



The Canyon Lake Chamber of Commerce

# CHAMBER NEWS

Canyon Lake, California 92587

May 2008

## TOWNE CENTER MAP FINALLY CLEARING THINGS UP

*FROM THE PRESIDENT, Mike Irvin*



This obstacle challenged project's been on the burner for so long, it takes some adjusting to realize it's finally a reality. Looks very good, too. The writing's big and the layout map is clear. Melissa Ochoa, Canyon Lake Travel, and co-chair Russ Smith of RAS Financial may take their bows for a job well done. ProDigital Graphics, which has only recently brought its state-of-the-art publishing equipment to the Towne Center, generously printed our first run at no cost. Free copies are distributed at various places about town, and I'm happy to report that I'm at last navigating the Center's confusion without a hitch (something like that).

Speaking this month at the luncheon on the 14<sup>th</sup>, the Elsinore Valley Municipal Water District's Ben Wicke and Ron Young will be sharing water issues of concern to residents such as drought impact, the lift stations, big pump storage, the Longhorn Sewer Line, and more. Concurrently, that utility is also our May Business of the Month, selected for its continued support of our Chamber and our community.

### Business of the Month

#### **THE ELSINORE VALLEY MUNICIPAL WATER DISTRICT**

Our contact: W R "Ben" Wicke, Board of Directors

Since 1950 the EVMWD's mission has been to manage its natural resources to provide reliable, cost efficient, high quality water and watershed resources for the communities it serves including Canyon Lake. Since 1968 our POA has leased the recreational rights, with the Water District committed to maintaining our minimum lake level at 1,372 feet above sea level.

13115 Chaney Street (POB 3000), Lake Elsinore 92531

### Business Spotlight

#### **LAKE ELSINORE STORM BASEBALL TEAM**

Our contact: Dave McCrory, Assistant Director/Group Sales

This San Diego Padres affiliated Single-A farm team is enjoying its fifteenth season at Lake Elsinore's Diamond Stadium. One of ten teams composing the California Baseball League, the players field 140 home and away games between April and September annually. Twice—in 2001 and 2004—they've been League champions, and half way through this season they are in first place. Sixty-six Storm veterans have moved up to the Classes AA, AAA, and/or majors level. Many have stayed with the Padres including shortstop Khalil Greene and 2007 Cy Young National League Award Winner Jake Peavy. The Storm's consistent talent guarantees a pleasant afternoon or evening cheering for "our boys of summer." Director Dave announces at the game and often serves as straight man for the team's charismatic big green dog, Thunder.

245-4487 ... dmccrory@stormbaseball.com

MAY LUNCHEON  
Wednesday, 14<sup>th</sup>  
**Pepe's Restaurant at 11:30**  
\$12.00 per person  
Reservations Required  
Call Lee at 244-6124

Speaking  
Ben Wicke & Ron Young  
**THE ELSINORE VALLEY  
MUNICIPAL WATER DISTRICT**  
[EVMWD]

Business of the Month  
**EVMWD**  
Business Spotlight  
**LAKE ELSINORE STORM**

April's Mixer  
**PEPE'S RESTAURANT**  
Hosting  
April 30<sup>th</sup> from 5:30

## WE WELCOME NEW CHAMBER MEMBERSHIPS

More complete information is on members roster.

Acadia Chiropractic/Charles Donofrio, 31641 Auto Center Dr, Lake Elsinore, 471-3530, FAX 951.471-3617  
Active Builders, Andrew Rumreich/general contractor, 31630-16 RR Cnyn, 800.711-7473, FAX 951.639-3752  
Appraisal Equities, Stephen McCrea/real estate appraiser, 31606-205 RR Cnyn, 244-2056  
B&B Productions, Brent Beveridge/DJ service, 31791 Indian Spring Rd, Lake Elsinore 92532, 471-5326  
Canyon Car Co, Steve Newlin/wholesale auto broker , 31630-13 RR Cnyn, 253-4434, [www.canyoncarco.com](http://www.canyoncarco.com)  
Canyon Lake FineArts, Art Zasio/cultural organization, 23066-8 Cnyn Lake Dr South, 244-0123  
Canyon Lake Smoke Shop/Tim Shaw, 31630 RR Cnyn, 246-2892  
Executive Payment Solutions, Brandie Barnes/25467 Mtn Springs St, Menifee 92584, 479-1552  
PAL Office Products, Chris Doubleday/office equipment, 41083 Sandalwood Cir (H), Murrieta 92562, 698-0518  
Pro Digital Graphics, Craig Tarrant/printing, 31590 RR Cnyn, 951.639-7591, 951.244-8166  
Sempson Graphics, Scott Sempson/vehicle graphics, signs and lettering, 246-1070, 888.246-1032  
The Glamour Box, April Pappas/personal boutique & spa, 31532-107 RR Cnyn, 244-4111

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April's Mixer, the 30<sup>th</sup> at the site

### **PEPE'S RESTAURANT, Marty Gibson, hosting**

Featuring casual socializing in familiar surroundings and a congenial host at our principal venue, mixing it up is our most popular regular event. Businesses are encouraged to donate raffle prizes at the mixers—which are open to everyone and are a great way to expand recognition in the community  
31780 Railroad Canyon Road • 244-7373 ... [BigPepeCL@aol.com](mailto:BigPepeCL@aol.com)

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## MARK YOUR CALENDAR

May's Mixer: the 28<sup>th</sup> at the business site

### **CANYON CAR COMPANY**

Wholesale vehicle dealer Steve Newlin has some surprises in store for this mixer—not the least of which is the most spectacular raffle award we've seen yet. A Chevy truck! Entry forms will be available at their Fiesta Day booth and at the mixer itself.

31630-13 Railroad Canyon Road (near Coldwell Banker) • 253-4434 ... [www.canyoncarco.com](http://www.canyoncarco.com)

### **RAY CHENETTE MEMORIAL GOLF TOURNAMENT and AWARDS DINNER**

Sponsored by the Chamber of Commerce and Paul Chenette's AutoCare USA

Saturday, June 14<sup>th</sup>. Registration from 9:30, be there not later than 11:30 for shotgun start.

Only recently the Board unanimously approved honoring Ray Chenette, Paul's brother, for helping found this tournament and for his unwavering support prior to his death this past January. Ray, you may recall, pocketed a single putt from 50 feet in competition a year ago and claimed the \$2,500 prize. "It was like winning the Masters," he chortled. Proceeds from this event benefit late summer's Junior Golf Clinic.

Information and interest in sponsoship" 760.580-0398 or visit [www.cljrgolf.com](http://www.cljrgolf.com)

### **CHAMBER EVENING AT THE STORM**

Saturday, July 19<sup>th</sup> from 4:30

This fun evening at Diamond Stadium kicks off with our third annual pre-game tailgate BBQ in the parking lot before moving over to the stadium to cheer on the Lake Elsinore Storm baseball team. These guys brought home the Single-A League trophy in 2001 and 2004, and there are early signs they'll be championship competitive once again. Tickets will be available through the Chamber.