readiness
- ✓ Mentorship Opportunities
- ✓ Entrepreneurship Support
- ✓ Youth Empowerment Workshops



**MAKING A DIFFERENCE**

*Together*



**650+**

STUDENTS HELPED



**\$185,000+**

IN SCHOLARSHIPS AWARDED



**50+**

COMMUNITY EVENTS



**10,000+**

FAMILIES REACHED



*“ Together we can create opportunities that change lives and strengthen future generations. ”*



## THANK YOU TO OUR PARTNERS & DONORS

Your support helps us continue our mission and create a greater impact for students, families, and our entire community.



**BUSINESSES**  
Investing in our future



**ORGANIZATIONS**  
Working together for stronger communities



**DONORS**  
Helping change lives every day



**VOLUNTEERS**  
The heart of our mission



**DONATE TODAY**  
Make a Difference



**BECOME A PARTNER**  
Build a Stronger Valley



**SUPPORT SCHOLARSHIPS**  
Invest in Our Students



**VOLUNTEER**  
Give Your Time





# ADVOCACY & COMMUNITY NEWS

— The Voice of Business in Coachella Valley —



## LEADERS WORKING TOGETHER FOR A STRONGER COACHELLA VALLEY

Collaboration. Advocacy. Progress.

Business and community leaders across the Coachella Valley continue working together to strengthen economic development, support entrepreneurship, and create opportunities for regional growth.

The Hispanic American Chamber of Commerce remains committed to advocating for local businesses, promoting collaboration between cities and organizations, and ensuring that the voice of the business community continues being represented throughout important conversations impacting our region.

From workforce development and tourism to public safety, small business support, education, and community partnerships, the Chamber believes that strong collaboration creates stronger communities.

As the Coachella Valley continues growing, IDEA Newsletter will remain committed to informing, connecting, and empowering our business and community leaders.

**ADVOCATING**  
for local businesses and economic growth

**REPRESENTING**  
the voice of business at all levels

**COLLABORATING**  
with cities, organizations and community leaders

**SUPPORTING**  
policies that strengthen our local economy

**EMPOWERING**  
entrepreneurs and future leaders

### NEWS AT A GLANCE



**CITY NEWS**  
Cathedral City announces new development projects bringing jobs, investment, and economic growth.

[READ MORE](#)



**BUSINESS UPDATE**  
Tourism continues to drive the Valley's economy, reaching new levels in visitors and revenue.

[READ MORE](#)



**COMMUNITY ALERT**  
Important resources and information for businesses and families in our region.

[READ MORE](#)



**LEADERSHIP FORUM**  
Local leaders discuss workforce, education, housing, and the future of the Coachella Valley.

[READ MORE](#)



**TOURISM UPDATE**  
Major events, festivals, and attractions continue making our region a top destination.

[READ MORE](#)

### BUSINESS & ECONOMY



- Local Economy & Economic Development
- Small Business Support & Resources
- Workforce Development Initiatives
- AI, Innovation & Business Trends
- Infrastructure & Regional Projects



### GOVERNMENT & LEADERSHIP



- City & County Updates
- Legislative & Policy Updates
- Chamber Advocacy Efforts
- Leadership Meetings & Forums
- Public Safety & Quality of Life



### COMMUNITY NEWS



- Community Events & Festivals
- Nonprofit Highlights & Outreach
- School & Youth Achievements
- Ribbon Cuttings & New Businesses
- Cultural Celebrations & Unity



### WHAT'S HAPPENING IN OUR COMMUNITY



NETWORKING OPPORTUNITIES



EDUCATIONAL WORKSHOPS



RIBBON CUTTINGS & OPENINGS



GIVING BACK TOGETHER



### WHY IT MATTERS

A strong business community builds a stronger Coachella Valley.



MORE JOBS for Local Families



STRONGER LOCAL ECONOMY



BETTER EDUCATION & OPPORTUNITIES



SAFER, HEALTHIER COMMUNITIES



A UNITED REGION WITH A BRIGHT FUTURE



**JOIN THE CHAMBER**  
Be part of the voice that represents business.



**PARTNER WITH US**  
Let's build a stronger Coachella Valley together.



**SUBMIT COMMUNITY NEWS**  
Share your news, events and announcements.



# TOGETHER WE ARE Stronger!

JOIN THE MOVEMENT BUILDING A STRONGER COACHELLA VALLEY

The Hispanic American Chamber of Commerce continues building bridges between businesses, community organizations, leaders, entrepreneurs, and future generations throughout the Coachella Valley.

Through IDEA Newsletter, K-Onda Radio, the HACC Foundation, and our growing network of partnerships and events, we remain committed to empowering businesses, strengthening communities, and creating opportunities for growth and success.

We invite you to become part of our mission and help us continue building a stronger, more united, and more connected Coachella Valley.

*Together, we grow stronger.*

- JOIN THE CHAMBER**  
Connect. Grow. Succeed.
- ADVERTISE WITH US**  
Reach Thousands of Local Leaders
- BECOME A SPONSOR**  
Showcase Your Brand. Support Our Community.
- LISTEN TO K-ONDA RADIO**  
La Radio de la Comunidad 96.7 FM
- SUPPORT THE FOUNDATION**  
Empowering Communities. Changing Lives.

## WHY JOIN HACC?

- NETWORKING**  
Build valuable relationships and expand your network.
- ADVOCACY**  
We represent your business and advocate for your success.
- EVENTS**  
Access exclusive events, mixers, and leadership forums.
- MEDIA EXPOSURE**  
Promote your business through our newsletter, radio & media partners.
- BUSINESS GROWTH**  
Resources, connections, and tools to help your business grow.
- COMMUNITY LEADERSHIP**  
Be part of a movement that strengthens our communities.

## OUR POWERFUL ECOSYSTEM



ADVOCATING • CONNECTING  
EMPOWERING BUSINESSES



INFORMING • CONNECTING  
INSPIRING OUR REGION



EDUCATING • SUPPORTING  
TRANSFORMING LIVES



INFORMING ENTERTAINING  
UNITING OUR COMMUNITY

*Empowering Businesses • Connecting Communities*

LA VOZ EMPRESARIAL Y COMUNITARIA DEL COACHELLA VALLEY

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DHACC Coachella Valley

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La Radio de la Comunidad

*Thank You!*  
TO OUR MEMBERS,  
SPONSORS & PARTNERS  
YOU MAKE OUR MISSION POSSIBLE!