

**PALM SPRINGS CHAMBER OF COMMERCE**  
Business Matters: February 2005

## **Member Spotlight**

### **PalmSpringsDesktop.com**



Palm Springs Chamber of Commerce is pleased to announce that ***PalmSprings Desktop.com*** recently celebrated their one-year anniversary in business. Bernadine Bogdanovs, owner of ***PalmSpringsDesktop.com***, expresses her thanks to Chamber members and businesses valley-wide that have contributed to the success of her online newsletter that "*Delivers the Desert to*

*Desktop's Daily.*"

Unique in concept, and the first of its kind in the desert, Internet users valley-wide are taking advantage of this new service that provides the desert's online community with information about seminars, lectures, classes, and a variety of events. Delivered free to subscribers, Bogdanovs created the newsletter "*To provide a daily information resource for the desert's Internet community, and to stimulate e-commerce in the Coachella Valley.*" Because the ***PalmSpringsDesktop.com*** newsletter is Internet-based, the potential for visibility is unlimited, Bogdanovs reports. Readers often forward the newsletter to family, friends, spouses, co-workers and business associates. This has resulted in building an audience of readers reaching beyond the boundaries of the Coachella Valley. In less than one year, ***PalmSpringsDesktop.com*** has attracted readers throughout Southern California, with some as far away as New York and Korea.

Members wishing to leverage their investments in their websites are encouraged to visit ***www.PalmSprings***

***Desktop.com*** to obtain a free subscription and to learn more about this innovative new business that assists non-profits, promotes



e-commerce, and delivers Palm Springs to a rapidly growing online audience!