



The Canyon Lake Chamber of Commerce

CHAMBER NEWS

THE WEBSITE BULLETIN at www.canyonlakechamber.net

Canyon Lake, California 92587

June 2009

LET'S SHOW WE'RE PROUD TO BE AMERICANS!



FROM THE PRESIDENT, Larry Cressy of Coldwell Banker

There is perhaps no more striking visual reminder of how lucky we are to live in the United States of America than our American Flag. Three designated dates at this time of year put our pride and loyalties into perspective. Independence Day, the 4th of July—our nation's birthday—has been observed since 1777 though not declared a legal holiday until 1941. In 1868 Memorial Day—Decoration Day it's called in some parts of the country—was officially declared as a day of remembrance for those who died in our nation's service. And about 1885 a move to

designate a specific and separate day celebrating Our Flag gained popular support. June 14th was made official by President Wilson in 1916. Pretty impressive stuff, isn't it.

Wouldn't it be spectacular to see the Towne Center's businesses all flying our flag on or near these patriotic occasions! Some merchants already are on a daily basis, and we thank them for doing so. They are Paul Chenette's AutoCare USA, our POA, Debby Gagnon's Pack Wrap & Post, Prudential Realty (Steve Sellers), Rock it Taco, Mike Irvin's Pac West Financial, Manny's Cleaners, Steve Newlin's Canyon Car Company, and of course our Chamber of Commerce.

We urge more businesses to get involved, to make displaying our banner part of your daily routine. For starters, I suggest we turn our Center into red-white-and-blue unfurled around the weekend of June 14th and again the weekend surrounding the 4th of July. When you see businesses participating, be sure to thank the owners for helping us remember.

The website **Chamber Membership Roster** is being updated. There will be correction forms in circulation at the luncheon on Wednesday, and the current new *draft* version will be posted on the website this week. Please check your listing and advise Nancie Weber, 244-6673, nanciet@verizon.net of any changes ASAP to assure accuracy in your business's file.

Happy June birthdays to Dr Richard Blowers (retired/CL Optometry), Larry Cressy, and Pam Irvin of Pac West Financial.

JUNE'S LUNCHEON

Wednesday, 10th

Pepe's Restaurant at 11:30

\$13.00 per person

Reservations required NLT 5-11

Call Lee at 244-6124

Speaking

LaRee Youngblood-White

Garrett Warman

DEPT of CONSUMER AFFAIRS

June's Business of the Month

EVMWD

June's Business Spotlight

PAC WEST FINANCIAL

June's Mixer

Wednesday, 24th, 5:30-7

POA Multi-Purpose Room

ALTERNATIVE WELLNESS

& DAY SPA

Ashley Baker, hosting

CHAMBER GOLF

TOURNAMENT

Saturday June 13th

Registration at 9:30

Shotgun Start at noon

Ribbon Cutting

SOCIAL EXCHANGE

June 19th at 11:30

Men's-Women's Clothing

31610-3 RR Cnyn

(Building left of Coldwell Banker)

June's Luncheon Speakers

LaRee Youngblood-White and Garrett Warman

CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS

The speakers' focus will be on the rampant abuse of consumer services by unlicensed businesses in Southern California. The Riverside Complaint and Resolution Office handles regional complaints related to automotive repair, security and investigative services, home furnishings, thermal insulation, and electronics and appliance repair.

Consumer Services Representative Ms. Youngblood-White's areas of expertise are the laws and regulations affecting auto repair and security and investigative services. Garrett Warman, manager of the Complaint Resolution Program office, brings extensive experience and expertise to troubleshooting automotive repair irregularities.

FYI Selected by the Chamber's Executive Director and the Ambassadors Committee, the **BUSINESS OF THE MONTH** reflects exceptional integrity and contribution to our community. The **BUSINESS SPOTLIGHT** acknowledges a member organization or individual via an attendee's business card being drawn at our monthly luncheon. Theoretically, this gives us two opportunities per month to recognize our merchant associations, and that is a good thing.

June Business of the Month

ELSINORE VALLEY MUNICIPAL WATER DISTRICT

Ron Young, Greg Morrison (Public Affairs), Ben Wicke

PO Box 3000, Lake Elsinore 92531, 674-3146, FAX 674-9872, www.evmwd.com

The Water District via Board of Directors member Ben Wicke thanks the Canyon Lake Chamber for recognizing us as June's Business of the Month. We will continue to ask people to conserve our most precious resource.

The EVMWD will soon be mailing special information regarding conservation and how to understand your new water bill.

June Business Spotlight

PAC WEST FINANCIAL and MIKE IRVIN

31658 Railroad Canyon Road. 246-9944, FAX 246-9545, www.pacwestfinancial.com

EVENTS REDUX

May's Mixer on the 22nd

CANYON CAR COMPANY and STEVE NEWLIN, General Manager

31630 Railroad Canyon Road (#13). 951.253-4434, www.canyoncarco.com, info@canyoncarco.com

Steve and Denise Newlin and Herb and Jean Zimbardo always come up with a new twist to their mixers. This time it was hot dogs and a newly trendy baked potato bar featuring a nice variety of spud toppings of your choice along with the usuals on the buffet table. The Elai Skel band pumping out pop tunes of our favorite eras lent a festive flair to mingling in that building's atrium, and a good time was had by all. Raffle gifts included donations from AutoCare USA (Paul Chenette), CR&R, the hosting Canyon Car Company, Debbie Miner's Cal Kool Air Conditioning, Fran and Patti Kasper's Past Times Chocolate Company, Sandy Geer of Geer Insurance, Mike Irvin's Pac West Financial, The Storm (Dave McCrory), and the Sizzler (Sally Myers). Your scribe missed the do and noting the generous contributors. Let me know whom I overlooked. For sure, thank you all. Ed Strong won the 50-50.

May 23rd at the Lodge

FIESTA DAY Sponsored by the Homeowners Club



The best weather in recent memory—low 80s with a breeze—enhanced a wonderful day and a very good turnout. Themed "Small Town American Heroes," the event kickoff parade's Grand Marshalls cadre was a select contingent of resident combat veterans representing all Service branches except the US Army. Also strutting or riding were the Chamber's 2009 citizens and businesses of the year, our own Senate District 37 Woman of the Year Lee Clark, the Community Church choir harmonizing patriotic music, Bosum Buddies honoring the late Cathy Zaitz, some Scouting groups, decorated cars and carts, and more. The Chamber booth featured organizational information, a sign-up sheet for June 13th's golf tournament, and an attractive display announcing B&C Photography—just begun by our 2009 Youth of the Year. Sophomores at Lake Elsinore High and TCHS, respectively, Bailey Howe and Cort Pruett look forward to getting to know community residents better by covering your holiday and special events. BandCphotography@verizon.net.

MARK YOUR CALENDAR

Saturday, June 13th

RAY CHENETTE MEMORIAL GOLF TOURNAMENT sponsored by the **CHAMBER and AUTOCARE USA**. An **AWARDS DINNER** follows.

Benefitting August's Junior Golf Clinic.

Registration begins at 9:30, shotgun at noon. Price including dinner: \$99 per player (\$65 for a Canyon Lake Annual Golf Member). All players will receive one entry to each: the \$100k hole in one, the \$2,500 putting events, and the special players' raffle. Dinner (\$30 for dinner only) will be at the Country Club from 5:30 p.m. Paul Chenette, Mike Irvin, Dave McCrory, Russ Smith chairing. Contact: 244-6124. Information and entry forms are posted on the website.

Saturday, July 18th at the Storm stadium from 4:30, \$15 pp

4rd ANNUAL CHAMBER-CITY SPONSORED TAILGATE PARTY prior to the **STORMS GAME** with the **CANYON CAR CLUB's great old vehicles on display**.

You must have tickets plus the identification arm bands (given to you when you pay) in advance to attend this fun prelude to cheering on The Storm. Deadline for purchase at City Hall, the Chamber office, or Pack Wrap & Post is July 10th. Parking adjacent to the stadium is not available unless you qualify as, say, a season ticket holder, but the tailgate gathering will be in Lot B near the main entrance. There's seating on the curbs for those not squat-challenged, but better you bring your own chairs and even EZ-ups if you have them. The Chamber is providing hamburgers, hotdogs and relishes; BBQ will be by Pepe's; Russ Smith (RAS Financial) is bringing the beer; and dessert is sponsored by Ken and Dorothy Cable. It's 15 bucks (including the ticket, the armband, and the food) well spent—and strolling the antique cars lineup is the icing on the ... uh ... cookies.

Saturday, September 12th at Indian Beach

SCHOLARSHIP PAGEANT

Debbie Miller and Lisa Tousseau, chairing.

It's an all new format this year—pared down dramatically in deference to the current state of the economy—and the concept is intriguing. Perhaps for this time only the competitive categories will be limited to Miss Canyon Lake and a designated reduced supporting cast. And it will take place in conjunction with—during the intermission—the Lighthouse Players' Candlelit Dinner and Show under the stars that evening. It'll be a unique experience in that great setting. Say tuned for more information.

October 9-14

ANNUAL CHAMBER SPONSORED CRUISE, this time a 4-day tour of Baja Mexico: San Diego, Cabo San Lucas, Ensenada, San Diego aboard Royal Caribbean's *Radiance of the Seas*

Organized by Canyon Lake Travel, profits donated back to Chamber-sponsored community activities. You don't have to be a Chamber member to join the fun. The cost is \$450 per person for an inside cabin. The package includes bus delivery to port and the return trip. \$545pp outside. \$150 deposit (\$30 non-refundable). For information and registration: Melissa Ochoa, 244-1831, clt@cltravel.com.

Sundays from 10-1 in the Towne Center parking lot near Pack Wrap & Post

FARMERS MARKET

"Anchored" by booths presenting the best of local produce, plus fresh herbs and plants, the Market also offers a variety of imaginative goods and services. Linda Landman's Abalone Designs [left] features fun "pirate stuff." And regularly Brandon [right] demonstrates the attractive versatility of his Gourmet Cheese Mills. They even shred more substantial vegetables



such as carrots—and the whole rig breaks down for easy cleaning! The Market is worth a stroll weekly to restock your larder and perhaps visit with friends along the way.

CHAMBER POT POURRI

CHAMBER AMBASSADORS COMMITTEE, Tracy Vartanian, chairing

Tracy, Marjorie Dillow of Guaranty Bank, Dave McCrory of The Storm, and Trudy Wicke are soliciting ideas from members and merchants regarding how we, the Chamber, might improve our image and activities to appeal to our membership, potential new members, and our community. Our busy calendar is generally well received, so our lately reduced roster lately surely reflects the sad state of the economy rather than lack of interest. Through good times and bad our average \$80 annual membership fee has got to be about the best deal around.

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The Canyon Lake Chamber of Commerce

31658 Railroad Canyon Road (#104), Canyon Lake CA 92587 ~ Mailing address: 31566 Railroad Canyon Road
951.244-6124 ~ FAX 951.244-0831 ~ www.canyonlakechamber.net ~ Office hours 10-3 M-W-F

Regular Chamber Meetings

Luncheons: 2nd Wednesday monthly, 11:30a, Pepe's Restaurant. Reservations required (244-6124).

Chamber Board: 3rd Friday monthly, 8a ~ Mixers: last Wednesday monthly, from 5:30p

The Chamber News Website Bulletin is posted monthly. Content is provided by members and subject to Board approval.

Editing: Nancie Weber, 951.244-6673, nanciet@verizon.net