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> Volume 5 Issue 10 January 2014



COMMUNITY NEWS GROUP SERVING 30 CITIES IN THE SGV, IE, AND RIVERSIDE COUNTIES

### **Eastvale Chamber:** See pg.17

Two events coming up. The first is Good Morning Eastvale, Thursday, Jan 9, 7 am, at Corky's Kitchen on Hamner and Limonite. The second is on Thursday Jan. 16, 5:30-7:30 pm at Definitions Salon & Spa, 2395 Hamner Avenue Norco, CA, (Hamner/3rd street). For more information please sign onto www. EastvaleChamberof-Commerce.org.

#### **Crime**

### Crime Recap

STAFF REPORTS

Eastvale- The following crime incidents have been reported by the Riverside County Sheriff Department and by residents on our Eastvale News Facebook page (www.facebook.com/Eastvale CommunityNews). Our Facebook page is used to

see Crime Page 13

### **Eastvale: Walmart Project Delayed**

BY MICHAEL ARMIJO

Eastvale - The Eastvale Walmart (formally known as Wal-Mart Stores, Inc.), slated for the southeast corner of Limonite and Archibald, has been delayed due to electrical towers that need to be moved

prior to the project start, according to the City of Eastvale. This has delayed the 2014 opening date, which was projected early last year.

The project, which was proposed in 2011 by Walmart, will be a 177,000 square foot Super Walmart (open 24-hours), and

a "Green Store", with part of their environmental plan directed to boost energy efficiency, cut down on waste, and reduce greenhouse gases tied to global warming. This

see Walmart Page 11

### Heroes At Home: Eastvale's Fire Dept.

BY K.P. SANDER

**Eastvale** – Firefighters are our heroes. They put themselves in harm's way to protect the public as a way of life. You merely have to reflect back on the events of 9-11 to fully understand the courageous impact that those

in public service can have in dire emergencies. Every life is precious no matter the circumstances, and seconds count when emergency services are needed.

The City of Eastvale is fortu-

see Fire Page 14



PHOTO BY KIMBERLEY SANDER

The Transformer-like engine undergoes daily maintenance.

#### Community And Technology Inite

BY JENNIFER MADRIGAL

Eastvale - With the availability and affordability of technology to homeowners, many have taken advantage of it and wired their homes for security. These cameras have helped to capture images of alleged thieves and burglaries in action. These images can then

be enlarged and posted on social media sites so that the community can help identify the culprits. While this can lead to false accusations and a sense of paranoia, the positive aspect of being able to quickly identify and locate a suspect has seemed to outweigh the negatives. In December, a rash of burglaries occurred within the City of Eastvale and

this technology, along with our active social media community came together to help identify these suspects.

Technology came to the aide of several Eastvale residents on Sunday, Dec. 15, 2013 when many woke up to

see Unite Page 14

### Here We Grow Again

BY K.P. SANDER

Eastvale - Like the beautiful bow on a Christmas package, all of the ongoing construction projects are getting their finishing touches to help make 2014 in Eastvale merry and bright.

There are also a lot of new gifts in development to make the future dazzling as well.

From the proposed Arco Gas Station and retail development in the northeast corner of the city at Riverside Drive and Hamner Avenue to the nearly completed Homecoming at the Pre**serve** at the southwest corner on the Chino border, Eastvale continues to thrive.

Traffic delays are still a

see Grow Page 14

#### **Facebook**

### Giveaway Vinner

BY SARAH ARMIJO

IE - Congratulations to CINDY TRAN-THOMPSON for winning our "Dinner and a Show" Facebook Giveaway prize, which included a gift certificate to The Whole Enchilada and two tickets to the Improv Comedy Show in Brea, Irvine or Ontario.

All Cindy had to do was LIKE our Facebook page (facebook.com/TheWeek-

see Facebook Page 5

### **City Council**

### Eastvale City Council Recap

BY JENNIFER MADRIGAL

Eastvale - The Eastvale City Council held one meeting last month. At the Dec. 11, 2013 meeting, Council Members Ric Welch, Jeff DeGrandpre and Adam Rush were all present, with Mayor Ike Bootsma running

see Council Page 7

### **BUSINESS FEATURE**

### Brow & Beauty Salon: Experienced Care

By Sarah Armijo

Norco - With 18 years of combined experience, the team at Brow & Beauty Salon is more than qualified to take care of any beauty need you might have. Brow & Beauty is owned and inspired by a team of people with clinical backgrounds. This team has a total of 11 salons all over California and one of them is right down Brow & Beauty Salon is located at 1160 Hamner Ave, Suite G, in Norco, at the corner of Hamner

see Brow Page 18



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### **BUSINESS FEATURE**

### "Sell Your Casa" With Gil Rivera

BY SARAH ARMIJO

Southern California - In this day and age, it's important to know all aspects of your business. For Gil Rivera from **SellYourCasa.com**, he absolutely knows every aspect of buying and selling a home. He is a reliable, experienced, and an affordable Realtor, Broker, and Certified Appraiser.

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see Gil Page 16



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### An Interview With Mayor Ike Bootsma

By Jennifer Madrigal

Q: What do you feel is the City's Biggest Challenge for 2014?

A : "Our biggest challenge is economic development a n d bringing



Mayor Ike Bootsma

new businesses into our city. We need customers, but we also need businesses and it's kind of a Catch 22. We have to convince businesses to come into our city because we already do have the customer base needed to support them. Things like "Shop Eastvale" have helped since so much of our city income comes from the sales tax. I also hope that we can get munity to enjoy those soccer

some more industrial business fields and the jogging trails, etc. area in 1974 and started the parks and office spaces here in Eastvale so more residents can live, work and shop in Eastvale."

#### Q: What is your number one goal for the City this year?

A: "Definitely increasing the money we get from sales tax via promoting Shop Eastvale, bringing businesses here, getting more residents in our city and others outside of our city to shop here."

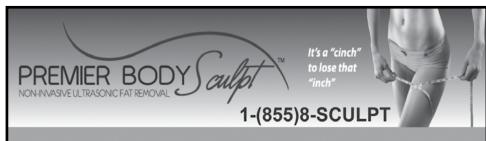
#### Q: What feels great about Eastvale to you?

A: "The parks. We have so many great parks and facilities around us and I love how many people are involved in the parks and sports. Kids are participating in sports and using the trails and the equipment and it's nice that so many local sport programs have the facilities right here available to them. I am so excited for the new Eastvale Community Park to open up and for the com-

Hopefully we will be able to get more regional tournaments here which will help us economically as well."

Q: How long have you been here in Eastvale? What's your history with the City?

A. was born and raised five miles from here in Chino, on a dairy that was one of the first dairies in the Chino Valley area founded in 1938. I moved to the Eastvale Bootsma Calf Ranch with my brother. At one point we had about 8,500 head of cattle. My wife, Squeaker, and I have called Eastvale home ever since. We have enjoyed watching the city grow and expand."



#### **New Year, New Rear!**

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Section Sec. 120.05.080. -Neighborhood preservation standards states the following: (2)(a-c) No vehicle shall be parked upon a public street for more than 72 consecutive hours within a radius of 500 yards and shall be subject to citation and/or removal by the city as provided for in state law; No person shall construct, repair, grease, lubricate or dismantle any vehicle, or any part thereof, upon a public street, sidewalk or right-of-way, except for temporary emergency purposes; No vehicle, such as a car, truck or



PHOTO COURTESY BY GOOGLE IMAGES

motorized bike, shall be parked in any landscaped area.

In addition, Section 120.05.080. (e) states that No commercial vehicles, or any part thereof, shall be parked upon a public street, sidewalk, right-of-way, private yard or private driveway, except when it is actively used for loading or unloading purposes. No overnight parking of commercial vehicles is permitted.





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### Stories You'll Find At: CityOfEastvaleNews.com

### Corona: Ground Broken For 91 Toll Lanes Extension

BY GLENN FREEMAN

Corona - For some commuters, the "Corona Crawl" may soon crawl a bit faster.

Riverside County transportation officials held ground breaking ceremonies on Dec. 11 for a \$1.3 billion project to cluding a new flyover ramp, replace carpool lanes with express toll lanes on Highway 91 through Corona.

The freeway project will extend two existing toll lanes from the Orange County line to the I-15 interchange, inallowing I-15 commuters a direct connection near Magnolia Avenue in Corona. A free, general-use lane in each direction on the 91 through Corona is also part of the overall project,

with the eastbound lane stretching to Pierce Street in Riverside. (Read more at cityofeastvale.com)

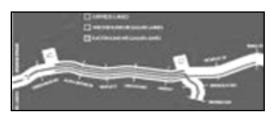


PHOTO COURTESY OF RIVERSIDE COUNTY TRANSPORTATION

Overview of toll lanes extension project in Co-

#### Eastvale: Vernal Springs Fire Confirmed Grow

By Shaunda Goegebuer

Eastvale - On December 13, 2013, shortly before 7:30 AM, a home in the 14000 block of Vernal Springs Court, in the City of Eastvale erupt-

ed into flames. Five engines, including a hook-and-ladder, as well as other fire personnel and numerous Sheriff's Deputies responded to the blaze. Employees of Southern California Edison were also

on scene. As neighbors and other onlookers watched, the fire fighters systematically worked to extinguish the fully involved structure. The fire appeared to have initiated in the area of the garage,

where two vehicles were located. Reportedly no one was home at the time of the fire. (Read more at cityofeastvale. Firefighters tackle a fire in Eastvale (B



### Start The New Year Off By Becoming a Neighborhood Watch Block Captain

STAFF REPORTS

Eastvale - Complaining about crime? Well stop, and do something about it.

The New Year is upon us! Make it part of your New Year's Resolutions to get to know your neighbors and

start a Neighborhood Watch program in your neighborhood. Developing an active Neighborhood Watch program is a great way to improve security, reduce crime and combat illegal activity.

Neighborhood Watch is a cooperative partnership between neighbors and their police department designed to improve security and reduce crime. Citizens involved with the Eastvale Neighborhood Watch program will learn about the Eastvale Police Department resources and proven principals for

increasing security and reducing crime. Public safety is everyone's responsibility, and together we can make a real difference.

The Eastvale Police Department is dedicated to public safety and continuously looks for Eastvale citizens interested in forming a Neighborhood Watch.

If you are interested in forming a Neighborhood Watch program in your area, please contact Deputy Jeff Cryder at (951) 955-9225, or email Deputy Cryder atjcryder@ riversidesheriff.org.

### Eastvale to Build 2nd Fire Station

STAFF REPORTS

Eastvale - Last month, the City of Eastvale closed escrow on a 1.75 acre parcel located at 14491 Chandler Street, in Eastvale 92880 for the location of Eastvale's second Fire Station.

City and Fire officials discussed the need of another Fire

Station, which is planned to include a second building that will serve as the City's Emergency Operations Center (EOC). This portion of the overall project will be dependent upon costs, available funding and potential grant funding opportunities.

"We made the decision to acquire land and build a second fire station based on the current and

future projected growth of the community..." said City Manager Carol Jacobs in a press release issued by the city.

"The City will build a second station that provides enough space for additional fire personnel to meet the growing needs of the community. It's important to plan and build for the future of Eastvale while providing exceptional coverage and service to our residents," added Jacobs.

The 1.75 acre parcel was purchased from Douglas and Diane Dimitruk in the amount of \$570,862.91. The funds for this expenditure came from the City's Fire Fund and will not impact the City's General Fund. The City's Fire Fund will be able

to fund the building, staffing and equipment at the new fire station, according to the city.

City Hall will issue a Request for Proposal (RFP) for design by March 2014, followed by an RFP for construction. It is anticipated that the project will break ground within 18 months to two years, the city said in the release.

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### Giveaway winner

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lyNews) and JOIN our event, and she won this FREE package. Make sure to LIKE our Facebook page to see more giveaways.

The Whole Enchilada is an authentic Mexican Restaurant that has been open for over 30

years. Located in the nearby city of Diamond Bar, The Whole Enchilada offers a variety of authentic Mexican recipes that their resident chef brought from their homeland. From tacos and burritos, to carne asada and fajitas, The Whole Enchilada has a variety of delicious Mexican food that you will love. They also pride themselves on their

excellent customer service and family friendly environment. For more information about The Whole Enchilada, please call (909) 861-5288.

The Improv Show is a comedy show with guest comedians and performers featured. They have locations in Brea, Ontario, and Irvine. For more information about the Improv Show, visit improv.com.

For more information about

this Facebook Giveaway, call (909) 464-1200. Make sure to follow us on our Facebook page for more giveaways.

ABC Public Relations has already given away lots of prizes in its Facebook Giveaways over the last year. Nearly 20 residents have won prizes anywhere from free bikes to brand new iPADs. Follow us on Facebook and you can be our next lucky winner!



PHOTO BY: SABAH ADMILIO

ABC Public Relations President, Michael Armijo, gave Cindy Tran-Thompson and her son Karson their Facebook Giveaway prize.

### Local Eastvale Boys Compete in Junior Olympics in Texas

STAFF REPORTS

**Eastvale** - On Dec. 14, 2013, five local boys from Eastvale competed in the USATF XC Nationals Junior Olympics located in San Antonio Texas. The USATF XC National Junior

Olympics features the United States top youth club teams and individuals competing for the top 25 American Championship medals and top three team titles. With over 3,000 youth runners, the largest turnout in history, the Corona Panthers

Youth Track Club are in the top one percent, a testament to their dictum of "Building Champions for Life." The girls team defended their title and came in 2nd place. The boys 9-10 team came in 3rd place and the boys 13-14 team came in 5th place.



PHOTO COURTESY OF CORONA PANTHERS

### Eastvale Mustangs Undefeated Champs

STAFF REPORTS

Eastvale - The Inland Empire Jr. All American Football Eastvale Mustangs Jr. Micro Division 1 (boys 7 and 8 years old) had an undefeated season and won over Victorville in the Championship Super bowl game on Dec. 7, 2013. The score was 26/0 and the game was held at Citrus Hill High School.

elements

The head coach is Robert Acosta, offensive coordinator is Boy Asa, defensive coordinator is Eddie Galang and assisting coaches are Rich Mortimore, Chris Frazier, Anthony Johnson, Lamar Mickey and Damion Gutierrez.



PHOTO COURTESY OF TALI ASA

Mickey and Da- Eastvale Mustangs Jr. Micro Division 1 team



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#### Eastvale Little League

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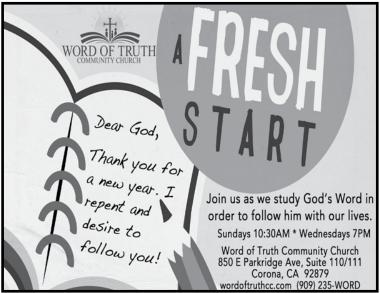
Love baseball?

Want to be involved in youth baseball in your community?

Eastvale Little League is looking for Adult and Youth umpires for Spring 2014, for both pay and volunteer umpire positions.

If interested email Joel at: Joel@eastvalelittleleague.com







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### What "Feels Good" About Eastvale?

BY JENNIFER MADRIGAL

Eastvale - For the "web savy" individual, immediacy can sometimes seem like a bad thing. The majority of the news comes with a negative spin. So we've decided to reach out to our residents and find out more about the great things that happen within our city limits.

This community is amazing and full of great people who work diligently to keep this city one of the best and safest places to live. So, the responses we've received share some positive stories that we are sharing them with our readership. We hope that you will feel as inspired and uplifted by these stories as we have been.

From an Anonymous Resident: This year has been an exceptionally difficult year for me. My four children and I were forced out of our home by my husband of 18 years. I have struggled to find a job, a place to live and provide food and essentials with little or no income at all. Even my belongings have been denied and withheld from me. Though we have much to be thankful for, this Christmas was looking pretty meager. On Monday, December 23, a knock came to our door during dinner. Some volunteers were making

Christmas deliveries with gifts for the kids from the Eastvale Fire Department. We were in shock. It was a blessing to my family and a beneficial lesson to teach my children about how lives can be changed through giving to our community. We truly have a great city!

**Courtesy of Eastvale Lost** and Found Pets Facebook Page: One resident was in a horrific crash on the 15 freeway and her Akita jumped out of the window of the car. The car was obliterated and it is a miracle that they both survived. Her dog's picture was posted on several Facebook pages and the community really banded together to help reunite the owner with her fur-baby! Here is her post of thanks: I would

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just like to let everyone know that I have finally found my dog after my horrible accident on 12/26/13! Thanks to one man who was kind enough to stop for him on the freeway, pick him up and keep him safe until he was able to contact me. I would like to thank everyone who reposted my message about my lost dog because without the reposts this man would have never found me. Thank you to all who took the time to help me find my love,

From Resident Mary Timassy-Nelson: Our neighbor decided to throw a "Christmas Bonfire". She left flyers at homes of people she didn't know, but live in our tract (Centex, near Moon Flower

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we have specialized in provid-ing publicity for cities, school

ing publicity for cities, school districts, and government agencies for over 14 years. We've been recognized and awarded by Schools, Districts, City Councils, Chambers of

Commerce, service organiza-tions, youth organizations and the distinguished Association of California School Adminis-trators (ACSA) among others.

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Public Relations

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and Schleisman). She asked a few of us to bring a desert or an appetizer. She and her husband provided pizza, drinks, and a bonfire. I know a lot of my neighbors, but I met a few new ones who have moved in over the last few months...and I met someone for the first time that has been here as long as I have! It was so much fun watching kids play in the street at 10:00 at night. What is really great is that another neighbor has been setting up a Neighborhood Watch. We have a deputy coming in January for a meeting. Now, I was able to pass the word along to more people! Yea for Eastvale!

If you have any positive stories about Eastvale that you would like us to print and/or share, please email them to ienniferanapr@hotmail.com.

### City of Norco Animal Shelter

CITY OF NORCO ANIMAL SHELTER

Shelter staff named me CODY.

I am a neutered male, cream and white Chihuahua - Smooth Coated and Miniature Pinscher.

The shelter staff think I am about 2 years and 2 months old.

I have been at the shelter since Oct 19, 2013.

Shelter Staff made the following comments about this animal:

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### Eastvale city council recap

#### **COUNCIL** from page 1

the meeting.

Taylor York, on behalf of Western Council of Governments, presented the City of Eastvale with an appreciation acrylic from the Clean Cities Coalition for recently becoming a part of their organization.

**During the Public Comment** Section of the meeting, Girl Scout Troop 714 announced that they are trying to earn their bronze award by volunteering/sponsoring an event at Riverwalk Park with the 100 Mile Club. They hope to promote exercise and the appreciation of nature and family. They invited the City to join them for the event (which happened on Sunday, Dec. 15, 2013). Mike Armijo from ABC Public Relations let the Council and community know that the paper was delivered, and reminded everyone of upcoming Chamber events and to Shop Eastvale. Dickie Simmons gave everyone a reminder of the next Town Hall Meeting which will be January 28, 2014.

The following items from the Consent Calendar were all approved: 5.1 - November 13 regular meeting minutes; 5.2 - Ordinance to Adopt the 2014 California Fire Code; 5.3 - Acceptance of Subdivision Improvements for Tract Number 31496, KB Homes-Project 13-0132; 5.4 - Approval of Parcel Map No. 32313 (Fleming Living Trust), southeast quadrant of Hamner Avenue and Riverside Drive; 5.5 - Storm Drain Cooperative Agreement with Riverside County Flood Control District and Lennar Homes. Tract 36382, Citrus Street; 5.6 - Storm Drain Cooperative Agreement with Riverside County Flood Control District and DR Horton, Tract 34014. Schleisman Road; 5.7 - Update on City's Strategic Plan; 5.8 Designating a Staff-Level Point of Contact for the Update

of the Regional Transportation Plan and Sustainable Communities Strategy; 5.9 Statement of Revenue and Expense (unaudited), October 2013; 5.10 - Comprehensive Annual Financial Statement for Fiscal Year Ended June 30, 2013; 5.11 - Warrant Register; and 5.12 - Warrant Register for Council Related Items.

The Public Hearings section of the meeting began with a discussion on item 6.1 - Amending the Zoning Code to Allow the Placement of Temporary Signs in the Public Right of Way, Subject to Limits on Time, Place and Manner. Currently, the City has allowed signs on the weekend, but would like to propose changing those regulations to 4 p.m. Friday until 7 p.m. Sunday, with signs permitted on roadway medians subject to standards for size and height for safety and visibility. City Manager Jacobs stated that there has been a long and unclear enforcement of the regulations and that clarity and enforcement is needed going forward. Council members discussed various options and concerns. Currently, Code Enforcement is acting as trash control and spending a lot of time picking up signs after the weekend. Contact information will be required on any signs allowing the City the ability to fine those that do not remove signs. Failure to post contact information on signs would result in their immediate removal. The exact regulations are going to be clarified, but the Ordinance passed 3-1.

There were not any Old Business Items.

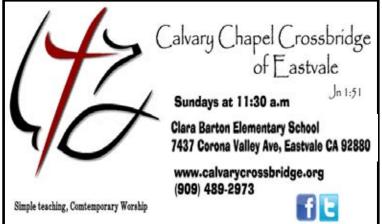
In the New Business category, Item 8.1 - Approval of City's Injury/Illness Prevention Program was passed; 8.2 -Resolution of the City Council of the City of Eastvale, California Approving a Schedule of Parking Fines and Penalties was also passed 4-0. Three vehicle violations will be added to penalties for street sweeping, parking on a red curb and failure to display license plates, and will now be written on administrative tickets which will hopefully allow a cleaner, faster process; 8.3 - Approval of Project Applications for Fiscal Year 14/15 Community Development Block Grant Funding passed 4-0, with three projects being proposed; 8.4 and 8.5 - Joint Community Facilities Agreements between Jurupa Community Services District and the City of Eastvale (Community Facilities District No. 37 and No. 47), and Joint Communities Facilities District Implementing Agreements, passed 3-0-1, with Welch recusing himself on both votes; Item 8.6 concerning City employees' attendance at the International seem to be much land available in Eastvale, Welch wanted more consideration before Council votes on whether to send employees or not.

For Item 8.7 - Options for Filing the Council Vacancy for the Unexpired Term, the Council decided to hold an open application period ending Dec. 26, 2013, with interviews occurring in January so that the position can be filled before the Jan. 30, 2014 deadline. DeGrandpre was adamant that this "position be open to everyone and that the process should be transparent." Welch stressed the "need to make an ordinance to ensure this does not happen again and nail it down."

For Item 8.8 - City Council

Re-Organization, calling for a new Mayor and Mayor Pro-Tem to be selected by the City Council, Ike Bootsma was asked if he would like to be the Mayor again, in which he adamantly replied he would. Both Bootsma and Rush will retain their current positions as Mayor and Mayor Pro-Tem of the City of Eastvale. The meeting ended with council members wishing each other well and a Merry Christmas, Happy Holidays, and thanking everyone for all their help and participation this year. The next regular meeting of the Eastvale City Council will be held Jan. 8, 2014, 6:30 p.m., at Rosa Parks Elementary School.







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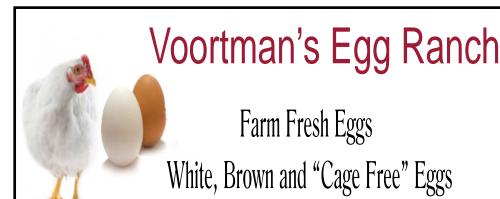
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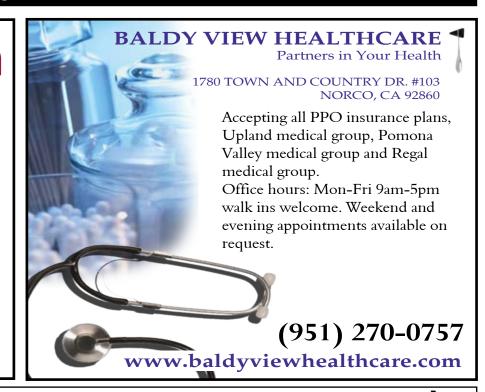


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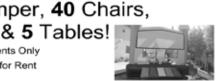


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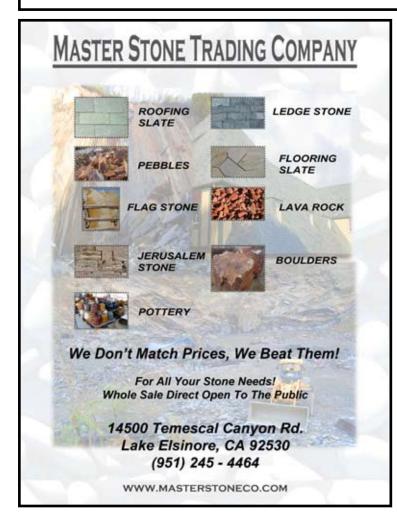
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### Eastvale: Walmart project delayed

#### **WALMART** from page 1

store, considered a nationwide "pilot store", will anchor the lot with other tenants still to be determined.

Walmart is working with Southern California Edison to move the electrical towers that occupy the 40-acre property. Until the modifications are approved, planning work on the property, which borders the cities of Ontario and Chino, will be stalled until the plans are approved by Edison. Two of the towers, bordering Archibald Avenue and Limonite Avenue, create a liability issue, according to online reports. Moving the estimated 120-foot towers would cost about \$1 million, the report said.

The widening of Limonite and Archibald, part of the plan to accommodate the higher amount of already congested traffic, affects the proximity of the towers to the street. Concrete barriers around the towers were also an option, according to the same report. If Edison approves the recommendation, work would begin immediately.

"Walmart purchased the property and they came to the City of Eastvale and asked for an application to build," said Eastvale's City Manager, Carol

Jacobs, in an earlier article by Eastvale News. "So this was all initiated by Walmart."

Some cities make it an effort to try to draw Walmart in, and after that initial contact, Walmart usually asks the city for money to help build the store, with the promise of sales tax revenue in return. According to city officials, Walmart owns the property and they

have not asked for anything, and the city has not offered anything.

"This could bring over \$1 million in sales tax revenue to the city," said Mayor Bootsma early last year. "Residents will have an opportunity to review plans and offer opinions at City Council meetings before the project breaks ground."

Though Walmart and Sam's

Club regularly build in close proximity of each other, Jacobs says this location will be

strictly a Walmart.

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### Crime recap

#### CRIME from page 1

inform the community about crimes happening in the City, so we can work together to report suspicious activity to the Sheriff's Department in order to keep crime low. Here is a recap of the local crime last month.

On Dec. 13, 2013, shortly before 7:30 a.m., a home in the 14000 block of Vernal Springs Court in the City of Eastvale erupted into flames. Five engines, including a hook-and-ladder, as well as other fire personnel and numerous Sheriff's Deputies responded to the blaze. Employees of Southern California Edison were also on scene. Later, Sheriff's investigators obtained a search warrant and seized 645 marijuana plants. Upon further discovery, they confirmed that electricity was being bypassed illegally around the meter, which may have been the cause of the fire. This case is still under investigation.

On Dec. 16, 2013, Eastvale Police Officers investigated a series of thefts at the 7100 block of Cornflower Ct., in Eastvale. The investigation revealed that several unknown suspects approached several residences on Cornflower Ct. and opened several unlocked vehicles parked in the driveway of the residences. The unknown suspects stole car audio speakers, amplifiers, an Apple iPod and a miscellaneous amount of currency from the vehicles. The suspects fled the location on foot and subsequently entered an unknown make, color and model sport utility vehicle. A suspect named Cody Ridley, 18, was arrested on Dec. 17, 2013. The case has been forwarded to the district

attorney for further action. For more information about this crime, read the story on page 1.

On Dec. 20, 2013, a local resident residing on Elmgrove in Eastvale was cited with an \$1,800 citation for failing to turn down their music after officers gave two warnings. The residents were hosting a "Twerk for Santa" party that had been advertised all over various social media outlets. According to an officer at the scene, the party seemed to be attended by over 100 young high school students and quickly got out of control. The Eastvale Police were called out after local neighbors reported hearing gun shots that sounded like "fireworks". Officers canvassed the neighborhood with K9's and found at least three small caliber bullet shells near a parked vehicle. A resident on the scene reported seeing car loads of teenage boys fleeing the scene, slowing down and switching passengers in the vehicles. The Eastvale Police Department responded quickly and gathered evidence, questioned neighbors and party goers. One officer told our reporter on the scene that there did not appear to be any injuries as there



PHOTO COURTESY: JOHN MELLIN

Eastvale Firefighters were on the scene at the burning house off of Vernal Springs

had not been any blood found on the scene. The party was closed down and cleared out before 1 a.m.

On Dec. 21, 2013 from 7 p.m. - 3 a.m. on Limonite Avenue, west of Hamner Avenue, a DUI/Driver's license safety checkpoint was held with Deputy Kelly Howell as the reporting officer. The Eastvale Police Department completed this checkpoint in order to screen for DUI drivers as well as unlicensed and suspended drivers. Over 1,400 vehicles passed through the checkpoint, with the following results:

- 0 DUI arrests
- 12 Field sobriety tests for DUI of alcohol
- 0 Field sobriety tests for DUI of drugs
- 18 Citations were issued for unlicensed drivers
- 6 Citations were issued for suspended driver's license
- 2 Citations for vehicle code violations
  - 5 Vehicles towed

During the checkpoint hours, patrol officers were in the vicinity contacting the public for vehicle code violations.

Out of those contacts, no DUI arrests were made, and 26 citations were issued. These numbers are included in the overall operation results listed above. The checkpoint was conducted with the

assistance of the Jurupa Valley Station's K9 Team, Special Enforcement Team, and volunteers. In addition, the Riverside County Sheriff's Department/Crime Analyst Unit was on scene to assist the Eastvale Police Department in processing the larger than normal volume of citations, towing records, arrest/incident reports and computer checks of various law enforcement databases. Also, the Riverside County Sheriff's Department/ Cal-ID staff was on scene assisting the Eastvale Police Department to verify the identity of those subjects arrested by utilizing their mobile identification processing system.

On Dec.26, 2013, a resident informed us via Facebook that their community cluster mailboxes were stolen in the Orchard neighborhood with cross streets Limonite & Sumner. The entire unit was removed and only the base was left. This case is currently being investigated and residents were informed by USPS that it is their responsibility to replace the unit.



PHOTO COURTESY: JENNIEER MADRIGAL

Police Officers located evidence at a "Twerk for Santa" party that went wrong.

### Tips For Spotting "Pot Houses"

PROVIDED BY LEAFF

Eastvale - With yet another successful take down by the Eastvale

Police of a marijuana grow house last month, we wanted to take the time to remind the community of some potential warning signs of a pot houses. As a community, we need to continue to work together to report suspicious activity to our Police Department at 951-776-1099 so we can continue to drive these houses and illegal activity out of Eastvale.

A home in the 14000 block of Vernal

Springs Court in Eastvale erupted into

flames due to electricity was being by-

passed illegally around the meter

PHOTO COURTESY: JOHN MELLIN

Below are some tips for spotting a marijuana grow house:

- Windows are often covered from the inside of the residence.
- Commercial-grade air conditioners and electrical equipment may be seen being moved or in-

stalled.

- Individuals other than uniformed 3. utility workers may be accessing the electrical vaults near the street.
- Lights and televisions are set on timers, turning on and off and at the same times daily.
- Individuals may arrive and leave within a few hours on a regular basis, and may pull directly into the garage and immediately shut the door.
- There may be a constant humming sound.

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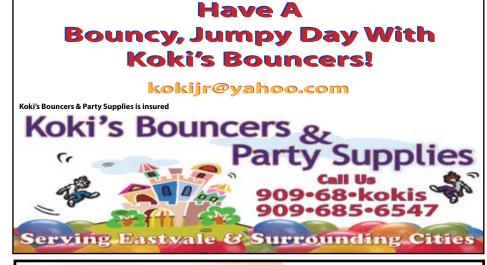
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### Heroes at home: Eastvale's fire dept.

FIRE from page 1

nate to have Cal Fire Station 27 within city limits to take care of the 55,000 residents in its 13 or so square miles. From municipal and wild land fire protection to medical emergencies, rescues and hazardous materials concerns, the station responds to approximately 1,400 incidents each year. Their competence in facilitating the safety of the public is done with pride, integrity and kindness.

The beautiful state-of-the-art Fire Station, which opened on Hamner Avenue on September 21, 2011, houses approximately 13 firefighter and/or paramedic personnel. With nearly 11,000 square feet of space that includes a luxury kitchen, cozy TV room with comfortable

recliners, sleeping dormitory, fitness room - as well as a large apparatus bay and working areas - the building is an interesting dichotomy of home and the militaresque routines that direct their business days.

With one engine and one squad rolling from the Eastvale station, there are five personnel on duty at any given time, including one captain, one engineer, and three firefighter/ paramedics, all teaming together to ensure a response time of ten minutes or less. Working 72 hour shifts, the firefighters of Eastvale keep a spotless home and equipment in pristine condition. From electronic tablets to help streamline on-scene reporting to a sophisticated exhaust system at the station to keep diesel fuel exposure to a minimum, Station 27 reveals amenities that take care of our firefighters as well.

Along with keeping the public safe, our local Fire Department also supports our community through Toys for Tots at Christmas time, as well as weekly station tours for organizations like the Boy Scouts of America, church groups, and visits for children with disabilities.

Definitely a step up from the temporary fire station previously located at Cedar Creek Park, Cal Fire Station 27 and the brave firefighters that take care of us are a source of pride for the community of Eastvale. Through efficient and effective emergency services, these men and women who serve us are definitely our Heroes At Home.

The City of Eastvale recently announced plans to build another Fire



PHOTO BY KIMBERLEY SANDERS

Firefighter/Paramedic, Eric Stephens, of Cal Fire Station 27

Station in the southwest area of the city to further facilitate emerency services as our population grows. See the article on page 4 for more details.

### Here we grow again

#### **GROW** from page 1

reality as construction of the 224 "Copper Sky" condominium units continues near the schools at Schleisman Road and Scholar Way. Roadway improvements around the project will ultimately provide improved traffic flow throughout the schools and into the new housing, as well as enhanced pedestrian safety, all said and done.

The development of more housing is also underway on Citrus Avenue, just south of the High School at Scholar Way, where the Granja Vista Del Rio ranch used to be. Still central in this development is the historic Desi Arnaz house, which will be preserved by Jurupa Community Ser-

vices District. The beautiful architecture of Arnaz' Spans h



PHOTO COURTESY: K.P. SANDER

ranch - "The Palms" housing development s t y l e under construction at Citrus Avenue h o m e and Scholar Way.

provides

inspiration for the development. "The Palms" will consist of 197 detached single family homes, as well as an additional 39 acres of open space south of the project that will include trails (part of the current east to west system) and a pond.

The forthcoming "Trails at Eastvale" housing project is in the plan check

phase for construction at the corner of Archibald Avenue and 65th Street. Recently the home for some of Eastvale's last bovine residents, the project will include 224 single family homes with eight floor plans (on the smaller ALUC-zone lots) and will surround a new neighborhood park and adjoining trail system with exercise stations.

Yet another housing project that has broken ground is "Cleveland Square" on the north side of Limonite Avenue at Scholar Way. 350 two-story condominium units with active-park, pool and outdoor spaces will urbanize the vacant fields as development starts moving toward the Gateway shopping center. It certainly sounds like a population boom is on the horizon.

With more people comes the need for more parks, and Phase I of the new Eastvale Community Park located at the southeast corner of Citrus and Hamner avenues is ready to open, hopefully this month. The initial 45 acres includes Lighted Sports Fields, Picnic Areas, Concession Stands, Restroom Facilities and Parking. The park will also extend the Eastvale Trail, which will connect from the park to the Santa Ana River Trail (which all told, will be over 110 miles from the San Bernardino Mountains to the Pacific Ocean upon completion).

Live Eastvale, Shop Eastvale! As we continue to flourish the opportunities to shop and dine increase and encourage us to keep our dollars in the city we call home. Starting in the Cloverdale Marketplace, located at the southwest corner of Limonite and Hamner and anchored by Ralph's grocery store, several new businesses come to life. New dining options include the delicious Waba Grill and soon to open Ponino's Pizzarena. The Learning Experience (Academy of Early Education) opened in the fall of 2013, and the **Soccer Wearhouse** is putting the finishing touches on with a grand opening scheduled for January 11, 2014. With all the new sports fields imminent, this should be a popular

One of the largest shopping centers, Eastvale Gateway, located at the northeast corner at Hamner and Limonite, has a wide variety of options to encourage residents to stay local. With multiple anchors, such as Home Depot, Target, Von's and the Regal Cinemas, Gateway truly has something for everyone. The popular Ulta Beauty and Massage Envy businesses opened a few months ago along with a plethora of dining options make variety the spice of Eastvale. From On the Border to Buffalo Wild Wings; and from your old favorites, Farmer Boys and Pick Up Stix (and new favorite, Jersey Mikes), to the recently opened Habit Burger Grill and **Dickie's BBQ Pit**, the only difficulty is narrowing your choices down to just one. The center has the perfect Date Night options close to home.

In Eastvale Gateway South, located at the southeast corner of Hamner and Limonite, alongside the 24-Hour Fitness mega-gym that opened earlier in 2013, the much anticipated **San Anto**nio Medical Plaza will bring medical services directly to Eastvale in the fall of 2014. The center also includes Corky's Kitchen, Wing Stop, Walgreens, Chevron and other quick-service options.

With Jack in the Box finally joining the lonely CVS several months ago, the lot on the southwest corner of Archibald and Schleisman is finally coming to life. With the framework bones of Auto Zone and its companions, Mes Amies Hair and Nails, and dentistry with Nihar Tanna, DDS, now quite obvious, Starbucks is also visible with Fantastic Sam's and other tenants in the works. The early 2014 completion of that corner of Eastvale will be a welcome neighbor to all the housing completed earlier in

A major construction project in the area is the Homecoming at the Preserve, in Chino, and our neighbor at the border of Eastvale on Schleisman-Pine. Now open for leasing, the apartment homes, built by award-winning Lewis Apartment Communities, have provided resort-style amenities to bring you the very best in contemporary living - a good thing for those seeking apartment living near Eastvale, as there are no options currently within the city limits. With a 16,000 square foot clubhouse at its core, the offerings include a fitness center, theater, gaming rooms, nail salon, coffee bar, massage center, valet dry cleaning, and business center. The luxury continues with a rooftop lounge overlooking the terrace with two pools and spas, outdoor lounges with a fireplace, and beautiful gardens and greenbelts. The apartments themselves offer innovative floor plans from one to four bedrooms, most with attached garages. For more information on this Master Planned Community, call (866) 407-2448.

### Community and technology unite to help catch alleged thief

#### **UNITE** from page 1

find that their vehicles had been burglarized. Some became aware of the burglary when they realized cell phones. chargers, wallets or various other items were missing and some found their car windows smashed. Security cameras installed on several homes captured the faces of the alleged thieves in action and soon the images were posted all over Facebook. Our newspaper shared the information with the community immediately via our Facebook page (facebook. com/EastvaleCommunityNews) and the videos and images quickly spread to over 16,000 people within hours.

One of the residents hit by this rash of burglaries was Mark Ramirez, whose limousine was tampered with sometime around 2 a.m. His video surveillance sys-

tem was able to capture a picture of the alleged thieves driving by in their vehicle. Ramirez contacted Eastvale Police, and said, "They came and took some good fingerprints that they left on my windows when they tried to pry it open." Ramirez hopes that these fingerprints will help in identifying the suspects and that all charges will stick. He also shared the images and description of the vehicle with the police.

On that late Sunday morning, Police started to put together that several break-ins and trespassing of vehicles had occurred. As many as 10-15 vehicles had been part of this crime, according to residents. Soon residents began to identify and provide more information. The pictures of the suspects were a huge help to Police in capturing the individuals.

Another resident, who was able to capture the alleged thieves in the act via video, said that "It became obvious that more than one of my neighbors had had their cars broken into. I have video surveillance on my house that tapes the front yard and driveway, so we decided to take a look at it. What we saw was a young male opening my truck and going through it. Luckily, I didn't have anything of value in it and he didn't appear to take anything. We did however get some footage of him pretty close up, and were able to upload the pictures to Facebook as well as the video." These series of thefts occurred on the 7100 block of Cornflower Ct. and according to a news release from the Riverside County Sheriff's Department, the suspects stole car audio speakers, amplifiers, an Apple iPod and a miscellaneous

amount of currency from the vehicles. The suspects fled the location on foot and subsequently entered an unknown make, color and model sport utility vehicle.

This video and close-up picture was one of the main pieces of evidence that led to the identification of at least one of the suspects. The news release also stated that the investigation revealed several unknown suspects, including suspect Cody Ridley, 18, of Eastvale. Ridley was located and arrested on Dec. 17, 2013. The case has been forwarded to the Riverside County District Attorney's office for prosecution and officers are continuing the investigation to obtain the identity of the remaining suspects in the crime. If you have any further information regarding this case, please contact the Eastvale Police Department by calling (951) 955-2600.

### Pastors' Corners

### Get Fit

By Pastor Tim Eaton

The holidays are supposed to bring peace to our hearts and our homes. Instead, they can often turn everything upside down. Kids look forward to time off school, but moms know there is nothing better for everyone than the routine of school. Holiday entertaining brings a lot of joy but leaves everything a mess. Decorations are intended to make the home merry and bright but somehow it doesn't seem like home until everything is back in its place. What we are describing is life out of sorts and out of shape. What we need is to GET FIT!

Speaking of getting out of shape, sometimes it's not just our houses or waistlines that are affected during the holidays. What is out of shape, out of place, or out of sync in your life? Is it your health, your finances, your rela-

### A Fresh Start

BY PASTOR DENNIS

I came upon an internet ad that read "peace can be yours in 30 days." The ad further read, "...for \$50, we will send you a booklet outlining how you can have peace in your life with our 30 day method." Many, unfortunately, buy into this. No matter what walk of life, people are looking for peace in their lives. New Year resolutions are designed to coincide with a "fresh start" in life and are generally for good measure. Resolutions can be incentive to restore some sort of order of peace, fill a void, to build good habits, or boost self image. The Bible has a design for peace in this life. It's simply to align your life with God in faith (Romans 5:1). The Bible doesn't say peace will come "eventually," but now, and it's free! We were separated from God at birth, so to speak. We have inherited a dilemma called sin. Sin ultimately ushered in separation, labor, hardship, and death into the world (Genesis 3:16-19). The result is a mass search to fill a void or expel fear in our hearts. The Bible says "We have heard a voice of trembling, of fear, and not of peace" (Jeremiah 30:5).

### Everybody Has A Story

By Pastor Mark Lee

Several years ago, CBS News featured a segment during which news correspondent Steve Hartman would throw a dart at a map of America. He would then travel to wherever the dart had landed, open a phone book, choose a name at random, and interview that person. The whole purpose of the program was to highlight the fact that everyone has a story to share. In fact, the series was called, "Everybody Has a Story."

It's true that every individual has their own inspirational tale. Personal anecdotes about overcoming obstacles and reaching goals are always fun to pass on to others. But what about the pages in our life book that we wish we could tear out? Looking back on these not-so-proud moments, isn't it true that the seemingly insignificant decisions often had the most significant impact?

As we settle into a new year, it is important to remember that today's decisions determine tomorrow's stories. Is there an area of your life that is not as it should be? Do you already know that this chapter is not going to end well?



tionships, or your soul? It may seem counter-intuitive, but getting up, getting going, and getting life back into shape can bring you more peace than the rest you thought you would get over the holidays. If you need encouragement, join us on Sunday mornings as we challenge ourselves to GET FIT!

Edgewater Lutheran Church

Sunday Morning Services and Children's Church at 10:00 a.m. Worshipping at Harada Elementary 12884 Oakdale Street, Eastvale, CA 92880 www.EdgewaterEastvale.org. (951) 479-5575



But Jesus said "Peace I leave with you, (My peace) I give to you; not as the world gives do I give to you. Let not your heart be troubled, neither let it be afraid." (John 14:27). Resolutions are broken, but God's love for you is not. Start fresh this year by allowing Jesus into your life. Experience the true peace, restoration, and forgiveness He has to offer. Rest assured, you don't have to wait 30 days. "...if anyone is in Christ, he is a new creation; old things have passed away; all things have become new." (2 Corinthians 5:17). Calvary Chapel CrossBridge of Eastvale meets Sundays 11:30 am at Clara Barton Elementary 7437 Corona Valley Ave, Eastvale. www.Calvary-CrossBridge.org.

Whether there are financial concerns, relationship problems, or some other issue plaguing you, now is the time to make sure your story has a happy ending.

You can do this by starting one new discipline. If debt is overwhelming you, cut up your credit cards. If you have a problem overeating, cut back on your food intake. If you have a relationship needing repair, start by offering forgiveness. Hebrews 12:11 says, "No discipline seems pleasant at the time, but painful. Later on, however, it produces a harvest of righteousness and peace for those who have been trained by it." Live a story worth telling!

VantagePoint Church meets at Roosevelt High School on Sundays at 8:30, 10, and 11:30 a.m.

### A Fresh Start

By Pastor Robert Jewett

With the New Year now underway, many people have made New Year's Resolutions. Each has desired a fresh start in various areas of life. Many make a new resolution to get in shape after over indulging from Thanksgiving through New Year's. Some have made a commitment to better manage their finances after over spending at Christmas. Yet others may go to a much deeper level and decide it is time for a fresh start with God.

Is there even such a thing as a fresh start with God? If so, how does one pursue it? The good news is that a fresh start is possible. Paul the apostle shared with everyone who would listen that "they should repent and turn to God, performing deeds in keeping with their repentance" (Acts 26:20b).

A fresh start with God is possible



when you actively choose to turn from your sinful ways and begin walking obediently to God's ways. At the time of genuine repentance, God gives you his Holy Spirit to empower you (Acts 5:32, Phil. 2:13).

Thus, he will take you from start to finish! May today be your fresh start!

For more information, visit Word of Truth Community Church online at www. wordoftruthcc.com.

### One Impossible Possibility

By Pastor Rob Norris

Bearing with one another, and forgiving each other, whoever has a complaint against anyone; just as the Lord forgave you, so also should you.

Colossians 3:13

Are there things that someone has done to you that you think you could never forgive?

You are not alone. Ron Luce, president of Teen Mania Ministries, shares a story that many can identify with.

Ron came to faith in Christ as a teenager after enduring an abusive home life. Not long after his conversion, God began to convict him of his need to forgive his mom for the evil things she had done and said to him as a boy. Things like hitting him in the face, crushing a cigarette butt out on his back, telling him when he was 13 years old, "Why don't you do me a favor and kill yourself?"

Initially, Ron reacted with typical human disbelief. How could he forgive his mom? She didn't deserve it. But in time, God broke through, and Ron decided he needed to forgive his mother.

So Ron started carrying around Scriptures on little cards--verses about forgiveness he could meditate on and memorize. He began desperately praying that God would give him the ability to give up his right to punish her. It wasn't easy, and it didn't happen overnight. But one day as a senior in high school, he remembers praying, "Lord, You need to reach my mom and touch her, because I love her."



He couldn't believe what he'd just said. "I love her?" He had never spoken those three words before in his entire life! "But I do love her. I do love my mom, and You're the One who put it there, Lord. You must have done it."

We can forgive, because He forgave us. He shows us a better way. A way of freedom from bitterness and punishment. Christ does it through us, and He can do it through you.

Live It:

What impossible injustices--things you've grown weary of dealing with on your own--do you need to hand over to Christ? Make a list and ask Him to lead you to full forgiveness.

Pray

Pray for whatever He must do in you to free you to forgive. Meeting at River Heights Intermediate School. Sundays @10:00 7227 Scholar Way, Eastvale, CA 92880 951-847-6836 www.atthecrossings.com. Trusting and Believing with you!

Pastor Rob

# Pool or Spa broken? Not producing chlorine? Pump too loud? Pipes leaking?

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### "Sell your casa" with Gil Rivera

#### **GIL** from page 1

in Riverside, San Bernardino, Los Angeles, and Orange counties. He also does real estate appraisals for banks, estates, trusts, divorces, attorneys, refinances, home purchases, and upon death of a homeowner for tax purposes. In addition, Rivera has assistants that work with him who are fluent in Spanish and Chinese, which helps him to reach people of different dialects all over Southern California.

Rivera is in his 21st year of business and has SOLD homes in 26 different cities in Southern California, so his coverage area is expansive. Rivera said, "I can do this because I appraise homes in so many different cities and have the knowledge and expertise associated with your marketplace. Give me an opportunity and you will surely be happy you did!" In Feb. 2013. Rivera listed a home in Monterey Park worth \$470,000. Rivera received 53 offers in seven days and SOLD it for \$515,000! In November 2013, he listed a home in La Puente for \$299,000 and sold it in 5 days with 18 offers at \$325,000 all-cash!

Rivera's philosophy is to "treat my clients the way I want to be treated." In fact, Rivera said that he became a Realtor because he did not like the way his Realtor treated him when he was buying his home. Rivera shows respect for his clients at all times. He listens to what they say, so that he can better serve them.

Rivera also does not push his Buyers into a sale. Rivera said, "I always tell Buyers: 'You will know right away when we walk into the house that's meant for you.' Whether it takes a week or months, my Buyers will always be satisfied with their purchase and never pressured into it."

Rivera's Sellers love the fact that he offers a discounted commission, but with full service! Rivera offers a 4% Total Commission for Sellers! This includes 2.5% to the Buyer's Agent and 1.5% to Rivera's office. Most Realtors negotiate a 6% commission because they have to split the fees with their brokerage. But, as Rivera is the Broker, he passes on the savings to the Seller. This will save Sellers thousands of dollars in commission fees. His team offers full service for that discounted rate including high quality flyers, professional photos, open houses (as allowable by Seller), and extended advertising coverage on the Internet and social media.

Rivera's current promotion is "We will SELL your house in 4 weeks at highest value! We only request a listing period of 4 weeks, while most other Realtors ask for six month listings." Rivera says that "Buyers need to know that they do not need to pay their Realtor any fees for representing them on a purchase. The Buyer's agent is paid by the Seller, not the Buyer.

Rivera absolutely loves what

he does. He loves selling homes to Buyers because he helps fulfill their dreams of home ownership. His favorite part of selling homes to is transferring the keys to excited Buyers. Rivera loves selling homes for Sellers because he enjoys the uniqueness that each property offers and selling the positive attributes of the home. Rivera says, "Many agents spend their time showing houses....I SELL them!"

Check out Rivera's website at www.SellYourCasa.com to

see how many different cities Rivera has sold in and for additional information about Rivera's company. You can also call the toll free number at 1-877-888-SOLD (7653) or cell phone numbers 909-967-4525 and 626-340-9950. Call today for a free market evaluation! He also currently has a large freeway billboard where the 57 and 10 freeways meet near Temple Ave.

Also, check out his ad below for more information. Call today for a free market evaluation.



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2671 Gerry CR, Corona 92879 Bed: 4 Bath(F,T,H,Q): 3,1,0,0 Sqft (Src): 2,327

Ac/LotSqft (Src): 0.15/6,53 **Sold Price: \$322,000** 



6260 Plum AV, Eastvale 92880 Bed: 4

Bath(F,T,H,Q): 3,0,0,0 Sqft (Src): 2,800

Ac/LotSqft (Src): 0.16/6,970

Sold Price: \$387,500



7428 Maggie LN, Corona 92880

Bed:4

Bath(F,T,H,Q): 1,1,1,0 Sqft (Src): 2,455

Ac/LotSqft (Src): 0.15/6,534 **Sold Price: \$362,000** 



6858 Kenton PL, Eastvale 92880

Bed: 3

Bath(F,T,H,Q): 2,0,1,0 Sqft (Src): 2,225

Ac/LotSqft (Src): 0.22/9,583

Sold Price: \$415,000



6879 Waterlily CT, Corona 92880 Bed: 5

Baths: 3.75 Sqft (Src): 3,320

Ac/LotSqft (Src): 0.15/6,534

Sold Price: \$630,000

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### Eastvale Chamber's Official Newsletter

Core Tenets of the Eastvale Chamber of Commerce: \*Represent the Interests of Business to \*Create a Strong Local Economy

\*Promote the City of Eastvale

\*Provide Networking & Business Opportunities

Government

\*Create a Sustainable Future For Our Youth We are the voice of business!

### A New Place For 2014

#### JORGE RAZO, **PRESIDENT EASTVALE CHAMBER**

Happy New Year and welcome 2014. Well don't forget, it's a NEW year!

When you get a new car, you have a tendency to watch out for it. You park a little further to avoid the car being dinged or scratched. The new suit, you place it in the plastic bag it came with every chance you get. New house, you keep bringing in new pictures,

furniture, and you make people walk on strips of carpet or plastic. Then after a while you park a little closer. The suit sits over the chair. The furniture isn't so much a priority and that carpet strip or plastic gets tossed to the side.

Sometimes we do the same with our business. We work so hard at it when it's new. We go out and market, give huge discounts, offer services above and beyond, shake hands, and tell the entire world how and why we started on our own. Then we park a little closer, let it sit over the chair, and then the plastic gets tossed to the side.

So like a new thing in your life, now is the time for you to treat your business like the New Year. Like the new car, suit, or house. Spend time taking care of it and improving the quality of your business, the quality of your service.

Poll your customers, or potential customers. Ask what they'd like to see from you and what you can do to provide a better service and product. Give yourself new energy to meet the expectations of the New Year. Get back out there and shake hands, pass out cards, give your passionate and inspiring speech. Let people know you are here and you can help them. Join the Eastvale Chamber of Commerce and mingle with your local businesses.

Two events coming up. The first is Good Morning Eastvale, Thursday, Jan 9, 7 am, at Corky's Kitchen on Hamner and Limonite. The second is on Thursday



Chamber Pres. Jorge Razo

Jan. 16, 5:30-7:30 pm at Definitions Salon & Spa, 2395 Hamner Avenue Norco, CA, (Hamner/3rd street). For more information please sign onto www.EastvaleChamberofCommerce.org.

### Eastvale Chamber of Commerce Upcoming Events and Plans

POPCORN AND ICE CREAM CONES BY MICHAEL ARMIJO EASTVALE CHAMBER SECRETARY

Recently, I met a resident who invited me to a movie at a Chino Hills theatre. I asked why go over there and not here in the city. They said: "The popcorn over there is better."

At first I thought it was kind of strange, but then I remembered why I go to get ice cream in Eastvale instead of Chino by my work. It's the ice cream cones. In

Chino they crumble easier, so I wait until I come into the city where they don't crumble easily in my hand.

What's interesting to me is that at times, we don't realize what makes our company better, even the little things like popcorn and ice cream cones. These items aren't supposed to be the draw to a movie or the reason you eat a certain brand of ice cream, they are the little things. But the little things can mean big money if people decide not to use your services for a minor detail. Those pennies we save in the short run could be costing us

thousands in the long run. My advice? Don't skimp. Take pride and provide quality throughout. People will recognize this and word will spread.

This month we have TWO events: First, we have "Good Morning Eastvale" on Thurs. Jan. 9, from 7 - 8:30 a.m. at Corky's Kitchen and Bakery. \$15 for Members/\$20 for Non-Members. How else are you going to make more money and gain a stronger business presence? Let your Chamber membership work for you!

Next: After Hours Mixer, Tues. Jan. 16 from 5:30 - 7:30 p.m. at Definitions Salon &

Spa, 2395 Hamner Avenue, Norco, (Hamner/3rd street), \$5 for Members and Non Members.

Finally we are happy to announce a few events we are planning for the upcoming year: Our Chamber Board Installation Dinner will be in early February and we are searching venues now. We are planning our Farmers Market with the help of our Mayor Ike Bootsma and Bill Van Leeuwen scheduled for late March; The Mayor's State of the City in April, and our MEGA MIXER in May. We'll be announcing specific dates in February.

The Chamber is looking for Ambassadors and Chamber Board members. If interested, please contact the Chamber at 951.768.6000.

It's an exciting time for us at the Chamber with so many exciting changes on the horizon. Remember to attend mixers and events to get your name out there and to get your business marketed. And for more information, please sign onto: www.eastvalechamberofcommerce.org and www. facebook.com/eastvalechamberofcommerce.



#### **Eastvale Chamber Upcoming Events**

**Eastvale City Council Meeting** Wed. Evening Jan.8th @ 6:30 PM Rosa Parks Elementary School 13830 Whispering Hills Drive

**Good Morning Eastvale** Thurs. Morngin Jan. 9th @ 7 - 8:30 am Event Location: Corky's Kitchen and Bakery \$15 for Members/ \$20 for Non-Members Speaker: Eastvale Chamber Members Topic:What do you do for a living?

**After Hours Mixer** Thurs. Jan 16th @ 5:30 - 7:30 PM Event Location: Definitions Salon & Spa 2395 Hamner Avenue Norco, (Hamner/3rd Street) \$5 for Members and Non Members

**Eastvale City Council Meeting** Wed. Jan. 22nd @ 6:30 PM Rosa Parks Elementary School 13830 Whispering Hills Drive



### Eastvale Chamber of Commerce Business of the Month

### Chino Airport

ty from Orange County. And Fighting. our uniquely friendly busiinto the local economy.

Chino Airport is immense-variety of benefits to its neighly proud to offer so much to bors. Employment opportunities, so many. Our museums pilots, mechanics, Command and attract thousands of visitors Control, Instruction, Managefrom across the globe. Our ment, Logistics, Refurbishment, to seize the imagination of fair weather and strategic Detailing, Ground Operations, location attracts hundreds Administration, Field Mainteof operators from across the nance, Information Technolregion, with the vast majoriogy. Air Traffic Control, and Fire

ness climate has attracted to share our "home," and offer dozens world-class busi- an open invitation to hold your ness ventures, employing next event at the Chino Airport. many open house events, or hundreds of personnel and Whether you have 10 people or contact us directly for more funneling millions of dollars 10,000 people, a small intimate affair or feeding of the homeless, The airport offers a wide a church group or a high school

senior prom, we hope you give us a call.

Then there is our outreach to educators. Our world-class museums offer top-notch auditoriums and learning environs children of all ages, including hands-on displays, walking tours, research libraries, and "living history" docents who, in many cases, personally ex-As a good neighbor, we like perienced some of the world's greatest events.

Please join us at any of our information. SBCounty.gov/ ChinoAirport. Phone: (909) 597-3910.



Win an Eastvale Chamber of Commerce Business of the Month at their Next Networking Evening Event on Jan. 16, 2013 at 5:30- 7:30 pm @ Definitions Spa and Salon. For more information, go to www.EastvaleChamberofCommerce.org or call 951.768.6000.

### A Decade Behind Us

BY JENNIFER MADRIGAL

January marks the beginning of a new year and a new

month, a chance to start over anew. In our home, January is a month full of birthdays with the most important



one belonging to the youngest boy, Nicholas. This year, my son Nicholas will reach another milestone; he will finally belong to the "two-hands" club and turn 10! I remember my grandpa joking with me when I turned ten and telling me that I was part of an exclusive club of "two handers" and that this was the first and last year that I would ever be able to count my age on just two hands. Back then, that seemed like a pretty awesome club to be a part of and it's a little surreal that my youngest child is now ten and on his way to his next

But turning 10 for Nicholas is just a little bit more special to me because the road we have traveled has been such a tumultuous one. If you read this column regularly you know I speak about my boys often and that my youngest Nicholas, is deaf and autistic, visually impaired, low tone Cerebral Palsy, etc. etc. but that this boy has the spirit of an angel and the tenacity of a lion. There is truly nothing that I would say he can't do. He may not be able to do it now, but he always manages to figure things out and surprise us all with just how dang smart he is.

This first decade of his life, we spent so much time getting him to sit up, crawl, walk, eat on his own, wear his glasses, wear his hearing aides, cochlear implant surgery, physical and occupational therapy, potty training, writing and so on and so on. We just wanted to give him the best shot we could to be as "normal" as possible. What I never expected was that not only would he far surpass all those basic goals but that he would also learn to read, write, add and subtract and basically rock at school. Further, this year I experienced with Nicholas the absolute best gift any mother could receive, Nicholas said "mom" for the very first time. That small little "deaf" voice clearly and slowly watching my lips form the word and along with me, clear as day, say "MOM". As always, my son remains my biggest inspiration and deepest source of strength. Anytime I feel that I can't do something, I remember all the doctors that shook their heads and told me to give up and to not expect much from Nicholas, and then I get back up, shake myself off and get back to being awesome...because Nicholas and I still have a lot of people to keep proving wrong.

### New Year, New You!

By Nicole Gilles, RD, CDE, possible, to obtain. Making **CSR** 

Eastvale - This year, give yourself the gift of a success-

ful New Year's Resolution. The **New Year** often comes with a drastic resolution that



may be difficult, or even im-

unobtainable goals can leave you feeling worse than before the goal was made.

Rather than make an outrageous resolution, why not set yourself up for success? Instead of saying, "This year I am going to lose 50 pounds and I don't care if I have to starve to do it", try making smaller, healthier goals that will help you reach your ultimate objective. For example, "My doctor said I need to lose weight, so I will find a local weight loss expert to help me and I will join the Eastvale Walking Group".

Choosing smaller goals makes the process more manageable and essentially more obtainable than making one large goal. Instead of focusing on the distant goal, focus your time and energy on the present, and how you're going to reach today's goal. Try making a schedule of weekly goals that improve your lifestyle habits, like walking three days a week or limiting eating out to just twice a week instead of four times a week. Your goals

should be individualized to you and the areas of your life that you are ready to work on. The small lifestyle changes that you make today will add up to a weight and health improvement before you know it.

If you are seeking a true food professional to help make your goals a reality, look no further than Eastvale Registered Dietitian, Nicole Gilles, RD, CDE, CSR. Nicole is the owner of Happy and Healthy Nutrition and she is ready to help you achieve your health and weight goals. Through her program, you will learn how to eat for your body's individual needs and learn how to deal with emotional eating. Happy and Healthy Nutrition members learn when to eat, why to eat, and how to eat to lose weight and keep it off. Start today, for a happy and healthy tomorrow.

Contact Happy and Healthy Nutrition at www.HandHnutrition.com, call them at (909) 816-0977, and like them on Facebook at www.facebook. com/happyandhealthynutrition.nicolegilles. See thier ad on page 7.

### Brow & Beauty Salon: experienced care

**BROW** from page 1

the street!

Brow & Beauty is an upscale and refined salon that offers services for all your beauty needs. They provide various hair removal services for men and women, including threading, waxing and laser for your brows, face, and body.

For full face and skin care, Brow & Beauty also uses 100% Natural Herbal products. Make sure to try to their specialty treatment, the "Diamond Facial".

For hair health, growth, and thickness, Brow & Beauty offers eyebrow oil and scalp oil that is specially formulated for their salon. They also provide

Scalp Massage Therapy to improve circulation and promote hair health.

Additionally, Brow & Beauty offers other beauty services such as, Henna Designs for body art or makeup, Bridal Henna, Bridal makeup and any type of special event makeup.

Customer satisfaction and quality service is Brow & Beauty Salon's topmost priority. "Professional and friendly, we strive to please our customers to a point of perfection," said Dr. Nate Mehta, Customer Relations Manager.

Brow & Beauty also has a wide array of employees, including Threading Technicians, Hair Removal Technicians, Estheticians, Makeup Artists, and Henna Artists.

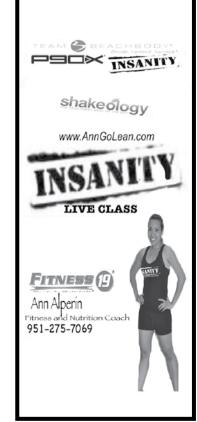
Threading Technicians specialize in threading hair removal, which has been practiced in India for over 6,000 years, according to Dr. Mehta. In threading, a thin thread is doubled, then twisted, and swiped over areas of unwanted hair, plucking the hair at the follicle level. It feels rather like tweezing, except that in tweezing, one hair at a time is pulled, whereas threading removes short lines of hair. Threading also provides more control in shaping than waxing and is gentler on the skin. Just as with waxing, the face and other parts of the body can also be threaded. Therefore, a good Threading Technician is more accurate and proficient at waxing because of his/her eye for

> precision and symmetry.

As a Grand Opening Special, Brow & Beauty Salon has discounts and special prices on ALL their services through the end of January. They are also taking competitor's coupons.

Loyal customers of Brow & Beauty can also be rewarded by receiving a special "Returning Customer Appreciation Discount". If you visit Brow & Beauty at least once a month, you will receive a punch card that you can use to receive this special discount.

Brow & Beauty Salon is located in the New Winco and Target Plaza at the corner of Hamner Ave. and Hidden Valley Pkwy. Their address is 1160 Hamner Ave., Suite G, in Norco and you can reach them at (951) 255-9055. Make sure to check out their ad on page 10 for exclusive coupons!









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#### LIGHT TRUCK & SUV TIRES



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MAIL-IN REBATES' UP TO

Goodyear Visa Prepaid Card by Mail-In Rebate with the purchase of a set of four select Goodyear or Dunlop' tires on the Goodyear

Mail-In Rebate paid in the form of a Goodyear Visa Prepaid Card. Get up to an \$80 Rebate on a qualifying purchase or double your Rebate up to 160 when the purchase is made on the Goodyear Credit Card. Subject to credit approval. Offers valid on purchases between 01/01/14 – 02/28/14



#### NO INTEREST IF PAID IN FULL WITHIN 6 MONTHS

on purchases of \$250 or more made from January 1, 2014 to February 28, 2014. Interest will be charged to your account from the purchase date if the purchase balance is not paid in full within 6 months or if you make a late payment. Minimum payment required. See this ad for details

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ON TIRE INSTALLATION SERVICES

Goodyear Visa® Prepaid Card by Mail-In Rebate with the purchase on the Goodyear Credit Card of:

- . At least \$50 of Tire Installation Services AND
- A set of 4 Goodyear or Dunlop<sup>®</sup> rebate-eligible tires.
- Fire Installation Services include: Tire Installation Services exclude:
- Tire Mount and Balance [parts & labor . Shop Supplies and Taxes
- Tire Disposal . Valve Stems/TPMS [parts & labor]

"Mail-in Rebate peid in the form of a Goodyear Visa Prepaid Card. Qualifying purchase must be made on the Goodyear Credit Card. Subject to credit approval. Offers valid on purchases between 01/01/14 – 02/28/14. Allow 6 to 8 weeks for delivery. See Store Associate for complete details and Rebate Form. Additional terms and conditions apply?



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Nount and Balance posts & listory, The Disposal and Malie Seins FPAIS (parts & labor). The Installation Services endude Road Mazand Micrardy, Magmants, Strop Supples and Tiaxes. Relate offeed by Cilibark, M.A. Petable Form must be postmarked no later than 0001/14. Service

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#### Low Cost Passenger Radials





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245/45R18 96Y

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#### **INCLUDES:**

- · Rotate all 4 tires
- · Lube, where applicable 5 ats. maio
- brand oil (brands vary) New oil filter installed
- **FREE Preventive Maintenance Check** (on request)

Most vehicles. Exp. 1/31/14 Not valid with any other offers.

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**Purchase** of 4 Tires (\$23.95 without

#### **INCLUDES:**

- · Rotate all 4 tires
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Free nPreventive **Maintenance Check** 

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**Thrust Angle** and **Four Wheel** Alignment

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- New brake pads
- Resurface front rotors
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- **SEMI METALLIC PADS**

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SERVICE NEEDED: After 30,000 miles, transmission fluid begins to turn brown in color and oxidize due to the contaminatior transmission's many moving parts. As a result alves stick and gears slip or chatter as they shift.

**SOLUTION:** Rather than just draining the contaminated fluid found in the bottom of the pan, special equipment cleans the entire transmission and its torque converter, while new fluid and premium conditioner are added. One of the hardest working parts of your vehicle will shift smoothly and effort-lessly for many more trouble-free miles.

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