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THE SECRETS OF
**PAUMA
VALLEY**

WRITTEN BY JAMIE RENO

PHOTOS BY SERGIO HERNANDEZ

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MAGAZINE



On a warm, breezy summer morning under a deep blue Pauma Valley sky, Warren Lyall walks to the top of a steep hill that overlooks

a seemingly endless collection of orange groves. Casting a long shadow on the western side of the slope, Lyall, 62, a handsome, soft-spoken rancher, surveys the trees he's grown, breathes in the fresh, citrus-scented air, and flashes a proud smile that most likely only a seasoned rancher could fully understand. "I love it up here," he says. "This is a good life."

Lyall, a family man and leukemia survivor, has lived his entire life—besides a few years away for college—on this picturesque 200-acre spread. But he says he's recently gained an even greater appreciation for the time he spends in this serene, often-overlooked rural enclave in North San Diego County at the base of the Palomar Mountains.

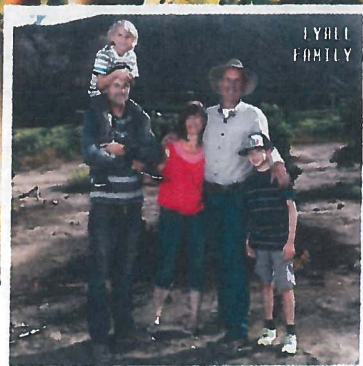
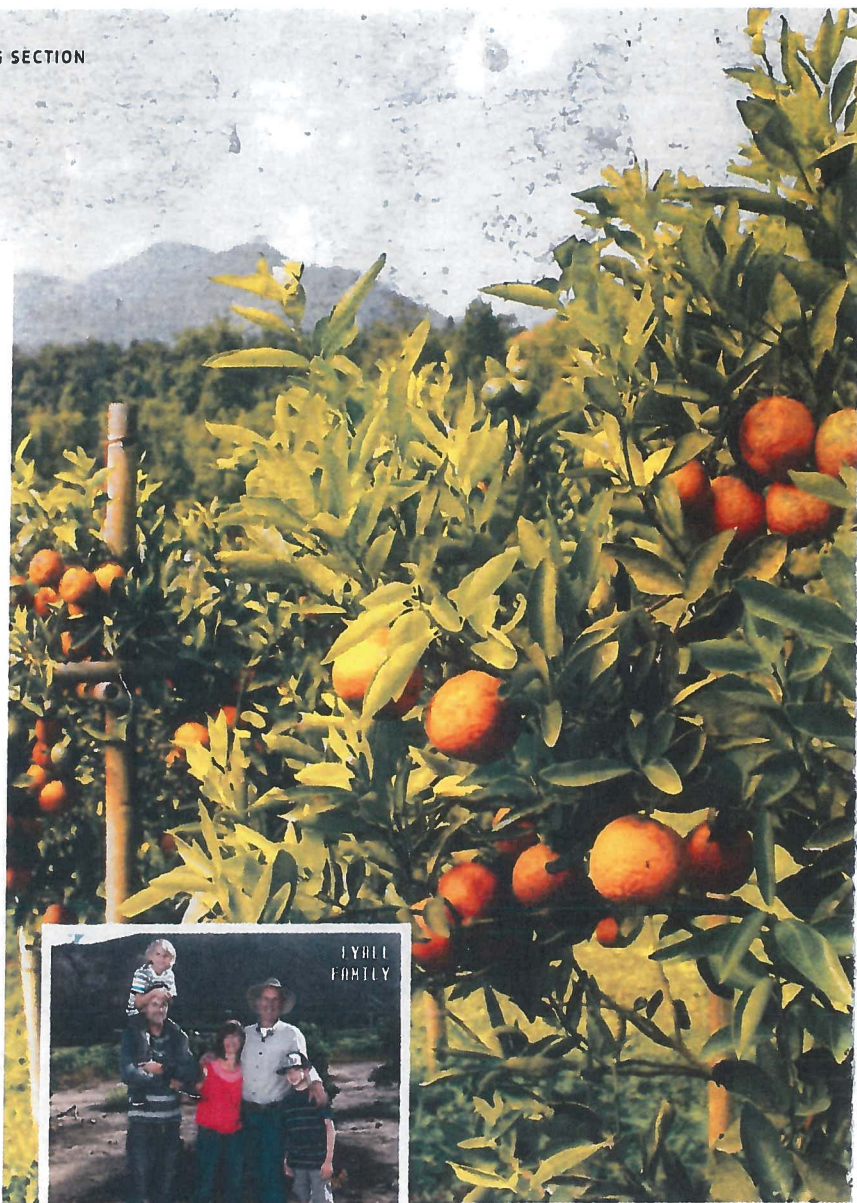
"Citrus growing is a way of life in Pauma," Lyall says. "But it has to be in your blood. It isn't easy work. You have to love it."

Four generations of Lyalls have cultivated this land. Lyall's grandfather, Andrew, established the ranch in 1933 (he died in 1971), and Warren and his father, Charles, now 93, take great pride in watching Warren's two sons, Andy, 37, and Tim, 33, carry on the family tradition. Warren's grandkids Asher, 10, and Dawson, 6, will make five generations of Lyall ranchers on the same property. That is, if they choose to stay.

"We don't know yet what direction the kids will go," Lyall says. "But regardless, we all love this place. Pauma is still paradise."

You hear that a lot around here. Ask residents what they think of Pauma Valley, and the answer is almost always the same. The valley, which is still largely agricultural, is what Orange County probably was a century ago. Complete the picture with green groves clinging to spectacular mountain slopes and canyons, and forests of pines and oaks that frame the highest peaks. Today, in 2015, there's simply no other place in California quite like it.

San Diegans generally don't know much about Pauma Valley. If they know of it at all, it's typically because of the three popular American Indian-owned casinos—**Harrah's Resort Southern California, Casino Pauma, and Pala Casino Spa Resort.**



"I LOVE IT UP HERE...THIS IS A GOOD LIFE."

WARREN LYALL

AMERICAN INDIAN PRESENCE IN PAUMA VALLEY

Each casino has brought sophisticated entertainment to the region, including gaming, concerts with superstar performers, and world-class restaurants and Vegas-style bars. The casinos have also provided an enormous financial boost

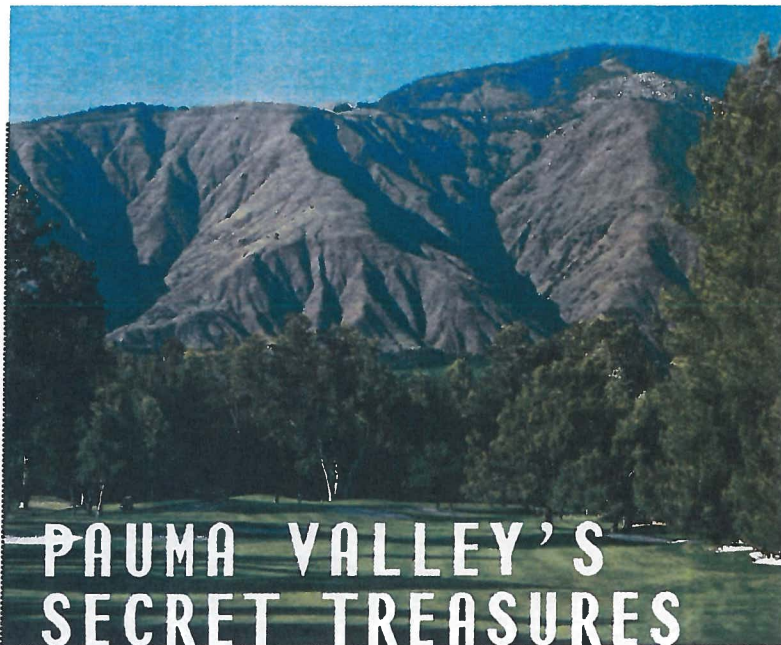


to the original inhabitants of the area. And the benefits of tribal enterprises extend far beyond the reservations. For example, in 2013, total revenues going to the local and state economies from Rincon-owned **Harrah's** alone was a staggering \$241 million.

Then there's the history. American Indians have lived in this valley for 10,000 years. When the Spanish missionaries arrived, there were 42 Indian villages along the San Luis Rey River, from Mount Palomar to the Pacific Ocean. Today there are only four tribes living along the river: the **La Jolla Band of Luiseño Indians, Pala Band of Mission Indians, Pauma Band of Luiseño Indians, and Rincon Band of Luiseño Indians.**

The Luiseño take their name from the **Mission San Luis Rey de Francia**, in the present-day city of Oceanside. The mission was founded on June 13, 1798, by Padre Fermín Lasuén, and was the 18th of the Spanish missions established in California. Named for Saint Louis IX, king of Spain, the mission established jurisdiction over the native communities, and expanded its domain as far as San Jacinto and Temecula.

While some locals grumble about increased traffic, most people are appreciative of the resort/casinos. "They've provided many significant benefits" to Pauma, says Lyall, "including jobs and health care, improved housing, better education for their children, and just a greater sense of hope for a brighter future."



However, the resort/casinos are only the opening chapter of the epic and largely untold story of Pauma Valley, which boasts an abundance of history and secret treasures just beginning to be discovered by the outside world.

With active gem mines, spectacular hiking trails, scenic campgrounds, historic missions, world-class golf, ancient American Indian archeological sites, California's longest zipline, surprising Hollywood connections, an innovative adoption of drought-resistant farming, and an embrace of solar power, Pauma Valley is an eclectic and enticing destination.

Among the many surprises is the unique climate. Bo Mazzetti, chairman of the Rincon Band of Luiseño Indians, says that one of the things people love most when they visit the valley are the four seasons.

"Unlike most of San Diego, we enjoy real, changing seasons," says Mazzetti, who has the valley's independent gene, served in the Navy, built his own house, solar-powered well, and greenhouse, and constructed a pond on his property. "We have golden leaves in the fall, snow and cool winters, fog rising from the valleys, spring citrus blooms, and a good hot summer."

Mazzetti adds that the many different cultures in Pauma Valley are becoming much closer. "In the past, the Indians and the residents, with a few exceptions, mainly old families, pretty much kept to ourselves," he says. "We lived side by side with very little contact or communication as individuals, or with other local governments.

"The non-Indians knew very little about us and vice versa. Being in business is changing that."

Mazzetti explains that, increasingly, "Tribal members are willing to entertain the idea of better community relations. As a result, I think we are all becoming real neighbors in the best sense of the word—at least that is my hope."

LYALL LOOKS FORWARD AND WELCOMES VISITORS



Back on the ranch, Lyall says he is optimistic about Pauma Valley's future. His greatest hope is that the long-held traditions of family farming in the valley don't disappear. "There's a bit of generational change that I'm seeing," he says. "The sons and grandsons of the men like my father, who are the foundations of this farming community, have a different attitude, and the guys who founded this farming community are getting up there. "One of our ranching neighbors is in his 80s. The multigenerational farming families are not all here anymore. But some of us are in Pauma Valley for the long haul." Lyall welcomes visitors to Pauma. When he's working on the ranch and close to the fence near the roads, people sometimes stop and ask him about the valley. "I usually toss them a fresh orange first, because there's nothing better than a fresh orange," he quips. "Then I tell them to have fun at the casino, but don't forget that there is so much more to see here."

RINCON BAND

HARRAH'S
RESORT
SOUTHERN
CALIFORNIA



RINCON BAND OF LUISEÑO INDIANS INVESTS IN

NORTH COUNTY

American Indian casino gaming has done more than bring an influx of much-needed money to the Luiseño people of San Diego's North County.

It's ushered in a greater awareness of American Indians as neighbors and governments, along with a tremendous financial boost to the local and regional economies.

An example is the Rincon Band of Luiseño Indians, owners of Harrah's Resort Southern California. In 2013, Harrah's infused \$241 million in employment payroll and purchases of goods and services into the state and local economies, and paid taxes of \$4.7 million. Rincon completed a \$160 million expansion of the property in 2014 that generated 1,500

new jobs, \$99 million in income for San Diego workers, \$108 million in purchases, and \$11.5 million in new state and local taxes.

By strengthening their government's financial capabilities, the Luiseño Bands are funding and sharing much-needed services that did not exist in the neighboring rural communities. These include the availability of modern fire departments, paramedic and ambulance services, additional sheriff's protection, environmental and water quality controls, and much more.

In addition, the tribes donate sponsorships and thousands annually to hundreds of charities, schools, and local recreational volunteer groups and community events.

1,800

PEOPLE

EMPLOYED BY RINCON

\$241

MILLION

INFUSED INTO STATE
AND LOCAL ECONOMIES
IN 2013

AMBER LUSSIER



CORKED



SPIKED

TRIBES DELIVER
DINING RICHES
AND A WEALTH OF
ENTERTAINMENT

The old and the new coexist seamlessly in Pauma Valley. The local Luiseño Bands still engage in traditional events, but have also introduced world-class entertainment venues, smart dining, and spirited eateries and bars.

The area's tribal casinos offer epicurean experiences that range from Vegas-inspired all-you-can-eat buffets to five-star fine dining, and everything in between.

With eight restaurants including well-established foodie favorites such as *Pink's Hot Dogs* and *Earl of Sandwich*, the Rincon Band of Luiseño Indians-owned Harrah's Resort Southern California also has bragging rights for fine dining at *Fiore*, an award-winning steak and seafood restaurant.

The *Grove Buffet* at Casino Pauma, popular with locals, peppers its menu with servings of organic homegrown selections. Pala Casino's coolest new encounter, the underground *Wine Cave*, is a dining and entertainment enclave featuring a subterranean wine-tasting bar with more than 480 labels dating back to 1994.

The Pauma Valley concert scene includes venues like the new *Events Center* at Harrah's, which accommodates up to 2,300 concertgoers. Featuring comedy greats such as George Lopez and legendary artists such as Willie Nelson, plus the latest fan raves, Harrah's show lineup, complemented by concerts hosted by Pala and Pauma casinos, makes for rocking nights and good times in Pauma Valley.

Factor in the upscale bar scene, Pauma's *Red Parrot Lounge*, Pala's *Center Bar*, and Harrah's newest ultra lounges, *Spliked* and *Corked*, for top-notch local renditions of the quintessential Vegas lounge experience.

GETTING TO KNOW THE VALLEY'S TRIBAL GOVERNMENTS



Historically, few San Diegans even knew there were American Indian reservations in the county, let alone 18—the most of any county in the United States.

That began to change in the mid-1990s, when many California tribes opened gaming casinos—and their reservations—to non-Indian consumers. After a 10-year legal battle with the state and a political campaign to offer casino gaming as a long-sought means of economic recovery, the public began to realize that Indians were still around and determined not just to survive but thrive.

Their objective was to fund the government services, like water and electricity; attain freedom from welfare or dependence on underfunded and unpredictable federal assistance; and provide jobs for tribal members to become self-sufficient. The funds from gaming would once again allow Indians to stand tall on their own two feet, and help meet their government responsibilities for their families and land.

Gaming income has also provided the means

to reawaken the slumbering sovereignty of tribal governments. As a result, something historic and new has happened in Pauma: Luiseño tribes now actively govern and exercise jurisdiction over their reservations.

As federally recognized sovereign governments, the tribes have a trust relationship with the federal government and have equal authority with states and counties. Also like state governments, in addition to creating their own laws, tribes adhere to and enforce federal law, including strict regulation of tribal gaming.

The Rincon tribal council consists of Chairman Bo Mazzetti, Vice Chairwoman Stephanie Spencer, and Council Members Steve Stallings, Laurie E. Gonzalez, and Alfonso Kolb Sr. Elected by a majority vote of the Rincon membership, they serve two-year staggered terms.

In addition to acting as the executive, legislative, and judicial branches of the government, the tribal council is the board of directors for tribally owned enterprises, including Harrah's Resort Southern California.

PAUMA BAND

A COMMITMENT TO

THE LAND

The Ataxum (the People), now known as the Pauma Band of Luiseño Indians, have lived in the Pauma Valley for thousands of years. Like their ancestors, they remain dedicated caretakers of this impressive and distinctive geography.

Officially established in 1893, the Pauma reservation today consists of nearly 6,000 acres. In addition, the tribe owns an agricultural conservation easement dedicated to community-shared agriculture and citrus orchards adjacent to the reservation.

The Band has also generously dedicated financial resources and personnel to sustainability, conservation, and preservation of its lands through organic citrus and avocado orchards, community-supported agriculture, as well as restoration of the **Mission Reserve** to its original state before the fires of the 1980s and 2007.

The steep, mountainous terrain of the **Mission Reserve** hosted large areas of Coulter pine, big-cone Douglas fir, white fir, incense cedar, black oak, and live oak (canyon and coast), with swains of chaparral and brush. The fires of 1987 and 1989 devastated the pines, firs, and many oaks, and fueled a suffocating growth of chaparral and brush, compromising land filled with a forest of living trees.

Determined to replace the trees after the 1987 and 1989 fires, Pauma members planted 9,000 conifer seedlings and 5,000 Coulter pines over a 10-year period. Many of these seedlings reached heights of 12 to 14 feet. Tragically, all were lost in the 2007 Poomacha fire that destroyed 90 percent of the **Mission Reserve**.

Although that wildfire prompted more invasive plant growth, and drought has wreaked further damage, the **Pauma Mountain Crew** refuses to give up. Engaged in backbreaking labor in nearly inaccessible areas, they have cleared



roads to manage fuel loads, constructed shaded fuel breaks, and prepared sites for new planting.

The crew spends hours scaling canyons and rocky inclines, reducing fuel loading through mastication, and implementing practices to protect air and water quality. There are small oases for wildlife with catch basins of water to nurture the return of flowers, plants, and seedlings.

The tribe has chosen tradition—responsibility for preserving the ecosystem, clean air, fresh water, wildlife, plants, and humans—as its mission. At great sacrifice, the Pauma Band is giving renewed life to a damaged environment using old and new management practices, and has a long-term commitment to continue despite every obstacle, including wildfires.

In time, the plants and animals that have provided food, medicine, and spiritual inspiration for time immemorial will again bless the Band with a bounty of resources, as they return to the land.

Randall G. Majel, the tribe's current chairman, says the goal of the people of Pauma is "primarily to use the forested portion of the property as a sustainable natural resource . . . (and) to restore the forest to its original state before the catastrophic fires."



**PAUMA BAND
PLANTS A FUTURE IN
ORGANIC FARMING**

The Pauma Band cares for 151 acres of citrus and avocados, 40 of which are certified as organic, and plans to convert more of its orchards to organic produce. The Band also holds a trademark from the intertribal Department of Agriculture for fruit grown and produced by American Indians, and spices up dining on the



Pauma Casino's menus with homegrown organic produce.

"The Pauma Band of Mission Indians has a history and tradition of practicing environmental stewardship," says Chris C. Devers, former chairman. "The tribal government and membership support the preservation of organic farming practices and believe that agricultural education will empower future generations."

In 2003, the Pauma Band purchased 85 acres from the **Tierra Miguel Foundation**. Renaming the property **Pauma Tribal Farm**, the Band agreed to keep the former landowners' vision of a long-term conservation easement for farming and wildlife restoration.

Presently, the **Solidarity Farm** organization leases a portion of the **Tribal Farm** in a working co-op with the Band in supporting the local economy with organic produce.

Given the current demand for natural, organic produce, the **Pauma Tribal Farm** will not only contribute to the Band's sustainability, and financial bottom line, but also provide healthy food for consumers.

**"THE PAUMA
BAND OF
MISSION
INDIANS HAS A
HISTORY AND
TRADITION OF
PRACTICING
ENVIRONMENTAL
STEWARDSHIP."**

CHRIS C. DEVERS

CONTRIBUTIONS FROM PATRICA DIXON

LA JOLLA BAND

LA JOLLA
INDIAN
CAMPGROUND

NEW THRILLS, OLD FORESTS

NATURE, AND NURTURE

The La Jolla Band of Luiseño Indians doesn't have a gaming casino or resort like its local counterparts. Nevertheless, tribal leaders and members have found innovative ways to support their community.

For example, the tribe, which has 700 members, takes pride in its campground, and is committed to preserving its pristine environment. Built and maintained by the tribe, the **La Jolla Campground**, which draws more than 80,000 visitors annually, is a main source of the tribal government's income.

A secluded treasure, the campground is located on the La Jolla Reservation at the southern base of Palomar Mountain. It's one of the most natural and picturesque camping sites in Southern California.

Campers and day-trippers have been coming to the campground since it opened in 1930. They come year-round to escape the hustle-bustle of city life, and chill among

the shade of giant oak trees; to experience the seasons; or to enjoy tubing on the **San Luis Rey River**.

"Keeping the campground natural—it's the water, cool shade trees, and mountains. That's what people love about this place, and it's what more and more people want," says La Jolla Chairman Tom Rodriguez. "They want outdoors, and authentic experiences. They want real wildlife."

The campsites are purposely rustic, and many are on the river. There are also 36 RV sites with power and water hookups. The group sites vary in size and can accommodate from two to 30 vehicles. There are plenty of picnic benches and barbecues for group sites. Individual camping sites have fire pits.

Reservations are not needed for individual tent camping or day use, but are required for group rental sites. Looking for an outdoor party? The campground regularly hosts art and music festivals, accommodating up to 4,000 guests. lajollaindians.com

LA JOLLA BAND OPENS EXCITING NEW ZIP ZOOM ZIPLINE

Today, the La Jolla Band offers an intensely modern and thrilling new encounter for visitors: the **LA JOLLA ZIP ZOOM ZIPLINE**, the longest ride of its kind in California.

The 6,273-foot course runs parallel to the **San Luis Rey River**, offering riders breathtaking views of the 4,000- to 6,000-foot peaks of the Palomar Mountain Range, steep slopes, and bottomless green valleys.

An exhilarating juxtaposition of a modern form of entertainment in a place filled with artifacts of older times, the zipline opens up rare views of the backcountry's untouched, wild terrain.

For the uninitiated, a zipline is an inclined steel cable that supports riders attached to a full-body harness. Once secured, guests zoom down the line. With side-by-side lines at the **LA JOLLA ZIP ZOOM ZIPLINE**, riders can experience the thrill of flying down the mountain together.

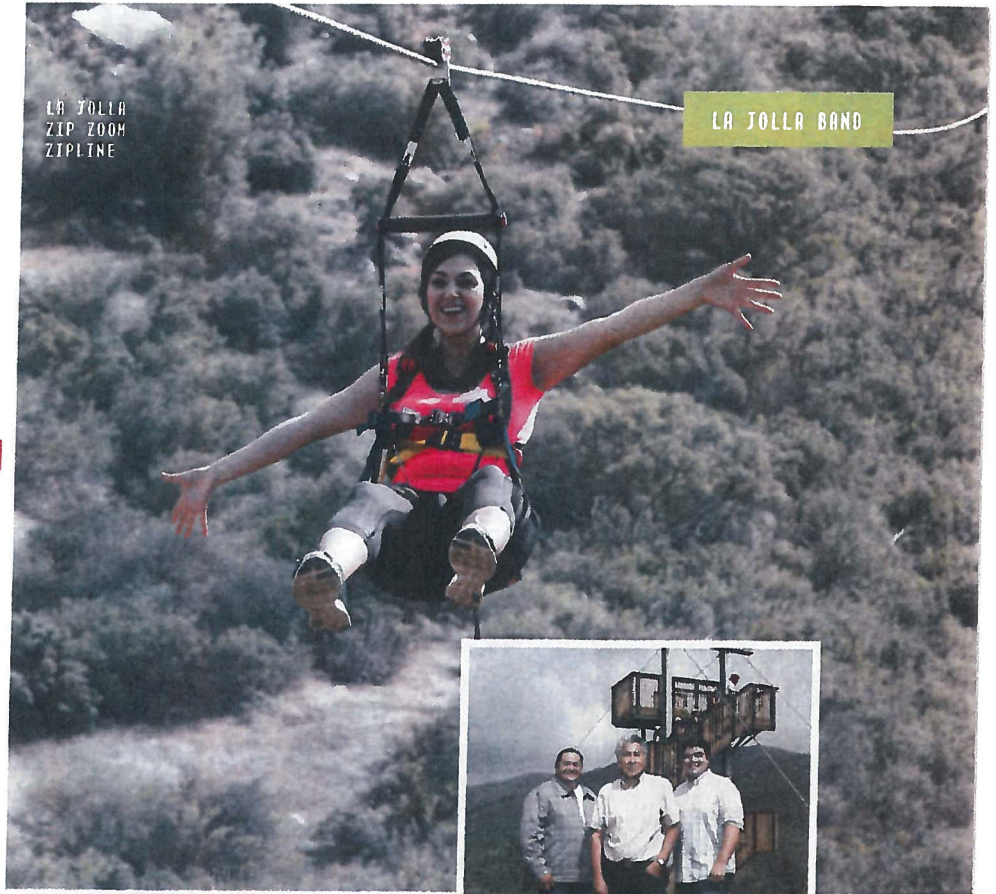
At the campground, riders are given a safety orientation and receive their equipment. Then they are introduced to practice on a training line. The point is to make sure the riders are comfortable with the course and familiar enough with the equipment to assure a safe and fun ride.

After safety training, riders are transported to the highest tower for the second run. Along the way, there are spectacular views of the reservation's amazing topography, and a chance to

learn the history of the area.

The launch for the second run is from 3,000 feet in elevation. Riders soar 2,500 feet across treetops and canyons at speeds that can reach up to 50 miles per hour. There's a short nature hike through the oaks to the third tower and another ride of 1,430 feet.

For the fourth and final run, riders zoom 2,071 feet through the trees and across the **San Luis Rey River**, disembarking back at the riverbed in the campground. The entire zipline experience lasts approximately 2.5 hours. la.jollazipzoom.com



**"...WATER, COOL
SHADE TREES, AND
MOUNTAINS. THAT'S
WHAT PEOPLE
LOVE ABOUT THIS
PLACE..."**

TOM RODRIGUEZ

**LA JOLLA TRIBE
INSTALLS SOLAR POWER
UNITS IN LOW-INCOME
TRIBAL MEMBERS' HOMES**



The La Jolla Band of Luiseño Indians is also doing its part to protect the environment. The strong, resilient men, women, and children of this tribe have lived in this area for some 10,000 years, during which the people have enjoyed a long and profound relationship with the natural environment. That tradition continues today with the Tribe's recent embrace of a very modern technology: solar power. It all began in 2010 when Rob Roy, the La Jolla Band's environmental director, introduced the tribe to GRID Alternatives, a nonprofit organization that brings the benefits of solar technology to low-income communities. To date, GRID Alternatives has installed solar power in 22 low-income family homes on the Band's reservation. The most recent project took place in March, when 11 students from the University of Michigan installed solar power at the homes of three tribal families through GRID's popular Solar Spring Break program. The Band's pursuit of solar energy has been a great benefit to the La Jolla Band families, says Roy, who adds that the tribe's solar power project focuses specifically on the American Indian families with the greatest need. Since having solar installed in their homes, tribal members have seen utility bills decrease by 70 to 80 percent.



MILLENNIALS MAKE BIG SPLASH AT HARRAH'S DIVE DAY

It's totally off the chain, yo! Sundays all summer long at Harrah's Resort, hundreds of millennials gather to get their cool on at San Diego County's biggest pool party: the Dive Day Club.

In its third year, the popular **Dive Day Club** is a poolside fiesta for ages 21 and up, with headlining DJs spinning music for swimsuit-clad guests.

There is sunbathing and partying to the max in the Southern California resort's trifecta of pools, poolside cabanas, and outdoor VIP lounge areas, including the county's only swim-up bar.

AMBER LUSSIER

**PAUMA VALLEY'S
OTHER HIDDEN GEM**

Another of Pauma's buried treasures can be found in the hills here. Literally. If you don't believe it, just ask Jeff Swanger, who began as a gem prospector in these parts in the mid-1980s and now runs the only remaining legal gem-mining business in the famous Pala Gem District.

"I'd read a lot about history of the mines, and I'm an adventurous guy. I just decided that was for me," explains Swanger, owner and CEO of Oceanview Mine LLC. "I went out and did my own prospecting, talked to the old-timers in the area, learned the trade, and purchased the mines."

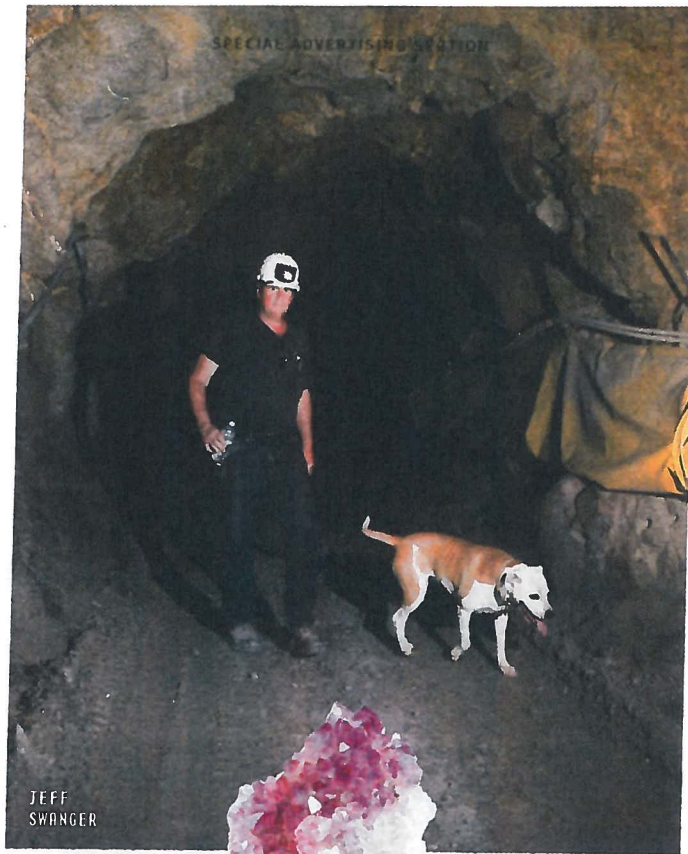
The world-famous mines on these local mountains actually began operating more than a century ago, and at one time there were more than 70.

Oceanview Mine, located on Chief Mountain in Pala Valley, which is just adjacent to Pauma Valley, is frequented by gem experts from across the globe. And San Diegans are catching on.

The company actually includes the Oceanview Mine itself as well as the Elizabeth R and Pala Chief mines, all on Chief Mountain. Swanger has 12 employees digging for and finding rare gems.

The mine is also a safe and fun place to visit for gem enthusiasts and anyone who wants to see a working gem mine and try their hand. You can search for gems, and you might find tourmalines, morganites, kunzites, and more. Plus, you get to keep everything you find.

Swanger, who welcomes visitors, clearly loves his work. "It's a beautiful mountaintop," he says. "When I'm working I feel like I'm on top of the world. I have a view all the way to the ocean on a clear day."



"WHEN I'M WORKING I FEEL LIKE I'M ON TOP OF THE WORLD. I HAVE A VIEW ALL THE WAY TO THE OCEAN ON A CLEAR DAY."

JEFF SWANGER



**AT PALOMAR OBSERVATORY,
THINGS STILL LOOKING UP**

Overlooking the scenic valley below but constantly looking up into the heavens, the Palomar Observatory is a source of pride for Pauma Valley residents. The world-renowned observatory, which is located atop Palomar Mountain, operates the famous Hale Telescope and the Samuel Oschin Telescope.

There've been numerous astronomical discoveries by Palomar researchers over the years, but among the most fascinating are Quaoar, Sedna, and Eris, three small worlds near the edge of the solar system billions of miles away. These objects were not only fascinating on their own, they also sparked the debate about whether Pluto is a planet.

**LAZY H RANCH
IS PAUMA'S OWN
SHANGRI-LA**

The idea of Pauma Valley as paradise is certainly not new. Let's go back to 1937, the year of director Frank Capra's reflective classic film *Lost Horizon*.

In the ethereal and enchanting movie, soldier, writer, and diplomat Robert Conway, played by actor Ronald Coleman, survives a plane crash deep in the Himalayas. After leaving the crash site, he and his fellow survivors discover a secret, idyllic valley hidden from the outside world known as "Shangri-La."

It's a magical, mystical, lush valley where everyone is kind and at peace, and no one ever ages. It sounds a lot like Pauma Valley.

And in fact, in 1951, just 14 years after the film was released, acclaimed San Diego newspaper journalist Neil Morgan described his trip to Pauma Valley's Lazy H Ranch as a "shortcut to Shangri-La."

Morgan's description was spot-on. Ever since, many Pauma locals have referred to the valley as Shangri-La. The Pauma Valley Country Club uses the term in its marketing materials. It's also a perfect way to describe the Lazy H.

Tucked away behind a forest of trees, the Lazy H Ranch is a Pauma secret that is thankfully being rediscovered. It was built nearly a century ago as a working ranch, but in the early 1950s was converted to a destination resort, known then as the **Lazy H Sky Ranch**. Quickly thereafter word got out.

The resort, which had become a popular haunt for celebrities, had gone into considerable disrepair by the turn of the century. But it was purchased a decade ago by Jack and Sherri Hall and his daughters, Heather and Laurie, and they're doing a terrific job of restoring the Lazy H to its former glory days.

"Our family's been here the past 10 years renovating rooms and the restaurant, fixing the roof, doing the landscaping, bringing it all back to the way it was," explains co-owner Laurie White, who adds that "the casinos have helped us a great deal. Their hotels fill up all the time, and when that happens, they send us lots of people."



NEW WATER-SAVING GROWING METHOD INTRODUCED IN PAUMA

Pauma Valley is making great strides in adopting new practices to protect and preserve the environment in this drought-stricken era. Ellis Farms, the palm tree experts that operate 550 acres in Pauma Valley, Borrego Springs, and Desert Center, have recently gone "green." That is, they're turning attention to avocados and have adopted a new and innovative water-saving way of farming the delicious green fruit.

In June, the company hosted an open house to announce the launch of the **Dan Brokaw system**, a low-water-use, high-density production method developed by Brokaw Nursery a few hours north in Ventura, California.

Ellis Farms began the transition from palm trees to avocados on its Pauma land about a year ago. The plantings began last year, and the first Mount Palomar avocados should be available for purchase in 2016.

Reuben Ellis, the company's vice president, says that in the new method the company is adopting, "We plant the trees closer together, and they're planted on a berm, better for drainage. The key to saving water is a three-part system: drip irrigation, heavy mulching of the plants on top of the berm, and then testing the soil for moisture content so we can turn off the water when it isn't needed."

Ellis says his father, Joe, "fell in love" with Pauma Valley years ago. "It's just the beauty of the place that attracted us," he says. "Mount Palomar with snow on it, the views from up on 76 above the junction—it's a gorgeous place, and it's perfect for growing. Pauma Valley has everything going for it. We love the feeling of the place."



REUBEN ELLIS

"PAUMA VALLEY HAS EVERYTHING GOING FOR IT. WE LOVE THE FEELING OF THE PLACE."

REUBEN ELLIS

PAUMA'S MOST FAMOUS RESIDENTS, PAST AND PRESENT

Easily the two biggest Hollywood stars with long-standing ties to Pauma Valley are comic actor Bill Murray, who owns several homes at the country club and is often spotted in the area, and the late, legendary movie actor John Wayne, who loved the valley with a passion.

Locals describe Murray as a quirky but personable, low-key family man who just wants to be treated like a normal local. Of course, there's nothing "normal" about the brilliant, irreverent, warm but elusive

Murray, a longtime golf enthusiast.

Then there's Wayne, best known for portraying cowboys, soldiers, and other rough-hewn, all-American characters. An Iowa native, Wayne loved quiet, outdoorsy Pauma, according to historian Robert Lerner.

Wayne, who once said his favorite horseback-riding trail was here, owned a ranch house that served at one time as the clubhouse for the Pauma Valley Country Club. That house still stands proudly near the country club golf course's 14th tee.

The Valley Center History Museum, which is nearby, held an exhibition on Wayne's life four years ago. When one of the curators first came up with the idea, Lerner scoffed. He did not think anyone would show up—not in 2011, all these years after Wayne's passing in 1979. However, Lerner was thankfully voted down, and he chuckles about it now.

"We opened the exhibit on a Saturday at 1 p.m., and before noon there were 300 people waiting to get in," Lerner recalls.

"The first in line were a grandmother and her 3-year-old granddaughter. I asked the little girl why she was here, and she said, 'To see John Wayne.'"

Lerner had told the curator that if anyone showed up at the exhibition he would eat his hat. Well, they showed up in droves. So how was the hat, Mr. Lerner?



PAUMA VALLEY COUNTRY CLUB IS SECOND TO NONE

While Palomar looks to the heavens, golfing heaven can be found closer to Earth at the Pauma Valley Country Club, which quietly boasts one of the finest golf courses not only in San Diego County but the entire nation. The course, designed and built by the dean of classic golf-course architecture, Robert Trent Jones Sr., is every bit as fine as Torrey Pines, Avilara, or La Costa.

It also has a colorful history of visitors and members, from A-list celebrities to legendary golfers. Evangelist Billy Graham, a resident of the country club, was asked once what he thought heaven looked like. He replied that he hoped "it looks a lot like Pauma Valley, California."

Rocker Huey Lewis plays there regularly and boasts a 7 handicap. Phil Mickelson, the San Diego product who's won three times at The Masters, would hone his game—as if it needed honing—at Pauma for the **Bob Hope Classic**.

The club has hosted **Shell's Wonderful World of Golf**, been listed as a top 100 club in the U.S. and top 10 club in California by *Golf Digest*, and hosted the **US Open qualifier** many times, as well as many other high-profile golf events.

Despite the impressive pedigree, the club, also home to

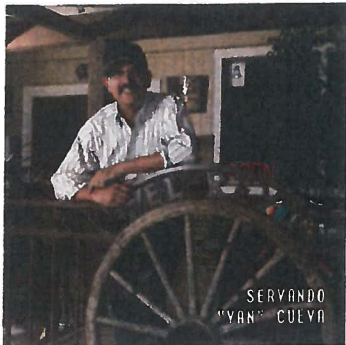
an upscale residential area, has somehow retained a sense of quiet solitude. This place almost transcends the game of golf.

The Pauma course is so deeply connected to its surroundings that from the moment you walk onto the first tee, you feel an almost Zen-like attachment to the place. Here's the best part: You'll remain blissed out even after missing a 3-foot putt to save par.

"We think **Pauma Valley Country Club** is one of the hidden gems of this region," says Paul Devine, who was named the club's general manager in June. "Our members never tire of hanging out with each other and playing classic golf. It's golf heaven."

Carolyn Clark, a well-known philanthropist and accomplished sculptor and clay worker, also lives in the club's residential area. She moved here after residing in La Jolla for many years, and finds that living beneath 49 oaks in Pauma is a "creative catalyst to my art."

Devine says the country club and the valley enjoy a "definite connection. The original developers researched the Luiseño language and named 20 of the community streets using authentic Luiseño names. The country club has had a rich heritage since 1962, and we're still going strong."



EL REY RESTAURANT: EVERYONE'S FAVORITE HAUNT

Speaking of someone who appreciates life in the valley, longtime Pauma resident Servando "Van" Cueva landed his first job as a dishwasher more than 40 years ago at what is now known as El Rey Restaurant.

But Cueva didn't plan to wash dishes forever. He had a vision for his future. Slowly but surely, Cueva climbed the ladder, becoming a cook, then waiter, then bartender.

In 1994, he'd saved enough money to buy the market that adjoins the restaurant. In 2002, Cueva was able to purchase the newly renamed El Rey Restaurant from previous owner Peg Henry (some longtime Pauma locals still call it "Peg's").

Cueva carried on Peg's long tradition. The El Rey has become easily the most popular spot for Pauma locals to eat and congregate, largely because of the popularity of Van, who knows your name and pays close attention to all of his customers.

"Everyone comes here now," says Mike Fitzsimmons, a well-known Pauma Valley Realtor. "Van is a very smart and personable guy, and he's truly dedicated to his customers and this community."

If you spend any quality time in Pauma Valley, you will eventually end up at the El Rey, which is to Pauma Valley what Carlee's is to Borrego Springs: the place to chill, regardless of income or ethnic roots.

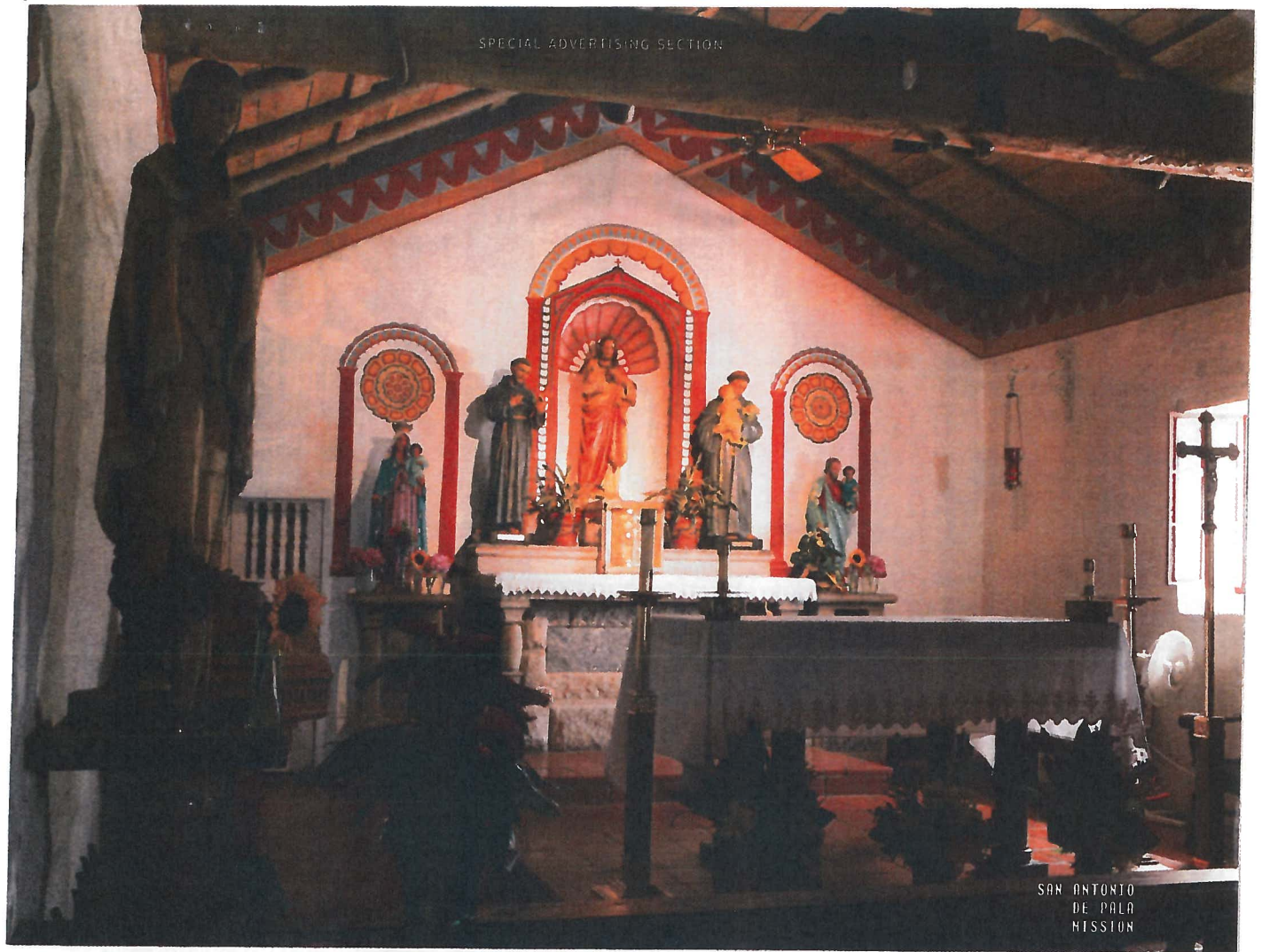


PAUMA'S OWN "CITIZEN KANE" CREATES PRESERVE

Another one of Pauma's beguiling attractions is Wilderness Gardens Preserve, the oldest open-space preserve in San Diego County. A scenic park that rests along the scenic San Luis Rey River watershed, the 720-acre area offers several miles of stunning and mostly flat hiking trails, bird watching, and all the calming joys of the Pauma Valley. Luiseño Indians once gathered acorns (a dietary staple) in the area, and you can still find acorn-grinding morteros in the rocks. What you may not know is that the preserve was the brainchild of Los Angeles newspaperman Manchester Boddy. The Citizen Kane of Pauma Valley, if you will, Boddy rose from poverty to become the outspoken owner, publisher, and editor

of the Los Angeles Daily News and candidate for Congress. While Boddy was exposing prostitution and police corruption as a newspaper publisher, his rural escape from big-city crime and craziness was his lush parcel of land in Pauma Valley, which he bought in 1954.

A passionate horticulturist, Boddy planted thousands of shrubs and flowers. In 1973, he turned it over to the County of San Diego to be operated as an open-space preserve. Wilderness Gardens is also home to Sickler's Grist Mill which was designated a historic landmark by the County of San Diego Historic Site Board in 2005. In the 1800s, the Sickler brothers operated the gristmill, the only one in the region. Farmers from the Pauma Valley and the surrounding area would bring wheat, barley, and corn to the mill, whose original foundation still stands.



SAN ANTONIO DE PALA MISSION

PAUMA MISSION STILL MINISTERING TO AMERICAN INDIAN POPULATIONS

Just as the El Rey Restaurant is a landmark, so is the **San Antonio de Pala Mission**, whose bell tower has commemorated more than two centuries of history in the valley.

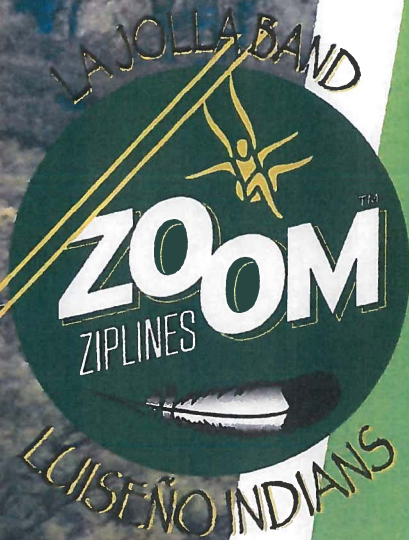
The 35-foot tower, a precise replica of the original that was destroyed a century ago by a storm, represents the region's Spanish and Mexican heritages and religious influence.

Pala, established in 1816 by Father Antonio Peyri as a satellite to the San Luis Rey Mission, continues to serve the local Indian tribes for whom it was originally intended. Holy Mass is celebrated daily, along with many other religious holidays and events.



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