



The Canyon Lake Chamber of Commerce

CHAMBER NEWS

Canyon Lake, California 92587

THE WEBSITE BULLETIN, August 2008

SUMMER CHAMBER EVENTS HAVE BEEN BIG HITS!

FROM THE PRESIDENT, Mike Irvin (Pac West Financial)



Hot enough for you lately? I'm advised that a photo more in keeping with the season would be appropriate. How about **Community Night at the Diamond!** It was a huge success! The Car Club's rally of vintage vehicles once again attracted strolling Tailgate BBQ attendees, our Choraleers acappella'd a stirring review of our national anthem, Mayor Pro Tem John Zaitz and Yrs Truly tossed the first balls without disgrace, and we squelched the Rancho Cucamonga Quakes in the bottom of the ninth. Thanks very much to event sponsors Phil Cohen, Russ



Smith/RAS Financial, CostCo, the BBQ chef Zaitz and myself, the Canyon Lake Cars Club, Loretta Dudziak/CL Country Club, and field announcer and Storm Assistant Director/Group Sales Dave McCrory. [Photo right: Zaitz and Irvin]

August Luncheon Speaker

LARRY WARD, RIVERSIDE COUNTY TAX ASSESSOR

Serving for over 29 years in a variety of Riverside County appraisal, supervisory, and management positions, Larry Ward was elected to his first four-year term as Assessor-County Clerk-Recorder in June 2006. In this position he presides over 550 offices countywide which are responsible for locating, identifying, and valuing all taxable property in this jurisdiction. Mr Ward, tasked to make sense of the mysteries and confusion associated with this year's billing, will welcome questions from community residents.

Business of the Month

THE CITY OF CANYON LAKE

Contributed by Lori Moss, Manager, City of Canyon Lake

The City of Canyon Lake is honored to have been selected as August's Business of Month. We take great pride in the public services that we provide to the residents and businesses of our town. Recently we adopted the City's 2008-2009 budget. By this action our City Council was able to sock away tens of thousands of dollars into reserves while still providing the same or improved services to our residents. We are thrilled to sit atop an almost \$4.9 million reserve balance—or close to two years of our operating budget. By maintaining a balanced budget and identifying new revenue sources, the City of Canyon Lake continues to meet the community's expectations for improving transportation and providing outstanding police and fire protection.

Business Spotlight

AUGUST LUNCHEON

Wednesday, 13th

Pepe's Restaurant at 11:30

\$12.00 per person

Reservations Required

Call Lee at 244-6124

Speaking

LARRY WARD

Riverside County Tax Assessor

Business Spotlight

J.C. SWINK CHIROPRACTIC

Jeff Swink, D.C.

August Business of the Month

CITY OF CANYON LAKE

AUGUST MIXER

Wednesday, 27th at the site

CL COUNTRY CLUB & Loretta Dudziak and City of Canyon Lake, Hosting

FARMERS' MARKET

Sundays, 10-1

Towne Center Parking Lot

J.C. SWINK CHIROPRACTIC, INC. and JEFF SWINK, DC

Perhaps clarifying, *chiropractic* treatment is a special form of health care which recognizes the body's ability to heal itself. Dr Jeff Swink focuses on structure and function of the body's muscles and joints, administering *by hand* specific gentle thrusts to restore proper body alignment. Since 1990 he has been committed to honoring his mentor and noted chiropractic educator Dr Ronald Watkins by helping patients function at their optimum physical level.

31532 Railroad Canyon Road (112), 951.244-4040

BUSINESSES OF THE YEAR *WALK OF FAME* TO ENHANCE CITY HALL FRONTAGE

The Chamber is undertaking a unique project recognizing our town's Businesses of the Year that will evolve into a display of mosaic stepping stones in front of the City Hall-POA complex. There will initially be 27 stones in all, since Pepe's was first honored and through 2007's winners CostCo of Lake Elsinore and Lakeside Lending. Mosaic artist and Chamber member Judy Pruett of Creative Stained Glass is already a significant way into completing the project. When all of the mosaics are done, the stones will be secured in the grassy area simultaneously with appropriate fanfare.

Enhancing this unprecedented business recognition, there will be a glass case mounted on the wall near by showcasing Businesses of the Month for the current twelve-month period. *Photo: Chamber Executive Director Lee Clark and Judy Pruett (Creative Stained Glass) displaying the mosaics.*



WE WELCOME NEW CHAMBER MEMBERS

Yvonne and Roger McKenzie/individuals, 30248 Point Marina Drive, 244-0047

**Oak Tree Realty Group, John Benner/realty, 31630 Railroad Canyon Road, 951.551-6331,
800.291-5473, FAX 888,232-3901, john@oaktreerg.com**

**Suttle Builders Construction Company, Nino Suttle/general contractor and 20-year CL resident,
949.254-2069, www.suttlebuilders.com**

**J.C. Swink Chiropractic, Inc, Jeff Swink DC/chiropractor, 31532 Railroad Canyon Road (112),
951.244-4040. Mon & Wed 9-6, Tues & Thurs 12-6, Fri 9-4, Sat 9-12; after hours by appointment.**

MILESTONES

SADLY, THREE OF OUR COMMUNITY ILLUMINARIES HAVE PASSED AWAY RECENTLY.

HELEN MAY SCOTT, 1928—July 2008

Residents since 1972, Helen and the late Eugene "Scotty" Scott, established Canyon Lake Stationery and Scott Business Services which were among our Chamber's charter members. She contributed her considerable organizational expertise to the Women's Club, the Home Owners and Travel clubs, the 1978 POA Board of Directors, the Chamber Board 1994-2003, and she was the Chamber's 2006 Volunteer of the Year.

CATHLYNE M nee Wirtz ZAITZ, 1948—June 2008

Survived by Mayor Pro Tem John Zaitz. Canyon Lake's 2000 Woman of the Year, Cathy's long involvement with Canyon Lake has included active membership with the Theatre and Performing Arts Association, the Home Owners Club, and the Chamber of Commerce Scholarship Pageant. She was among the founders of the Bosom Buddies support group here.

MARGENE LOCKWOOD nee Rowley ZIFF, 1933—July 2008

Survived by her husband Howard Ziff, our 1997 Woman of the Year (often in tandem with Howie, CL's 2003 Man of the Year), lent her seemingly inexhaustible energy to the Presidents' Council, the Women's Club, PEO, Panhellenic, the Choraleers, the Senior Center, and more. Her proudest achievement was establishing in 1985 the CL Cotillion focusing on community youth.

EVENTS REDUX

July's Mixer

THE GLAMOUR BOX, April Pappas, owner and Aesthetician

It was a good turnout, very social, and—alas!—the Harley Sportster 2006 was won by someone from out of town. Thank you, all the businesses which contributed door prizes: AutoCare USA, Cal-Kool Air Conditioning, CL Travel, CL Vision, Farmers Insurance, Guaranty Bank; JC Swink Chiropractic, Lake Elsinore Storm, Letting Go Salon, Pack Wrap & Post, Rock-it-Taco, Sizzler Restaurant, and The Glamour Box .

31532-107 Railroad Canyon Road

244-4111, cell 816-1108, www.skincarebyapril.com



CANYON LAKE JUNIOR GOLF CLINIC, August 4-8th

One hundred and ninety-three children and teens ranging from ages 4 to 17 swarmed the course for four days of individual instruction (putting, driving, chipping, and technique assessment), winding up on Friday with mini-games followed by the picnic and awards. This golfing concept was conceived nearly 15 years ago by Ray Chenette and Brian Kay as summer fun for the community children. The Chamber became involved three years ago by funding the event with our own annual spring tournament. This past spring the Board approved naming our event for Ray, who passed away earlier in the year. We were pleased to turn over approximately \$6,000 to this year's Junior Golf Clinic. Thanks to resident golf pro Dave Linderman for organizing this most popular event.

MARK YOUR CALENDAR

FARMERS' MARKET

Sundays, 10:00—1:00 p.m., Canyon Lake Towne Center Parking Lot

This is fun! Shoppers will find a variety of locally grown fresh fruits and vegetables, fresh flowers, handcrafted items and quality art, and freshly prepared food including roasted corn, salsas, tamales, seasonings, and baked goods. Booths may be rented (\$25). For information contact event Market Manager Pam Earle or Owner Gale Cunningham at 491-4111.

15th ANNUAL CHAMBER SPONSORED CRUISE this time to CABO SAN LUCAS

December 4-8 2008

Canyon Lake Travel is orchestrating this long-weekend idyll along the Baja California coast to Cabo San Lucas. Prices start at \$419.90 per person for a inside cabin (\$479.00 pp outside) to include free bus transportation round trip from Canyon Lake. A \$150 per person deposit is required immediately to hold reservation with final payment due September 22nd. Spaces are selling well. To date there are 24 committed in our Canyon Lake party.

Melissa Ochoa/Canyon Lake Travel, 31740-2 Railroad Canyon Road, Canyon Lake 92587.

951.244-1831, FAX 951.244-5393