

TEMECULA VALLEY HISTORICAL SOCIETY



NEWSLETTER

January 2019
Volume 19 Issue 1

It is our mission to identify, preserve and promote the historic legacy of the Temecula Valley and to educate the public about its historical significance.

2019 Officers

President	Shari Crall
Vice President	Darell Farnbach
Secretary	Sarah Bierle
Treasurer	Lynn Cudé
Past President	Rebecca Farnbach

Directors

Cheryl Cady
Elaine Culverhouse
Elaine Eshom
Julie Gilbert
Wendy Lesovsky
Bonnie Martland
Bonnie Reed
Carol Strode

Committee Chairs

Research & Preservation
Darell Farnbach

Public Relations
Cheryl Cady

Membership
Lynn Cudé

Program Speakers
Rebecca Farnbach

Projects
Bob Kent

Events & Education
Phil Washum

Newsletter Editor
Dick Fox

Website
Roger Cudé

A Publication of the

Temecula Valley Historical Society
P.O. Box 157
Temecula, CA 92593

www.temeculahistoricalsociety.org



Jeff Minkler presenting his memories of the "Kaiser Role" during the Rancho California development and growth of modern day Temecula following the sale of the Vail Ranch.
— Photo by Diane LaTulippe

Leading to Cityhood for Temecula

The "Kaiser Role" in the Years After the Sale of the Vail Ranch

Adapted from Jeff Minkler's presentation at the 2018 Annual Dinner

Most of you are familiar with the early history of the area and the history of Temecula as a city. I will give you some insight into the twenty-five years between 1965 and 1989 that we are calling "The Kaiser Role" thanks to Shari Crall.

First I would like to mention a couple of people here tonight: My wife Martha who played a role in developing the social aspects of the community. She was a founding member of the Temecula Area Women's Club, started HEART a foundation to prevent child abuse, served as executive director of the Temecula Arts Council and helped to start the Temecula Valley Historical Society.

The other person I would like to mention is Sherry Prysock who worked with me at Kaiser and was very involved in the community, especially with the Temecula Chamber of Commerce and most of the special events in the community at that time. She also, along with Martha, started an American Cancer Society chapter in Temecula.

The original purchase of the land from the Vail family was made in December 1964. It was 87,500 acres for \$21 million. The area was named Rancho California, a real estate joint venture between Kaiser Aluminum, Kaiser Industries and Macco Construction. Each partner contributed \$7 million. Macco, the Southern California home builder who originally discovered the

(Continued on next page)

(Continued from Page 1)

The “Kaiser Role” in the Years After Vail Ranch

property, was the managing partner for the first five years of the project. The Kaiser companies were more like money partners, but each voted on management and finances.

Although I did not become an employee until February 1969, the fifth year of the project, I knew about the project as far back as in 1964 when my friend Jim Murrar, who lived in the same condominium in Huntington Beach was offered a job as controller of a real estate joint venture in Riverside County. He was told the Rancho California project would take ten to fifteen years.

We kept in touch and in 1969 I was informed there was a job opening as assistant controller in Rancho California. I applied and got the job. Jim was by then the general manager of the project. The administrative offices of the Rancho California project were located in Newport Beach adjacent to the Orange County Airport. There was also a staff located at the project who mostly dealt with community relations, construction and maintenance. Pat Birdsall, who later became mayor and city councilwoman for Temecula, was part of my accounting staff.

For the first few years our time was spent almost entirely on master planning and mapping, although we sold a few large plots of land to bring in some cash. The largest sales were to Boise Cascade for La Cresta and to Palomar Land to create Bear Creek and Country Road. The most famous of those land sales was 700 acres to the former President Reagan.

The original Rancho California staff and consultants knew the success of any project in Southern California was dependant on a plentiful water supply and dependable sewage disposal. With that in mind, in 1965 and 1966 they formed two California Water Districts, one on the east side of I-15 and one on the west side. Even though it had been determined that there was a substantial aquifer beneath the land on the east side, they knew that imported water would be needed at some time in the future. Therefore they annexed both Districts to the Metropolitan Water District (MWD), which made them eligible for imported water from both the Colorado River and State Water Project.

In 1967 through 1969 with the planning and mapping well under way, Rancho California began an aggressive construction campaign. Construction began on the Rancho California Plaza (now called the Tower Plaza), the Rancho California Inn (a motel located where Chiles, Black Angus and the Tower Office Building are now), and the first industrial park and industrial building along Jefferson and Diaz Roads across the freeway from the plaza.

Other early construction included the first housing project “Country Community” off of Rancho Vista Road, a tract of 27 homes was built on a hill dubbed “Hill 27”. The Butterfield Country recreational vehicle park was put in near Vail Lake, and the Rancho California Track and Training Center for horses (now Galway Downs) was built. The first Administration Building was constructed at Rancho California Road and Ynez, which is now the Pat and Oscars restaurant.

In the middle of this construction and shortly after I joined the company, Macco Construction, the managing partner, ran into financial problems. Macco was a subsidiary of the Great Southwest real estate conglomerate, which was a subsidiary of Penn Central Railroad, which was going bankrupt. Therefore Macco's 1/3 interest was up for sale at a bargain basement price.

Kaiser then formed a partnership with Aetna Insurance to buy the Macco interest. Rancho California was only a part of the transaction. Kaiser Aluminum and Aetna both had other real estate properties that were contributed to the Kaiser Aetna partnership. Kaiser became the managing partner and life as we knew it changed. The top three Rancho California executives quit and went into business for themselves. It was chaotic for a while. Bank accounts were frozen for several months while the finances got straightened out. Afterward, construction continued.

During the early 1970s construction continued in the area that is now in the city of Temecula. The residential lot programs known as Los Ranchitos and Meadowview were constructed and land sales for agricultural uses in what is now known as Wine Country were emphasized, as well as land for horse ranches in the land surrounding the track and training center. Planning was also underway to subdivide, plant and sell 20 acre avocado parcels on west side to investors.

It was in the early 1970s, also, when life changed for Martha and me. It was decided by Kaiser Aetna management that, if Rancho California was such a nice place to live, as we advertised, then all of our employees should live there, or at least within 30 miles. With that news many employees submitted their letters of resignation. The company built a two-story office building that no longer stands, in the area of today's Armstrong Nursery. The company gave us a year to move. They furnished a shuttle van for a short time for those of us who had not yet moved, to take us back and forth to our homes in Orange County. After they terminated the van program several of us carpooled back and forth.

When the year was up Martha and I rented an apartment in Escondido for six months, before we decided to purchase a house in Lake Village. It was a very good deal for an employee to purchase a house from Kaiser Aetna. They

(Continued on Page 5)



Recent photo of Bob Morris in his creative DeLuz home

— Photo by Shane Gibson

He passed this way –

Bob Morris, Temecula Icon Passes Away November 19

We are sad to announce the passing of Bob Morris, the architect and designer of all of the old Western features in Old Town Temecula. He passed on November 19 at age 85 and leaves behind a huge legacy.

When Old Town was a rundown area that the freeway bypassed, he and the late Tommy Hotchkiss determined to breathe life back into Temecula by embellishing the old with a 1890s look. Facades were changed and features were added to make it look like the authentic cowboy town it once was. Bob and Tommy also started the legendary Temecula Tractor Races that thrived for a long haul until our population grew to be more civilized.

You cannot enter Old Town without passing under one of the arches he designed with images of the Temecula story. There are four medallions in the sidewalk that he designed at the corners of Old Town Front Street and Main. Throughout Old Town where you see a historic flourish, it was made by Bob Morris.

Another of his masterpieces is the house he designed in DeLuz where his imagination ran wild. Imagine a bell of a tuba and some chain for a drain from the eaves, a tree in the center of a bedroom and a bathtub in the center of a room with a bay window looking out to the oak woodlands. Many of us remember the good feeling we had when we saw him walking in Old Town with his two Great Danes.

With his passing, we have lost a man who had great respect for history. While some of us archive photos and documents, Bob salvaged historical materials to reuse and extend their life. When walking with him through Butterfield Square just before it was demolished, we could hardly write fast enough to record all the sources of the materials, some of which were a metal ceiling from the Alberhill Post Office, wood from the Hemet Stock Farm and an old Vail barn, a wooden mold from the making of one of the Palomar telescopes, and windows from the Murrieta Hot Springs.

On the unusually sunny day of December 13 many of us gathered before the stage at Vail Headquarters where a riderless horse wearing Bob's saddle was lead in, and a few good words were spoken and sweet songs were sung. At the end, white doves were released to the sky. We release Bob to eternity but will savor the workmanship he left for us to enjoy. We extend our sympathy to Bob's daughters Belinda and Debra and to their children and grandchildren.

Out with the Old and In with the New



Message from Rebecca . . .

Dear Members of the Temecula Valley Historical Society:

It has been my joy to serve as president for the last three years. This organization has thrived since its inception and continues to grow exponentially as each of you bring new gifts and skills to the table. It is difficult to say which aspect of the society is the most successful, because there are so many areas that reach so many people. We have our newsletter, our informative presentations (many of which are now live-streamed on Facebook and then archived for later viewing), tours, social events like the Annual Dinner, and our very busy daily outreach on our Facebook Page.

We are the go-to people for historical information and are advocates in the community for historic structures and policies. This enjoyable and visible presence in our community did not begin with me and will not end with the termination of my presidency. I have long admired your new president Shari Crall and look forward to her capable leadership in our organization.

I would like to thank the members of the board of directors who will not be returning this year: Dick Fox, Jeffery Harmon, Suzanne Dechert and Roger Cudé. Dick has continued on the board after his presidency as Immediate Past President. He has spent many hours in consultation with me and I appreciate his wisdom and support greatly. Jeffery's term has run out and he will have more time to spend as president of the Murrieta Valley Historical Society and the setting up of their museum. Suzanne has been a dedicated worker behind the scenes helping to schedule high school volunteers and to organize the historic records of our organization, among other things. Roger has taken the office of treasurer to a whole new level and although his term is up, he will continue to support his replacement, who will be announced by President Shari in her letter. I hope the four of you will continue to attend our functions.

While we remember fondly the many meaningful moments we have shared in the past year, we also look forward to what 2019 will bring to our organization. I give each of you my thanks and high regard.

Sincerely, *Rebecca Farnbach*

Message from Shari . . .

When I first joined the committee led by Martha Minkler, to discuss formation of what became the Temecula Valley Historical Society, I didn't envision one day leading the group. What I did get to do was meet many of the Valley's luminaries who had shaped and would continue to shape the historical narrative – Eve Craig, Bill Harker, Charolette Fox. The Farnbachs were just beginning the fight that would save Vail Ranch. As a local reporter I got to interview Tony Tobin and E. Hale Curran. Gordon Johnson was teaching me the ropes (load up front, the end will get cut) and John Hunneman was a colleague.

Coming to the valley from San Diego, I was immediately drawn to the history – now I realize that was influenced by Bob Morris and the historic face he put on Old Town. I loved studying and learning about the past. We had dear friends who were Pechanga and that led me out to the reservation and other friends who managed Erle Stanley Gardner's holdings, giving me access to the Great Oak for events or just to show it off to my nature loving Aunt Annie who stood in awe.

My kids grew up, I got a full time job, and lost touch. I was invited back 3 years ago to the industrious group that has worked so hard to develop the society and preserve Temecula's historic roots. I am still getting to know many members. I hope you will come up and introduce yourself. It is a dynamic group led and fed by dedicated volunteers. We welcome all who become members, attend meetings or who would like to serve on a committee or even the board. January is organization time, so it is a good time to get involved. Just e-mail me at ShariTVHS@gmail.com or approach any board member at our monthly meetings so we can connect. I'm looking forward to working with you to preserve old traditions and create new opportunities.

Sincerely, *Shari Crall*

Children's Books Needed . . .

New or gently used children's books are needed for the Free Little Library at Vail HQ. If you would like to donate some books, please bring them to the Historical Society presentation on Jan. 28 or drop them off at the VaRRA antique store at Vail HQ any Sunday afternoon or Tuesday morning.

We appreciate your donations of books!



Audrey Cilurzo, her gracious smile will be missed.

Wine Country Pioneer Pulls Up Stakes and Moves On

Audrey Cilurzo moved out of the area in mid-December after living here and contributing to the community for over 50 years. When she and her husband Vincenzo moved to Temecula in the mid-1960s there wasn't much here. They planted the first commercial vineyard at the location of what is now Maurice Car'rie Winery in 1968 and really started something big. Today there are over 40 wineries in our area. Audrey, a credentialed teacher, was asked to serve on the Temecula School board shortly after arrival to town.

Thanks to her protests, the French Valley airport is where it is instead of being in the center of the Los Ranchitos housing area. Audrey was also instrumental in the establishment of the Temecula Valley Wine Country appellation that mimics the original borders of the Vail Ranch. She also served on the Temecula Valley Historical Society board of directors, and a term as Vice President.

Audrey will be moving to Santa Rosa where she will live near her son Vinny and his wife Natalie and their hugely successful Russian River Brewing Company. Vinny, who has an international reputation for his beer making prowess, started in Temecula with his Blind Pig brewing company, a name lifted from the story of Joe Winkels and the pages of Temecula history. Audrey's daughter Chenin (named for the Chenin Blanc Cilurzo's were growing at the time of her birth - what if they had been growing Gewurztraminer?) and her husband Sean own a winery in Oregon.

Audrey will welcome cards, letters and well wishes from friends in Temecula. Her new address is: Audrey Cilurzo, Brookdale Fountaingrove, 300 Fountaingrove Parkway, #326, Santa Rosa, CA 95403.

Big Time Shout Out . . .

along with a huge thank you to Mike and Shelley Leddy for driving to the Orange County archives to bring TVHS two boxes of history books that will go into the library at the History Center!

CALENDAR OF EVENTS

Sunday, January 6 — 2:30 p.m. Meet Ramona Wolf at the Little Temecula History Center (red barn) to learn about life in Temecula during the late 1800's.

Monday, January 28 — 6:00 p.m. Regular monthly program of the Temecula Valley Historical Society, to be held at the Little Temecula History Center (red barn), Craig Owens to present — "The Palomar Hotel in Old Town."

*** Notable Women of Temecula * Presentations Scheduled**

Beginning In January 2019, the Notable Women of Temecula will be performing at the Little Temecula History Center on the **FIRST SUNDAY** of each month at 2:30 p.m. Mark your calendar. The programs are open to the public. Presentations already scheduled are:

Sunday, January 6th, Lynn Cudé will be portraying Ramona Wolf, the wife of Louis Wolf, who owned the Wolf Store Adobe. That building is still standing today at the Vail Headquarters. Come to hear the fascinating story of Ramona's life here in the late 1800s.

Sunday, February 3rd, Elaine Eshom will present Fre-da Knott who was a well-known Teacher, Librarian and School Board Trustee. This 15-minute presentation will be followed by Mindy Johnson, recounting the life of Maria Apis, a Luiseno Indian woman who inherited the Little Temecula Rancho.

Sunday, March 3rd, Bonnie Martland will portray Elena Coutts Dear, a descendant of a prominent Californio family, who lived both at the Rancho Guajome Adobe, and later at Rancho Santa Rosa.

Sunday, April 7th, Mindy Johnson, will present Annie Mendenhall Bergman, a well-known business owner, rancher, postmaster, and world traveler who lived most of her life in Aguanga.

Membership News

THANK YOU for renewing your membership:

**Mike & Shelley Leddy
Vernette Mackley
Anthony & Myra Zamora**

(Continued from Page 2)

The “Kaiser Role” in the Years After Vail Ranch

offered a 15% discount, taken back as a 2nd trust deed. After living in the house for two years, the trust deed was forgiven. We moved in September of 1974.

Living in Rancho California in 1974, after coming from Orange County, was an adventure for Martha and me. There were about 1,000 permanent residents. There were so many employees living here it was kind of like a company town. Shopping was a challenge. There was a market and a drugstore in the Rancho California Plaza. Selection was limited and prices were high. The only supermarkets were in Hemet and Escondido.

There was a restaurant in the Plaza called the Homestead, a women's clothing store called the Grange and a touristy shop called the Country Staircase. For most services like cleaners, shoe repair, etc., we went to Fallbrook. There was, however, a doctor's office in the plaza. The Company persuaded Doctor Bucher from Fallbrook to open an office in the Plaza and work there part time. They gave him free rent and paid him \$800 per month for administrative costs for a period of two years to get him started. Rancho Family Medical Group is the descendant of that first office in the Plaza.

Entertainment was lacking in Temecula. Martha and I went into Orange County many weekends, since that was where most of our friends were. To get there we took State Highway 71 which was a two lane road (three lanes in certain areas) to State Highway 91. In those days when we returned home late at night and drove south on Highway 71, we would normally not see another car from Corona all the way to Temecula. When we went to the movies or needed to shop at a department store style, we went to the mall on El Camino Real in Oceanside. We could make that trip in 35 minutes. Can't do that now.

During the mid-seventies people in the community started social and service organizations. One was called the Temecula Cultural Society which would charter buses for people to go into L.A. to see plays or visit museums. One of our friends taught exercise classes and Jazzercise.

As the years went by the Rancho California Plaza expanded and more businesses were added, including Scarcella's Pizza and Sears's catalog store. Kaiser Aetna actually owned the Sear's catalog store and former Temecula Mayor Pat Birdsall managed the store. When Kaiser Aetna eventually decided to close the store because it was losing money, Pat bought the store and ran it for several years. Martha and I bought a lot of things from that store. In fact we still have a refrigerator purchased at that store.

A problem we faced in the early days in Temecula was the absence of places to hold public gatherings such as fundraisers, concerts or, in the case of Kaiser Aetna, grand openings and special events. Many of these events were held in tents rented for the occasion.

One of the reasons the property was purchased by the Rancho California Partnership was the I-15 freeway. It was not a secret that the proposed freeway would eventually go directly through Rancho California/Temecula. The very first segment of the freeway ran right through Rancho California from South 79 to the split between the 15 and 215. People have asked me why that section was first. The answer is very simple. The Rancho California Partnership and Kaiser Aetna afterwards worked hand in hand with Caltrans to design that section and more importantly gave the State the right of way through the project. It was the easiest section of the I-15 for Caltrans with no imminent domain and no haggling with property owners. That section of the freeway was completed in 1976.

During the mid-seventies the industrial park on the west side of the freeway, along Jefferson and Diaz Roads, began to grow with companies like Borg Warner, Bianchi Leather and Hudson Oxygen, plus a lot of other small companies whose names I have forgotten. By the way, Diaz Road is named after the very first industrial tenant in the first Rancho California industrial park. The owner's name was Rigo Diaz.

As Kaiser Aetna pushed to pursue industries for the industrial park, housing became a focus. Employers inquired where their employees would live. The project answered with the La Serena, Lake Village and Meadowview homes. La Serena homes were smaller lower priced homes and Lake Village and Meadowview homes were larger moderately priced. I believe the La Serena homes ranged from the low 20's to the low 30's, the Lake Village homes from the high 30's to the high 40's and the Meadowview homes from the mid 40's into the 50's depending on the lot size and location.

Kaiser Aetna opened up a model complex with models of all three subdivisions and a sales office. The complex was on the northeast corner of Rancho California and Ynez Roads, where the Target center is located today. Looking back, most employees who worked in the industrial parks did not live in Rancho California. Most the industries that relocated here in the early to mid 1970s hired low paid unskilled or semi-skilled workers who could not afford the new homes in the project. However, management employees could afford the housing and did buy homes in Rancho California.

Butterfield Country, the RV resort with fishing at Vail Lake, out on South Highway 79, were very popular in the mid 1970s and people from Orange and L.A. counties discovered Rancho California because of this venue. Some even eventually bought property here.

Kaiser Aetna operated a thoroughbred track and training center in an effort to sell 40-acre horse ranches along

(Continued on Page 7)

(Continued from Page 6)

The “Kaiser Role” in the Years After Vail Ranch

De Portola Road in what was then known as the Valle de Los Caballos, or VDC. That area is today known as Galway Downs.

Another important event in the mid-1970s was the recognition of Rancho California’s agriculture as a viable business. Avocado ranches in the Santa Rosa area and grape vineyards and wineries in what is now known as Temecula Wine Country gained a good reputation. The avocado program was very important to Rancho California, both in name recognition and land sales. The vineyards and wineries also were extremely important to Rancho California and Temecula as far as name recognition. They were not that profitable to Kaiser Aetna. Most of the parcels in that area were sold as bare land starting in the late 1960s and resold in the 1970s to people who wanted to plant vineyards or start wineries. The first commercial vineyard to be planted in Rancho California was owned by Audrey and Vince Cilurzo. The Cilurzos eventually also opened a winery. The first and probably most successful commercial winery was Callaway. Other early wineries were the Culbertson Winery and Restaurant opened by John and Martha Culbertson which became a great venue for cultural events, the Palomar Winery operated by John and Peter Poole and Baily Winery opened by Phil and Carol Baily.

One of the first things Ely Callaway needed to do for his wine business was to establish an appellation through the State to designate the area or region where the grapes were grown. Ely went to the management of Rancho California and said he would designate the appellation as Rancho California, if they would pay him \$80,000, which was a lot of money in the mid 1970s. Obviously management refused, since the appellation is named Temecula.

Ely Callaway was a very successful entrepreneur, and in my opinion he was a marketing genius, establishing two very successful businesses in two extremely different industries, wine and golf. He even had an idea for a third business, bottled water. I don’t remember the year, but it was definitely in the late 1970s when Ely came to the Rancho California Water District and pitched the idea of bottling well water from underneath the Callaway Vineyards and selling it nationwide. I thought it was a wacky idea at the time because nobody bought bottled water in those days. Evidently Ely could see the bottled water craze coming. Rancho Water had to turn him down, since as the agent for all property owners in the District for water rights, they could not allow well water to be used or sold outside the District boundaries.

Although a lot of things happened in the 1970s with regard to construction and sales of land and homes, Rancho California was not a financial success during those years. The carry, interest and property taxes, was so high that profits were not obtainable and most of the sales were made with notes taken back, causing a negative cash flow. This problem resulted in Kaiser Aetna taking a substantial write off on the Rancho California properties and was probably a contributing factor in the break-up of Kaiser Aetna in the late 1970s. With the break-up, Kaiser retained ownership of Rancho California, Hawaii Kai, a master planned community on Oahu and the industrial/commercial projects in California. Aetna kept ownership of everything else, mainly industrial/commercial projects throughout the U.S.

The new company name for the Kaiser real estate holdings was Kacor Realty. With the change in ownership came new management in Rancho California. Dick Sim was made General Manager. He was formerly the head of the Northern California Industrial/Commercial properties. I also received a promotion from Controller to Assistant General Manager.

The real estate market began to pick up in the early 1980s, even with high interest rates. We completed the Lake Village and La Serena homes and moved on to Alta Vista. We also expanded the Plaza and started the Rancho California Business Park and two other business parks. The largest effort in the commercial area was to convince a supermarket to open in the Plaza. We were finally able to make a deal with Safeway in the early 1980s. It seems Safeway was interested in going into a shopping center in our sister project Hawaii Kai. Kacor management said they would approve that deal only if Safeway went into the Rancho California Plaza. Rancon had a shopping center across the freeway on Jefferson and they signed a deal with Stater Brothers. Their supermarket opened first, six months ahead of ours.

The project was more profitable in the early 1980s due to increasing real estate prices, more people discovering the area and the write-off of book value taken before the Kaiser Aetna divorce. In 1981 Dick Sim left and Ed Quinnan, a Kaiser Aluminum employee from Oakland was made General Manager. The name of the company was changed to Kaiser Development Company. Ed was General Manager for less than a year when he was called back to Kaiser Aluminum to become their Treasurer.

In 1982 and I was appointed General Manager of Rancho California and a Vice President of Kaiser Development Company. My boss the president of Kaiser Development Company, Tim Preece gave me two priorities: attract major homebuilders and major employers to Rancho California.

We were having no luck with attracting Southern California homebuilders to Rancho California. They were skeptical that they could sell homes here. We decided to test the market by building an up to date subdivision of our own

(Continued on Page 8)

The “Kaiser Role” in the Years After Vail Ranch

and call it Starlight Ridge. It takes a long time to design a tract and design the homes and get building permits. My boss was getting very impatient. We finally got building permits and began construction of the models. We held a grand opening event and kicked off sales. The homes were an immediate success. We sold out the first four phases and had buyers camping out to get the specific lot they wanted. We had newspaper stories about the campouts and word of mouth spread to the homebuilders. They decided that Rancho California wasn't too far out and that enabled us to make several sales to builders in the following months.

To attract major employers we designed the Major Employer Program. The Program was a combination of advertising, promotion, special events and direct mail to industrial brokers and employers. This program lasted approximately two years and cost approximately \$2 million. The program attracted International Rectifier, Professional Hospital Supply and Channel Communications. It also attracted many mid-sized and small employers which resulted in jobs and industrial land sales. The program attracted a lot of attention and people discovered the area because of the advertising.

The community was evolving. Kaiser and our employees were involved in many community organizations and events such as the Great Tractor Race, the Chamber of Commerce and youth sports leagues. The Chamber of commerce named Kaiser the Business of the Year in 1983. From 1982 through 1986 we maintained a budget of \$100,000 a year for donations to local community organizations and charities.

In 1984 the first stoplight was installed at the corner of Rancho California and Ynez Roads. The I-15 freeway was completed from Corona to San Diego in 1985. Temecula Valley High School was approved in 1983 and was completed in 1985. Kaiser donated \$500,000 to the Lake Elsinore High School District, to landscape their next high school if it was built in Rancho California instead of Lake Elsinore.

In 1984 when Kaiser learned that the Olympic torch run would travel along I-15 they purchased one of the segments to insure that it would travel in front of the Plaza on Ynez Road. Kaiser held an essay contest for students and selected one of the students to carry the torch which we still own.

Rancho California continued to grow and mature in the 1980s thanks to a lot of residents who displayed a real can-do spirit in building first a sports park and then a community center building on land donated by Kaiser. The community established youth sports leagues and service clubs who put on special events such as the tractor races, rodeos, brought a circus to town and put on home tours, chile cook offs and initiated the Balloon and Wine Festival.

By the mid-1980s when other developers discovered they could be successful in Rancho California/Temecula, they built new homes, shopping centers and industrial buildings. Kaiser's project was also successful in its endeavors and produced both profits and a positive cash flow for Kaiser Development Company. All those notes taken back on land sales in the early years were paying dividends.

Unfortunately, Kaiser Aluminum's core business was not doing as well and in an effort to keep the doors open, they began selling off profitable subsidiaries. Kaiser Development Company was one of the victims. Peter Bedford, a Northern California real estate developer, who was on the Kaiser Aluminum Board of Directors resigned from the board and made a bid for Kaiser Development Company. The sale closed in December of 1986. The company became Bedford properties. Bedford broke up the Rancho California project into various divisions. The industrial/commercial properties went to the Industrial/Commercial Division, a new division called Rancho California Development was created for lot and land sales and the homebuilding was put under a new division called Mesa Homes. I stayed on with Bedford Properties as Chairman of Mesa Homes. We developed and sold two new successful subdivisions called Village Grove and Villa Avanti.

About the time of the sale to Bedford many people in the community began to think about incorporating the area as a city. They were not happy with the service they received from the County. The perception was that the area was not treated fairly for the amount of sales and property tax generated here. Bedford, seeing the handwriting on the wall, assigned Bill Bopf to work with a group of citizens headed up by Jimmy Moore to investigate the possibility of becoming a city. Bill was very experienced in city government having been City Manager of Napa, California. I believe Bedford even paid for the study that was submitted to Riverside County for Temecula to become a city. I worked with Bill behind the scenes providing guidance where possible as to the politics involved in the community and within the Riverside County Government. For instance the original idea of the city committee was to have one large city incorporating both Temecula and Murrieta. I and others convinced Bill and Jimmy that this was not a good idea, since the citizens of Murrieta and Temecula rarely agreed on anything. And, of course, the rest is history.

Bedford Properties continued to build homes, industrial/commercial buildings and sell large parcels into the 1990s. I left the Bedford organization in 1990.

I am very proud of my work and accomplishments in helping to develop the Rancho California area and especially the core area which is now the City of Temecula. I believe the City has done a wonderful job continuing to make the Temecula area a very desirable area in which to live, work, shop and play.