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"Focus on Fullerton" is a publication of the City of Fullerton, 303 W. Commonwealth Ave., Fullerton, CA 92832.

City to offer free paper shredding May 22

Find yourself snowed under by a blizzard of personal papers such as old bank and credit card statements?

You can't throw them in the trash for fear identity thieves will scrounge them out, and running them through a desktop shredder would take more time than you're willing to donate to the effort.

Solution? Box those papers up and bring them to the "Shredder Day" sponsored by the City of Fullerton May 22.

The City has contracted with America Shredding to be stationed

in the City Hall parking lot from 9 a.m.-1 p.m. on the 22nd to accept boxes of personal documents for shredding at no charge to citizens.

Citizens may bring five 10-inch-by-12-inch-by-16-inch boxes filled to the brim with material to be shredded for free. Additional boxes over the five free loads will be charged \$5 per box.

And while you're at it, bring all of your old dead batteries to "Shredder Day," as well, as "green boxes" will be set up to collect old batteries (sorry, no car batteries) and small electronic devices for disposal, also free of charge.

Fullerton City Hall is located at 303 W. Commonwealth Ave. The visitor lot is to the rear of City Hall and can be accessed from Amerige Avenue.

By the way, if you can't round up all your old batteries by May 22, no worry: The City offers the "green box" program year-round, and collection

boxes can be found at City Hall, the Main and Hunt Branch libraries, the Fullerton Senior Multi-Service Center, the Fullerton Museum Center, Independence Park, the Garnet Community Center and the City Maintenance Yard.

For more information call the City's Public Information Office at (714) 738-6317.



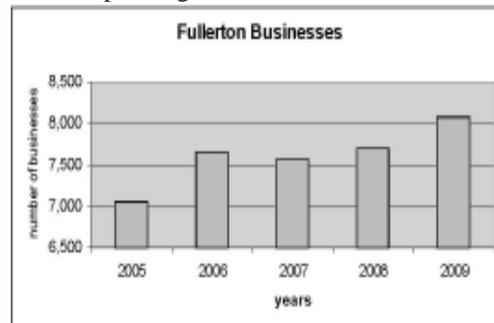
Protect your identity - have your old personal papers shredded for free

**UPDATE:
FULLERTON**

The Fullerton economy: new business registrations on the rise

The number of businesses registered in Fullerton increased almost 5 percent from 2008 to 2009. According to the City's Business Registration Office, the number of businesses located in Fullerton has been steadily rising over the past five years (see chart below).

The City of Fullerton is committed to creating a business friendly environment. In 1993 the City created the Economic Development Action Team (EDAT) to attract new businesses and retain expanding Fullerton businesses.



The EDAT is a uniquely positioned committee composed of key staff members from several City departments to exclusively assist companies considering expansion in or relocation to Fullerton. The EDAT is dedicated to helping businesses leverage all available resources and provide a prompt response to business needs.

EDAT provides assistance with timeline approvals, reviewing processes, accessing financial

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State, local water shortages still exist in spite of recent rain

The Fullerton Water Division has received several calls from customers asking whether the City is still requiring customers to conserve water considering the rain storms since December have provided more than 12 inches of rain.

It's a common assumption that, with more than 13 inches of rain overall for this season, surely the water shortages that have beleaguered Southern California for several years would now be over. However, the simple fact is Southern California is still in a long-term water shortage.

While the recent rains have provided a much-needed boost to the California snowpack and the local groundwater basin, much of the resulting runoff from melting snow in Northern California ends up in the San Francisco Bay due to court-ordered pumping restrictions still in effect which significantly limit the amount of water Southern California can pump from the State Water Project.

Since Southern California's long-term water resources are still very much in flux, the City will continue to do its part to help promote water conservation. Therefore, the City offers its customers a friendly reminder that mandatory water restrictions currently in place will be enforced. These include:

- Prohibiting the excess use or loss of water through breaks, leaks or other malfunctions in the water user's plumbing or distribution system for any period of time after such loss of water should have reasonably been discovered and corrected;
- No water run-off from landscaped areas into adjoining streets, sidewalks or other

paved areas due to incorrectly directed or maintained sprinklers or excessive watering is allowed;

- Water cannot be used to clean, fill or maintain levels in decorative fountains, or other similar aesthetic structures, unless such water is part of a recycling system;
- Washing of motor vehicles, trailers,



*Conserve's
the
word!*

boats and other types of mobile equipment can be done only with a hand-held water container or a hose equipped with a positive shut-off nozzle for quick rinses, except when done on the premises of a commercial car wash or with reclaimed water;

- Hoses may not be used to wash sidewalks, walkways, driveways, parking areas, or other paved surfaces, except as required for health and safety purposes;
- No restaurant, hotel, cafe, cafeteria, or other public place where food is sold, served, or offered for sale can serve drinking water unless it is expressly requested;
- All leaks from indoor and outdoor plumbing fixtures must be promptly repaired;
- Watering of landscape or other turf area is not allowed between 10 a.m. and 4 p.m., with the exception of commercial nurseries, golf courses, and other water-

dependent industries. There is no restriction on watering using reclaimed water, provided that signs are posted that identify reclaimed water is being used.

As stewards of our natural resources we each bear a responsibility to use our water wisely by training ourselves to live on less now to ensure our water resources will be available for all to enjoy in the future.

To ensure we lead by example, the City began an aggressive campaign to reduce water usage indoors and outdoors at all City-operated sites. Some of the conservation measures implemented include the installation of high-efficiency toilets, waterless urinals, and irrigation controllers.

In addition, the City significantly reduced watering times at all medians and most parks and school athletic fields. As a result, the City was able to save more than 35 million gallons of water during 2009.

Rebates available!

The MWD offers rebates to Fullerton water customers who install new water-saving devices, including smart irrigation timers, rotating nozzles, and synthetic turf. For more information about rebates please visit www.bewaterwise.com.

Best Buy to open second Fullerton location in June

The City of Fullerton is pleased to announce that Best Buy will be opening a second Fullerton location this June.

The new 38,100-square-foot store will open in the space formerly home to Circuit City in the Orangefair Mall at Harbor Boulevard and Orangethorpe Avenue.

Best Buy's first Fullerton store, opened in 1995, currently employs more than 100 people. Being the largest e-tailer and retailer of consumer electronics nationwide has often earned Best Buy a place on the list of top 10 Fullerton sales tax generators.

The opening of a second store promises to boost Fullerton sales tax revenues and employment opportunities.

For further information, please contact Nicole Coats, redevelopment and economic development project manager, at (714) 738-4102, or by email at nicolec@ci.fullerton.ca.us.

More about:

New business registrations on the rise

(Continued from pg. 1)

and technical employment, explanation of fee structures and permitting requirements.

And the team's efforts are appreciated by the businesses they assist: "Fullerton was willing to work with us," said Francis Benner of Benner

Metals. "What normally is a nightmare for most businesses has been a dream come true for us in Fullerton."

To make an appointment with the EDAT, contact Nicole Coats, redevelopment and economic development project manager, at (714) 738-4102 or via email at nicolec@ci.fullerton.ca.us.

Visit www.cityoffullerton.com/depts/eco_dev/edat/edat.asp to learn more about doing business in Fullerton.

**UPDATE:
FULLERTON**

Airport to host 'Airport and Safe Boating Day' May 22

The pilots are cleaning their planes, the displays are being completed, and the refreshment stands are being stocked.

Preparations are under way for May 22, when Fullerton Municipal Airport and the U.S. Coast Guard Auxiliary co-host "Airport and Safe Boating Day."

Displays of vintage aircraft, plus an appearance by Commander Chuck Street, air traffic reporter for television station KTLA and radio station KIIS, are just some of the attractions.

The fun will take place from 9 a.m. to 4 p.m., and admission is free.

The event is designed to showcase the Airport and the important role it plays in providing service not only to Fullerton, but to all of North Orange County. In keeping with this goal, the Orange County Fire Authority, the Anaheim Police Department and the California Highway Patrol will open their air operations hangars for tours.

The event will also be the kick-off to the Auxiliary's observance of "National Safe Boating Week" May 22-28. The goal is to encourage the boating public to follow all safety precautions, the most important of which is to wear life jackets.

There will also be aviation-related displays and booths, and the Fullerton Chapter of the 99s, a women pilots organization, will be offering plane rides for a fee.

Food vendors will sell refreshments throughout the day, and the Airport restaurant will be open.

Other organizations participating include Airport businesses, the Fullerton Airport Pilots Association, the Civil Air Patrol, the Aero Squadron Reserve, and the Fullerton Radio Club.

Also participating will be the Fullerton Public Library and the Fullerton Police and Fire departments.

Fullerton Municipal Airport is located at 4011 W. Commonwealth Ave., west of Magnolia Avenue and north of the Riverside Freeway, in Fullerton. Because of the large crowd anticipated, visitors are advised to park their cars in the Airport lot on Commonwealth.

Visitors are cautioned not to cross or walk on the runways.

Further information about the event may be obtained by calling the Airport at (714) 738-6323.



Work on Main Library expansion project gets under way

Work begins this month on the \$10 million expansion to the Fullerton Main Library.

The long-anticipated expansion (see rendering at right) will provide more than 29,000 square feet of much-needed space to accommodate and better serve the Library's nearly 83,000 cardholders, several hundred thousand annual visitors, and more than 1 million transactions (book, CD, DVD, video loans) annually.

Components of the expansion include a new community room; new room to house the Library's growing collection of local history materials; new circulation office; and renovated book stack areas.

The expansion will also include a new area for the Library's public access computers; a new teen area; a "coffee cart" area for patrons to purchase beverages; and new restroom and storage facilities.

Construction of the expansion is expected to be completed by mid-summer 2011.

Further information about the expansion project may be obtained by calling the Fullerton Public Library at (714) 738-6327.

The Main Library is located at 353 W. Commonwealth Ave.

Congratulations, Fullerton Museum Center!



Voted "Best Museum" in the 2010 "Myfoxla" competition sponsored by television stations KTTV and KCOP!

Volunteers needed for Memorial Day preparations



Volunteers are needed to place more than 3,600 crosses and an equal number of American flags at the graves of veterans at Loma Vista Memorial Park in Fullerton in preparation for the 72nd Annual Fullerton Memorial Day Observance May 31.

Volunteers should arrive at Loma Vista no earlier than 8 a.m. Saturday, May 29, to place a small cross and a flag at the grave of each veteran buried at the park.

Volunteers are also needed at 7:30 a.m. Tuesday, June 1, to remove the crosses and flags and place them in storage.

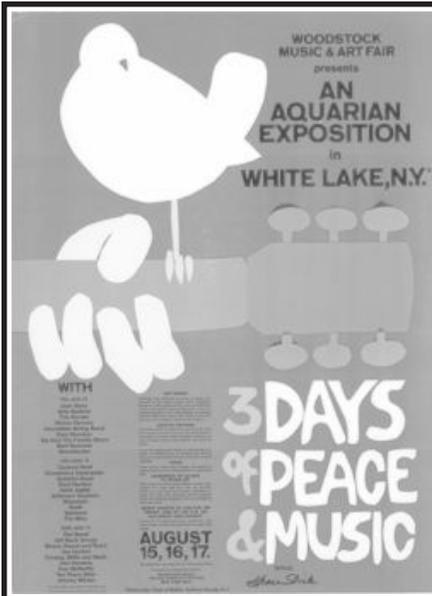
It would be helpful if volunteers could bring wheelbarrows, wagons or carts with them to carry the crosses and flags around the cemetery.

Loma Vista is located at 701 E. Bastanchury Road, east of Harbor Boulevard.

The Memorial Day ceremony will include a special salute to the U.S. Marine Corps. Guest speaker will be Lt. Gen. Joseph F. Dunford, commander of the U.S. Marine Corps Forces Central Command and commanding general of the 1st Marine Expeditionary Force.

The program is free to the public, and will begin at 10 a.m.

For further information, call the Fullerton American Legion at (714) 871-2412 or the City of Fullerton Public Information Office at (714) 738-6317.



'Technicolor Dreaming' opens at Museum Center

The turned in and tuned on 1960s has come to life at the Fullerton Museum Center with the opening of "Technicolor Dreaming: Psychedelic Posters from the Rock and Roll Hall of Fame and Museum." The exhibit examines the pop and counterculture movements of the mid-1960s that led to the rise of a new visual style, the psychedelic poster. More than 30 such posters are featured in the exhibit, and include examples from the two main series of San Francisco psychedelic rock and concert posters - Bill Graham Presents and Family Dog Presents - and features leading American and British rock artists of the era playing at venues such as the Avalon and Fillmore ballrooms. Offered alongside "Technicolor Dreaming" is "DreamGlow: Paintings by Adam Slater," which features black-light paintings, an art form that also has deep roots in the 1960s. The exhibits run through July 11. The Fullerton Museum Center is located at 301 N. Pomona Ave. For further information, call (714) 738-6545.

Work under way to identify local hazards and impact

The City is in the process of developing a plan for identifying potential local natural hazards and mitigating their impact on residents.

Senior Planner Heather Allen, who is coordinating the project, explained the goal of the "Local Hazard Mitigation Plan" (LHMP) is to guide hazard mitigation planning "to better protect the citizens and property of the City of Fullerton from the effects of natural hazard events before they occur."

She added having an LHMP will also allow the City to maintain its eligibility for funding from the Federal Emergency Management Agency (FEMA).

"The plan will demonstrate the City's commitment to reducing risks from hazards, and will serve as a tool to help decision-makers direct mitigation activities and resources to better serve the citizens," Allen said.

There are four steps in developing an LHMP, Allen explained. First, City staff needs to identify all potential local natural hazards that may pose a risk to the community. Next, an assessment must be made of the potential impacts of those hazards on lives and property.

The third step, Allen continued, is for staff to develop goals and strategies to reduce the potential impacts. Finally, the City must prioritize and implement those mitigation strategies.

Allen said a draft of the LHMP will be available for public review and comment in early spring. A community meeting on the draft will also be scheduled then.

Once public comments have been incorporated into the plan, it will be submitted to both FEMA and the California Emergency Management Agency. Once FEMA has approved the plan, it will come to the City Council for adoption, and will then be implemented.

Further information may be obtained by calling Allen at (714) 738-6884, or by email at heathera@ci.fullerton.ca.us.



Annual July 4 Festival planned

Mark your calendars!

An old-fashioned Independence Day celebration is in store July 4 when the City of Fullerton presents its 21st Annual Community Fireworks Show and Festival.

The festival will be held from 5-9:30 p.m. at the Fullerton Union High School Stadium, located on the southwest corner of Berkeley Avenue and Lemon Street.

Entertainment, games and food booths will mark the event, which will be topped off by an aerial fireworks display set to music by Pyrospectaculars of Rialto at 9 p.m.

Admission is free.

Free parking will be available at the Plummer Parking Structure, at Lemon and Chapman Avenue; the Wilshire Parking Structure, on Wilshire Avenue, just east of Harbor Boulevard; and the North Orange County Municipal Court, 1275 N. Berkeley, west of Harbor.

Parking for the disabled will be available in the school campus lots south of the stadium. Vehicles can only access the lots from the Chapman and Lemon intersection.

Further information may be obtained by calling the Fullerton Museum Center at (714) 738-6545.

Persons requiring special accommodations to attend the festival are requested to contact the Museum.

Come 'catch up' on City news!

Been too busy to keep track of what's going on in your city? Well, here's your "Time to Catch Up!"

"Time to Catch Up" is the title of a once-a-month gathering sponsored by City Councilwoman Sharon Quirk-Silva at the Panera Bread restaurant in east Fullerton.

The gatherings are held at the restaurant from 8:30-9:30 a.m. the second Thursday of each month. Citizens may discuss any issues, ideas or concerns they may have about the city.

Appointments are not necessary for the gatherings, and citizens are welcome to just drop in.

Panera Bread is located at 2415 E. Chapman Ave., on the northeast corner of Chapman and State College Boulevard.

Further information may be obtained by calling the City Council Office at Fullerton City Hall at (714) 738-6311.

Persons requiring special accommodations to attend the gatherings are asked to notify the City Council Office staff prior to attending a program.



Museum Center calendar

Imagination Celebration 2010: "A Day of Color"

noon – 4 p.m. Sunday, May 23

Free with regular Museum admission

Come to the Fullerton Museum Center and enjoy drop-in tours of "Technicolor Dreaming," finger painting, color wheels, and groovy '60s beaded bracelets and necklaces

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Wednesday Art Studio

Through May 26

For grades 1-6

\$40 general public (includes Museum family membership); \$35 for Museum members

Put your skills to the test and learn new art techniques! Make friends and have fun creating original art, including drawing, painting, printmaking, clay, fused glass and more. Fee includes all materials; pre-registration is required

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The Idea Place for Teens

1-3 p.m. June 28-July 2

For students in grades 7-12

\$105 general public / \$90 for Museum members

Work on your own projects in a loosely structured, supervised open studio setting. Basic art materials are provided for acrylic painting, watercolors, printmaking, jewelry making, fused glass, clay sculpture, resin casting and drawing.

Technicolor Dreaming Family Day

noon - 4 p.m. July 11

Free with regular Museum admission

Don't miss the last day to see "Technicolor Dreaming: Psychedelic Posters from the Rock and Roll Hall of Fame and Museum" exhibit and "DreamGlow: Paintings by Adam Slater." You will enjoy drop-in tours, create poster art, learn hand-lettering, participate in scavenger hunts for prizes and more!

•••••

Summer Music and Art Intensive

10 a.m. - 2 p.m. Aug. 2-6

For students in grades 5-9

\$140 general public / \$130 Museum members

Use your summer vacation to learn an instrument or sharpen your skills. This class will provide you with class and private instruction in guitar or flute, along with sessions in music history, theory, and appreciation.

Call 714-738-6545 for more information



Pet care tips to prevent water pollution

Clean beaches and healthy creeks, rivers, bays and oceans are important to Orange County and Fullerton residents and businesses. However, many common activities can lead to water pollution if you're not careful.

Pet waste and pet care products, unless picked up, can be washed into the storm drains that flow to the ocean. Unlike water in sanitary sewers (from sinks and toilets), water in storm drains is not treated before entering our waterways. You would never put pet waste or pet care products into the ocean, so don't let them enter the storm drains. Follow these easy tips to help prevent water pollution.



Washing your pets

Even biodegradable soaps and shampoos can be harmful to marine life and the environment. If possible, bathe your pets indoors using less-toxic shampoos or have your pet professionally groomed. Follow instructions on the products and clean up spills. If you bathe your pet outside, wash it on your lawn or another absorbent/permeable surface to keep the washwater from running into the street, gutter or storm drain.

Flea control

Consider using oral or topical flea control products. If you use flea control products such as shampoos, sprays or collars, make sure to dispose of any unused products at a Household Hazardous Waste Collection Center. The Orange County Household Hazardous Waste Collection Center closest to Fullerton is located at 1071 N. Blue Gum Street in Anaheim. For additional locations, call (714) 834-6752.

Why you should pick up after your pet

It's the law! The City of Fullerton has an ordinance requiring you to pick up after your pet. Besides being a nuisance, pet waste can lead to water pollution, even if you live inland. During rainfall, pet waste left outdoors can wash into storm drains. This waste flows directly into our waterways and the ocean where it can harm human health, marine life and the environment. As it decomposes, pet waste demands a high level of oxygen from water. This decomposition can contribute to killing marine life by reducing the amount of dissolved oxygen available to it.

Have fun with your pets, but please be a responsible pet owner by taking care of them and the environment. Take a bag with you on walks to pick up after your pet. Dispose of the waste in the trash or in a toilet.

C A L E N D A R

- On-going – Fullerton Certified Farmers Market, 8 a.m.-1:30 p.m. Wednesdays, Independence Park, 801 W. Valencia Drive, east of Euclid Street; (714) 871-5304.
- On-going – Women’s Club of Fullerton, 6:30 p.m. third Wednesday of the month, check www.womenscluboffullerton.org for location; (818) 419-4688.
- On-going – Heritage House Tours at Fullerton Arboretum, 1900 Associated Road, on the CSUF campus; 2-4 p.m. Saturdays and Sundays; (657) 278-3579.
- On-going – Downtown Fullerton Art Walk, 6-10 p.m., first Friday of month; featuring galleries and businesses in Fullerton’s downtown; www.FullertonArtWalk.com.
- On-going – Bingo Night, 7 p.m. third Saturday of month, St. Mary’s Catholic Church Parish Hall, 400 W. Commonwealth Ave.; sponsored by St. Mary’s Church; (714) 525-2500.
- On-going – Fullerton Sunrise Rotary Breakfast Meetings, 7:15-8:30 a.m., Thursdays, Meridian Sports Club, 1535 Deerpark Drive; (714) 743-8670.
- On-going – Fullerton Men’s Golf Club, 6 p.m., first Wednesday of the month, Fullerton Municipal Golf Course, 2700 N. Harbor Blvd.; featuring Saturday morning tee times, tournaments, team play; (714) 578-9201.
- Through May 23 - “Brigadoon,” Plummer Auditorium; presented by Fullerton Civic Light Opera; tickets (714) 879-1732.
- May 22 – “Taste of the Town,” 5-9 p.m., Downtown Plaza, Wilshire Avenue, between Harbor Boulevard and Pomona Avenue; sponsor Assistance League of Fullerton; event will feature food from 25 local restaurants, plus beverages and entertainment; proceeds benefit Assistance League philanthropies; tickets (714) 526-5124.
- May 22-23 - Electronic Waste Recycling Event, 9 a.m.-4 p.m., Rosary High School, 1340 N. Acacia Ave.; portion of the recycling proceeds will go to the school; (714) 879-6302 or rosaryshsrecyclefest@yahoo.com.
- May 26 – Fullerton Republican Women Federated Dinner Meeting and Book Signing, 5:30 p.m., Sizzler Restaurant, 1401 N. Harbor Blvd.; guest speaker will be James Horn, career American diplomat, author and expert on Islam; (714) 871-6862.
- June 4-5 – 2nd Annual St. Juliana Clothesline Sale, 8 a.m.-2 p.m., St. Juliana Catholic Church, 1318 N. Acacia Ave.; featuring clothes, furniture, housewares, toys and sporting goods; proceeds go to St. Juliana School; (714) 448-7190 or lgcross@roadrunner.com.
- June 5 – “5th Annual Toast to Learning,” 6-10 p.m., Fullerton Arboretum, 1900 Associated Road, on the CSUF campus; sponsor Fullerton Technology Foundation; proceeds to go to Fullerton School District; (714) 870-4182.
- June 6 – Orange County Vision Walk, 9 a.m., CSUF Track, 800 N. State College Blvd.; sponsor Foundation Fighting Blindness; proceeds to go toward finding a cure for blindness; (310) 207-2089.
- June 12 – Trolley Tour of Historic Downtown Fullerton, 10 a.m., Fullerton Museum Center, 201 N. Pomona Ave.; sponsor Fullerton Heritage; tours are free to Fullerton Heritage members and \$5 for general public; reservations required; (714) 740-3051.
- June 21 - Leon Owens Foundation 5th Annual Charity Golf Tournament, 11 a.m., Alta Vista Golf Course, 777 E. Alta Vista Drive, Placentia; sponsor Leon Owens Foundation; event will also feature an awards dinner and silent auction; proceeds go toward scholarships for high school and college students. (714) 687-5520 or leonowensfoundation.org.
- June 23 - Hart Community Homes Golf Outing, 10:30 a.m.-5:30 p.m., Monarch Beach Golf Links, 50 Monarch Beach Resort, Dana Point; sponsor Hart Community Homes of Fullerton; proceeds to benefit Hart Community Homes Foster Youth Program; (714) 526-2729 or hartcommunityhomes.org.
- July 10 – Mardi Gras, 7-11 p.m., Downtown Plaza, Wilshire Avenue, between Harbor Boulevard and Pomona Avenue; sponsor Women’s Transitional Living Center; featuring live entertainment, dancing, silent auction, food and beverages, and crowning of Mardi Gras King and Queen; proceeds go toward supporting the work of the WTLC; (714) 992-1939, ext. 101.
- July 14 – Summer Outdoor Concert Series, 6:30-8 p.m., Fullerton Sports Complex, 560 E. Silver Pine St., off Bastanchury Road, west of Brea Boulevard; featuring live entertainment and activities for kids; free admission; concert-goers are welcome to bring a picnic supper, plus blankets for seating; food will be available for purchase; sponsor Fullerton Parks and Recreation Department; (714) 738-6575.
- July 16-Aug. 1 - “Ring of Fire,” Plummer Auditorium; presented by Fullerton Civic Light Opera; tickets (714) 879-1732.

Send Calendar items to: Public Information Office, Fullerton City Hall, 303 W. Commonwealth Ave., 92832. Mark them "Attention: Focus on Fullerton." Items may be faxed to 738-6758. Items may also be submitted on-line at www.ci.fullerton.ca.us. Please give at least three months' notice. Nonprofit groups only. The items will also be placed on the City's cable channel and the City's web site.