



# Perris News

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## Perris on the Right Track!



The new Perris Valley Chamber of Commerce Board of Directors as they are sworn in.

"Perris on the Right Track" was the theme of the Perris Valley Chamber of Commerce's 98th installation dinner at the California State Fairgrounds on Ramona Expressway.

Incoming Chamber president Vince Agnifili said that even in today's rough economy, Perris continues "offering pleasing prospects and plentiful opportunities to residents and to business equally."

"As a city, we seek to attract businesses, knowing full well we offer as much or more than any so-called major or big city and have successfully lured major corporations into our City," he said. "Our Chamber of Commerce will continue our tradition, to support and sustain our existing businesses and to attract and welcome new business while encouraging the progressive development of our City."

About 200 business leaders, City officials and visitors attended the installation.

Other members of the Perris Chamber's board of directors include vice-president Danette Moore, secretary Judy Haughney, treasurer Pete Peterson and board members Al Landers, Michelle Lemoine, Virginia Martin, Carl Sarjeant, Mark Yarbrough and outgoing president Robert Turner.

Turner earned kudos for his tenure as president, helping expand Chamber of Commerce membership by 70 percent. The chamber now has two paid employees and has plans for major fund-raisers and community events to bring crowds to Perris to see the City's views and vistas.

The chamber is working with Perris Redevelopment and Economic Manager Michael McDermott to create a "Passport to Perris."

Visitors who download the passport, which can be printed from a licensed website, receive discounts at hotels, restaurants and venues such as Perris Valley Airport.

McDermott said the City has caught the attention of Hollywood as well. Filmmakers recently shot a pilot for a television series at the Perris Valley Airport. Clint Eastwood used trolleys from the Orange Empire Railway Museum for some scenes in his film, "Changeling." Television host Huell Howser visited Perris in February to film the City's redevelopment projects for an episode of the program he hosts, "California's Gold."

The City's Tourism Council continues working to promote Perris as a destination spot, he said.

"There's a lot of synergy going on right now," McDermott said.

In his acceptance speech as the new chamber president, Agnifili called Perris "a great place to do business" and thanked the City for its support of the organization.

"Please come to us," he said. "The chamber is here to serve you."

The following people and businesses were honored with special presentations:

- **Perris Pride Award:** Train Depot
- **Good Neighbor Award:** American Legion
- **Education Award:** Grant Bennett
- **Small Business Award:** Kay's Florist
- **Business of the Year:** Ritchie Bros. Auctioneering Inc.



Perris Auto Speedway promoter Don Kazarian chats with Perris Mayor Daryl Busch during the recent Chamber of Commerce installation dinner.



New Chamber President Vince Agnifili touts Perris as a place for business.