

2020 VISITOR'S MAGAZINE  
JANUARY - MARCH

FREE  
TO ENJOY!

LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE

BUSINESS INFLOW OF

2020

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Lake Elsinore** - Page 12

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DINING CHOICES** - Page 4



28  
MARCH



# MASQUERADE *Ball Party*

71ST ANNUAL INSTALLATION DINNER  
& AWARDS CEREMONY

6:00 P.M. - 10:00 P.M.

BLACK TIE ATTIRE - \$125 PER PERSON

**PLEASE COME DRESSED FOR THE OCCASION**

RSVP ONLINE AT [WWW.LAKEELSINORECHAMBER.COM](http://WWW.LAKEELSINORECHAMBER.COM) · FOR MORE INFORMATION 951-245-8848

NOW ACCEPTING LIVE AND SILENT AUCTION ITEMS - SPONSORSHIP OPPORTUNITIES AVAILABLE

2020 EXECUTIVE BOARD

CHAIRMAN OF THE BOARD  
William Johnson  
*Williams Bait, Tackle & Boat Rentals*

FIRST VICE CHAIRMAN  
Mike Norkin  
*Cherished Memories Photography*

SECOND VICE CHAIRWOMAN  
Michele Munoz  
*Farmers Insurance -  
Munoz Insurance Agency*

TREASURER  
Myles Ross  
*Sunbelt Business Sales*

CORPORATE SECRETARY  
Betsy Brockman  
*Navy Federal Credit Union*

2020 BOARD OF DIRECTORS

JON FAVILLO  
*Jon's Movers Inc.*

JACK FERGUSON  
*Jack T. Ferguson CPA*

GINGER GRIFFIN  
*Elsinore Woman's Club*

ELIZABETH ROUSE  
*Coldwell Banker Commercial  
Sudweeks Group*

JEFF UPCRAFT  
*Southwest Healthcare System*

BONNIE WOODROME  
*Elsinore Valley Municipal Water  
District (EVMWD)*

CASEY ZOLNIER  
*Lake Elsinore Casino &  
Econo Lodge*

2020 OPERATION STAFF

KIM JOSEPH COUSINS  
*President/ CEO*

MICHELLE LINDSEY  
*Director of Marketing*



Grant Yates  
City Manager

A MESSAGE FROM OUR CITY MANAGER

LET'S TALK LAKE ELSINORE

Dear Neighbor,

You may have heard that the City of Lake Elsinore has been recognized as the 3rd Best City to Live In by the Best of the Inland Empire Press-Enterprise Readers' Choice Awards. Thank you to our fans for this recognition! We are continually working towards maintaining the quality of life that makes Lake Elsinore a great place to live, work and play.

In a Community Issues Survey conducted this year, residents told us that they are satisfied with their quality of life and focused on how best to maintain essential City programs such as public safety and public works services, including priorities such as:

- fixing streets and repairing potholes,
- providing quick responses to 9-1-1 emergencies,
- addressing homelessness,
- improving fire protection and paramedic services,
- keeping public areas clean and free of graffiti, and
- providing neighborhood patrols, crime prevention and investigations

Recently the City launched **Let's Talk Lake Elsinore** –to hear YOUR feedback on City service needs and priorities.

**Please take a moment to share your feedback and complete a survey online at** [www.lake-elsinore.org/letstalk](http://www.lake-elsinore.org/letstalk).

With so much happening in Lake Elsinore, stay connected and up-to-date by following the City on Facebook at Lake Elsinore-City Hall or LE Extreme Recreation, Instagram @CityofLakeElsinore or Twitter @CtyLakeElsinore.

Thank you to those that have already taken the time to share your perspectives!

Sincerely,

Grant Yates  
City Manager

*With so much happening in Lake Elsinore, stay connected and up-to-date on all the action by following the City on one of our Facebook pages, [www.facebook.com/CityofLakeElsinore](http://www.facebook.com/CityofLakeElsinore) or [www.facebook.com/LEExtremeRecreation](http://www.facebook.com/LEExtremeRecreation), or find news and events on our website at [www.lake-elsinore.org](http://www.lake-elsinore.org)*

2020 AMBASSADOR TEAM:

PAUL AGUILAR  
*Pacific Lending LLC.*

VELVET BERN-RADEL  
*Ur Wire Guy*

SHADOE GRAY  
*ICON Business Center*

MARILYN JONES  
*Simply Gorgeouz Party Supply & Planning*

SUSAN MASON  
*Mason's Mobile Notary Service*

TERRI MCDONAGH  
*Mission Optometry*

RACHEL MENDEZ  
*Elsinore Public Relations*

JAMIE SCHRAMM  
*Maid Simple of South Riverside County*

TANYA TAYLOR  
*Julia Lee Performing Arts Academy*

MARIA ESPARZA WELBOURNE  
*Elsinore Care Dental Inc.*



# CITY OF LAKE ELSINORE DINING CHOICES



## FEATURED RESTAURANT

### JACK'S BBQ SHACK



Designated the Best BBQ Restaurant by The Press Enterprise, Jack's BBQ Shack is doing what it does best, BBQ!



Come on down to Jack's BBQ Shack for Breakfast, Lunch or Dinner, we have what you're looking for. Fresh smoked bbq pork ribs, beef ribs, tri tip sandwich, pulled pork, bbq beef burgers, smoked chicken and more!



#### ANNIE'S CAFÉ

(951) 245-6106 • 32251 Mission Trail #8  
Mon-Sun 6am - 3pm



#### CHILI'S

(951) 245-5101 • 29233 Central Ave  
Mon - Thur 11am - 10:30pm  
SPORTS Fri-Sat 11am-11:30pm • Sun 11am-10pm



#### CJ'S SPORTS GRILL & TURF CLUB

(951) 674-3101 • 20930 Malaga Rd  
Sun - Sat 6am - 2am  
Happy Hour 3pm - 6pm



#### DICKEY'S BARBECUE PIT

(951) 249-7977 • 29273 Central Ave B  
Sun - Thur 11am - 9pm  
Fri - Sat 11am - 9pm



#### DON JOSE'S MEXICAN RESTAURANT

(951) 245-6131 • 31712 Casino Dr  
Mon - Thur 11am - 9:45pm  
Fri-Sat 11am-11pm • Sun 10am-9:45pm



#### DON MERE'S MEXICAN RESTAURANT

(951) 579-1394 • 202 N Main St.  
Mon - Sun 8am - 9pm



#### EL COMAL RESTAURANT

(951) 579-1759 • 31731 Riverside Dr  
Monday: Closed • Tues-Thur 7am-8pm  
Fri - Sat 7am-9pm • Sun 7am-8pm



#### EL RANCHITO TACO SHOP

(951) 245-1438 • 32251 Mission Trail  
Mon - Thur 8am - 9pm  
Fri - Sun 8am - 9:30pm



#### GOLDEN CORRAL

(951) 609-2452 • 18625 Dexter Ave  
Mon - Thur 9:30am-9pm  
Fri-Sat 7:30am -10pm • Sun 7:30am-9pm



#### GUADALAJARA MEXICAN GRILL

(951) 674-8294 • 105 N Main St  
Mon - Thur 11am - 9pm  
Fri-Sat 10am-10pm • Sun 9am-9pm



#### IHOP

(951) 674-4522 • 18248 Collier Ave  
Sun - Thur 7am - 10pm  
Fri - Sat 7am - 12pm



#### JACK'S BBQ SHACK

(951) 245-6500 • 1604 Lakeshore Dr  
Tue - Fri 9am - 9pm  
Sat - Sun 7am - 9pm



#### JERSEY MIKE'S SUBS

(951) 674-5860 • 31800 Grape Street #B  
Sun - Thur 10am - 9pm  
Fri - Sat 10am - 9pm



#### LA UNICA COCINA MEXICANA Y CANTINA

(951) 674-2233 • 110 N Main St  
Mon - Sat 11am - 9pm  
Sun 9am - 9pm



#### MAIN STREET KITCHEN & TAP

(951) 674-6777 • 157 N Main St  
Sun - Thur 11am - 9pm  
Fri - Sat 11am - 11pm



#### MY BUDDIES PIZZA

(951) 674-6946 • 2503 E Lakeshore Dr # A  
Sun - Thur 11am - 9pm  
Fri - Sat 11am - 10pm



#### PANERA BREAD

(951) 253-8062 • 18300 Collier Ave  
Mon - Sat 6am-9pm  
Sun 7am - 9pm



#### POPEYES LOUISIANA KITCHEN

(951) 471-3343 • 29235 Central Ave  
Sun - Thur 10am - 10pm  
Fri - Sat 10am - 11pm



#### PINTS & QUARTS GASTRO PUB

(951) 674-0010 • 17600 Collier Ave #147a  
Sun - Thur 10am - 9pm  
Fri - Sat 10am - 11pm



#### STADIUM PIZZA MAIN ST.

(951) 228-2128 • 169 N Main St  
Mon - Thur 10:30am - 10pm  
Sat - Sun 9am - 10pm



#### THE BOBBER

32040 Riverside Dr  
Mon-Thur 10am-8pm • Fri 10am-10pm  
Sat 8am-10pm • Sun 8am-9pm



#### THE LINKS AT SUMMERLY

(951) 674-3900 • 29381 Village Pkwy  
Mon - Fri 10am - 6:30pm  
Sat - Sun 7am - 7pm



#### THE LOOKOUT ROADHOUSE

(951) 678-9010 • 32107 Ortega Hwy  
Mon - Fri 10am - 5pm  
Sat - Sun 8am - 5pm



#### THE TAVERN @ PINS N POCKETS

(951) 245-6250 • 32250 Mission Trail  
Mon - Thur 3pm (summer @12pm) - 11pm  
Fri-Sat 12pm-1am • Sun 12pm-11pm



#### TOMS #1 FAMOUS CHILIBURGERS

(951) 471-5565 • 18492 Dexter Ave  
Sun - Thur 6am - 10pm  
Fri - Sat 6am - 11pm



#### VINCENZO'S OLIVE TREE

(951) 674-8941 • 31712 Casino Dr # 3B  
Mon-Thur 11am-9pm • Fri 11am-9:30pm  
Sat 12pm-9:30pm • Sun 12pm-9pm

## LEGEND



WIDE VARIETY



AMERICAN FOOD



ITALIAN FOOD



MEXICAN FOOD



CHINESE FOOD



JAPANESE FOOD



BEER & WINE



FULL BAR



SPORTS BAR





LUNCH & LEARN  
 THE LINKS AT SUMMERLY  
 29381 VILLAGE PARKWAY, LAKE ELSINORE, CA 92530  
 NOON TO 1:00 P.M.

JANUARY 1<sup>ST</sup> DARK  
 FEBRUARY 5<sup>TH</sup> LET'S TALK LAKE ELSINORE  
 MARCH 4<sup>TH</sup> GET TO KNOW OUR LAKE ELSINORE DREAM CENTER



UPCOMING DATES:

JANUARY 8<sup>TH</sup> - LAKE ELSINORE CASINO  
 FEBRUARY 12<sup>TH</sup> - THE SYNADICATE  
 MARCH 11<sup>TH</sup> - ELSINORE HOT SPRINGS MOTEL  
 FROM: 8:30 A.M. - 9:30 A.M.

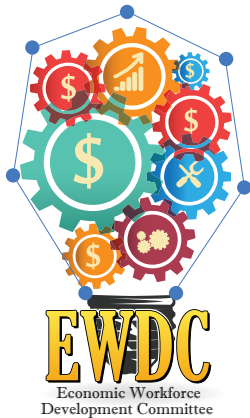


LAKE ELSINORE CASINO RESTAURANT | 20930 MALAGA RD. · LAKE ELSINORE, CA 92530



DROP IN, BUY YOUR OWN LUNCH AND NETWORK

JANUARY 10<sup>TH</sup> - 12:00 P.M. - 1:30 P.M. | DARK  
 FEBRUARY 14<sup>TH</sup> - 12:00 P.M. - 1:30 P.M. | MAIN STREET KITCHEN & TAP  
 MARCH 13<sup>TH</sup> - 12:00 P.M. - 1:30 P.M. | EL RANCHITO TACO SHOP



LUNCHEON FROM 11:30 AM TO 1:00 PM

THE DIAMOND CLUB - 500 DIAMOND CLUB DRIVE, LAKE ELSINORE

The price of the luncheon is \$15 to \$20 per person for LEVCC members or \$20 to \$30 per person for non-members, payable at the door by cash or check. **Reservations are Required.** Please RSVP by noon on the **Monday** before the luncheon, by calling (951) 245-8848 or via e-mail at michelle@lakeelsinorechamber.com. No-shows will be billed. If you prefer to receive invitations via e-mail, please forward your e-mail address to info@lakeelsinorechamber.com.

**January 16th - Dark**

Diamond Club - \$15 for Members - \$20 for Non-Members

**February 20th - Homeless Task Force Update**

Diamond Club - \$15 for Members - \$20 for Non-Members

**March 19th - A Conversation with City Managers**

Diamond Club - \$15 for Members - \$20 for Non-Members



AFTERHOURS  
 BUSINESS MIXER 5:30 PM - 7:00 PM

- Network with Other Business Owners
- Find Out About Chamber Membership
- Food and Refreshments Provided
- Come Promote Your Business by Bringing a Raffle Item

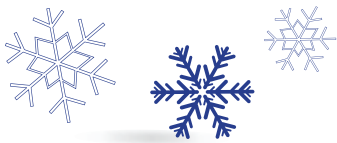
For More Information or To Sign Your Business  
 Up To Host an "Afterhours Business Mixer"  
 Please Call Lake Elsinore Valley Chamber of Commerce  
 at (951) 245-8848



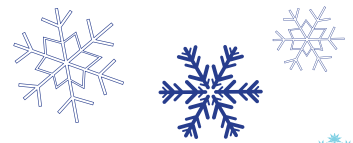
JANUARY 16<sup>TH</sup>:  
 DARK

FEBRUARY 20<sup>TH</sup>:  
 THE LINKS AT SUMMERLY

MARCH 19<sup>TH</sup>:  
 ICON BUSINESS CENTER  
 31461 RIVERSIDE DR., LAKE ELSINORE, CA 92530



# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE



## JANUARY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OUTLETS AT LAKE ELSINORE PRESENTS: KIDS OUTLET 11AM TO NOON EVERY FRIDAY IN JANUARY JANUARY 3RD, 10TH, 17TH, 24TH, 31ST	 		1  Chamber Office is Closed Due To The Holiday JANUARY 1ST	2 Chamber Office is Closed Due To The Holiday	3	4  <b>Biltwell Blowout Storm Stadium</b>
5	6	 CITY COUNCIL MEETING	8  Hump Day Morning Mixer MEETING IS DARK	9	 LAKE ELSINORE NOON MEETING IS DARK	11
12	13	14	15	 EWDC AFTER HOURS BUSINESS MIXER MEETINGS ARE DARK	17	18
19  Elsinore Woman's Club Rummage Runaway	 Martin Luther King Jr. Day Chamber Office closed	 STUDENT OF THE MONTH 11:30 A.M. - 1:30 P.M. Lakeside High School	22	23	24	25
26	27	28	29	30	31	

PREMIER PARTNERS:



PREMIER MEMBERS:



PREMIER ASSOCIATES:



Other Monthly Events:

- Kids Outlet - Every Friday in January - 3rd, 10th, 17th, 24th and 31st  
11AM - Noon, Outlets at Lake Elsinore
- Lake Elsinore Historical Society Meeting - Tuesday, January 7th
- LEVCC Board Meeting - Tuesday, January 14th
- Elsinore Woman's Club Meeting - Thursday, January 9th
- EVMWD Board Meetings - Thursday, January 9th and 23rd
- LEUSD Board Meeting - Call School District For More Information on Dates
- Lake Elsinore City Council - Tuesday, January 14th and 28th
- Downtown Merchants Association - Questions, call Kimberly Ryan (909) 263-8332



LAKE ELSINORE VALLEY CHAMBER OF COMMERCE  
 132 WEST GRAHAM AVE.  
 LAKE ELSINORE, CA 92530  
 PH: (951) 245-8848 • FAX: (951) 245-9127  
 WWW.LAKEELSINORECHAMBER.COM





LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE  
FEBRUARY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>OUTLETS AT LAKE ELSINORE PRESENTS: KIDS OUTLET 11AM TO NOON EVERY FRIDAY IN FEBRUARY FEBRUARY 7TH, 14TH, 21ST, 28TH</p>						<p>1  Household Hazardous Waste Collection Public Works Yard</p>
2	<p>3  12-1PM A Nameless Hobby Shop Ribbon Cutting</p>	4	<p>5  <b>Reading Month</b></p>	6	7	<p>8  Healthy LE Run Your Heart Out</p>
9	10	<p>11  STUDENT OF THE MONTH 11:30 A.M. - 1:30 P.M. Lakeside High School</p>	<p>12  Hump Day Muffin Mixer</p>	<p>13  LAKE ELSINORE NOONER LE NOONER 2/14</p>	<p>14  Valentine's Day</p>	15
16	<p>17  Presidents Day Chamber Office is Closed</p>	18	19	<p>20  EWDC AFTERHOURS BUSINESS MIXER</p>	21	<p>22  Dream Night Banquet Car Physics All-Star Fest Auto Show Diamond Stadium Storm</p>
23	24	<p>25  CITY COUNCIL MEETING</p>	26	27	28	29

PREMIER PARTNERS:



PREMIER MEMBERS:



PREMIER ASSOCIATES:



MEDIA ASSOCIATES:



Other Monthly Events:

- Kids Outlet - Every Friday in February - 7th, 14th, 21st and 28th 11AM - Noon, Outlets at Lake Elsinore
- Lake Elsinore Historical Society Meeting - Tuesday, February 4th
- LEVCC Board Meeting - Tuesday, February 11th
- Elsinore Woman's Club Meeting - Thursday, February 13th
- EVMWD Board Meetings - Thursday, February 13th and Monday, 27th
- LEUSD Board Meeting - Call School District For More Information on Dates
- Lake Elsinore City Council - Tuesday, February 11th and 25th
- Downtown Merchants Association - Questions, call Kimberly Ryan (909) 263-8332



LAKE ELSINORE VALLEY CHAMBER OF COMMERCE  
132 WEST GRAHAM AVE.  
LAKE ELSINORE, CA 92530  
PH: (951) 245-8848 • FAX: (951) 245-9127  
WWW.LAKEELSINORECHAMBER.COM



# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

## MARCH 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 <b>SALE</b> Elsinore Woman's Club Rummage Sale 3/3 - 3/9	4 	5	6	7  Household Hazardous Waste Collection 9:00 A.M. - 2:00 P.M.
8	9 <b>SALE</b> Elsinore Woman's Club Rummage Sale 3/3 - 3/9	10  <b>STUDENT OF THE MONTH</b> 11:30 A.M. - 1:30 P.M. Lakeside High School	11 <b>Hump Day</b> Morning Mixer	12	13 	14 <b>GOT TIRES?</b>  8:00 A.M. - 12:00 P.M. Public Works Yard
15	16  <b>Amazing Outlet Race</b> 	17  St. Patrick's Day	18	19 <b>EWDC</b> <b>AFTERHOURS</b> BUSINESS MIXER	20	21
22	23	24 	25	26	27	28 <b>LEVCC Annual Installation Dinner &amp; Awards</b>  <b>MASQUERADE</b>
29	30	31	TM	<b>KIDS OUTLET</b> OUTLETS AT LAKE ELSINORE PRESENTS: KIDS OUTLET 11AM TO NOON EVERY FRIDAY IN MARCH MARCH 6TH, 13TH, 20TH & 27TH 		

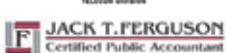
### PREMIER PARTNERS:



### PREMIER MEMBERS:



### PREMIER ASSOCIATES:



### MEDIA ASSOCIATES:



### Other Monthly Events:

- **Kids Outlet** - Every Friday in March - 6th, 13th, 20th and 27th 11AM - Noon, Outlets at Lake Elsinore
- **Lake Elsinore Historical Society Meeting** - Tuesday, March 3rd
- **LEVCC Board Meeting** - Tuesday, March 10th
- **Elsinore Woman's Club Meeting** - Thursday, March 12th
- **EVMWD Board Meetings** - Thursday, March 12th & 26th
- **LEUSD Board Meeting** - Call School District For More Information on Dates
- **Lake Elsinore City Council** - Tuesday, March 10th and 24th
- **Downtown Merchants Association** - Questions, call Kimberly Ryan (909) 263-8332



LAKE ELSINORE VALLEY CHAMBER OF COMMERCE  
 132 WEST GRAHAM AVE.  
 LAKE ELSINORE, CA 92530  
 PH: (951) 245-8848 • FAX: (951) 245-9127  
 WWW.LAKEELSINORECHAMBER.COM



## LEGISLATIVE UPDATE

### SWCLC Southwest California Legislative Council

During the recently completed first year of our legislature's 2019-2020 session, the Southwest California Legislative Council evaluated 110 state measures for their potential impact on our local business community, either beneficial or not. This number was up slightly from 98 in 2018. While the Council struggled to be as supportive and bi-partisan as possible, it was a challenge this year. The SWCLC adopted SUPPORT positions on 47 bills while OPPOSING 63. Of those 110, 34 were among the 900+ finalists making it to the Governor's desk, 11 which we SUPPORTED and 23 we OPPOSED. The rest of the measures simply died in committee or were amended beyond recognition and dropped from consideration. Most compilations, including SWCLC, only consider the final floor vote when determining the vote record.

Many bills are amended as they make their way through the process, some as many as ten times. These amendments are often in response to concerns of other legislators acting on the bill in committee, but may also be in response to pressure exerted on the author by various advocacy groups such as the SWCLC. Many of the failed bills will return in modified form next session including a series of proposals that would have seen new taxes applied to items as diverse as tires and manure, inheritance/estate tax, a fee on batteries, a tax on drinking water, sugared beverages, food items, prescriptions, alcoholic beverages,

more pot tax (or less), and your services, to name a few.

The SWCLC recognizes it is unrealistic to expect our legislators to vote in accord with the Council on every issue. Sometimes their vote reflects the fact that they have other constituencies with equally compelling but opposing arguments on an issue. In 2019 Senator Morrell voted in accord with the Council 100% while Senators Stone and Jones were in accord 97% of the time, differing on just a single vote – SB 313 (Hueso), the Circus Prohibition bill. Assembly Member Melendez was also in accord 97% of the time and Assembly member Waldron 94%, differing on two bills.

Far from moving the legislature toward the ideological center, as was the stated goal of the top-two primary system adopted in 2010, this session witnessed by far the most partisan divide yet according to summaries published by the SWCLC, CalChamber and the Howard Jarvis Taxpayers Association. While our Republican lawmakers garnered 'A' grades or 90+ percentile scores, our Democratic legislators dropped to 'D' and 'F' scores in the 30% range. Last year Senator Roth and Assembly Member Cervantes ranked in the 50th percentile but this session joined

perennial basement dweller Assembly Member Medina at 37% on bills beneficial to small businesses, healthcare, property rights and public safety.

Exacerbating this spread, Governor Newsom only voted in accord on 32% of the issues. Abandoning the often pragmatic, moderately prudent fiscal course of his predecessor, this Governor posted by far the lowest accord vote record of any Governor in the 14 year history of the SWCLC. By contrast, Governor Brown's record averaged 57% with some years above 62%. Even Governor Schwarzenegger, no paragon of conservatism, averaged 49%.

The Southwest California Legislative Council is an advocacy coalition of the Temecula Valley, Murrieta/Wildomar, Lake Elsinore Valley, and Menifee Valley Chambers of Commerce. The Council will meet the 3rd Monday of each month starting in January 2020 at: 26529 Jefferson Avenue, Murrieta. Council meetings are open to all Chamber members and often feature topical speakers. This year's speakers included Congressman Ken Calvert, Sheriff Chad Bianco, Senator Jeff Stone, Assembly Members Melissa Melendez and Marie Waldron and others. If you have a legislative issue that may impact you or your industry segment, please submit a summary of your concern to your Chamber for possible inclusion in a future agenda.



























# SUMMERLY PARK PHASE III 18505 MALAGA ROAD

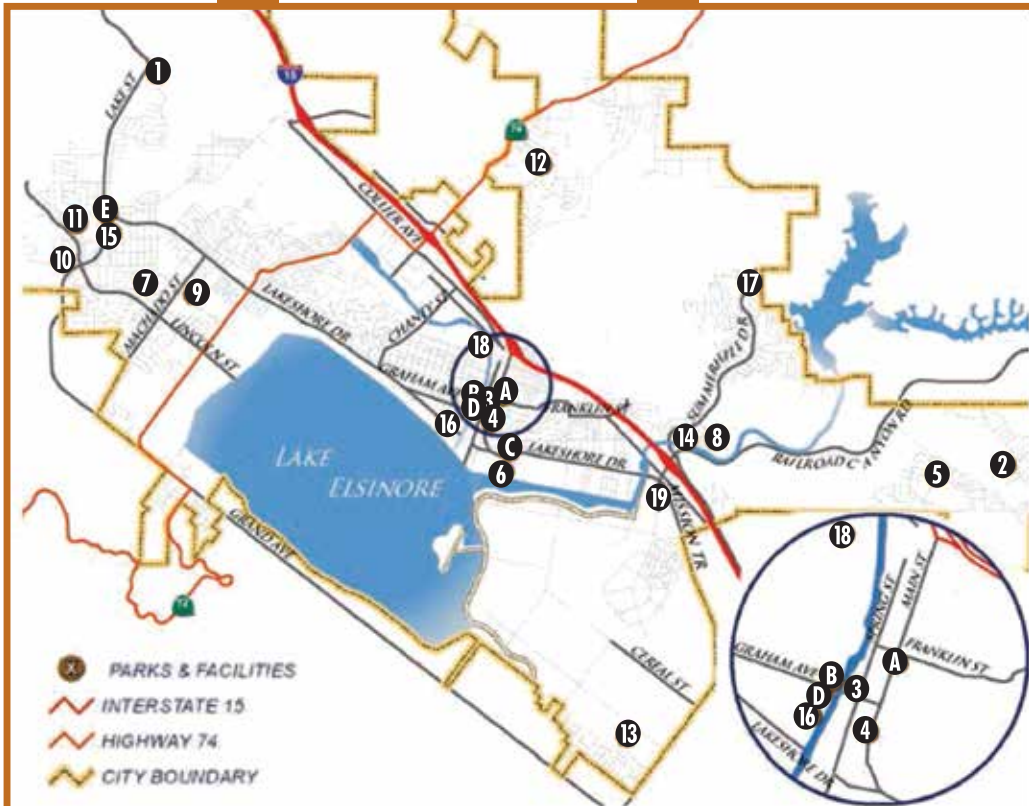
- ***2 New Ball Fields (smaller field and larger field) with bleachers***
- ***Covered Playground area by the fields***
- ***Grass Picnic areas***
- ***Hot coal receptacles***
- ***Small Dog and Park Dog Parks, each with their own gazebo***



# CITY OF LAKE ELSINORE PARKS & FACILITIES

<b>Restrooms</b>		1 3 4 5 6 9 10 12 13 14 15 16 17 18 19 A B C D E
<b>Concession</b>		1 3 4 5 6 10 12 16 17 19
<b>Parking</b>		1 3 4 5 6 9 10 12 13 14 15 16 17 18 C D E
<b>Picnic Areas</b>		1 3 4 5 6 7 9 10 11 12 13 14 15 16 17 18 19 A D
<b>Drinking Fountain</b>		1 3 4 5 6 7 9 10 12 13 14 15 16 17 18 19 A B C D
<b>Play Equipment</b>		1 3 4 5 6 7 9 10 12 13 14 15 17 18 19 A
<b>Spotlights</b>		1 3 4 5 6 12 15 16 17 A
<b>Picnic Shelters</b>		1 3 4 9 10 12 13 19
<b>Barbeques</b>		1 3 4 5 9 10 12 14 15 18
<b>Baseball</b>		3 10 12 16 17 19
<b>Football/Soccer</b>		1 3 5 6 12 14 15 17 18 19 A
<b>Basketball</b>		1 3 4 7 12 13 19 C
<b>Dog Park</b>		3 10 12 13 19
<b>Volleyball</b>		6 9 C
<b>Tennis</b>		5 9 12 13 19
<b>Horseshoe Court</b>		4 D
<b>Splash Pad</b>		3 18
<b>Community Center</b>		C D
<b>Gym/Auditorium</b>		B C D
<b>Multi-Purpose Room</b>		1 A C D
<b>Skate Park</b>		10 13 19
<b>BMX Park</b>		13

<b>1</b>	<b>Alberhill Park</b> 28200 Lake Street	<b>13</b>	<b>Serenity Park &amp; Skate BMX Park</b> 19685 Palomar Road
<b>2</b>	<b>Channel Walk</b> Heald Avenue and Spring Street	<b>14</b>	<b>Summerhill Park</b> 31613 Canyon Estates Drive
<b>3</b>	<b>Canyon Hills Community Park</b> 34360 Canyon Hills Road	<b>15</b>	<b>Summerlake Park</b> 900 W. Broadway
<b>4</b>	<b>City Park</b> 243 S. Main Street	<b>16</b>	<b>Swick &amp; Matich Park</b> 402 Limited Street
<b>5</b>	<b>Creekside Park</b> 3200 Lost Road	<b>17</b>	<b>Tuscany Hills Park</b> 30 Summerhill Drive
<b>6</b>	<b>Lakepoint Park</b> 420 E. Lakeshore Drive	<b>18</b>	<b>Yarborough Park</b> 419 N Poe Street
<b>7</b>	<b>Lincoln Street Park</b> 14986 Lincoln Avenue	<b>19</b>	<b>Summerly Community Park</b> 18505 Malaga Road
<b>8</b>	<b>Linear Park</b> 31717 Canyon Estates Drive	<b>A</b>	<b>Boys &amp; Girls Clubhouse Alberhill Park</b> 3711 Nichols Rd
<b>9</b>	<b>Machado Park</b> 15150 Joy Street	<b>B</b>	<b>Cultural Center</b> 183 North Main Street
<b>10</b>	<b>McVicker Canyon Park &amp; Skate Park</b> 29355 Grand Avenue	<b>C</b>	<b>Lake Community Center</b> 310 W Graham Ave
<b>11</b>	<b>Oak Tree Park</b> 15340 Lincoln Street	<b>D</b>	<b>Lake Elsinore Senior Activity Center</b> 420 E Lakeshore Dr
<b>12</b>	<b>Rosetta Canyon Sports Park</b> 39423 Ardenwood Way	<b>E</b>	<b>Youth Opportunity Center</b> 400 W. Graham Avenue





## THE LAKE ELSINORE HOUSING JOURNAL

GENE WUNDERLICH FOR THE SOUTHWEST RIVERSIDE COUNTY ASSOCIATION OF REALTORS®

After hitting a peak sales year of 1,805 units in 2009, sales of single family homes in Lake Elsinore have fluctuated within a 10% range for the past 9 years – up a little one year, down a little the next. Region-wide, 2019 first half sales were below 2018 but have picked up some steam during the last quarter to pull ahead of last year by about 3% year-to-date.

Lake Elsinore sales of existing homes lagged October of 2018 and continue at a slower pace than each of the previous two years. But while sales of existing homes appear to be down for the 2nd consecutive year, one must remember that Lake Elsinore is also adding new homes to their inventory at a rapid pace. That's a good thing and much needed as our region and our state struggle with the ongoing issues of housing availability and affordability. Sales of new homes in Riverside County are anticipated to increase from 8% of total volume last year to nearly 13% this year with much of that increase coming in Southwest County. The drop in volume from last year-to-date in Lake Elsinore is only about 46 homes and there have been far more new homes added to the mix than that. Nothing to worry about.

Another sign of market strength is the fact that homes are only staying on the market about 32 days in the City with an inventory of available properties of just 2.8 months. That inventory constraint also impacts home sales as buyers

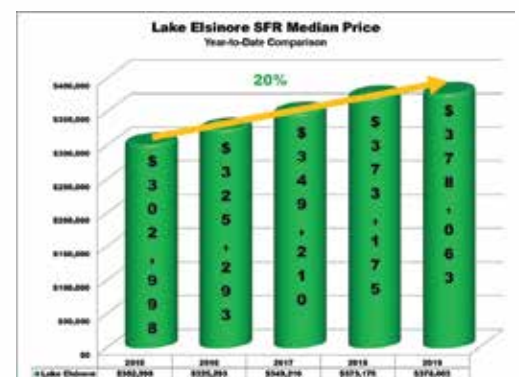
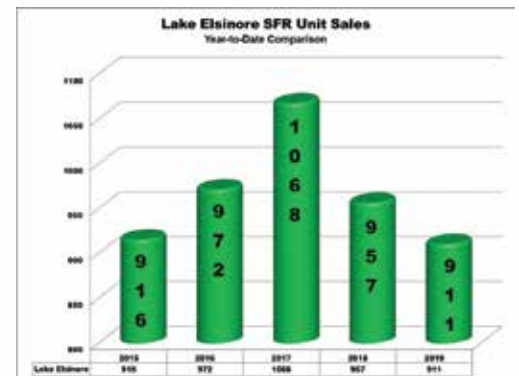
have fewer properties from which to select and those homes that are available are generally more expensive. The lower end of the price spectrum is moving quickly while upper tier properties tend to take somewhat longer.

Talking about pricing, Lake Elsinore's median home price has appreciated 20% over the past 5 years. Price increases have slowed a little this year from the past 5 years across the state and region. Lake Elsinore median has advanced an average of 7% every year from 2015 – 2018, but this year that increase has slowed to 1% year-to-date. That's not a bad thing and still in positive territory.

Some experts are forecasting a market correction of one magnitude or another as early as next year or in 2021. Other experts point to underlying economic fundamentals including record low unemployment, wage gains, near record low mortgage interest rates and increased activity by the millennial generation entering the home-buying years, to forecast greater demand and upward price pressure going forward. Both the California Association of Realtors and CoreLogic are forecasting increased demand and price appreciation for the next year.

But whether our market increases a little or decreases a little over the next couple years, we are still fortunate to live in one of the best

destinations in Southern California. While we weather the ill winds that sometimes blow out of Sacramento, our local cities continue to prosper and attract new residents seeking an active, safe lifestyle for their families. After all, not many cities can lay claim to being the 'Action Sports Capitol of the World'. Actually there's only one. That's Lake Elsinore!





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### NEW ANNUAL LAKE PASS INFORMATION

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*\*10% discounts for seniors and military.*

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#### Commercial Lake Use Pass

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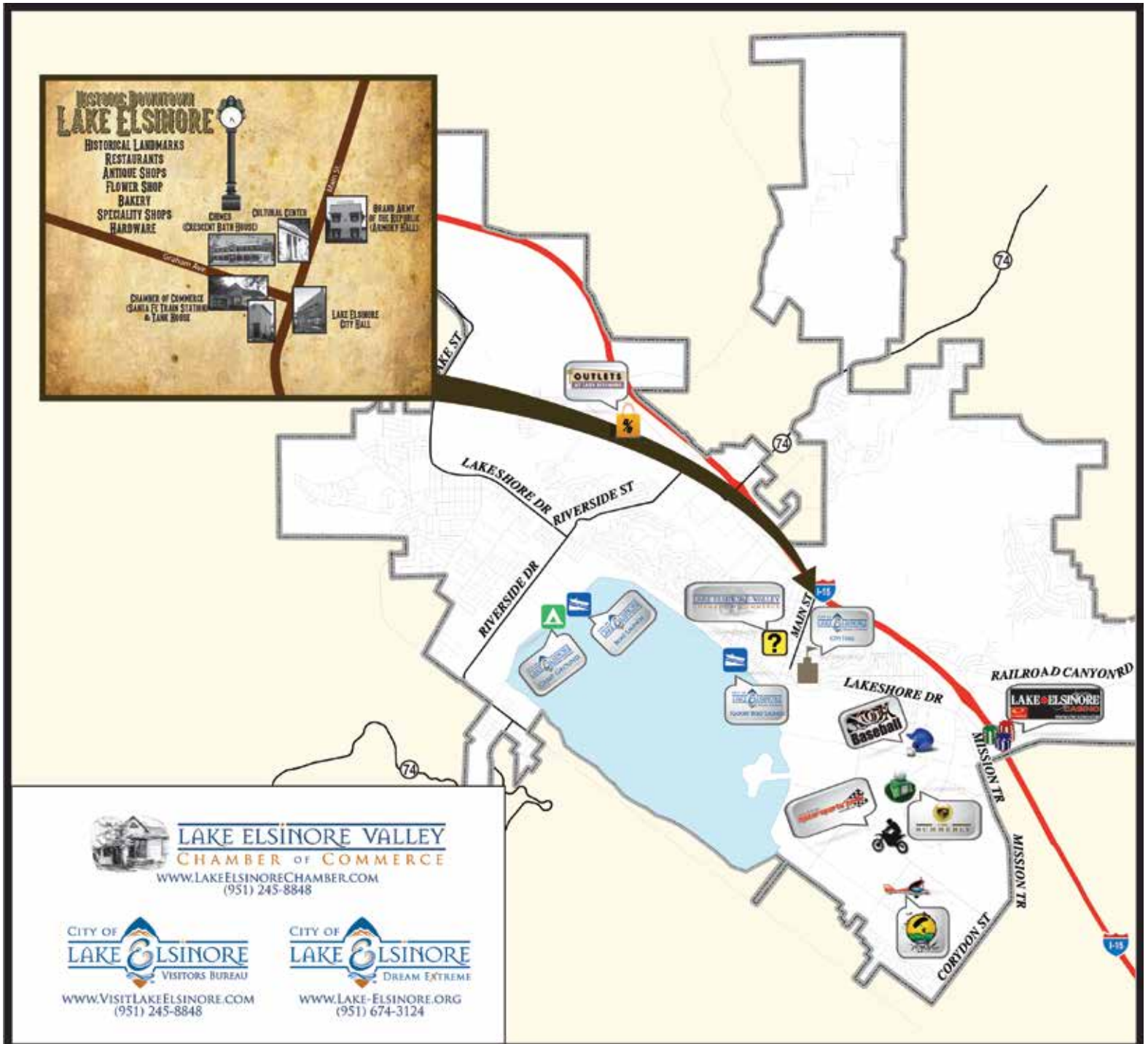


# LAKE ELSINORE CITY MAP

DID YOU KNOW THAT LAKE ELSINORE WAS ORIGINALLY PART OF SAN DIEGO COUNTY WHEN THE CITY WAS INCORPORATED IN 1888?

IN FACT, LAKE ELSINORE IS THE SECOND OLDEST CITY IN RIVERSIDE COUNTY.

THE COUNTY OF RIVERSIDE WAS CARVED OUT OF SAN BERNARDINO AND SAN DIEGO COUNTIES IN 1893.

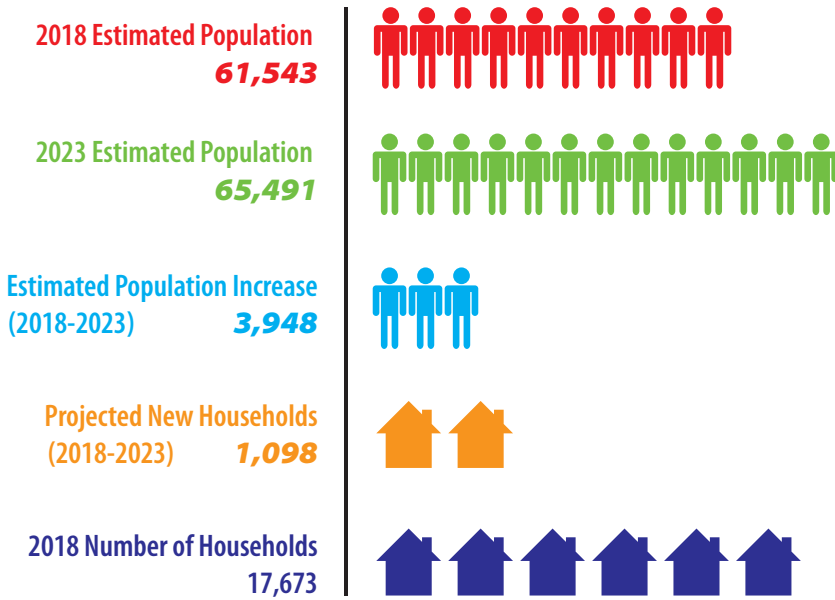




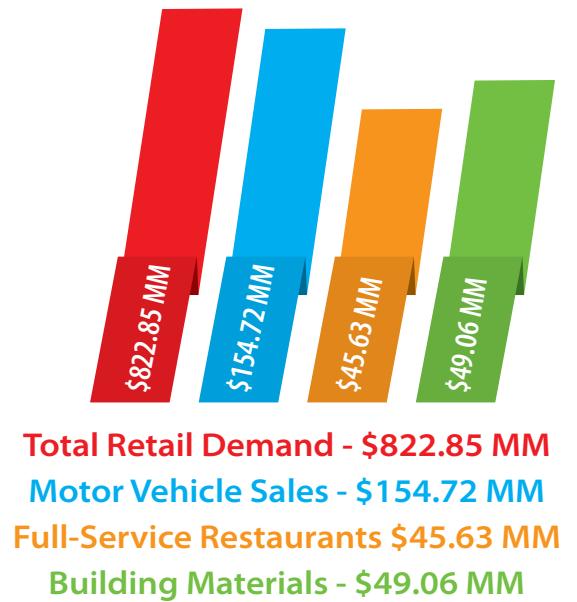
# LAKE ELSINORE

## ONE OF THE FASTEST GROWING CITIES IN CALIFORNIA

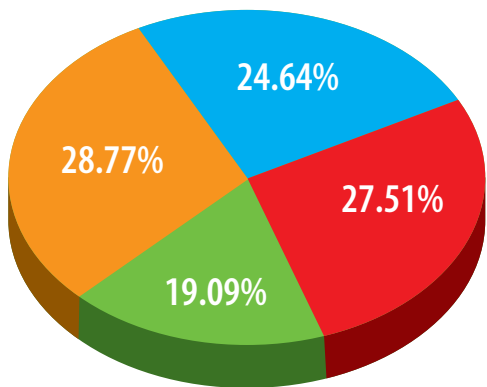
### POPULATION INCREASE



### ESTIMATED 2018 CONSUMER DEMAND



### AGE DISTRIBUTION



Ages 17 & Under  
Ages 18-34  
Ages 35-54  
Ages 55 & Better



### HOUSEHOLD INCOME

Median Household Income **\$65,572**  
Average Household Income **\$79,482**

### TRAFFIC COUNTS

	Peak Hour	Average Daily	
I-15 & Railroad Canyon Rd.	9,600	129,000	
I-15 & HWY 74 (Central Ave.)	8,700	117,000	
I-15 and Nichols	8,800	119,000	

8<sup>TH</sup> ANNUAL

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Lake Elsinore



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**ELECTED OFFICIALS**

**California Senator 28th Senate District**  
Debbie Herrera (951) 894-3530  
www.district28.cssrc.us

**Supervisor Kevin Jeffries**  
Kevin Jeffries (951) 471-4500  
www.www.rivcodistrict1.org

**EMERGENCY SERVICES/ SUPPORT**

• **Rancho Runners Emergency Courier Service**  
Timothy Walker (951) 676-9564  
www.ranchorunners.com

**Trauma Intervention Program, SW Riverside Co.**  
Magda Stewart (951) 698-2453  
www.tipswrc.org

**EMPLOYEE/EMPLOYER SERVICES**

**Thunder Staffing and Business Development**  
Roberta Moon (951) 609-1415  
www.thunderstaffing.com

**ENERGY BUILDING CONTROLS**

**Building Automation Technologies Inc.**  
Brian Oakes (951) 712-9433

**ENGINEERING COMPANIES**

• **K & A Engineering, Inc**  
Joline I Green (951) 279-1800  
www.kaengineering.com

• **KWC Engineers**  
Kelly Jackson (951) 734-2130  
www.kwcengineers.com

**Nevada Hydro**  
Rexford Wait (760) 599-1813  
www.leapshydro.com

**WSP**

Ahmad Khan (951) 253-4590  
www.abam.com

**ENTERTAINMENT**

• **Escapology Lake Elsinore**  
Bill Boudreau (951) 245-6250  
escapology.com/en/lake-elsinore-ca/

• **Lake Elsinore Storm Baseball**  
Shaun Brock (951) 245-4487  
www.stormbaseball.com

**EQUIPMENT/PARTY RENTALS**

**Elsinore Valley Rentals & Ready Mix**  
Rita Wilsey (951) 674-2427

**Gates Sound**  
Doug Gates (888) 434-3339  
www.gatessound.com

**EXTREME SPORTS**

**Dirt Series LLC**  
Steve Miller (909) 800-9820  
www.dirtseriesracing.com

**Skull Canyon Ziplines**  
Pete Liston (951) 471-0999  
www.skullcanyon.com

**FINANCIAL SERVICES**

**California Budget Finance**  
Frances Parraga (951) 245-3418  
www.qcholdings.com

**First Choice Loan Services, Inc.**  
Heladio Sanchez (951) 760-5821  
www.hsloans.com

**National Merchants Association**  
Lindsay Sugarman (866) 509-7199  
www.nationalmerchants.com

**FLOOD/FIRE RESTORATION**

**Home Perfect Restoration**  
Christa Hoag (951) 303-1333  
www.homeperfectsocial.com

**PuroClean Restoration Experts**  
Carly Chalker (951) 651-0202  
www.puroclean.com/pre-ca

**Right Stop Restoration**  
Jarrett Hale (951) 378-2087  
www.rightstoprestoration.com

# MEMBER DIRECTORY

## FLORISTS

### Gerryann's Flowers

Gerryann Whitley (951) 775-0633  
gjwhitley@hotmail.com

### Lake Elsinore VIP Florist

Annette LaRocque (951) 674-6422  
www.lakeelsinorevipflorist.com

### Tulips Trophies & Treasures

Kimberly Ryan (951) 674-6072  
www.tulipstrophies.com

## FURNITURE OUTLETS/ STORES

### Brook Furniture Rental

Heidi Dodd (951) 897-7990  
www.bfr.com

## GAS STATIONS

### Arco AM/PM

Erwin Randhawa (951) 471-1520  
info@arcoguests.com

### Arco AM/PM

Ayman Mika (951) 674-7377  
ayman\_haddad1@yahoo.com

### Arco Gas / Bocadillo Kitchen

Bobak Seyedgavadi (951) 471-8370  
www.bocadillokitchen.com

### Four Corners Arco AM/PM

Erwin Randhawa (951) 245-2866  
info@arcoguests.com

## GOLF COURSES/ EQUIPMENT/LESSONS

### The Links at Summerly

Stan Gonzales (951) 674-3900  
www.linksatsummerly.com

## GOVERNMENT AGENCIES

### City of Lake Elsinore

Grant Yates (951) 674-3124  
www.lake-elsinore.org

### Riverside County Treasurer -Tax Collector

Debra Marabella (951) 955-3900  
www.countytreasurer.org

### Western Riverside Council of Governments

Rick Bishop (951) 955-8311  
wrcog.cog.ca.us

## GROCERY/FOOD STORES

### Albertsons 6798

Paul Kadow (951) 245-4461  
Paul.Kadow@albertsons.com

### Cardenas Markets Inc.

Marco A. Robles (909) 923-7426  
www.cardenasmarkets.com

### El Rancho Market

Ray Haifa (951) 674-5879

### Grocery Outlet of Lake Elsinore

Sarah & Eric Senges (951) 471-6626  
www.groceryoutlet.com

### Stater Brothers #187

Anthony Charles (951) 244-2014  
www.staterbros.com

### Stater Brothers #189

Gary Holland (951) 245-5802  
www.staterbros.com

### Stater Brothers #98

Felix Larez (951) 674-1349  
www.staterbros.com

## GUNSMITH

### GLMason Gunsmith

Gary L. Mason (714) 615-7735  
glmason1@sbcglobal.net

## HAIR SALON

### Sport Clips Haircuts

Amanda Bowers (951) 579-4550  
www.sportclips.com/ca646

### Vinny's Barber Shop

Vinny Medina (951) 223-8264  
www.vinnysbarbershop.com

## HEALTH CLUBS

### Fit Body Boot Camp Lake Elsinore

Caroline C. Niebla (951) 230-9632  
www.lakeelsinorefbcc.com

### Planet Fitness

Elaine Orozco (951) 471-4999  
www.planetfitness.com

### The Camp Transformation Center - Lake Elsinore

Chad Burleson (951) 245-8877  
www.thecampctc.com

## HEALTH/NUTRITION

### Melaleuca

Debra Smith (951) 751-1705  
www.makegreengogreen.com/debrasmith

### Nutrishop

Michael Norcia (951) 674-1550  
www.NutrishopUSA.com

## HOME BUILDERS

### SeaCountry Homes

Robert Crosby Bennett (951) 579-1887  
www.seacountryhomes.com

## HOME INSPECTIONS

### A Better Look Home Inspection

George Mills (951) 445-3550  
www.abetterlookinspections.com

## HOME IMPROVEMENT CENTERS

### Habitat for Humanity Inland Valley Lake Elsinore ReStore

Tammy Marine (951) 471-1188  
www.habitat4inlandvalley.org

### Joe's Hardware

David Reidmuller (951) 244-4563  
www.joeshardwareonline.com

### Lowe's

Anthony Pantoja (951) 253-6000  
www.lowes.com

## HOSPICE CARE

### Hospice of the Valleys

Cari Rath (951) 200-7800  
www.hovsc.org

## HOSPITALS

### Rady Children's Hospital

Kathleen Korn (800) 788-9029  
www.rchsd.org

### Southwest Healthcare System

Raedean Olmo (951) 677-9712  
www.ivrmc-rsmc.com

### Temecula Valley Hospital

Celena Barton (951) 331-2200  
www.temeculavalleyhospital.com

## HOTELS/MOTELS/ RESORTS

### Best Western

Ajay Patel (951) 674-3131  
www.bestwestern.com

### Holiday Inn Express

Sachin Trivedi (951) 674-4333  
www.hiexpress.com/lakeelsinoreca

### Lake Elsinore Econo Lodge

Roxanne Zeller (951) 674-3101  
www.lercasino.com

### Lake Elsinore Hot Springs Motel

Esther Lin (951) 674-2581

### Quality Inn

Pete Patel (951) 674-9694  
www.qilakeelsinorehotel.com/home

## HVAC

### REE Mechanical

Jacquelyn Bishop (951) 296-0984  
www.reehvac.net

## ICE CREAM/FROZEN DESSERTS

### Yogurtland

Ayman Mika (619) 729-2553  
ayman\_haddad1@yahoo.com

## INSURANCE SERVICES

### AFLAC (American Family Life Assurance Co)

Grace Kim (808) 498-6613  
www.aflac.com/agents/grace\_kim.aspx

### Combined Insurance

Cathy C Thoma (949) 505-3507  
www.combinedinsurance.com

### Crusberg-Decker Insurance

Amber Warner (951) 245-8181  
www.cdinsurance.com

### Farmers Insurance - Ferdinand Concepcion

Ferdinand Concepcion (951) 674-8182  
www.agents.farmers.com/ca/lake-elsinore/ferdinand-concepcion

### Farmers Insurance - Muñoz Insurance Agency

Michele M Muñoz (951) 471-2029  
www.farmersagent.com/mmuno22

### Farmers Insurance Wildomar - Andy Morris

Andrew Morris (951) 678-8111  
www.lakeelsinoreinsurance.com

### Pynn Insurance Agency, LLC

Stacy Pynn (951) 239-0038  
www.pynninsurance.com

### R. David Bulen Insurance Agency

Lisa Mosby (951) 674-0675  
lisa@bulen.com

### Regional Employee Benefits Council

Brian Wilson (951) 471-1114  
www.charterbenefits.com

### State Farm Insurance - Niehouse Agency

Paul Niehouse (951) 674-0735  
www.statefarm.com

### Strachota Insurance Agency

Larry Potter (951) 676-2229  
www.strachota.com

## INVESTIGATIVE SERVICES

### Black Umbrella Group, LLC

Jim Michael Black (714) 329-2946  
www.blackumbrella.group

## JEWELERS

### Ronnie's Jewelers

Jim Turner (951) 674-1255  
jtrjewels@coastinet.com

## LAKE OPERATIONS

### City of Lake Elsinore - Lake & Aquatic Resources Department

Rick DeSantiago (951) 674-5120  
www.lake-elsinore.org

### Lake Elsinore Marine Search and Rescue (LEMSAR)

Terri Prijatelj (951) 290-7410  
www.lemsar.org/#

## LAWN CARE SERVICE/ LANDSCAPE

### EcoPlanet Landscaping

Michael Carroll (951) 256-6514  
www.ecoplanetlandscaping.com

## LEGAL SERVICES

### All Legal Access

Timothy McVicker (951) 244-8659  
www.alllegalaccess.com

### Docs Legal Prep

Cynthia Davis-Medel  
(951)551-1266  
www.doclegalprep.com

### Fabozzi & Miller, APC

Edward J. Miller (951) 296-1775  
www.fabozzimillerlaw.com

### Law Office of F. M. Douglas

Frederic M. Douglas (949) 293-0442  
www.douglaspatents.com

### Law Office of Pietro Canestrelli

Pietro Canestrelli (858) 444-6506  
pietro@ietaxattorney.com

### McVicker's Family Law Mediation Center

T. Elizabeth McVicker (951) 244-8759  
www.mcvickersfamilylaw.com

### Reid & Hellyer

Christopher Johnson (951) 695-8700  
www.rhlaw.com

### The Law Offices of Hitzeman & Evenson, APC

Donald Hitzeman (951) 292-7007  
dhitzeman@hitzevenlaw.com

## LIBRARY

### Lake Elsinore Library

Krystal Van Eyk (951) 674-4517

### Vick Knight Lakeside Community Library

Ellen Holt (951) 678-7083

## LIFE AND WELLNESS COACH

### Once Upon a Lullaby

Teresa Phelps (951) 523-7959  
www.onceuponalullabyconsulting.com

## MAGAZINES/NEWS MEDIA

### Lake Elsinore Magazine of Values

Dee Castro (714) 296-9633  
www.LakeElsinoreMagazineOfValues.com

## MANAGEMENT COMPANIES

### California Apartment Association - Inland Empire Division

Ben Benoit (909) 948-0784  
www.caanet.org/about/caa-local/  
inland-empire/

## MANUFACTURERS

### Champion Cooling Systems

Rick Doll (951) 245-9464  
www.championcooling.com

### Flavor West

Jason Sterns (951) 893-5120  
www.flavorwest.com

### Pacific Clay Products

Stuart Hoxsey (951) 674-2131  
www.pacificclay.com

### The Quikrete Companies

Greg Gibbel (951) 277-3155  
www.quikrete.com

## MANUFACTURING/MEDICAL

### Abbott Vascular

Ken Carlisle (951) 914-2400  
www.abbott.com

## MASSAGE/SPA

### Massage Envy @ Clinton Keith

Lezle S. Ferguson (951) 677-7781  
www.massageenvy.com

## MATTRESSES

### SoCal Mattress

Joseph Kearney (951) 245-5157  
www.socalmattress.com

## MOBILE HOME PARKS

### Huntsman Mobile Home Park, LLC

Fred & Sue West (951) 674-4617

## MOLD REMEDIATION

### SERVPRO of Lake Elsinore/Menifee/Perris

George Linguar (951) 674-4617  
www.servprolakeelsinore.com



MORTGAGE/LOAN COMPANIES**Pacific Lending LLC.**

Paul Aguilar (951) 609-8080  
paclending.com/paguilar

**South Pacific Financial**

Larry Luna (951) 704-1998  
www.spfnet.com/larryluna

MORTUARIES• **Evans Brown Mortuary**

John Rowe (951) 674-3141  
www.evans-brownmortuary.com

MOVERS**Jon's Movers Inc**

Jon Favillo (951) 226-0312  
www.jonsmovers.com

NEW HOMES**K. Hovnanian Homes**

Andy Pedersen (480) 824-4176  
www.khov.com

• **Pardee Homes**

Matt Sauls (310) 955-3100  
www.pardeehomes.com

• **Ryland Homes**

Carola K. Cherief (949) 236-5127  
www.ryland.com

• **Summerly**

Brian Milich www.mcmillin.com

NON PROFIT ORGANIZATIONS**Actions Couples Take**

Allan Thaler (951) 294-7724

• **Assistance League of Temecula Valley**

Electra Demos (951) 694-8018  
www.temeculavalley.assistanceleague.org

**Before the Transition**

Dorothy J. Lee (562) 318-8592

**Cops for Kids**

Leanne Holland (951) 245-3300  
www.copsforkidsinc.org

**Dream Center Lake Elsinore**

Brett Masters (951) 376-3703  
www.dreamcenterle.org

• **EDA/Workforce Development Agency**

Rob Moran (951) 955-3226  
www.ricoeda.org

**Jennifer Smart Foundation**

Meredith Stewart (951) 245-1017  
www.JenniferSmartFoundation.org

• **Kamali'i Foster Family Agency**

Eric Mortensen (951) 674-9400  
www.kamalii.org

**Lake Elsinore Moose Lodge 1021**

John Lavery (951) 674-4477  
www.lodge1021.moosepages.org/Contact/

**Lake Elsinore Sheriff's Posse**

Tom Hundshamer (951) 245-3300  
www.lakeelsinoreposse.com

**Lake Elsinore Valley Education Foundation**

Kevin Pape (951) 609-7525  
www.levfef.org

**National Alliance on Mental Illness/NAMI Temecula Valley**

Linda Ditter (951) 672-2089  
www.namitv.org

**Richard Jean Sylva Foundation**

Kimberly A Francois (909) 200-5218  
www.RichardJeanSylvaFoundation.com

• **Riverside Recovery Resources**

Bernard L Truax (951) 674-5354  
www.riversiderecovery.org

**Susan G. Komen Inland Empire**

Susan Eaton (951) 676-7465  
www.komenie.org

**United Way of the Inland Valleys**

Kimberly Pennington (951) 600-1671  
www.uwiv.org

**Veterans of Foreign Wars**

Roger Miller (951) 674-4735

NOTARY PUBLIC**Mason's Mobile Notary Service**

Susan Mason (714) 615-7737

OPTOMETRISTS• **Mission Optometry**

Robert J. Joyce (951) 674-1561  
www.missionoptometry.com

PARTY/EVENT PLANNERS• **A Better Party & Design**

Destinee Ekstein (951) 674-9332  
www.abetterpartyrentals.com

• **Dalia's Decorations**

Dalia Cruces (951) 238-7295  
(562) 714-2624

**Potter Productions**

Larry Potter (951) 676-2229  
larry@potterproductionsonline.com

**Simply Gorgeouz Party Supply & Planning**

Marilyn J Jones (951) 609-7683  
www.SimplyGorgeouz.com

PEST MANAGEMENT• **Lakeside Pest Control**

Craig Bloom (951) 678-1812  
www.lakesidepest.com

PET CARE**Who Let The Dogs Out? Inc.**

Martha Favillo (951) 387-8008  
wholethetdogsoutpetsittersca.com

PETROLEUM PRODUCTS• **Downs Energy**

Ron Skelskey (951) 737-9866  
www.downsenergy.com

• **Lucas Oil Products**

Tom Fredrickson (951) 270-0154  
www.lucasoil.com

PHARMACIES• **Delta Drugs II**

Raz Hovsepian (951) 245-2325  
deltadrugsii@yahoo.com

• **Gen RX Pharmacy**

John Rouzi (951) 674-6836  
jrouzi@aol.com

PHOTOGRAPHERS/ VIDEO TAPING SERVICES**Cherished Memories Photography**

Mike Norikin (951) 304-4133  
www.ourcherishedmemories.com

**On The Go Video.biz**

Desi Ekstein (951) 523-7828  
www.OnTheGoVideo.biz

PHYSICAL THERAPY**Rancho Physical Therapy**

Cathie Gentry (951) 471-3300  
www.ranchopt.com

PHYSICIANS**Anoop Maheshwari, M.D., Prof. Corp.**

Meenu Maheshwari (951) 735-1511  
www.mmccares.com

• **Farid Saadat, MD**

Dr. Farid Saadat (951) 471-5711

• **Lake Elsinore Clinica Medica Familiar y Dentista**

Erica Carrillo (951) 245-7007  
erica.carrillo@westphysicians.org

• **Total Care Family Medical Center of Lake Elsinore**

Cheryl Roberts (951) 674-8779  
totalcareurgentcare@hotmail.com

• **Vista Community Clinic:**

**Lake Elsinore**  
Betsy Heightman (951) 252-2720  
www.vistacommunityclinic.org

PLUMBERS• **Morrow Plumbing**

John Morrow (951) 674-1446  
www.johnmorrowplumbing.com

**Sanford & Son Plumbing**

Sanford Owen Lieberg (951) 678-7299  
www.sanfordandsonplumbing.com

• **The Plumbing Guys**

Luis Reyes (909) 559-3652  
www.Socialplumbingguys.com

POLICE DEPARTMENT• **Lake Elsinore Sheriff's Department**

Michael Lujan (951) 245-3300  
www.lake-elsinore.org

POOL SUPPLIES/SERVICE**Aloha Leisure**

Katherine Lohmann (951) 674-3320  
www.alohaleisurecompany.com

• **Dolphin Pool and Spa Center**

Frank & Jimmy Duran (951) 471-5305  
www.dolphinpoolandspa.com

PORTABLE OFFICE SPACE• **Golden Office Trailers, Inc.**

Sandra Tordoff (951) 678-2177  
www.goldenofficetrailers.com

PREGNANCY RESOURCES• **Elsinore Valley Pregnancy Resource Center**

Konrad Aniol (951) 245-8587  
evprc@verizon.net

PRINTERS/GRAPHICS/ TYPE SETTING/SALES• **Ariel Supply, Inc.**

Larry Grote (951) 226-3600  
www.arielsupply.com

**CTRL+P**

Jason Devor (949) 600-0776  
www.hitprint.net

• **Golden Gate Media Group**

David Orozco (310) 872-7395  
goldengmg@att.net

PROPERTY MANAGEMENT COMPANIES• **Access Asset Management, Inc.**

Adam Clarke (866) 830-4401  
www.AccessAsset.com

**Coldwell Banker ABR Property Management**  
Wendy Foster- Gault (951) 679-5494  
coldwellbanker-propertymanagement.com

**Estes Real Estate - Property Management**

Rick Estes (951) 245-7272  
www.estesrealstate.com

**Newport American Properties**

Michael Smith (951) 245-5222  
Msmithre@gmail.com

• **Ocean West Realty | Property Management**

Robert B Hacker (951) 267-0165  
www.oceanwestrealty.com

**Robin Paliwoda-Broker & Property Management**

Robin Paliwoda (951) 285-6426  
robinprealtor@gmail.com

PUBLIC TRANSPORTATION• **Riverside Transit Agency**

Jim Kneepkens (951) 565-5000  
www.riversidetransit.com

PUBLISHERS/NEWSPAPERS/ DIRECTORIES**The Valley Business Journal**

Linda Wunderlich (951) 461-0400  
www.thevalleybusinessjournal.com

RECYCLING• **RePlanet LLC**

Brian Jackson (909) 368-0100  
www.replanet.com

RESIDENTIAL REAL ESTATE• **Berkshire Hathaway**

**Home Services of CA Properties**  
Carol A. Rounsley (951) 471-5333  
www.berkshirehathawayhs.com

**BRIX Realty**

Jarred Hanson (951) 259-1187

• **Century 21 Preferred**

William L. Bachelor (951) 674-6943

**Coby Alaoui - Listing Residential Specialist**

Coby Alaoui (951) 291-8418  
www.cobysellsrealestate.com

**Farnam & Associates Real Estate - Nancy Hunzeker PMN**

Nancy Hunzeker (951) 236-9424  
NancyHunzeker@gmail.com

• **Keller Williams The Lakes**

Phil Williams (951) 816-6565  
www.kwthelakes.com

**Lumos Communities LLC**

Leonard Leichnitz (951) 505-1502  
lechnitz@lumoscommunities.com

• **Southwest Riverside County Association of Realtors**

Connie Lynch (951) 894-2571  
www.srcar.org

**Tarbell Realtors**

Rebecca Crandell (714) 788-6143  
www.RebeccaCrandell.com

RESTAURANTS**Annie's Café**

Keith Kahn (951) 245-6106  
www.anniescafe.com

• **Chili's**

Jay Witherspoon (951) 245-5101  
www.chilis.com

**CJ's Sports Grill & Turf Club**

Kiko Zennedjian (951) 674-3101

• **Del Taco # 1020**

John Johnson (951) 245-2710

• **Del Taco # 245**

John Johnson (951) 674-5771

• **Del Taco #238**

John Johnson (951) 674-3646

**Dickey's Barbecue Pit**

Frank Morones (951) 249-7977  
Frank@frankmorones.com

• **Don Jose's Mexican Restaurant**

Fayda Carter (951) 245-6131

• **Don Mere's Mexican Restaurant**

Jose Martin-Romo (951) 579-1394  
www.donmeresrestaurant.com

• **El Comal Restaurant**

Miguel Casillas (951) 579-1759  
www.elcomal-restaurant.com

• **El Ranchito Taco Shop**

Raymond Moon (951) 245-1438  
www.RanchitoElsinore

• **Golden Corral**

James Galloway

• **Guadalajara Restaurant**

Ricardo Solano (951) 674-8294  
guadalajara.restaurant@yahoo.com

• **IHOP**

Mandy Skipper (951) 674-4522  
elhop@pancakestoday.com

# MEMBER DIRECTORY

• **Jack in the Box #5472**  
Amira Hakim (951) 674-6472

• **Jacks BBQ Shack**  
Jack A. Martin (951) 245-6500  
inkjax@yahoo.com

**Jersey Mike's Subs**  
Tanya Ilic (951) 674-5860  
www.jerseymikes.com

• **La Unica Cocina Mexicana Y Cantina**  
Rose Topete (951) 674-2233  
www.launicarestaurant.com

**Main Street Kitchen & Tap**  
Robert Kulwicki (951) 674-6777

• **My Buddies Pizza**  
Sean Richardson (951) 674-6946

• **Panera Bread**  
Vincent King (951) 253-8062  
www.panerabread.com

**Pints & Quarts Gastro Pub**  
Donna Niehouse (951) 674-0010  
www.pintsandquartspizzareia.com

• **Popeyes Louisiana Kitchen**  
Jen Cason (951) 471-3343

**Sizzler Restaurant / BMW Management**  
Sally Myers (951) 676-8616  
marketing@bmwmanagement.com

**Stadium Pizza Main St. LLC**  
Sandy Kordick (951) 228-2128  
www.stadiumpizza.com

**The Bobber**  
William Johnson

**The Lookout Roadhouse Restaurant**  
Barbara Shea-an (951) 678-9010  
www.lookoutroadhouse.com

• **Tom's #1 - World Famous Chiliburgers**  
Dimitrios Karpouzis (714) 270-7524  
www.tomschiliburgers.com

• **Vincenzo's Olive Tree**  
Chris Scholder (951) 674-8941  
www.vincenzosolivetree.com

## RETAIL STORES

• **Element**  
Kara Hass (951) 674-3600  
www.billabongusa.com

**A Nameless Hobby Shop**  
Arianna Salcedo (951) 570-9273  
facebook.com/Anamelesshobbyshop/

**Mom & Baby Boutique**  
Nioma Gardner (951) 399-0109  
www.momandbaby.boutique.com

• **Masterpac**  
Hector Cortez (951) 400-2607  
www.masterpaccompaction.com

• **Nike Factory Store**  
Lori Gamez (951) 245-5665  
lori.gamez@nike.com

• **Promenade Temecula**  
Jeff Kurtz (951) 296-0979  
www.promenadetemecula.com

**Rogue Knight Games**  
Kyle W MacDonald (951) 471-3994  
www.rogueknightgames.com

• **Staples**  
Aaron Buchmann (951) 245-9686  
www.staples.com

• **Lake Elsinore Storm Baseball**  
Shaun Brock (951) 245-4487  
www.stormbaseball.com

• **VF Outlet**  
Laurie Soto (951) 674-6690  
www.vfoutlet.net

## SANITATION

• **Diamond Environmental**  
Lynn Russell (888) 744-7191  
www.diamondprovides.com

**L&L's Personal Trash Bin Cleaning**  
Lawrence E. Ward (951) 231-8735  
www.LLsptbc.com

• **Rightway Portable Toilets, Temporary Power Poles, Storage Containers and Septic Pumping Services**  
Sam Harding (951) 674-8608  
www.rightwayportable.com

## SCHOOL DISTRICT/SCHOOLS

• **Lake Elsinore Unified School District**  
Douglas Kimberly (951) 253-7000  
www.leusd.k12.ca.us

• **Riverside County Superintendent of Schools**  
Dr. Judy White (951) 826-6530  
www.rcoe.us

**Sycamore Academy of Science and Cultural Arts**  
Barbara Hale (951) 678-5217  
www.sycamoreacademycharter.org

## SENIOR LIVING/RESIDENTIAL CARE

• **Happy Life Health Care**  
Na Zhao (818) 267-0352  
www.ushappylifeinc.com

## SERVICE CLUBS/ ORGANIZATIONS

• **American Legion Post 200**  
Ralph E Johnson (951) 678-7777  
www.legionpost200.org

**SCORE**  
(951) 818-9992  
www.inlandempire.score.org

• **Elsinore Woman's Club**  
Heidi Dodd (951) 674-3445  
www.elsinorewomensclub.org

**Lake Elsinore Citizen's Committee**  
Joyce Hohenadl (951) 674-2159

**Lake Elsinore/Wildomar Elks Lodge #2591**  
Michael D. Cain (951) 674-6804

**Lake Elsinore Historical Society**  
Ruth Atkins (951) 678-1537  
www.lakeelsinorehistoricalsociety.org

• **Rotary Club of Lake Elsinore**  
Rachel Borg (951) 678-0347  
www.lakeelsinorerotary.org

**Southwest Riverside NAACP Branch 1034**  
Mary Venerable (951) 443-4551  
www.lakeelsinorenaacp.org

**Warrior Built Foundation**  
Aaron Q. Seibert (951) 805-2734  
www.warriorbuilt.org

## SIGNS/BANNER/ SCREEN-PRINTING

• **Maximum Sign Co**  
Geraldine S. Roberts (951) 816-5154  
www.maximumsignco.com

## SKIN/NAIL CARE

• **Social Nails & Lashes**  
Olga Loera-Martinez (949) 612-5334  
www.socialnailslashes.com

## SKY DIVING

**Skydive Elsinore**  
Karl Gulleddge (951) 245-9939  
www.skydiveelsinore.com

## SOLAR

• **Add Solar**  
David Couzens (909) 598-7654  
www.anatonecorp.com

## SPORTS MEMORABILIA

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Skip Stroud (951) 245-5425  
www.limitededitiononline.com

## STORAGE FACILITIES

**Grand Ave. Storage**  
Susan Andrews (951) 609-3307  
www.grandavenuestorage.com

**Secured Self Storage**  
Carolyn Rivera (951) 674-8681

**SOS Storage Center**  
Gina Walker (951) 940-9990  
www.sos-selfstorage.com

## TELECOMMUNICATIONS

**Temecula Valley Communications, Inc.**  
Shane Lesovsky (951) 677-4422  
www.tvcinc.net

**Ur Wire Guy**  
Gary Radel (951) 457-7681  
www.urwireguy.com

## TRANSPORTATION

• **Transportation Corridor Agencies**  
Jeff Bott (949) 754-3400  
www.thetollroads.com

## UTILITIES

• **CR&R Solid Waste & Recycling Services**  
Alex Braicovich (800) 755-8112  
www.crrwasteservices.com

• **Elsinore Valley Municipal Water District ( EVMWD )**  
Greg Thomas (951) 674-3146  
www.evmwd.com

• **Metropolitan Water District**  
Patti Arlt (213) 217-6491  
www.mwdh2o.com

• **Southern California Edison**  
Jeremy Goldman (800) 655-4555  
www.sce.com

• **Southern California Gas Company**  
Adam Eventov (951) 830-3485  
www.socalgas.com

• **Southern California Telephone Company**  
Ryan MCGuire (951) 693-1880  
www.socaltelephone.com

**Western Municipal Water District**  
Rachel McGuire (951) 571-7100  
www.wmwd.com

## VETERINARIANS/ VETERINARIAN SUPPORT

• **Lake Elsinore Animal Hospital**  
Ed Shin (951) 674-9392  
www.lakeelsinoreanimalhospital.com

• **Mountainview Small Animal Hospital**  
Debbie Harris (951) 674-1475

## WATER WELL SERVICE

• **Quality Pump Service**  
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Reece Young (760) 991-4335  
www.firstclasscode.com

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• **California Welding Institute**  
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www.socalwelding.com

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www.prometoproduce.com

**Tractor Supply Company**  
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www.TractorSupply.com

## YOUTH SERVICES

**Boys and Girls Club of Southwest County**  
Shelly Anguiano Figueroa (951) 245-4499  
www.bgcswc.org

• **California Family Life Center - Planet Youth Program**  
Mary Jo Ramirez (951) 471-8415  
kv-cflc@linkline.com

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Museum Information: 951/678-1537



# STILL THINK VAPING IS SAFER THAN SMOKING? THINK AGAIN.

**Whether due to clever marketing or simply a lack of research, teens and adults alike have become hooked on vaping thinking it is a safer alternative to smoking. But mounting evidence is bringing to light the dangers of vaping and showing why it may be just as harmful as smoking – or even worse.**



Vaping involves the use of battery-powered devices such as e-cigarettes and vape pens that allow users to inhale a vaporized liquid into their lungs. Most vaping liquid contains nicotine. Even ones that don't may contain potentially harmful substances. Some people use vape pens to inhale liquid containing THC, the ingredient in marijuana that gets you high.

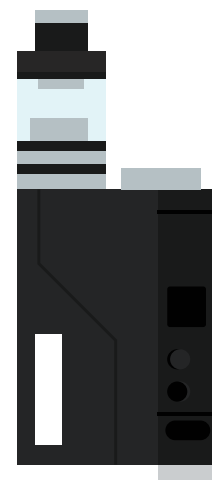
**There's a lot that is still unknown about the dangers of vaping but here is what we do know:**

**Vaping liquid often contains nicotine. Whether you inhale nicotine from a regular cigarette or an e-cigarette, the substance is highly addictive. More young people are becoming addicted to nicotine due to vaping even though youth rates of smoking had been decreasing. Studies show that adults who use e-cigarettes in an effort to stop smoking are often unsuccessful. There is little evidence that vaping helps smokers quit.**

**Vaping exposes you to other substances. The vapor in some e-cigarette products contains known toxins and carcinogens. Vaping liquid may also contain chemicals whose risks are yet unknown. Additionally, the process of vaporizing the liquid in e-cigarettes may release harmful substances.**

**Vaping among teens is an epidemic. E-cigarettes are the most commonly used form of tobacco among teens in the U.S. In 2018, more than 3.6 million middle and high school students reported using e-cigarettes within the previous 30 days, according to the Centers for Disease Control and Prevention (CDC).**

**Vaping may encourage smoking. Evidence suggests that teens and pre-teens who vape are more likely to go on to use other tobacco products, according to the National Institute on Drug Abuse.**



There's a lot we still don't know. Hundreds of serious lung illnesses across the country, including several dozen deaths, have recently been linked to vaping. This spike in severe respiratory illnesses has led public officials to issue dire warnings about vaping. The CDC is stepping up its probe into vaping-related illnesses. More resources are being put towards researching and regulating vaping products. But as of now, we don't know what's causing these illnesses or what other problems may arise due to vaping.

**While efforts are being made to learn more about the dangers of vaping and to warn the public of these potential dangers, one thing is clear. The best thing you can do to avoid any known or as-yet-unknown danger is to stop vaping.**



This message is brought to you by your friends in healthcare at Southwest Healthcare System, which operate Inland Valley Medical Center in Wildomar and Rancho Springs Medical Center in Murrieta. Both hospitals were recently awarded the General Top Hospital Award for 2018 from the Leapfrog Group, 2 hospitals of only 35 nationwide to receive this honor for patient safety delivered at the highest level.

## IMPORTANT PHONE NUMBERS

### Emergency Services

• Emergency	911
• American Medical Response	(951) 782-5200
• Border Patrol	(951) 676-2261
• Fire Department/ Emergency	(800) 472-5697
• Fire Department, Station 10 - Graham Ave.	(951) 674-2161
• Fire Department, Station 11 - Lakeland Village	(951) 678-2161
• Fire Department, Station 51- Ortega Highway	(951) 678-6070
• Fire Station, Station 85 - Grand Ave.	(951) 245-2185
• Fire Station, Station 94 - Railroad Canyon	(951) 246-2293
• Graffiti Hotline	(951) 674-2701
• Inland Valley Regional Medical Center	(951) 677-1111
• Lake Patrol	(951) 245-3338
• Police/ Sheriff, After Hours	(800) 950-2444
• Police/ Sheriff, Business	(951) 245-3300
• Rancho Springs Medical Center	(951) 696-6000
• Southwest Healthcare System	(951) 677-9712
• Total Care Family Medical Center of Lake Elsinore	(951) 674-8779

### Hospitals & Health Services

• Fallbrook Hospital	(951) 728-1191
• Family Health Center & WIC	(951) 471-4200
• Health Department Clinic	(951) 358-5000
• Hemet Valley Medical Center	(951) 652-2811
• Immunizations	(951) 246-1215
• Inland Valley Regional Medical Center	(951) 677-1111
• Kaiser Permanente Riverside	(951) 353-2000
• Menifee Valley Medical Center	(951) 679-8888
• Rancho Springs Medical Center	(951) 696-6000
• Riverside County Regional Medical Center	(951) 486-4000
• Riverside Community Hospital	(951) 788-3000
• Social Services/ Medi-Cal	(951) 245-3100
• Vista Community Clinic: Lake Elsinore	(951) 252-2720
• WIC Supplemental Nutrition Program	(951) 455-4942

### Local Media

• 951 Magazine - McClain Publishing	(951) 768-7565
• FROGGY 92.9 KFRG FM (Radio)	(951) 693-2206
• The Press Enterprise (Newspaper)	(951) 684-1200
• Tuscany Hills News	(951) 244-1966
• Under the Sun Magazine c/o Loft Publications	(951) 693-9385
• Valley News	(760) 723-7319

### Family Services

• Adult Abuse	(800) 491-7123
• Animal Control	(951) 674-0618
• Environmental Health Services, 24-Hour Emergency Calls	(951) 461-0284
• Mental Health Dept. Adult/ Child Crisis Services	(951) 765-1550
• Mental Health Dept. Night/ Weekend Crisis Intervention	(951) 358-5245
• Child Abuse/ Domestic Violence	(800) 442-4918
• Child Protective Services	(951) 696-3450
• Coroner/ 24-Hour	(951) 443-2300
• Crisis Center/ 24-Hour Hotline	(951) 686-4357
• Gamblers Anonymous	(866) 239-2911
• Homeless Helpline	(951) 291-0050
• Lifestream	(909) 386-6848
• Poison Information	(800) 876-4766
• Rape Crisis/ 24-Hour Hotline	(951) 686-7273
• We-Tip	(800) 78-CRIME

### Utilities

• CR&R Solid Waste & Recycling Services	(800) 755-8112
• Elsinore Valley Municipal Water District (EVMWD)	(951) 674-3146
• Metropolitan Water District	(760) 451-9122
• Southern California Edison	(800) 655-4555
• Southern California Gas Company	(909) 335-7660
• Southern California Telephone Company	(951) 693-1880
• Time Warner Cable	(951) 245-9485
• Western Municipal Water District (WMWD)	(951) 789-5000

### Service Organizations

• Animal Friends of the Valleys	(951) 674-0618
• Cops for Kids, Inc.	(951) 245-3300
• Elsinore Valley Arts Network	(951) 245-4478
• Elsinore Woman's Club	(951) 678-8941
• H.O.P.E.	(951) 245-7510
• Lake Elsinore Senior Center	(951) 674-2526
• Lions Club	(951) 639-3352
• Lake Elsinore Rotary Club	(951) 245-4707
• Share Program	(951) 674-2758
• United Way/ Inland Valley	(951) 461-1221

### Transportation

• AMTRAK	(800) 872-7245
• Community Transportation System	(800) 800-7821
• Dial-A-Ride	(800) 795-7887
• Greyhound (Perris)	(800) 231-2222
• Metrolink	(800) 371-5465
• Riverside Transit Authority (RTA)	(800) 800-7821
• Rideshare	(800) COMMUTE
• Park and Ride	(800) RIDESHARE
• VAN-Ride	(800) 826-7433

### Worship

• Calvary Chapel of Lake Elsinore	(951) 674-5451
• Elsinore Christian Center	(951) 674-0747
• Elsinore First Assembly of God	(951) 678-1757
• First Baptist Church	(951) 678-2514
• First Christian Church	(951) 674-2758
• First Lutheran Church Mo Synod	(951) 674-2757
• First United Methodist Church	(951) 674-6579
• Grace and Truth Worship Ministry	(951) 291-1746
• Independent Church of Elsinore	(951) 674-3632
• Lake Elsinore Baptist Church	(951) 674-9350
• Lake Elsinore Dream Center	(951) 376-3703
• Lake Elsinore Providence Baptist Church	(951) 674-4311
• Lakeview Chapel-Evangelical Methodist	(951) 674-2825
• New Creation Church	(951) 813-5346
• New Hope Baptist Church	(951) 674-8053
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• Shepherd of Life Lutheran	(951) 678-1561
• St. Andrew's Episcopal Church	(951) 674-4087
• St. Frances of Rome Catholic Church	(951) 674-6881
• St. Paul's City Church	(951) 218-4732
• The P.O.W.E.R. House	(951) 226-0135
• The Lamb's Fellowship	(951) 417-3807



**City of Lake Elsinore**

- Building and Safety (951) 674-3124 ext. 801
- Business License (951) 674-3124 ext. 302
- City Clerk (951) 674-3124 ext. 269
- City Council (951) 674-3124 ext. 204
- City Manager (951) 674-3124 ext. 204
- Code Enforcement (951) 674-3124 ext. 227
- Community Development (951) 674-3124 ext. 297
- Community Services (951) 674-3124 ext. 265
- Engineering (951) 674-3124 ext. 915
- Graffiti Hotline (951) 674-2701
- Household Hazardous Waste (951) 674-5170
- Human Resources/ Personnel (951) 674-3124 ext. 231
- Lake & Aquatic Resources (951) 674-3124 ext. 265
- Lake Patrol (951) 245-3338
- Parks/ Tree Maintenance/ Streetscapes (951) 674-5170
- Public Information Officer (951) 674-3124 ext. 314
- Public Works/ Pot Holes (951) 674-5170
- Recycling (951) 674-3124 ext. 245
- Senior Center (951) 674-2526
- Special Events/ Filming Permits (951) 674-3124 ext. 292
- Street Hazards (951) 674-5170
- Weed Abatement (951) 674-3124 ext. 225

**Government - City**

- City Hall (951) 674-3124
- Chamber of Commerce (951) 245-8848
- City Council (951) 674-3124 ext. 204
- Councilwoman, Natasha Johnson (951) 674-3124 ext. 204
- Councilman, Bob Magee (951) 674-3124 ext. 204
- Mayor, Steve Manos (951) 674-3124 ext. 204
- Councilman, Tim Sheridan (951) 674-3124 ext. 204
- Pro-Tem, Brian Tisdale (951) 674-3124 ext. 204
- City Manager, Grant Yates (951) 674-3124 ext. 204
- Chief of Police, Michael Lujan (951) 245-3300
- Battalion Chief, Steve Payne (951) 246-2337

**Government - County**

- County of Riverside (951) 955-1000
- County Supervisors
  - Kevin Jeffries, District 1 (951) 471-4500
  - Chuck Washington, District 3 (951) 955-1030
  - V. Manuel Perez, District 4 (951) 955-1040

**Government - State**

- Governor, Gavin Newsom (916) 445-2841
- Senator - District 28 (951) 894-3530
- Assemblywoman - District 67, Melissa Melendez (951) 894-1232

**Government - Federal**

- US Senator, Dianne Feinstein (951) 914-7300
- US Congressman - District 42, Ken Calvert (951) 277-0042

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- Involve family in promoting service

### Meeting Location/Time

#### Wednesday Morning:

7:00am at Ortega Conference Center  
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*Please note: Morning meetings are only during the 2nd and 4th Wednesday of each month*

2019-2020 President, Rachel Borg:

[borg1996@yahoo.com](mailto:borg1996@yahoo.com)

#### Wednesday Evening:

6:30pm at Stadium Pizza Main St. LLC  
169 N. Main Street, Lake Elsinore, CA 92530

*Please note: Evening meetings are only during the 1st and 3rd Wednesday of each month*

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