



+IDEA Newsletter

Official Newsletter of the
Hispanic American Chamber of Commerce
of the Greater Coachella Valley
Business • Community • Culture • News • Sports

SEPTEMBER /
OCTOBER 2026

*Hispanic Heritage
Month Edition*

*Our Community
Our Strength
Our Future*

Hispanic Heritage Month

*Strength in Our Roots.
A Brighter Tomorrow.*

*Orgullo en Nuestras Raíces.
Un Mejor Mañana.*

**COACHELLA VALLEY
A STRONGER COMMUNITY
TOGETHER**



**9/11
Remembrance**
*We Remember.
We Honor.
We Stand Together.*

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**Hispanic
Heritage Month**
*Culture, Leadership
and Community*

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**Business
at the Table**
*Legislative Breakfast
Series*

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K-ONDA Radio
*Music. Community.
Your Voice.*
Listen Live!

Page 08

Thank You to Our Sponsors



INDOOR DIGITAL
ADVERTISING NETWORK



Empowering all businesses, building a stronger Coachella Valley.

HISPANIC AMERICAN CHAMBER OF COMMERCE OF THE GREATER COACHELLA VALLEY



FROM THE PRESIDENT

A Month of Connection

Hispanic Heritage Month gives us an opportunity to celebrate culture, entrepreneurship, service and the people who strengthen the Greater Coachella Valley every day.

This edition reflects our mission: remembering those who served, recognizing community leadership, connecting businesses and sharing opportunities across the Valley.

Thank you to our members, sponsors, partners and volunteers who continue helping us build a stronger business community.

Rafael Oscal, President/Chair

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“ Together we’re stronger.

25TH ANNIVERSARY

Coachella Valley Remembers



The September 11 memorial brought veterans, first responders, public-safety professionals, families and community members together for a solemn evening of remembrance.

Ceremonial wreaths, honor guards and moments of reflection honored those lost and recognized those who continue to serve.

“ We remember. We honor. We stand together.”



COMMUNITY SPOTLIGHT

A Kickoff With Meaning



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

KICKOFF CELEBRATION
NATIONAL HISPANIC HERITAGE MONTH

Honoring
RICK SANCHEZ
Cathedral City's First Latino Chief of Police

TUESDAY, SEPTEMBER 15
9:00 AM - 10:30 AM
STARBUCKS • CATHEDRAL CITY
Hwy 111 & Date Palm Dr.
Coffee • Pastries • Pan Dulce • Networking
Join us for coffee, pastries and networking.

BAKERY SPONSOR:
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COMMUNITY PARTNERS:
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www.hispanicamericanchamber.com
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LEADERSHIP • SERVICE • CULTURE

On September 15, HACC opened Hispanic Heritage Month with a community gathering honoring Cathedral City Police Chief Rick Sanchez. The morning brought business, community and public-safety representatives together over coffee, conversation and connection.

“ Celebramos liderazgo, servicio, cultura y comunidad.

QUARTERLY SERIES

Business at the Table



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

Something Great is on the way!

SAVE THE DATE
LEGISLATIVE Breakfast
QUARTERLY LEGISLATIVE BREAKFAST SERIES
 ASSEMBLYMEMBER JEFF GONZALEZ • 36TH ASSEMBLY DISTRICT
KEYNOTE SPEAKER
Senator Rosilic Ochoa Bogh

FRIDAY, SEPTEMBER 18, 2026

8:00 AM – 10:30 AM

LAS PALMAS RESTAURANT
 11549 PALM DRIVE
 DESERT HOT SPRINGS, CA 92240

SPONSORED BY

CITY OF DESERT HOT SPRINGS
The Capital of
 Health, Fitness & Spa Mineral
 Hot Water in Southern California.

JOIN BUSINESS, GOVERNMENT & COMMUNITY LEADERS
 Connect with elected officials, business leaders and community stakeholders while discussing legislative priorities, economic development and opportunities that impact our region.

PRICING

HACC Member	\$20.00
Non-Member	\$25.00
Government & Legislative	\$30.00

TO RESERVE YOUR TABLE OR BECOME A GUEST SPONSOR, please call our offices at

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WHY IT MATTERS

HACC's Legislative Breakfast Series creates a forum where business owners, public officials and community stakeholders can exchange information and discuss issues affecting the regional economy and local businesses.

THE CONVERSATION

The September gathering in Desert Hot Springs continued HACC's focus on access, constructive dialogue and relationship-building across the Greater Coachella Valley.

NEXT IN THE SERIES

Another Legislative Breakfast is planned for later this year. Details coming soon.

NETWORKING

Connections That Grow Business



The Summer Business Fiesta Mixer brought entrepreneurs, professionals and community partners together for an evening focused on relationships, visibility and opportunity.

C.O.N.E.C.T.A.

**ADVOCATE for Business • EDUCATE for Success •
CONNECT with Community • EMPOWER Our Future**





MUSIC • INFORMATION • COMMUNITY
BUSINESS • CULTURE • AND MORE

OUR MISSION

K-ONDA Radio is the voice of our community, bringing you local news, engaging conversations, great music and resources that inform, inspire and connect our diverse Coachella Valley.

Inform. Connect. Empower.



GREAT MUSIC
Bilingual music for every generation.



LOCAL PROGRAMS
Community voices, leaders and experts.



COMMUNITY FOCUS
Local events, resources and opportunities.



BUSINESS SUPPORT
Helping local businesses grow and succeed.



OUR CULTURE
Celebrating all Hispanic cultures and traditions.

OUR PROGRAMS

PROGRAMACIÓN DESTACADA

7-9 AM

K-ONDA Community Morning

News • Information • Community

12-1 PM

K-ONDA Community Lunch

Talk • Business • Resources

5-6 PM

5-ONDA Drive Home

Traffic • News • Community

After 6 PM

Pepín La Voz Hispana

Entrevistas • Candidatos
Comunidad • Y Más

Weekends

Música por País

Una hora por cada país hispano



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ADVERTISE WITH US!



Reach the
Hispanic Community



Affordable
Packages



Grow Your
Business



Community
Impact

*Let's Keep
Our Community
Connected!*



HISPANIC AMERICAN CHAMBER OF COMMERCE
OF THE GREATER COACHELLA VALLEY

K-ONDA Radio – Part of the HACC Family

"Empowering all businesses, building a stronger Coachella Valley."

FOLLOW US



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@haccthechamber



Hispanic American Chamber of Commerce
of the Greater Coachella Valley

AROUND THE VALLEY

News You Can Use

IDEA will bring readers concise local news from communities across the Coachella Valley, with a focus on business, education, jobs, development and community programs.

BUSINESS

Openings, expansions, partnerships and local opportunities.

COMMUNITY

Education, nonprofits, programs and local initiatives.

DEVELOPMENT

Regional projects and updates that matter to business.

IDEA SPORTS

More Than Scores

Local scores, athlete profiles, College of the Desert sports, youth programs and major sports stories of interest to our readers.



HISPANIC AMERICAN CHAMBER OF COMMERCE
OF THE GREATER COACHELLA VALLEY

*People • Education • Opportunity
A Stronger Tomorrow*

*Investing in People.
Building Stronger
Communities.*

*Together
We Create
Brighter
Futures*

**COMMUNITY TODAY.
OPPORTUNITY TOMORROW.**

Our Mission

The HACC Foundation is dedicated to supporting education, leadership, workforce development and community well-being throughout the Coachella Valley. We invest in people, create opportunities and build pathways to a brighter future for families and the next generation.

Our Focus Areas



EDUCATION

Scholarships, school support and youth programs



COMMUNITY SUPPORT

Food assistance, essential resources and disaster relief



WORKFORCE DEVELOPMENT

Job readiness, training and small business support



HEALTHY & THRIVING FAMILIES

Programs that strengthen families and neighborhoods

"When we uplift our community today, we create a stronger tomorrow for generations to come."



SERVING OUR COMMUNITY
Support. Care. Hope.



**INVESTING IN
THE NEXT GENERATION**
Education Changes Lives.



**SUPPORTING
LOCAL BUSINESSES**
*Stronger Businesses.
Stronger Families.*



**STRONGER FAMILIES
BRIGHTER FUTURES**
Opportunity for All.

*Be the
Difference*



DONATE

Support our programs and initiatives.



PARTNER

Join us in making a bigger impact.



VOLUNTEER

Give your time. Change lives.

*Together,
we go further.*

HACC FOUNDATION

Helping People. Strengthening Communities. Creating Opportunities.

Learn More or Get Involved



info@hispanicamericanchamber.com



hispanicamericanchamber.com

COMMUNITY PARTNERS

Thank You to Our Sponsors

Gracias a Nuestros Patrocinadores

We are grateful to the businesses and organizations that support the mission of the Hispanic American Chamber of Commerce of the Greater Coachella Valley. Your partnership helps us empower businesses, connect communities and build a stronger Coachella Valley.

Agradecemos a las empresas y organizaciones que apoyan la misión de la Cámara de Comercio Hispano Americana del Gran Valle de Coachella. Su colaboración nos ayuda a fortalecer los negocios, conectar comunidades y construir un Coachella Valley más fuerte.

*“Stronger
Businesses
Build Stronger
Communities.”*

*“Negocios más fuertes
construyen comunidades
más fuertes.”*



Banking for a Brighter Tomorrow.
*Banca para un
Mañana Más Brillante.*



Educating Our Community.
Building a Brighter Tomorrow.
*Educando a Nuestra Comunidad.
Construyendo un Mejor Mañana.*

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Honoring Lives. Celebrating Legacies.®

*Honrando Vidas.
Celebrando Legados.®*



*Your Message. In the Right Places.
Su Mensaje. En los Lugares Correctos.*



Advertise With IDEA

Anúnciate en IDEA

Reach local businesses, community leaders and engaged readers across the Coachella Valley.

Llega a negocios locales, líderes comunitarios y lectores comprometidos en todo el Valle de Coachella.

For advertising information:

Para información de publicidad:



(760) 501-5757



info@haccfoundation.org



hispanicamericanchamber.com

Support Local. Grow Together.

Apoyemos lo Local. Crezcamos Juntos.

HISPANIC HERITAGE

A Symbol for Conversation



WHAT DO YOU THINK?

¿QUÉ OPINAS?

A cultural flag concept celebrating shared heritage while respecting the identity and history of every nation represented.

COMING UP AT HACC

Save the Date

OCT

Business Mixer

UPCOMING

Legislative Breakfast

NOV

Women Empowerment Forum

NOV

Turkey Distribution

DEC

Legislative Breakfast

DEC

Christmas Toy Drive & C



ACROSS OUR CITIES

What's Happening Around the Valley

INDIO**Oasis at Indio still under review**

A major proposed housing, retail and commercial development remained unresolved after a lengthy City Council meeting, with changes still possible before it returns for consideration.

PALM SPRINGS**Airport's economic impact grows**

A newly reported economic-impact study said Palm Springs International Airport generated \$2.55 billion in total economic activity in 2025 and supported more than 16,000 jobs.

CATHEDRAL CITY**City celebration gets a new name**

The City Council approved changing the name and date of its annual Pride celebration, one of several community updates announced by Cathedral City in September.

COACHELLA**October civic & business events**

Coachella is preparing for October community and business events, including its State of the City and Business Awards at Veterans Memorial Park.

DESERT HOT SPRINGS**State of the City coming Oct. 15**

The Desert Hot Springs State of the City, Business Awards and Expo is scheduled for October 15 at the Desert Hot Springs Recreation Center.

VALLEY-WIDE**Jobs & food security in focus**

Recent local reporting has highlighted employment conditions and the continuing work of FIND Regional Food Bank during Hunger Action Month.

LOCAL SPORTS REPORT

The Valley Is in the Game

FRIDAY NIGHT LIGHTS

Palm Desert & Indio among Week 4 winners

Desert Christian Academy, Palm Desert and Indio posted notable wins in the latest round of Coachella Valley high-school football action.

COLLEGE OF THE DESERT

Martinez scores a hat trick

COD men's soccer defeated College of the Canyons 7–1 on September 15, with Malakai Martinez scoring the first hat trick of his college career.

COD ATHLETICS

Major facilities investment

College of the Desert is moving forward with a \$38.5 million phased athletics facilities project focused in part on football and soccer.

COMING UP

COD soccer & volleyball

The Roadrunners' late-September calendar includes men's and women's soccer plus women's volleyball competition.

RIVALRY WATCH

Coachella Valley vs. Indio

Coachella Valley High School is scheduled to host Indio in football on September 25, adding another local matchup to the fall sports calendar.

WHERE TO GO • WHAT TO SEE

Coming Up Around the Valley

A quick IDEA calendar of business and community events coming up around the Coachella Valley. Dates and details should be rechecked before publication.

SEP 22

The Morning Exchange: AI Made Easy

Palm Desert • 8:30–10:00 AM

Business education session focused on practical ways to save time and grow a business using AI.

SEP 30

La Quinta State of the City, Business Awards & Expo

La Quinta Resort & Club • 11:00 AM–2:00 PM

A civic and business gathering featuring the State of the City, awards and expo.

OCT 15

Desert Hot Springs State of the City & Business Awards

Desert Hot Springs Recreation Center • 10:00 AM–1:00 PM

City and business community event with awards and regional updates.

OCT 17

Tacos, Tequila & Chavelas

Veterans Memorial Park, Coachella • 4:00–8:00 PM

Annual community event presented in Coachella with food, beverages and entertainment.

OCT 22

Coachella State of the City & Business Awards

Veterans Memorial Park • 8:00–11:00 AM

Business and civic event focused on Coachella and its local business community.

OCT 29

Ribbon Cutting: Dream Maker Bath & Kitchen

Indio • 3:00–4:00 PM

A local business ribbon cutting scheduled in Indio.

SPOTLIGHT OF THE MONTH

Forest Lawn

Honoring Lives. Celebrating Legacies.

A Proud Partner in Our Community

Forest Lawn has been a trusted name for generations, providing compassionate care, meaningful services and beautiful memorial spaces for families throughout Southern California, including the Coachella Valley.

Their commitment to community, culture and service aligns with the mission of the Hispanic American Chamber of Commerce to build a stronger, more connected Coachella Valley.

We thank Forest Lawn for their continued support and partnership.

FOREST LAWN®

FUNERALS • CREMATIONS • CEMETERIES

*Honoring Lives.
Celebrating Legacies.®*



*Serving Families Today.
Preserving Memories for Tomorrow.*



COMPASSIONATE CARE

Supporting families with dignity, respect and personalized service during life's most important moments.



MEANINGFUL SERVICES

Creating opportunities to honor loved ones and celebrate the lives they lived.



BEAUTIFUL MEMORIAL SPACES

Well-maintained, peaceful grounds that provide a lasting place of remembrance.

“ *A legacy of care. A stronger community together.* ”



Forest Lawn
Coachella Valley



www.forestlawn.com



CONNECT WITH IDEA • CONÉCTATE CON IDEA

Stay Connected. Stay Informed.

Mantente conectado. Mantente informado. Participa.

IDEA NEWSLETTER / HACC

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HACC FOUNDATION

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