

FREE  
TO ENJOY!

*Lost In The Jungle*

**Installation  
&  
Awards Ceremony**

76TH ANNUAL

SATURDAY  
MARCH 29 2025  
TIME: 6:00 PM - 9:00 PM

PINS N POCKETS  
32250 MISSION TRAIL  
LAKE ELSINORE, CA

*An Elegant Black Tie Evening*

**Legislative Report**  
Card - Page 9

**Housing in**  
**Lake Elsinore** - Page 12

**Health Article** - Page 28

**Innovative Nanobubble Technology**  
**FEATURE ARTICLE** - Page 14

**City of Lake Elsinore**  
**DINING CHOICES** - Page 4

*State of*

# THE CITY

PRESENTED BY MAYOR BRIAN TISDALE

## SAVE THE DATE

10

MONTH

23

DAY

25

YEAR

LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE

2025 EXECUTIVE BOARD

CHAIRMAN OF THE BOARD  
JEFF UPCRAFT  
*Southwest Healthcare System*

FIRST VICE CHAIR  
ELIZABETH ROUSE  
*Coldwell Banker Commercial  
Sudweeks Group*

SECOND VICE CHAIR  
GUY SELLECK  
*BuildersMax*

THIRD VICE CHAIR  
MIGUEL CASILLAS  
*El Comal Restaurant*

TREASURER  
JACK FERGUSON  
*Jack T. Ferguson CPA*

CORPORATE SECRETARY  
PARISA JEBELLI  
*CR&R Environmental Services*

2025 BOARD OF DIRECTORS

JEREMY GOLDMAN  
*Southern California Edison*

JASON HOPE  
*JD Promotions*

CHRISTINA HENRY  
*Elsinore Valley Municipal Water District*

TED KINGSTON  
*Lake Elsinore Casino  
CJ's Sports Grill & Turf Club*

MICHELE MUNOZ  
*Munoz Insurance Agency*

MYLES ROSS  
*Ross Enterprises Inc.*

ADVISORY BOARD

MIKE NORKIN  
*Cherished Memories Photography*

2025 OPERATION STAFF

KIM JOSEPH COUSINS  
*President/ CEO*

MALYNA RIVERA  
*Director of Marketing*



Mayor Brian Tisdale  
City of Lake Elsinore

OFFICE OF THE MAYOR CITY OF LAKE ELSINORE  
MAYOR BRIAN TISDALE NEWSLETTER

Dear Residents of Lake Elsinore,

As we begin the new year, I am both honored and excited to serve as your Mayor, building on the progress our community has made to create a thriving future for all.

I would like to thank outgoing Mayor Steve Manos for his leadership and dedication over the past year. His efforts have laid the foundation for a community that looks toward the future with confidence, and I am committed to expanding on that foundation as we move forward.

Exciting changes are ahead for our City, with several transformative projects underway. One of the most significant is the revitalization of our downtown corridor.

Lake Elsinore's downtown area is undergoing a major transformation we're calling the Rediscover Downtown initiative. This initiative encompasses a series of seven projects, both current and future, that will enhance the area by improving infrastructure, aesthetics, and public spaces. These changes will strengthen our sense of community, support local businesses, and preserve the historic charm of downtown. With a \$67.5 million investment, we're building a more connected, accessible, and beautiful downtown area that will benefit residents and visitors for years to come.

To learn more about the Rediscover Downtown effort and stay updated on all developments, please visit [rediscoverdowntownle.com](http://rediscoverdowntownle.com). Here, you can explore the full list of projects, get the latest updates, and see how we're shaping the future of our downtown.

These projects will reinvigorate the heart of our City, making it more dynamic and welcoming for everyone. We're focused on creating practical spaces that drive innovation, foster connection, and strengthen our local economy.

What we have started is just the beginning. In the months ahead, we'll tackle critical projects, enhance public services, and ensure every voice is heard as we work to shape a stronger future for our City.

As I take on this role, I'm eager to work alongside all of you—residents, businesses, and organizations—to make Lake Elsinore an even better place to live, work, and thrive. Together, we'll continue building a City for the future—one that embraces change and seizes new opportunities.

Here's to a new year of growth, progress, and shared success!

Sincerely,

Brian Tisdale  
Mayor of Lake Elsinore

Stay connected and up-to-date on what's happening in Lake Elsinore by following us on Facebook and Instagram @lakeelsinorechamber, or on Twitter @lakeelsinorechamber.

2025 AMBASSADOR TEAM:

MARILYN JONES  
*Simply Gorgeouz Party Supply & Planning*

KIMBERLY PERKINS

BENITO SANCHEZ  
*Bella's Cleaners*

RACHEL MENDEZ  
*Elsinore Public Relations*

PAUL RANGEL  
*Sofa Spectrum Furniture*

TANYA TAYLOR  
*Julia Lee Performing Arts Academy*

MAT NORKIN  
*Cherished Memories Photography*

# CITY OF LAKE ELSINORE DINING CHOICES



## FEATURED RESTAURANT

### VINCENZO'S OLIVE TREE ITALIAN TRATTORIA



Vincenzo's Kitchen is an Italian trattoria serving Sicilian-inspired cuisine prepared from locally sourced ingredients.



It is located at 31712 Casino Dr STE 3B in Lake Elsinore, California, and is open from

11am to 9pm Monday - Friday  
12pm to 9pm on Saturday  
12pm to 8pm on Sunday

**AHI SUSHI BAR & GRILL**  
(951) 226-8013 • 31712 Casino Dr. STE 5A  
[www.ahisushibarandgrill.com](http://www.ahisushibarandgrill.com)  
Monday Closed Tue-Sun 11am-9pm



**ANNIE'S CAFÉ**  
(951) 245-6106 • 32251 Mission Trail #8  
[www.anniescafe.com](http://www.anniescafe.com)  
Sun-Sat 7:00am - 1:30pm



**BLOOM ICE CREAM + COFFEE**  
(951) 805-1337 • 159 N Main St Suite A  
[www.bloomicecreamcoffee.com](http://www.bloomicecreamcoffee.com)  
Monday 10am-9pm Tue-Sun 7am-9pm



**BOBBER ON THE LAKE**  
(951) 888-3310 • 32040 Riverside Dr  
[www.bobberonthelake.com](http://www.bobberonthelake.com)  
M-W 12-9pm Th-F 12-10pm Sa-Su 11am-10pm



**CJ'S SPORTS GRILL & TURF CLUB**  
(951) 674-3101 • 20930 Malaga Rd  
[www.cjsbar.com](http://www.cjsbar.com)  
Sun-Thurs 8am-12am Fri-Sat 8am-2am



**DEL TACO**  
(951) 674-3646 • 16810 Lakeshore Drive  
[www.deltaco.com](http://www.deltaco.com) Fri-S 4:30am-3:30am  
M 4:30am-2am T-W 6am-2am Thur 6am-3:30am



**DEL TACO**  
(951) 674-5771 • 31904 Mission Trail  
[www.deltaco.com](http://www.deltaco.com)  
Sun-Thurs 6am-1am Fri-Sat 6am-2am



**DEL TACO**  
(951) 245-2710 • 29245 Central Avenue  
[www.deltaco.com](http://www.deltaco.com)  
Open 24 Hours Everyday



**EL COMAL RESTAURANT**  
(951) 579-1759 • 31731 Riverside Dr  
M-Sun 9am-8:30pm



**EL RANCHITO TACO SHOP**  
(951) 245-1438 • 32251 Mission Trail  
M-Sun 8am-9pm



**EMILIO'S MEXICAN RESTAURANT & CANTINA**  
(951) 226-7227 • 31712 Casino Dr  
Tu-Th 12-9pm F-Sa 12-11pm Sun 10:30am - 8pm



**GOLDEN CORRAL**  
(951) 609-2452 • 18625 Dexter Ave  
[goldencorral.com](http://goldencorral.com)  
M-F 11am-9pm and Sat-Sun 8am-9pm



**JACK'S BAR-B-Q ON THE WATER**  
(951) 245-6500 • 1604 Lakeshore Dr  
[www.jacksbar-b-q.com](http://www.jacksbar-b-q.com)  
Sun-Sat 9:00am - 11:00pm



**JERSEY MIKE'S SUBS**  
(951) 609-2522 • 31800 Grape Street #B  
[www.jerseymikes.com](http://www.jerseymikes.com)  
M-Sun 10am-9pm



**JERSEY MIKE'S SUBS**  
(951) 609-2051 • 18492 Dexter Ave  
[www.jerseymikes.com/20349/lake-elsinore-ca](http://www.jerseymikes.com/20349/lake-elsinore-ca)  
M-Sun 10am-9pm



**LA ÚNICA COCINA MEXICANA Y CANTINA**  
(951) 674-2233 • 110 N Main St  
[www.launicarestaurant.com](http://www.launicarestaurant.com)  
M-Sun 11am-9pm



**LE RENDEZ-VOUS CAFE**  
(909) 424-0355 • 123 N Main St  
Tue-Sat 10am-8pm Sun 10am-4pm



**MAIN STREET KITCHEN & TAP**  
(951) 674-6777 • 157 N Main St  
T-Th 11am-8pm Fri-Sat 11am-9pm Sun 11am-8pm



**MCDONALD'S**  
(951) 245-9413 • 31650 Mission Trail  
[www.mcdonalds.com](http://www.mcdonalds.com)  
Open 24 Hours a day



**MICHI TACOS ON MAIN**  
(951) 285-5553 • 111 N Main St  
[www.michitacos.com](http://www.michitacos.com)  
M-F 11am-10pm Sat 10am-11pm Sun 10am-10pm



**MIGUEL'S JR. RESTAURANTS**  
(951) 281-0888 • 18320 Collier Ave  
M-Th 7am-10pm Fri 7am-10:30pm Sat 8am-10:30pm Sun 8am-10pm



**NEW LIFE CULINARY CREATIONS**  
[www.newlifecatering.com](http://www.newlifecatering.com)  
Check website for additional information



**PANERA BREAD**  
(951) 253-8062 • 18300 Collier Ave  
[www.locations.panerabread.com](http://www.locations.panerabread.com)  
M-Sat 6:30am-9:30pm Sun 7:30am-8:30pm



**RAISING CANE'S**  
(951) 373-4789 • 29250 Central Ave  
[www.raisingcanes.com/location/535](http://www.raisingcanes.com/location/535)  
Sun-W 9am-1am Th-Sa 9am-2am



**STADIUM PIZZA MAIN ST.**  
(951) 228-2128 • 169 N Main St  
[www.stadiumpizza.com](http://www.stadiumpizza.com)  
Sun-Th 10:30am-8:00pm Fri-Sat 10:30am-9pm



**TACOS EL CHEMA**  
(909) 443-5023 • 18123 Collier Ave



**TAPSI HOUSE KITCHEN CAFÉ & GRILL**  
(951) 609-6429 • 17600 Collier Ave. #A-102  
[www.tapsihouse.com](http://www.tapsihouse.com)



**THE LOOKOUT ROADHOUSE**  
(951) 678-9010 • 32107 Ortega Hwy  
[lookoutroadhouse.com](http://lookoutroadhouse.com)  
Sat-Sun 8am-4pm



**VINCENZO'S OLIVE TREE**  
(951) 238-5560 • 31712 Casino Dr # 3B  
[www.vincenzosolivetree.com](http://www.vincenzosolivetree.com)  
M-Th 11am-8:30pm • Fri 11am-9pm • Sat 12-9pm • Sun 12-8:30pm



## LEGEND



WIDE VARIETY



AMERICAN FOOD



ITALIAN FOOD



FRENCH FOOD



MEXICAN FOOD



CHINESE FOOD



JAPANESE FOOD



BEER & WINE



FULL BAR



SPORTS BAR



## LUNCH & LEARN

LUNCH & LEARN MEETINGS WILL BE ON THE 3RD THURSDAY OF THE MONTH FROM 11:30 A.M. TO 1:00 P.M. AND WILL BE OFFERED EVERY OTHER MONTH.  
\$30 MEMBERS | \$35 NON-MEMBERS

PLEASE REGISTER IN ADVANCE FOR THIS MEETING AT (951) 245-8848.

FEBRUARY 13TH - MEASURE T FUNDING  
HOW THE STATE BUDGET AFFECTS LOCAL EDUCATION FUNDING  
PRESENTED BY: DR. RYAN LEWIS  
SUPERINTENDENT, LAKE ELSINORE UNIFIED SCHOOL DISTRICT



## UPCOMING DATES:

JANUARY 8<sup>TH</sup> - SPONSORED BY SANTA ROSA PLATEAU NATURE EDUCATION FOUNDATION  
FEBRUARY 12<sup>TH</sup> - SPONSORED BY MARKETING EMPIRE GROUP  
MARCH 12<sup>TH</sup> - SPONSORED BY LAKE ELSINORE UNIFIED SCHOOL DISTRICT  
FROM: 8:00 A.M. - 9:30 A.M.



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



OUR NEXT YOUNG PROFESSIONALS LEADERSHIP INSIGHTS LUNCHEON WILL NOW BE ON THE 1ST THURSDAY OF THE MONTH AT EMILIO'S MEXICAN RESTAURANT 12:30 P.M. TO 1:30 P.M.

## UPCOMING DATES:

JANUARY 2<sup>ND</sup> - FINANCES FOR SMALL BUSINESS | PRESENTED BY: JACK FERGUSON | FERGUSON & MAY LLP  
FEBRUARY 6<sup>TH</sup> - GOAL SETTING | PRESENTED BY: GUY SELLECK | BUILDERSMAX  
MARCH 6<sup>TH</sup> - NAVIGATING SMALL BUSINESS LOANS | PRESENTED BY: SBA

# 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

FEBRUARY 20TH:  
SPONSORED BY JERRY NEWAY  
17240 GRAND AVENUE, LAKE ELSINORE, CA

# ANNUAL MEMBERSHIP LEVELS



SPECIFIC BUSINESS CATEGORY	VALUE			
Non-Profit	\$193	\$343	\$643	
Home Based Business	\$249	\$399	\$699	
Ice Carving	\$355	\$505	\$805	
Corporate Subsidiary	\$575	\$725	\$1,025	
Event Promoter	\$575	\$725	\$1,025	
Restaurants	\$575	\$725	\$1,025	
Auto Sales and Service	\$775	\$925	\$1,225	
Hotels/Motels/Lodges	\$775	\$925	\$1,225	
RV Sales and Service	\$775	\$925	\$1,225	
Cannabis	\$ 1,025	\$1,175	\$1,475	
Casino/Card Room	\$ 1,025	\$1,175	\$1,475	
Hospitals/Medical Centers	\$ 1,025	\$1,175	\$1,475	
University/College/Trade School	\$ 1,025	\$1,175	\$1,475	
Homebuilders/Developer	\$ 1,025	\$1,175	\$1,475	

SPECIFIC BUSINESS CATEGORY				
1-5 Employees	\$277	\$427	\$727	
6-10 Employees	\$333	\$483	\$783	
11-20 Employees	\$389	\$539	\$839	
21 - 50 Employees	\$445	\$595	\$895	
51 - 100 Employees	\$501	\$651	\$951	

## BENEFITS INCLUDED IN MEMBERSHIP PACKAGE

1-hour Business Consulting			
Advocating on behalf of your business			
Business Cards in Chamber Lobby			
Chamber Membership Plaque			
Email Welcome			
Grand Opening Ribbon Cutting	\$150		
Listed in Business Directory in Quarterly Chamber Magazine			
Listed on Chamber Website			
Member Pricing on Events			
New Member Orientation Lunch			
Online Presence Audit			
Proud Member Graphic			
Social Media Welcome Post			
Social Media Post Sharing			
Two Stand Alone Social Media Posts Per Year	\$200		
3 Additional Categories on Directory (online)	\$150		
Anniversary Ribbon Cuttings	\$100		
Logo on Chamber Website Directory	\$ 50		
One Social Media Video Per Year	\$200		
1/2 Page Ad in Quarterly Magazine	\$200		
Chamber Member Mailing List Labels	\$500		
Social Media Video with City Council w/ \$15 boost	\$275		
<b>(*) MEMBERSHIP VALUE</b>			

**FISHING**

**MOTOCROSS**

**SKYDIVING**

**(\*)  
\$700**

**(\*)  
\$1325**

\* \$25 application fee, waived w/ Autopay Enrollment

# THE NETWORKING NEXUS



Website



Mentorship



Social Media



Business Assistance



Media Partnership



Quarterly Magazine



Advocacy



Networking Events



POWERING BUSINESS THROUGH  
RELATIONSHIPS, EXPOSURE, AND GROWTH!



BuildersMax truly believes in Lake Elsinore's Dream Extreme Mantra. BuildersMax is developing a Business EcoSystem that will assist local small businesses with a suitable location to develop and thrive.

### **Our Rome Hill Project**

BuildersMax will develop and build our new National Headquarters in Lake Elsinore. This project will provide 250 jobs.

### **Community Engagement**

Guy Selleck, Founder and CEO:

Board Member of the Lake Elsinore Valley Chamber of Commerce







## LEGISLATIVE UPDATE

### California Legislature Wraps Up Eventful 2024 Session

As September came to a close, so did California's 2024 legislative session, concluding a year marked by intense activity and legislative achievements. With over 2,500 bills proposed, the session was nothing short of bustling. Ultimately, 1,556 bills made it to Governor Gavin Newsom's desk, out of which 1,367 were signed into law while 189 were vetoed. This legislative year also featured a special session initiated by the Governor to address surging gas prices, culminating in the passage of ABX2-1 on October 14. This critical measure now requires oil refiners to uphold minimum fuel inventories as a safeguard against supply disruptions and sudden price increases.

### Southwest California Legislative Council's Insights

At the session's conclusion, the Southwest California Legislative Council (SWCLC) revisited its legislative positions, contrasting them against those of local state legislators. This year, the SWCLC engaged with 76 bills—one of its most active



years on record. Unlike previous years, 2024 saw the council support more bills than it opposed. This shift was due in part to the state's budget deficit, which naturally led to the demise of many costly bills unable to garner sufficient support.

### Legislative Scorecard: A Closer Look

The SWCLC's analysis highlighted key alignments and discrepancies among local legislators:

**Senate Standings:** Senator Seyarto and Senator Ochoa-Bogh aligned closely with the council's stances, each scoring an impressive 88%. Senator Roth, meanwhile, scored 55%, showcasing a more moderate alignment.

**Assembly Performance:** In the Assembly, Assemblymember Sanchez earned an 83% alignment score, followed by Assemblymember Essay-

li at 68%, and Assemblymember Jackson at 58%.

For those interested in more detailed insights, the full legislative scorecard for 2024 is accessible on the SWCLC website at <http://www.southwestca.org>.

### What's Next for 2025

Looking to the future, California is preparing for a new two-year legislative cycle that will introduce fresh faces and new priorities to the state legislature. Topics such as the economy, gas prices, climate change, and advancements in artificial intelligence are anticipated to dominate discussions and legislative agendas in 2025.

The SWCLC invites community members to stay involved and informed. Attend our meetings in 2025 to stay ahead of legislative developments. To receive updates and meeting notifications, consider joining our mailing list at <https://www.southwestca.org/join-our-mailing-list>. We encourage you to stay connected and be a part of shaping California's future through active participation in the legislative process.



# LEVEE -

DISC GOLF COURSE COMING 2025!
























500 DIAMOND DRIVE, LAKE ELSINORE, CA 92530



DISCOVER THE LEVEE, LAKE ELSINORE'S PREMIER NEW DISC GOLF DESTINATION FEATURING 36 SPECTACULAR HOLES WITH BOTH LONG AND SHORT COURSES TO CHALLENGE PLAYERS OF ALL SKILL LEVELS. UNIQUE TO THE LEVEE IS ITS ILLUMINATED SHORT COURSE, OFFERING A ONE-OF-A-KIND NIGHT DISC GOLF EXPERIENCE—COMPLETELY FREE! AS ONE OF ONLY A HANDFUL OF NIGHT COURSES IN THE UNITED STATES, THE LEVEE COMBINES THRILLING GAMEPLAY WITH STUNNING VIEWS ALONG THE SHORE OF SOUTHERN CALIFORNIA'S LARGEST NATURAL FRESHWATER LAKE. WHETHER YOU'RE A SEASONED PRO OR JUST STARTING OUT, THE LEVEE PROMISES AN UNFORGETTABLE ADVENTURE, DAY OR NIGHT.

FOR MORE INFORMATION VISIT [WWW.LAKE-ELSINORE.ORG](http://WWW.LAKE-ELSINORE.ORG)

# CITY OF LAKE ELSINORE PARKS & FACILITIES

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

<b>1</b>	<b>Alberhill Park</b> 28200 Lake Street	<b>14</b>	<b>Summerhill Park</b> 31613 Canyon Estates Drive
<b>2</b>	<b>Channel Walk</b> Heald Avenue and Spring Street	<b>15</b>	<b>Summerlake Park</b> 900 W. Broadway
<b>3</b>	<b>Canyon Hills Community Park</b> 34360 Canyon Hills Road	<b>16</b>	<b>Swick &amp; Matich Park</b> 402 Limited Street
<b>4</b>	<b>City Park</b> 243 S. Main Street	<b>17</b>	<b>Tuscany Hills Park</b> 30 Summerhill Drive
<b>5</b>	<b>Creekside Park</b> 3200 Lost Road	<b>18</b>	<b>Yarborough Park</b> 419 N Poe Street
<b>6</b>	<b>Lakepoint Park</b> 420 E. Lakeshore Drive	<b>19</b>	<b>Summerly Community Park</b> 18505 Malaga Road
<b>7</b>	<b>Lincoln Street Park</b> 14986 Lincoln Avenue	<b>20</b>	<b>Christensen Park</b> 36300 Piedmont Dr
<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>Senior Activity Center</b> 420 E Lakeshore Dr
<b>12</b>	<b>Rosetta Canyon Sports Park</b> 39423 Ardenwood Way	<b>E</b>	<b>Dream Extreme Neighborhood Center</b> 117 S. Langstaff St.
<b>13</b>	<b>Serenity Park &amp; Skate BMX Park</b> 19685 Palomar Road		





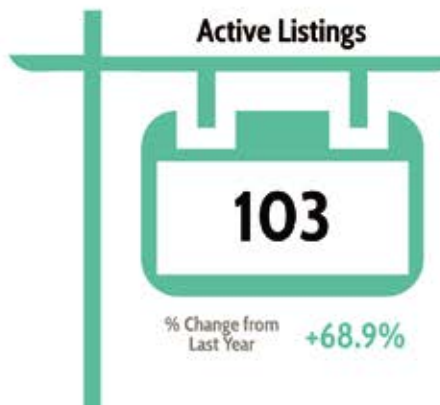
CALIFORNIA  
ASSOCIATION  
OF REALTORS®



# Monthly Market Report

## Lake Elsinore, California

### September 2024



## LAKE ELSINORE | Steady Price Growth as Buyer Interest Holds

Lake Elsinore's housing market continued to see steady growth in October 2024, with the median home sold price reaching \$630,000, up 3.3% year-over-year. Although the total inventory decreased by 2.2% to 306 homes, demand remained stable, as homes averaged 41 days on the market, a slight increase but still indicative of a competitive environment.

The market shows resilience, particularly in the mid-tier price range, where buyers remain active despite the tightening supply. While overall sales activity is balanced, price growth in Lake Elsinore reflects sustained interest from buyers seeking affordable options within Riverside County, keeping the city favorable for sellers.

City	Median Home Price Sold (Yearly Avg)	Median Home Price YoY Change	Median Home Price YoY Change	Price per Sq. Foot	Price per Sq. Foot MoM Change	Supply: For Sale Volume (Home)	Supply: For Sale Volume MoM Change	Average Time on Market (Days)
Aguanga	\$570,000	\$33,500	6.2%	\$281	-1.7%	25	4.2%	51
Anza	\$420,000	\$20,000	5.0%	\$246	2.1%	42	0.0%	142
Canyon Lake	\$667,000	\$5,000	0.8%	\$360	-0.3%	86	-4.4%	39
French Valley	\$678,800	\$34,800	5.4%	\$267	0.4%	138	5.3%	24
Hemet	\$449,800	\$29,800	7.1%	\$263	0.0%	569	3.1%	35
Lake Elsinore	\$630,000	\$20,000	3.3%	\$297	0.7%	306	-2.2%	41
Menifee	\$580,000	\$32,000	5.8%	\$282	0.0%	555	0.7%	37
Murrieta	\$675,000	\$32,000	5.0%	\$312	-0.3%	542	3.0%	30
San Jacinto	\$476,000	\$16,000	3.5%	\$255	-1.2%	172	1.2%	40
Sun City	\$405,000	\$11,000	2.8%	\$286	1.4%	183	8.9%	49
Temecula	\$757,000	\$30,000	4.1%	\$355	0.3%	452	2.7%	27
Wildomar	\$645,000	\$24,000	3.9%	\$285	0.4%	71	2.9%	39
Winchester	\$660,000	\$15,000	2.3%	\$286	1.4%	10	-9.1%	41



# LAKE ELSINORE COMMUNITY FOUNDATION

501 (C)3 ORGANIZATION

The purpose of the corporation is to provide a local high school recognition program which will acknowledge and honor students for their character, their love of learning, commitment to academics: in addition to, their participation in athletics, school activities, community service: or the ability to preserve and overcome difficult life circumstances in a setting that honors God, Country, Family, Community, and Free Enterprise.

## HONORING STUDENTS IN OUR COMMUNITY OF LAKE ELSINORE

The Lake Elsinore Community Foundation is a 501(c)3 organization that supports the Lake Elsinore Valley Chamber of Commerce Student of the Month and Student of the Year Program founded 33 years ago to honor college & trade school-bound seniors. The Lake Elsinore Program was founded in 1996 – as we begin our 29th season in 2024/25.



### 8 STUDENTS SELECTED EACH MONTH

There is one female and one male student from each of the Comprehensive High Schools (EHS, TCHS, & LHS) along with one male or female student from each of the other two (2) schools.

### PARTICIPATING SCHOOLS

There is one female and one male student from each of the Comprehensive High Schools (EHS, TCHS, & LHS) along with one male or female student from each of the other two (2) schools.



LAKE ELSINORE  
UNIFIED SCHOOL DISTRICT





## REVIVING LAKE ELSINORE: A BOLD PLAN TO RESTORE ITS NATURAL BALANCE

### INNOVATIVE NANOBUBBLE TECHNOLOGY - A NEW ERA OF ECOLOGICAL RESTORATION

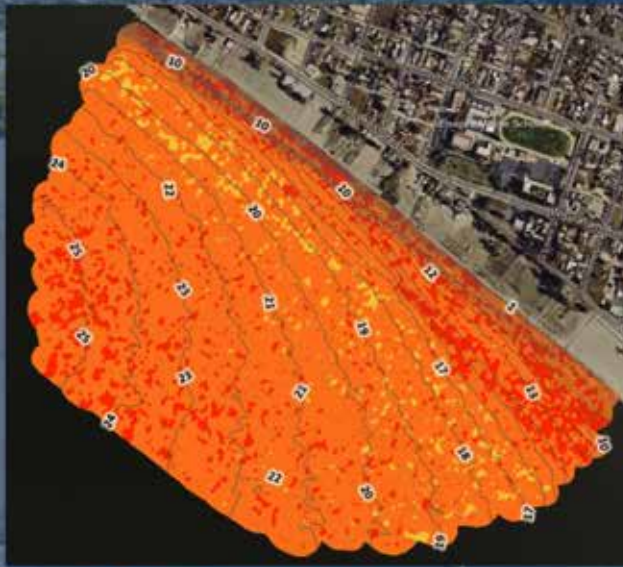
Lake Elsinore's namesake lake has always been central to the City's identity, but it has faced significant water quality challenges over the years. In response to these persistent issues, the Lake Elsinore City Council took a decisive step in 2023, by passing its first comprehensive Lake Management Plan. This ambitious plan introduces innovative strategies and collaborative initiatives designed to address the lake's problems at their roots. Instead of seeking a single, quick-fix solution, the City is undertaking a series of projects aimed at facilitating the lake's natural healing over time.

The first major project under this plan was the installation of a pilot nanobubble barge in February 2024. This advanced barge has the capacity to pump 3.5 million gallons of water daily, injecting the lake's bottom with oxygen-rich nanobubbles. The technology

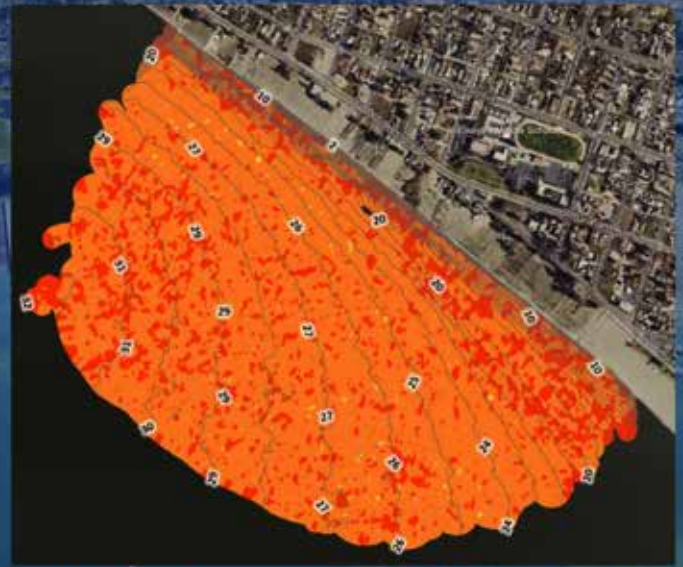
behind nanobubbles is remarkable—they are approximately 2,500 times smaller than a grain of salt. Their minuscule size makes them naturally buoyant, allowing them to remain suspended in the water column for extended periods, which significantly increases the efficiency of oxygen transfer.



# HARDNESS *Maps*



Before Nanobubble Treatment



After 150 Days of Nanobubble Treatment

By enhancing the oxygen levels at the lake's bottom, these nanobubbles play a crucial role in the ecological restoration process. They facilitate the breakdown of organic materials and help limit the release of phosphorus into the water column through a process known as internal loading. Improved oxygenation is essential for maintaining the lake's ecological balance and overall health.

The success of the pilot barge has been outstanding, surpassing the City's expectations. This success led to the acquisition of two additional barges, which were installed in October 2024. With all three barges now operational, the lake receives an impressive 5,500 pounds of oxygen each day. This concerted effort marks a significant milestone in the ongoing journey to restore Lake Elsinore's water quality.

These initiatives are not just technical achievements; they represent a renewed commitment to preserving Lake Elsinore's vital role in the community. By investing in these advanced technologies and collaborative efforts, the city is ensuring that the lake can continue to be a cherished and healthy resource for generations to come.





# EL SINORE

## ABOUT OUR CITY...

Extreme is Lake Elsinore's middle name! Our unique City is famous for the warm thermal winds that blow in from the neighboring Ortega Mountains. Those winds have turned Lake Elsinore into a major center for skydiving, hang-gliding and other aerial sports. Located in the center of our City is a 3,000 acre natural lake, hence the name Lake Elsinore. Our Lake is a popular venue for daring (or not-so-daring) boaters, jet skiers, and water ski fans as we boast an unlimited speed limit (in the center of the Lake).

Skydiving, hang-gliding, baseball, golf, off-road racing, fishing, boating, jet skiing, water skiing, paintball, skateboarding. . . You name it, Lake Elsinore has it!

The City has long been a destination for action sports and extreme activities. The community embraces life and dares to push the boundaries to achieve its goals. Lake Elsinore's programs, facilities, and natural environment will define the City as a destination for action and adventure for both visitors and residents.

Some of our most popular events include the Summer Concert Music Series at Lake Elsinore Casino and the Live at the Lakefront free community concerts at Launch Pointe. In addition the City hosts the Dream Extreme Fishing Derby, Kid's Fishing Derby, Jet Boat Races, Jet Ski Races, Mud/Flow Fun Runs, Numerous Ski Diving Events, Summer Car Cruises in Historic Downtown Lake Elsinore, Movies in the Park, Lake Elsinore Storm Baseball, the Annual Mariachi Fest, the Annual Taco Fest, the Annual Dia De Los Muerto Celebration, and the Annual Winterfest.





# WHY JOIN THE CHAMBER?

## VISIBILITY

Get noticed as  
a community  
leader.

## NETWORK

Leverage  
powerful  
connections.

## REFERRALS

Gain trusted  
recommendations.

## VOICE

Advocate for  
your industry.


## CREDIBILITY

Boost your  
business's  
reputation.

## GROWTH

Access training  
and growth  
opportunities.

# JOIN TODAY!

(951) 245-8848 

[lakeelsinorechamber.com](http://lakeelsinorechamber.com) 

[info@lakeelsinorechamber.com](mailto:info@lakeelsinorechamber.com) 

Did  
you know  
that we're on  
**LinkedIn**?



Follow us for the  
latest updates,

Career opportunities, and  
industry insights



Follow Our Page  
Today!

[lake-elsinore-valley-chamber-of-commerce](https://www.linkedin.com/company/lake-elsinore-valley-chamber-of-commerce)



Don't miss out on the  
chance to be part of  
our professional  
network



Let's inspire, learn, and  
achieve together!



Cleaning. Restoration. Construction.



Fire



Water



Storm Disaster



- 24/7 emergency service
- Commercial and residential
- Emergency water extraction
- Trained, uniformed professionals
- Restore vs. replace
- Insurance company restoration vendor

SERVPRO® of Lake Elsinore/Perris

**951-674-4006**

[servprolakeelsinore.com](http://servprolakeelsinore.com)

Independently owned and operated

Like it never even happened.®

# The Auto Techs

## service and repair



Albert Mendez, Owner  
**(951) 245-5100**

31951 Corydon Rd • Suite 110  
Lake Elsinore, CA 92530-8524

Lic # 022190

## Print & Mail Guy

Printing • Direct Mail  
Yard Signs • Banners  
And Much More

951 457 2499  
[info@printandmailguy.com](mailto:info@printandmailguy.com)  
[www.printandmailguy.com](http://www.printandmailguy.com)

96 Eleanor St,  
Lake Elsinore, Ca 92530

## Bright Now! Dental & ORTHODONTICS

951-364-6348 • [BrightNow.com](http://BrightNow.com)  
18330 Collier Ave Suite 102, Lake Elsinore, CA 92530

### Smile More. Pay Less.

- Most insurance plans accepted
- Convenient hours with emergency and same-day appointments
- General and cosmetic dentistry, clear aligners, implants, crowns, and more!

Se habla Español

**\$100 OFF**  
Dental Services

\$100 off dental services when you purchase dental services with combined actual retail value of \$300 or more. Valid once per person. Offer is not redeemable for cash or credit. Valid on non-covered services only. Not valid on services for which reimbursement is limited due to deductibles, maximums, co-insurance, or other insurance restrictions. See office for complete pricing information. All offers are subject to change and cannot be combined. Treatment for all offers must be rendered by 12/31/25. Services, hours, and insurance plans vary by location. Valid government issued photo ID and checking account required to get financing on approved credit. Sabawehs Dental Corporation, Shorcoy Sabawehs, DDS, © 2024 Smile Brands Inc. All rights reserved.



**Jack Ferguson CPA**  
Tax Partner

#### Services Provided

- Audit Representation
- Federal & Local Agencies
- Bookkeeping Services
- Monthly & Quarterly
- Non-Profit Organizations
- Consultation & Filing
- Tax Return Preparation
- Individual & Corporate

31569 Canyon Estates Dr., Suite 112  
Lake Elsinore, CA 92532

Office: (951) 471-2700  
Fax: (951) 471-8100

[jferguson@fergusonmay.com](mailto:jferguson@fergusonmay.com)



*Robin Paliwoda*  
Real Estate Broker

DRE #00520520

**(951) 285-6426**

[robinprealtor@gmail.com](mailto:robinprealtor@gmail.com)

LEASES- SALES - PURCHASES - PROPERTY MGMT

36330 Hidden Springs Rd, Suite E  
Wildomar, CA 92595





**COLOR RUN**  
SATURDAY, APRIL 12, 2025 • 7 AM TO 12 PM  
DIAMOND STADIUM LEVEE, 500 DIAMOND DRIVE, LAKE ELSINORE



**BUNNY TRUNK HOP**  
SATURDAY, APRIL 19, 2025 • 10 AM TO 1 PM  
DOWNTOWN MAIN STREET, LAKE ELSINORE

FOR MORE INFORMATION PLEASE CONTACT  
[MVELIZ@LAKE-ELSINORE.ORG](mailto:MVELIZ@LAKE-ELSINORE.ORG) OR CALL 951-674-3124 EXT 292





**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.**

- 1 L.E. Valley Chamber of Commerce
- 5 Diamond Stadium
- 2 Lake Elsinore City Hall
- 6 Lake Elsinore Casino
- 3 Launch Pointe Recreation
- 7 Lake Elsinore Outlets
- 4 L.E. Motorsports Park
- 8 Skydive Elsinore

**Canyon Hills** →  
 (see inset map at left)

1	ALBERHILL RANCH	C-1
2	ASHLAND SPRINGS	F-3
3	BRIARWOOD MHP	F-3
4	BROOKSTONE RANCH	A-3
5	BUTTERFIELD VILLAGE MHP	B/C-3
6	CANYON CREEK	G/H-3 (see index)
7	CANYON HILLS	A-C-5 (see index)
8	COUNTRY CLUB HEIGHTS	C/D-2
9	COUNTRY CLUB HEIGHTS EAST	F-3
10	DOWNTOWN LAKE ELSINORE	E-3
11	EAST LAKE	F/G-3
12	FAIRFIELD	G-5
13	LAKE EDGE	C-4
14	LAKE POINT	G-3
15	LAKE VIEW	A-C-1,2 (see index)
16	LAKELAND VILLAGES-E-4/5	(see index)
17	LEISURE LAKE	B-3
18	NICHOLS RANCH	D-1 (see index)
19	NORTH ELSINORE	E-2
20	NORTH PEAK	F-1
21	RANCHO LA LAGUNA	B-3
22	REFLECTIONS	F-5
23	ROBINHOOD OAKS	B-3
24	ROSETTA CANYON	F/G-1 (see index)
25	SERENA SHORES	C-3
26	SERENITY	G-5
27	SHORE ACRES MHP	C-3
28	SKYPOINT AT ALBERHILL RANCH B-1	
29	SPYGLASS RANCH (TBD)	F-2
30	SUMMERLY	G-4 (see index)
31	TERRACINA (TBD)	C-1
32	THE GROVE	E-1
33	TUSCANY HILLS	H-2/3 (see index)
34	VISTA DEL LAGO	H-4
35	WOODHAVEN	B-2

WHITE AREAS-LAKE ELSINORE CITY TRACTS

# MEMBER DIRECTORY

## ACCOUNTING/ BOOKKEEPING/TAX SERVICES

**Anderson Professional Services**  
Kristine Anderson (951) 678-2165  
andersonprofservices@verizon.net

**ARC Financial & Tax Services**  
Sally Freyre (951) 674-8111  
www.TheTaxPartner.com

**Ferguson & May LLP**  
Jack Ferguson (951) 471-2700  
www.fergusonmay.com

• **TLC Group Services**  
Angel Lagunas (951) 916-4985  
www.tlcgroupservicesca.com

## ADVERTISING/ MARKETING

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

**JD Promotions**  
Jason Hope (951) 473-2210  
www.jdpromos.com

**Prime Media Consulting LLC**  
Alex Kowalkoski (951) 470-1578  
www.primemediaconsulting.com

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

**Social Indoor TV**  
Andy Hagenah (951) 395-4583  
www.socialindoortv.com

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

## AGGREGATE/ASPHALT

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

## AIRPORT

**Ontario International Airport**  
Sadie Gribbon (909) 544-5300

## 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

## ARCHITECT

**Empire Design Group, Inc.**  
Gregory Hann (951) 696-1490  
www.empiredesigngroup.biz

## ART CENTERS

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

## ARTIFICIAL GRASS

**ForeverLawn Pacific Coast**  
Denise Karmie (951) 335-4534  
www.foreverlawn.com

## ATTORNEYS

**Muhtaseb Law**  
Tarik Muhtaseb (951) 215-6847  
www.muhtaseblaw.com

## AUTO GLASS / GLASS

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

## AUTOMOBILE AUCTION

**South Bay Auto Auction**  
Farid Djamshidi (310) 719-2000  
www.southbayautoauction.com

## AUTOMOBILE DEALERS

• **Aaron Chevrolet**  
Geoff Crosby (951) 216-3490  
www.aaronchevy.com

• **Aaron Ford**  
(951) 471-4100  
www.aaronfordoflakeelsinore.com

**Lake Elsinore Chrysler Dodge Jeep Ram**  
Michael Gherardi (951) 291-9700  
www.lakecdjr.com

**Lake Elsinore Honda**  
Kelly Christie (951) 471-4100  
www.lakeelsinorehonda.com

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

**Temecula Valley Lexus**  
Erin Spires (951) 225-0555  
www.tvlexus.com

## AUTOMOBILE PARTS/ REPAIR/SERVICE

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

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

• **Midas of Lake Elsinore**  
Azul Vasquez (951) 564-3064  
www.midas.com

**ProColor Collision**  
Ahmed Samawi (951) 674-4044

• **Team Autoaid**  
Julian Gomez (951) 245-1948  
www.autoaidonline.com

**The Auto Techs Service and Repair**  
Albert Mendez (951) 245-5100  
www.theautotechs.net

## AUTOMOBILE TOWING

• **Rivera Towing**  
Tony Salguero (951) 941-0001

## AWARDS/ENGRAVING

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

## BALLOON DESIGN / DISPLAY

**Rise & Shine Balloons, LLC**  
Karla Gibson (562) 964-4456  
www.riseandshineballoonsllc.com

## 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

• **First Citizens Bank**  
Daniel McKee (951) 638-3200  
www.firstcitizensbank.com

• **JPMorgan Chase & Co.**  
Peter Jackson (951) 681-1701  
www.chase.com

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

**Pacific Premier Bank**  
Erik McLeod (951) 461-4534  
www.ppbi.com

## BANQUET FACILITIES

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

## BEAUTY/SKIN CARE/SPA

**Renew Aesthetics & Wellness Clinic**  
Christiaan Medina (951) 457-0988  
www.dripdroppnp.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

## CABINETRY

**Conquering Clutter Closets & Cabinetry**  
Robert Rybarski (951) 501-6721  
www.conqueringclutterclosets.com

## CAMPGROUNDS/RV PARKS

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

**Glen Eden Sun Club**  
Cheryl Leutbecher (951) 277-4650  
www.gleneden.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

**The Syndicate #2**  
(951) 583-2400  
socialthesyndicate.com

## CAR WASHES

**Tommy's Express Car Wash**  
Michael Luders (951) 723-5800  
www.tommys-express.com/locations/cal36

## CASINOS

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

• **Pechanga Resort Casino**  
(877) 711-2946  
www.pechanga.com

## CATERING

**BMW Management**  
Sally Meyers (951) 676-8616

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

**Lily Sweet Cakes**  
Ileana Giles (951) 514-0585  
www.lilysweetcakes.com

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

• **Tacos El Chema**  
Alma Rodriguez (909) 443-5023

## CELL PHONE SALES / SERVICES

**CPR Cell Phone Repair**  
Jordan Kahf (951) 215-6802  
www.cellphonerepair.com/lake-elsinore-ca

## CEMETERIES

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

## CHAMBERS OF COMMERCE

**California Chamber of Commerce**  
Jennifer Barrera (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 Lutheran Church, LCMS**  
Pastor Kevin L. Kolander  
(951) 674-2757  
www.firstluth.com

**Grace & Truth Worship Ministry**  
Willie Oliver Jr (847) 668-7226

**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**  
Chief Lonny Olson (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 James Rayls (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

**Azteca Cleaning Services, LLC**  
Oscar Rodriguez (951) 635-7263

**Green Clean Window & Services Inc.**  
Jessel Vergara (951) 463-9933  
www.greencleanwindow.com

**Ult Cleaning**  
America Castillo (951) 591-4031

## COFFEE SERVICES

**Java Hut**  
Jamie Montes (951) 674-8506

**La Taza Community Coffeehouse**  
Jeff Harrell (951) 376-3703  
www.latazacomoffeehouse.org

## COFFEE & ICE CREAM

**Bloom Ice Cream+Coffee**  
Kaitlyn Hanson (951) 805-1337  
www.bloomicecreamcoffee.com

## COMICS / COLLECTIBLES

**Shipwrecked Collectibles**  
Steven Cox (951) 399-3218  
www.shipwreckedcollectibles.com

## COMMERCIAL REAL ESTATE

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

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

**Catalyst Retail**  
Mark Cooper (913) 915-6538

**First Team Real Estate Commercial**  
John Johnson (951) 318-7763  
www.johnjohnson.firstteam.com

**SVN | Insight Commercial Real Estate Advisors**  
Janet Kramer (951) 600-8634 ext 702  
www.svninsight.com

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

## 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 Concrete Contractors**  
Michael A. Madrid II (951) 674-6241  
www.madridcorp.com

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

**RD Construction**  
Brad Woods (951) 245-0777  
www.rdconstructioncorp.com

## CONSTRUCTION & DEVELOPMENT

**72 Degrees HVAC Inc.**  
Mary Helton-Samaniego (833) 332-7272  
www.72degreeshvac.com

**Endresen Development, Inc.**  
Josh Endresen (951) 757-5695

**Transportation Corridor Agencies**  
Jeff Bott (949) 727-4800  
www.thetollroads.com

## CONSULTING COMPANIES

**diegocardenas.com**  
Diego Cardenas (714) 868-6375  
www.diegocardenas.com

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

**Ross Enterprises Inc.**  
Myles Ross (714) 200-3761

**Sirotnak Strategies**  
Gerald Sirotnak (951) 473-6625

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

**Spicer Consulting Group LLC**  
Shane Spicer (866) 504-2067  
www.spicercg.com

## DAIRIES

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

## DENTISTS

**Bright Now! Dental & Orthodontics**  
Kalei Galindo (951) 471-7600  
www.brightnow.com

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

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

## DEPARTMENT/ DISCOUNT/WAREHOUSE STORES

• **Grocery Outlet of Lake Elsinore**  
Kevin & Sandra Kercher (951) 471-6626  
www.groceryoutlet.com

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

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

## DEVELOPERS/ INVESTMENT GROUPS

**CalTier**  
Travis Hook (619) 344-0291  
www.caltier.fund

**Catalyst Retail, Inc.**  
Mark Cooper (951) 643-4711  
www.catalystretail.com

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

**Hadley Holdings, LLC**  
Scott Hadley (714) 624-5771

**Lake & Mountain Commercial Center LLC**  
Didar Singh (949) 630-5345

**Lake Elsinore Mitigation Site, LLC**  
Steve Galvez (951) 297-8120

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

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

## DISTRIBUTORS

**BuildersMax Inc.**  
Guy Selleck (916) 216-9288

## DRY CLEANERS/LAUNDROMATS

**Bella's Bedding Bar**  
Benito Sanchez (951) 221-5718  
www.bellasbeddingbar.com

## ECOLOGICAL CONSULTING

**VCS Environmental**  
Julie Beeman (949) 489-2700  
www.vcsenvironmental.com

## EDUCATION/ TUTORING SERVICES

• **Elevo Learning**  
Christina Tentilucci (323) 484-2402  
www.elevolearning.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

**Assemblyman Bill Essayli 63rd District**  
Casey Deaver (951) 369-6644  
www.ad63.asmr.org

**CA Senator Kelly Seyarto 32nd Senate District**  
Joe Fuentes (951) 894-1232  
www.ad67.asmr.org

**Supervisor Karen Spiegel**  
Melania Castellanos (951) 955-1083  
www.rivcodistrict2.org

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

## EMERGENCY SERVICES/ SUPPORT

**Trauma Intervention Program, SW Riverside Co.**  
Arleen Allen (951) 698-2453  
www.tiprivco.org

## ENGINEERING COMPANIES

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

## ENGRAVING SERVICES

**Lightning Laser Cuts**  
Larry Landau (951) 249-3993  
www.lightninglasercuts.com

## EQUIPMENT/PARTY RENTALS

**Elsinore Valley Rentals, Inc.**  
Ann Thompson (951) 953-1617  
www.elsinorevalleyrentals.com

## EQUIPMENT SALES / RENTALS

**Goodfellow Corporation**  
Mel Sotelo (951) 992-6698  
www.goodfellowcorp.com

**Quinn Rental Services**  
Michael Salaz (888) 610-5472  
www.quinncompany.com

## EVENT PROMOTER

**Triple Crown Sports**  
Travis Cotsenmoyer (951) 565-6731  
www.triplecrownsocal.com

## EVENT VENUE

**Launch Pointe Weddings & Events**  
Jonathan Aymin (951) 499-3003  
www.launchpointeweddings.com

## FINANCIAL SERVICES

• **Cesar Marmolejo: Primerica - Financial Services**  
Cesar Marmolejo (951) 442-2442  
www.primerica.com/cesarmarmolejo

**Evolution Financial Group**  
Cornelius Caldwell (951) 418-0512  
www.evolutionfg.com

• **Gustavo Rodriguez - Merrill Lynch**  
Gustavo Rodriguez (626) 838-9199  
www.local.ml.com/riverside\_ca

## FLOOD / FIRE RESTORATION

**JCS Restoration**  
Ronald Chu (951) 297-3422  
www.jcsrestore.com

**ServPro Lake Elsinore/Perris**  
(951) 674-4006  
www.servprolakeelsinoreperris.com

**Superior Restoration**  
Luis Baltazar (888) 838-1109  
www.superiorrestore.com

## FLOORING

• **Felix Flooring & Co.**  
Riana Felix (951) 813-3300  
www.felixflooring.com

## FLORISTS

• **Gardania's Flowers Market**  
Dania Barrios (951) 458-2021  
www.gardaniasflowermarket.com

**Gerryann's Flowers**  
Gerryann Whitley (951) 775-0633  
www.gerryannflowers.com

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

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

# MEMBER DIRECTORY

## FOOD & DRINKS

### **4 Corners Nutrition**

Clemente Garcia (951) 409-3438

### **Lake Elsinore Nutrition**

Omar Garcia (714) 350-6424

## FURNITURE OUTLETS / STORES

### • **Sofa Spectrum Furniture**

Paul Rangel (951) 304-0700  
www.sofaspectrum.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 AM/PM**

John Wahhab (951) 674-7465

### • **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

### **Mobil / Circle K**

Raj Kumar (951) 736-6149

### **Rocket Chevron**

Candace Wood (951) 579-4529

## GOVERNMENT AGENCIES

### • **City of Lake Elsinore**

Jason Simpson (951) 674-3124  
www.lake-elsinore.org

### **Riverside County Treasurer -Tax Collector**

Matthew Jennings (951) 955-3900  
www.countytreasurer.org

### • **Riverside County Transportation Commission (RCTC)**

Paula Hayes (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

### **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

## GROUPS & ORGANIZATIONS

### **California Apartment Association Greater Inland Empire**

Victor Cao (949) 474-1411  
www.caanet.org

### **Highpointe Care, LLC**

Reuben Stewart (951) 471-5886  
www.highpointecare.org

## HAIR SALON

### **Elsinore Barber & Beauty**

Tina Breese (951) 674-6320  
www.facebook.com/115nMainstLakeElsinore

### **Princess Hair Salon**

Princess Garibay (310) 692-5298

### **Sky Beauty Salon and Supply**

(951) 399-0006  
business@skybeautysalonandsupply.com

## HAULING / DEMOLITION

### **Brothers Junk Removal Property Maintenance**

Chanel Santos (951) 399-1757  
www.brothersjunkremovalservices.com

### • **Corona Junk Removal & Property Maintenance**

Michael Rowley (951) 363-5120  
www.coronajunkpm.com

### **JB Discount Hauling**

Julio Bustos (951) 933-4925  
www.jbdiscounthauling.com

### **Torres Junk Hauling LLC**

Edgar Torres (951) 269-6435  
www.torresjunkhauling.com

## HEALTH CLUBS

### **Freedom Fitness Training Center**

Cheyenne Redenz (951) 609-6046  
www.freedomfitnessllc.com

### **The Camp Transformation Center**

Tina Chavez (951) 245-8877  
www.thecampctc.com

## HOLISTIC / HOME HEALTH SERVICES

### • **Alpha's Home Health & Holistic Services**

Sharee Williams (888) 412-3255  
www.alphas.com

## HOME BUILDER/DEVELOPER

### **Meritage Homes of California, Inc.**

Emma Hill (949) 299-3824  
www.meritagehomes.com

### **Pulte Group**

Matthew Matson (949) 330-8600  
www.pulte.com

### **Tri Pointe Homes**

Chris Willis (951) 396-0426  
www.tripointehomes.com

## HOME IMPROVEMENT CENTERS

### **Habitat for Humanity Inland**

**Valley Lake Elsinore ReStore**  
Tammy Marine (951) 471-1188  
www.habitat4inlandvalley.org

## HOME INSPECTIONS

### **KNS Quality Home Inspections, LLC**

Keith Smith (951) 231-3402  
www.knsqualityhomeinspections.net

## 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**

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

### • **Southwest Healthcare 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

### **Murrieta Hot Springs Resort**

Kristin Frame (951) 290-0887  
www.murrieta-hotspings.com

### • **Pechanga Resort Casino**

(877) 711-2946  
www.pechanga.com

### • **Quality Inn**

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

## HVAC

### • **Magic's Heating & Air, LLC**

Francisco Anaya (951) 225-5705  
www.magicshvac.net

### **Windstorm Heating & Air Conditioning**

Emilio Avalos (951) 710-4999  
www.windstormheatingandair.com

## ICE CARVING

### **The Art of Carving Ice**

Marco Hernandez (714) 224-1455  
www.theartofcarvingice.com

## ICE CREAM/FROZEN DESSERTS

### **Never Better Frozen Yogurt**

Tony Patino (951) 226-7555

## INSURANCE SERVICES

### **Cornerstone E&S Inc.**

Tony Berardino (951) 694-6105

### • **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

### • **Freeway Insurance**

Eva Brambilla (951) 355-9811

### • **Julie Ngo Agency State Farm Insurance**

Julie Ngo (951) 695-2625  
www.sfjulie.com

### • **R. David Bulen Insurance Agency**

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

### • **State Farm Insurance - Niehouse Agency**

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

### **Veronica's Insurance Lake Elsinore**

Mauricio Sanchez (714) 308-4319

## IT CONSULTING

### **Elite MSP**

Sean Ripley (951) 579-4400  
www.elitemsp.com

### **GEOSAN TECH**

Cassandra Madison (562) 712-9380

## JET SKI/BOAT/PADDLE RENTALS

### **JT's Rentals at Launch Pointe**

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

## LEGAL SERVICES

### **Fabozzi & Miller, APC**

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

### **LegalShield**

Patricia Magoffin (818) 445-5647  
www.pmagoffin.wearelegalshield.com

### **Reid & Hellyer, APC**

Donald Hitzeman (951) 695-8700  
www.rhlaw.com/temecula-murrieta

## LIBRARY

### • **Lake Elsinore Library**

Krystal Van Eyk (951) 674-4517

### **Vick Knight Lakeside Community Library**

Ellen Holt (951) 678-7083

## LIVING TRUST/ ESTATE PLANNING

### **iE's Mobile Legal Document Assistance**

Leslie Garcia (951) 813-0287  
www.ieslegalda@gmail.com

## LUXURY PORTABLE RESTROOMS

### **The Potty Room**

Darric Merrell (951) 970-3747  
www.thepottyroom.com

## MAGAZINES/NEWS MEDIA

### **Lake Elsinore Local News & Events**

Phillip Hayes (951) 490-1637  
www.lakeelsinorelocalnewsandevents.com

### **Lake Elsinore Magazine of Values**

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

### **The Valley Business Journal**

Tara Wunderlich (951) 233-1002  
www.thevalleybusinessjournal.com

## MANUFACTURERS

### **BuildersMax Inc.**

Guy Selleck (916) 216-9288  
www.buildersmax.com

### • **Pacific Clay Products**

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

## MANUFACTURING/MEDICAL

### **Abbott Vascular**

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

## MARKETING

### **Marketing Empire Group**

Kyle Onstott (951) 254-3648  
www.marketingempiregroup.com

## MOBILE HOME PARKS

### • **Huntsman Mobile Home Park, LLC**

Fred & Sue West (951) 674-4617

## MORTGAGE/LOAN COMPANIES

### **Pacific Lending LLC.**

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

### **Rick Tobin - Realloans**

Rick Tobin (760) 485-2422  
www.realloans.com



MORTUARIES

• **Evans Brown Mortuary**  
John Rowe (951) 674-3141  
www.evans-brownmortuary.com

MOVING & STORAGE

**Caring Transitions of Menifee**  
Noel Cajudo (951) 723-5008  
www.caringtransitionsmenifee.com

**Ruff and Ready Moving - Mayflower**  
Johnathan Montanez (951) 834-3539  
www.ruffandreadymoving.com

NETWORKING GROUPS

**Trusted Business Partners**  
Bob Hurst (951) 215-2020  
www.trustedbusiness.partners

NON PROFIT ORGANIZATIONS

• **Assistance League of Temecula Valley**  
Electra Demos (951) 694-8018  
www.temeculavalley.assistanceleague.org

**Baseball Resource Group**  
Mishael Israel (951) 381-0585  
www.basebassresourcegroup.org

**Canyon Lake Chamber of Commerce**  
Jeanne O'Dell (951) 244-6124  
www.canyonlakechamber.org

**Cops for Kids**  
Leanne Holland (951) 245-3300  
www.copsforkidsinc.org

• **Downtown Merchants Association**  
Janice Garcia (714) 497-9133  
www.ledowntown.com

**Dream Center Lake Elsinore**  
Brett Masters (951) 376-3703  
www.dreamcenterle.org

• **EDA/Workforce Development Agency**  
Rob Moran (951) 955-3226  
www.ricoeda.org

• **Hispanic Organization of Mortgage Experts**  
Isis Bravo (844) 798-4663  
www.tunuevohome.com

**Holt Ministries**  
Davis Holt (909) 938-2155  
www.outreachministryinlakeelsinoreca.com

**Honore's Home of Care**  
April Honore (619) 993-6602  
www.hhocare.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 Girls Softball**  
Mark Duncan (714) 719-0184  
www.legsoftball.org

**Lake Elsinore Little League**  
Jovanny Huerta (909) 576-5175  
www.llellbaseball.org

**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.levfef.org

**Michelle's Place Cancer Resource Center**  
Kim Gerrish (951) 699-5455  
www.michellesplace.org

**MilVet**  
Raven Hilden (951) 902-9681  
www.milvet.org

• **Ready, Set, Grow Preschool**  
Rebecca Eich (951) 696-2759  
www.readysetgrowcoop.com

• **Riverside Recovery Resources**  
Bernard L Truax (951) 674-5354  
www.riversiderecovery.org

**Senior Helpers of Menifee Valley**  
Mujaji Law (951) 674-3993  
www.seniorhelpers.com

**Social Work Action Group (SWAG)**  
Aaron Petroff (833) 792-4674  
www.komenie.org

**The Nature Education Foundation at Santa Rosa Plateau**  
Virginia Greaves (833) 651-1533  
www.srpnef.org

**The Dresses and Dreams Project**  
Dawn Schultz (951) 457-1363  
www.thedressesanddreamsproject.org

**The Happier Life Project**  
Carolina Ayala (888) 638-8457  
www.thehappierlifeproject.org

**Veterans of Foreign Wars**  
Roger Miller (951) 674-4735

**Western Eagle Foundation**  
Serena Cooper (951) 695-7206  
www.westerneaglefoundation.org

NURSERY / LANDSCAPE SUPPLY  
**Sunset Nursery & Landscape Supply**  
Nicolas Santiago Pablo (949) 259-8969

ONLINE RETAILERS

**MX Gear Creations**  
Antoine Haquette (951) 642-3759  
www.mxgearcreations.com

OUTDOOR ADVERTISING  
**Lamar Advertising Company**  
(909) 799-1010  
www.lamar.com/SanBernardino

PARTY EVENT PLANNERS

**Simply Gorgeouz Party Supply & Planning**  
Marilyn Jones (951) 609-7683  
www.SimplyGorgeouz.com

PET CARE / ACCESSORIES / SERVICES

**Dawgie Styles, LLC**  
Jamie Nuonaka (951) 674-7387  
www.dawgiestylesllc.com

PETROLEUM PRODUCTS

• **Downs Energy**  
Ron Skelskey (951) 737-9866  
www.downsenergy.com

PHARMACIES

• **Delta Drugs II**  
Raz Hovsepian (951) 245-2325  
deltadrugsii@yahoo.com

• **Gen RX Pharmacy**  
John Rouzi (951) 674-6836  
jrouzi@aol.com

PHOTO BOOTH

**Pure Luxe Photo Booth**  
Valerie Corral (951) 434-9478  
www.pureluxephoto booth.com

**Spread Moore Love Photo Booths**  
Shontay Moore (909) 572-4177  
www.spreadmoorelovephoto booths.com

**Tilted Crown Events, LLC**  
Cora Merritt (951) 291-8338

PHOTOGRAPHERS/ VIDEO TAPING SERVICES

**Cherished Memories Photography**  
Mike Norkin (951) 304-4133  
www.ourcherishedmemories.com

**Dustin Thompson Photography**  
Dustin Thompson (951) 640-6162  
www.dustinthompsonphotography.com

**On The Go Video.biz**  
Desi Ekstein (951) 523-7828  
www.OnTheGoVideo.biz

PHYSICIANS

• **Farid Saadat, MD**  
Dr. Farid Saadat (951) 471-5711

**Virtue Primary Care**  
Cindy Varela (951) 750-7888  
www.virtuemd.com

• **Vista Community Clinic:**  
**Lake Elsinore**  
Betsy Heightman (951) 252-2720  
www.vistacommunityclinic.org

PLUMBERS

**A.M. Plumbing & Rooter**  
Alex Martz (951) 207-7379  
www.amplumbingrooter.com

**Canyon Hills Plumbing**  
Jason Carroll (951) 970-7550  
www.canyonhillspumbing.com

POLICE DEPARTMENT

• **Lake Elsinore Sheriff's Department**  
Captain James Rayls (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

PREGNANCY RESOURCES

• **Elsinore Valley Pregnancy Resource Center**  
Konrad Aniol (951) 245-8587  
evprc@verizon.net

PRESSURE WASHING

**Pristine Clean**  
Trevor Steiner (951) 259-2764  
www.pristinecleansolutions.com

PRINTERS/GRAPHICS/ TYPE SETTING/SALES

• **Ariel Supply, Inc.**  
Larry Grote (951) 226-3600  
www.arielsupply.com

**HitPrint**  
Jason Devor (949) 600-0776  
www.ihitprint.com

**On Demand Printing Services**  
Frank Jackson (951) 674-7838  
www.ondemand1.net

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

**printmystuff.com PIP Printing Riverside/Corona**  
Samuel Tracy (951) 682-2005  
www.printmystuff.com

PROMOTIONAL PRODUCTS

**Forall Promo**  
Patrick Stone (575) 587-8874  
www.forallpromo.com

**JD Promotions**  
Jason Hope (951) 473-2210  
www.jdpromos.com

**The Mobile Print Shop**  
Gus Alon (951) 203-1780  
www.weprintlive.com

PROPERTY MANAGEMENT COMPANIES

• **Access Asset Management, Inc.**  
Adam Clarke (866) 830-4401  
www.AccessAsset.com

**D&B Property Maintenance**  
Blake Vazmendes (909) 522-6644  
www.db-propertymaintenance.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

RESIDENTIAL REAL ESTATE

**Century 21 Masters - Tammy Ewing**  
Tammy Ewing (951) 961-8715  
www.tammyewing.com

**The Inland Gateway AOR**  
Annette Coffey (951) 735-5121  
www.igreators.org

**Jerry Newey CalBRE # 10276217**  
Jerry Newey (951) 370-4894  
www.jerryneweyproperties.com

• **KW The Lakes**  
Sofia Chacon (951) 816-6565  
www.betonkwthelakes.com

**Nancy Hunzeker, Realtor DRE #01384158**  
Nancy Hunzeker (951) 236-9424  
NancyHunzeker@gmail.com

• **Oscar Tortola Group**  
Lupe Flores (951) 356-7227  
www.oscartortolagroup.com

**SoCal Prime Properties**  
Jonathan Ybarra (951) 544-5080  
www.socialprimeproperties.com

• **Southwest Riverside County Association of Realtors**  
George Pappas III (951) 894-2571  
www.srca.org

RESTAURANTS

**Ahi Sushi Bar & Grill**  
Ying Liu (951) 226-8013  
www.ahisushibarandgrill.com

**Annie's Café**  
Brock Davis (951) 245-6106  
www.anniescafele.com

**Bobber On The Lake**  
John Alarcon (951) 888-3310  
www.bobberonthelake.com

**CJ's Sports Grill & Turf Club**  
Raul Flores (951) 674-3101

• **Del Taco**  
David Beshay  
www.deltaco.com

• **Denny's**  
Brian Spongberg (951) 245-5058  
www.dennys.com

• **El Comal Cantina y Cocina**  
Miguel Casillas (951) 579-1759  
www.elcomal-restaurant.com

- **El Ranchito Taco Shop**

Raymond Moon (951) 245-1438  
www.RanchitoElsinore.com

- **Emilio's Mexican Restaurant and Cantina**

Zane Tanguay (951) 226-7227

- **Farmer Boys**

Christaleni Havadjia (951) 522-3508  
www.farmerboys.com

- **Golden Corral**

James Galloway (951) 805-4935

- **Jack's Bar-B-Q on the Water**

Derek Carmichael (951) 245-6500  
www.jacksbar-b-q.com

- **Jersey Mike's Subs**

Tanya Ilic (951) 674-5860  
www.jerseymikes.com

- **Le Rendez-Vous Cafe**

Manny Gamboa (909) 424-0355  
www.lrvcafe.wixsite.com/lrvcafe

- **La Unica Cocina Mexicana Y Cantina**

Rose Topete (951) 674-2233  
www.launicarestaurant.com

- **Main Street Kitchen & Tap**

Robert Kulwicki (951) 674-6777

- **McDonald's**

Mathew Ajayi  
www.mcdonalds.com

- **Michi Tacos On Main**

Hernan Serrano (951) 285-5553  
www.michitacos.com

- **Miguel's Jr. Restaurants**

(951) 281-0888  
www.miguelsjr.com

- **Panera Bread**

Vincent King (951) 253-8062  
www.panerabread.com

- **Raising Canes's**

Tobias Schreiber (805) 550-2350  
www.raisingcanes.com/location/535

- **Ringside Bar & Grill**

Tony Salguero (714) 726-1393  
www.ringsidesportsbar.com

- **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

- **Tapsi House Kitchen**

Maria Atas (951) 394-2762  
www.tapsihouse.com

- **The Lookout Roadhouse Restaurant**

Barbara Shea-an (951) 678-9010  
www.lookoutroadhouse.com

- **Vincenzo's Kitchen**

Shouvik Roy (951) 238-5560  
www.vincenzosolivetree.com

## RETAIL STORES

- **AP Beauty and Things LLC**

Ashley Phillips (951) 609-2002  
www.apbeautyandthings.com

- **Mom & Baby Boutique**

Nioma Gardner (951) 399-0109  
www.momandbaby.boutique.com

- **Main Street Candy Bar**

David Ross (951) 457-4008  
www.mainstreetcandybar.com

- **Patriotic Arms LLC**

Veronica Juarez (562) 360-2584  
www.patrioticarms.com

- **Promenade Temecula**

Jeff Kurtz (951) 296-0979  
www.promenadetemecula.com

- **Lake Elsinore Storm Baseball**

Shaun Brock (951) 245-4487  
www.stormbaseball.com

- **McFly's Thrift Store**

Janice Garcia (714) 497-9133  
www.mcflysthriftstore.com

- **Vintage Empire**

Ivan Rodriguez (951) 972-0066

## ROOFING CONTRACTOR

- **Doo Rite Construction**

Kurt Livingston (951) 678-1330  
www.dooriteconstruction.com

- **Frontline Roofing**

Luis Mayoral (888) 612-2003  
www.frontlineroofing.com

## SANITATION

- **Diamond Environmental**

Laura Cervantes (760) 744-7191  
www.diamondprovides.com

- **Rightway Portable Toilets, Temporary Power Poles, Storage Containers and Septic Pumping Services**

Sam Harding (951) 674-8608  
www.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**

Edwin Gomez, Ed.D. (951) 826-6530  
www.rcoe.us

- **Sycamore Academy of Science and Cultural Arts**

Barbara Hale (951) 678-5217  
www.sycamoreacademycharter.org

## SCREEN-PRINTING

- **Spinning Ink Print Co. LLC**

Megan Bissell (951) 459-7361  
www.spinninginkprintco.com

## SEPTIC PUMPING INSTALLATION/REPAIR

- **Canyon Hills Plumbing**

Jason Carroll (951) 970-7550  
www.canyonhillspumbing.com

## SERVICE CLUBS/ ORGANIZATIONS

- **American Legion Post 200**

Terry Sawyer (951) 678-7777  
www.legionpost200.org

- **Elsinore Woman's Club**

Lynda Krisko (951) 674-3445  
www.elsinorewomansclub.org

- **Lake Elsinore/Wildomar Elks Lodge #2591**

Rick Lawson (951) 674-6804

- **Lake Elsinore Historical Society**

(951) 579-4852  
www.lakeelsinorehistoricalsociety.org

- **Rotary Club of Lake Elsinore**

Jamie Webber (909) 709-0765  
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

## SKY DIVING

- **Skydive Elsinore**

Karl Gullledge (951) 245-9939  
www.skydiveelsinore.com

## SMOG TEST

- **Rivera Smog, LLC**

Anthony Delgado (951) 471-8001  
www.riverasmogllc.com

## SPA SALES

- **RMC Spas**

Betty Dvorak (951) 579-1750  
www.rmcspace.com

## SPEECH THERAPY

- **Intuition Speech Therapy**

Jami Aguilar (951) 674-7575  
www.intuitionspeech.com

## STORAGE FACILITIES

- **Power Sports RV & Boat Storage**

Erin Zulich (951) 603-0884

- **Ranch RV & Self Storage - Temescal Valley**

Christy De La Cruz (951) 307-9557  
www.ranchselfstorage.com

## TELECOMMUNICATIONS

- **COM3 IT Solutions**

Steven Harwood (951) 205-1025  
www.com3it.com

- **Temecula Valley Communications, Inc.**

Shane Lesovsky (951) 677-4422  
www.tvcinc.net

## TILE / COUNTERTOP

- **Reyes Tile & Countertop Designs Inc.**

Gerardo Reyes (714) 914-4618  
www.reyestiledesign.com

## TRANSPORTATION

- **Transportation Corridor Agencies**

Jeff Bott (949) 754-3400  
www.thetollroads.com

## TRANSPORTATION/LIMO SERVICE

- **Stryder Transportation**

Elaine Bartolome (951) 693-0242  
www.gostryder.com

- **Temecula Executive Limos**

Tim Raymo (951) 999-8008  
www.temeculaexecutivelimos.com

## URGENT CARE

- **A+ Urgent Care**

Erica Winfield (951) 696-7587  
www.swhaplusurgentcare.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 (800) 427-2200  
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

## VEHICLE REGISTRATION

- **In & Out Vehicle Registration**

Bryan & Donna Graves (951) 245-3939  
gotplates1@verizon.net

## VETERINARIANS/ VETERINARIAN SUPPORT

- **Lake Elsinore Animal Hospital**

Ed Shin (951) 674-9392  
www.lakeelsinoreanimalhospital.com

- **Mountainview Small Animal Hospital**

Dr. Craig Hempel (951) 674-1475

## WATERSPORTS

- **Colleen's Swim School**

Colleen Calvert (951) 245-1684  
www.ColleenSwim.com

## WATER WELL SERVICE

- **Quality Pump Service**

Bruce MacLachlan (951) 830-8453

## WHOLESALE DISTRIBUTORS

- **Bite-ON Fishing, LLC**

Anthony Williams (949) 689-9270  
www.biteonfishing.com

## WINDOW COVERINGS

- **Jade Window Coverings**

Alex Arellano (951) 437-1227  
www.jadewindowcoverings.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

SAVE THE DATE

12th ANNUAL

Lake Elsinore



DREAM EXTREME

FISHERY

PRESENTED BY

LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE

SATURDAY

MAY 17, 2025

BROADCASTED ON:



ALL VESSEL TYPES WELCOME Boats • Kayaks • Float Tubes • Jet Skis and More

# WHAT'S THE DIFFERENCE BETWEEN COPD AND EMPHYSEMA?

**If you have breathing difficulties, it may be due to a chronic condition that causes damage to your lungs. Aside from asthma, two of the most common disorders that affect the lungs are chronic obstructive pulmonary disease (COPD) and emphysema. Wondering what the similarities and differences are between these two conditions? Here are answers to frequently asked questions about these lung diseases.**

## **What is COPD?**

Chronic obstructive pulmonary disease (COPD) refers to a group of lung diseases that result in breathing difficulties due to lung damage and limitations in airflow. The most common symptoms of COPD are frequent coughing, excessive mucus production, shortness of breath, chest tightness and wheezing. COPD is most often caused by cigarette smoking and exposure to second-hand smoke or respiratory irritants in the workplace. Many people with COPD have emphysema, which is a specific type of lung damage that falls under the COPD umbrella. Other COPD conditions include chronic bronchitis and refractory asthma.

## **What is emphysema?**

Emphysema is a specific form of COPD characterized by progressive damage to the tiny air sacs in the lungs, called alveoli, that help you breathe. This makes it difficult to move air in and out of the lungs and pass oxygen into the bloodstream. Symptoms are similar to those of COPD, since it is a type of COPD, with the most common one being increasing breathlessness. Emphysema is most commonly caused by cigarette smoking, although exposure to smoke and respiratory irritants may also contribute to the condition. Addition-

ally, a genetic defect called alpha-1 antitrypsin deficiency can cause emphysema to occur at an early age.

## **Can you have both COPD and emphysema?**

Since emphysema is a type of COPD, everyone who has emphysema has COPD. However, you can have COPD without having emphysema.

## **When should you see a doctor?**

If you have any of the following symptoms, it's a good idea to see a doctor so it can be determined if you have COPD or emphysema:

- Shortness of breath, especially if it is getting progressively worse
- A persistent cough, especially if it produces excessive mucus or phlegm
- Chest tightness or wheezing when breathing
- Frequent respiratory infections

## **How is COPD diagnosed?**

If you have potential symptoms of COPD, a doctor will take a detailed health history and perform a physical exam. Other tests that may also be done include:

- Chest x-ray
- CT scan
- Spirometry (which measures the amount and speed of the air you blow out)
- Oximetry or arterial blood gas (which measures the oxygen in your blood)
- Lung volume test (which measures the volume of air in the lungs)
- Diffusing capacity test (which shows how easily oxygen enters the bloodstream)
- Exercise test (which can evaluate shortness of breath during exercise)

## **Can COPD be cured?**

There is no cure for COPD, but treatment and lifestyle changes can improve symptoms and prevent further lung damage. Early diagnosis and treatment help improve your quality of life and slow the progression of the disease.

This message is brought to you by your friends in health-care at Southwest Healthcare System, which operate Inland Valley Medical Center in Wildomar and Rancho Springs Medical Center in Murrieta. For a free physician referral, call 1-800-879-1020.





# Recognized for QUALITY CARE

At **SOUTHWEST HEALTHCARE INLAND VALLEY** and **RANCHO SPRINGS HOSPITALS**, we are dedicated to providing the highest-quality care possible. That's our commitment to you and your family. When we receive acknowledgment for our efforts, that is just a bonus.

We've been recognized by *U.S. News & World Report* as High Performing in the areas of Stroke, COPD, Maternity Care (Uncomplicated Pregnancy) and Kidney Failure for 2023-2024.

*U.S. News & World Report* releases its High Performing Hospital listings each year based on services, patient outcomes and experience, staffing and other performance measures. They are designed to help patients make healthcare choices about specific services, along with the support of their doctors.



Learn more about our awards at [southwesthealthcare.com/awards](https://southwesthealthcare.com/awards)





**OPEN DAILY  
7AM - 2AM**

**CJ'S BAR AND RESTAURANT IS WHERE  
TASTES, SPORTS, AND OTB COLLIDE!**



Horse Racing Satellite Wagering Facility

**OTB 5 DAYS A WEEK**



**20930 MALAGA RD. LAKE ELSINORE, CA 92530 | (951) 471-6700 | CJSBAR.COM**



**(951) 674-6320**

**SCAN QR CODE  
TO BOOK AN  
APPOINTMENT**



**115 N MAIN ST, LAKE ELSINORE, CA**

**VISIT OUR MUSEUM LOCATED IN HISTORICAL  
DOWNTOWN LAKE ELSINORE**

Come see our extensive collection of artifacts and research materials from Lake Elsinore's more than 135 years of history



Lake Elsinore Historical Society

**183 NORTH MAIN STREET  
(USE HEALD AVENUE ENTRANCE)**

**HOURS**  
Wednesday & Saturday 11:00am - 3:00pm  
Sunday 1:00pm - 4:00pm

**Mailing/Address: P.O. Box 84, Lake Elsinore, CA 92531  
Museum Information: (951) 579-4852**



# 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
• The Happier Life Project	(888) 638-8457
• Vista Community Clinic: Lake Elsinore	(951) 252-2720
• WIC Supplemental Nutrition Program	(951) 455-4942

## Local Media

• FROGGY 92.9 KFRG FM (Radio)	(951) 693-2206
• The Press Enterprise (Newspaper)	(951) 684-1200
• 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
• Spectrum	(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) 219-5352
• 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
• New Song Calvary Chapel	(951) 245-5664
• Shepherd of Life Lutheran	(951) 678-1561
• St. Andrew's Episcopal Church	(951) 674-4087
• St. Frances of Rome Catholic Church	(951) 674-6881
• 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. 998

**Government - City**

- City Hall (951) 674-3124
- Chamber of Commerce (951) 245-8848
- City Council (951) 674-3124 ext. 204
- Natasha Johnson - Councilmember (951) 674-3124 ext. 204
- Robert Magee - Mayor Pro-Tem (951) 674-3124 ext. 204
- Steve Manos - Councilmember (951) 674-3124 ext. 204
- Timothy J. Sheridan - Councilmember (951) 674-3124 ext. 204
- Brian Tisdale - Mayor (951) 674-3124 ext. 204
- City Manager, Jason Simpson (951) 674-3124 ext. 204
- Chief of Police, Captain James Rayls (951) 245-3300
- Fire Chief, Cody Wright (951) 246-2337

**Government - County**

- County of Riverside (951) 955-1000
- County Supervisors
  - Kevin Jeffries, District 1 (951) 471-4500
  - Karen Spiegel, District 2 (951) 955-1020
  - Chuck Washington, District 3 (951) 955-1030
  - V. Manuel Perez, District 4 (951) 955-1040

**Government - State**

- Governor, Gavin Newsom (916) 445-2841
- Senator, Kelly Seyarto (951) 894-3530
- Assemblyman, Bill Essayli (951) 369-6644

**Government - Federal**

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



**LAKE ELSINORE  
COMMUNITY  
FOUNDATION**

501 (C) 51 ORGANIZATION

**DONATIONS BENEFIT OUR  
LOCAL STUDENT OF THE  
MONTH AND STUDENT OF  
THE YEAR PROGRAMS  
HERE IN LAKE ELSINORE,  
CALIFORNIA.**



**CHAMBER MAGAZINE  
AD PRICING**

The Lake Elsinore Valley Chamber of Commerce Magazine is a Quartley Publication that includes up-to-date Membership Directory, upcoming Chamber Events, City Map and Ad's for Chamber Members.

Advertising in the Magazine is an easy and effective way to reach 2500 people at a reasonable price!

**FULL COLOR AD'S**

BACK COVER	\$1000	1/2 PAGE	\$300
INSIDE FRONT COVER	\$600	1/4 PAGE	\$150
INSIDE BACK COVER	\$600	BUSINESS CARD	\$100
FULL PAGE	\$400		

**Call the Chamber Today to Secure  
Your Ad Space in our Next Magazine.**

**951.245.8848**

Don't have an Ad? No Problem!  
The advertising price includes ad design.  
Don't Miss Out On This Great Deal!!!

**Print &  
Mail Guy**

Magazine Reader Special

**25% OFF  
ALL POSTCARDS  
& FLYERS**

**For All Your Printing  
and Direct Mail Service Needs**

- Postcards - Flyers - Brochures  
Business Cards - Envelopes - Letterhead  
Banners - Yard Signs - Flags  
Direct Mail - EDDM - E-Fax  
Basic B/W & Color Copies  
And Much More!

**951 457 2499**

Info@printandmailguy.com  
www.printandmailguy.com

Office Hours M-F 9am to 3pm  
\*Design Service and Postage not included in Discount





TLC GROUP SERVICES

- PERSONAL & BUSINESS TAXES
- ACCOUNTING
- BOOKKEEPING
- PAYROLL



## WE CAN ALSO HELP YOU WITH:



### LIVESCANS

We are partnered with Certifix to be able to complete your livescans.



### AUTO REGISTRATION

We work directly with the DMV to provide multiple DMV services and help you avoid the lines.



### NOTARY SERVICE

We have two notary publics available for you at any time. We can also help write a letter if needed.



[TLCGROUPSERVICES.COM](https://www.tlcgroupservices.com)



[@TLCGROUPSERVICES](https://www.instagram.com/tlcgroupservices)



[TLC GROUP SERVICES](https://www.facebook.com/tlcgroupservices)



951-399-0275



113 S. Main St., Ste A Lake Elsinore, CA 92530



# BLINDS • SHUTTERS • SHADES

CALL FOR YOUR FREE IN-HOME CONSULTATION

## 951.437.1227



[www.JadeWindowCoverings.com](http://www.JadeWindowCoverings.com)



## JADE WINDOW COVERINGS

LIC #1033434

113 S. Main Street, Suite D  
Lake Elsinore, CA 92530

**ALTA**  
WINDOW FASHIONS

**HunterDouglas**

**SBM**  
SHUTTER BLIND MANUFACTURER



**SHUTTERS**  
**\$100 OFF**  
SHUTTER PURCHASE OF  
\$1500 OR MORE

EXCLUSIONS APPLY.  
MUST PRESENT COUPON AT TIME OF ESTIMATE.  
NOT VALID WITH ANY OTHER OFFER OR  
DISCOUNT. EXPIRES 3/31/25



**BLINDS & SHADES**  
**GET \$50 OFF**  
FOR EVERY \$500 SPENT

EXCLUSIONS APPLY.  
MUST PRESENT COUPON AT TIME OF ESTIMATE.  
NOT VALID WITH ANY OTHER OFFER OR  
DISCOUNT. EXPIRES 3/31/25

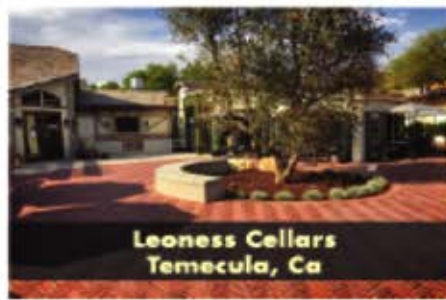
**FREE**  
**CORDLESS OPERATION**  
**UPGRADE**  
INCLUDED WITH PURCHASE OF  
**HONEYCOMB**  
**SHADES**

EXCLUSIONS APPLY.  
MUST PRESENT COUPON AT TIME OF ESTIMATE.  
NOT VALID WITH ANY OTHER OFFER OR  
DISCOUNT. EXPIRES 3/31/25



# CONCRETE CONTRACTOR

STRUCTURAL CONCRETE • DECORATIVE CONCRETE • MASONRY



[WWW.MADRIDCORP.COM](http://WWW.MADRIDCORP.COM)

CA STATE LIC. #975725 C8

MADRID CONCRETE CONTRACTORS 951.674.6241 FAX 951.245.5709

SAVE THE DATE

APRIL 26TH  
2025

LAKE ELSINORE  
HISTORY DAYS

A WALK THROUGH TIME...

SATURDAY, APRIL 26, 2025

JOIN US ON LAKE ELSINORE'S  
HISTORIC MAIN STREET

COMMUNITY PARADE • TRAIN RIDES • THEATRICAL  
PERFORMANCES • HISTORICAL VIGNETTES • EXHIBITION  
VINTAGE BASEBALL GAME • VENDORS & MORE



The Lake Elsinore Historical Society invites you to join us for the **Inaugural Lake Elsinore History Days - A Walk Through Time**, a unique and immersive event celebrating the rich history of Lake Elsinore. Scheduled for Saturday, April 26, 2025, this event will transport attendees back through pivotal eras of our region, highlighting historic moments, cultures, and stories that shaped our community. This day will be packed with educational and entertaining activities, exhibitions, and live performances that bring history to life.

*Lost In The Jungle*



*Installation*  
&  
76TH ANNUAL  
*Awards Ceremony*

SATURDAY

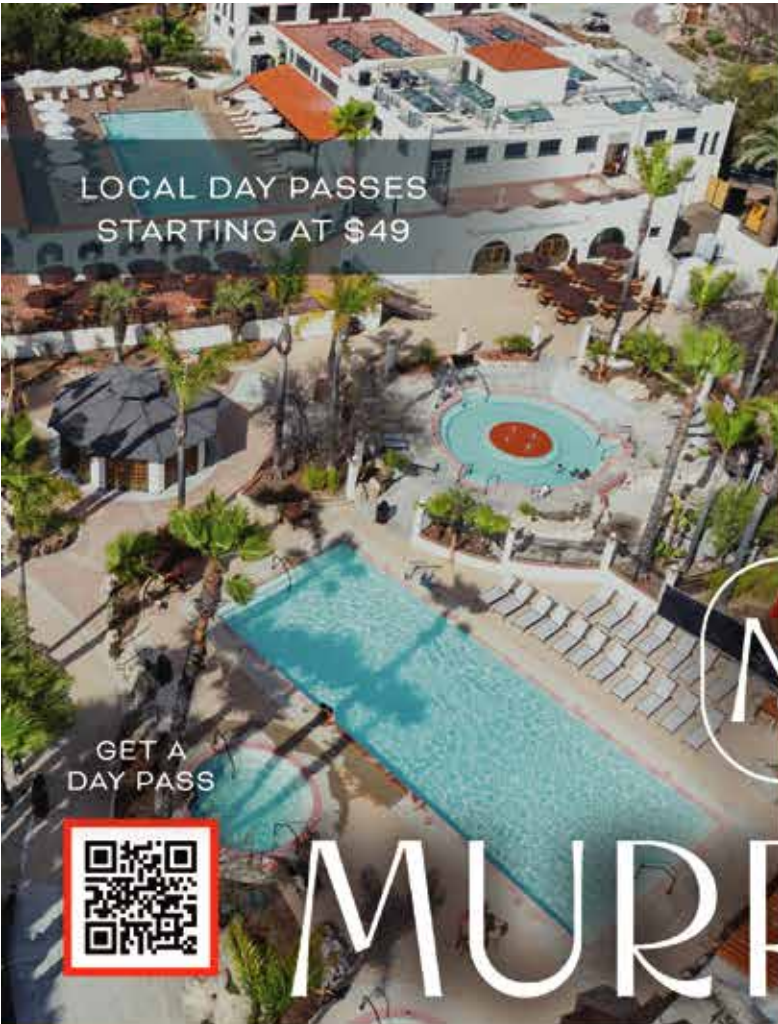
MARCH **29** 2025

TIME: 6:00 PM - 9:00 PM

PINS N POCKETS  
32250 MISSION TRAIL  
LAKE ELSINORE, CA



*An Elegant Black Tie Evening*



LOCAL DAY PASSES  
STARTING AT \$49

GET A  
DAY PASS



# MURRIETA

## HOT SPRINGS

*Re-Discover California's Most Iconic Hot Spring*



BOOK AN  
OVERNIGHT  
STAY

SOCAL ROOM RATE  
\$50 OFF PER NIGHT



INCLUDES 24 HOUR  
SOAKING ACCESS FOR 2



\$0 SOAKING WITH  
SPA TREATMENT

BOOK A  
TREATMENT



LEARN  
MORE



TALIA KITCHEN  
BY CHEF MATTHEW STEFFEN  
OPENING OCTOBER 2024

# JULIA LEE PERFORMING ARTS ACADEMY

**Tuition-free, Public TK-8  
Performing Arts  
Charter School**

***Private School Atmosphere***



- Free Rising Stars - Expanded Learning after school with tutoring
- Intercession is offered during scheduled non-school days throughout the year
- Partnership with California State University (CSU) - Summer Algebra program
- Placed 3rd in the Nation for 2022-2023 Invention Convention, with 11 California finalists competing this year (2024)

*Seats are limited  
Scan to visit our website*



**Visual and Performing  
Arts classes are offered  
to ALL grade levels.  
(Dance, Music, Choir,  
Visual Arts)**

**Designated ELD**

**Full Day Kindergarten**

**Riverside County Office of  
Education Science &  
Engineering Fair Winner**

**[www.jlpaa.org](http://www.jlpaa.org) • 951-595-4500  
[enrollments@jlpaaaschool.net](mailto:enrollments@jlpaaaschool.net)**

PREMIER PARTNERS:



LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE

132 West Graham Avenue • Lake Elsinore, CA 92530

Presorted  
Standard  
US Postage  
PAID  
Print and  
Mail Guy

PREMIER MEMBERS:



PREMIER ASSOCIATES:



A LEADER IN THE BUSINESS COMMUNITY

# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

REPRESENTING THE INTEREST OF THE  
BUSINESS COMMUNITY SINCE 1949.

OUR FACEBOOK SOCIAL MEDIA HAS REACHED OVER  
88,000 AND OVER 8,400 PEOPLE FOLLOWING.

A CALIFORNIA CHAMBER OF COMMERCE PRESIDENT'S  
CIRCLE AWARD WINNER FOR 15 YEARS.

(951) 245-8848 • WWW.LAKEELSINORECHAMBER.COM  
132 WEST GRAHAM AVENUE • LAKE ELSINORE, CA 92530