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## Valley doctor creates answer to ill-fitting sports bras

*Monica Torline and Debra Gruszecki*  
*The Desert Sun*

**Dr. Marla Lander** was used to patients coming to her with complaints about ill-fitting sports bras that left much to be desired in support and tendency to create a “uni-boob.”

So the founder of the **Breast Health Center** in Indio did something about it.

She spent the past two years developing **Dr. Marla's Wellness Bra**, which is being sold in American and Canadian markets this fall.

The undergarment looks similar to a regular bra, but its sling technology provides greater support for active women.

Extra padding on the straps lessens the impact on shoulders.

Because the bras are made with material from beech trees, moisture is wicked away from problem spots, Lander said.

“It keeps you from moving around to the point where you're hurting or distracted by it,” Lander said of her product, which she said she has worn when horseback riding.

The Rancho Mirage resident has created a company, **Women Supporting Women**, to produce and distribute the bra.

The company also will donate 10 percent of profits to charities that support the early detection of breast cancer through education and research. Timing the launch close to **National Breast Cancer Awareness Month** in October is no coincidence then.

“Finding breast cancer under 15 millimeters saves lives,” she said. “My hope is that this will do well and that we can support organizations by donating profits to those causes.”

Lander, a board-certified radiologist, said she has no plans to leave medicine. But she would like to develop more products for women who are nursing, aerobically active or seeking a solution to bodies scarred by surgical defects.

**JCPenney** has been selling Dr. Marla's Wellness Bra online this month for \$30 with plans to distribute through its stores nationwide if sales go well. **Rexall** pharmacies in Canada will start selling them next month.

## Grooming leaders in the valley

It probably wasn't first-day-of-school jitters when the 2009-10 class of **Leadership Coachella Valley** met for a kickoff reception Thursday in Palm Desert — but it was their first opportunity to make new

acquaintances with those schooled in business in the desert.

The 10-month program is designed to identify, motivate and develop future leaders within the Coachella Valley community.

Previous classes have included business and nonprofit executives, tourism leaders and elected officials.

The new class includes the following: **Amir Afsar**, president of **Afsar Law Group**; **Krisann Bacon** of **Time Warner Media Sales**; **Eric Bennett**, a broker at **Capitis Real Estate**; **Stan Berenbaum**, president and CEO of **American Leak Detection Inc.**; **John Binkowski** of **Accenture**; **Amy Blaisdell**, communications director for the **city of Palm Springs**; **Christine Blue**, sales and project manager for **Image Marketing Concepts**; **Cindy Bureson**, manager at **Tommy Bahama's Tropical Cafe**; **Michael Chedester**, curator of education at **The Living Desert**; **Ginger Cowan**, assistant vice president at **Pacific Western Bank**; **Delano DeSilva**, underwriter for **Tower Group Companies**; **Luz Gonzales**, operations manager for **El Paseo Bank**; **Jason Gorski**, certified financial planner and adviser for **Morgan Stanley Smith Barney**; **Laura Green**, communications and marketing manager for the **city of Desert Hot Springs**; **Jim Hawks**, co-owner of **Circle Take Media, Inc.**; human resources consultant **Kerry Hendrix**; **Melanie Hinrichs**, group sales and community business representative for **Indian Wells Tennis Garden**; **Chris Holmes**, vice president at **FirstBank**; attorney **Jennifer James** of **Epsten, Grinnell & Howell**; **Lisa Karr** of **Desert Samaritans for the Elderly**; **Aaron Kiefer**, chef and owner of **East Meets West Catering**; **Paul Jonathan Lemerise**, mortgage consultant at **Bank of America**; **Richard Leson**, director of sales at **Palm Springs Convention Center**; **Laurie Lund**, owner of **The Events Department**; **Christy Majors**, vice president of **First California Bank**; **Rich Malacoff**, senior planner for the **City of Cathedral City**; **Nena McCullough**, systems analyst for **Southern California Edison**; **Michele Mician**, sustainability manager for the **City of Palm Springs**; **Pam Munter**, retired from **Munter & Castles Clinical Psychology**; **Mark Nichols**, owner and design principal for **Mark Nichols Modern Interiors, Inc.**; **Benjamin Papinaw**, financial adviser for **UBS Financial Services Inc.**; **Revae Reynolds**, executive assistant to the president at **College of the Desert**; **Rick Shelley**, director of information management at **Betty Ford Center**; **Carolyn Stark**, executive director for the **UCR Palm Desert Graduate Campus**; **Ryan Stendell**, senior management analyst for the **city of Palm Desert**; **Jeremy Tillman** president and CEO of **Tillman Integrated Communications**; **Alana Townsend**, senior management analyst for the **city of Palm Desert**; attorney **Lena Wade** of **Best Best & Krieger** and **Josh Zipperman**, associate at **Burke Rix Hines & Associates**.

## Free seminars

Estate planning and business law attorney **Daryl Binkley** is moving to a larger office in Palm Desert and has plans to have free seminars and workshops there in the future.

The first free question-and-answer session will be held Oct. 2 and covers what essential legal documents one needs to protect assets and those they love.

Reservations are needed in advance.

## Additional Facts

Learn more

Whip out that Rolodex. Here is a way to contact the businesses and groups mentioned in this week's column:

Breast Health Center, 81-812 Dr. Carreon Blvd., Suite A, Indio.  
Phone: (760) 775-5378  
[www.desertwomenshealth.com](http://www.desertwomenshealth.com)

Dr. Marla's Wellness Bra, [www.wswfashion.org](http://www.wswfashion.org)

Leadership Coachella Valley, c/o Palm Desert Chamber of Commerce, 72-559 Highway 111, Palm Desert.

Phone: (760) 346-6111

[www.leadershipcv.com](http://www.leadershipcv.com)

Daryl Binkley, 77-564 Country Club Drive, Suite 246, Palm Desert.

Phone: (760) 862-1100

[www.binkleylaw.com](http://www.binkleylaw.com)

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