



#### OUR MISSION STATEMENT

To embrace change and technology to maximize the Chamber's influence. Our organization recognizes that we are only as strong as the combined voice of our members. We actively seek the participation of every potential member for the good of Helendale and the surrounding community.

#### OFFICERS

**President:**  
Julie Garland  
Professional Realty

**Vice Pres/Membership:**  
Mike McCoy

**Secretary:**  
Christine Schweiter  
Choice Lending Corp.

**Treasurer:**  
Loretta Harper  
Hair Unlimited

**Marketing:**  
Tom Schibusch  
Daily Press

**GovAffairs/Ofc Dir:**  
Kimberly Cox  
Helendale CSD

**Past President:**  
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**Newsletter:**  
Susie Dyrness  
Promote With Susie

Located in the Vista Plaza  
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P.O. Box 1449  
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Hours 10:00a.m.—2:00p.m.  
Monday thru Friday



### *March Presidents Chamber Chatter*

#### HCOC General Dinner Meeting February 8<sup>th</sup>, 2011

What a great turn out! Our general meeting was bustling with conversation and activity. Could it have been the evening's topic? Members were invited to dine as they arrived and the meeting formally started at 6:30 PM.

President Julie Garland invited VP Mike McCoy to offer the invocation and she led in The Pledge of Allegiance. Julie spoke as members enjoyed their prime rib dinner.

Though we had a large turn out at this months meeting, we ran into problems when several members didn't dine with us. Please...if you reserve for a dinner meeting and are not planning on eating, do not RSVP with the dinner count. Though we enjoy the prime rib buffet that is available to everyone dining in the restaurant on Tuesday evenings, the chamber is held accountable to pay for the count we reserve. This is only fair as Robert beefs up the menu (no pun intended) to accommodate for us as a group.

In order to continue using the room at no additional charge, we are asking that everyone pay for a meal. The room involves set-up and teardown time, servers, linens, beverages and dessert. Considering that our meal includes dinner, beverages, dessert, tax and tip, it's an outstanding bargain. Please support the restaurant and the chamber in this effort.

President Garland began the evening by announcing the names of members that have stepped up to chair the main events this year. She thanked everyone and reminded members that every chair person needs a committee in order to see projects through. Interested in contributing? Chair heads would love to hear from you.

Summer Fashion Show: Sharon Kreinop 760-912-9852

HCOC Talent Show: Mike McCoy: 760-486-6629

Helendale Days, 5K Run: Laurie Matsen 760-486-7300

Holiday Home Tour: Jean Miernik 760-843-7849

Annual Community Awards Ceremony: Shirley Hummitsch 760-885-3004

Business Expo: Tom Schibusch 760-559-9403

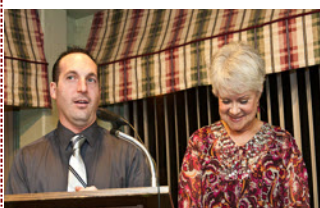
Charity Funds Committee: Georgia Ritchie 760-243-5690

Member Business Coupon Booklet: Phyllis Hess 760-243-6240

*March Presidents Chamber Chatter (continued)*

We are still looking for special someone to take over the Scholarship Program and the Mixer and Meetings committee. Contact Julie Garland if you are interested in these committees at 760-887-5585.

President Garland mentioned the success of the Community Service Awards Gala held last month. Members agreed that it was one of the best events ever held in Silver Lakes.



Then the subject took a turn. President Garland and VP Mike McCoy announced that the board is considering closing the chamber office.

Pros and cons were discussed but the fact is the office costs over \$10,000.00 a year and the board feels that money could be put to better use. Members are invited to share their opinions. Please contact Julie Garland at [realtorjulieg@yahoo.com](mailto:realtorjulieg@yahoo.com) or call 760-887-5585 with your comments. Everyone is invited to share their point of view this month. Depending on what the feedback is, an announcement will be made at the business expo held March 8th at Top of the Lakes pertaining to the future of the office.

Treasurer, Loretta Harper handed out year end financials to all tables and gave a summary of the report.

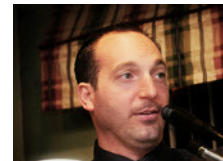


At the end of her report she made the announcement that due to health issues she is unable to continue as treasurer.

Please if anyone is interested in serving on the board as Treasurer to contact Loretta directly. She is happy to go over what the job involves and sign you up! Loretta can be reached at 760-220-9278. President Julie Garland thanked Loretta for being not only the treasurer but her right hand man (woman). Loretta will be sincerely missed by the board.

Marketing chair, Tom Schibusch reminded members to take part in the business expo. Sign-up fliers were handed out, and all members will be e-blasted with a chance to take part in the Expo.

VP and Membership Chair Mike McCoy told everyone to work on their talents for the HCOC First Annual Talent Showcase. The exact date will be determined as planning for the Mojave River Days gets underway.



Our main speaker of the evening, Lori Ziegler, a representative from San Bernardino County Agency of Aging and Adult

Services was introduced. Lori gave a very informative presentation of adult services available, as well as what her hopes are for seniors in Helendale and the surrounding areas.



The possibility of a senior center, meals on wheels, and many other senior programs were discussed. Lori lives in our community and looks forward to serving the area. She provided several handouts for members to look over and offered her contact information to anyone with questions. Lori gave a powerful presentation and can be reached at 760- 256-3764 to answer any questions.

The evening ended with drawings for raffle prizes. The 50/50 equaling \$55.00 was won by Carol Furiate, New York Life Rep and free advertising in the newsletter goes to Linda Driffin with Pre-paid Legal after her business card was pulled.

Don't forget to call and register to attend the THINK TANK being held on March 1st at the home of Robert and Nyla Kolterman. Contact them at 760-962-9367 or 951-314-7235 for directions. See you there on Tuesday, March 1st!



Respectfully submitted,  
*Julie Garland*, HCOC President

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**Helendale Chamber of Commerce presents...  
POT OF GOLD  
BUSINESS EXPO**

**March 8<sup>th</sup> 5:30PM -8:30PM  
Top of the Lakes Restaurant and Bar in Silver Lakes**

**MEMBER VENDORS FREE!  
Sign up today by contacting  
Marketing Chairman-Tom Schibusch at 760-559-9403**

**NON-MEMBER VENDORS \$20.00  
Guests entry fee for an evening of fun and food \$13.00 (our regular dinner meeting price)**

**POT OF GOLD DRAWING!  
NO 50/50.....Winner takes all!**

**Bring your friends. Member that brings the most guests wins 3 months free advertising in the Chamber Newsletter.**

**Come and reacquaint yourselves with local merchants and business people.  
Each participating vendor will offer discounts to guests visiting their space.**

**Know someone with a home based business in the Helendale area?  
Encourage them to participate.**

**IRISH DINING  
Corned Beef Snack Sandwiches**

**Stacked corn beef on rye squares served with mustard sauce and Swiss cheese  
(Sandwiches served warm)**

- Potato Salad**
- Coleslaw**
- Fresh Veggies and Dip**
- Cash Bar**



**VENDOR COMPETITON**

**Each vendor displays a catchy Irish Slogan  
Guests will elect the winning business at the end of the evening by applause  
WINNING VENDOR GETS 3 MONTHS ADVERTISING IN THE NEWSLETTER FREE!**

**NOTE: Participating vendors get first dibs on signing up for Mojave River Days October 1<sup>st</sup> and 2<sup>nd</sup>.  
Vendor space prices to be announced at a later date.**

**DON'T MISS THIS OPPORTUNITY!!!!**



## First Annual HCOC Community Service Awards Gala

Oh what a night! Folks will be talking for sometime about the wonderful event held January 21<sup>st</sup> at the Silver Lakes Ballroom. It was a sold out crowd! Guests were clad in their finest attire, the room sparkled as bright as any Hollywood affair, and one could feel the positive energy sizzling through the room.

Guests were entertained during cocktail hour by local students Esther Kim (Violin), Emily Kim (Cello) and May Menough playing piano. What talent! Music wafted through the ballroom while guests admired beautiful raffle prizes, then purchased tickets in hopes of winning. A long line of friends and neighbors visited as they waited to have pictures taken by professional photographer and chamber member, Ed Herndon. The ballroom was buzzing with laughter and activity.

The evening event started with Girl Scout Troop #1405 offering the presentation of Colors. Chamber president Julie Garland gave a welcome, an invocation was given by Greg Heldreth and MC Mike McCoy took the stage as announcer extraordinaire for the evening's festivities. Announcements and sponsorship awards were given out as the delicious sit down dinner was enjoyed by all.

### **Red Carpet Sponsor:**

We were honored to have the presence of 1st District Supervisor Brad Mitzelfelt and his lovely wife Megan in attendance. Supervisor Mitzelfelt took a few minutes to give an update of several projects and invited everyone to attend a meeting regarding the future of Helendale. Thank you Supervisor Mitzelfelt for your \$1,500.00 key sponsorship!

### **Academy Award Sponsors:**

Cleveland Financial Services, Mojave Desert Bank and Burrtec

### **Rising Star Sponsor:**

Southern California Edison

### **Golden Globe Sponsors:**

Professional Realty, Clemmer Serviced, High Desert Trophies, Miers & Miers TXI, and Grace Bible Church

### **Emmy Sponsors:**

Bob's Constant Voltage, Helendale CSD, Silver Lakes Association, Helendale School District, Susie Dyrness, and Alpha Realty

Cake was served in a special way following the above presentations. Service groups and local organizations not only donated cakes; they rose to the occasion and served! What a treat. Thank you to: The Silver Lakes Association, Lion's Club, Citizens on Patrol, Men's Golf Club, Women's Golf Club, CSD, and the Silver Lakes Association Club.

Guests were smitten by the Deserettes as they sang a medley of Rodgers and Hammerstein's Music. Members of the group Kimberly Cox, Julie Garrett, Vicki Graham, Alana Pratt, and Cher Regnier were accompanied on piano by Susan Peloza. They finished their number with a song about having dreams. It was the perfect ending as our key note speaker Dr. Chuck Love's speech was titled, "You Have a Dream." He spoke with great energy, humor, insight and enthusiasm. It was contagious! The room buzzed with delight.

Then came the part of the evening we'd all been waiting for, the Community Service Awards Presentation. The top three nominees for all categories were:

### **Man of the Year**

Rusty Hastings  
Jim Nichols  
Milo Stormo

### **Woman of the Year**

Valeria Brown  
Marta Kraemer  
Georgia Ritchie

**Student of the Year**

Esther Kim  
David Kraemer  
Brett Twigley

**Couple of the Year**

Bill and Jodi Dodson  
Greg Heldreth and Kimberly Cox  
Carl and Shirley Hummitsch

Bios were read and envelopes opened to announce the pick in each category. Every nominee on the list was a winner, but the night's honors went to Milo Stormo, Georgia Ritchie, Esther Kim and Greg Heldreth & Kimberly Cox.

To conclude the evening, 1<sup>st</sup> District Supervisor, Brad Mitzelfelt drew the grand prize ticket for a weekend get-away to Las Vegas donated by Boyd Gaming. It was as though a grand prior plan had been put in place. The name called out as the winner was Shirley Hummitsch, the brain child and creator of the event. It just so happened, it was her birthday and it just so happened that the winning number was her birthday age! The entire room sang her happy birthday and then gave her a standing ovation once President Julie Garland announced that she was truly the star of the evening for coming up with such a wonderful idea and committee to see the event through. It couldn't have been more perfect.

As I drove home that evening with a big smile on my face, I thanked God for our small and amazing community. Only a few wonderful folks were recognized that evening but something wonderful happened during the event. We came together as one and it is my hope that we come back stronger and more connected in the future as we work together to ensure the quality of life in OUR TOWN.

Respectfully submitted, Julie Garland

**We honor each and every person that took part and look forward to many more community events in the future. Thank you so much for your contributions, no matter how big or small. \*\*\***

***This article did not make the February newsletter but fortunately pictures of the winners did. We wanted to make sure we attributed notice to all the sponsors who participated in this outstanding event.***  
*- Newsletter Editor -*





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Just a friendly reminder that 2011 membership dues are available now! Please get your dues in ASAP so the budget committee can get to work. Thank you.

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Do you know someone locally that has a home based business? We would **LOVE** those businesses in our membership. Invite them to be a vendor at the March 8<sup>th</sup> Business Expo. Marketing chairman, Tom Schibusch, is the contact at 760-559-9403.

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**FOR 25 MEMBERS ONLY!!!**

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Register now for the chambers first  
“BUSINESS THINK TANK.”

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This is an opportunity to exchange ideas. Learn to collaborate with other local businesses. Find out what works and what doesn't in promoting and marketing. This is an open forum to **THINK, SPEAK and LEARN** from each others experiences.

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This evening is hosted by members Robert and Nyla Kolterman in their home on March 1<sup>st</sup> at 6:30PM. Call 760-962-9367 or 951-314-7235 for reservations and directions. This is a free event, and will include light refreshments.

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*Take advantage of this great opportunity!*

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**HOME BASED BUSINESSES.....**Come out, come out where ever you are :O) Get visible and let your community know you're here. We want to meet you. Come join us at one of several noted events.

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## SUPPORT OUR SPONSORS



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*At Silver Lakes Market*

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Partial Excerpts From  
January 24, 2011



By Shirley Humnitsch

# Hobnobbing *in* Helendale

## THE HELENDALE SPECIFIC PLAN WORKSHOP #1

From time to time we hear that there will be homes built around us here in Silver Lakes and we talk about gating our community or brace ourselves for more traffic, crime and changes in our property value. But when will it happen? Two years from now, five, twenty? No one seems to know as developers make plans and then withdraw them.

Last May, Brad Mitzelfelt, our 1st District Supervisor of San Bernardino County, hired the Arroyo Group, an urban design firm from Pasadena specializing in specific plan, general plan, smart growth, infrastructure plans and transit oriented development - to come up with a Helendale Specific Plan for the future.

On January 31, our Helendale Community Services District (CSD) invited residents to be a part of this collaborative planning process by holding a meeting in their Board Room. Their intent was to encourage interactive discussion, with consideration of land use alternatives, opportunities, issues and a vision for the community of Helendale.

The Arroyo Group had a team of representatives, who opened their workshop with a slide presentation showing an audience of over 100 concerned citizens how their plan would be implemented.



They explained that a Specific Plan is a planning and design document that establishes a community

(Continued from Page 10)

vision for a specific location, and a means to implement that vision. It establishes a long-term view of what land uses and zoning designations are appropriate for an area and it is a tool for developers, property owners, County Staff and decision makers to plan for future development and public Improvements.

The current General Plan divides zoning categories as - single residential (17%), multiple residential (1%), rural living (55%), commercial (1%), industrial (1%), agricultural/floodway (15%), BLM Land (5%) and railroad/streets (6%).

Helendale has a locational advantage for new residential development near employment centers such as the Southern California Logistic Airport. However, its remote location and small population limit's the potential for regional, commercial, entertainment and large scale industrial uses.

Helendale is approximately 9,000 acres in size, with two-thirds of it undeveloped and therefore lacking in infrastructure. However, much of the vacant land is contiguous and under several single ownerships. This offers the potential for larger-scaled unified projects.

Interesting points included Helendale and Shadow Mountain Roads could be the starting point for a circulation network that could serve the larger area without interrupting the existing residential neighborhoods. The eventual extension of Shadow Mountain Road over the Mojave River and the BNSF railroad tracks would further separate traffic generated from future development by the existing neighborhoods.

Prominent natural features include the Palisade Bluffs, Mojave River and the largest remaining stand of the Cottonwood Trees. These physical attributes will influence the land use and circulation patterns for new developers. These features also contribute to Helendale's identity and scenic quality and should be preserved and protected.

With minimal existing development to retrofit, there is every opportunity to create sustainable development using environmentally sensitive materials, incorporating renewable energy sources, using ground water recharge, using low water landscaping, and designing projects in environmentally sensitive ways.

Maps, graphs and photos were shown to exemplify two proposals compared to the current zoning one. Both new proposals consider market demand with regard to the location, density and type of development best suited for the Specific Plan area. Both support residential and non-residential development that is consistent with the rural, low-density nature of the Helendale community. And both alternatives provide "upzoning" to many of the properties in the Specific Plan area, as well as an overall increase in the number of residential units and commercial square footage than compared to what is allowed in the current zoning. The Build-Out Capacity would stay the same in Silver Lakes with 3,850 residential units across the board.

The rest of the Specific Plan area, without Silver Lakes shows a current zoning plan of 3,500 units. Using Alternative #1, there would be 6,150 units. Alternative #2 would allow 7,140 units. The total Specific Plan area, including Silver Lakes shows the current zoning at 7,400 units, Alternative #1 would be at 10,000 units and Alternative #2 at 11,000 units. The first alternative spreads new residential development over the area while the second seems to bundle future development in higher density around Silver Lakes. Both alternatives would increase net annual revenues for both the General County Fund and the Helendale CSD Fund.

Leaders of the Arroyo Group divided those in the audience into six smaller groups for their feedback, taking notes on big yellow tabs. (continued)

(Continued from Page 11)



Craig and Barbara Schneiders plus Duretta Lorang join group discussion



Jim Nichols has input



(L) Bob Shestek and Marty Kurtz

The county will hold more meetings for the Helendale Specific Plan in June and there will be a second collaborative workshop in the fall. *Finis*

## COUNTY APPROVES BETTER ACCESS TO SILVER LAKES

The San Bernardino County Board of Supervisors, voted to improve access in and out of Silver Lakes and approved a contract to make it possible. The project will include a grade separation involving Shadow Mountain Road and Vista. A study will be done to find the best access route.

The contract that was awarded was to AECOM Technical Services. They will complete the final design services and do the environmental study. Construction is set to begin in 2012.

The project will be financed by Measure I which was granting a 1/2 sent sales tax.

I am sure that all Silver Lakes Residents are looking forward to the time when better access can be achieved and we thank the SB Count Board of Supervisors and Brad Mitzelfelt for their work and support of the project.

*The Helendale Chamber of  
Commerce*

*Presents*

### *The High Tea*

&

**Sunday - June 26th, 2011**

**1:00 - 5:00 pm**

**Silver Lakes Ballroom**

### **VENDORS**

**\* Limited Vendor Space Available \***

Chamber Members have booth priority until March 1, 20011

## SAVE THE



For more information  
contact

Sharon Kreinop

760.912.9852 or

All Proceeds to go the Dick Polen Scholarship



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