

FREE
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Lake Elsinore** - Page 12

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**Celebrate 4th of July
In Lake Elsinore**

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DINING CHOICES** - Page 4

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CELEBRATE 4th of July IN LAKE ELSINORE

PARTY IN THE PARK

10:00 a.m. to 1:00 p.m.
Summery Park, 18505 Malaga Road

Bring the whole family out for a morning of family-friendly activities including a kids fun zone, vendors, and music. The event will start with our annual Kid's Bike Parade. Children can decorate their bikes, trails, wagons and ride with pride in a parade around the park. The City will have decorating supplies available those who would like to participate. Food will be available at a cost.

FIREWORKS SPECTACULAR

The City's Fireworks show over the lake will begin at 9:00 p.m. shooting off from the T-Peninsula! The show will be synchronized with KOLA Radio Station's (99.9 FM) Sky Concert. Viewing locations include Lakepoint Park, Summery Community Park, Swick & Matich Park, Whisker's Fishing Beach, and a portion of the levee. Paid viewing locations include all commercial campgrounds, Launch Pointe, and by boat.

VIEW BY BOAT

Do you have a boat (with proper night lights) and want to experience Fireworks on the Lake?

Launch Pointe is now selling Night Boating Passes to watch the City's Annual Fireworks Spectacular on the water! Passes are \$10 per vessel (in addition to a \$10 Lake Use Pass + \$10 Launch Pass.) The experience of watching the show from the water is PRICELESS! To purchase a 4th of July Night Boating Pass, visit Launch Pointe at 32040 Riverside Drive or call (951-471-1212), from 7 a.m. to dusk. There is only a limited number of tickets, so get yours today!

NEW! LIGHT UP THE NIGHT BOAT PARADE

Boat parade starts at 8:00 pm
If you own boat and you enjoy decorating, then you can certainly participate for free (must have a valid nighttime lake pass)
You can view the parade from shore at such locations
-Elm Grove Beach
-Whiskers Fishing Beach
-Launch Pointe (at a cost)

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Main Street Museum
183 North Main Street
(Use Heald Avenue Entrance)

Hours:
Wednesday & Saturday 11:00 a.m. to 3:00 p.m.
Sunday 1:00 to 4:00 p.m.



Mailing Address: P.O. Box 84, Lake Elsinore, CA 92531-0084
Museum Information: 951/678-1537

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LEGISLATIVE UPDATE

SWCLC Southwest California Legislative Council

It's been a busy year for the Southwest California Legislative Council – and we're just over half way through the session. This session was marked by the return of a number of bills that either failed or were overlooked last year when the primary focus was on COVID related measures. Of course if you recall from my columns last year, the focus didn't change all that much – they just appended the word COVID to a lot of bills hoping that nobody would notice that it had nothing whatsoever to do with COVID. Oh well.

So this year the subterfuge is over and the focus once again is purely on 1) raising taxes (sorry, I meant 'enhancing revenue'); 2) making it harder to do business in California; and 3) doling out enough freebies to keep the Governor from getting recalled out of office. There have been at least a half dozen bills trying to expand sick or bereavement leave that would really impact small mom-and-pop businesses. As you might imagine, bills aimed ostensibly at diversity, discrimination, and political correctness are much in favor this year, bills that would inflict further regulatory compliance issues on businesses both large and small to no effect. There's a bill that would require most department stores to have 'gender neutral' sections for kids clothes and toys. Because Prop's 47 and 57 have worked so well to reduce crime (is there a sarcasm font?), we now have bills to abolish ICE,

defund police and redefine the crime of robbery to mere theft thereby reducing sentencing and releasing anybody who had been convicted of robbery, including armed robbery in some cases. And no session would be complete without numerous efforts to impact the world's climate, which apparently can be accomplished if we only pay more taxes.

If you're a landlord you'll continue to be in the crosshairs with most bills aimed at assisting your tenant, not you. However, there may be some good news that will allow you to recoup as much as 80% of your back rent – if they can figure out how to get the system to work. There was also a bill that actually proposed to tax you on your rental income just like you were selling a product or service. Fortunately that died along the way but you're never quite safe from this kind of plan.

Mixed in with that flotsam are a few good bills – like ACA 9, Assembly member Kiley's bill to repeal the onerous 'intergenerational transfer' tax that was voted in as part of last year's Prop 19. If you didn't realize you were voting to increase property taxes on your kids and grandkids inheritance, you didn't read the fine print. There's a couple

bills that would require the unemployment department (EDD) to cross reference their applications with the Department of Corrections so people in jail don't scam billions in unemployment payments. There's also a couple bills that would help restaurants recover from the lockdown by allowing them to continue outdoor service and serve to-go drinks. And employees could benefit from some proposed new rules governing tele-commuting, which many had turned to during the pandemic. That will likely be a permanent outcome from the changes to our workforce necessitated by COVID so new rules on how that works are definitely in order to protect both employers and employees.

On average the SWCLC is opposed to more bills that we support, but that's not unusual given the climate in Sacramento. We hope, along with our sponsors and coalition partners, no prevail on many of these bills on behalf of our Chamber members, employers, employees and entrepreneurs, to advance the good bills and defeat or amend the bad. We'll win some and lose some and so will you.

The Council meets the 3rd Monday of each month at the Realtor House in Murrieta at noon. We are once again meeting in person so if you'd like to be part of the discussion, contact your Chamber for more information on how to become part of the action.



CREEKSIDE PARK

3200 LOST ROAD

Creekside Park is located at Baywood Street and Lost Road. This seven (7) acre site offers a number of amenities for families to enjoy, including large open fields, ideal for large group gatherings and picnics.

UPDATED AMENITIES:

Playground

Fitness Equipment

Resurfaced Tennis Courts

Added Pickleball Courts

New Amenities

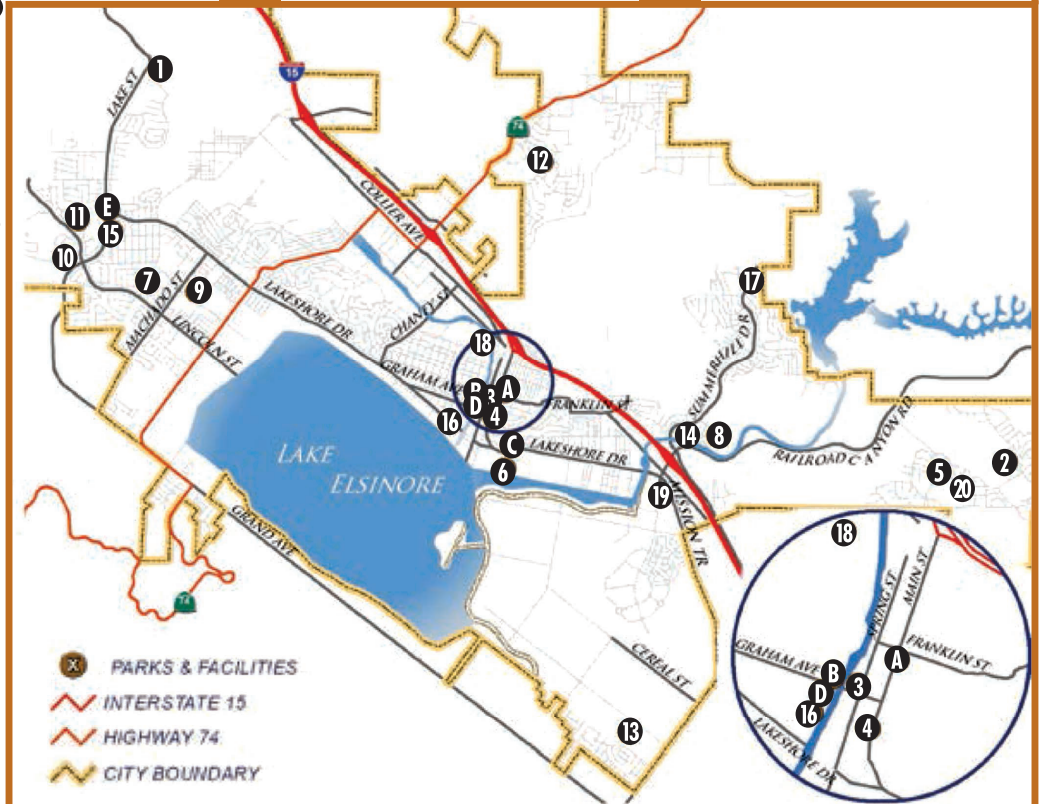
New Pavilion

Pathway and Court Lights Retrofit to LED

CITY OF LAKE ELSINORE PARKS & FACILITIES

Restrooms		1 3 4 5 6 9 10 12 13 14 15 16 17 18 19 20 A B C D E
Concession		1 3 4 5 6 10 12 16 17 19
Parking		1 3 4 5 6 9 10 12 13 14 15 16 17 18 19 20 C D E
Picnic Areas		1 3 4 5 6 7 9 10 11 12 13 14 15 16 17 18 19 20 A D
Drinking Fountain		1 3 4 5 6 7 9 10 12 13 14 15 16 17 18 19 A B C D
Play Equipment		1 3 4 5 6 7 9 10 12 13 14 15 17 18 19 20 A
Spotlights		1 3 4 5 6 12 15 16 17 19 A
Picnic Shelters		1 3 4 9 10 12 13 19
Barbeques		1 3 4 5 9 10 12 14 15 18 19 20
Baseball		3 10 12 16 17 19 20
Football/Soccer		1 3 5 6 12 14 15 17 18 19 A
Basketball		1 3 4 7 12 13 19 20 C
Dog Park		3 10 12 13 19
Volleyball		6 9 C
Tennis		5 9 12 13 19
Horseshoe Court		4 D
Splash Pad		3 18
Community Center		C D
Gym/Auditorium		B C D
Multi-Purpose Room		1 A C D
Skate Park		10 13 19
BMX Park		13

1 Alberhill Park 28200 Lake Street	14 Summerhill Park 31613 Canyon Estates Drive
2 Channel Walk Heald Avenue and Spring Street	15 Summerlake Park 900 W. Broadway
3 Canyon Hills Community Park 34360 Canyon Hills Road	16 Swick & Match Park 402 Limited Street
4 City Park 243 S. Main Street	17 Tuscany Hills Park 30 Summerhill Drive
5 Creekside Park 3200 Lost Road	18 Yarbrough Park 419 N Poe Street
6 Lakepoint Park 420 E. Lakeshore Drive	19 Summerly Community Park 18505 Malaga Road
7 Lincoln Street Park 14986 Lincoln Avenue	20 Christensen Park 36300 Piedmont Dr
8 Linear Park 31717 Canyon Estates Drive	A Boys & Girls Clubhouse Alberhill Park 3711 Nichols Rd
9 Machado Park 15150 Joy Street	B Cultural Center 183 North Main Street
10 McVicker Canyon Park & Skate Park 29355 Grand Avenue	C Lake Community Center 310 W Graham Ave
11 Oak Tree Park 15340 Lincoln Street	D Lake Elsinore Senior Activity Center 420 E Lakeshore Dr
12 Rosetta Canyon Sports Park 39423 Ardenwood Way	E Youth Opportunity Center 400 W. Graham Avenue



FOR MORE INFORMATION PLEASE VISIT WWW.LAKE-ELSINORE.ORG



THE LAKE ELSINORE HOUSING JOURNAL

ADAM A. RUIZ FOR THE SOUTHWEST RIVERSIDE COUNTY ASSOCIATION OF REALTORS®

This is only my 3rd report, yet I'm starting to feel like a broken record. Our housing market is still on fire, and depending which side of the transaction you are on, you're either loving it or hating the challenges. We wrapped up our National Association of REALTORS® meetings and much of the tune was the same - We need inventory and options for affordable housing!

If you or someone you know has sold a house recently, you most likely saw a long line of prospective buyers outside waiting to come tour your home followed by multiple offers, probably well above your list price, and all within the first few days of listing your property. Not necessarily a bad thing if you're selling! However, if you happen to be one of those prospective buyers in line, you know how challenging and frustrating it can be.

The immediate impact is higher home prices. According to a report from the California Association of REALTORS®, the median home price reached an all time high at over \$800,000! The huge increase is credited to a shortage of homes and low interest rates. Sound familiar?

Even with prices continuing to rise,

NAR's Chief Economist is predicting a healthy growth in home prices as well as home sales. I've included a couple of slides from his forecast presentation at the end of this report for your reference. We've also seen the return of traditional open houses which might give you more opportunity to explore the limited available inventory.

Even with the rise in cost of materials, you can see many housing projects moving along quickly, with many more going through the planning process. Another benefit is the attention being given to affordable housing needs and development. Many of our local cities have projects and construction planned in the near future to address this need.

As we start to get back to "normal," we should expect things to continue along in regards to our housing market. As I mentioned before, if you're considering selling your home, now may be a great time. If you're buying a home, hang in there!

As always, am available if you have any questions about the report. Until next month...

Year-Over-Year Median Price: May

	2020	2021	%
Temecula	\$507,000	\$657,000	23%
Murrieta	\$460,000	\$590,000	22%
Menifee	\$400,000	\$487,000	18%
Lake Elsinore	\$405,000	\$515,000	21%
Wildomar	\$445,000	\$570,000	22%
Canyon Lake	\$517,500	\$662,500	22%
Hemet	\$287,500	\$365,000	21%
San Jacinto	\$304,000	\$429,000	29%
Perris	\$385,000	\$420,000	8%

SW Market @ A Glance

Southwest California	Reporting Period	Current Month	Last Month	Year Ago	Change from Last Month	Change from Year Ago
Existing Home Sales (SFR Detached)	May 2021	1,055	1,098	695	-4%	52%
Median Home Price	May 2021	\$527,500	\$510,000	\$414,950	3%	27%
Unsold Inventory Index (SFR Dist)	May 2021	709	595	1,193	19%	-41%
Unsold Inventory Index (Months)	May 2021	2	2	4	0%	-50%
Median Time on Market (Days)	May 2021	5	6	19	-17%	-74%

Source: CMLA

Your "Average" House, May 2021

City	Median Sold Price	Average Sold Price	Average Sq. Ft.	Bed	Bath	Year Built
Temecula	\$ 657,000	\$728,998	2,688	4	3	1998
Murrieta	\$ 590,000	\$628,645	2,525	4	3	2000
Menifee	\$ 487,000	\$476,231	2,066	3	3	1998
Hemet	\$ 365,000	\$383,347	1,790	3	2	1986
Perris	\$ 420,000	\$453,115	1,974	4	3	1992
Lake Elsinore	\$ 515,000	\$509,073	2,141	4	3	1998
Wildomar	\$ 570,000	\$587,430	2,547	4	3	2000
Canyon Lake	\$ 662,500	\$728,295	2,464	4	3	1987
San Jacinto	\$ 429,000	\$406,390	2,214	4	3	1996

Source: CMLA

2021 STORM SCHEDULE

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
				IE 7:05PM	IE 7:05PM	IE 6:35PM
IE 2:05PM	OFF	RC	RC	RC	RC	RC
RC	OFF	VIS 5:35PM	VIS 4:35PM	VIS 7:05PM	VIS 7:05PM	VIS 6:35PM
VIS 4:05PM	OFF	IE	IE	IE	IE	IE
IE	OFF	FRE 3:35PM	FRE 4:35PM	FRE 7:05PM	FRE 7:05PM	FRE 6:35PM

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
FRE 4:05PM	OFF	RC	RC	RC	RC	RC
RC	OFF	VIS 5:35PM	VIS 6:35PM	VIS 7:05PM	VIS 7:05PM	VIS 6:35PM
VIS 4:05PM	OFF	IE	IE	IE	IE	IE
IE	OFF	SJ 1:05PM	SJ 4:35PM	SJ 7:05PM	SJ 7:05PM	SJ 6:35PM
SJ 4:05PM	OFF	RC				

SEPT

SUN	MON	TUE	WED	THU	FRI	SAT
			RC	RC	RC	RC
RC	OFF	VIS	VIS	VIS	VIS	VIS
VIS	OFF	IE	IE	IE	IE	IE
IE						

HOME AWAY

UPCOMING PROMOS

7/18 - STORM TUMBLER GIVEAWAY
BY ANDERSON CHEVROLET

8/1 - STORM PADRES COLORS
JERSEY GIVEAWAY
BY BIOLIFE PLASMA SERVICES

8/15 - BEERFEST
BY DESCHUTES

8/27 - FAITH & FAMILY NIGHT

8/29 - STORM HAT GIVEAWAY
BY SHARP BUSINESS SYSTEMS

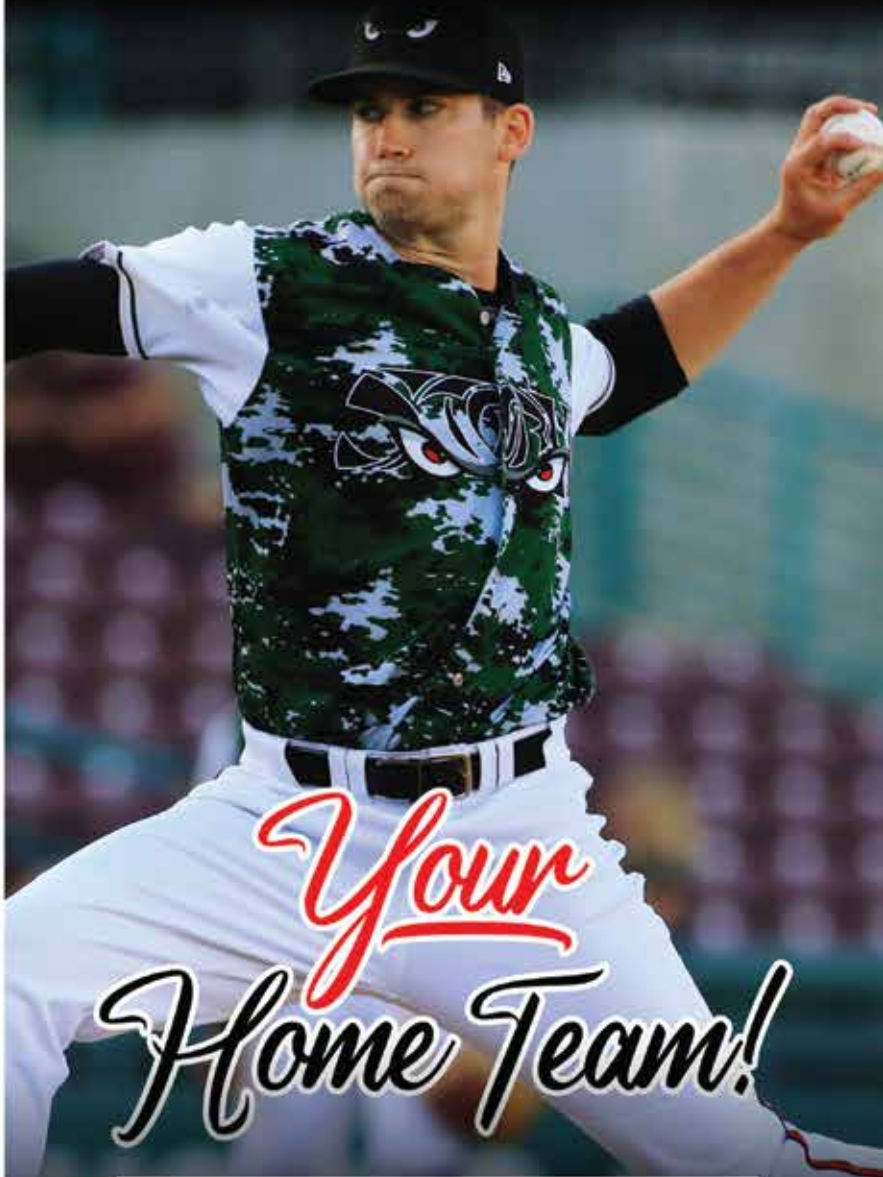
9/18 - BATTLE OF THE BANDS

9/19 - EVERYTHING NIGHT

PROMOS SUBJECT TO CHANGE. GIVEAWAY QTYS LIMITED.

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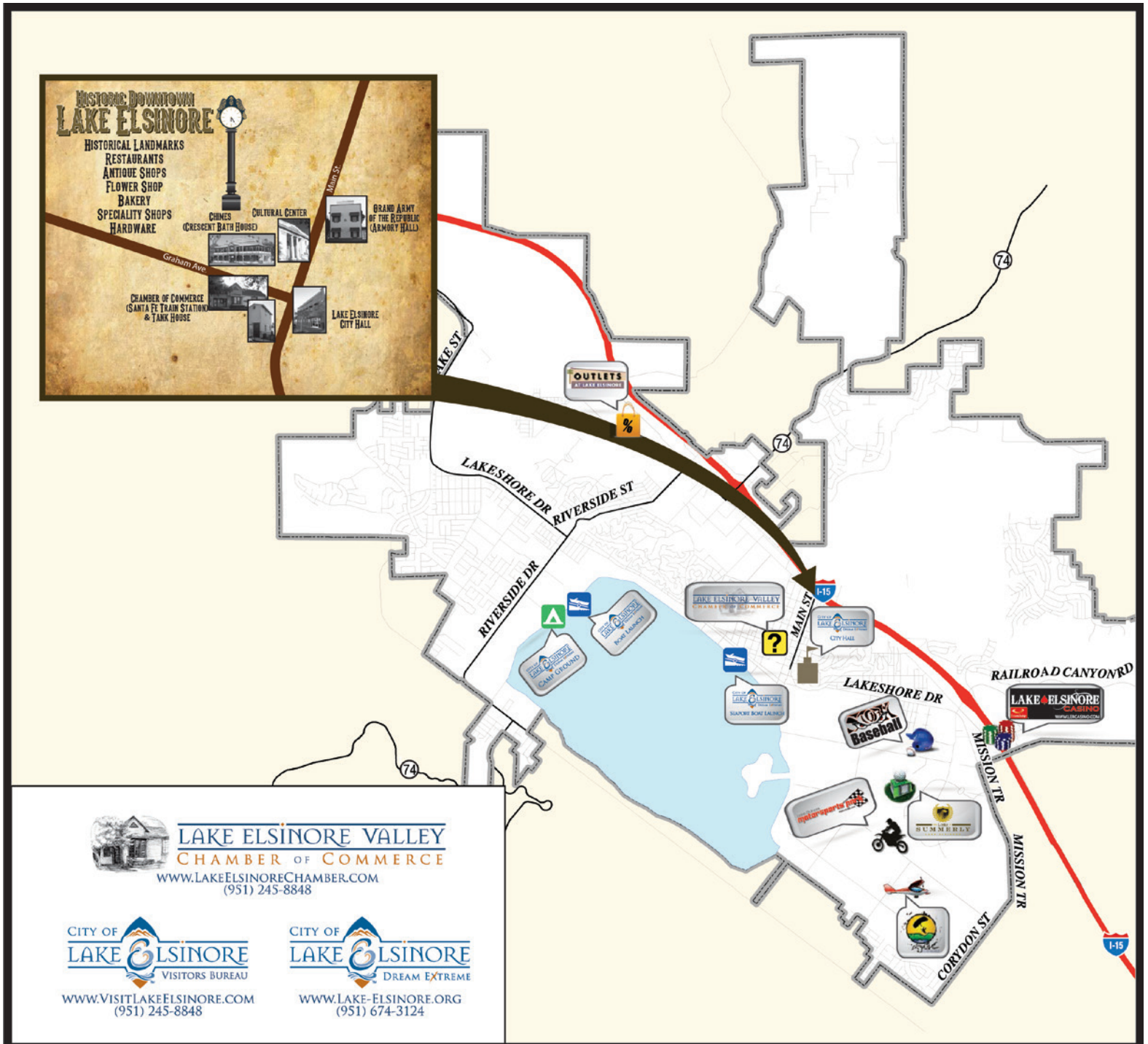
STORMBASEBALL.COM
  /LAKEELSINORESTORM
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LAKE ELSINORE CITY MAP

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.

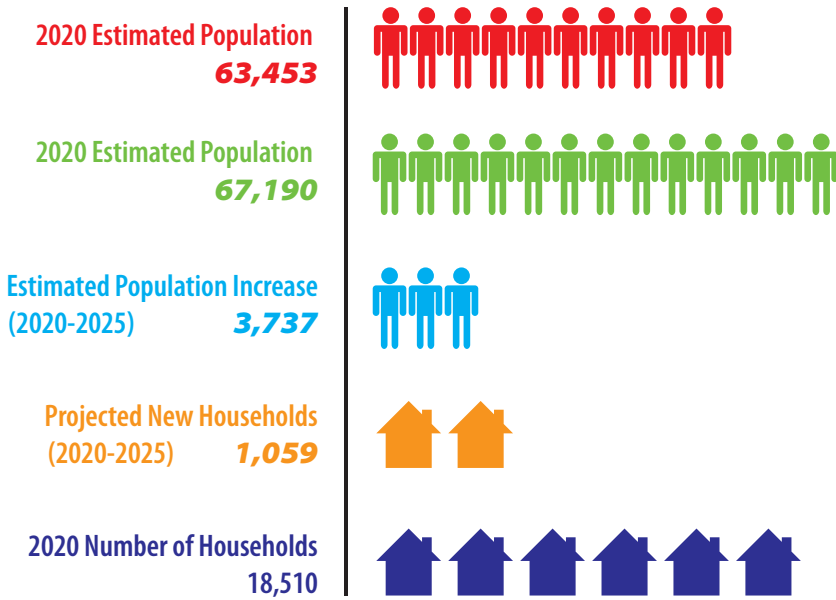
THE COUNTY OF RIVERSIDE WAS CARVED OUT OF SAN BERNARDINO AND SAN DIEGO COUNTIES IN 1893.



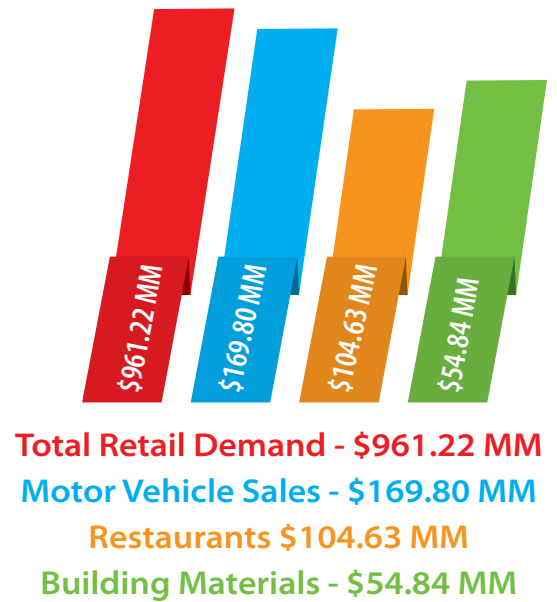
LAKE ELSINORE

ONE OF THE FASTEST GROWING CITIES IN CALIFORNIA

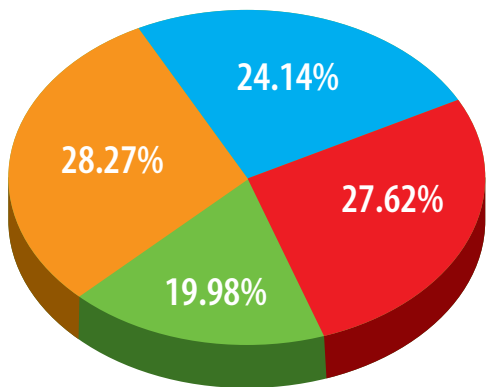
POPULATION INCREASE



ESTIMATED 2020 CONSUMER DEMAND



AGE DISTRIBUTION



Ages 17 & Under

Ages 18-34

Ages 35-54

Ages 55 & Better



HOUSEHOLD INCOME

Median Household Income \$72,821

Average Household Income \$89,108

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	

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**DOWNTOWN
MARKET
NIGHT**

SEPTEMBER 25, 2021
DOWNTOWN MAIN STREET
LAKE ELSINORE

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or email mhoutz@lake-elsinore.org



save the date

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DOWNTOWN MAIN STREET

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Jerome Mark Mikulich (951) 816-9966
www.CityByApp.com

Elsinore Public Relations
Rachel Mendez (951) 313-1667
www.ElsinorePublicRelations.com

Impact Promotional Products
Karin Cassidy (951) 471-1105
www.impact.com

O'Reilly Communications
Patrick O'Reilly (951) 781-2240
www.oreillypr.com

Print and Mail Guy
Mark Gilliam (951) 457-2499
www.printandmailguy.com

TOP Shop - The Only Print Shop
Breanna Sewell (760) 996-8880
www.theonlyprintshop.com

Watermark Associates, LLC
Darcy M. Burke (951) 294-3190
www.watermarkassociates.com

Welcome Wagon
Linda Denmark (951) 808-8600
www.welcomewagon.com

AGGREGATE/ASPHALT

Chandler Aggregates, Inc.
Eric Werner (951) 277-3900
www.wernercorp.net

AMBULANCE SERVICES

• **American Medical Response**
David Olguin (951) 782-5200
www.amr.net

ANIMAL SHELTERS/ADOPTIONS

• **Animal Friends of the Valleys**
Beth Soltysiak (951) 674-0618
www.animalfriendsofthevalleys.com

ANTIQUÉ SHOPS

**Tom & Jerry's Antiques &
Collectibles**
Delores Solis (951) 674-9781
tomandjerrys@aol.com

APARTMENTS

• **Ridgestone Apartments**
Angie Churchwell (951) 471-8336
www.ridgestone-apts.com

Rivers Edge Apartments
Mandy Urfer (951) 678-8553
riversedgeapartmentshome.com

ART CENTERS

STUDIO 395
Rebecca Esquibel (951) 471-4407
www.studio395.org

AUTO BODY AND COLLISION REPAIR

Leo's Paint & Body
Leo Martinez (951) 746-6266
www.facebook.com/leospaintnbody

• **Silver Auto Collision**
Jorge Cerda (951) 245-2405
www.silverautocollision.com

Fix Auto Lake Elsinore
Patrick Helferich (951) 471-5530
www.ZBESTPAINT.COM

AUTO GLASS / GLASS

Glass Doctor of SWRC
Laurel Miller (951) 894-5710
www.glassdoctor.com/murrieta

AUTOMOBILE DEALERS

• **Anderson Chevrolet**
Pam Richardson (951) 674-3116
www.andersonchevroletca.com

• **Lake Elsinore Chrysler Dodge
Jeep Ram**
Johnny Siepker (951) 291-9700
jsiepker@lakecdjr.com

• **Lake Elsinore Ford**
Kevin Roberts (951) 471-4100
www.lakeelsinoreford.com

**Paradise Chevrolet Cadillac
Buick GMC**
Craig A McKenzie (951) 764-1339
www.paradiseautos.com

• **Temecula Valley Toyota**
Tom Rudnai (951) 694-0575
www.TVToyota.com

AUTOMOBILE PARTS/ REPAIR/SERVICE

• **A & M Automotive**
Adam Jadovitz (951) 245-1562
www.aandmautorepair.com

• **Gearhart's Garage**
Walter Gearhart (951) 674-3459
www.gearhartsgarage.com

• **Lake Elsinore Tire & Auto**
Roger J. Pollock (951) 674-4510
letaincl@msn.com

• **Team Autoaid**
Ken Williams (951) 245-1948
www.autoaidonline.com

The Auto Techs Service and Repair
Albert Mendez (951) 259-1291
www.theautotechs.net

AWARDS/ENGRAVING

Tulips Trophies & Treasures
Kimberly Ryan (951) 674-6072
www.tulipstrophies.com

BACKFLOW TESTING

• **Hazzard Backflow Inc.**
Rolando Lee Hazzard (951) 445-0809
www.hazzardbackflow@yahoo.com

BAKERY

Mare's Custom Cakes
Marianne Gray (951) 285-1447

BANKS/FINANCIAL INSTITUTIONS

• **Bank of America-ATM**
Karen Harrison (800) 622-8731
www.bankofamerica.com

• **Bank of America-Canyon Hills**
Thomas Zamani (951) 244-8076
www.bankofamerica.com

• **Bank of America-Lake
Elsinore**
Brittany E. Stuit (951) 674-6911
www.bankofamerica.com

• **Bank of America-
North Lake Elsinore**
Joshua Mendez (951) 245-4181
www.bankofamerica.com

• **Navy Federal Credit Union**
Jesse Border (888) 842-6328
www.usafed.org

BANQUET FACILITIES

Pins 'N Pockets
Bill Boudreau (951) 245-6250
www.pinspockets.com

The Corporate Room
Candice Nicholas (951) 249-4343
www.thecorporateroom.com

BASEBALL CLUBS

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

San Diego Padres
Mike Wickham (619) 795-5000
www.sandiegopadres.com

BOAT RENTALS

**Williams Bait, Tackle & Boat
Rentals**
William Johnson (951) 642-0640
www.williamsboatandtackle.com

BRANDING

Storyland Studios
Mike Mulligan (951) 674-0998
www.storylandstudios.com

BREWERY

Craft Brewing Company
Kirk D Medeiros (951) 674-2562
www.craftbrewingcompany.com

BUSINESS CENTERS

Shadoe Gray
Shadoe Gray (800) 568-8169
www.iconbusinesscenter.com

BUSINESS MACHINES/ SYSTEMS

• **Image Source**
Mike Holler (951) 296-2150
www.imagesourceusa.com

Innovative Document Solutions
Kevin Hietritter (951) 676-8885
www.idscanon.com

CAMPGROUNDS/RV PARKS

• **Crane Lakeside Park +
R.V. Resort**
Sandy Grant (951) 678-2112
www.cranelakesiderv.com

Launch Pointe
Beau Davis (951) 471-1212
www.launch.pointe.com

• **Lake Park RV Resort & Motel**
Judy Jaynes (951) 674-7911
www.lakeparkrvresort.com

CANNABIS DISPENSARY

The Syndicate
(951) 471-5021
socialthesyndicate.com

CARPET/UPHOLSTERY CLEANERS

Johnson's Carpet Cleaning
Scott Johnson (951) 674-6685
jccextraction@aol.com

CASINOS

• **Lake Elsinore Casino & Econo Lodge**
RJ Watanabe (951) 674-3101
www.lercasino.com

CATERING

New Life Culinary Creations
Steve Bearse (951) 375-1380
www.newlifecatering.com

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

CEMETERIES

• **Elsinore Valley Cemetery**
Jeff Kuetner (951) 674-2418
evcdistrict@verizon.net

CHAMBERS OF COMMERCE

**California Chamber of
Commerce**
Allan Zaremborg (916) 444-6670
www.calchamber.com

**City of Lake Elsinore Visitors
Bureau**
Kim Joseph Cousins (951) 245-8848
www.visitlakeelsinore.com

**Lake Elsinore Valley Chamber of
Commerce**
Kim Joseph Cousins (951) 245-8848
www.lakeelsinorechamber.com

CHURCHES

• **Elsinore First Assembly of God**
Pastor Fred Rodriguez (951) 678-1757
www.elsinorefirst.com

• **First Christian Church of Lake Elsinore**
Bertha Engelhard (951) 674-2758
www.firstchristianchurchle.org

• **First Lutheran Church, LCMS**
Pastor Kevin L. Kolander
(951) 674-2757
www.firstluth.com

• **Grace and Truth Worship Ministry**
Willie J. Oliver (951) 291-1746
www.GATWM.org

• **New Creation Church**
Ben Carrington (951) 813-5346
www.newcreationchurch.co/

• **Shepherd of Life Lutheran Church**
Rebecca Ajer (951) 678-1561
www.shepherdoflife.org

CITY OPERATIONS

• **City of Lake Elsinore - Community Service Department**
Johnathan Skinner (951) 674-3124
www.lake-elsinore.org

• **City of Lake Elsinore - Fire Department**
Captain Ty Davis (951) 246-2337
www.lake-elsinore.org

• **City of Lake Elsinore - Lake Patrol**
(951) 245-3338
www.lake-elsinore.org

• **City of Lake Elsinore - Police Department**
Captain Andrew Elia (951) 245-3300
www.lake-elsinore.org

• **City of Lake Elsinore - Senior Activities Center**
Priscilla Perez (951) 674-2526
www.lake-elsinore.org

CLEANING SERVICES

• **Five Star Cleaning**
Jamie R Schramm (562) 881-4267
www.fivestarcleaningbi.wixsite.com/clean

• **Premier Solar Cleaning**
Adam Fuller (951) 465-3117
www.premiersolarcleaning.com

COMMERCIAL REAL ESTATE

• **Coldwell Banker Commercial Sudweeks Group**
Brandon Sudweeks (951) 200-7683
www.cbcsocialgroup.com

• **Fairway Commercial Partners Inc**
Rod K. Oshita (310) 939-7102
www.Fairwaypartners.net

• **RDP Consultants, LLC**
Mark Cooper (913) 915-6538

• **The Shopoff Group**
William Shopoff (949) 417-1396
bshopoff@shopoff.com

• **Unique Properties Division Coldwell Banker ABR**
Kimberly Duffy (951) 345-3004
www.uniquepropertiesdivision.com

• **WCI - West County Investments**
Gary Washburn (951) 318-8542
www.westcountyinvestments.com

• **WestMar Commercial Real Estate**
Mark P. Esbensen (951) 491-6300
www.westmarcre.com

COMPUTER/INTERNET SERVICES/SALES

• **Carrier Connections Inc.**
Debra Smith (951) 751-1705
www.carrierconnections.com

CONSTRUCTION

• **Building Industry Association Riverside County Chapter**
Clint Lorimore (951) 781-7310
www.riversidebia.org

• **Edmondson Construction Company, Inc.**
Chance Edmondson (951) 674-5589
www.wemovedirt.com

• **GBC Concrete and Masonry Construction, Inc.**
Tom Daniel (951) 245-2355
www.gbconstruction.com

• **Madrid Equipment Rental Inc**
Michael A. Madrid (951) 674-6241
www.madridcorporation.com

• **Near-Cal Corp.**
Carl J. Johnson (951) 245-5400
www.nearcal.com

• **R & R Roofing**
Raul Jasso (951) 246-0695
www.randrroofing.net

• **Saber Geotechnical Construction Solutions**
Jennifer Ohlsson (800) 922-2488
www.saberfoundations.com

CONSULTING COMPANIES

• **Hernandez Environmental Services**
Shawn Gatchel-Hernandez (951) 334-6219
www.hernandezenvironmental.com

• **Southwest CA. Economic Development Coalition**
Donald Murray (951) 694-9800
www.edcswca.com

• **Sunbelt Business Sales, Mergers & Acquisitions**
Myles Ross (714) 200-3761
www.Riverside.SunbeltNetwork.com

• **Williams Efurd Digital Processors LLC**
Ronald Williams (951) 364-3475
WilliamsEfurd@outlook.com

DAIRIES

• **DeJong's Dairy**
Herman DeJong (951) 674-2910

DENTISTS

• **Aava Dental**
Yvette Villarreal (951) 226-7606
www.aavadental.com

• **Dr. Deza's Dental Office**
Rocio D Deza (951) 674-2000
www.drdezadentaloffice.com

• **Dr. J.T. Baugh**
J.T. Baugh (951) 674-3187

• **Elsinore Care Dental Inc.**
Dr. Albert Rincon Dds (951) 674-4800
www.sites.google.com/site/elsinorecaredental

• **Kal Eissa DDS**
Khaled Eissa (951) 674-8707
www.khaledeissadds.com

• **Marketplace Dental Group**
Florence Anaya (951) 245-8664
www.marketplacentalgroup.com

• **Western Dental**
Shona Baillie (951) 643-6094
www.westerndental.com

DEPARTMENT/ DISCOUNT/WAREHOUSE STORES

• **Outlets at Lake Elsinore**
Jennifer Sulpizio (951) 245-0087
www.outletsatlakeelsinore.com

• **Walmart**
Marco Hernandez (951) 245-5990
www.walmart.com

DEVELOPERS/ INVESTMENT GROUPS

• **Castle & Cooke Alberhill Ranch, LLC**
Ken Crawford (951) 245-0476
www.alberhillranch.com

• **Civic Partners Inc.**
Tina Alexander (714) 230-8000
www.civicpartners.com

• **Lake Elsinore Town Center**
Linda Nettels (714) 340-7849

• **Mebo Properties Development**
Brian Lam (626) 831-0661
briantlam@yahoo.com

• **Northpoint Development**
JJ Jenkins (816) 888-7053
www.BeyondTheContract.com

• **RDP Development Consultants, LLC**
(405) 650-5238
www.rdpconsultants.com

EDUCATION/ TUTORING SERVICES

• **Diego Hills- Lake Elsinore Learning Center**
Shellie A. Dansby (951) 319-2763
www.learnfourlife.com

• **LFW Foundation**
Valerie L Geason (951) 245-7073
www.lfwfoundation.org

• **Mt. San Jacinto College**
Kathy Donnell (951) 487-3002
kdonnell@msjc.edu

• **Julia Lee Performing Arts Academy**
Tanya Lee Taylor (951) 356-6786
www.JLPAA.org

ELECTED OFFICIALS

• **CA Senator Melissa Melendez 28th Senate District**
Glenn Miller (951) 894-3530
www.district28.cssrc.us

• **CA Assemblyman Kelly Seyarto 67th District**
Joe Fuentes (951) 894-1232
www.ad67.asmrc.org

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

EMERGENCY SERVICES/ SUPPORT

• **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

• **Wingman Recruiting Solutions**
Chad Pearce 909-746-7524
chad.pearce@wingmanrecruitingsolutions.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

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

FLOOD/FIRE RESTORATION

• **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

• **Lake Elsinore VIP Florist**
Annette LaRocque (951) 674-6422
www.lakeelsinorevipflorist.com

Tulips Trophies & Treasures
Kimberly Ryan (951) 674-6072
www.tulipstrophies.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

GOVERNMENT AGENCIES

• **City of Lake Elsinore**
Jason Simpson (951) 674-3124
www.lake-elsinore.org

Riverside County Treasurer -Tax Collector
Debra Marabella (951) 955-3900
www.countytreasurer.org

Riverside County Transportation Commission
Cheryl Donahue (951) 787-7141
www.RCTC.org

Western Riverside Council of Governments
Dr. Kurt Wilson (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

Lakeshore Hairstyles
Jody Pike (951) 336-6878
Lakeshorehairstyles@gmail.com

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

The Camp Transformation Center - Lake Elsinore
Chad Burleson (951) 245-8877
www.thecampcc.com

HEALTH EDUCATION

Gray's Trauma
Dr. Amber D. Gray (909) 419-3311
www.gettraumainformed.com

HEALTH/NUTRITION

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

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

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

• **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

• **Crusberg-Decker Insurance**
Amber Warner (951) 245-8181
www.cdinsurance.com

• **Farmers Insurance - Muñoz Insurance Agency**
Michele M Muñoz (951) 471-2029
www.farmersagent.com/mmuno2

• **Farmers Insurance Wildomar - Andy Morris**
Andrew Morris (951) 678-8111
www.lakeelsinoreinsurance.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
Ed Prieboj (951) 676-2229
www.strachota.com

JET SKI RENTALS

JT's Rentals
John Alarcon (951) 777-2866
www.rentmypontoon.net

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

LAWN CARE SERVICE/ LANDSCAPE

• **EcoPlanet Landscaping**
Michael Carroll (951) 256-6514
www.ecoplanetlandscaping.com

LEGAL SERVICES

Fabozzi & Miller, APC
Edward J. Miller (951) 296-1775
www.fabozzimirrllaw.com

• **McVicker's Family Law Mediation Center**
T. Elizabeth McVicker (951) 244-8759
www.mcvickersfamilylaw.com

LIBRARY

• **Lake Elsinore Library**
Krystal Van Eyk (951) 674-4517

Vick Knight Lakeside Community Library
Ellen Holt (951) 678-7083

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

MERCHANT SERVICES

Williams Efur Digital Processors LLC
RJ Williams (951) 364-3475
WilliamsEfur@outlook.com

MOBILE HOME PARKS

• **Huntsman Mobile Home Park, LLC**
Fred & Sue West (951) 674-4617

MORTGAGE/LOAN COMPANIES**Low Rates**

Anthony Williams (949) 689-9270
Anthony.Williams@LowRates.com

Pacific Lending LLC.

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

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**• Summerly**

Brian Milich www.mcmillin.com

NON PROFIT ORGANIZATIONS**• Assistance League of Temecula Valley**

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

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

Kennedie June Von Ryan Foundation

Kimberly Ryan (909) 263-8332
www.kjvrfoundation.com

Lake Elsinore Moose Lodge 1021

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

Lake Elsinore Valley Education Foundation

Kevin Pape (951) 609-7525
www.levf.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

Social Work Action Group (SWAG)

Aaron Petroff (833) 792-4674
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

ONLINE RETAILERS**iWorkz, Inc.**

Kwangwook Kim (714) 684-6210
www.iworkz.com

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

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

Simply Gorgeouz Party Supply & Planning

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

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

Martha Favillo (951) 387-8008
wholetthedogsoutpetsittersca.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 Norkin (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

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THERE'S NO NEED TO AVOID THESE FOODS AT YOUR NEXT PICNIC OR BARBECUE.

Some of the greatest joys of any season are the activities you look forward to during that time of year – and savoring the foods associated with those activities. In summer, it's all about barbecues and picnics shared with family and friends. Food takes center stage at many of these outdoor get-togethers. And many of the foods often associated with these events don't exactly top the "world's healthiest foods" list. But you may be surprised by how healthy these three classic summer foods are.

CORN

It doesn't get any more summer-y than this! Corn sometimes gets a bad rap because of its higher-than-most-vegetables carbohydrate content and the belief that it's nutritionally lacking. But this beloved summer vegetable supplies loads of good nutrition under its husk.

Corn is a good source of fiber, vitamin C, folate, magnesium and potassium. It also contains lutein and zeaxanthin, nutrients that are linked to eye health. Because corn does have more carbohydrates than many other vegetables, people monitoring their carbohydrate intake for blood sugar control or weight management should watch portion sizes. Stick to one small ear or around ½ cup of kernels per serving.

TASTY TIPS:

- Grill corn on the cob to intensify its naturally sweet flavor.
- Keep the husk on when grilling to retain moisture and skip the butter.
- Instead of salt, season with a low-sodium seasoning blend or spice it up a bit.

PASTA SALAD

Nothing pairs better with grilled chicken, fish, steak or burgers than a colorful pasta salad. This side dish can also be a



very nutritious way to round out your meal. Simply choose a whole-grain, bean or lentil pasta and add plenty of seasonal veggies. Top with a homemade vinaigrette made with extra virgin olive oil, vinegar or lemon juice, fresh herbs and garlic, rather than using a mayo-based dressing.

With the fiber, vitamins and antioxidants from the vegetables and whole-grain or bean pasta, plus some "good" fat from the olive oil, you'll be pleasantly satisfied while providing your heart (and the rest of your body!) with health benefits. The more colorful you make your salad, the better, since different colored veggies offer varied nutritional benefits.

TASTY TIPS:

- Use a colorful variety of summer veggies like tomatoes, zucchini, bell peppers and cucumbers.
- Whole-grain pasta comes in fun shapes to please any audience – rotini, elbows, bow ties and more.
- Dress with a simple vinaigrette made from one-part acid (vinegar or citrus juice) to three-parts olive oil. Then mix in fresh garlic, shallots, herbs, Dijon mustard, honey and fresh or dried herbs to taste.

ICED TEA

You can't beat a tall glass of iced tea on a hot summer's day, but did you know it might also do your body good? As a source of powerful antioxidants, called polyphenols, tea may protect against certain chronic diseases, like heart disease and diabetes. It may also support your immune system. Whether you prefer black, green, white or oolong tea, you'll get the greatest antioxidant punch if your iced tea is freshly brewed, rather than drinking a pre-mixed or bottled variety. Not only will your tea retain more antioxidants, but you'll also be able to control how much sweetener it contains.

TASTY TIPS:

- Avoid artificial sweeteners and sweeten sparingly with added natural sugars like cane sugar, raw honey or agave nectar. A good rule of thumb is about 1 teaspoon of sweetener per cup of tea. You should taste the tea, not just get a mouthful of sugar.
- Boost natural sweetness by adding fresh or frozen berries, watermelon cubes or citrus slices.
- Add interesting flavor with muddled mint, basil or thyme leaves.

This special message is brought to you by Southwest Healthcare System – Inland Valley Medical Center in Wildomar and Rancho Springs Medical Center in Murrieta.

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• 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
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• Lake Patrol	(951) 245-3338
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• Police/ Sheriff, Business	(951) 245-3300
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• FROGGY 92.9 KFRG FM (Radio)	(951) 693-2206
• The Press Enterprise (Newspaper)	(951) 684-1200
• Valley News	(760) 723-7319

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• 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
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• Coroner/ 24-Hour	(951) 443-2300
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• Rape Crisis/ 24-Hour Hotline	(951) 686-7273
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• Elsinore Woman's Club	(951) 678-8941
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• Lake Elsinore Senior Center	(951) 674-2526
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• Lake Elsinore Rotary Club	(562) 881-4267
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• First Baptist Church	(951) 678-2514
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- City Manager (951) 674-3124 ext. 204
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- Special Events/ Filming Permits (951) 674-3124 ext. 292
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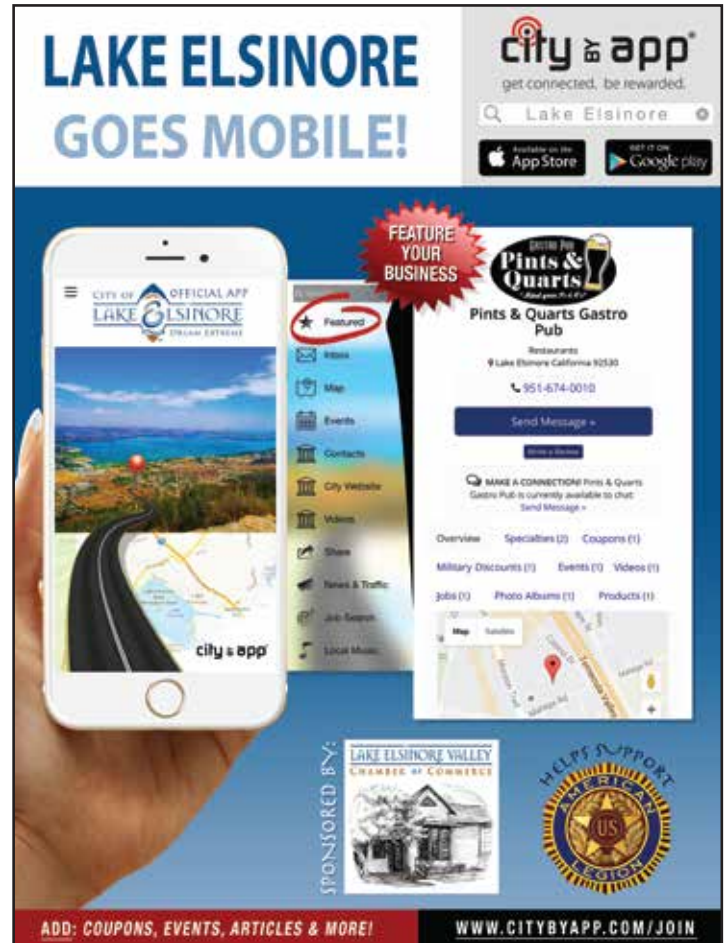
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11
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