



Desert Health[®]

WELLNESS AWARDS

PRESENTED BY

 **DESERT REGIONAL
MEDICAL CENTER**

 **JFK
MEMORIAL
HOSPITAL**



May 20, 2015

Join us as we celebrate those
moving health and wellness forward in our community!

Over 50 nominations were received for the First Annual Desert Health[®] Wellness Awards. Finalists have been selected by our Executive Committee and winners will be announced at the evening event taking place Wednesday, May 20, 6:30–9:30p.m., at Desert Willow Golf Resort.

Tickets are available at www.DesertHealthNews.com

INDIVIDUAL



Jeralyn Brossfield, MD
Eisenhower Wellness
Institute

In her position as Medical Director at Eisenhower Wellness Institute, Dr. Brossfield has integrated wellness programs such as yoga, QiGong and meditation into the hospital model for community members and Eisenhower employees. She also leads a team of Take Shape for Life Health Coaches who are committed to empowering and walking with individuals to transform their health.



Alexa Palmer
Health Educator, Author

Alexa is an early childhood educator and author of *Jolene: Adventures of a Junk Food Queen*, a fantasy adventure story that teaches children about healthy eating habits. Since 2008, Alexa has shared Jolene with thousands of valley kids and beyond at Farmers Markets, clubs, shelters, libraries and in classrooms. Her mission to educate children on the topic is never-ending.



Cathy Serif
Balanced Training
Boot Camp

Cathy has transformed thousands of lives during the 8 years of her early morning boot camp. She is a community advocate for well-being and the author of several books including the *Desert Detox Diet*. She conducts free community camaraderie workouts and rallies teams for the many walks and races in the valley.

NON PROFIT



**The Melanoma
Awareness Project
of the Desert**

After learning that 19 out of 20 melanoma deaths could possibly be prevented through education, William Lavin started MAP in 2008 while still in high school. With the goal of making a difference, he developed a website, a lecture, awareness bracelets and brochures that have educated over 14,000 students (and adults) about skin cancer. Wills also established free screening clinics targeting those without insurance.



**Neighbors 4 Neighbors
by Desert Village Initiative
Sun City, Palm Desert**

A Sun City (PD) community program with volunteers offering assistance aimed at keeping independent neighbors in their homes. Services include a daily phone call; assistance with minor home maintenance (4,300 tasks in 3 years); rides to medical appointments, errands and community activities (44k miles so far); and short-term help with pets as needed.



**Neuro Vitality Center
(formerly The Stroke
Recovery Center)**

In their 36 years, NVC has provided over 10,000 local stroke survivors with multi-disciplinary rehabilitation programs to enhance recovery and quality of life. They help patients experience greater ease with daily tasks, fewer visits to emergency rooms, socialization and less depression.

LARGE BUSINESS



**Massage Envy of
the Coachella Valley**

Massage Envy provides convenient, professional and affordable wellness services so that everyone can incorporate massage into their well-being journey. Their program helps members reduce stress, recover from surgery or injury, or to simply “unplug” and relax. Locally, they support and raise funds for numerous causes including the Arthritis Foundation, American Heart Association, Coachella Valley Economic Partnership and Leadership Coachella Valley.



Two Bunch Palms

This renowned resort destination located in Desert Hot Springs operates on four pillars: healing waters, therapeutic spa treatments, healthy cuisine and movement. Established in the 1930's, the resort has offered healing therapies to hundreds of thousands, and their newly enhanced focus reaches beyond mind, body, and spirit to include individual, community and natural resources.



**The Vintage Club
of Indian Wells**

Making membership health a priority, The Vintage Club partnered with the Eisenhower Wellness Institute to develop a comprehensive, preventative program addressing all areas of physical, mental, and emotional health. Vintage Vitality includes individual assessment, a tailored action plan, and post-program evaluation aimed at helping members thrive at an optimum level of health. Individual programs are coupled with educational group activities. The program is set to be extended to Vintage employees this summer.

SMALL BUSINESS



**Kinetix Health
and Performance**

Over the past 11 years, Kinetix has provided expert training, fitness and wellness to tens of thousands. From specialized training to sports camps and community outreach, they have impacted a long list of dedicated fans. Over 65 youth who trained with Kinetix have been awarded college scholarships. Michael Butler also volunteers his time with PD and LQ High Schools as both a medical and nutritional advisor.



**Klein and Clark
Sports
Production**

Producing quality events for over 25 years
Thirty years ago, Greg Klein and Brenda Clark set out to make the Coachella Valley a fitness mecca. Since then, they have produced over 275 running races, triathlons, bike rides and kids' obstacle challenges, attracting hundreds of thousands to our community for healthy and fun competition. Grateful participants write of overcoming obstacles and changing lives after taking part.



Next Level Fitness

Next Level Fitness has provided the valley with training and nutritional guidance for the past ten years. Their signature program Fit in 42 (in which thousands have participated), was developed to teach healthier habits through action and education. Owners Gerry and Casey Washack also dedicate their time and services to the members of Act for MS (multiple sclerosis), raising funds and providing group training sessions to members.

EVENT OR PROGRAM



**The Drive Against
Hunger Golf Tournament**

Now in its fourth year, this annual golf tournament has raised \$73,000 for its chosen charities: FIND Food Bank and The Well in the Desert. The steering committee selected these organizations because of the large number of people they reach and serve valley wide. The event brings together generous sponsors, golfers and community members to make a difference.



**FIND Food Bank's
Kids' Summer
Feeding Program**

Addressing the spike in area food insecurity that occurs each year when valley school children participating in the Free/Reduced-Price Meal Program lose access to that vital nutrition, FIND created the Summer Feeding Program. Working with Boys & Girls Clubs and YMCAs, the program offers free mini farmers markets, cooking classes and activities that help provide nutritious summer meals to over 11,000 children and families.



**City of Palm Springs
Mayor's Healthy Planet,
Healthy You Race and
Wellness Festival**

2015 will be the fourth year for this annual event which has generated over \$1 million in funds for local health and wellness programs. It has also expanded to a year-round Healthy Planet, Healthy You program comprised of community and school gardens, food security seminars, film showings, fitness activities, a speaker series, and the formation of a new Wellness Subcommittee through the City's Sustainability Commission.

www.DesertHealthNews.com

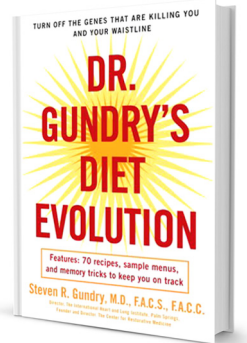


Guest Speaker Steven Gundry, M.D.



Integrative medicine doctor Steven Gundry, M.D., is a researcher, inventor, and cardiac surgeon. But he is destined to best be known as the author of the life-changing book *Dr. Gundry's Diet Evolution: Turn Off the Genes That Are Killing You and Your Waistline and Drop the Weight for Good*.

Inspired by the stunning reversal of coronary artery disease in an "inoperable" patient using a combination of dietary changes and nutraceutical supplements, Dr. Gundry changed the path of his career in 2001. An obese, chronic "diet"



failure himself, he began researching and designed a diet based on evolutionary genetic coding which enabled him to effortlessly lose 70 pounds and reverse his own medical problems.

No longer satisfied with repairing the damage of chronic diseases, he founded The International Heart and Lung Institute and The Center for Restorative Medicine in Palm Springs and is helping thousands find their own path to health.

As the featured speaker at the first annual Desert Health® Wellness Awards, Dr. Gundry will share his personal story and discuss the future of integrative care in medicine.

EVENING FESTIVITIES

Please join us!

Guests will arrive at **6:30pm** for check in and silent auction registration.

Our festive dinner will include Mediterranean Medley, Vegetable Veranda, Power Protein and American Classics dining stations along with the silent auction, and will take place on the veranda from **6:30pm to 7:45pm**.

We will then move into the ballroom for our guest speaker at **8pm** followed by the awards presentation from **8:30pm – 9:30pm**.

Tickets are \$75 and include a Desert Health® tote filled with wellness offerings.

Purchase your tickets today at www.DesertHealthNews.com

EXECUTIVE COMMITTEE

Nominations were sent in from members of the community and the challenging job of selecting finalists and winners belonged to our Executive Committee.

We graciously thank them for all of their time and contributions to our first annual event!



Tricia Gehrlein

Regional Director, Clinton Health Matters Initiative

Board Member, JFK Hospital Governing Board



Donna Sturgeon

Director, Business/Education Engagement, Coachella Valley Economic Partnership

Member, FIND Food Bank Special Events Committee
Certified Health Coach, Take Shape for Life®



Margot Nelligan

Owner, The Desert Look

Board Member, ACT for MS
Board Member, Tools for Tomorrow
Board Member, COD Friends of the Library
Past Board Member, Women Leaders Forum



Lisa Ford

Sales & Marketing Manager, Desert Medical Imaging

2014-2015 Co-Chair, American Heart Assoc. Circle of Red
2014-2015 AHA Executive Leadership Go Red for Women
Member, Dementia-Friendly Coachella Valley Task Force
Member, CHMI Healthcare Access and Quality
Member, CHMI Healthy Eating and Food Quality
Associate Member, CSUSB Palm Desert Campus
Member, Radiology Business Management Association
Member, ACT1 Senior Services



SILENT AUCTION

The evening event will feature a silent auction benefitting Coachella Valley Volunteers in Medicine, the valley's only free medical clinic. A variety of items will be featured including a number of one-of-a-kind treasures made by the hands of talented doctors in our community.

Thanks to all who generously contributed!

- Alexa Palmer • All Tressed Up Blowdry & Beauty Bar
- Anne Zschaechner, MD • Barkingham Palace • Bill Powers
- Brandini Toffee • Bristol Farms • Chez Pierre Bistro • Chris Faux, MD
- Coachella Valley Brewing Company • Deborah Kuracina, MD
- Desert Classic Charities • Desert Medical Imaging
- Desert Willow Golf Resort • Evolve Yoga • Fit in 42 • Good Feet
- Heritage Palms Country Club • Hyatt Regency Indian Wells
- Janet Zappala • J Russell Salon
- Kinetix Health and Performance Center • Krista Burris Kim, MD
- La Quinta MedSpa • Les Zendle, MD • Massage Envy Spa
- Max von Wening • Native Foods • Optimal Health Center
- Palm Desert Cleaners • Palm Springs Aerial Tramway
- Pastry Swan Bakery's FIX • Patrick Evans
- Ristorante Mamma Gina • Rosemary Pahl • Roy Pitkin, MD
- Russell Grant, MD • SilverRock Resort • Stacy Jacobs Photography
- Sunrise Beauty Supply • The Club at PGA WEST • The Grand Paw
- The Kiloby Center for Recovery • The Living Desert
- The Springs Country Club • Tiffany Dalton Nutritional Consulting
- Tisha Shaski • Transcendental Meditation® of Palm Springs
- Trestle El Paseo • Troy Palm Desert • Wilma & Frieda El Paseo



Coachella Valley Volunteers in Medicine is the valley's only free medical clinic and staffed by volunteer doctors, dentists, nurses and a front office team that contribute their time to provide services to those with no other medical care options.

Thank you for your generous support!
CVVIM.org



To learn about Integrated Wealth Management's full set of capabilities please visit www.IWMgmt.com
(760) 834.7200



CONGRATULATIONS to all those moving health and wellness forward in the Coachella Valley



We proudly support Coachella Valley Volunteers in Medicine





NOMINEES

Congratulations to all who were nominated by their peers and supporters for the First Annual Desert Health® Wellness Awards.

Thank You for all you do to move health and wellness forward in our community!

Aaron Adame, OD

Optometrist
Individual

AIDS Assistance Program, Inc.

Non-profit

Alexa Palmer

Health Educator, Author
Individual

Carol Teitelbaum, MFT

Cofounder, Creative Changes Conferences
Individual

Cathy Serif

Balanced Training Boot Camp
Individual

Christian Jelmsberg

Founder, Street Life Project
Individual

Christopher S. Bates

Trainer
Individual

Christy Porter

Executive Director, Hidden Harvest
Individual

Chuck Amendola

Natural Health Care Practitioner
Individual

**City of Palm Springs Mayor's
Healthy Planet, Healthy You Race
and Wellness Festival**

Event or Program

**Desert Blind and Handicapped
Association**

Non-profit

Desert Recreation District

Non-profit

**Drive Against Hunger
Golf Tournament**

Non-profit

Evolve Yoga

Small Business

**FIND Food Bank's Kids' Summer
Feeding Program**

Event or Program

Glenn Smith

Fitness Director, Sun City Palm Desert;
Personal Trainer
Individual

Green Acres Sustainable Living Farm

Non-profit

Jeralyn Brossfield, MD

Medical Director,
Eisenhower Wellness Institute
Individual

Jill Gover, Ph.D.

Director of Counseling, The Center
Individual

Joel Rodriguez

Preschool Teacher; Instructional Assistant,
Martha's Village & Kitchen
Individual

Juicy Juicy Organic Juice Bar

Small Business

Kelly Lewallen, LMFT

Licensed Marriage & Family Therapist
Individual

Kinetix Health & Performance Center

Small Business

Klein and Clark Sports, LLC

Small Business

Live Well Clinic

Small Business

La Quinta Middle School

Non-profit

Marta Shand

DSUSD Site Manager of Nutrition Services
Individual

Massage Envy of the Coachella Valley

Large Business

Mayor Steve Pougnet

City of Palm Springs
Individual

**Melanoma Awareness
Project of the Desert**

Non-profit

Michele Mician

Sustainability Manager, Office of
Sustainability, Palm Springs
Individual

Neighbors 4 Neighbors

Non-profit

Neuro Vitality Center

(formerly The Stroke Recovery
Center) Non-profit

Next Level Fitness

Small Business

Palm Springs Cruisin' Association

Non-profit

**Palm Springs Scottish Rite Childhood
Language and Learning Center**

Non-profit

Power Yoga Palm Springs

Small Business

Scott Kiloby

Founder, Kiloby Center for Recovery;
Author, Speaker
Individual

Steven R. Gundry, MD, FACS, FACC

Surgeon, Researcher, Author
Individual

The Vintage Club

Large Business

Tina Marx

Empowerment Coach, Author,
TV Personality
Individual

**Transcendental Meditation®
of Palm Springs**

Non-profit

TRUElicious

Small Business

Turning Heads Project

Non-profit

Two Bunch Palms

Large Business

Valerie Somervell

Founder, Saving Grace Serenity House
Individual

Vanessa Reyes-Flores

Founder, Mariposa Fitness & Nutrition
Individual

We Care Dental

Non-profit

