

# RANCHO SANTA MARGARITA PLANNED FOR PROSPERITY

*Business-Friendly • Vibrant Economy • Stunning Location • Ideal Demographics*



*Sponsored by*





## Planned for Prosperity

Master planning for Rancho Santa Margarita began in 1979 when the Rancho Mission Viejo Company hired visionary planner Richard Reese. Reese's vision was a 5,000 acre "urban lifestyle village" in an open space setting. The master plan would provide integration of land uses with their adjacent open spaces, trail connections and pathways, as well as gathering places for residents and visitors. A plan for a balanced mix of homes with commercial, recreational and business park uses was established so that residents could find and enjoy everything they need all in one community.

The first home in Rancho Santa Margarita closed escrow in August of 1986. Within 10 years, the population reached approximately 30,000. Rancho Santa Margarita became Orange County's 33<sup>rd</sup> city and the first city of the new millennium on January 1, 2000. 2015 marked a milestone 15 years of city incorporation - celebrated throughout the year with community-wide events and special recognitions. Other key contributors to the City of Rancho Santa

Margarita's success are the City's community partners. The Rancho Santa Margarita Landscape and Recreation Corporation, or SAMLARC, is the City's master homeowners' association and will celebrate its 30<sup>th</sup> anniversary in 2016. SAMLARC operates and maintains 13 parks, four pools, a lagoon, a lake and numerous trails within the community. The Rancho Santa Margarita Chamber of Commerce is also an active partner with the City, promoting economic growth and vitality by hosting ribbon cuttings, community festivals, business workshops and networking events.

Through City Council policy and foresight, combined with the unwavering commitment to honor Richard Reese's original vision, Rancho Santa Margarita today is a thriving city of 50,000 residents, who enjoy vibrant retail centers and a prosperous business park surrounded by lush parks, walkable neighborhoods, and preserved open space. For such a young city, much has already been accomplished that provides the solid foundation for excellent livability and the potential for business success outlined in the City's master plan, which is a source of pride throughout Rancho Santa Margarita.

The City is home to innovative and nationally recognized companies, as well as award-winning public schools and several prominent private schools. Economic success is evident in RSM, with low business park, commercial and retail vacancy rates. Access to high-end goods and services and one of the lowest crime rates in the nation make Rancho Santa Margarita a desirable home for families and businesses alike. In 2015, the City was ranked in first place as the safest city in California, and the sixth safest in the country among cities with a population of more than 25,000. Since its inception, Rancho Santa Margarita has consistently ranked in the top six safest cities in both state and national listings according to FBI Crime statistics. Rancho Santa Margarita was designated as "the most family-friendly community in Orange County" by OC Parenting Magazine, and

*continued on page B-42*

### RANCHO SANTA MARGARITA FAST FACTS



**Major Employers**

- Applied Medical
- O'Connell Landscape
- Saddleback Valley Unified School District
- Control Components, Inc.
- PADI



RSM features 8.5 miles of major arterial and tollway frontage.



Antonio, Santa Margarita, and Alicia Parkways, along with the 241 Toll Road provide easy and convenient access to Rancho Santa Margarita from anywhere in Orange County.



An average of 55,000 cars per day pass through the gateway intersection at Santa Margarita and Alicia Parkway.



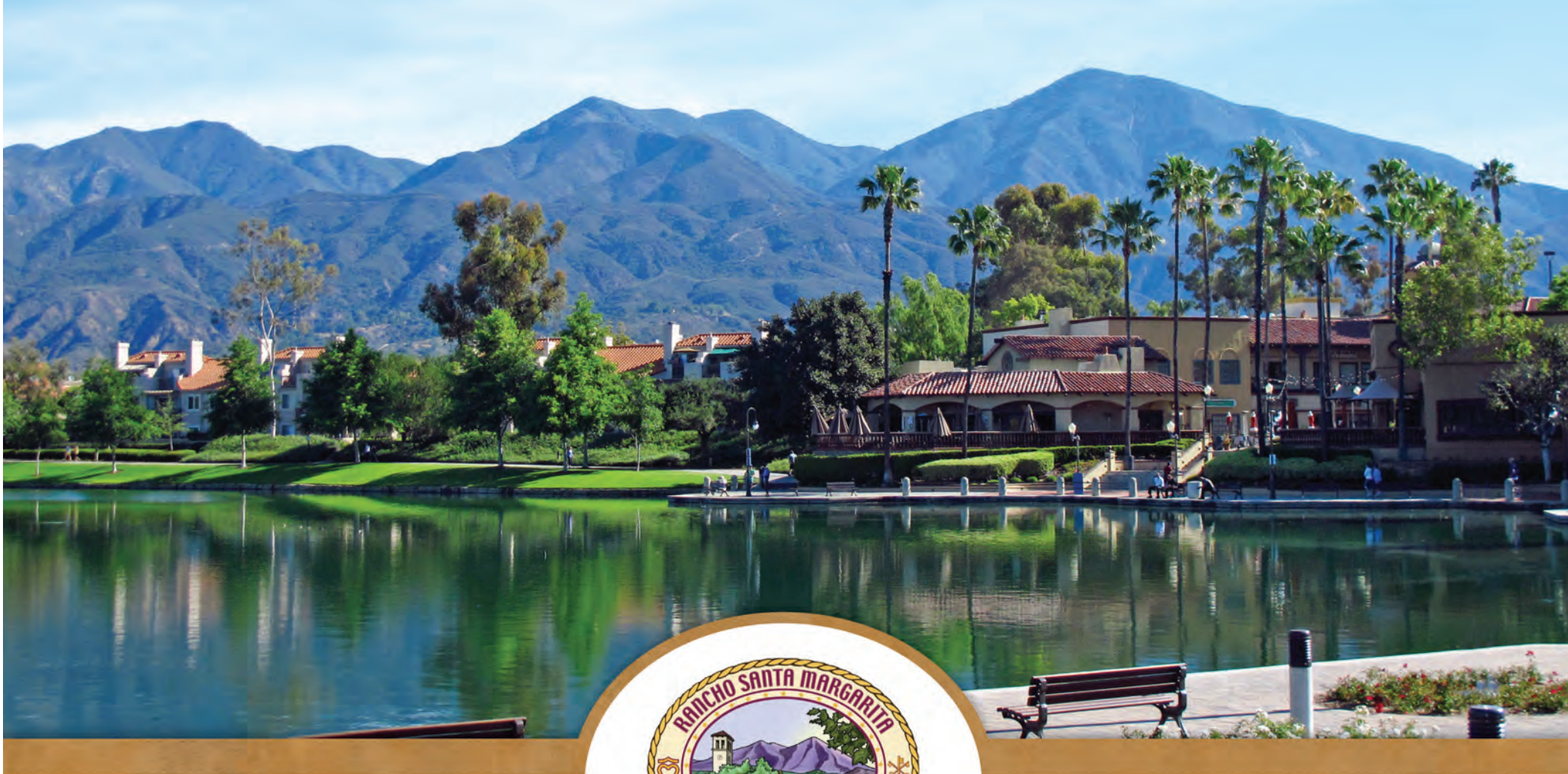
Richard Reese Way



The I-5 Freeway is just minutes away from Rancho Santa Margarita.

[www.cityofrsm.org](http://www.cityofrsm.org)





## RANCHO SANTA MARGARITA

# PLANNED FOR PROSPERITY

Located at the base of the majestic Santa Ana Mountains and surrounded by miles of pristinely preserved parkland, the City of Rancho Santa Margarita offers an active outdoor lifestyle with all the conveniences of urban living. Just 30 minutes from Orange County's John Wayne Airport, the South Coast Metro, Irvine business centers and the Disneyland Resort, Rancho Santa Margarita is one of the most economically vibrant and residentially desirable communities in Orange County.

[CITYOFRSM.ORG](http://CITYOFRSM.ORG)



**PLANNED FOR PROSPERITY**

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Frommer's, a respected worldwide travel publication, has placed RSM among the nation's top 100 "Best Places To Raise Your Family." Also of note is that Rancho Santa Margarita ranks #3 on the list of best cities for finding a job in California (following technology hubs Palo Alto and Pacifica), and is tied for first place for the lowest unemployment rate among high school graduates according to a 2015 study conducted by WalletHub. These many accolades are not only a result of, but also attributable to, the highly skilled and well-educated members of the Rancho Santa Margarita community. Forty-seven percent of Rancho Santa Margarita residents hold a Bachelor's degree or higher, making it an ideal place for recruiting quality employees. The City is proud to showcase our outstanding community to the Orange County Business Journal readers.

**A Business-Friendly Approach**

Rancho Santa Margarita and its surroundings offer an excellent location for business. This mid-sized city complements its natural setting with 11 shopping centers and a 255-acre business park. A bustling community of 50,000 residents with over 20,000 residents in the surrounding areas of Las Flores, Trabuco Canyon, and Coto de Caza, Rancho Santa Margarita provides a strategic location within the heart of the Saddleback Valley.

Rancho Santa Margarita is committed to providing a positive development process. Our business community is a top priority for our community. Business and commerce play a vital role in providing the quality of life experience that our residents value the most. As such, our processes demonstrate the City's commitment to a business-friendly approach. The City does not require a business license and does not impose any City development impact fees. Permit processing times and costs are among the lowest in Orange County. Expedited processing is available for all permit applications. Staff works closely with the Chamber of Commerce to welcome new businesses to the community. Our City Council and staff are at the ready to help new businesses open as quickly as possible!

**The Bell Tower Regional Community Center Event Venue**

The Bell Tower Regional Community Center is the perfect setting for a variety of events, including fundraisers and boutiques, business and corporate meetings, banquets, quinceañeras and weddings. Constructed in 2004 and refurbished in 2016, antique wooden doors welcome guests through a private stone-lined walkway accented by decorative lighting and a picturesque water fountain. A vaulted sky-lit atrium is adjacent to the Grand Ballroom, featuring floor to ceiling windows with breathtaking views of Central Park's Grand Terrace and the Saddleback Mountains. Rooms are equipped with audio/visual capabilities and wireless internet. Several versatile meeting and conference rooms, a professional catering kitchen, technology center, and an elegant lounge with a floor to ceiling fireplace make this an ideal location for hosting meetings or events.

*The Bell Tower Regional Community Center is conveniently located at 22232 El Paseo next to the Rancho Santa Margarita City Hall. For additional information, please call 949.216.9700 or visit [www.cityofrsm.org](http://www.cityofrsm.org).*



# RANCHO SANTA MARGARITA

CITY GUIDE

|                          |                                |
|--------------------------|--------------------------------|
| Population <b>48,823</b> | Median Income <b>\$102,821</b> |
| Median Age <b>35.1</b>   | Unemployment <b>3.2%</b>       |
| Area <b>13 sq. mi</b>    | Average Temp. <b>72</b>        |

## PLANNED FOR PROSPERITY

A master-planned community complete with excellent schools, low crime, a vibrant economy and stunning views, Rancho Santa Margarita is an ideal location to experience the vibrant lifestyle of South Orange County, and where nature lovers can find a bit of sanctuary alongside suburban convenience.

### Public Schools

Quality education is key to attracting a highly qualified workforce. RSM is home to six elementary and two award-winning middle schools.

### Safest City

The FBI Annual Crime Report statistics each year continue to rank RSM as one of the safest cities in the State of California and throughout the nation.

### Private Schools

Renowned Santa Margarita Catholic High School and several other distinguished private schools are located in RSM, attracting students daily from an over 40-mile radius.

### Business Friendly

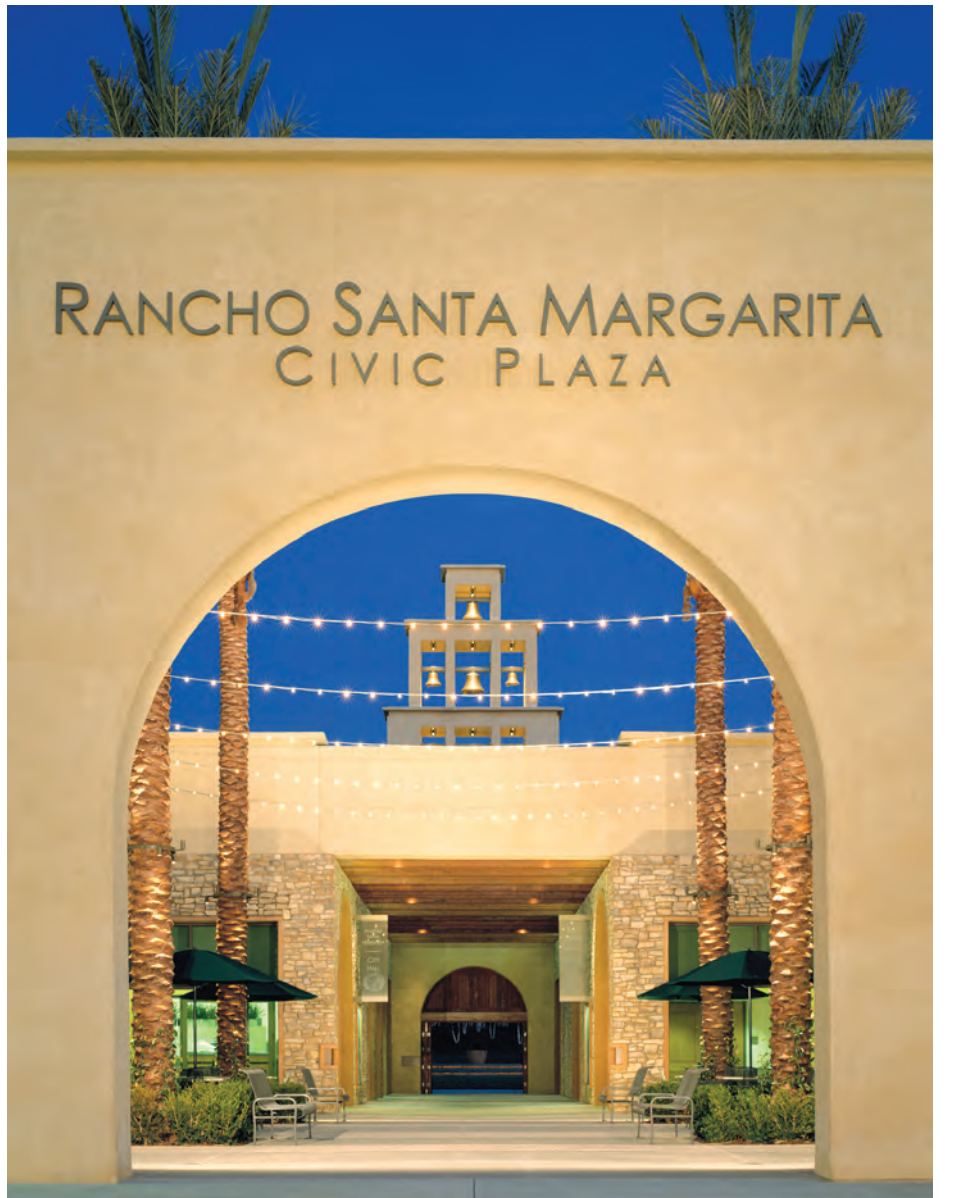
There are no business licensing requirements and no City development impact fees. Permit Processing times and costs are among the lowest in the County.

### Abundant Recreation

Tijeras Creek Golf Course, miles of cycling and hiking trails, pools and parks, a picturesque lake and a bustling Community Center offer activities for all ages.

### Quality Lifestyle

The City is home to high-end goods and services, phenomenal restaurants, and community-wide music festivals and concerts.



# CONGRATULATIONS

## To The City Of **RANCHO SANTA MARGARITA** On 15 Years Of Prosperity

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Applied Medical has been a proud member of the Rancho Santa Margarita community for over 15 years. On behalf of all Applied team members, we thank the City and its Master Planners for creating and maintaining a very special community where people can work, shop, play, and live.





# Unique Mission, Steady Growth and Great Culture Makes RSM-Based Applied Medical an Attractive Career Opportunity

With more than 2,300 team members working in its Orange County headquarters and over 3,000 team members worldwide, you may know someone who works at Applied Medical. This global, new generation medical device company continues to grow and expand due to its unique mission and proven business model – paving the way for numerous opportunities for not only a job, but a career.

**“There is so much opportunity for growth at Applied. The company is committed to the development of its team members and your next role or responsibility is always right around the corner.”**

Since its founding in 1987, Applied Medical’s mission has been to provide innovative products that improve patient outcomes and enable the advancement of minimally invasive surgery. Applied is equally committed to improving the affordability and accessibility of high-quality healthcare.

One of the main facets of Applied’s business model is its strong commitment to vertical integration. Instead of outsourcing or offshoring operations, Applied team members engineer, manufacture and clinically implement all

of the company’s products, which are designed to meet the needs of a wide range of surgical specialties. This approach employs cross departmental team work and expedites utilization of innovative ideas for new products and processes.

Each year, Applied dedicates an average of 20 percent of its revenue to product development and state-of-the-art manufacturing operations, including automation, advanced metal processing, polymer processing, and mold development. By maintaining a high commitment to R&D and manufacturing efficiencies, Applied is able to fuel the continuous development of new surgical technologies.

## Career Growth and Development

With its clear mission and progressive business model, Applied has been continually growing and inviting exceptional people to join its team. Applied Medical offers a fast-paced and challenging, yet casual, business environment that allows for tremendous personal and professional growth. The company invests heavily in the development of its team members, encouraging them to explore different roles as they grow within the organization.

“There is so much opportunity for growth at Applied. The company is committed to the development of its team members and your next role or responsibility is always right around the corner,” said Matt Burnett, Clinical Development team member.



## Strong Company Culture

Career growth and development are important to Applied in maintaining a culture strongly committed to ethical business practices and the belief that patient safety and regulatory compliance are everyone’s responsibility. Anyone who is passionate about working for an organization that allows them to make decisions based upon what is right for the customer, patient, community, and environment would find Applied Medical an ideal place to work.

“I would describe Applied as a very ethical company, which makes it an easy place to work. We have a very clear guideline: ‘do the right thing’ for the customer, for the company and for each other,” said Sue Beltran, Customer Relations team member.

## Lifestyle Activities and Community Outreach

Applied encourages health and wellness companywide and is dedicated to improving healthy lifestyles through free, daily fitness classes, participation in internal sports leagues, and health and wellness fairs for team members.

Community outreach initiatives also provide team members with rewarding volunteer opportunities that promote healthcare, education, humanitarian, and environmental efforts that create positive change. These opportunities range from walks and marathons to food drives and blood drives and more – all with the goal of making a difference in the lives of others.



Applied believes that a healthy community is dependent on a healthy environment. Accordingly, the company has created a ProTerra Committee consisting of passionate team members from various departments who focus their efforts on education, team member support and awareness campaigns promoting sustainability initiatives. The committee provides an opportunity for team members to actively support Applied’s sustainability goals with respect to four key environmental priorities: water conservation, waste minimization, energy conservation, and climate protection.

## Opportunities for OC Job Applicants

Applied offers a dynamic workplace environment with opportunities for choice and growth in individual career paths within a strong company culture committed to its business model, its team members, their health and wellness, and the RSM community.

In addition, Applied Medical has a High School and College Student Internship Program. Interns work with a mentor on projects designed to expand their understanding of the company’s vertically integrated organization. Interns gain valuable technical and interpersonal skills, as well as on-the-job work experience. To apply for the internship program, please email [internships@appliedmedical.com](mailto:internships@appliedmedical.com) through March 30.

To learn more about Applied Medical and review current career opportunities, please visit [www.AppliedMedical.com](http://www.AppliedMedical.com).



It says  
*Mission Hospital*  
 on the door, but we're part of so much  
**more**



Mission Hospital has been serving the community for more than 40 years and continues its commitment to provide highest-quality and advanced care with compassion, dignity and respect. We are well-regarded for advancing Southern California health care, continually striving to improve outcomes and enhance the patient experience.

And as a member of the St. Joseph Hoag Health alliance, Mission Hospital truly provides the brightest minds and biggest hearts who are all focused on the members of our community. Our dedicated caregivers are committed to putting the care and safety of our patients first. Our centers of excellence offer a comprehensive multidisciplinary approach for your health care needs in the service areas of cardiovascular, neuroscience & spine, women's, orthopedics, gastroenterology, mental health & wellness and more.

Together, we are wrapping our arms around the community to bring you the health care you deserve.

**To learn more about Mission Hospital, visit [mission4health.com](http://mission4health.com).**

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31872 Coast Highway  
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**St. Joseph Health**   
**Mission • Mission Laguna Beach**  
 A member of the St. Joseph Hoag Health alliance



The 11th hole at Tijeras Creek provides mountain and canyon views.



A bird's-eye view of the beautiful 4th hole at Tijeras Creek.

## Success Story

### *How Tijeras Creek Golf Club secured its spot as one of the region's top places to play*

When Tijeras Creek Golf Club opened 26 years ago in Rancho Santa Margarita, it was anyone's guess if the concept of a high-end daily fee course would catch on – and it did!

The South Orange County course's emphasis on service, course conditions, and value helped it thrive and develop an avid following. Continuing that commitment ensures it will remain on the list of best public courses in Southern California.

"What separates Tijeras Creek and makes it special is our people, the service we provide, and the value we offer our guests," said General Manager Rick Convertini.

The course, a par-72 layout at 7,003 yards, was designed by Ted Robinson Sr., and was recently voted the No. 1 course in Orange County by readers of Southland Golf magazine, and as the friendliest staff by members of the Southern California Golf Association.

The layout features two highly distinctive nines.

The front is flatter and presents a parkland-style challenge, with water coming into play on three holes. The back nine winds through old growth sycamores, oaks, and native chaparral and features dramatic elevation changes and stirring scenery.

"It has two distinct nines and you can play from six different sets of tees – so whether you're a scratch golfer or just a beginner it's fun, exciting and challenging," Convertini said. "The back nine is a piece of real estate you can't find anywhere in Orange County."

Players get more than jaw-dropping natural splendor at Tijeras Creek, however. The club also boasts a top-notch practice facility, a grass and artificial tee line at the driving range, and regularly updated maintenance equipment, all of which demonstrate that Tijeras Creek is always looking to add value to an already solid product.

"I think it's important that people see we are re-investing money back into the facility and are always improving the property," Convertini said.

Not only is the golf course itself an Orange County gem, but the non-golf facilities and amenities at Tijeras Creek also rival the highest of high-end courses in the area. The Creek Card membership program, TJ's Cantina, and the countless options for corporate outings and business meetings prove that Tijeras Creek is more than just a pretty place.

#### **Best Golf Course Value in Orange County**

Loyalty has its benefits at Tijeras Creek, where the Creek Card membership program provides golfers with dozens of great benefits. Members receive reduced green fees for themselves and up to three guests on every round, a free birthday round, one free round of golf Monday through Wednesday, and one free twilight round. Further discounts on twilight and replay rounds, the opportunity to play in 18 Tournament Club events, and preferred rates at other participating OB Sports-managed facilities and affiliate courses round out the golf benefits.

But benefits stretch further than the golf course, as Creek Card members also receive one free breakfast or lunch at TJ's Cantina, free drink tickets, and bonus points for every dollar spent on green fees or merchandise, which can be used

toward free rounds of golf.

"The Creek Card is absolutely hands down the best deal anywhere in Orange County," said Tom Fox, who plays more than 50 rounds a year at the course. "It's a great course where the staff is absolutely fabulous, and it's just a terrific value."

#### **Wine and Dine at TJ's Cantina**

Not to be forgotten, the restaurant at Tijeras Creek, TJ's Cantina, is a happening spot any day of the week. The food and the atmosphere are top-notch, with gorgeous views of the course from inside the restaurant and on the patio. Festive events, such as Taco Tuesday, Sunday Brunch, monthly themed Dinner Nights, and occasional live entertainment are perfect excuses for the whole family to enjoy a night out.

This year, Tijeras Creek is raising the bar at TJ's Cantina to an even higher level, as a major upgrade is under way. Renovations will result in new granite countertops, interior and exterior seating at the bar, sliding bi-fold windows that open up to the golf course, tile flooring, and a new 100-inch video wall.

When the finishing touches are finally applied in March, a host of new liquid refreshments will be available to enjoy.

A new 12-faucet beer tap will flow with fresh selections of craft beers from breweries throughout Southern California and the cantina will add to its wine list with the introduction of several upscale varietals.

There will be even more reason to spend time at Tijeras Creek, for both golfers and community members, as TJ's will extend hours of operation until 9 p.m. for dinner on Friday and Saturday with the bar open until 10 p.m. A new menu is in the works as well.

"With the new bar we can better serve our Creek Card members and all the people who live in the area who like to come up to the club and dine," Convertini said.

#### **Top-Notch Corporate Outings & Events**

With great food and high-quality golf at Tijeras Creek, it's an ideal location for a business meeting, luncheon or corporate golf outing. Groups of varying sizes can enjoy a good meal with a great view over a lunch break or corporate teams can make a day of it by adding golf into the mix.

As the home of the Rancho Santa Margarita Amateur Championship, an annual event held in February each year, Tijeras Creek is ideal for tournaments and golf outings of all shapes and sizes – and for golfers of varying skill levels.

The people at Tijeras Creek are always ready to help small or large groups plan business meetings, golf outings, and charity golf events.

"We want to do everything we can to help our groups succeed," said Director of Sales & Group Events Mike McChristie, "as we work to continually improve the services that we provide."

For more information on corporate outings and events, contact Mike McChristie at 949.589.9274 or [mike@tijerascreek.com](mailto:mike@tijerascreek.com).

You can contact Tijeras Creek Golf Club at 949.589.9793 or visit [www.tijerascreek.com](http://www.tijerascreek.com).





## Bring Your Business to the Golf Course



Open to the public

*Tijeras Creek Golf Club is Orange County's Best Venue for:*

- Golf events and tournaments
- Corporate functions and outings
- Business meetings and lunches
- Holiday parties, family gatherings, and celebrations
- Charitv events – Let us help you raise money for your cause

*Contact Director of Sales & Group Events Mike McChristie and tee up your next corporate or business event at Tijeras Creek!*

# SANTA MARGARITA

Since we opened our doors in 1997, Santa Margarita Ford has enjoyed the privilege of caring for more than 30,000 South County residents via our sales and service departments. We're equally grateful that, of the first 40 employees who started with us 19 years ago, many are still here – along with another 60 who have since joined us. This kind of team loyalty is unprecedented in the automotive industry, and we attribute a lot of this to the amazing community where we reside.

We took a chance almost 20 years ago, as the first auto dealership to locate in Rancho Santa Margarita, building a large facility surrounded by acres of vacant land, not to mention very few people. But the City and its residents took a chance on us, too. So we'd like to take this opportunity to express our appreciation for helping us grow to become one of Rancho Santa Margarita's most vibrant businesses.

We couldn't be more proud of our City's recognition as one of the safest and most desirable places to live in California. We agree. There's no better place to live, work, thrive.

**Congratulations, Rancho Santa Margarita. We Get It.**

For more information, contact:

**Jim Graham**

President

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Rancho Santa Margarita, CA. 92688  
www.santamargaritaford.com  
949.459.3185

**Robin Edmond**

General Sales Manager

Santa Margarita Ford

949.459.6800, ext. 252

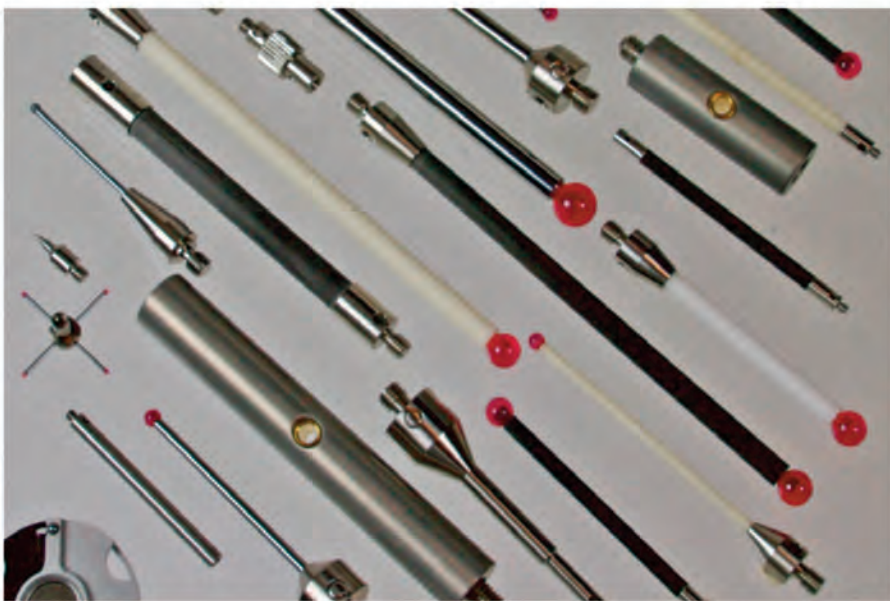
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# Emails are bouncing. Response is slipping. Results are disappointing.

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# MELISSA DATA®

Your Partner in Global Data Quality

## Quality Counts: 5 Steps to Keep Data Relevant and Relationships Profitable with Vitamin Q

More often than not, the best medicine for business is the ability to maintain the health of your most important asset—your contacts—and the ability to communicate with them. Vitamin Q is the answer to sustained, long-term success in nearly every aspect of business life: sales, marketing, business intelligence, analytics and customer insight. Q stands for Quality—the quintessential combination of current, accurate, and complete customer and prospect data—the foundation of a profitable business for any industry.

Vitamin Q counteracts the ill effects of dirty data, heals database weaknesses due to outdated and duplicate records, and builds and maintains healthy contact information. The case for Vitamin Q: “A strong organization will realize nearly 70% more revenue than an average organization purely based on data quality,” according to Sirius Decisions.

### Quality Ingredients

Accordingly, the quality of your contact records—names, addresses, emails, phone numbers—impacts the success of your communications; your ability to reach customers, sales prospects, and even vendors; and affects efforts to continue existing relationships. Simply put, inaccurate data is a hindrance to a business’s ability to accomplish its strategic and financial goals. Inside and outside the corporate world—small businesses to startups—business thrives on relationships.

No matter the use of the data or size of the company, one simple truth remains: good data means better business. Accurate contact data is a reality for your bottom line in a competitive environment where every contact counts.

Vitamin Q, Melissa Data’s concept for a suite of data quality tools, comes packed with full spectrum solutions to support database health in order to flourish in a data-driven world. Broken out, “Q” ingredients include contact profiling, verification and cleansing, deduplication, enrichment and monitoring. “Q” packs a winning punch in the omnichannel marketing and sales world. It should be part of your daily regimen for data quality fitness—a regimen that involves senior managers, as well as the IT department.

### 5 Steps to Data Health

“Data quality strategies are essential to succeed in business,” said Ray Melissa, president/CEO of Melissa Data, who founded the company in 1985. “In a climate of increased competition and rising costs—domestic and globally—we remain focused on helping provide clean data that produces positive ROI results for businesses through proven data quality solutions for all aspects of business operations.

“We believe that businesses look for spot-on contact data quality that’s delivered quickly, efficiently and affordably to win in a global world. We know clean global contact data helps deliver impactful business decisions; improved customer experience; and contact data consistency across the board to gain a single, accurate and trusted view of customers in any database,” he said.

Here are five holistic ways to put “Q” to work for your business to achieve healthy data that enables initiatives based on accurate, not flawed, or incomplete information.

#### #1 Profile

The first ingredient—profiling—ensures from the start that any contact data quality issue in your database is identified immediately. This helps minimize costs by pinpointing problems before a campaign’s launch—sales or marketing. Bad data sneaks in and conceals itself where least expected. Profiling tools will bring structure, giving you the knowledge you need to succeed in your business initiatives.

#### #2 Verify & Cleanse

Accurate global addresses, phone numbers and emails will improve communications, increase response rates, and reinforce your organization’s

competency with timely and deliverable messages. Keep addresses complete—street, name, ZIP Code™, international standardization and format. For U.S., use a USPS® CASS Certified™ address verification service. Invalid emails may not seem expensive, but they harm your sender reputation, and ultimately your company. Real-time email mailbox verification removes up to 95% of bad emails to help avoid blacklists and spam folders. Healthy emails are verified, formatted correctly and free of syntax errors. Make sure U.S. and international phone numbers are valid and callable to save staff time during critical telemarketing campaigns, sales outreach and customer service follow-ups.

#### #3 Dedupe

Duplicate records are never a good thing. About 10% of the average database contains duplicate records—get rid of them. Find duplicate records and consolidate them into one single, comprehensive, and accurate record of your customers and prospects. Deduping prevents redundant mail pieces from being sent to the same household; will save on costs of unnecessary printing and postage; and improve sales, marketing and analytics.

#### #4 Enrich

Add missing elements to your contact data for a complete record—address, email and phone. Make sure this aspect of your omnichannel marketing effort is ready to go at all times. For better segmentation, personalization and insight, enhance records with demographic, lifestyle and geographic information. Deeper knowledge of your customers—what they do, where they live, household size and ages—bolsters response rates and helps hone your initiatives.

#### #5 Monitor

Keeping the quality of your contacts and your database in shape is an on-going process. Since, in the long-term, 50% of databases deteriorate after two years, it’s a necessity to continuously monitor the state of the data entering your database over time to stay on top of data quality. The results will include improved business decisions and the ability to stay in touch with your best customers.

### The Savvy Approach

“Data quality helps businesses grow ROI, improve operations, maximize business intelligence and big data analytics,” said Melissa. “It’s a savvy business person that connects the dots between clean contact data and business success—including timely communications, cost savings and the ability to fine-tune your company strategy.”

Take advantage of the benefits of Vitamin Q—Quality. The quality quotient pays off by encompassing a full spectrum of contact data solutions from profiling and cleansing to updating missing information; matching and deduping; and enhancement with demographics, lifestyle and geographic information.

Never underestimate the power of your contact data or take the health of your contact data for granted. Attain maximum efficiency with data quality. Get your business in shape with Vitamin Q.



#### Greg Brown

Greg Brown is vice president of marketing at Rancho Santa Margarita, Calif.-based global data quality, address management and direct marketing solution provider Melissa Data. He can be reached at:  
greg@melissadata.com  
800.MELISSA (635.4772)  
949.858.3000



# #1

## Honda Dealer for customer satisfaction in ALL of Southern California!

*According to Honda's 2014 CSI report.*



**The all-new 2016 Honda Civic.  
Starting at \$18,640\***

\*Starting price based on MSRP for 2016 Honda Civic LX Sedan model.  
Photo features a 2016 Honda Civic EX-L Sedan Touring model.



**The all-new 2016 Honda Pilot.  
Starting at \$29,995\***

\*Starting price based on MSRP for 2016 Honda Pilot LX 2WD model.  
Photo features a 2016 Honda Pilot Elite model.

### *Simply the best*

At Rancho Santa Margarita Honda, our goal is to provide each of our customers with the BEST service, the BEST selection, and the BEST overall value—simply the BEST!

Let us know how we can be of service to you. Stop by our showroom; call us at 949-713-2000; or search, select, and save 24 hours online at [www.RSMHonda.com](http://www.RSMHonda.com).



*Come and experience the award-winning Rancho Santa Margarita Honda!*

**Rancho Santa Margarita Honda**  
29961 Santa Margarita Pkwy. | Rancho Santa Margarita, CA 92688  
(949) 713-2000 | [www.RSMHonda.com](http://www.RSMHonda.com)





## Local Automotive Dealer Provides Superior Service

For local Honda owners seeking friendly, quality service and maintenance for their vehicle, Rancho Santa Margarita Honda can't be beat. In fact, at Rancho Santa Margarita Honda, their goal is to provide the HIGHEST level of service to EACH customer EVERY day.

As such, the dealership offers a wide variety of amenities to make servicing your vehicle as easy as possible. Rancho Santa Margarita Honda offers Express Service oil changes, and hand-detailed car washes are included with every service appointment. Whether you need a quick oil change, or require more advanced service on your Honda's engine or transmission, the expert service advisors and technicians at Rancho Santa Margarita Honda will take care of you.

For customers who decide to wait at the dealership, they will find complimentary refreshments like gourmet coffee or old-fashioned popcorn, plus pastries every Monday. If you need to leave the dealership, Rancho Santa Margarita Honda offers their customers shuttle service to anywhere within 10 miles of the dealership. Or, you can take advantage of the dealership's complimentary loaner bikes for use around town while you wait for your vehicle.

Always seeking to improve the customer experience, the dealership is currently in the process of totally refurbishing and revitalizing its service facility, to provide even better amenities.

Rancho Santa Margarita Honda is the premier local Honda dealership serving Rancho Santa Margarita and the wider Southern Orange County area.



The dealership has earned Honda's prestigious Council of Excellence award for six years in a row. In addition, Rancho Santa Margarita Honda was named the number one Honda dealer in Southern California for customer satisfaction, according to Honda's 2014 CSI report.

*The dealership is located at 29961 Santa Margarita Parkway in Rancho Santa Margarita, or online at [www.RSMHonda.com](http://www.RSMHonda.com). You can reach the service department by calling 888.255.8077.*





## THEBLINDPIG

KITCHEN + BAR

### Visit The Blind Pig Kitchen + Bar and The Trough Sandwich Kitchen in Rancho Santa Margarita

Founded by Rancho Santa Margarita native Tony Monaco in 2013, RSM-based ABM Restaurant Group owns and operates some of South Orange County's favorite eateries, including The Blind Pig Kitchen + Bar and The Trough Sandwich Kitchen. Both are located on the lake in Rancho Santa Margarita at Mercado del Lago.

Most notably, The Blind Pig is one of the city's first chef-driven restaurants, setting a new standard for culinary creativity – and the dining experience – in RSM. With its craft cocktail program and inspired menus, The Blind Pig is a delicious destination for any occasion – from fun happy hours at the restaurant's welcoming bar and group gatherings in the chic interior dining room to romantic dinners enjoyed on the lakefront patio. Innovative Executive Chef Karl Pfeider is at the helm for not only The Blind Pig, but also at sister restaurant The Trough Sandwich Kitchen across the way...and now at the new Trough on the Balboa Peninsula in Newport Beach. Guests at The Trough enjoy Chef Pfeider's farm-fresh, seasonal salads and sandwiches for breakfast, lunch and dinner.

To learn more and to make your reservations, visit [www.theblindpigoc.com](http://www.theblindpigoc.com) and [www.thetroughoc.com](http://www.thetroughoc.com) or call 949.888.0072/949.709.5545.



Restaurateur Tony Monaco and Executive Chef Karl Pfeider

## *Congratulations Rancho Santa Margarita on 15 Years of Cityhood*

### Choose Well. Choose MemorialCare.

Choose a doctor who gives you the personal care you deserve. At MemorialCare Medical Group, you'll find doctors who care about you and take the time to listen and get to know you. You will also have access to the finest specialists and award-winning MemorialCare hospitals.

To choose your doctor, visit [MemorialCare.org/MedicalGroup](http://MemorialCare.org/MedicalGroup)  
or call 866-276-3627.



Rancho Santa Margarita Office | 29472 Avenida de Las Banderas | Rancho Santa Margarita | CA 92688 | 949-459-9968



Santa Margarita Catholic High School under construction prior to the school opening in 1987.



Santa Margarita Catholic High School continues to progress and now includes an Olympic-sized pool, the Eagle Athletic Center and Academic Services Center.

## Santa Margarita Catholic High School Developing Well-Rounded Students Prepared for College and Beyond

Santa Margarita Catholic High School is proud to call Rancho Santa Margarita home. We join with the entire community in celebrating the city's historic milestone of 15 years.

Through the dream of the late Bishop William R. Johnson, the generosity of our founding families, and the O'Neill and Moiso families, who donated the 42 acres on which the school sits, SMCHS opened its doors in 1987 surrounded mostly by sprawling land. Today, the school is part of a vibrant city that continues to receive accolades as one of the nation's most desirable places to live, work and play.

During the past 28 years, SMCHS has provided our youth with excellence in Catholic education, a strong faith and moral foundation, and once-in-a-lifetime opportunities to expand students' skills beyond the classroom helping to shape our future leaders.

### At SMCHS:

- We want you to **be you**. This is first and foremost.
- We cultivate your self-confidence. You will **believe in yourself**, always.
- We instill a desire to **achieve more** – to do more and be more – wherever life leads you.
- We encourage you to **love as Christ loved**. We don't just talk about God – we live it.
- We equip you to be more than a bystander when faced with inequality. You will **make a difference**.
- We prepare you to **change the world**. Our students and alumni are making this world a better place – learning, leading and thriving.
- No matter what makes your heart beat faster, we know you can **find it here**.



### Academic Excellence

- ▶ 18 Advanced Placement Courses
- ▶ Interdisciplinary Program caters to hands-on learners
- ▶ Only Catholic high school in the county to offer the rigorous International Baccalaureate program
- ▶ Auxiliary Studies Program supports students with specialized learning needs
- ▶ Model United Nations program gives students the opportunity to attend mock meetings of the UN worldwide
- ▶ Award-winning arts program with 60 visual and performing arts courses
- ▶ Eight counselors assist with class scheduling, college planning and personal counseling
- ▶ 16:1 student-to-faculty ratio
- ▶ 99% of Class of 2015 graduates attend college earning \$30.8 million in scholarship offers
- ▶ One-to-One Tablet PC Program
- ▶ Ranked No. 1 Catholic high school in the county by The Washington Post
- ▶ Nationally-recognized Blue Ribbon School

### Competitive, Character-Building Athletics

- ▶ 56 CIF championships, 190 league championships and eight state championships
- ▶ 24 CIF teams, plus club sports including roller hockey, ice hockey, equestrian, surfing and sand volleyball
- ▶ Seven-time recipient of the CIF Commissioners Cup, recognizing the top athletic program in the CIF Southern Section

### Campus and Faith Life

- ▶ One of every five students receives tuition assistance
- ▶ Bus transportation
- ▶ Campus chaplain and proud partner with the Sisters of the Sacred Heart
- ▶ Retreats, fellowship, school masses and Christian service program
- ▶ More than 90% of the student body participate in over 70 campus clubs and activities
- ▶ Beautiful 42-acre campus including Digital Media Studio, Eagle Athletic Center, Academic Services Center, modernized Library Media Center, Olympic-sized pool, Sacred Heart Chapel

### Contact Us

Santa Margarita Catholic High School  
22062 Antonio Parkway  
Rancho Santa Margarita CA, 92688  
949.766.6080  
www.smhs.org

For more information or to schedule a tour, contact [admissions@smhs.org](mailto:admissions@smhs.org).



Proud to serve the community of Rancho Santa Margarita for over 15 Years!

Platinum Dental is devoted to restoring and enhancing the natural beauty of your smile using conservative, state-of-the-art procedures that will result in beautiful, long lasting smiles!

Dr. Ho and his staff offer a full range of dental services, including:

- Cosmetic Dentistry
- Oral Surgery
- Implants
- Cleaning & Prevention
- Invisalign
- Sleep Apnea
- Periodontics
- Zoom Whitening
- Lumineers

Building a foundation of trust by treating our patients as special individuals is vital to our success. Our entire team is dedicated to providing you with excellent, personalized care and service to make your visits as comfortable and pleasant as possible.

22521 Avenida Empresa, Suite 115 | Rancho Santa Margarita, California 92688

949.888.0806 | [www.PlatinumDental.net](http://www.PlatinumDental.net)

# RSM Chamber of Commerce to Host Three-Day Festival June 3-5

The Tijuana Dogs, the Reflexx and Rock Hard Blues Band are among the musical headliners slated to perform at *RanchoFest*, a three-day music festival hosted by the Rancho Santa Margarita Chamber of Commerce in June.

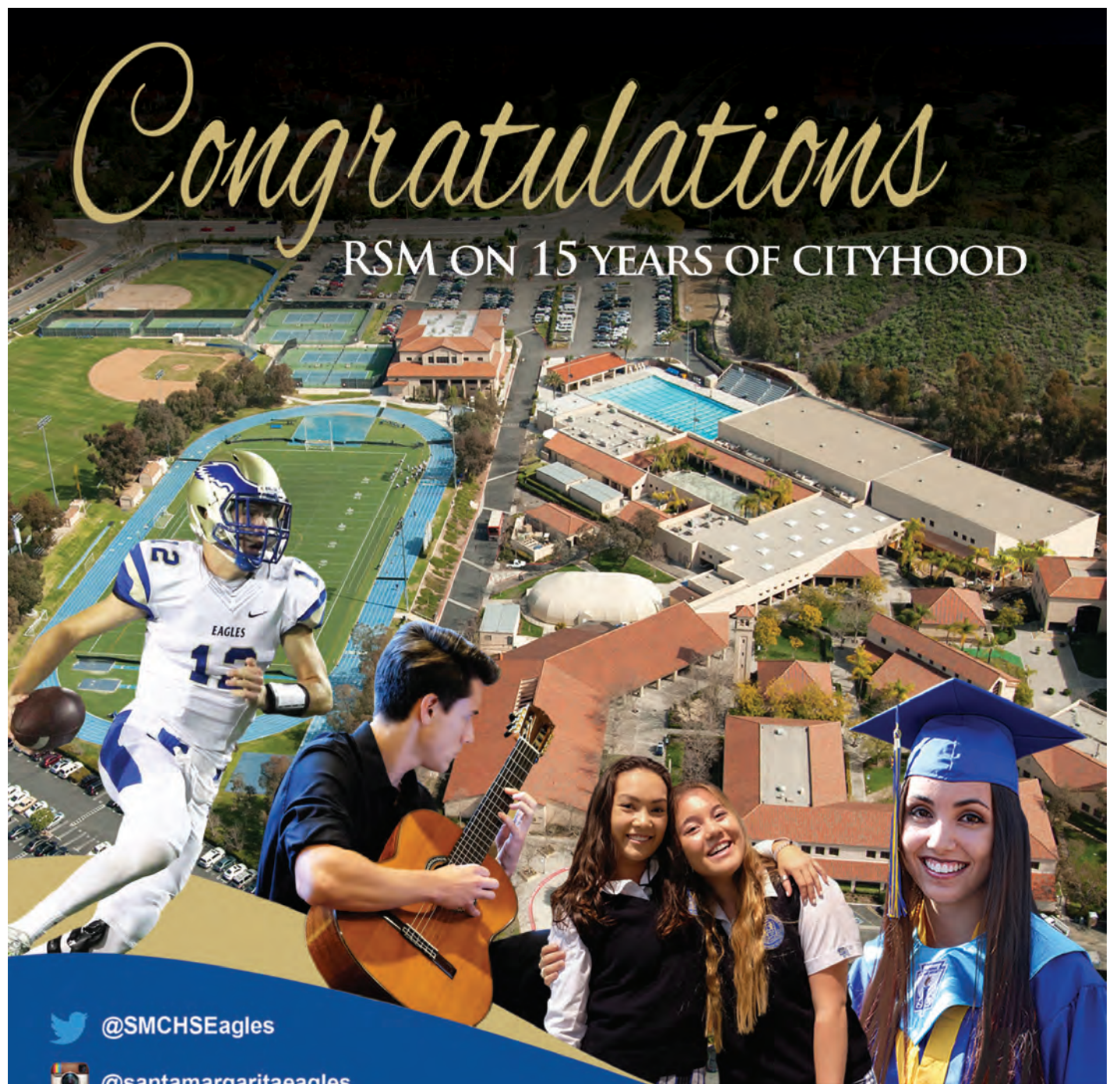
Richard Blade, the legendary DJ with the cool English accent and known from his popular morning show in the 1980s on KROQ FM, will round out the weekend with "All 80's Day" on Sunday, when guests will be encouraged to break out the neon and spandex and dance all day to totally awesome flashback hits.

The weekend festival, which will take place June 3-5, will feature musical acts on a giant mainstage in Rancho Santa Margarita's picturesque Central Park. The event features a kids fun zone with massive inflatables and many kid-friendly activities. A wide variety of food vendors will appeal to guests of all ages. Outdoor shopping and beer and wine selections will be among the offerings for adults. A drawing will be held for the opportunity to win a new Toyota or Honda, courtesy of Santa Margarita Honda and Santa Margarita Toyota dealerships. Proceeds from the drawing will benefit the Boys & Girls Clubs of Capistrano Valley, who provide services to children and their families at their location in Rancho Santa Margarita.

Admission includes entry and all kids activities (a wristband is good for all three days of the event). Adults 18 and over are \$15, youth 13-17 are \$10. Children 12 and under are free, as are all Military Personnel (with ID) and their families.

This annual event attracts upwards of 11,000 people each year; previously held twice annually, the Chamber of Commerce has combined two weekends into one to offer an even more dynamic lineup of musicians and vendors.

Applications for booths with reduced participation fees and other event details are available at [www.rsmchamber.org](http://www.rsmchamber.org) or by contacting Suzanne Singh at [s.singh@rsmchamber.com](mailto:s.singh@rsmchamber.com).



**June 3 – 5**  
 Friday: 6 p.m. – 10 p.m.  
 Saturday: 2 p.m. – 10 p.m.  
 Sunday: 2 p.m. – 9 p.m.

**RSM Central Park**  
 30842 La Miranda  
 Rancho Santa Margarita, CA

For more information, visit [rsmchamber.com](http://rsmchamber.com).



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 @santamargaritaeagles  
 facebook.com/smchseagles

**Join us for the Eagle Classic Golf Tournament on March 21**  
 For more information go to: [www.smhs.org/eagleclassic](http://www.smhs.org/eagleclassic)

Find it here  
**SANTA MARGARITA CATHOLIC HIGH SCHOOL**  
 A Diocese of Orange School • An International Baccalaureate World School  
 22062 Antonio Parkway, Rancho Santa Margarita, CA 92688 • 949.766.6000  
[www.smhs.org/admissions](http://www.smhs.org/admissions)

**SM**  
*Caritas Christi*



## Platinum Dental Is Proud to be Part of the Rancho Santa Margarita Community

In October, Platinum Dental experienced an unfortunate flooding incident. This proved to be a big hurdle for us as a business and a team. Not only were we affected, but our patients were affected as well. We, as a team, decided that instead of letting this break us down we would use it as a way to help build us UP!

While our office was re-constructed, we decided to completely re-design it so that we could provide the most relaxing and comfortable dental environment. With some great teamwork, the help of our loyal patients, and the support of the Rancho Santa Margarita community, we overcame a very difficult situation. Now, a few months later, our office is back and running better than ever before.

Sometimes life throws you into bad situations, but how you handle these unexpected events shows the true rewards of teamwork and perseverance. That is why we are proud to be Team Platinum.

For more information, please call 949.888.0806 or visit [www.platinumdental.net](http://www.platinumdental.net).



## Q-Mark Manufacturing: Quality Produced in Rancho Santa Margarita

What does the word "quality" mean to you?

Most people associate quality with good design, skilled workmanship and product reliability. Every day, hundreds of world-class manufacturers maintain quality by using Q-Mark tools to help them monitor important manufacturing processes.

We make everything in Rancho Santa Margarita, Calif. Our products are manufactured from some of the hardest materials on earth. Our tools allow companies to precisely measure the things they make.

Q-Mark Manufacturing is in compliance with ISO 9001:2008, an international standard for quality. Our clients tell us that we have the "Best Service in the Industry."

We offer our industry's only unconditional guarantee. Clients must be completely satisfied with our catalog products or they can return them at any time, for any reason. No fine print, no hassle.

Q-Mark began in 1997 in Mission Viejo. We moved to Rancho Santa Margarita in 2014. We are proud to join a distinguished group of precision manufacturers who call RSM home.

Q-Mark is a member of the National Tooling and Manufacturing Association (NTMA), a trade association promoting the interests of precision manufacturers throughout the United States.

Please visit our website [www.cmms.com](http://www.cmms.com) and join our Facebook community at [www.facebook.com/QMarkManufacturingInc](http://www.facebook.com/QMarkManufacturingInc).



## Pursuing passions

## Another reason to love life at Park Terrace

At Park Terrace, life is different here. It's not just a place to live. This is where residents discover the community experience and put passions into practice. Engage, challenge yourself, share knowledge, and build a legacy for future generations. This is where your personal journey begins.

Call 888.223.4957 or visit [LifeatParkTerrace.com](http://LifeatParkTerrace.com)





## Welcome to Park Terrace

While business is a major component of one of Orange County's most beautiful cities, finding a peaceful place to call home is also the key to making a life in Rancho Santa Margarita. If retirement is on your agenda in the near future, the time is now to consider where you will begin to enjoy your next step in life.

Rancho Santa Margarita not only offers its community members a scenic location, but a place to discover, share and connect with yourself and others; meet new friends; and become part of a larger family. Nestled against the Saddleback Mountains, Kisco Senior Living's Rancho Santa Margarita location Park Terrace is surrounded by natural beauty, yet filled with the comforts of a modern resort. The tranquil setting of this senior living community offers a touch of rural charm with all the splendors of city conveniences close by. Built in 2000, this home-style continuum of care community features both independent and assisted apartment living. If your future life plan includes living in a spacious, pet-friendly apartment, designed with all of the comforts and amenities of home, as well as housekeeping, transportation, maintenance service and unique dining experiences, your vision can become a reality at Park Terrace.

For those who require additional assistance, this one-of-a-kind community offers assisted living and memory care. Along with peaceful living, you or your loved one will receive one-on-one daily attention and support from our highly trained and considerate team of associates who will design an ideal care program that matches this individual's daily lifestyle.



Life at Park Terrace also promises a bright and inviting Southern California resort-like feel, with beautiful courtyards, gardens, fountains and walking paths that welcome you home. Within the well-planned, indoor-outdoor campus, community members have an opportunity to take advantage of the convenient café, the comfortable library and computer lab, state-of-the-art senior fitness center and beautiful pool area. To complete the experience, the caring and professional associates provide a full calendar of activities for educational, social and spiritual growth.

Park Terrace living is also defined by Kisco Senior Living's Art of Living Well<sup>SM</sup> culture. While this philosophy includes pursuing one's hobbies or passions, it also promotes overall wellness through physical and mental fitness. The wellness program at this community involves a combination of many factors that strengthen and enhance the mind, body and spirit with ongoing classes that

intertwine exercise, innovative therapy, spirituality and meditation, lifelong learning and intergenerational activities.

Interested in a lifestyle that means fun activities with new friends like California wine tastings, live music, craft fairs and more? Park Terrace has an ongoing event calendar with happenings at both this senior living community, as well as within the surrounding Rancho Santa Margarita community.

*Find your way to a thriving new life today! Call 949.888.2250 to schedule your personal Community Experience or visit us today at 21952 Buena Suerte, Rancho Santa Margarita, CA. For more information, check out [LifeAtParkTerrace.com](http://LifeAtParkTerrace.com) or [Facebook.com/ParkTerraceSeniors](https://www.facebook.com/ParkTerraceSeniors).*

# CONGRATULATIONS

## *Rancho Santa Margarita*

**IT'S BEEN 15 WONDERFUL YEARS  
DOING BUSINESS WITH YOU.**

*From your friends at:*

**SANTA MARGARITA** 

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