ORIGINAL PETITION

RECEIVED

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DIRECTOR, BUREAU OF ALCOHOL, TOBACCO & FIREARMS

AD(A+T)

Rep

TEMECULA VALLEY WINE COUNTRY

Mr. Bradley A. Buckles
Bureau of Alcohol, Tobacco & Firearms
650 Massachusetts Avenue, N.W.
Washington, D.C. 20226

August 22, 2001

Dear Director Buckles:

The Valley Winegrowers Association (TVWA) which represents 35 winegrape growers and 15 wineries in the Temecula Valley hereby petition to change the name of the **Temecula American Viticultural Area** to a more appropriate name: the **Temecula Valley American Viticultural Area**. We believe that this change in name will provide a more accurate portrayal of the region, both geographically and politically, and, therefore, provide more clarity to the public.

Historically, a number of names have been connected with this region, many using the name Temecula in some way. In the early days of our region's viticultural era, before AVA's were formed, wineries and growers focused their identity upon the postal address, rather than their geographic location. At that time, Temecula was a tiny, unincorporated town without city limits, and the terms "Temecula" and "Temecula Valley" were both in common use in the region.

In **1985**, after the establishment of the "Temecula" AVA, local wineries founded the Temecula Valley Vintners Association (TVVA), recognizing the dominant geographic location of the region's vineyard acreage. (While a small acreage of vineyard in the existing AVA is located outside the Valley proper, i.e., in bordering, mountainous areas as part of the Valley watershed, they share historical connections with the Valley. Similar outlying areas have been recognized and included in other established "Valley" AVA's.) In 2000, the TVVA and the Temecula Winegrape Growers Association merged, and chose the name, Temecula Valley Winegrowers Association.

Temecula is now an incorporated city with about 60,000 residents within its city limits. This growing presence in the Valley now underlines the inappropriate choice of "Temecula" as the original AVA name, rather than "Temecula Valley". To continue to mandate the term "Temecula" is to honor a loose and ill-defined use of the term. In the same manner, a winery might state that they are in "Napa" in a conversational manner, when, in fact, they are in the Napa Valley and not in the town of Napa.

Aside from the current use of the "Temecula Valley" name by the TVWA, a great number of schools, businesses, and other public and private organizations have used the name "Temecula Valley" to signify their location, and the fact that they serve the entire valley, and not just the city of Temecula. Our following exhibits will verify the historical and current common usage of the term "Temecula Valley" in describing our wine region.

Sincerely,

Joe Travis Hart

Temecula Valley Winegrowers Association
Joe Travis Hart
President

enclosures

Appellation Name Change Exhibits

Presented by:
Temecula Valley Winegrowers Association
PO Box 1601
Temecula, CA 92593

909-699-3626

EXHIBIT 1

Serving Agriculture Since 1910

McMILLAN FARM MANAGEMENT COMPANY

Citrus • Avocados • Wine Grapes

29379 Rancho California Road, Suite 201
Temecula, CA 92591-5210
(909) 676-2045
FAX (909) 676-8633

July 19, 2001

Mr. Bradley A. Buckles
650 Massachusetts Avenue, N. W.
Bureau of Alcohol, Tobacco, and Firearms
Washington, D.C. 20226

McMillan Farm Management was the original petitioner for the Temecula AVA. I am writing this letter now to include in the Temecula Valley Winegrowers Association petition to change the Temecula AVA name to Temecula Valley.

It is clear from this petition that the name "Temecula Valley" has strong historic precedents. At the time of our original petition, my company wanted to see the name "Temecula" used. Our main concern was that a true, historic name be used as opposed to one of recent origin. At the time, there was a competing petition for the name "Rancho California" which we opposed as a commercial name of recent origin. We do not have any problem in that regard to the use of "Temecula Valley" as an AVA.

Also at the time of our original petition, the name "Temecula" was often interchangeable with "Temecula Valley", since the small town itself was unincorporated and had no city limits. This is a very loose usage of the word "Temecula", in the same way that a speaker might identify his vineyard as being in "Napa", when in fact, he means that the vineyard is in the Napa Valley and not in the city of Napa. In that sense, use of the term "Temecula Valley", as an AVA is more correct than the current AVA name of "Temecula".

We are supporting the Temecula Valley Winegrowers Association petition in the interest of clarity to the consumer, and also because the winegrape growers and wineries themselves prefer the "Temecula Valley" name as evidenced by their choice of the term in their own professional Association.

Sincerely,

McMILLAN FARM MANAGEMENT

Gary L. McMillan

Gary L. McMillan

GLM:rct

EXHIBIT 2

A THOUSAND YEARS IN TEMECULA VALLEY

TOM HUDSON

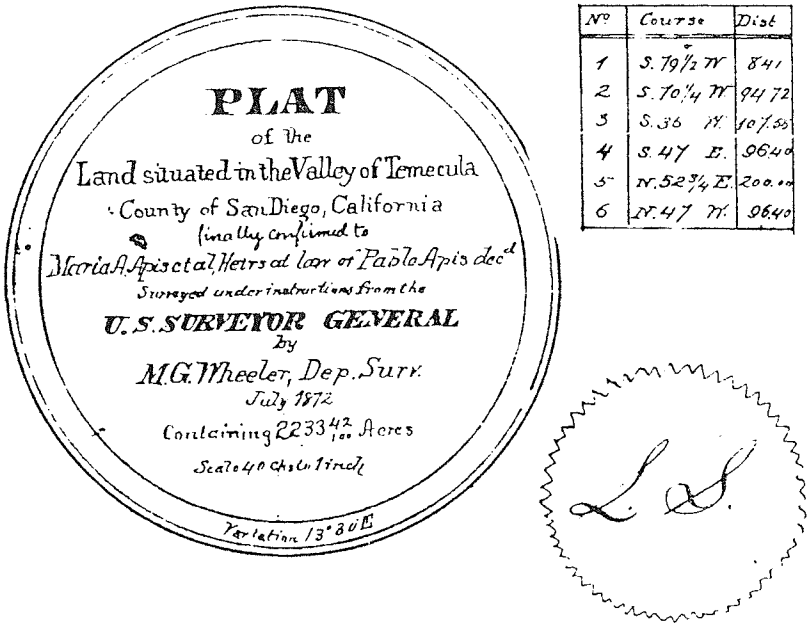
Design and Typography by the Author
Printed by Maurice Printers
Financing courtesy Butterfield Savings and Loan

Published by
TEMECULA VALLEY CHAMBER OF COMMERCE
P. O. Box 264, Temecula, California 92390
Copyright 1981—*Tom Hudson*
Library of Congress Catalog Card No. 81-53017
LSBN 0-931700-06-x

EXHIBIT 3

mostly by Indians, remained undisturbed for a long while.

Then, on April 15, 1869, a group of Temecula Valley ranchers petitioned the District Court in San Francisco for a Decree of Ejection of Indians living on land in Temecula Valley to which they could show no clear title. Their request was granted. The Indians, the court said, must go. Ironically, four years later, on January 3, 1873, and eighteen years after the death of Pablo Apís, a patent to Rancho Little Temecula was granted by the United States Land Commission.



No	Course	Dist
1	S. 79 1/2 W	841
2	S. 70 1/4 W	94 72
3	S. 36 W	107.55
4	S. 47 E.	96.40
5	N. 52 3/4 E.	200.00
6	N. 47 W.	96.40

The field notes of the survey of the Land situated in the Valley of Temecula, finally confirmed to Maria A. Apis et al, heirs at law of Pablo Apis, decd. from which this plat has been made, have been examined, and approved and are on file in this office
U.S. Surveyor General's Office
San Francisco California
December 4th 1872.

J. R. Hardenburgh
U.S. Surv. Gen. Cal.

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EXHIBIT 4

Pg. 77

IN THAT SAME YEAR, 1883, Rancho La Laguna was purchased by Franklin Heald, William Collier and Donald Graham. The land would never again serve as a cattle ranch. The three partners subdivided most of it and founded the town of Elsinore. For a few years after that, homesites were advertised for sale "at the north end of Temecula Valley." Then, with the change of the lake's name from Laguna Grande to Lake Elsinore, the entire land grant became known as Elsinore Valley and eventually as Lake Elsinore Valley. Temecula Valley had thus been reduced somewhat in size.

During the following year, 1884, Juan Murrieta sold [illegible] portion of Rancho Temecula, consisting of [illegible]

EXHIBIT 5

m Publishing 2000

CULA FLOWER CORRAL

rson Av Tem ... 676-3545
To Calling Party
o Calling Party ... 800-806-3569

Foreign BMW & Volvo Service Specialist
erce Center Dr Tem ... 676-9152
Foursquare Church
nida Alvarado Tem ... 676-1388
Garden & Power Equipment
wn Front Tem ... 699-2700
Gardens I 29405 Rancho Calif Rd Tem ... 699-2000
Gardens II 29477 Rancho Calif Rd Tem ... 308-1050
Gardens III 29483 Rancho Calif Rd Tem ... 676-0433
Glass & Mirror 26111 Ynez Rd Tem ... 296-2112
Golf Shop 27911 Jefferson Av Tem ... 693-2978
Hand Car Wash
ncho Calif Rd Tem ... 694-8118
Hand Rehabilitation Center
rsn Av Tem ... 694-0905
Headstart 27365 Jeffrsn Av Tem ... 506-4105
Hearing Center 27349 Jeffrsn Av Tem ... 694-4178

ECULA HEARING ATERS

nchester
urtyard Building
argarita Grill
112
Jefferson Av Tem ... 296-5690
rge To Calling Party
rge To Calling Party ... 800-752-9997

la Heritage Fencing Murr ... 698-2224
a Immigration & Divorce Typing Center
ld Twn Front Tem ... 693-1718
la Insurance Group
ntrprse Circl N Temecula 92590 ... 296-3410
la Insurance Group
Entrprse Circl North Tem ... 695-5280
la Jewelry Mart
Ynez Rd Temecula 92591 ... 296-9422
la Jewelry Mart 26459 Ynez Rd Tem ... 699-3539
la Kelly's 40820 Winchstr Rd Temecula 92591 ... 296-0750
la Learning Center The Tem ... 302-5144
la Little League Softball Tem ... 694-9666
la Mechanical
Entrprse Circl N Temecula 92590 ... 296-9716
la Mechanical
Entrprse Circl North Tem ... 676-1555
la Meeting Center 42145 Lyndie Ln Tem ... 699-8424
la Middle School
Meadows Pkwy Tem ... 302-5151
ance ... 302-5155
la Motor Cars 26111 Ynez Rd Temecula 92591 ... 296-9866
la Motorcycle Sales & Service
Enterprise Cir S Tem ... 308-0070
la Motorcycle Service
Entrprse Circl S Temecula 92590 ... 296-9377
ECULA MOTORSPORTS ... 698-4123
rge To Calling Party
rge To Calling Party ... 877-698-4123
Murrieta Realty Tem ... 296-3181
Murrieta Realty Tem ... 695-2155
Off-Road Performance
Commerce Centr Dr Tem ... 695-1300
ECULA OIL PRODUCTS
Del Rio Rd Tem ... 676-2660
Optometric Center
Old Town Front St Tem ... 676-4211
ECULA ORTHODONTIC GROUP
Winchester Rd Tem ... 506-6523
Orthodontic Group
Winchstr Rd Temecula 92591 ... 296-9723
Orthodontic Specialists
Tal D DDS 27450 Ynez Rd Tem ... 693-9373
Pawn 41125 Winchstr Rd Temecula 92591 ... 296-3195
Pawn 41125 Winchstr Rd Tem ... 699-7622
Pharmacy 27699 Jeffrsn Av Tem ... 695-0890
Pharmacy 27699 Jeffrsn Av Tem ... 699-0704
Pizza Co 44535 Bedfrd Ct Tem ... 694-9463
ECULA PLANTSCAPE Tem ... 699-8869
Plastics Processing Inc
Rock Tem ... 506-5494
Play & Learn 42690 Margarita Rd Tem ... 693-0381

Temecula Pool Supply 29700 Rancho Calif Rd Tem ... 699-3966
Temecula Power Sweep
Tem ... 302-9749
Pager ... 507-2980
Temecula Precision Machining
43084 Rancho Way Tem ... 699-4066
Temecula Psychiatric Center
29377 Rancho Calif Rd Tem ... 693-1181
Temecula Psychic Tem ... 695-1324
Temecula Psychological Services Tem ... 693-2486
Temecula Public Cemetery 41911 C St Tem ... 699-1630
Temecula Quarterly Murr ... 696-2394

TEMECULA RADIATOR & AUTO REPAIR

42148 Sarah Way Tem ... 694-1373
FAX Number ... 694-0794

Temecula Radiator & Auto Repair
42148 Sarah Wy Tem ... 676-2692
TEMECULA RESTAURANT SUPPLY
41735 Winchester Rd Tem ... 296-2966
Temecula Restaurant Supply
41735 Winchstr Rd Tem ... 695-2453
Temecula Roofing Co
27640 Commerce Center Drive Ste 10 Temecula ... 676-6491
Temecula Sand Co 29960 Via Serrito Temecula 92592 ... 296-9507
Temecula Sand Co 29960 Via Serrito Tem ... 676-6177

TEMECULA SELF STORAGE

26730 Ynez Ct Tem ... 676-3885

Temecula 76 28903 Rancho Calif Rd Tem ... 676-6676
Temecula Shuttle Tem ... 695-9999
Temecula Soccer Club Temecula ... 296-3022
Temecula Soccer Club Tem ... 693-2872
Temecula Speed Center
28780 Old Town Front St Tem ... 699-8173
Temecula Stage Stop 28464 Old Twn Front Tem ... 694-0292
Temecula Stamp & Graphics
41830 Noel Cir Tem ... 676-3427
Fax Number ... 676-3066
TEMECULA STAMPEDE
28721 Old Town Front St Tem ... 695-1760
Info Line ... 695-1761
Temecula State Preschool 41951 Moraga Rd Tem ... 694-9645
Temecula Tax Service 41920 6th St Tem ... 676-1277
Temecula Teachers Driving School Tem ... 695-2993
Temecula Test Only Center
28696 Via Montezuma Tem ... 676-6110
Temecula Tile 41790 Winchstr Rd Temecula 92591 ... 296-9510
Temecula Tile Tem ... 676-1510
Temecula Tile 41790 Winchstr Rd Tem ... 699-7811
Temecula Towing 41910 C St Tem ... 676-2471
Temecula Town Assn 28816 Pujol Tem ... 676-4718
Temecula Tractor Service Tem ... 699-0257
Temecula Trading Post 42081 Main Tem ... 676-5759
Temecula Transmission 28733 Via Montezuma Tem ... 695-3362
TEMECULA TRAVEL & CRUISES
43053 Margarita Rd Tem ... 693-3155

TEMECULA TROPHY

28700-B Las Haciendas Tem ... 676-2834
FAX Number ... 694-8148

Temecula United Methodist Church
42690 Margarita Rd Tem ... 676-1800
Temecula Urgent Care 29645 Rancho Calif Rd Tem ... 308-1700
Temecula Valley Acoustics Tmcla ... 600-0555
Temecula Valley Balloon & Wine Festival Tem ... 676-4713
Temecula Valley Balloons
Tem No Charge To Calling Party ... 888-695-9693
Temecula Valley Bank 27710 Jeffrsn Av Tem ... 694-9940

TEMECULA VALLEY BANK N A

27710 Jefferson Av Tem ... 719-3145

Temecula Valley Baptist Church
29825 Santiago Rd Tem ... 676-4021
Temecula Valley Beer & Ale Works Inc
43122 Via Dos Picos Tem ... 693-0222
TEMECULA VALLEY BUILDING MATERIALS
43189 Business Park Dr Tem ... 699-1831
Temecula Valley Cardiology
25405 Hancock Av Murr ... 698-4600
Temecula Valley Carpet And Repair Co Tem ... 699-3166
Temecula Valley Carriage Co Tem ... 676-4437

Temecula Valley Cathy's Dance
See Cathy's Dance School Of Performing Arts
Temecula Valley Cathy's Dance School Of Performing Arts
28780 Old Twn Front Tem ... 699-9255
Temecula Valley Chamber Of Commerce
27450 Ynez Rd Ste 124 Tem ... 676-5090
Temecula Valley Chapel Of Memories Tem ... 694-6451
Temecula Valley Chiropractic
41750 W Winchester Rd Tem ... 296-9350
Temecula Valley Chiropractic
41750 Winchstr Rd Tem ... 699-6226
Temecula Valley Christian Academy
43300 Business Prk Dr Tem ... 694-6120
Temecula Valley Christian Center
43300 Business Prk Dr Tem ... 695-1123
Temecula Valley Church Of Christ
41845 6th St Tem ... 677-4476

TEMECULA VALLEY COMMUNICATIONS INC

27574 Commerce Center Dr Tem ... 694-0374

Temecula Valley Community Church
41710 Entrprse Circl South Tem ... 699-0761
Temecula Valley Consultants Inc
32728 Caserta Dr Tem ... 303-1880
Temecula Valley Consultants Inc Tem ... 693-1435
Temecula Valley Counseling Services
28936 Old Town Front St Tem ... 695-3382

TEMECULA VALLEY DRYWALL INC

40880 County Center Dr Tem ... 676-7122

Temecula Valley Drywall Inc
40880 County Centr Dr Temecula 92591 ... 296-0202
Temecula Valley Economic Development Corp
43180 Business Prk Dr Tem ... 695-5130
Temecula Valley Educators Association
29377 Rancho Calif Rd Tem ... 699-9970
Temecula Valley Elks 33167 Gillette Lk Elsn ... 609-9246
Temecula Valley Equestrian Center
33514 South Hwy 79 Tem ... 303-0911
Temecula Valley Equipment Co
27555 Ynez Rd Tem ... 699-6811
Temecula Valley Family Dentistry
See Ahmad Farooq DDS
Temecula Valley Family Dentistry & Orthodontics
43057 Margarita Rd Tem ... 506-6872
Temecula Valley Family Medicine
28999 Old Twn Front Tem ... 676-8868
Temecula Valley Film Council
27740 Jeffrsn Av Tem ... 699-6267
Temecula Valley High School
31555 Rancho Vista Rd Tem ... 695-7300
Attendance ... 695-7315
Temecula Valley Hog Chapter
28822 Old Twn Front Tem ... 695-7287
Temecula Valley House Of Praise
42111 Avenida Alvarado Tem ... 676-1388
Temecula Valley House Of Praise
42111 Avenida Alvarado Temecula 92590 ... 296-3027
TEMECULA VALLEY IMAGING CENTER
27699 Jefferson Av Tem ... 699-7161
Temecula Valley Inn 27660 Jeffrsn Av Tem ... 699-2444
Temecula Valley Insurance Agency Tem ... 676-5909
Temecula Valley Internal Medicine Medical Corporation
28991 Old Town Front St Tem ... 699-5995

TEMECULA VALLEY LANDSCAPE & CONSTRUCTION

Tem ... 693-0952

TEMECULA VALLEY LASER REPAIR
41892-F Enterprise Circle South Tem ... 296-0200
Temecula Valley Laser Repair
41890 Entrprse Circl South Tem ... 676-1575
Temecula Valley Moose Lodge No 261
28000 Murrieta Hot Spgs Rd Murr ... 677-6876
Temecula Valley Mortgage
41690 Entrprse Circl North Tem ... 694-6580
TEMECULA VALLEY MORTGAGE CORPORATION
41690 Enterprise Circle N Tem ... 296-2280
Temecula Valley Museum Tem ... 676-0021

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Temecula Valley Museum Gift Shop Tem.....694-6450
Temecula Valley National Little League Tem.....694-6852

TEMECULA VALLEY NUCLEAR MEDICINE INC
25485 Medical Ctr Dr Murr.....698-4808

TEMECULA VALLEY OB/GYN MEDICAL ASSOCIATES INC
Inland Medical Offices Suite 100
36243 Inland Vly Dr Wildomar.....677-4748

TEMECULA VALLEY OPTOMETRY
Alan M Winkelstein OD
30520 Rancho Calif Rd Tem.....676-9465

Temecula Valley People Helping People Tem.....695-2665
TEMECULA VALLEY PHYSICAL THERAPY & HAND REHABILITATION
27450 Ynez Rd Tem.....506-0084

TEMECULA VALLEY PIPE & SUPPLY
28074 Del Rio Rd Tem.....676-5678

Temecula Valley Playhouse
26111 Ynez Rd Temecula 92591.....296-6344
Temecula Valley Playhouse 26111 Ynez Rd Tem.....676-0775
Temecula Valley Podiatry 28999 Old Twn Front Tem.....694-5360
Temecula Valley Pool Service Tem.....694-3501
Temecula Valley Powder Coatings
27880 Dl Rio Rd Tem.....699-8685
Temecula Valley Propane
27537 Commrce Centr Dr Tem.....693-0280
Temecula Valley Real Estate Service Tem.....506-4577
TEMECULA VALLEY RV
28897 Old Town Front St Tem.....695-1018
Temecula Valley Shotokan Karate
41760 Rider Wy Tem.....677-4305
Temecula Valley Soccer Assn Tem.....676-5425
Temecula Valley Stars 27521 Commrce Centr Dr Tem.....695-9492
TEMECULA VALLEY STARS CHEER DANCE & TUMBLING GYM
41590 Reagan Ave Murr.....600-8242
Temecula Valley Tae Kwon Do
28404 Felix Valdez Rd Tem.....699-9952
Temecula Valley Tax & Financial Services Tem.....676-1931

TEMECULA VALLEY TOYOTA
26631 Ynez Rd Tem.....694-0575
No Charge To Calling Party
No Charge To Calling Party.....800-829-0575

Temecula Valley Unified School District
District Office
31350 Rancho Vista Rd Tem.....676-2661
Elementary Schools
Abby Reinke Elementary School
43799 Sunny Meadows Dr Tem.....302-6610
Helen Hunt Jackson Elementary School
32400 Camino San Dimas Tem.....302-5199
Nicolas Valley Elementary School
39600 N General Kearney Rd Tem.....695-7180
Attendance.....695-7185
Paloma Elementary School
42940 Via Rami Tem.....302-5165
Attendance.....302-5166
Child Care.....302-5177
Pauba Valley Elementary
33125 Regina Dr Tem.....302-5140
Attendance.....302-5150
Child Care.....302-5145
Rancho Elementary School
31530 LaSerena Wy Tem.....695-7150
Attendance.....695-7155
Child Care.....695-7156
Redhawk Elementary School
32045 Camino San Jose Tem.....302-5125
Attendance.....302-5129
Child Care.....302-5135
Sparkman Elementary School
32225 Pio Pico Rd Tem.....302-5100
Attendance.....302-5111
Child Care.....302-5115

(Continued on next column)

Temecula Valley Unified School District Cont'd
Temecula Elementary School
41951 Moraga Rd Tem.....695-7130
Attendance.....695-7135
Vail Elementary School
29915 Mira Loma Dr Tem.....695-7140
Attendance.....695-7145
Child Care.....695-7146
Vintage Hills Elementary
42240 Camino Romo Tem.....695-4260
Attendance.....695-4265
Middle Schools
James L Day Middle School
40775 Camino Campos Verde Tem.....699-8138
Margarita Middle School
30600 Margarita Rd Tem.....695-7370
Attendance.....695-7375
Temecula Middle School
42075 Meadows Pkwy Tem.....302-5151
Attendance.....302-5155
Vail Ranch Middle School
33340 Camino Piedra Rojo Tem.....302-5188
Attendance.....302-5189
High Schools
Chaparral High School
27215 Nicolas Rd Tem.....695-4200
Rancho Vista High School
31350 Rancho Vista Rd Tem.....695-7320
Temecula Valley High School
31555 Rancho Vista Rd Tem.....695-7300
Attendance.....695-7315
Transportation
40516 Roripaugh Rd Tem.....695-7110
Maintenance & Operations.....695-7115
Temecula Valley USD Tem.....695-4240
Temecula Valley Usd Tem.....695-7160
Temecula Valley Usd Tem.....695-7166
Temecula Valley USD Tem.....695-7170
Temecula Valley Usd Tem.....695-7176
Temecula Valley Usd Tem.....695-7189
Temecula Valley Usd Tem.....695-7350
Temecula Valley Vineyard
40500 Camino Dl Vino Tem.....303-0599
Temecula Valley Vintners Association
34567 Rancho Calif Rd Tem.....699-3626
Temecula Valley Wine Tours
28464 Old Twn Front Tem.....694-0292
Temecula Villa 28801 Pujol Tem.....676-5352
Temecula Vision Center 27636 Ynez Rd Tem.....676-1955
Temecula Volunteer Fire Department
30650 Pauba Rd Tem.....676-1294
Temecula West LLC 28751 Rancho Calif Rd Tem.....676-1220
Temecula Wine & Beer Garden & Temecula Stage Stop
28464 Old Town Front St Tem.....506-4472
Temecula Wine Country Tours & Temecula Stage Stop
28464 Old Town Front St Tem.....694-0292
Temecula Winegrape Growers Assn
43114 Blackdeer Loop Tem.....302-7759
Temecula Winnelson 43169 Via Dos Picos Tem.....694-8448
Temeka Incorporated 42440 Winchstr Rd Temecula.....296-3570
Temeka Incorporated 42440 Winchstr Rd Tem.....695-2561

TEMEKU CHIROPRACTIC
40967 Winchester Rd Tem.....676-7955

Temeku Cinema 26463 Ynez Rd Tem.....695-2530
Temeku Golf Course 41687 Temeku Dr Tem.....693-1440
Temeku Hills 41687 Temeku Dr Tem.....506-3303
TEMEKU HILLS GOLF AND COUNTRY CLUB
41687 Temeku Dr Tem.....694-9998
Temeku Insurance Services
28290 Old Town Front Tem.....676-4457
TEMELINK.COM Tem.....302-1480
Temescal Canyon High School
28755 El Toro Rd LkElsn.....245-4484
Temescal Canyon Rockery
14299 Temescal Canyon Rd LkElsn.....471-2625
Tempel H J & Elaine SnCty.....301-1041
Tempel M D Tem.....302-9595
Tempel Marsha & Steve
30563 Greenwy Cir Tem.....676-4510
Fax Line.....676-6360
Temple B 28822 Woodcrst Lk Dr Mnfe.....679-1826
Temple Beth Sholom 29101 Dl Monte Dr SnCty.....679-0419
Temple Glen & Gladys 34684 The Farm Rd Wldmr.....244-7345
Temple-Inland Mortgage
Temecula 41707 Winchstr Rd Tem.....694-9260
TEMPLE-INLAND MORTGAGE CORP
41707 Winchester Rd Tem.....296-0400

Temple K.....[illegible]
Temple L Mnfe.....[illegible]
Temple Norman E 26461 Fordhm Dr SnCty.....[illegible]
Temple R 28396 Princessa Cir Murr.....[illegible]
Temple T & K Murr.....[illegible]
Temple V SnCty.....[illegible]
Templeton A & D Murr.....[illegible]
Templeton E Tem.....[illegible]
Templeton Jerry 40419 Via Tapadero Murr.....[illegible]
Templin Arthur & Betty SnCty.....[illegible]
Templin Phillip P 29940 Carmel Rd SnCty.....[illegible]
Tena Pentel Hair Stylist & Make-Up Artist
30550 Rancho Calif Rd Tem.....[illegible]
Tena Raul & Donna 31580 Via Snta Ines Tem.....[illegible]
Tenaja Community Services Dist
32395 Clinton Keith Rd Wldmr.....[illegible]
Tenant Improvement Specialists
31532 Railrd Cnyn Rd Cnyn Lk.....[illegible]
Tender Loving Learning Center Sun City.....[illegible]
Tenerelli Guy 33900 Vino Wy Tem.....[illegible]
Tenerelli Phillip P 28378 Encanto Dr SnCty.....[illegible]
Ten Eyck L J.....[illegible]
Tengonciang Heather 31633 Heathr Wy Tem.....[illegible]
Tengonciang Jaime 31633 Heathr Wy Tem.....[illegible]
Tengonciang Ofelia 42200 Moraga Rd Tem.....[illegible]
Ten Hove Jacob B 40572 Via Tapadero Murr.....[illegible]
Tenhundfeld Jerome & Marjorie Murr.....[illegible]
Tennant Luvada & Gary 13125 Glandt Ct Cor.....[illegible]
Tennant Luvada & Gary 13125 Glandt Ct Cor.....[illegible]
Tennant Luvada & Gary Cor.....[illegible]
Tenney David & Laura Tem.....[illegible]
Tenney Matt & Dana Tem.....[illegible]
Tennis H Tem.....[illegible]
Tennison C Murr.....[illegible]
Ten Perfect Nails 40820 Winchstr Rd Temecula 92591.....[illegible]
Ten Raa Louise K SnCty.....[illegible]
Tension Envelope Corp
40750 County Centr Dr Temecula 92591.....[illegible]
Tension Envelope Corp 40750 County Centr Dr Tem.....[illegible]
Tentman Charles T Murr.....[illegible]
Teposte Oscar Cor.....[illegible]
Teracor Resource Management
42217 Rio Nedo Temecula 92590.....[illegible]
Teracor Resource Management
42217 Rio Nedo Tem.....[illegible]
Terada Fred 39194 Via Las Quintas Murr.....[illegible]
Teran I Tem.....[illegible]
Teran Margarita Mnfe.....[illegible]
Tereschenko S C & Lena 28163 Sun Cty Bl SnCty.....[illegible]
Terfansky L Romolnd.....[illegible]
Terheggen Herb 33281 Hixon Wldmr.....[illegible]
Terheggen R Cnyn Lk.....[illegible]
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Terry Ruth 28301 Encanto Dr SnCty.....[illegible]
Terry Services 32797 Hupa Dr Tem.....[illegible]
Terry Sherman & Joline 22162 Tumblwd Dr Cnyn Lk.....[illegible]

INDEX OF EXHIBITS

EXHIBIT 1:

Letter from Gary L. Mc Millan, McMillan Farm Management Company, Original petitioners for the Temecula AVA

EXHIBIT 2:

Cover and publisher's page of A Thousand Years in Temecula Valley, Foremost historical work on the Temecula Valley region

EXHIBIT 3:

Copy of 1872 property deed referring to the "Valley of Temecula"; page 74 of A Thousand Years in Temecula Valley.

EXHIBIT 4:

Excerpt referring to 1883 advertising of homesites in the "Temecula Valley"; page 77 of A Thousand Years in Temecula Valley.

EXHIBIT 5:

Current Verizon Telephone Directory pages showing extensive use of "Temecula Valley", beginning with "Temecula Valley Acoustics" and ending with "Temecula Valley Wine Tours". Please note highlighted school District name.

Temecula Valley Winegrowers Association
Board of Directors
2001

Peter Poole – Past President

Joe Hart – President

Ben Drake – 1st Vice President

Roberto Ponte – 2nd Vice President

Nick Palumbo – Secretary

Ray Falkner – Treasurer

Peggy Evans – At Large

*

Linda Kissam
Executive Director

Temecula Valley Winegrowers Association
Post Office Box 1601
Temecula, Ca 92593-1601
909-699-3626 ~ Office
909-699-2353 ~ Fax
www.temeculawines.org

Linda Kissam
Executive Director

Bureau of Alcohol, Tobacco and Firearms
221 Main Street, 11th Floor
San Francisco, CA 94105

February 25, 2002

Attention: Specialist Nancy Hutton

Dear Ms. Hutton:

Enclosed you will find further exhibits requested by ATF in regards to our petition to change the "Temecula" AVA to "Temecula Valley".

In regard to your request #1 in your letter of September 18, 2001, we have provided a copy of USGS topo maps for the area of the AVA. In regard to request #2, the area we would consider to be the valley itself is highlighted on the map.

There is no question that it indicates a large geographic area outside the area marked as "valley". We would like to note that while this area does contain vineyards, the majority of the area is unsuitable for viticulture due to mountainous terrain, which, where possible to plant, has been planted to avocados (approximately 20,000 acres). In addition to that, there are 9500 acres in the Santa Rosa Plateau Ecological Reserve and its surrounding wildlife corridors. As a result of this and other factors, the "valley" part of the AVA contains over 90% of the grape acreage.

We consider this situation to be similar to that found in the Napa Valley AVA, which contains mountains and remote valleys that would not be considered part of the "Napa Valley proper", but have some historical or geographical affinity to the Napa Valley. BATF ruled to include those areas in the Napa Valley AVA.

Also in regard to request #2, since the area outside the valley proper is remote and historically almost unpopulated, there is little history of the area as such. We have documented its inclusion in the Vail Ranch and the later Rancho California development. The 87,500 acres of the ranch and the development includes most of the Temecula AVA, including the valley and mountainous areas. Also noted are indications that this area has broad historical connections with Temecula, considered beyond the town itself, a fact which was previously established in the formation of the "Temecula" AVA.

In regard to request #3, we have not included the Temecula Valley Unified School District boundaries, because they do not appear to relate at all to the subject matter at hand. The district was formed prior to the Rancho California development, and

historically served approximately 200 total residents living in Temecula. It also shared jurisdiction with the Lake Elsinore Unified School District for high school. During that era, the mountainous area which Temecula residents refer to as the "Westside" became part of the Murrieta Valley Unified School District. The Temecula Valley Unified School District was included in our petition among various references to the current use of the term "Temecula Valley".

Sincerely,

Peter A. Poole

Temecula Valley Winegrowers Association
Peter A. Poole
Committee Chair

EXHIBITS

1. **Large topo map showing boundaries of the Temecula AVA and highlighted boundaries of the "valley" portion.**

2. **References from *A Thousand Years in Temecula Valley.*** Author Tom Hudson was the foremost historian of the Temecula Valley. He consistently referred to the areas contained in four large Spanish land grants as "Temecula Valley". This includes the Valley itself, north to Lake Elsinore and the Rancho Santa Rosa in the west, which would not be considered part of the geographic "valley proper". He uses this "Valley" reference to extend the reach of the name "Temecula" beyond the boundaries of the town itself. Previous references also show both historic and current use of the term "Temecula Valley".

3. **Maps from *Temecula, At the Crossroads of History*, and *Temecula History, A Chronology, 1797-1993.*** These maps show the boundaries of the town of Temecula, but consistently indicate the larger area of the four land grants as being part of the region referred to by Hudson and others (above) as Temecula Valley. Note use of the term "Temecula Valley" (Temecula Valley Ranchos – Nineteenth Century).

4. **Letter from Drake Enterprises**. Mr. Drake indicates that the majority of grapes are in the "Valley" portion of the AVA.

Exhibit 2

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A THOUSAND YEARS IN TEMECULA VALLEY

TOM HUDSON

release of his important book, *Three Paths Along a River,* which chronicles the early history of the country adjacent to the San Luis Rey River, including Temecula Valley, and it later inspired the birth of *The High Country,* a historical quarterly published in Temecula. This journal subsequently achieved excellence in its presentation of the history of the Southwest.

In 1980 Tom released his *In Search of the Sunset,* a historical account of three hundred and fifty years of westward migration from Europe to the Pacific. This book he considers his major contribution.

In June of 1981 Tom, at the age of eighty-one, was honored as Historian of the Year by the Riverside County Historical Commission through a resolution by the Riverside County Board of Supervisors. The Temecula Valley Chamber of Commerce was pleased to have nominated Mr. Hudson for the coveted title.

Recognizing his skill as a fine writer and his reputation as a responsible historian, the Temecula Valley Chamber of Commerce is also pleased to have commissioned Mr. Hudson to author *A Thousand Years in Temecula Valley.*

PRESIDENT SHERRY PRYSOCK,
in behalf of the 1981 Temecula Valley Chamber of Commerce
Board of Directors

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Archæology tells us that untold thousands of years ago a race of people accepted the land's invitation and made their home here. We know little of them, for their few remaining silent bones keep well their secrets.

The white man's immediate predecessor here was the Temecula Indian. His domain was large for a people whose only means of travel was on foot. To the south it included what is now known as Wolf Valley and extended into the hills where it encountered land of the Pala Indians. To the west it extended into the mountains, through Temecula Canyon, and probably included most or all of the high table land later known as Rancho Santa Rosa. We can presume that the Temeculas foraged west until they came to the domain of coastal Indians. To the east they were free to harvest acorns on the slopes of Palomar Mountain and to forage and hunt up the Temecula River toward the Cupeño and Cahuilla tribes. And finally, to the north their long valley extended about twenty miles to include a big lake to which they gave the name *Etengvo Wumoma,* liberally translated as Hot Springs by the Little Sea. The Spaniards, when they came, called the lake Laguna de Temecula or, more popularly, Laguna Grande. When the town of Elsinore was founded the name was again changed—this time to Lake Elsinore.

land on the Westside

The principal village of these people was on the south side of the Temecula River where that stream is joined by Murrieta Creek to form the Santa Margarita River. Part of the village spilled over onto the north side of the river. This village of Temecula was located on high benchland overlooking the valley to the north and east. Immediately below, the Santa Margarita River slashed its way through a gorge carved by the river on its plunge toward the sea. The village was about one mile north of the intersection of Main and Front Streets in the present townsite of Temecula.

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scattered from eastern Arizona to Santa Rosa Island, a man who could and did brand cattle, conduct cattle drives and combat Chiracahua Apaches raiding his ranch could not have died in the environment he loved. But he didn't. Walter L. Vail was killed by a trolley car on the streets of Los Angeles.

VAIL'S PURCHASE OF TEMECULA VALLEY LAND had effectively enclosed the Temecula townsite in the center of a huge cattle ranch. The little village had no place to go but up. And it never went up. Excepting for that tiny portion of it surveyed by Frederick Perris as a townsite, the land would long remain free of surveyors' stakes. Few structures would mar its virgin tranquility, and those that did would mellow and blend into the landscape in an unobtrusive rendezvous with Nature. Fate was saving this Big Wide Land for the future.

Walter Vail and his wife, Margaret, to whom he was married on June 15, 1881, had raised five sons and two daughters, but only his son Mahlon's name became well known in the valley. Jack Roripaugh, then twenty-one years of age and Vail's first ranch foreman, later told his daughter, Margaret (Ramsey), that when he first saw Mahlon Vail in 1906 Vail was a slender seventeen-year-old youth. But even at that age Mahlon Vail recognized and yielded to the lure of Temecula Valley. Of all the land his father had acquired he best loved the broad, topographically diversified Temecula land that became known as the Vail Ranch.

The big colonial house built by Parker Dear high in the Santa Rosa portion became home of Mahlon Vail's mother. Jack Roripaugh's son, Louie, received much of his training as a cattleman on the Santa Rosa. Although the old Wolf Store building and a cluster of buildings that surround it—site of the Second Temecula—are on Rancho Little Temecula, the site has always been known as Pauba

Ranch Headquarters. During all of the years of operation of the Vail Ranch this location would continue to serve as its heart-beat center.

Jack Roripaugh had been foreman of the Pauba Ranch before Walter Vail came to Temecula, and he continued to direct the ranch for several years for the Vails. When he took charge of alfalfa fields on the Pauba he was succeeded as ranch manager by Jim Freeman. Freeman was succeeded by Jack's son, Louie Roripaugh, who came down from the Santa Rosa to assume his duties. For the next quarter century he managed the ranch. So long and successfully did he serve that the names Louie Roripaugh and Vail Ranch became synonymous.

When telephone service reached the valley the headquarters phone number was "Pauba 1." The home of Jack Roripaugh, then ranch manager, was "Pauba 2." There were no other "Pauba" numbers. A long-distance call, placed perhaps on the other side of the continent to "Pauba 1, California," was sure to puzzle the long-distance operator. It might even be necessary to tell her to go through Corona, but after a pause she would ring the number. Pauba 1 and Pauba 2 persisted until telephone companies insisted that all numbers should have seven digits.

FROM THE TIME THAT MAHLON VAIL assumed management of the Vail Ranch he recognized the desirability of raising cattle feed on portions of the land most suited to agriculture. Long, dry and hot summers left the grasslands devoid of fodder and cattle either had to be fed or shipped to greener pastures. The Santa Rosa portion, being at a higher altitude and closer to the ocean, received more rainfall than the Temecula and Pauba portions and cattle were often driven to that higher ground. Still it was necessary to supplement the naural grass with other feeds.

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the historic valley of temecula

by horace parker

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TEMECULA

OF 1909

A PAISANO PRESS LIBRITO

PUBLISHED BY PAISANO PRESS, INC.
P. O. BOX 497, TEMECULA, CA 92390

COPYRIGHT HORACE PARKER 1967

DESIGN AND COVER ART BY
JULIUS KRAKAUER

INTRODUCTION — TYPE 11 PT. TIMES ROMAN

LITHOGRAPHED IN U. S. A. BY
MAURICE PRINTERS
TEMECULA, CA 92390

FIRST PRINTING 1967
SECOND PRINTING 1987

They earned their fees with adjectives

SOME MONTHS AGO Frank Burnham sent me this old promotional booklet of 1909 which was found among his mother's keepsakes. Frank was born in Temecula in 1892 and his father, George, was one of the best-known of the pioneer merchants.

These bits of *ephemera,* as historians call them, are highly valued by collectors primarily because of their rarity. Most such ephemera has long since been relegated to the kitchen fire or wastebasket. Seldom is it literary, nor it is always accurate, but it does form an integral and important link in our Southern California history.

Although I have a large collection of Temecula ephemera and have followed the field closely for nearly 30 years, this booklet was a new item to me. Unfortunately, the cover is missing so there is no way of knowing the author or where it was printed. However, wedged between a generous hodgepodge of adjectives is a surprisingly accurate history of Temecula and Murrieta in 1909.

Undoubtedly some itinerant writer, printer, or even salesman of promotional literature, worked the Temecula Valley from Temecula to Elsinore getting "donations" for a great promotional book on the area and its inhabitants. His promises were probably as overdrawn as his adjectives. The larger the donation the greater the use of adjectives and more elaborate the text. He actually earned his fee with adjectives in his excellent example of an early "mugbook."

If we try to read between the lines of its 32 pages we find 17 pages devoted to Temecula, seven to Murrieta, four to county politics and four to display advertising. Therefore it would seem that Temecula town either furnished the bulk of the money or entertainment — of which it was capable. Murrieta seemingly didn't "rise to the bait" and in order to fill out his booklet it was necessary to contact some politicians and sell display advertising. One wonders how many copies were finally printed. The number must have been small or more would have survived. The actual size of the pamphlet is 14 x 8.5 cm.

It should be read with a chuckle to really appreciate its bombastic, Victorian style and then marvel how seriously this type of literature was taken over a half century ago.

DR. HORACE PARKER

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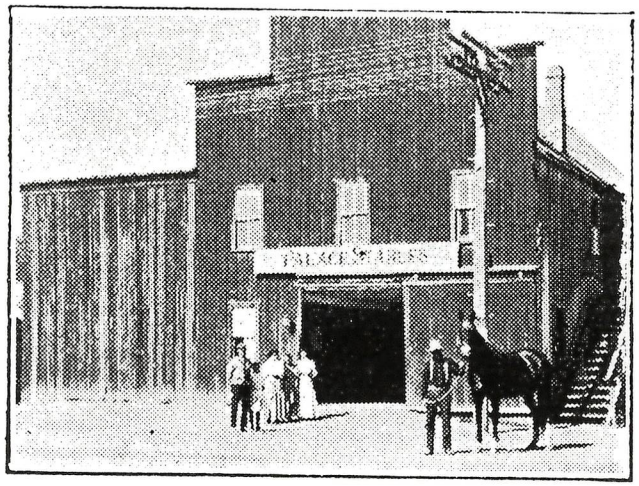

PALACE LIVERY STABLE

her glorious grandeur of scenic beauty of majestic environing mountains, "uprearing in their might their mystic height," of pacific, prosperous, pastoral charm in the vale below and in the historic interest attaching to the immediate valley and to many nearby surrounding points lies a heritage of present charm that impels the writer to say to every reader of this booklet that a trip to this sweet land of sunset without a visit to this delightful town and valley would be wholly inadequate and incomplete, a witnessing of a rendition of Hamlet with the Prince of Denmark not in the cast.

The scenically alluring Temecula valley is entirely environed by majestic mountains from the sides and summits of which are every day in the year wafted to the happy residents below pure, clarified, healthgiving breezes whilst spring fed rivulets trickle down their craggy sides to irrigate the valley's fertile acreage. The valley is bounded on the north by the towering San Jacinto range, northeast by the charming Cahuillas, east by the Smith Mountains and west by the Santa Rosas and Teheques, all presenting their own peculiar charm to the lover of the grandly beautiful in Nature.

View this vivid contrast of majestic mountain range and pastoral vale from the San Diego auto road midway down the Santa Rosa mountains, as first did the writer, and you will pronounce the vista unsurpassed and unsurpassable.

Climb the southern side of Temecula canyon and gaze westward and you will view, stretching before you "far as the eye can see the vision roam," a panorama of lovely hill and mountain with wooden sides of massive oak, interspersed anon with green vales where lowing herds peacefully graze, whilst on clear days the placid waters of the Pacific are visible in endless expanse of shimmering sheen, and, unless soul dead to the most

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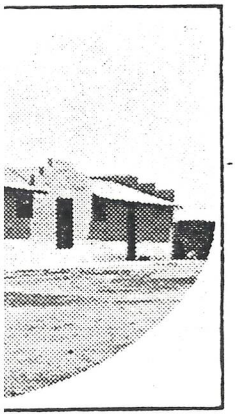

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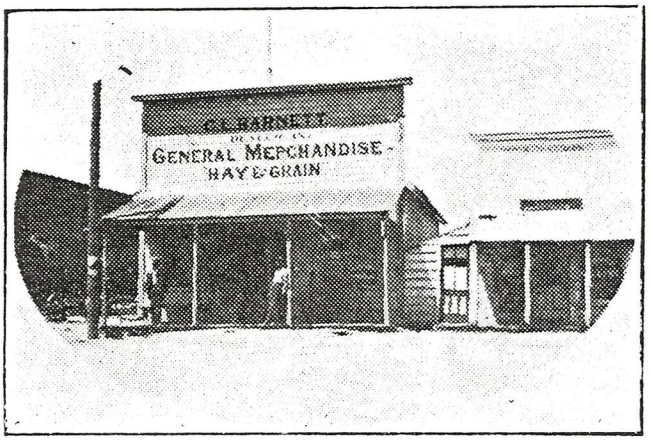
away and Temecula is the largest cattle shipping point on the Santa Fe in all of Southern California. Due to the luxuriant abundance of food stuff which covers every vale and mountain of this section, the cattle that go from Temecula are unmatched for large proportioned healthfulness and natural groomed sleekness in the world's markets.



STORE OF C. L BARNETT

In the mountains close and almost adjacent to the town of Temecula are inexhaustible deposits of superior fine granite, building, monument and curbing stone. Four quarries are now being operated and it is the consensus of opinion of the well informed that in this material resource alone lies a sure stepping stone to Temecula's future metropolitan greatness.

Much of the valley and nearby land is now held in large holdings in the splendid ranches elsewhere described, and in cattle ranges, but as certain as the night follows the day, and this is

Exhibit
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Temecula

by Phil Brigandi

at the Crossroads of History

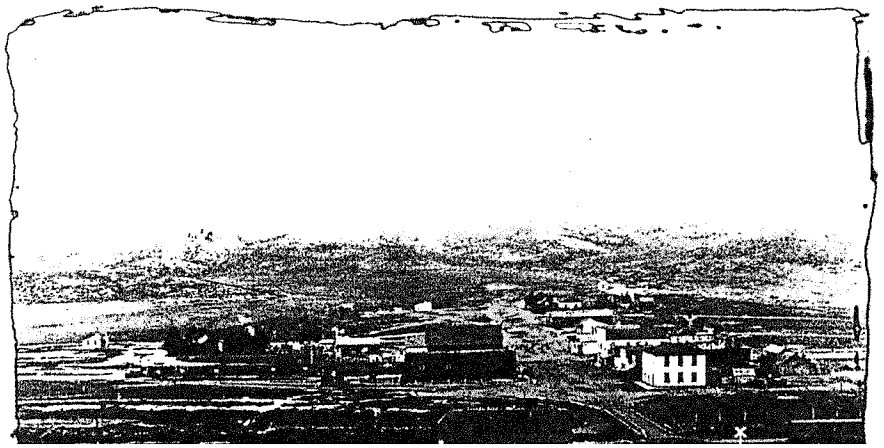
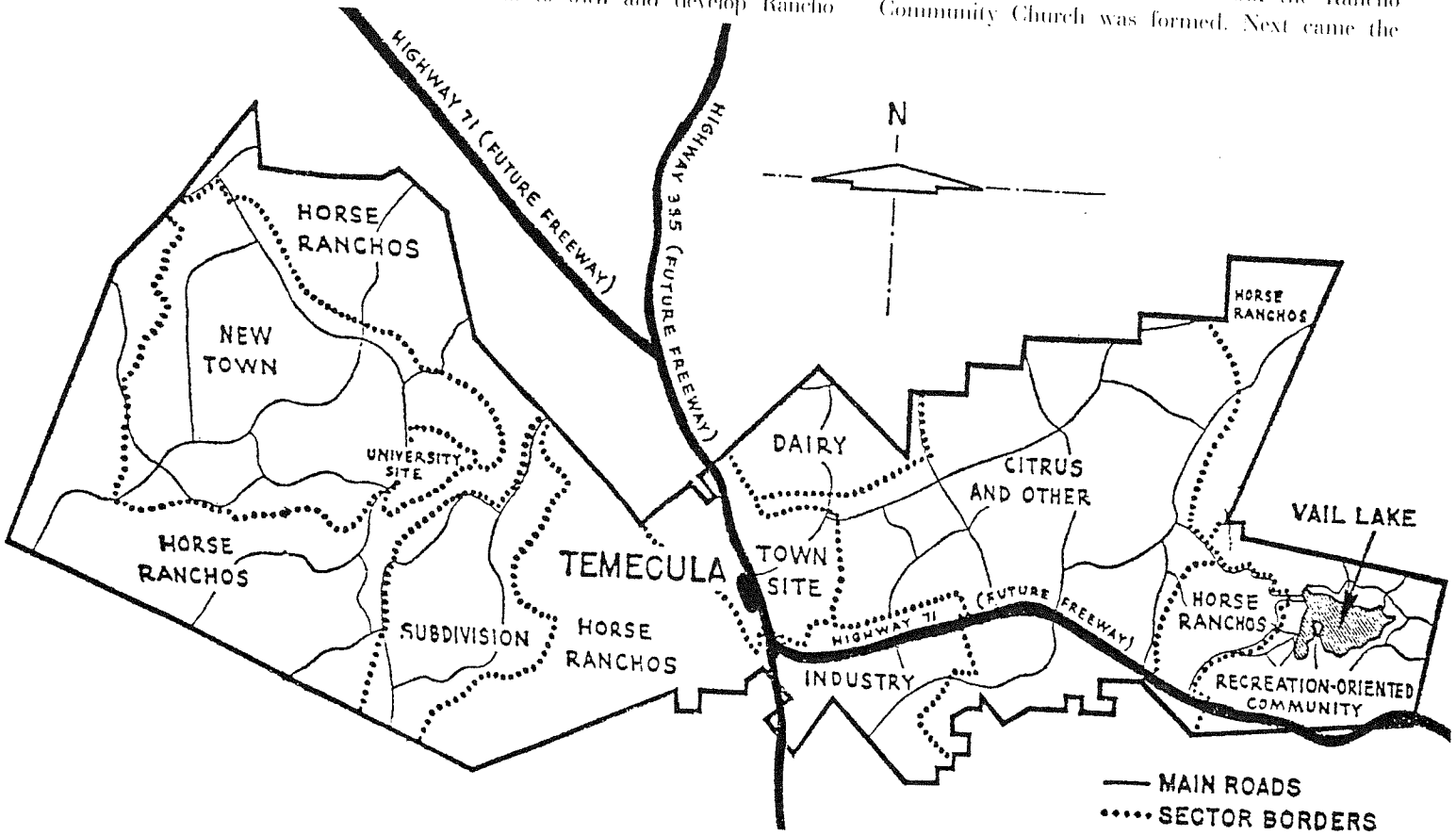


Exhibit 3

dential parcels (one-half to 1 3/4 acres) were put on the market in Meadowview, starting at just $5,950. In 1970 the first apartment complex opened on Mira Loma Drive.

In 1969 Aetna Life and Casualty bought Macco Realty's one-third interest in Rancho California for $19 million, and Aetna and the two Kaiser subsidiaries formed Kaiser-Aetna to own and develop Rancho

fornia mirrored the growth of the area. Service clubs, civic organizations and youth groups all sprang up in the mid to late 1960s. The first church in Rancho California, the Rancho California Baptist Mission, was founded in 1967 and built a sanctuary in 1968. Later they became the First Baptist Church of Temecula. Also in 1968, the Rancho Community Church was formed. Next came the



The first proposed master plan for Rancho, California, 1965. *Courtesy the Temecula Public Library*

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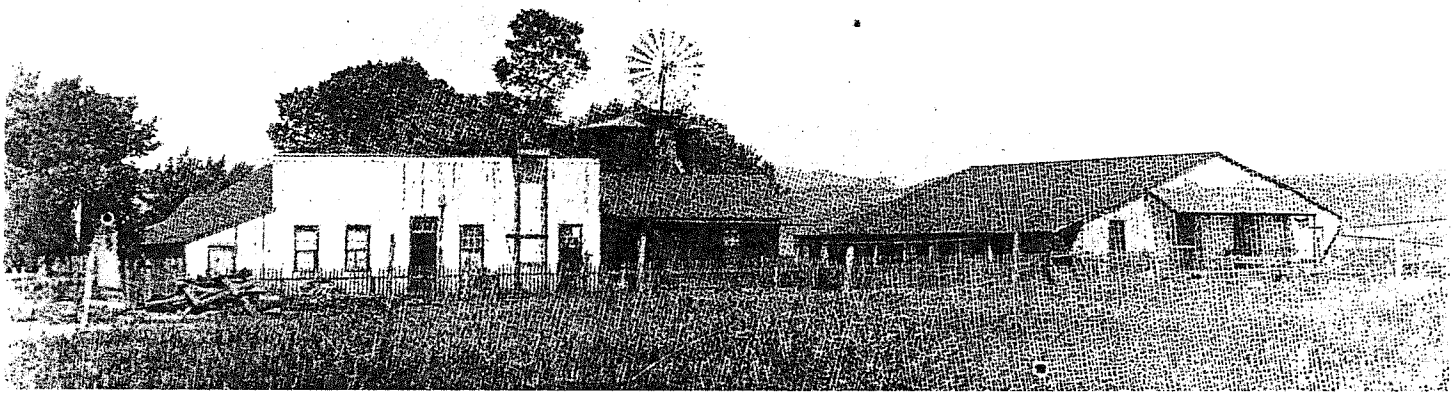
TEMECULA HISTORY:

A CHRONOLOGY, 1797-1993

Compiled by

Emily Gerstbacher



Funded by a grant from the

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Friends of the Temecula Library

Temecula, California

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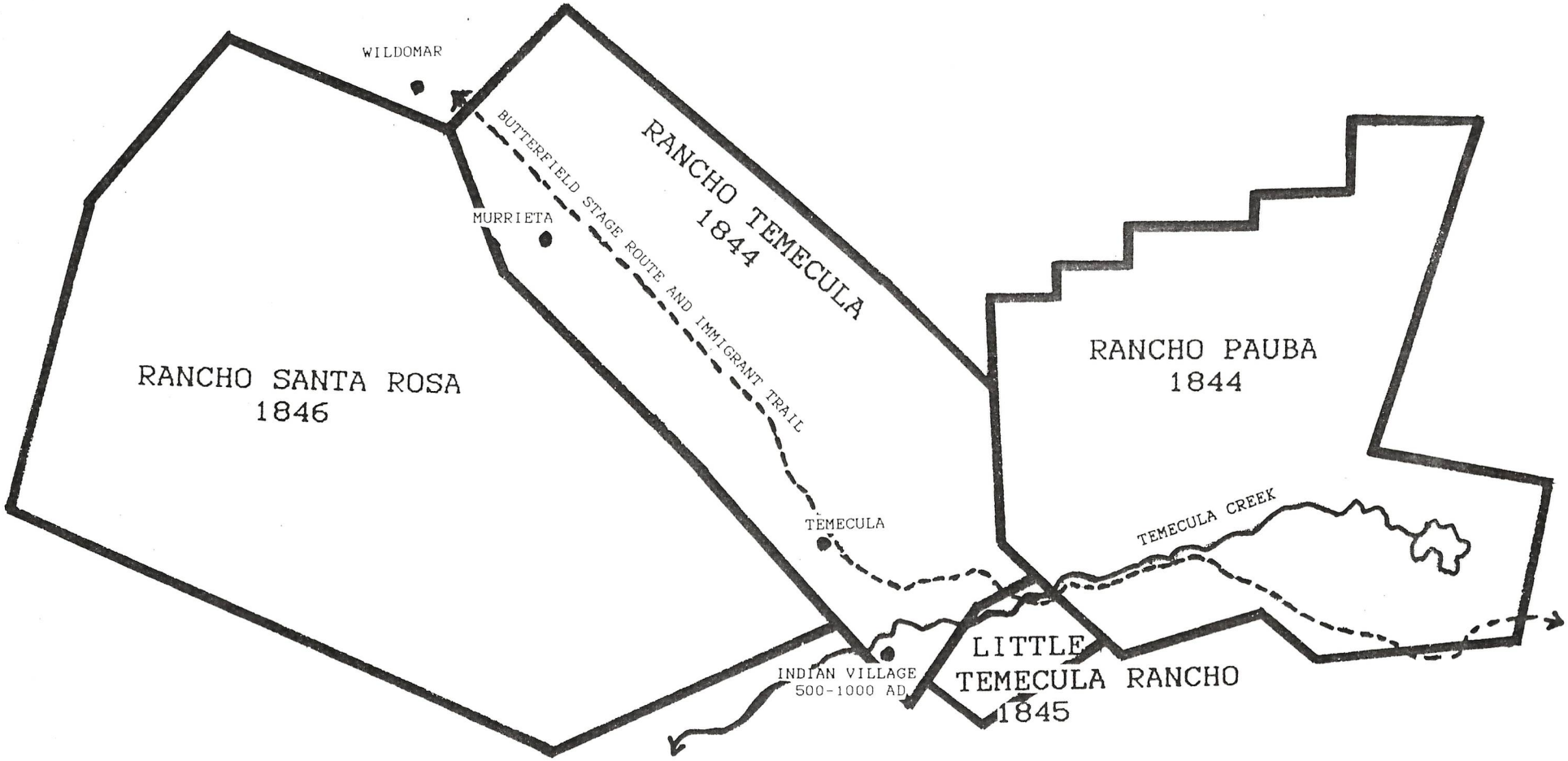
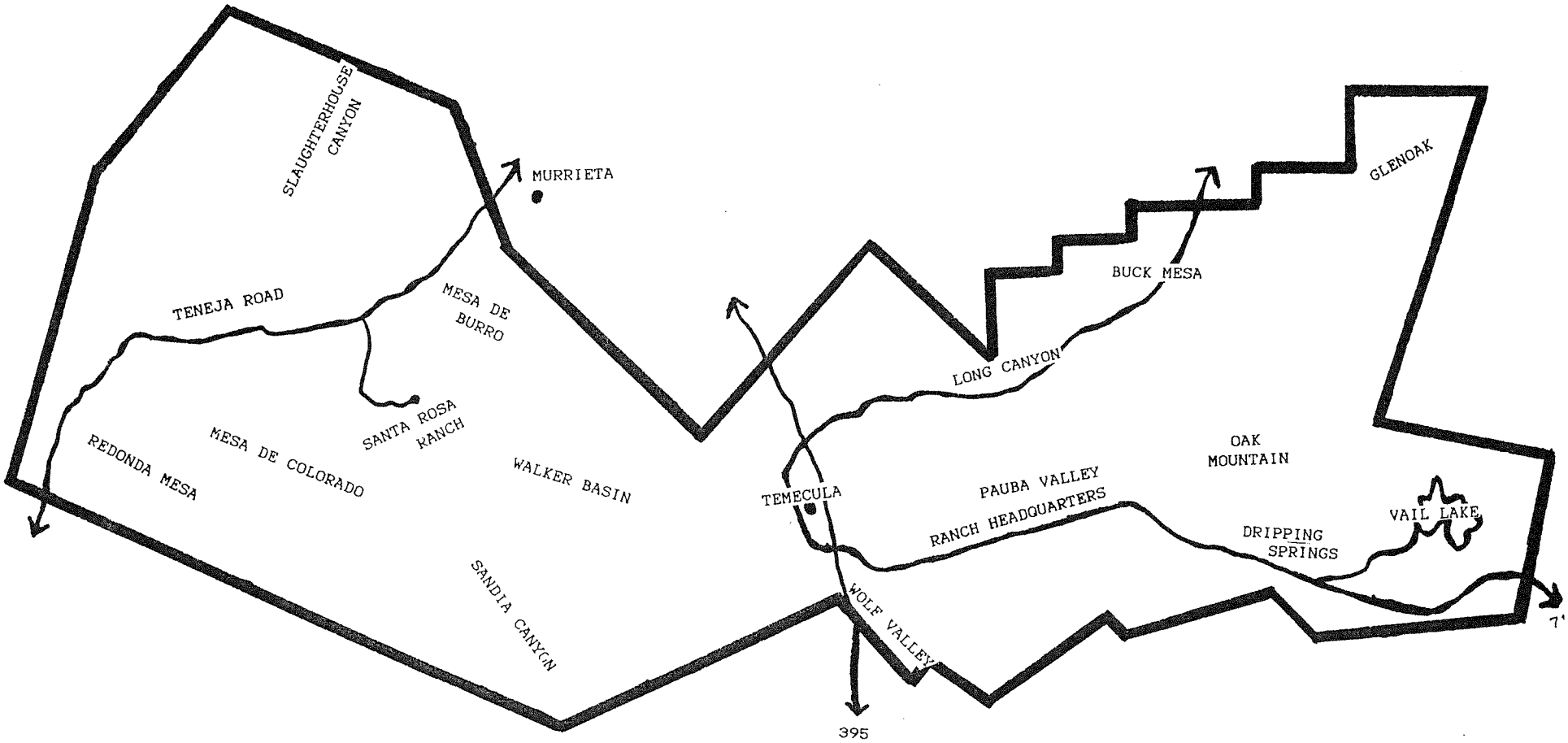
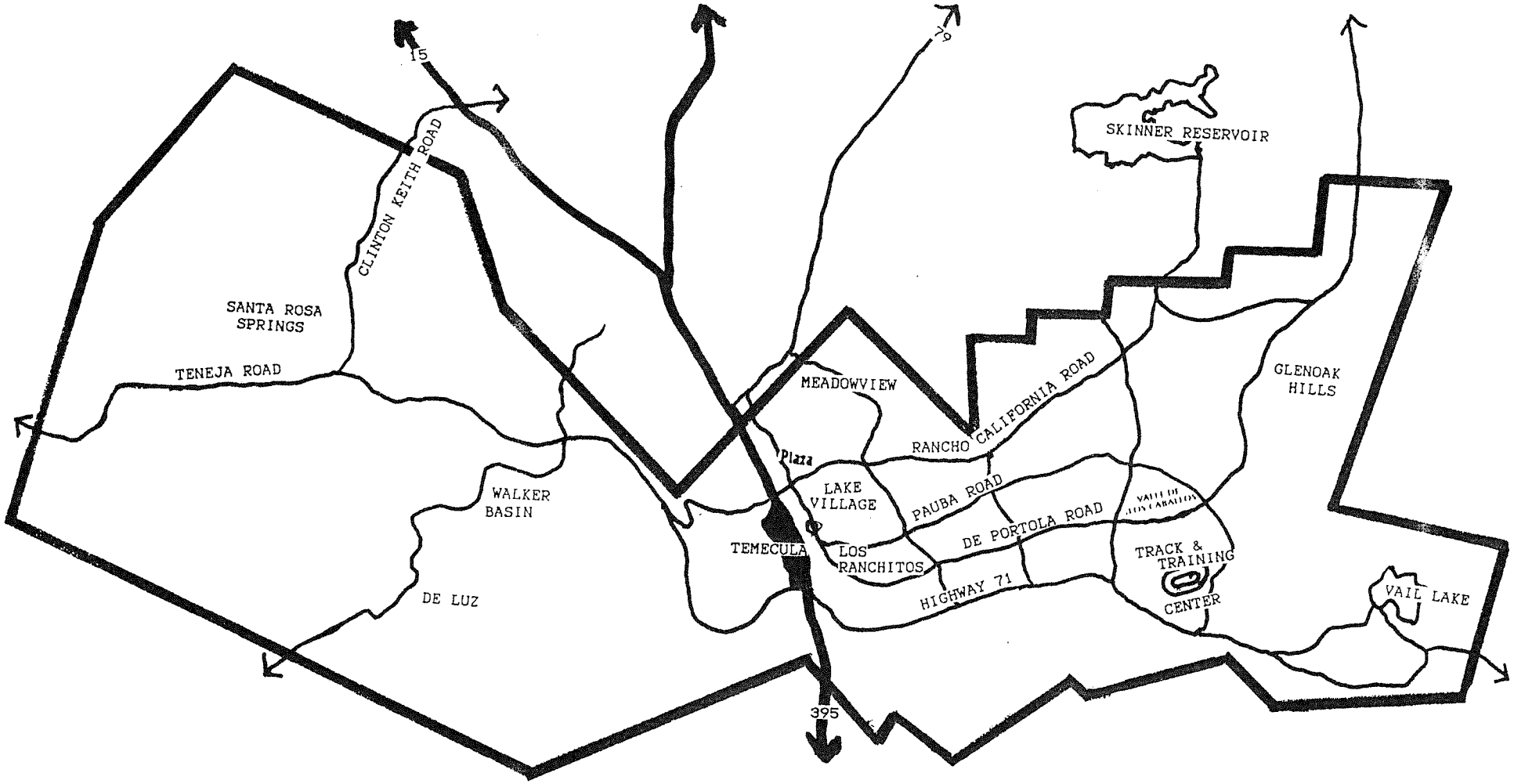


TEMECULA VALLEY RANCHOS - NINETEENTH CENTURY



VAIL COMPANY RANCH 1904-1964



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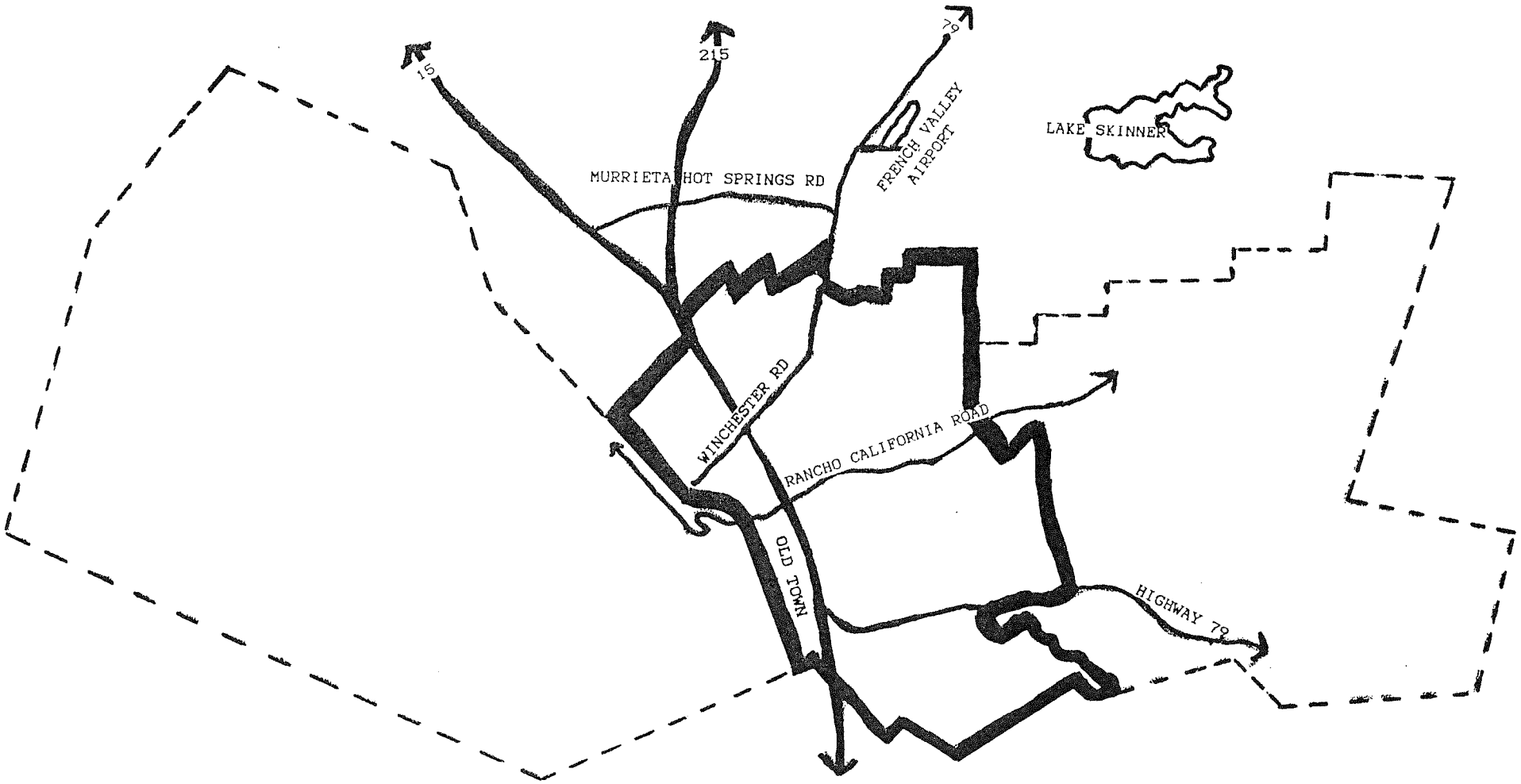

CITY OF TEMECULA - 1989