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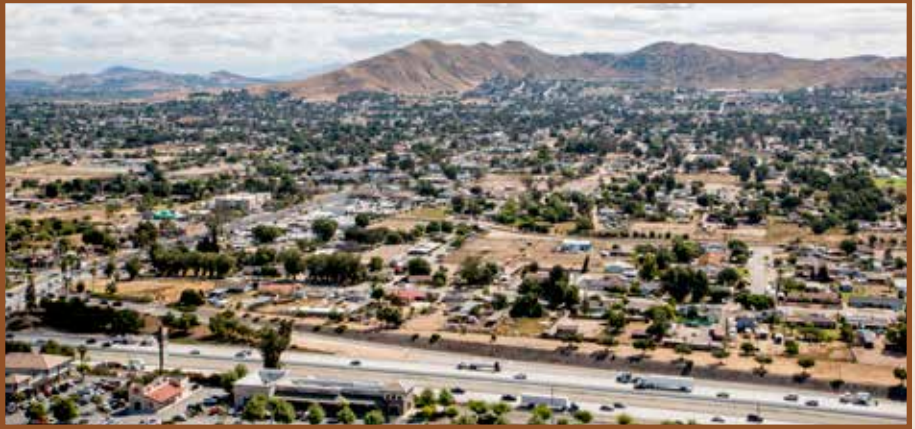
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# TABLE OF CONTENTS

- 6** ■ About the Chamber
- 7** ■ Important Phone Numbers
- 8** ■ Destination Norco
- 9** ■ Shopping & Dining
- 11** ■ Norco: Paradise on a Half Acre
- 13** ■ Education
- 14** ■ Chamber Business Showcase
- 15** ■ Advertiser Index



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# ABOUT THE CHAMBER

The Norco Area Chamber of Commerce and Visitors Center is a nonprofit association of businesses in and around Norco, California. The Chamber works to enhance and improve the business climate in the Norco Area by promoting local businesses to the general public and other businesses, protecting the rights of businesses, and assisting businesses to improve their sales and profits. A volunteer board of directors governs the Chamber, along with our professional office manager who runs the day-to-day operations.

Creating relationships is one of the most valuable ways to grow your business. NACC provides a variety of opportunities for you to make new contacts and strengthen existing ones.

## WE HAVE A "NACC" FOR BUSINESS!

**Monthly luncheons** – Join us the third Wednesday of each month for lunches featuring speakers providing educational and motivational information.

**Business referral luncheons** – The first Wednesday of each month, NACC Networkers meet at member restaurants to learn more about each other's businesses and share leads.

**Mixers** – After-Hours Roundups, held the second Wednesday of each month, are all about networking in a fun, relaxed atmosphere. Be sure to bring lots of business cards, and come meet new business

friends. Want to host a Roundup? Give us a call.

**Grand openings & ribbon cuttings** – A great way to show your support for new businesses in town, and a great place to mingle with other businesses and potential customers.

**Marketing & promotion** – NACC offers various ways for members to enhance their marketing and promotion programs, all included with your annual membership investment:

**Economic Development Advisory Council** – NACC participates on the City of Norco EDAC, which focuses on growth and sustainability for the business community, and sits on its Business Enhancement and Hospitality subcommittees.

**Community events & parades participation** – Through participation in local events, raising awareness and/or funds to support members' causes, promoting its members at community events, having a float in the city's parades or a booth at the fair, NACC works to promote its members while supporting the community as a whole. Shop Norco! Buy Chamber!

**Visitors Center** – The NACC office is the official Visitors Center for the City of Norco. Be sure your company's information available for visitors – bring it to the NACC office.

For additional information on how the Chamber can help your business, visit the NACC website at [www.norcoareachamber.org](http://www.norcoareachamber.org).

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# IMPORTANT PHONE NUMBERS

## IMPORTANT CITY NUMBERS

Animal Control/Shelter .....	(951) 737-8972
Business License .....	(951) 270-5679
City Clerk .....	(951) 270-5623
Fire Administration .....	(951) 737-8097
George Ingalls Equestrian Event Center Rentals .....	(951) 270-5659
Human Resources .....	(951) 270-5655
Parks & Recreation .....	(951) 270-5632
Public Works Field Operations .....	(951) 270-5607
Riley Gymnasium .....	(951) 270-5606
Senior Center .....	(951) 270-5647
Sheriff Non-Emergency Dispatch .....	(951) 776-1099
Youth Programs .....	(951) 272-1619
Youth & Adult Sports .....	(951) 270-5632
CNUSD .....	(951) 736-5000
Dial-A-Ride .....	(800) 795-7887
Norco Area Chamber of Commerce .....	(951) 737-6222
Norco Library .....	(951) 735-5329

## JUST A FEW OF NORCO'S COMMUNITY ORGANIZATIONS

American Legion .....	(951) 371-9108
Big Paws Canine Foundation Inc. ....	(909) 754-1135
Horsetown USA Hall of Fame .....	(951) 371-4402
Kiwanis Club .....	(951) 278-2640
Lake Norconian Club Foundation .....	(951) 768-8802
Leaps & Bounds Pediatric Therapy Inc. ....	(951) 340-0431
Lions Club of Norco .....	(951) 371-8445
Miss Norco Pageants .....	(951) 741-5523



NDR Therapeutic Riding Center at No Drama Ranch .....	(951) 283-3967
Norco Area Chamber of Commerce .....	(951) 737-6222
Norco Horsemen's Association .....	(951) 768-5733
Norco Mounted Posse .....	(951) 371-1204
Norco Knights of Columbus .....	(818) 894-3996
Norco Rotary Club .....	(951) 735-1457
Norco Valley Lions .....	(951) 371-8445
R.U.R.A.L. ....	(951) 734-5081
United Way Corona/ Norco .....	(951) 736-0620
Veterans Honoring Veterans .....	(706) 535-8523
YMCA of Norco/Corona .....	(951) 736-9622
2nd Chances Rescue .....	(909) 631-9682

## JUST A FEW OF OUR LOCAL HORSE GROUPS

Grace Fellowship Church Horse Association .....	(951) 789-0303
Norco Horsemen's Association .....	(951) 768-5733
Norco Mounted Posse .....	(951) 371-1204
Renegade Riders .....	(951) 734-8789
Saddle Sore Riders .....	(951) 737-4867
So Cal Miniature Horse Club .....	(951) 218-5185
United States Pony Club .....	(951) 734-4694



# DESTINATION NORCO



## NORCO ANNUAL EVENTS

- Fire & Ice Chili Cook Off & Craft Beer Festival (February)
- Vietnam Veterans Anniversary Ceremony (March)
- State of the City Address (March)
- Lake Norconian 5k Run / Walk (April)
- George Ingalls Remembrance Day (April)
- Norco Horseweek (April)
- Friends of Norco Hills Ranch Tour (May)
- Memorial Day Remembrance (May)



- 4th of July Extravaganza (July)
- NACC Installation & Awards Dinner (July)
- National Day of the American Cowboy (July)
- National Night Out (August)
- Norco Fair / Labor Day Parade (August–September)
- Miss Norco Pageants (September)
- First Responder Appreciation Luncheon (September)
- Veterans Day Ceremony (November)
- Pearl Harbor Day (December)
- Parade of Lights & Christmas Festival (December)

For more information about the Memorial or to purchase military bricks to be installed in the Circle of Honor, please visit [www.norco.ca.us](http://www.norco.ca.us) or call (951) 270-5632.

## THINGS TO DO

- Brunswick Classic Lanes Bowling  
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- Hidden Valley Golf Club  
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- Norco Batting Cages  
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- Mike Raahauge Shooting Enterprises  
14995 River Rd., Corona • (951) 735-7981
- Stacy Turner Stables & Riding School  
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(951) 736-9869
- S&D Horseback Riding  
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Norco  
(909) 645-1270
- Western Trails Horseback Riding  
4203 Corona Ave.  
Norco  
(951) 403-1290



## PLACES TO STAY

- Howard Johnson Norco  
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- Fairfield Inn & Suites  
3441 Hamner Ave., Norco • (951) 340-4500
- Holiday Inn Express & Suites  
1550 Circle City Dr., Corona  
(951) 479-4000
- Hampton Inn Norco/Corona North  
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# SHOPPING & DINING



## RESTAURANTS & TAVERNS

- American Legion Post 328
- Black Horse Tavern
- Bob's Big Boy
- Don Luisa's Mexican Grill
- Flavorful Coffee & Smoothies
- Jimmy John's Gourmet Sandwiches
- Maverick Saloon
- McDonald's
- Pizza Corral
- Polly's Pies
- Rancho Taco Shop
- Sixth Street Deli
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- Dixie Lee's Boutique
- Everything Boutique
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- Extensions of Beauty  
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- Penny Morgan's Hair Concepts/  
Doo It Up Salon  
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# NORCO: PARADISE ON A HALF ACRE

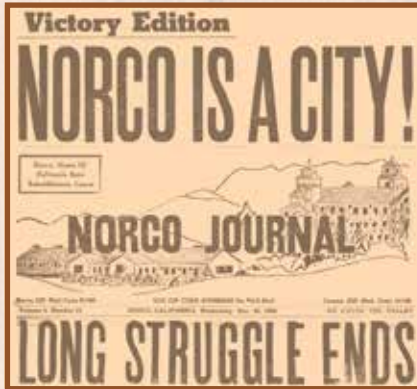
By Kevin Bash | Norco City Council

The first true community to be developed in the Norco Valley was known as “Citrus Belt” in 1909. Prior to this, the future Horse Town USA was home to scattered alfalfa farmers, cattle ranchers, coyotes, rabbits and rattle snakes.

Prospective homeowners were told with a bit of hard work, they too could turn a 10-acre piece rock-hard land into a paradise by cashing in on the citrus boom just like Corona to the south. Unfortunately, the valley was prone to frost and the Santa Ana Winds; what lemon or orange trees didn’t freeze got knocked flat by gale-force winds.

But, the early pioneers banded together, didn’t give up and began to plant seasonal crops such as berries, potatoes and others that were cultivated before the frost season and too low to the ground to be blown over.

In 1920, Rex Clark purchased the struggling community and in 1923 renamed it “Norco”. His goal was not to simply create an agricultural suburb of Corona, but, a stand-alone township with a vibrant downtown complete with general store, restaurants, movie theater and other



shops, surrounded by small-lot weekend getaway homes, followed by ranches and farms producing grapes, berries, lettuce and hogs.

But, very quickly it became clear that Norco’s future rested with chickens; seems the climate was perfect and the industry thrived.

The early and very tough residents banded together to build the community and took on floods, drought, bad roads and eventually became famous for their “Norco Spirit.”

Clark’s plan for a downtown were derailed when he opted to pour millions into the famed Norconian Resort that ran smack into the Great Depression buzzsaw. With the collapse of the California poultry market in the 1930s, the community of Norco was brought to its knees and barely alive by 1941. Then, Uncle Sam saved the day by sending the U.S. Navy to the rescue in the form of a major naval hospital.

This “ship that never sails” took over the Norconian grounds and within five years employed hundreds and saved the town. After the war, many a sailor and Marine tired of the winters in ➤





middle America stayed in Southern California and the greatest building boom in United States history began – but, not in Norco.

Clark stuck to his guns that a man needed one place on this earth where “he could care for his family with his own two hands on his own plot of dirt.” He refused to improve roads and water facilities, thus stopping cold efforts by developers to build “cracker box, rat cages” in Norco. His dream to stay rural got a big boost by equestrians zoned out of Orange County who flocked to Norco and decided to take a stand in the exact spirit of “the Alamo.”

Cowboys banded with chicken farmers and resisted all efforts to “cityfy” Norco and eventually against all odds incorporated themselves in 1964 to protect their rural lifestyle; then they fought

like cats and dogs on exactly how that should be accomplished.

For the next two decades, residents punched, kicked and yelled trying to figure out how best to protect their increasingly endangered rural lifestyle. By the time the freeway came through in 1989, Norco residents knew who they were: a large-lot, equestrian- and animal-friendly community and woe to any developer who wanted to cut up a half acre.

Today, Norco is known as Horse Town USA and is a patch of green and open space in the middle of a sea of concrete communities, nice communities, but, concrete nevertheless.

Welcome to one of the last southern California locations where folks can still find their own piece of paradise on a half-acre of land.



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# EDUCATION

The Corona-Norco Unified School District (CNUSD) serves more than 53,000 students in the diverse communities of Corona, Norco, and Eastvale. With 50 schools, CNUSD is the largest school district in the Riverside and San Bernardino counties, and the 10th largest district in California. CNUSD offers students an unparalleled opportunity for educational growth to prepare them today and into their future.

Not only is the district an exemplary place for student success, but it has also been recognized as an exceptional place to work. CNUSD received the 2016 Inland Empire Top Workplaces Award from The Press-Enterprise. The district was awarded second place in the Large Companies category.

The California Distinguished Schools Program has recognized over half our schools, including Norco High, Norco Intermediate and Norco Elementary. The California School Board Association acknowledged three schools with Golden Bell awards. Eighteen schools, including Norco Intermediate and Norco High, were recognized as 2016 Honor Roll schools by the Educational Results Partnership and the Campaign for Business and Education Excellence.

CNUSD offers a variety of programs targeted to students of all levels and capabilities including our award-winning Dual Language Immersion program located at seven schools.

Young students also have the opportunity to engage in accelerated education through Gifted and Talented Education (GATE). Three elementary schools offer a GATE Magnet Program, where third through sixth grade classes are self-contained with GATE students. In other schools, students are offered specialized instruction in clustered classes.

The district offers 24 Advanced Placement classes, and our high schools provide an opportunity to attend classes at Norco College simultaneously, allowing them to graduate high school with both a diploma and an associates degree.

An international education focusing on intercultural understanding and respect is offered through the International Baccalaureate program. CNUSD offers both the Middle Years Programme and the Diploma Programme.

Children with an interest in science and technology will be challenged by the district's



STEM program. The STEM program is available at our intermediate schools and will soon be available at two high schools, with the Eastvale STEM Academy opening in the 2018-2019 school year.

Within a 40-mile radius of the Corona-Norco Unified School District there are 38 institutions of higher learning. Our robust educational system – from preschool to post-doctorate – prepares our youth to enter the workforce well matched to the evolving needs of today's workplace. Stay connected with the Corona-Norco Unified School District by visiting the CNUSD Connection news site at [news.cnusd.net](http://news.cnusd.net). Follow us on social media: Twitter/Instagram: @cnusd; Facebook.com/CNUSD.

## CORONA-NORCO UNIFIED SCHOOL DISTRICT



I would like to express what a privilege it is to lead a district keenly dedicated to providing an enriching and safe learning environment for student success. The faculty are educators who are life-long learners, caring and compassionate individuals committed to teaching and learning. Our support staff is comprised of individuals with knowledge and expertise readily willing and available to serve as needed. Our district administration recognizes the value of support, staff development and student services, and is committed to removing obstacles which prevent students and staff from maximizing their fullest potential. Each of these groups is fully supported by a five member School Board elected by our community. Guided by our mission and principles, we strive for the success of all students and staff in the Corona-Norco Unified School District.

Our district recognizes that the success of each and every student depends on the partnership between students, teachers, parents, administrators, and the community. Our engagement processes have led to the development of the District's Local Control Accountability Plan (LCAP) which was created to identify annual goals, specific actions, and measure progress for student success. As well as, in the development of the District's Strategic Plan based on two pillars: the Academic, Rigor and Relevance Pillar and Socio-Emotional Pillar.

Together, we have the power to make a positive impact on the lives of our students every day. Thank you for taking a few moments to learn more about the Corona-Norco Unified School District.

Sincerely,  
Michael H. Lin, Ed.D.  
Superintendent



2820 Clark Avenue  
Norco, CA 92860  
(951) 736-5003

Stay Connected with Corona-Norco Unified School District!  
[www.cnusd.k12.ca.us](http://www.cnusd.k12.ca.us)



# CHAMBER BUSINESS SHOWCASE

## FAMILY, COMMUNITY, CIVIC & NONPROFIT ORGANIZATIONS

### Norco/Eastvale Rotary

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[www.norcorotary.org](http://www.norcorotary.org)

## PROPERTY MANAGEMENT

### Century Property Management

Wanda Crowson  
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Norco, CA 92860  
(951) 712-8332  
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## REAL ESTATE SERVICES & REALTORS

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Corona, CA 92881  
(951) 371-9657  
[carol@westhelm.com](mailto:carol@westhelm.com)

### Larry Kleasner — Realty One Group

Larry Kleasner  
1260 Corona Pointe Ct. Ste. 102  
Corona, CA 92879  
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[lkleasner@sbcglobal.net](mailto:lkleasner@sbcglobal.net)  
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## RESTAURANTS – BAR & GRILL



### The Hot Dog Shoppe

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(951) 898-8702  
[www.thehotdogshoppe-corona.com](http://www.thehotdogshoppe-corona.com)  
The Hot Dog Shoppe is a small, family owned bar and restaurant located in Corona, CA. Home of the Homewrecker Challenge, over 250 different gourmet hot dogs, dozens of delicious sides and fries, as well as 14 rotating beer taps.

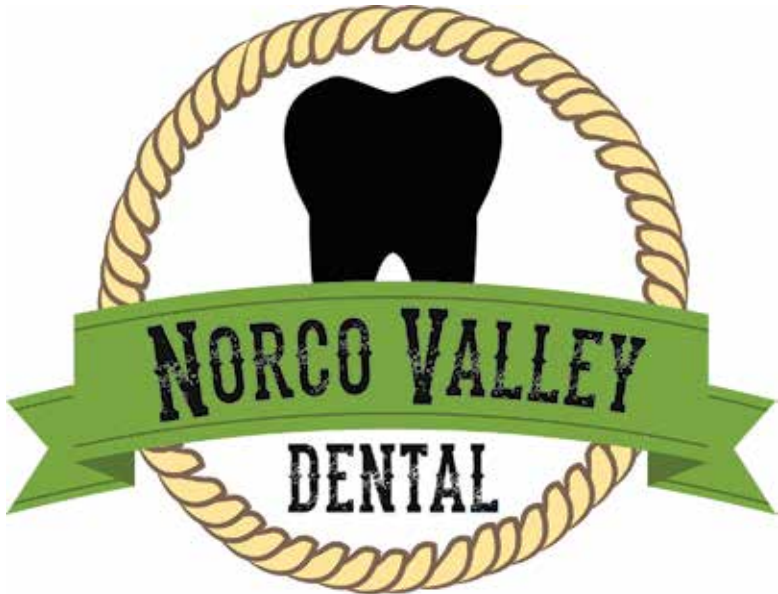


# ADVERTISER INDEX

Browing Dodge .....	4
Corona-Norco Unified School District .....	11
Cowboy Joe's Smokehouse .....	5
Crusty's Pizza .....	5
DiGerolamo Family Insurance .....	6
El Rinconcito .....	5
Jewels Farmer Realtor .....	10
Kaza Maza Grill.....	2
Norco Valley Dental .....	16
Sports Fan .....	2
Waste Management .....	3



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