



The Canyon Lake Chamber of Commerce

CHAMBER NEWS

THE WEBSITE BULLETIN at www.canyonlakechamber.net

Canyon Lake, California 92587

April 2009

YOUR VOTE IN POA BOARD ELECTION WILL COUNT!



FROM THE PRESIDENT, Larry Cressy of Coldwell Banker

Diane Simones, editor of the free monthly publication, *Neighbors Newspaper*, which focuses on fun things going on in this region, came up with a clever marketing slogan showcasing our Towne Center. How about *IT'S ON YOUR WAY* instead of *out of your way!* I like it.

Speaking of, if you're on your way to the Chamber office at its familiar location next to AutoCare USA, very soon you'll need to detour to the other side of the same building. Executive Director Lee Clark will be shifting her Monday-Wednesday-Friday open house to an office in Mike Irvin's Pac West Financial complex. Transition cleanup is underway as we speak, and Chamber business will be as usual very soon. Stay tuned.

It's time for the POA's Annual Meeting and Election. Three positions on the Board of Directors are coming available for its 2009-2011 term. Seven community candidates vying for those slots will be offering their credentials and explaining how they might best serve Canyon Lake at the Chamber's April luncheon on Wednesday, the 8th. The field includes incumbent David Johnston; former Directors Chuck Whitehead, Roger Windeler, and John Zaitz; and new faces Rita Bendlin, Michelle Gordon, and Steve Salazar. Primary issues they will have to deal with if elected will be assessments and fiscal responsibility, Goat Hill's future, reopening of the Lodge, and improving our road conditions. If you would like a voice in our town's government, please evaluate these candidates' priorities *and vote!*

April Business of the Month

THE FRIDAY FLYER and EDITOR SHARON RICE

31558 Railroad Canyon Road. 244-1966, FAX 244-2748.

The Friday Flyer depends on advertisers for its existence and, in turn, very much wants to support local businesses in their attempts to make their services and products known to Canyon Lake residents. Editor Sharon Rice encourages local businesses to contact the paper when they are hosting an activity, contest, event, or cause that helps others in the community. "In regular times—and especially in an economy like this one—we all need to do what we can to support one another," she says.

APRIL LUNCHEON

Wednesday, 8th

Pepe's Restaurant at 11:30

\$12.00 per person

Reservations required NLT

Call Lee at 244-6124

Speaking

POA BOARD CANDIDATES

March Business of the Month

CANYON LAKE TRAVEL

and Melissa Ochoa

April Business of the Month

THE FRIDAY FLYER

April Mixer

Wednesday **22nd**, 5:30-7

JORDAN & JENNIE

EHRENKRANZ, hosting

POA Multi-purpose Room

FIESTA DAY

Saturday, May 23rd 9-4

at the Lodge

CHAMBER GOLF

TOURNAMENT

Saturday, June 13th

FARMERS' MARKET

Sundays 9-1

Towne Center Parking Lot

March Business of the Month

CANYON LAKE TRAVEL and MELISSA OCHOA, OWNER

31740 Railroad Canyon. 244-1831, clt@cltravel.com

Affiliated since 1989 and owner of CL Travel since 2003, Melissa pledges that if you book your vacations with her, our community will benefit. Annually this business voluntarily organizes an annual long weekend cruise with profits going to the Chamber of Commerce—meeting Melissa's commitment to supporting projects that make our town a great place to live and work.

Contrary to popular belief, travel agents sell 51% of all airline tickets and 87% of all cruises and tour packages—charging only a small fee for airline ticketing and no charge at all for booking packages, cruises, hotels, or car rentals. In all cases they pledge to find their clients the most attractive and economical options. Conversely, on-line companies such as Orbitz and Expedia do charge a booking fee.

Melissa recalls that when two airlines offering Hawaii destinations went out of business with no advanced warning last year, only vacationers who'd dealt with travel agents were protected and their moneys usually refunded. "We do care, and we believe our full service agency offers the most straightforward deals in the travel business. Drop by our place (close to Guaranty Bank) to meet us and see what we can do for you."

March Business Spotlight

ASHLEY BAKER of ALTERNATIVE WELLNESS & DAY SPA

31552-2 RR Canyon Road (between Domino's and Friday Flyer)

951.491-4548 for information and appointments



Body pampering has long since evolved from being only for the privileged, and you need to look no farther than the Alternative Wellness Day Spa in the Towne Center for affordable and rejuvenating treatment that will make your day. While Ashley, a Licensed Massage Therapist (LMT), specializes in body massage, her business partner Shawna Palmer is a certified Colon Hydro-Therapist. As well, treatments are given by LMT Ashley Lopez.

Ashley Baker enjoys the personal satisfaction that comes with helping people relax and feel better about themselves and their physical being. She specializes in hands on treatments based primarily on the gentle Swedish massage or the firmer Deep Tissue procedure. She is presently offering Canyon Lake residents—men, too, of course—two reduced price treatment options. There's a one-hour Swedish or combo massage for \$45 (packages of two or three of these purchased at one time are at a further reduced price); or a 45-minute Body Scrub or Mud Treatment at \$45.

EVENTS REDUX

March Luncheon Speaker

JUAN PEREZ, DIRECTOR OF TRANSPORTATION in RIVERSIDE COUNTY with regard to the status of the NEWPORT ROAD PROJECT

Positive resolution—and soon!—would be nice. Right? There is cautious optimism about the project resuming in about sixty days. Alternatively, it might be four months, soonest, if the County has to advertise for bids on the contracts. Meantime recent activity regarding this project includes obtaining affected cities' cooperation, reserving their rights to file on the developer's bankruptcy proceedings. And a Final Demand for \$14 million regarding bonding for all improvements has been filed.

Meantime, the most likely scenario for the interim will be maintaining the Goetz Road to the existing Newport Road connection (the old Newport is or will be named Normandy Road, by the way) and opening the new Newport Road extension to *eastbound* traffic only. *It can't be two-way there because there is no quick-fix way to connect westbound movement back into Goetz.

A very interesting power point presentation from Mr Perez. Also at the luncheon raffle gifts were provided by AutoCare USA, CR&R, Canyon Car Company, the CL Emergency Preparedness Committee, the Fine Arts Guild, Guaranty Bank, and Manny's Cleaners.

March Mixer on the 25th in Sun City

FRAN & PATTI'S PAST TIMES CHOCOLATE FACTORY. Hosting: FRAN and PATTI KASPER, CHOCOLATIERS

28089 Bradley Road, Sun City. 246-4717, toll free 877.778-8463. www.franpattispastimes.com.

What can you say about chocolate in the air and artfully arranged all around you—after you've recovered



from swooning! Patti and her mother Fran Kasper have brought heaven to Sun City in the form of hand-crafted specialty confectionary goodies to die for. As well they feature floral designs and will create unique bridal accessories.



If a plethora of sweets wasn't enough to keep mixer attendees happy, the hosting ladies also presented a home-cooked three-main-course-options buffet followed by

kingsized seasonal strawberries wrapped in dark, milk, or white—well—*chocolate!* Raffle gifts during the mixer were provided by the Country Club, Fran and Patti, Guaranty Bank, Headquarters, and Sizzler.

CANYON LAKE FINE ARTS GUILD CONCERT on March 28th at the Lodge

A well kept musical secret for far too long, the Temecula-based Inland Valley Symphony has emerged as a leading cultural attraction throughout this region and beyond. It was our privilege to experience a wonderfully nostalgic evening of the group's melody featuring Broadway tunes, familiar classical renditions, and timeless standards. Our own Paul Chenette made a cameo appearance singing "God Bless the USA. And a special surprise along with featured singers tenor Marco Antonio Labastita and mezzo soprano Janelle De Stefano was the appearance of baritone Richard Schaffner. There was no trouble figuring out the connection. Dr Rick, a mainstay in operas and classical renditions throughout the Southland, is a double-take of Dr Marlowe. Proceeds of this special concert are being shared with Canyon Lake's Bosom Buddies.



MARK YOUR CALENDAR

Thursday, April 9th

LAKE ELSINORE STORM, THIS SEASON'S OPENING DAY

Our Class A affiliate of the San Diego Padres is geared for league championship! Hitting the new season off, the Storm is out to defeat the Visalia Oaks. That's Thirsty Thursday, folks—\$1 beer and sodas and always some pre-game fun. First pitch will be at 7.

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

FARMERS MARKET



With the weather finally cooperating, Sunday's street fair in the Towne Center's parking lot is blossoming into a pleasurable social event along with an opportunity to restock the larder with the freshest and tastiest locally grown produce. Too, the season's newest plants and prettiest flowers are available at their peak, and there is a nice variety of booths offering kitchen and personal health products, handmade clothing (even for Fido) and bling, live



birds and gourmet pet chows, and much more. Here, Tom McDougall of Herbfresh.com offers a variety of young planted herbs, several kinds of tomatoes, and a planted multi-lettuces basket!

Saturday, April 18th, 7-9 p.m.

COSTCO SPECIAL EVENT only at the LAKE ELSINORE and TEMECULA LOCATIONS

There'll be refreshments, also costumed characters available for photos—the latter only in Lake Elsinore. Come join our event and receive up to \$20 in Costco cash cards (you must be a member to purchase). For additional information: James Comstock or Tim Ramirez, 253-6030 x247.

Saturday, May 2nd. 9:20-2:00 at the CostCo site (the I-15 and Central Avenue).

CHILDREN'S MIRACLE NETWORK BUSINESS SHOW sponsored by Lake Elsinore CostCo.

Contact: Tim Ramirez, Business & Marketing Representative, 253-6030 x247, W746MKT@costco.com

It's CostCo's annual fundraiser aimed at helping to create a brighter future for kids. Chamber members can exhibit their services and distribute promotional materials at the store site during that Saturday (\$400 per booth). All exhibitors' fees will be donated to the CMN, and a portion will be matched by CostCo Wholesale. Last year CostCo donated over \$17 million to this cause throughout the US and Canada.

May date not yet firmed

BUSINESSES OF THE YEAR WALK OF FAME

Tentatively targeted for Sunday, May 17th, there will be a formal dedication of our Walk of Fame honoring Canyon Lake Businesses of the Year since 1991. Festivities will be in front of City Hall and the POA. Twenty-eight stones honoring these businesses since Pepe's was first recognized through our most recent awardee—The Canyon Car Company—have been completed by mosaic artist Judy Pruett of Creative Stained Glass.



Saturday May 23rd 9-4 at the Lodge

FIESTA DAY

Sponsored by the Homeowners Club. Contact: Joanna Spiller. 244-1553

This year the Fiesta will honor small town heroes—our military veterans. A selected contingent of resident veterans having served in combat zones since World War II will be featured in the parade preceding the scheduled activities on the Lodge's lawn.

People and businesses interested in being event sponsors pick up applications at Pack Wrap & Post. Sponsorship categories are Platinum \$250, Gold \$100, and Silver \$50.

Saturday, June 13th

RAY CHENETTE MEMORIAL GOLF TOURNAMENT sponsored by the CHAMBER with an AWARDS DINNER following. Benefitting August's Junior Golf Clinic.

Registration begins at 10:00, shotgun at noon. Price: \$99 per person. Dinner will be at the Country Club from 5:00 p.m. Paul Chenette, Mike Irvin, Dave McCrory, Russ Smith chairing. Contact: 244-6124.

Saturday, July 18th at the stadium

3rd ANNUAL CHAMBER SPONSORED TAILGATE PARTY prior to the STORMS GAME

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.

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The Canyon Lake Chamber of Commerce

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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.

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