

Charity Focus: Leadership Coachella Valley



Leadership Coachella Valley is a program designed to identify, motivate and develop future community leaders. Once a month from September through June, participants attend an all-day seminar in which important community issues are reviewed and discussed. Experts share their insights and views and interact with participants during lively discussions.

Each class is made up of a wide cross-section of community-minded individuals with diverse professional backgrounds – from non-profit administrators to attorneys to advertising executives.

“Not only do the participants expand their business networks and learn about the inner workings of your community,” says Adam Ochoa, CPA, incoming Chairman of the group, “but they develop great leadership skills in the process.”

Like most non-profits, Leadership Coachella Valley depends on community-minded people to serve on its board. Adam, a partner in PSO, is happy to do so. He

has been involved with the group since graduating from the program in 2002.

“This program could not succeed without the strong support of Adam Ochoa and our Board of Directors,” says Susie Harvey, program administrator. “A graduate of the program himself, Adam brings a special vision and commitment. He goes above and beyond his duties - overseeing our finances, directing student recruitment, and organizing the transportation session.”

Sponsors and class members for 2005-06 are currently being sought. For more information, please call (760) 568-0320 or visit www.leadershipcv.org.