

Press Room

Author says book about Indio is a labor of love

By Xochitl Pena

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Release of book to coincide with city's 75th anniversary

Creating her latest book, a chronicle of the city of Indio, has been a labor of love for Victoria Bailey.

With old black and white photos and dated magazine publications about Indio scattered the her home office in La Quinta, she talks and reminisces about Indio as if she were a native.

INDIO

“I haven't totally fallen in love with Indio,” said Bailey, who's lived in Coachella Valley for only a few years, having moved from San Francisco. She is publisher of a company she started here, Desert Springs Publishing.

“One thing about Indio, they have a lot of pride and heritage,” she said.

The book titled, “Indio Reflections and Visions,” will be available to the public beginning in May and will coincide with the city's 75th anniversary celebration.

The coffee-table book's 150 pages will include information about Indio's past present and future. Carolyn Cooke, director of fine arts with the Coachella Valley Museum and Cultural Center, thinks it's important to have a book such as Bailey's available. “I have been so involved in the history of the valley...(but) there are other people that have moved more recently into the valley who should have access to something like the book,” Cooke said.

People who read Bailey's book will learn about the city's humble beginnings as a railroad town that had 1,875 residents when it was incorporated on May 16, 1930.

Now, as the valley's largest city's a population of almost 60,000.

Readers will also learn about the city's pioneers, who included Jacqueline Cochran, the famous female pilot, and Dr. June Mc Carroll, who created the white dividing line on streets that help control two-way-traffic.

And readers will learn about the date industry and how Indio is known as the date capital of the world. It's a 75 years of celebration history,” Bailey said of the book. We talk about Indio's past, present and future.

The last Chapter is titled “Catch the Vision,” which is also the name of the city’s plan for economic development and growth. Bailey’s been working on the book, her third for the past 10 months with a writer and designer.

Previously, she was commissioned by the San Francisco Chamber of Commerce to create a book for its 150th anniversary, and she put together “California Desert Resort Cities, Reflections and Visions,” which is available at local bookstores and libraries.

The city is not paying Bailey to create the book. Instead, she is doing it as part of her publishing business, but the city will buy many copies to have at City Hall and to give away to guests at the 75th Anniversary Gala on May 7th at Fantasy Springs Casino.

“It’s more of a keepsake, a memento of the city’s 75 years. It’s...something people can have to keep,” said Mark Wasserman, the city’s administrative project manager. He said it is a great promotional tool and will be available at the Indio Chamber of Commerce.

Bailey said the book will cost \$30 and be available at libraries and local bookstores such as Borders and Barnes & Nobel.

Even though she lives in La Quinta and not in Indio, Bailey is very involved with the community, sitting on the Indio Chamber of Commerce’s marketing and image committee, the local museum’s woman’s league and the city’s 75th Anniversary Committee, which is planning a variety of events for the yearlong celebration.

One of the events involves creating a time capsule that will be stored and open in 25 years later on the same date. “The book is going to be put into a time capsule.” The book will be part of that history,” Bailey said.