

THE CITY OF
Temecula
celebrating 25 years
1989-2014

DECEMBER 1, 2014



Temecula Valley
SOUTHERN CALIFORNIA
WINE COUNTRY

temecula

the place for business

meetings. events. tourism.
we make it easy for you.

SHOP



PLAY



TASTE



888.363.2852 * VisitTemecula.org

Table of Contents

Civic leaders remember Temecula's long path to cityhood Page 4

Freeway construction plans will alleviate traffic for commuters Page 4

City's manufacturing industry continues to grow Page 5

THE Center offers new higher education opportunities Page 6

Temecula's high quality of life..... Page 6

TVE²: A hub for business owners and startups..... Page 6

The city of Temecula celebrates 25 years Page 7

Visit Southern California Wine Country..... Page 8

Celebrate the holidays on Temecula's Stage..... Page 9

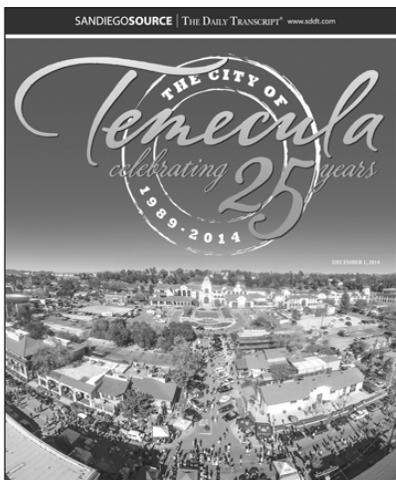


Photo courtesy city of Temecula

On the cover

Temecula has grown substantially since its incorporation 25 years ago in 1989, yet the city retains its small-town feel and sense of community. The Temecula Civic Center serves as the seat of city government and its design pays homage to the area's rancho era.

Temecula Valley Hospital celebrates its first year with distinction

Just one year ago, Temecula Valley Hospital opened its doors to the community as Temecula's first acute care hospital. In the past year, the hospital has cared for 26,000 emergency patients and 3,300 patient admissions. Physicians have performed more than 1,600 surgeries, including nearly 300 cardiac procedures.

"Our residents have waited for a hometown hospital for a long time, and we're determined to provide them with the highest quality medical, surgical and emergency care," said hospital CEO Darlene Wetton.

A heartwarming recognition

Within a year of its opening, Temecula Valley Hospital has earned prestigious certifications that allow the facility to treat patients suffering from strokes and heart attacks — two of the most time-critical medical emergencies.

The hospital was recognized as a STEMI Receiving Center. This signifies that the hospital meets the highest standards for critical heart attack care when treating ST-segment elevation myocardial infarctions (STEMI), life-threatening heart attacks caused by sudden, total blockage of a coronary artery.

Stroke care: Saving time is saving lives.

Temecula Valley Hospital also achieved designation as

a Stroke-Ready Hospital for having the resources in place to manage time-critical stroke patients.

Patient-centered care

"We are dedicated to transforming the hospital experience with patient-centered care for the entire family," Wetton said. "We continue to witness incredibly positive experiences for patients and their loved ones — all possible because of our commitment to patient-centered care, and the dedication of our highly skilled health care professionals.

"Temecula Valley Hospital thanks our community for your continued support. We are privileged to care for you and look forward to serving you and your family's healthcare needs now and in the future."

Temecula Valley Hospital offers a wide range of services, including emergency services, cardiac care, orthopedics, neurology and much more. Learn more about our services at www.temeculavalleyhospital.com.

Need a doctor? Call Direct Doctors Plus at 855-859-5203.

Physicians are independent practitioners who are not employees or agents of Temecula Valley Hospital. The hospital shall not be liable for actions or treatments provided by physicians.

Submitted by Temecula Valley Hospital

Happy 25th anniversary, Temecula

Founding civic leaders remember Temecula's long path to cityhood

By **JIMMY MOORE**
and **PEG MOORE**

Source: city of Temecula

In the mid-1980s, citizens of Rancho California (a name chosen by land developers) formed an Incorporation Committee headed by A-Z Magnetics President, Les Adam. Residents and businesses wanted to find a way to have a greater say in the way they were governed. They wanted local control. It was too difficult working with Riverside County officials who were far away and spread too thin. They wanted faster police and fire response times, more parks, and better traffic circulation.

In 1987, the committee's Petition for Incorporation was turned down by the Riverside County Local Area Formation Commission due to a

lack of projected revenue to support the new city government.

After the first petition was rejected, 30 residents from the areas that were known as Rancho California, Murrieta and Murrieta Hot Springs joined together to form a new city committee. Enough money and signatures were obtained from residents of the three communities to seek another shot at cityhood. A new feasibility study was conducted that proved the larger 87-square mile area could survive on its own financially.

Once again, LAFCO, headed by Riverside County Supervisor Walt Abrams, denied incorporation — not because of a lack of projected income, but because some of the residents from the areas of Murrieta and Murrieta Hot Springs, including Abrams, objected to being part of a city together with Rancho California (now Temecula). It was a rivalry that had preceded cityhood for a number of years.

The committee scaled down the

next petition with a third proposal for a smaller city that was similar to the first one submitted by Les Adam. The new feasibility study showed that projections exceeded revenue requirements. However, LAFCO rejected the petition because the northern boundary of the proposed city was at Date Street, which the commission considered part of Murrieta.

After several meetings with LAFCO, the city committee pointed out that many of the stores on Jefferson Avenue between Winchester Road and Date Street used "Temecula" as a part of their business name, so they should be included in the new boundaries. LAFCO finally agreed that the petition for incorporation could go on the ballot in November of 1989.

Residents were asked to vote on the question of incorporation, what the new city would be called, and whether council members would be chosen by districts or at-large. The names of the candidates for the first city council

were listed, and on Dec. 1, 1989, the new city of Temecula was formed.

Council Members Peg Moore, Patricia Birdsall, Ron Parks, Sal Munoz and Karel Lindemans were elected to serve at-large, 88 percent voted for cityhood and 80 percent chose the more historic name Temecula rather than Rancho California, which was a name created by land developers. The founding council members chose Ron Parks as the first mayor of the city of Temecula.

The first City Council meetings were held in the Temecula Town Association Building on Pujol Street, which is now known as the Temecula Community Center.

Jimmy Moore is president of the [founding] city committee; Peg Moore is secretary of the [founding] city committee, and [founding] council member of the first city of Temecula City Council.

Source Code: 20141201cra

Interstate 15/State Route 79 South Ultimate Interchange

Source: city of Temecula

The city of Temecula is nearing completion of the design and construction plans for the Interstate 15/State Route 79 South Ultimate Interchange project. The project will modify the city's most southerly interchange where Temecula Parkway (SR-79 South) intersects with I-15, building upon improvements constructed by the county of Riverside some 15 years ago.

The interchange's current "tight diamond" configuration is a common one for localities looking to improve freeway access in growing areas. It has served well, but it is obvious that today's traffic volumes are too much for the ramps and undercrossing. This segment of I-15 averages around 150,000 vehicles per day [Ref: State of California. The Transportation Agency, Department of Transportation, Division of Traffic Operations. *2013 Traffic Volumes on the California State Highway System*. Sacramento: State of California, 2014. Print.].

The number of cars attempting to exit at the southbound off-ramp averaged 25,000 per day in 2007 [Ref: State of California. The Transportation Agency, Department of Transportation, Division of Traffic Operations. *2013 Ramp Volumes on the California State Freeway System, District 8*. Sacramento: State of California, 2014. Print.]. With numbers like these, it's no surprise to see the line of cars back up from this exit and onto the freeway. The line often extends to the Santiago Road overcrossing, and sometimes as far back as the Rancho California Road on-ramp.

Combine this with the interchange's tightly spaced, somewhat disconnected intersections and the result is the ever-present snarl of gridlocked traffic trapped beneath the freeway.



Courtesy city of Temecula

Construction plans for the interchange where Temecula Parkway (state Route 79 South) intersects with Interstate 15 will alleviate traffic in the area.

To address these concerns, the project includes several improvements that will work together in relieving the congestion:

- Remove the existing, southbound on- and off-ramps. Replace the off-ramp with a loop that passes over SR-79 South, then circles back to the signal at Front Street. Construct a parallel on-ramp that also stems from the Front Street intersection.

- Add a lane on SR-79 South beneath the interchange for a total of

three-lanes per direction, plus dual-left turn pockets at the new ramp signals.

- Provide additional lanes or turn pockets at the ramp intersections.

The new configuration, represented by blue lines on the aerial exhibit, will provide additional storage for vehicles on the southbound exit and improve exit flow via a free right-hand turn at the signal. Elimination of the middle

See **Interchange** on 10

The Daily Transcript®

Founded April 3, 1886
www.sddt.com

ROBERT L. LOOMIS, Publisher

George Chamberlin, Executive Editor
Tracye Grimes, Editor

Doug Sherwin, Managing Editor
Richard Spaulding, Real Estate Editor
Marie Tutko, Special Sections Editor

Ellen C. Revelle, Publisher Emerita
July 31, 1910 - May 6, 2009

San Diego Daily Transcript
2131 Third Ave
San Diego, CA 92101
(619) 232-4381
Web site: www.sddt.com

Temecula celebrates growth of manufacturing sector

Source: city of Temecula

In 2013, manufacturers nationwide contributed \$2.08 trillion to the economy; this was 12.5 percent of GDP. According to the National Association of Manufacturers, for every \$1 spent in manufacturing, an additional \$1.32 is added to the economy, the highest multiplier effect of any economic sector.

The average manufacturing worker in the United States earned \$77,506 annually, including pay and benefits, compared to the average worker in all industries earned \$62,546. The manufacturing industry is a critical component to Temecula's business ecosystem. In 2013, a total of 151 manufacturing companies employed more than 3,570 people, with a quarterly average payroll of around \$46.3 million.

To support local manufacturing, the Southwest California Manufacturing Council was established in 2013. The organization was developed under the leadership of the Temecula Valley Chamber of Commerce in partnership with the Southwest California Economic Development Corporation.

Members include key leaders from local manufacturers in Southwest Riv-

erside County including **Abbott Vascular, International Rectifier, Optiforms** and **Tension Envelope**.

Temecula is proud to be home to a cluster of innovative high technology, life science and advanced manufacturing companies.

Some of these include:

Abbott Vascular, a division of Abbott (NYSE: ABT), is a global leader in cardiac and vascular care with market-leading products and an industry-leading pipeline. Abbott is committed to advancing patient care by transforming the treatment of vascular disease through medical device innovations, investments in research and development, and physician training and education.

Rough Brothers Inc. is a business that builds custom greenhouses and conservatories that help commercial growers, retail garden centers, research facilities, universities and schools throughout the country. Rough Brothers Inc. has designed, engineered, manufactured and installed commercial greenhouses, garden centers and conservatories since 1932.

Bomatic Inc. is a manufacturing company that produces high-quality



Courtesy city of Temecula

Members of the Southwest California Manufacturing Council accept their proclamation at the Temecula City Council Meeting. Left to right: Bill Avise of EMD Millipore, Bob Sher of Tension Envelope and Dan Fruehe of Abbott Vascular.

ty plastic containers for companies. It relocated its headquarters to a 177,000-square-foot industrial storage and manufacturing facility in Temecula. According to Bomatic, the expansion will initially bring 35 jobs to the Temecula Valley with plans to grow to more than 100 employees

over the next five years.

Iron Grip is the largest provider of commercial free-weight equipment worldwide and the only manufacturer with a line of exclusively American-made free weight equipment.

See **Manufacturing** on 10



Courtesy city of Temecula

California State University San Marcos at Temecula entered into an agreement with Mt. San Jacinto College and the city of Temecula to establish the Temecula Higher Education Center at the former City Hall building in Temecula.

CSUSM at Temecula

Visionary programs meet local and regional workforce needs

Source: city of Temecula

When it comes to developing visionary programs that meet both an educational need and local workforce demand, California State University San Marcos at Temecula exceeds expectations. "People who come to us want to know that their education or training will translate into a new job, new opportunity or skill set that has

clear market value. The programs we are creating deliver on every count," said Associate Dean Suzanne Lingold.

For the past several years, CSUSM has offered degrees, classes and certificates at its satellite campus on Margarita Road in Temecula and that campus continues to thrive (www.csusm.edu/temecula). This past year, CSUSM at Temecula also entered into an agreement with Mt. San Jacinto College and the city of Temecula to establish the Temecula Higher Education Center at the former City Hall

See **CSUSM** on 11

MSJC  **MT. SAN JACINTO COLLEGE**

Day, evening, weekend and online classes

Menifee Valley Campus (951) 639-5215
San Jacinto Campus (951) 487-3215

San Geronio Pass Campus (951) 922-1327
Temecula Education Complex (951) 308-1059

Temecula Higher Education Center (951) 506-6752

www.msjc.edu

Residents approve the quality of life in Temecula

Source: city of Temecula

Earlier this year, a third party survey research firm conducted a residents survey on behalf of the city of Temecula. The city proactively reaches out to residents in this way every two years to ensure it keeps current on understanding the community's satisfaction, priorities and concerns regarding the services that the city provides.

At the start of the interview, respondents were asked to rate the quality of life in the city. The overwhelming majority of respondents shared favorable opinions of the quality of life in Temecula. Ninety-five percent rated the quality of life in Temecula as excellent or good.

When asked what residents most liked about living in Temecula, the most common response was the city's small-town feel and community involvement among residents (mentioned by 29 percent of respondents), followed by a low crime rate (22 percent), cleanliness of the city (21 percent) and quality of education (10.6 percent). When asked what one change the city could make to improve the quality of life in Temecula, reducing traffic congestion was the most common response (20 percent), followed by improving/repairing roads (10 percent). It is also notable that one-quarter of the respondents said that



either they could not think of anything to change (17 percent) or would not change anything (7.9 percent).

After measuring respondents' perceptions about the quality of life in Temecula, what they like most about the city, and what they would like to see changed, the survey next turned to assessing their opinions about the city's performance in providing various municipal services. Ninety-three percent indicated that they were satisfied with the city's performance in providing municipal services. Despite traffic congestion remaining the No. 1 issue for residents, 65 percent indicated that they are generally satisfied with the city's efforts to improve traffic circulation.

The city of Temecula prioritizes projects and programs with consideration of a variety of factors, including the preferences and needs of residents. The top priorities for future city spending: making infrastructure improvements to improve traffic circulation and providing incentives to attract new employers and jobs to the city.

Much of a city's success is shaped by the quality of information that is exchanged, from the city to its residents and vice-versa. This study is just one example of Temecula's efforts to enhance the information flow to the city to better understand residents' concerns, perceptions and needs. Seventy-eight percent of residents reported being satisfied with the city's efforts to communicate with them. The main source of information that residents learn about Temecula is tied among the city newsletter at 37 percent and the Internet in general (not city website) at 37 percent, city website at 24 percent, social media at 9 percent, fliers/brochures at 8 percent, emails at 6 percent and community events at 4 percent.

You can download the full report or watch a video presentation about the survey at: www.cityof-temecula.org/Temecula/Residents/Temecula2030/survey.htm.

Source Code: 20141201cre

Innovative partnerships grow at Temecula Valley Entrepreneurs Exchange

Source: city of Temecula

The Temecula Valley Entrepreneurs Exchange (TVE²), the city's technology incubator and business resources center, is excited to welcome the Temecula Higher Education Center (THE Center) as the newest addition to the facility, at 43200 Business Park Drive.

The Temecula Higher Education Center is a partnership between Mt. San Jacinto College, California State University San Marcos at Temecula and the city of Temecula that offers students a seamless transition from earning an associates degree to earning a bachelor's degree. Through a program developed by CSUSM Temecula and MSJC, students can earn associate and bachelor degrees in just four years at THE Center. Students will complete the program together in a collaborative learning model. They will save time and money, as classes are guaranteed.

The opportunity to add higher education and bring students interested in the business administration program to the Temecula Valley Entrepreneurs Exchange provides for a unique mix of entrepreneurs (in the TVE² incubator), students and business resources in one location.

As local, state and national government agencies examine ways to create jobs and turn around the struggling economy, business incubation programs are featuring prominently in the debate — as well they should. For 50 years, incubators have been helping entrepreneurs turn their ideas into viable businesses, promoting innovation and creating jobs by providing emerging companies with business support services and resources tailored to young firms to increase their chances of success.

By focusing on developing a new generation of entrepreneurs — most of whom have ties to the local area — Temecula wants to build companies that will create jobs and spark economic growth in the region for years to come. And because incubator programs provide targeted business assistance to young firms at their earliest stages of development — when they're most vulnerable — business incubators help support new ventures that have a greater-than-average chance of success.

In the first two years of operation, the TVE² has nine technology companies in

See **Partnership** on 11



Courtesy city of Temecula

Incubator Manager Cheryl Kitzerow (center) pictured with TVE² founders.



Courtesy city of Temecula

California State University San Marcos President Dr. Karen Haynes (second from right) and Mt. San Jacinto College President Dr. Roger Schultz (second from left) pictured with faculty and school mascots at THE Center ribbon cutting ceremony.



Courtesy city of Temecula

The 25th anniversary celebration for the city of Temecula will be held from 6 to 9 p.m., Dec. 1, at Temecula City Hall at 41000 Main Street in Old Town.

The city of Temecula celebrates 25 years

Old Traditions — New Opportunities

As the city of Temecula prepares to celebrate its silver anniversary Dec. 1, here is a look at some statistics from 1989 and today.

	1989*	2014
Population	27,099	106,289
Number of Jobs	10,956	42,983
Median Home Price	\$151,000	\$449,627
City Gen. Fund Revenue	\$12,097,205**	\$61,977,759
Number of Traffic Signals	3	130
Number of Restaurants	10 or fewer	311
30-Year Mortgage Rate	10.1%	4.2%
City Unemployment	4.8%	5.4%
Minimum Wage	\$4.25	\$9.00

Taxable sales transactions in 1997 totaled \$8.3 million in Temecula. Today, it is approximately \$2.5 billion dollars a year.

*Some data dated collected in 1990

**First full year budget



Courtesy city of Temecula

Temecula celebrates its 25th year with an improving economy

Source: city of Temecula

The city of Temecula Sales Tax Update for fourth quarter sales ending December 2013 showed continued positive growth. Temecula's October through December sales ended 3.4 percent higher than the same quarter one year ago. The building and construction sector contributed to the

higher sales tax for the quarter with a solid gain of 34 percent over Q4 in 2012. Autos and transportation sector reported a gain of 7.5 percent from the auto dealerships. Restaurants and hotels reported a gain of 6.8 percent for the quarter. This trend was experienced statewide, indicating an improved economy and increased disposable income.

Development permits are issued for many purposes that widely range from minor to major for different needs such as grading, plumbing, electri-

cal, mechanical, roofing, new housing, patio covers, pools, fire sprinklers, commercial signs, and so much more. The following counts include all of the types of development permit activities initialized within the city of Temecula since 2006. The overall permits are up 5,731.

Business licenses are at an all-time high. Over the past two decades, the city of Temecula has evolved into an innovative, dynamic city and a region-

al economic center for Southern California. New businesses are welcome to the community. City officials say they are ready to assist throughout the development process and beyond. Active business licenses continue to climb with 42,983 jobs in the city.

Established in 2004, Visit Temecula Valley (formerly the Temecula Valley Convention & Visitors Bureau),

See **25 years** on 11



Courtesy city of Temecula

See Temecula's wine country from above on a hot-air balloon ride.



Courtesy city of Temecula

The Journey at Pechanga Golf Course was designed by Arthur Hills and is rated as one of the Top 20 courses in California by GolfWeek magazine.

Sunny, relaxed, Temecula Valley Southern California Wine Country

Welcoming visitors to
celebrate the richness
of the valley

Source: city of Temecula

Welcoming more than 2 million visitors each year, casual, picturesque, Temecula Valley Southern California Wine Country is a year-round getaway and vacation destination situated within Southwest Riverside County. Temecula Valley is 60 minutes from San Diego, Orange County and Palm Springs; 90 minutes from Los Angeles and Hollywood. Each visit to this genuinely inviting, boutique destination promises a wide variety of things to experience, enhanced by the sunny, relaxed spirit synonymous with Southern California.

Located within minutes of each other are three compelling destinations to build a full, robust Temecula Valley Southern California Wine Country getaway. Downtown Old Town Temecula, Temecula Valley Southern California Wine Country and Pechanga Resort & Casino each have unique, premium varietal character that invites exploration. All are sincerely committed to the local lifestyle of celebrating the richness of the valley with others.

Downtown Old Town Temecula: Contemporary and independent

With a backdrop of untouched hillsides that bloom with lilac in spring, vibrant Downtown Old Town Temecula is Temecula Valley Southern California Wine Country's popular, arts-

entertainment, shopping and dining district. The pedestrian-friendly, historic, 12-block neighborhood melds respect and appreciation for the Old Town Temecula legacy with casual and contemporary style and enthusiasm. Visitors enjoy Downtown Old Town Temecula for its festive special events, relaxed restaurants and upscale bistros, art and entertainment, welcoming wine tasting rooms, and collection of specialty stores and boutiques.

Old Town Temecula continually improves and reimagines itself in new, contemporary ways. Most authentic is the independent spirit that endures and thrives here. Like the historical Old Town facades, recent Old Town structures reflect different architectural styles. This eclectic variety of styles is one of the catalysts for Old Town bistros' and specialty stores' individual expression and creativity.

The burgeoning Old Town Temecula culinary scene includes a variety of independently owned eateries with delicious, one-of-a-kind menus, and the Old Town Temecula Tasting Trail with its artisanal food emporiums and wine tasting rooms. Local, artisan food shops such as Temecula Olive Oil Co. garner a following for their sustainable practices and quality products. Old Town's wine tasting rooms are popular for swirling, sniffing and sipping some of the many award-winning, premium varietal and proprietary blended wines of Temecula Valley Southern California Wine Country.

See **Wine country** on 10

Celebrate the holidays on Temecula's Stage

Source: city of Temecula

Whether you enjoy dance, musicals or concerts, Temecula's Stage has something for everyone. The Old Town Temecula Community Theater, which just celebrated its ninth anniversary, prides itself on bringing world-class, family-friendly and affordable performing arts to Temecula. As the perfect encore to a day full of shopping and dining in Old Town, the theater helps you spend the holidays in the best possible way, by making memories with family and friends.

Can't decide? Give a Giftix Theater giftcard and let the recipient choose. With a packed schedule from November through January, the theater offers a multitude of ways to celebrate the season.

1. "A Christmas Carol" — Charles Dickens' classic gets the full Broadway treatment by Alan Menken, Lynn Ahrens and Mike Ockrent. This spectacular musical extravaganza ran for 10 years at Madison Square Garden. "A Christmas Carol" retains its emotional power and pure joy thanks to the marvelously told story and beautiful score. Miser Ebenezer Scrooge is awakened on Christmas Eve by spirits who reveal to him his own miserable existence, the opportunities he wasted in his youth, his current cruelties, and the dire fate that awaits him if he does not change his ways. Scrooge is faced with his own story of growing bitterness and meanness, and must decide what his future will hold: death or redemption. Dec. 4 to 14.

2. "The Nutcracker" — There are two productions of Tchaikovsky's classic ballet. This enchanting tale of a girl's first love, a magician, a rat king, a nutcracker and a prince, will be presented first by Inland Valley Classical Ballet Theater over Thanksgiving weekend. Close to Christmas, The Ballet Studio in association with Fine Arts Network Theatre Company brings you its version of the most-performed ballet in the world. The perfect holiday outing(s) for the whole family. Dec. 18 to 23.

3. Candlelight Classics featuring the Campanella Guitar Quartet — Temecula's holiday tradition continues as we dress The Merc in seasonal finery and welcome back the Campanella Guitar Quartet, a favorite of Merc audiences. The program will feature the quartet's special arrangement of Tchaikovsky's "Nutcracker Suite" along with other music of the holiday season. Dec 14 and 21

4. Southwest Women's Chorus 15th

Annual "Christmas in the Air: Our Favorites" — The annual Christmas concert is a true family affair, covering a wide variety of Christmas music, both secular and sacred. This season, it presents a concert of Christmas favorites from past years including classic, contemporary, Celtic, and a great old-fashioned setting of "Twas the Night Before Christmas." Dec. 6 and 7.

While you're in Old Town for a performance, you can make a day of it with shopping, dining, special events and cultural venues such as Pennypickle's Workshop, the Temecula Children's Museum or the Temecula Valley Museum. Visit TemeculaEvents.org for an up-to-date list of things to do.

For more information, visit www.TemeculaTheater.org or call 866-OLD-TOWN (866-653-8696). The Theater and The Merc are at 42051 Main Street in Old Town Temecula 92590.

Source Code: 20141201crj



Photo: Steven Allen Photography/Courtesy city of Temecula

The community theater hosts an array of affordable, world-class performing arts.



Photo: Steven Allen Photography/Courtesy city of Temecula

Temecula's Old Town Community Theater has a packed schedule of plays and concerts during the holiday season.

Wine country

Continued from Page 8

Temecula Valley Southern California Wine Country: Engaging and approachable

With rolling hills and vineyards and a big, wide-open sky overhead, Temecula Valley Southern California Wine Country is where grapevines thrive in morning air refreshing and still, and ocean breezes cool summer afternoons. More than 40 wineries prosper in the significant and diverse Temecula Valley American Viticultural Area, considered to be the major AVA in Southern California.

The wine region continues to gain recognition for its award-winning, premium varietal and proprietary blended wines, and for its talented winemakers. It is home to three-time, award-winning California State Winery of the Year, South Coast Winery. Perhaps because of the sunny, relaxed spirit synonymous with Southern California, Temecula Valley Wine Country is one of California's most engaging and approachable wine regions.

Visitors from throughout California and beyond are attracted to Temecula Valley Southern California Wine Country by its natural gifts of climate and geography. Many return to enjoy the region's welcoming wineries, learning experiences and wine education programs; concerts and signature wine-and-live-music events; outdoor activities; vintage relaxation for body, mind, and soul at The GrapeSeed Spa; and dining in excellent winery restaurants with vineyard views. Less-busy weekdays provide potential opportunities to converse with talented winemakers and their gracious and friend-

ly family members.

The cover of the April 30, 1989, edition of Wine Spectator magazine touted "Discovering wine country two hours from Los Angeles." The article also noted that pioneers set the stage for an influx of wineries, of which there were 11. Then as now, "local vintners and growers ... recognize the importance of preserving the agricultural nature of Temecula Valley," and vineyards and wineries practice a variety of sustainable measures.

Three of the valley's vineyard and winery estates are certified sustainable under the strict standards of the California Sustainable Winegrowing Alliance program created by the Wine Institute and the California Association of Winegrape Growers. Less than 60 of the vineyard and winery estates in the entire state of California have achieved membership in the California Sustainable Wine Growing Alliance. Temecula Valley's three certified members are Palumbo Family Vineyards & Winery, Ponte Family Estate Winery, and South Coast Winery.

Pechanga Resort & Casino: Luxury and indulgence

An ideal getaway and vacation destination, Pechanga Resort & Casino offers everything visitors could want and more, including the ultimate in luxury and indulgence. The Pechanga Casino provides the largest and most expansive resort-casino experience anywhere in California and is one of the largest resort-casinos in the United States. Pechanga resort has been rated a AAA Four Diamond property consecutively every year since opening in 2002. Guests appreciate Pechanga's amenities, impeccable service, and

commitment to quality.

The 517-room luxury resort recently opened its newly renovated, multimillion dollar, dramatic hotel lobby and new restaurants, bringing the total resort dining establishments up to 11, including three fine dining restaurants. Each spacious hotel guest room and suite is luxuriously appointed, features grand master baths and includes complimentary concierge service. Stylish comfort extends to Spa Pechanga and the oversize sundeck with private cabanas, swimming pool and poolside bar. The dining options at Pechanga include three fine dining establishments: The AAA Four-Diamond awarded Great Oak Steakhouse; Paisano's Ristorante, showcasing dishes from Italy's best culinary regions; and the new Umi Sushi & Oyster Bar.

Pechanga is recognized as one of Southern California's premier live venues for concerts and entertainment; and the highly rated Journey at Pechanga golf course is widely recognized as one of the finest courses in California. Pechanga's elite venues host world-class entertainment including A-list performers in the Pechanga Theater. The intimate Comedy Club at Pechanga features stand-up comedians. Designed by Arthur Hills and open to the public and Pechanga guests alike, the 7,219-yard links-style Journey at Pechanga golf course is rated as one of the Top 20 courses in California by GolfWeek magazine. Journey snakes across the dry ravine of the Pechanga River, over rustic wooden bridges and takes full advantage of the simply awe-inspiring terrain, which rises and falls a breathtaking 300 feet often with majestic

views of the Temecula Valley.

Information is believed accurate but may be subject to change.

About Temecula Valley and Visit Temecula Valley

Welcoming more than 2 million visitors each year, the casual, picturesque Temecula Valley is a year-round getaway and vacation destination 60 minutes from San Diego, Orange County and Palm Springs, and 90 minutes from Los Angeles and Hollywood.

With natural gifts of climate and geography, bolstered by Pu'eska Mountain, the Rainbow Gap and Santa Margarita Gap, Temecula Valley is widely recognized for its scenic vineyards, award-winning wines, and gracious and friendly wineries as Temecula Valley Southern California Wine Country. The popular boutique destination includes the Temecula Valley American Viticulture Area, as well as Downtown Old Town Temecula, Pechanga Resort & Casino and the Temecula Wine Country Golf Trail, and is home to three-time, award-winning California Golden State Winery of the Year, South Coast Winery.

Visit Temecula Valley (formerly the Temecula Valley Convention & Visitors Bureau), the region's official tourism marketing organization and resource for visitors, is online includes a complete daily event calendar at VisitTemeculaValley.com; "Temecula Valley Southern California Wine Country" on Facebook; and @Visit_Temecula on Twitter.

Visit Temecula Valley also welcomes ad agencies, location scouts, writers and directors online at FilmTemecula.com. The Temecula Valley Visitors Center is in Downtown Old Town Temecula (Third Street and Mercedes) adjacent the Old Town Temecula Parking Garage. For visitor information and assistance, call 888-363-2852 or 951-491-6085.

Source Code: 20141201cri

Manufacturing

Continued from Page 5

Genica Corporation is the world's leader in distribution and sales of excess and close-out computer hardware and consumer electronics. The company has been providing computer products and consumer electronics to millions of customers for more than 22 years. During this time, Genica Corp. continues to be recognized for its commitment to service, one of the company's founding and guiding principles.

EMD Millipore, a premier supplier of cutting-edge tools, technologies, and services for bioscience research and biopharmaceutical manufacturing across the globe. A recent expansion affords the organization nearly 150,000 square feet, spread across three buildings, that is dedicated to the development, manufacturing and

distribution of biologics and chemicals which serves as a strategic partner for scientists, engineers and researchers.

International Rectifier is a world leader in advanced power management technology. Its products are relied on for computers, automobiles, appliances, computer electronics and defense systems around the world.

Professional Hospital Supply distributes sterile procedure trays to hospitals across the United States. Its state-of-the-art 330,000-square-foot facility produces more than 18,000 custom packs daily, providing a custom-built, reliable product.

FFF Enterprises is a multidimensional health care company, delivering innovative solutions in biopharmaceutical management and distribution, health information management

and consumer health care services.

Optiforms Inc. is the world's leader in nickel electroformed optics that manufacture nickel electroformed reflectors, in addition to cold shields and optical thin film coatings.

Tension Envelope is a leader in envelope and packaging solutions, selling directly to businesses and organizations nationwide, with sales and manufacturing facilities across the country and around the globe including Temecula.

Paulson Manufacturing provides protective equipment for various industries worldwide from the industrial to fire and rescue, tactical and ballistic verification testing, specializing in face protection. Its world headquarters and manufacturing facility is in Temecula.

Source Code: 20141201erc

Interchange

Continued from Page 4

intersection, along with lane and turn pocket additions, will alleviate gridlocked traffic beneath the freeway. All in all, these modifications are expected to greatly improve traffic flow in the area.

After completion of the construction plans, there will still be much to do before putting the project out to bid. It is anticipated that construction could start as early as late summer to early fall of 2015. Construction is expected to last 1½ to 2 years.

Source Code: 20141201crb

Partnership

Continued from Page 6

the business incubator. In addition, the TVE² offers business resources where business owners can come to network, attend educational workshops on business topics, and receive free one-on-one business consultations.

The city of Temecula leadership acknowledges that an incubator program and higher education opportu-

nities are critical components of the entrepreneurial support infrastructure that have proven themselves to be significant generators of new jobs, and, as such, opening the incubator is a priority for our economic vitality efforts. For more information on the client companies, programs, events or how to apply, visit tve2.org.

Source Code: 20141201crf

25 years

Continued from Page 7

the Temecula Valley region's official tourism marketing organization and resource for visitors, announced that a record all-time high of \$651.4 million in travel spending in 2013 (up \$215.3 million from 2004) was generated into the local Temecula Valley Southern California economy by nonresident, overnight travelers and visitors traveling more than 50 miles one-way from their homes.

Temecula Valley travel spending directly generated nearly 6,900 jobs with earnings of \$195.6 million — \$244 million in arts, entertainment and recreation revenue, and \$11 million in restaurant dining — helps to sustain a broad spectrum of local businesses and is a catalyst for economic opportunity. Temecula has become a popular boutique destination including Temecula Valley Southern Cali-

fornia Wine Country, Downtown Old Town Temecula, and Pechanga Resort & Casino. Visit Temecula is online and includes a complete daily events calendar at VisitTemeculaValley.com.

A 25th anniversary celebration will be held from 6 to 9 p.m. Dec. 1 at Temecula City Hall, 41000 Main Street in Old Town, with anniversary cake and a tour of City Hall.

Although Temecula's population has quadrupled since 1989, from 27,000 to more than 106,000 residents today, a popular attraction of Temecula is its simple small-town feel and community involvement, including many special events that bring the community together. The events planned to celebrate Temecula's 25th anniversary include a community picnic, bike ride, scavenger hunt, meet and greets, and more.

Source Code: 20141201crg

CSUSM

Continued from Page 5

building in Temecula.

Students attending THE Center earn an associates degree in two years from MSJC followed by a bachelor's degree in two years from CSUSM. The tuition rate is locked in for all four years — with guaranteed degree completion in four years — if all program requirements are met successfully.

Beginning next fall, students will be able to earn bachelor's degrees at THE Center in either business or kinesiology. For both of these degree programs, a rigorous curriculum balances theory and application, professional training, writing mastery, presentation skills and group work expertise. Outstanding faculty and staff, a low faculty/student ratio, and a cohort-based system ensure that students graduate on time and on budget with the skills necessary to succeed with the top employers regionally and worldwide.

At its original campus on Margarita Road, CSUSM offers customized training programs for area businesses, as well as degrees in nursing and certificates for working and aspiring professionals in meeting and event planning, environmental leadership,

operations resource management and biotechnology lab technician.

The original Temecula campus' Biotechnology Laboratory Technician Certificate offers students the skills necessary to secure posts as lab technicians or research assistants in the rapidly expanding biotechnology industry. This hands-on certificate can be completed in two semesters of study, or approximately eight months, and trains students to be well-versed in cutting-edge technologies and current market trends.

CSUSM at Temecula is the only public higher education institution beyond community college in Southwest Riverside County. Smart classrooms, a state-of-the-art science lab with the latest equipment and modeling tools, computing facilities and library resources are available to CSUSM/Temecula students. Academic advising is also available on site. Many of the programs offered on this campus are approved for Workforce Investment Act participants.

For more information about CSUSM at Temecula visit www.csusm.edu/temecula or call 951-676-9254.

Source Code: 20141201crd



START YOUR STORY TODAY!

California State University San Marcos at Temecula offers innovative programs at its two campuses in Temecula that meet the region's continuing professional education needs.

- Business
- Nursing
- Kinesiology
- Biotechnology
- Operations Resource Management
- Tasting Room Management
- Meeting & Event Planning
- Environmental Leadership

For more information, visit

www.csusm.edu/temecula or call 800-500-9377



California State University
SAN MARCOS
at Temecula

Specialty Services • Advanced Care Innovative Technology

Temecula Valley Hospital

Patient-centered, family-sensitive care is at the center of everything we do at Temecula Valley Hospital. With our innovative medical technology and highly skilled physicians, we are transforming the delivery of Temecula's healthcare.

At Temecula Valley Hospital, we offer a wide range of services, including emergency services, cardiac care, orthopedics, neurology, and much more. Our highly skilled physicians are here for you and your family's healthcare needs.

- Advanced emergency care
- Digital imaging technology
- Specialized cardiac care
- Emergent stroke care
- Specialty medicine services

Need a doctor?
Call Direct Doctors Plus®
at 855-859-5203.



31700 Temecula Parkway | Temecula, CA 92592
951-331-2200

Learn more about our services at
www.temeculavalleyhospital.com.



Physicians are independent practitioners who are not employees or agents of Temecula Valley Hospital. The hospital shall not be liable for actions or treatments provided by physicians. 142106

