

# U.S. economy not quite as bad as book implies

Mark Steyn, the famed ex-Canadian columnist, author, lecturer and sometime substitute for controversial radio commentator Rush Limbaugh, is celebrating the New York Times best-seller status that his new book, "After America," is enjoying.

The book's premise is postulating the United States' demise as the world's leading superpower, eventually being relegated to the pathetic status of a second-tier European survivalist economy living at the behest of the newly empowered developing world.

This new global power source is described as calling the world leadership shots "literally" and figuratively in the future.

But Steyn's basic interpretation of America's current economic and political woes indicates a certain misunderstanding as to what makes the heart of the U.S. tick.

The author tends to give a



**Morris R. Beschloss**  
GLOBAL ECONOMICS

sense of permanence to this nation's economic, political and social travail, by turning a blind eye to America's amazing achievements in the arena of technology, entrepreneurial inventiveness, and a continuing sense of global philanthropy that transcends that of any nation in human history.

America has faced previous "Armageddons" at the time of the Civil War, a poverty-inducing



Desert Sun Business columnist Morris R. Beschloss received the Award of Excellence trophy from presenter Gerald Slattery at the annual American Supply Association convention at the Bellagio Hotel in Las Vegas on Sept. 15, 2011. MARY JO MARTIN/COURTESY PHOTO

Great Depression, and a 1976-82 runaway inflation compounded by an impotent president who predicted "severe downsizing"

on the face of an all-encompassing malaise.

There is no question the United States of America is experienc-

ing a debilitating government leadership crisis that is impacting both global influence, as well as internal growth.

Although most voices are dwelling on the negative, the U.S. economy still generates the world's leading \$14.5 trillion gross domestic product, four times the size of runnerup China, whose population exceeds the U.S. by more than four times.

America's independent businesses fill two-thirds of a 153 million jobs potential and sit on more than a trillion dollars of cash. Only the fear of indiscriminate and perceived anti-business hostility are preventing this outstanding source of U.S. dynamic growth to again exercise its expansionism of past eras. A bright American future still lies ahead.

Morris R. Beschloss writes a regular blog on mydesert.com. He can be heard on KP5I Radio 920 AM from 8 to 9 a.m. every Friday. He can also be seen on KESQ Channel 3, and on Time Warner Cable TV Channel 111.

## BUSINESS CALENDAR

**Sept. 20**  
**Rancho Mirage Chamber mixer**, 5:30 p.m., Applebee's Restaurant, 71-740 Highway 111, Rancho Mirage. \$5-\$10. (760) 568-9351 or www.rancho Mirage.org

**American Business Women's Association dinner meeting**, with guest speaker on the topic "Understanding Your communication Style," 5:30 p.m., Desert Falls Country Club, 1111 Desert Falls Parkway, Palm Desert. \$27. (760) 862-5577

**Sept. 21**  
**Day with an expert: One-on-one business counseling**, registration is required. 9 a.m.-noon, Coachella Valley Women's Business Center, 77-806 Flora Road, Suite C, Palm Desert. Free. (760) 345-9200

**Sept. 28**  
**Rotary Club of Palm Springs luncheon**, with guest speaker Scott White, CEO of the CVA tourism agency. Noon, Spa Resort Hotel, 100 N. Indian Canyon Drive, Palm Springs. \$18. (760) 992-5592 or www.therotaryclubofpalm Springs.org

**Oct. 2**  
**Rancho Mirage Chamber of Commerce Business Expo 2011**, 3-7 p.m., The River, 71-800 Highway 111, Rancho Mirage. For more information, call (760) 568-9351

**Oct. 4**  
**Morning networking opportunity**, 7:30 a.m., Rancho Mirage Chamber of Commerce, 42-520 Bob Hope Drive, Rancho Mirage. \$5-\$10.

**Oct. 18**  
**Rancho Mirage Chamber mixer**, 5:30 p.m., Blue Ember, KSL Rancho Las Palmas Resort, 41-000 Bob Hope Drive. \$5-\$10. (760) 568-9351; www.rancho Mirage.org

**Oct. 21**  
**Palm Springs Chamber of Commerce Business Expo**, open to the public. 4 p.m., west Arenas Road, between Palm Canyon Drive and Belardo Road, Palm Springs. (760) 325-1577 or www.ps Chamber.org

**Nov. 1**  
**Commercial Recycling 101 presented by Burrtec Waste & Recycling**, 8:30 a.m., Indio Chamber of Commerce, 82-921 Indio Blvd., Indio. Free. (760) 347-0676

**Nov. 15**  
**Rancho Mirage Chamber mixer**, 5:30 p.m., Las Casuelas Nuevas, 70-050 Highway 111, Rancho Mirage. \$5-\$10.

**Dec. 6**  
**Rancho Mirage Chamber holiday mixer**, 5:30 p.m., Brandini Toffee, 42-560 Bob Hope Drive, Rancho Las Palmas shopping center, Rancho Mirage. \$5-\$10.

**Dec. 8**  
**Rancho Mirage Chamber Invitational**, 8 a.m., Mission Hills Country Club, main clubhouse, 34-600 Mission Hills Drive, Rancho Mirage. \$195-\$700. (760) 568-9351 or www.rancho Mirage.org

Submit calendar event information two weeks in advance at mydesert.com/calendar

## BUSINESS BRIEFS

### Cathedral City Author to keynote Oct. 8 conference

Julia Cameron, author of "The Artist's Way" and "Right to Write," will be the keynote speaker at the Creative Myths and Monsters conference from 8:30 a.m. to 5:30 p.m. Oct. 8.

Cameron's film and theater credits range from "Miami Vice" to the romantic comedy "God's Will."

The conference will be at the **Doral Desert Princess Hotel** at 67-967 Vista Chino in Cathedral City. Call (760) 346-4606, or email catbaum@earthlink.net to purchase tickets. Information: www.creativechange conferences.com.

— Mike Perrault

### Coachella Valley Steinway Society given \$50,000

Wells Fargo Co. has awarded **The Steinway Society of Riverside County** a \$5,000 grant to support its "Classics in Schools" program.

The Steinway Society serves about 14,000 children in the valley with six in-school music programs for kindergartners through high school seniors.

An opening school concert on Friday for 500 students to be held at **Xavier College Preparatory High School** will feature New York Steinway artist **Lenore Raphael**.

Jazz soloist Raphael will be featured at 7 p.m. at the **H.N. and Frances C. Berger Foundation** auditorium, **Eisenhower Lucy Curci Cancer Center** on Bob Hope Drive in Rancho Mirage.

The event is open to the public. The cost is \$35 per ticket. Seating is limited.

Info: www.steinwayriverside.org or (760) 341-4130.

— Mike Perrault

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An opening school concert on Sept. 23 for 500 students to be held at **Xavier Preparatory High School** will feature New York Steinway Artist **Lenore Raphael**.

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### Indian Wells Women's wealth conference set

The city of Indian Wells and **Metamorphosis Programs** co-founders **Dr. Karen Vizer** and **Elayna Kreiberg** will present a women's empowerment event called "The Wealth of Possibility Summit" from 9 a.m. to 5 p.m. Oct. 22 at the **Indian**

### Wells Golf Resort.

The daylong conference will feature women speakers sharing strategies for success to help participants increase productivity and wealth while improving their relationships.

A VIP networking party will be held on Oct. 21 for attendees and sponsors

The cost is \$97 per person and includes a lunch, snacks and a special gift bag.

Visit www.wealthofpossibilitysummit.com, email wealthofpossibilitysummit@yahoo.com or call (800) 832-2134.

— Mike Perrault

### Munselles join Coldwell Banker

Longtime Realtors **Terri and Guy Munselle** have joined **Coldwell Banker Residential Brokerage**.

Terri Munselle will work as previews director for the Coldwell Banker in Indian Wells. The Terri and Guy Munselle Team have represented buyers and sellers in country clubs and luxury developments since 1999.

Terri Munselle produces a weekly video blog called "Terri Talks" at terriandguy.com/talks.

— Mike Perrault

### Oct. 23 tourney benefits girls golf

The ninth annual **Executive Women's Golf Association Foundation Charity Tournament** to benefit LPGA-USGA girls' golf will be played on Oct. 23 at **Indian Wells Golf Resort**.

The event is the day after the 2011 EWGA Championship Finals in Palm Desert.

Individual golfer packages for the Sunday morning tournament include a continental breakfast, the four-person team tournament on John Fought's Players Course, a gift bag, prizes and the EWGA Foundation Awards luncheon.

Sponsorship packages and customized sponsorship options are available, organizers said. Donations and in-kind contributions for the silent auction fundraiser also are welcome.

Visit www.ewga.com/girls golf, send an email to events@myewga.com or call (561) 691-0096 Ext. 14.

— Mike Perrault

### Palm Desert Young musicians to perform free

The **Boys & Girls Club of Coachella Valley's Heatwave Jazz and Show Band** will perform at 6 p.m. Saturday at **Pete Carlson's Golf & Tennis**, 73-741 Highway 111, Palm Desert.

Donations will be welcome to benefit the Boys & Girls Club's music program.

The 28-piece band includes 9- to 18-year-olds and is directed by **Jim Little**.

Longtime local jazz enthusiast Pete Carlson said he is hosting the Heatwave Jazz and Show Band's free concert so the public can experience their music.

— Mike Perrault

### Entries accepted for cart parade

Entries are being accept-

ed for floats, golf carts and bands for the 47th annual **Palm Desert Golf Cart Parade**, which this year has a "carnival-style" theme and will be held Oct. 23.

Entry forms, maps and information are available online at www.golfcartparade.com.

The annual event, which is presented by **The Auen Foundation**, is sponsored by the **City of Palm Desert** and the **Palm Desert Area Chamber of Commerce**.

— Mike Perrault

### Palm Springs Classes focus on risks of falling

**Mizell Senior Center of Palm Springs** will offer the second series of classes on Oct. 7 to help seniors prevent falling.

The six-week program is based on recommendations from the **Centers for Disease Control** and aims to provide information for older adults to reduce their chances of falling and to protect their independence.

Classes will include information on how to manage medication, how to check vision and assess hazards in the home and make modifications.

The cost is \$30 for members of Mizell Senior Center and \$60 for others.

Call (760) 323-5689, or visit www.mizell.org.

— Mike Perrault

### Charity collects shoes for needy

**Don Kick's Running Wild** shoe store is collecting shoes to take part in the six-year-old **Soles4Souls** charity initiative that collects and distributes shoes to people in need.

The store at 611 S. Palm Canyon Drive, Suite 10, has collected more than 2,000 shoes.

Soles4Souls is a Nashville-based charity that collects shoes from the warehouses of footwear companies and from peoples' closets.

The charity distributes shoes to people in need, regardless of race, religion, class or any other criteria.

Since 2005, Soles4Souls has given away more than 14 million pairs of new and gently worn shoes, officials said.

Soles4Souls has been featured in magazines such as **Runner's World**, **Ladies' Home Journal**, and **National Geographic's Green Guide**.

Running Wild also recently held a kick-off party for its Rock 'N' Roll half marathon to be held on New Year's Eve.

— Mike Perrault

### Chess club coach to speak to Rotary

Richard Hostrop, a chess club coach from Katherine Finch Elementary School, will be the featured speaker at 5:30 p.m. Tuesday during Evening Star Rotary's meeting to be held at The Red Tomato restaurant at 1201 E. Palm Canyon Drive in Palm Springs.

The cost of the buffet dinner is \$11.

— Mike Perrault

## Join Us in Welcoming Our New Palm Springs Smoke Tree Branch Manager Kathi Hallock.



A firm believer in customer service and community involvement, Kathi Hallock has earned "Rock Solid" business relationships during her distinguished Coachella Valley banking career.

We invite you to find out why so many business owners move to Pacific Premier Bank. Our bankers listen to what matters most to you and your business.

Give our new Palm Springs-Smoke Tree Manager a call at 760-459-2798. Kathi's ready to talk business.

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Huntington Beach, CA 92646

Cypress-Los Alamitos  
4957 Katella Av.  
Los Alamitos, CA 90720

Seal Beach  
13928 Seal Beach Blvd.  
Seal Beach, CA 90740

San Bernardino  
1598 E. Highland Ave.  
San Bernardino, CA 92404

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