



The Canyon Lake Chamber of Commerce

# CHAMBER NEWS

Canyon Lake, California 92587

THE WEBSITE BULLETIN, November 2008

## 2008's PARADE OF FRIGHTS THE BEST EVER!

FROM THE PRESIDENT, Mike Irvin (Pac West Financial)



POA President Jordan Ehrenkranz and slot contender Steve Salazar are *still* awaiting final poll results indicating which of them will assume the remaining seat on our City Council. And Chamber Executive Director Lee Clark is languishing at home with a broken leg! Lee being Lee, she was back to Chamber business as usual within 4 days, albeit from the sofa, and we are wishing her a speedy recovery.

It was a stirring moment during November's luncheon when Assemblyman-turned-State-Senator John Benoit presented Mayor Carl Armbrust with an American flag flown over the

Capitol. We applaud the Senator's successful campaign and thank him for his longstanding personal interest in Canyon Lake.

Good news for Towne Center shoppers—The Canyon Lake Country Club, European Carpets, and Willow Originals are all offering 10% discounts to Chamber members. And here's a great time saver: Pepe's will be preparing pre-cooked prime ribs for Thanksgiving and Christmas with instructions on completing the task at your convenience. You must order at least two days in advance, 244-7373.

Our first time doing this event, early October's Garage Sale was a moderate success with definite fund raising potential. Donations were light, but just about everything sold. Thanks to the Middles (Middle Enterprises Inc) for making their driveway available, and to event organizers Phil Cohen and Larry Cressy (Coldwell Banker).

November Luncheon Speaker

**ASSEMBLYMAN and new STATE SENATOR JOHN BENOIT**

Our Man in the Legislature, soon to represent more than one million citizens of the 37<sup>th</sup> Senate District, as always tells us like it is on matters critical to our state's economic stability. Mincing no words, he advised us that State revenues rely 54% on personal income tax, with an additional 30% tied to the stock market and people employed. Understanding that clarifies a critical aspect of the State's \$12 billion shortfall. Close to home, the 37th District's eight percent currently unemployed's former payroll taxes have evaporated, and the immediate economic future of our district alone is sobering.

NOVEMBER LUNCHEON

Wednesday, 12th

**Pepe's Restaurant at 11:30**

\$12.00 per person

Reservations Required

Call Lee at 244-6124

Speaking

**STATE SENATOR  
JOHN BENOIT**

November Business of the Month

**CANYON CAR COMPANY**

**Steve Newlin**

November Business Spotlight

**JORDAN EHRENKRANZ**

**President, POA**

November Mixer

November 19<sup>th</sup> at the site 5:30

**GUARANTY BANK**

Ribbon Cutting

**WILLOW ORIGINALS**

**31604 Railroad Canyon Road**

Friday, 21<sup>st</sup> at 4 p.m.

**CHAMBER CRUISE**

Down Baja to Cabo San Lucas

December 4-8<sup>th</sup>

**TREE LIGHTING**

December 5<sup>th</sup> at City Hall, 5:00

**FARMERS' MARKET**

Sundays, 9-1

Towne Center Parking Lot

November Business of the Month

**CANYON CAR COMPANY, owner Steve Newlin**

Steve urges Canyon Lakers to talk with him before you contract with dealerships. He can get you better pacts on new and used vehicles of all kinds, and a portion of the sales tax benefits our town..

November Mixer

**GUARANTY BANK and Marjorie Dillow, Banking Center Manager**

Wednesday, November 19<sup>th</sup>, 5:30—7:30

Our last mixer of 2008 (there isn't one in December), traditionally it's a salute to the holidays, and our bank is guaranteed to provide a lively and fun evening for Chamber members and guests. Please bring a door prize—a great way to stimulate recognition for your business. They are also requesting non-perishable food donations to be distributed among the needy at Thanksgiving.

31740 Railroad Canyon Road

951.244-1816, FAX 951.244-2497

---

## EVENTS REDUX

### **PARADE OF FRIGHTS, October 25<sup>th</sup> in the Towne Center**

There was fantastic participation in this popular event—approximately 800 costumed children, 23 booths sponsored by businesses and clubs, and the best occasion support ever. Organization stemmed from the Chamber's go-to booth hosted by chairpersons Loretta Dudziak (CL Country Club), Roanne Grasso of ABC Bounce, Coreen Graff (Bling It On), and Melissa Ochoa of CL Travel. The Canyon Lake Middle School dance team ran the sign-in booth.

The Community Church provided live music and free spin-art frisbees, long lines waited patiently for pony rides, ABC Bounce's three inflatables were crowded, and Rock It Taco served up tasty south-of-the-border selections. Our unofficial city photo historian Bert Barbay meandered, catching the festive flavor as faces were painted and fish were caught.

Not to be left out, representatives of the Explorers, the library, City Hall, and the POA pitched in to help. Heart-to-Heart, European Carpet, CL Insurance, and Pack-Wrap-Post donated cash, Terry Wesseln's Surfer Bean distributed gift certificates, and the local Diamond and Cal Oaks Movie Experiences donated tickets. And surely one show stopper was new Chamber member Mesa

Mobile Veterinary Services's manned booth of dressed up dogs! It was a day to remember!

*Photos: (top) Farmers Insurance's Sandy Geer and Kathleen Aldridch going fishing. (bottom) The Zingg-McCrorys taking it to the bank ... perhaps floating a loan for new threads!*



### **NOVEMBER LUNCHEON**

Door prizes at the luncheon were provided by Canyon Car Company, Canyon Lake Vision, Express Your Threads, Guaranty Bank, Lake Elsinore Storm, Willow Originals, and You Drink/We Drive (Tracy Vartanian).

---

# MARK YOUR CALENDAR

Ribbon Cutting

**WILLOW ORIGINALS, owner Karen Swerczek**

Friday, November 21<sup>st</sup>, 4:00 at the site:

31604 Railroad Canyon in the Can Do Plaza (the Canyon Lake Barber Shop is also there).

Karen's handmade soaps, lotions, and bath enhancers along with unique accessories, art, and crafted items reflect her deep passion for the environment. All of her products are made from organic or recycled materials purchased in a fair trade market and never tested on animals. Also sensitive to helping others, she predicts that as her business grows, "so will the amount that I'll be able to give back to the community." She invites people to join in celebrating her arrival in the Towne Center and to bring donated nonperishable foodstuffs to be distributed among the needy in our area.

## **15<sup>th</sup> ANNUAL CHAMBER SPONSORED CRUISE this time to CABO SAN LUCAS**

December 4-8 2008

Thirty passengers from Canyon Lake will be enjoying this long-weekend idyll along the Baja California coast to Cabo San Lucas. Cabins are still available and there are seats on the bus.

The bus will depart from the Lodge no later than 10:30 a.m. on Thursday, December 4<sup>th</sup>.

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

951.244-1831, FAX 951.244-5393

## **ANNUAL TREE LIGHTING**

Sponsored by the City of Canyon Lake and the Chamber of Commerce

Friday, December 5<sup>th</sup> at 5:00 in front of City Hall

Santa himself, arriving courtesy of the Fire Department, will kick off the 2008 December holiday season in the Towne Center. There will be entertainment, food, photo opportunities with Santa, and a carriage ride. The mayor and Chamber President Mike Irvin will turn the switch to light up the tree.

*CHAMBER NEWS WEBSITE BULLETIN* ☞ November 2008

### **The Canyon Lake Chamber of Commerce**

31640 Railroad Canyon Road (#104), Canyon Lake CA 92587 ☞ Mailing address: 31566 Railroad Canyon Road  
951.244-6124 ☞ FAX 951.244-0831 ☞ [www.canyonlakechamber.net](http://www.canyonlakechamber.net) ☞ Office hours 10-3 M-W-F

### **Regular Chamber Meetings**

Luncheons: 2<sup>nd</sup> Wednesday monthly, 11:30a, Pepe's Restaurant. Reservations required.

Chamber Board: 3<sup>rd</sup> 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](mailto:nanciet@verizon.net)