

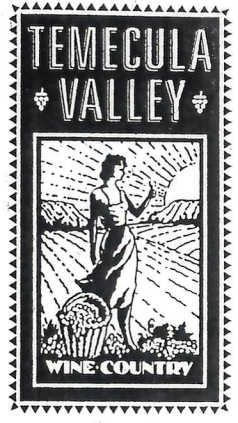
ORIGINAL PETITION

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Ref



DIRECTOR, BUREAU OF ALCOHOL, TOBACCO & FIREARMS
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.

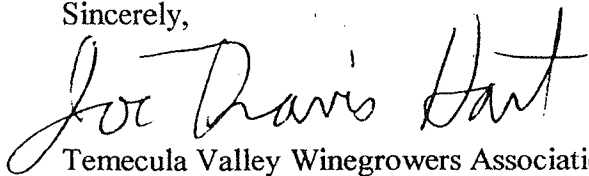
Historically, a number of names have been connected with this region, many using the name Temecula in some way. In the early days of our region's viticultural era, before AVA's were formed, wineries and growers focused their identity upon the postal address, rather than their geographic location. At 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,

A handwritten signature in cursive script that reads "Joe Travis Hart". The signature is written in black ink and is positioned above the typed name and title.

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



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

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
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LSBN 0-931700-06-x

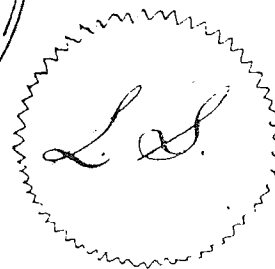
EXHIBIT 3

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 Apis, 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 7/2
3	S. 36 W	107.95
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, dec'd. 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. Hardenbergh
 U.S. Surv. Gen. Cal.

Presumably ownership, for Diego County the Indians. José Gonzal

Advised should submit were carried behind. Me the Temecula years after in the 1960s others were gently-conto Golf Resort Road. Whi few years ag "They

to the low l The dis secluded val water, shade date limited evicted, in 1 information working. honor. In Indians she Congress.

While of Louis and fast friends Temecula, from their a convictio in a novel.

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 a portion of Rancho Temecula, consisting of

EXHIBIT 5

TEMECULA FLOWER CORRAL

- Person Av Tem... 676-3545
To Calling Party
Calling Party... 800-806-3569
Foreign BMW & Volvo Service Specialist
Merce Center Dr Tem... 676-9152
Foursquare Church
Alvarado Tem... 676-1388
Garden & Power Equipment
Town 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
Rancho Calif Rd Tem... 694-8118
Hand Rehabilitation Center
Person Av Tem... 694-0905
Headstart 27365 Jeffrsn Av Tem... 506-4105
Hearing Center 27349 Jeffrsn Av Tem... 694-4178

TEMECULA HEARING CENTERS

- Winchester Nursery Building
Margarita Grill
112
Jefferson Av Tem... 296-5690
Large To Calling Party
Large To Calling Party... 800-752-9997
Heritage Fencing Murr... 698-2224
Immigration & Divorce Typing Center
Old Town Front Tem... 693-1718
Temecula Insurance Group
Enterprise Circl N Temecula 92590... 296-3410
Temecula Insurance Group
Enterprise Circl North Tem... 695-5280
Temecula Jewelry Mart
Ynez Rd Temecula 92591... 296-9422
Temecula Jewelry Mart 26459 Ynez Rd Tem... 699-3539
Temecula Kelly's 40820 Winchstr Rd Temecula 92591... 296-0750
Temecula Learning Center The Tem... 302-5144
Temecula Little League Softball Tem... 694-9666
Temecula Mechanical
Enterprise Circl N Temecula 92590... 296-9716
Temecula Mechanical
Enterprise Circl North Tem... 676-1555
Temecula Meeting Center 42145 Lyndie Ln Tem... 699-8424
Temecula Middle School
Meadows Pkwy Tem... 302-5151
Temecula Motor Cars 26111 Ynez Rd Temecula 92591... 296-9866
Temecula Motorcycle Sales & Service
Enterprise Cir S Tem... 308-0070
Temecula Motorcycle Service
Enterprise Circl S Temecula 92590... 296-9377

TEMECULA MOTORSPORTS

- Large To Calling Party
Large 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
TEMECULA OIL PRODUCTS
Palacio Rd Tem... 676-2660
Optometric Center
Old Town Front St Tem... 676-4211
TEMECULA ORTHODONTIC GROUP
Murr... 506-6523
Orthodontic Group
Palacio Rd Temecula 92591... 296-9723
Orthodontic Specialists
Pal D DS 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
PLANTSCAPE Tem... 699-8869
Plastics Processing Inc
Person Av 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

T 272 Temecula—Terry

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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 DI Rio Rd Tem.....699-8685

Temecula Valley Propane
 27537 Commrc 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 Commrc 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 DI Vno 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

TEMLINK.COM

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 Shalom 29101 DI Monte Dr SnCty.....679-0419
Temple Glen & Gladys 34684 The Farm Rd Widmr.....244-7345

Temple-Inland Mortgage
 Temecula 41707 Winchstr Rd Tem.....694-9260

TEMPLE-INLAND MORTGAGE CORP

41707 Winchester Rd Tem.....296-0400

Temple K.....677
 Temple L Mnfe.....677
Temple Norman E 26461 Fordhm Dr SnCty.....677
Temple R 28396 Princessa Cir Murr.....677
Temple T & K Murr.....677
Temple V SnCty.....677
Templeton A & D Murr.....677
Templeton E Tem.....677
Templeton Jerry 40419 Via Tapadero Murr.....302
Templin Arthur & Betty SnCty.....677
Templin Phillip P 29940 Carmel Rd SnCty.....677
Tena Pentel Hair Stylist & Make-Up Artist
 30550 Rancho Calif Rd Tem.....677
Tena Raul & Donna 31580 Via Snta Ines Tem.....677
Tenaja Community Services Dist
 32395 Clinton Keith Rd Widmr.....302
Tenant Improvement Specialists
 31532 Railrd Cynr Rd Cynr Lk.....244
Tender Loving Learning Center Sun City.....677
Tenerelli Guy 33900 Vno Wy Tem.....677
Tenerelli Phillip P 28378 Encanto Dr SnCty.....677
Ten Eyck L J.....302
Tengonciang Heather 31633 Heathr Wy Tem.....302
Tengonciang Jaime 31633 Heathr Wy Tem.....302
Tengonciang Ofelia 42200 Moraga Rd Tem.....694
Ten Hove Jacob B 40572 Via Tapadero Murr.....677
Tenhundfeld Jerome & Marjorie Murr.....677
Tennant Luvada & Gary 13125 Glandt Ct Cor.....245
Tennant Luvada & Gary 13125 Glandt Ct Cor.....674
Tennant Luvada & Gary Cor.....674
Tenney David & Laura Tem.....677
Tenney Matt & Dana Tem.....302
Tennis H Tem.....506
Tennison C Murr.....696
Ten Perfect Nails 40820 Winchstr Rd Temecula 92591.....296
Ten Raa Louise K SnCty.....677
Tension Envelope Corp
 40750 County Centr Dr Temecula 92591.....296
Tension Envelope Corp 40750 County Centr Dr Tem.....693
Tentman Charles T Murr.....600
Teposte Oscar Cor.....674
Teracor Resource Management
 42217 Rio Nedo Temecula 92590.....296
Teracor Resource Management
 42217 Rio Nedo Tem.....506
Terada Fred 39194 Via Las Quintas Murr.....677
Teran I Tem.....600
Teran Margarita Mnfe.....679
Tereschenko S C & Lena 28163 Sun Cty Bl SnCty.....679
Terfanskyl L Romolnd.....679
Terheggen Herb 33281 Hixon Widmr.....676
Terheggen R Cynr Lk.....244
Terheggen Ruth SnCty.....677
Ter Horst Jan & Linda 42878 Snta Suzanne Pl Tem.....676
Terhorst L 30890 Old Windmill Rd Mnfe.....679
Terhune Phillip 30393 Early Round Dr Cynr Lk.....244
Teriaki Temple 40820 Winchstr Rd Temecula 92591.....296
Terle Harry 25610 Union HI Dr SnCty.....679
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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

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*

**Linda Kissam
Executive Director**

Temecula Valley Winegrowers Association

Post Office Box 1601

Temecula, Ca 92593-1601

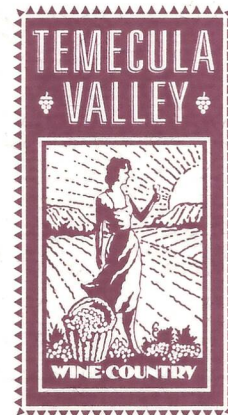
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909-699-2353 ~ Fax

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,

A handwritten signature in cursive script that reads "Peter A. Poole". The signature is written in black ink and is positioned below the word "Sincerely,".

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.

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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

SEVERAL YEARS ago, I was contacted by Sam Hudson that we collaborate on a book about the history of Temecula Valley. I agreed, and a few months later, with not one word written, he died. Again I agreed. Perhaps I was a bit reluctant at first, but of thinking there was no point in it, it was because both of us were busy and seemed to take all our time. We kept postponing the book.

Our procrastination and Sam's death in 1979 cancelled the project.

More time passed and the project was forgotten. Temecula Valley remained a quiet town. The books and journals I had written were hidden within the pages of my desk. In 1980, I was once again contacted by Sam's widow, Kellie. Her determination to see Sam's determination to write the book as possible put together. I agreed to do what Sam would rest easy with. I reached a final conclusion.

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.

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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on the
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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 natural grass with other feeds.

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the historic valley
of
temecula

BY HORACE PARKER



THRIVING, TEMPTING
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 is it 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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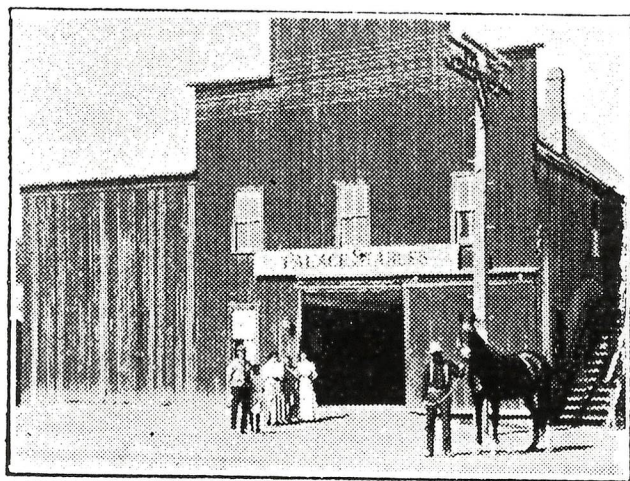
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conceded by the most of the present owners, the trend of advancing civilization will bring the subdivision of these properties and with this cutting up will come the doffing of the present town clothes of thriving Temecula and the donning of the city garb for which Nature has so fittingly and manifestly designed this ideally located settlement. But whilst the town's material future is assured, in



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

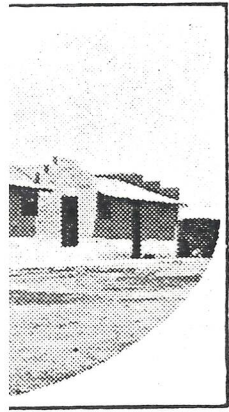
would be wholly inadequate and incomplete, a witnessing of a rendition of Hamlet with the Prince of Denmark not in the cast.

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, north-east 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.

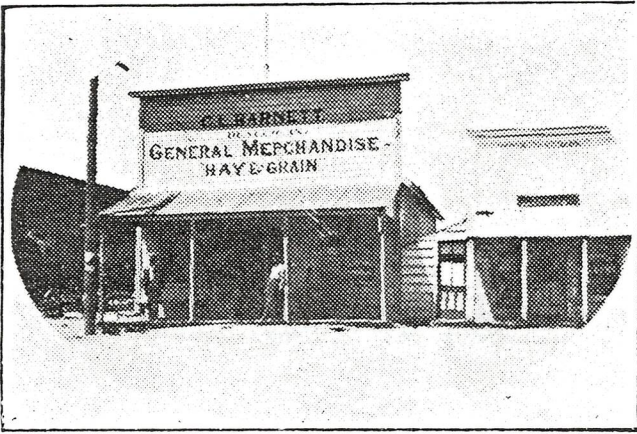
Climb the southern side of Temecula canyon and gaze westward and you will view, stretching before you "far as the eye can see the vision roam," a panorama of lovely hill and mountain with wooden sides of massive oak interspersed anon with green vales where lowing herds peacefully graze, whilst on clear 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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 in all of Southern California. Due to
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 which covers every vale and mountain
 of this section, the cattle that go from
 Temecula are unmatched for large
 proportioned healthfulness and natu-
 ral 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
3

Tennecula

by Phil Brigandi

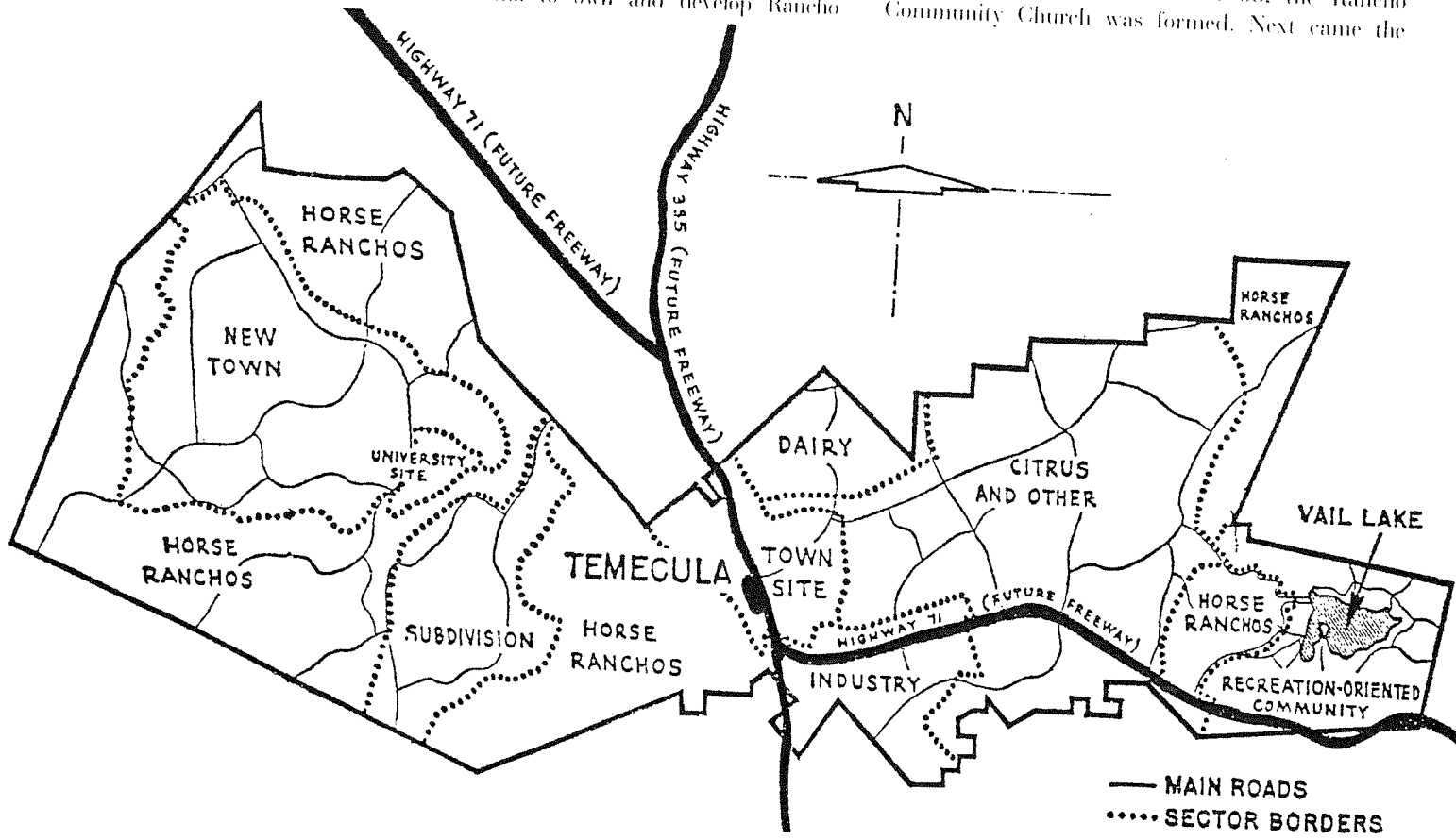
at the Crossroads of History



Colony
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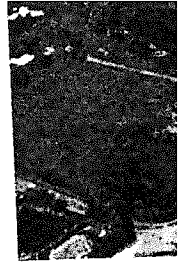
EXHIBIT 3

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



... most attract residential 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

California 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



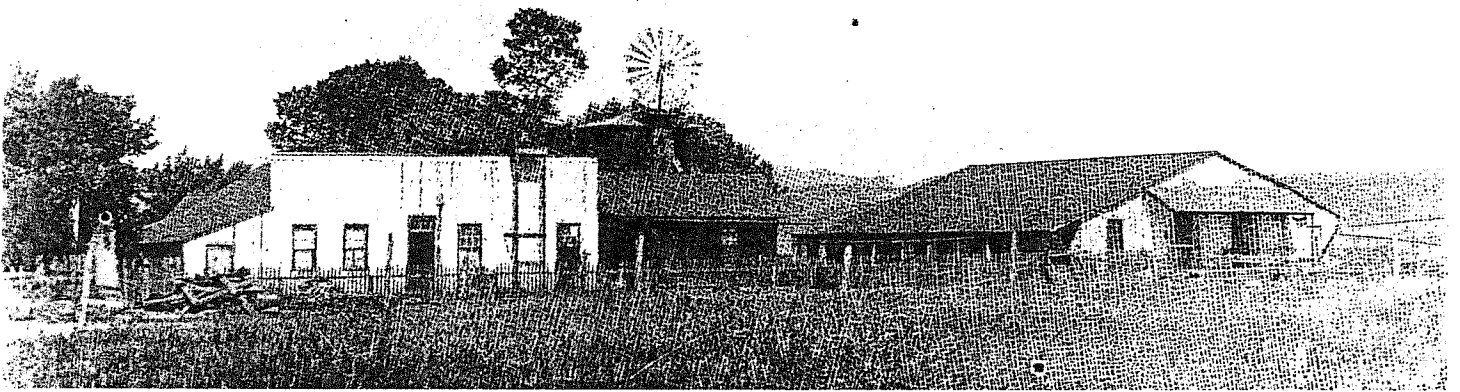
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TEMECULA HISTORY:

A CHRONOLOGY, 1797-1993

Compiled by

Emily Gerstbacher



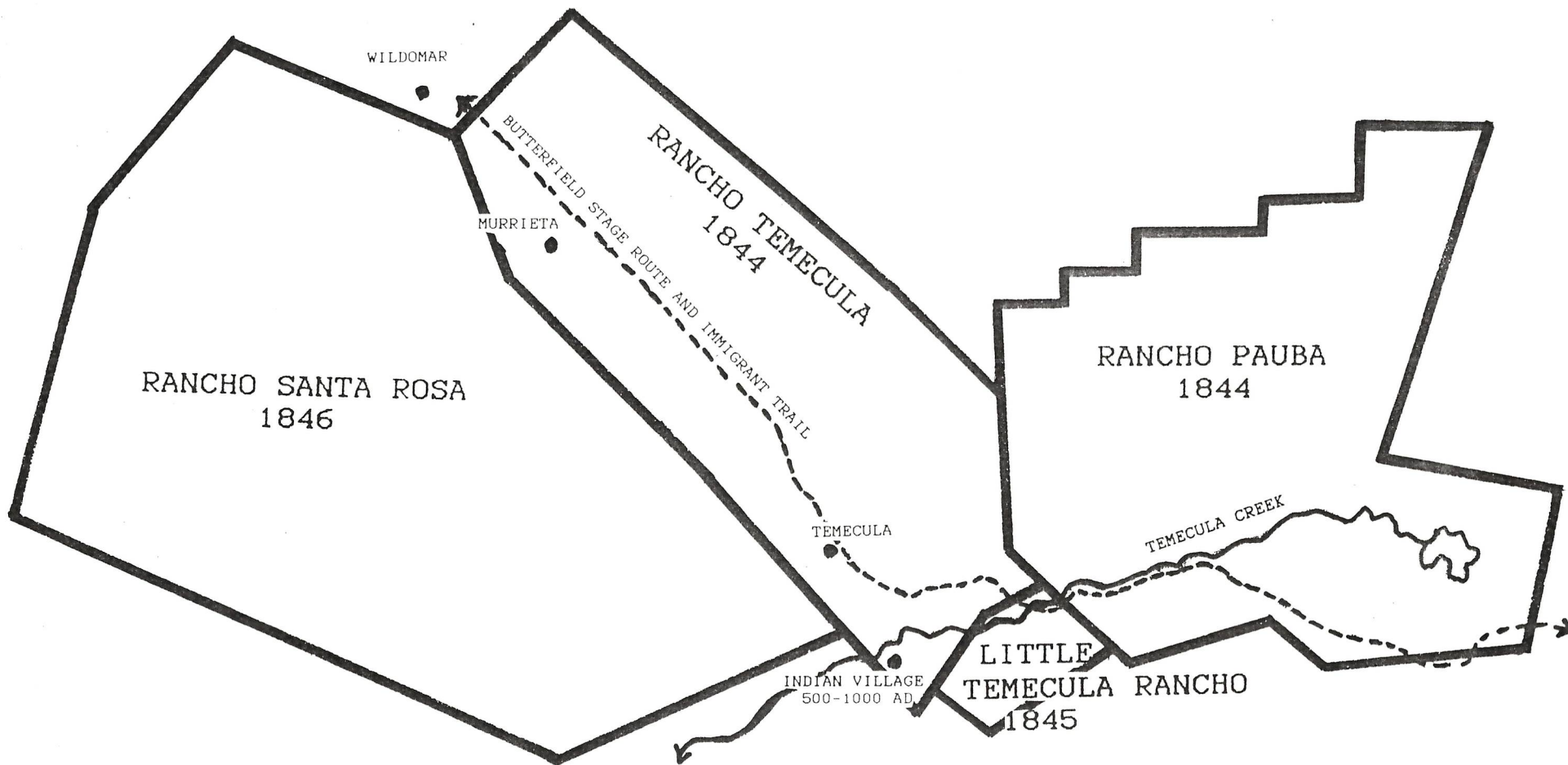
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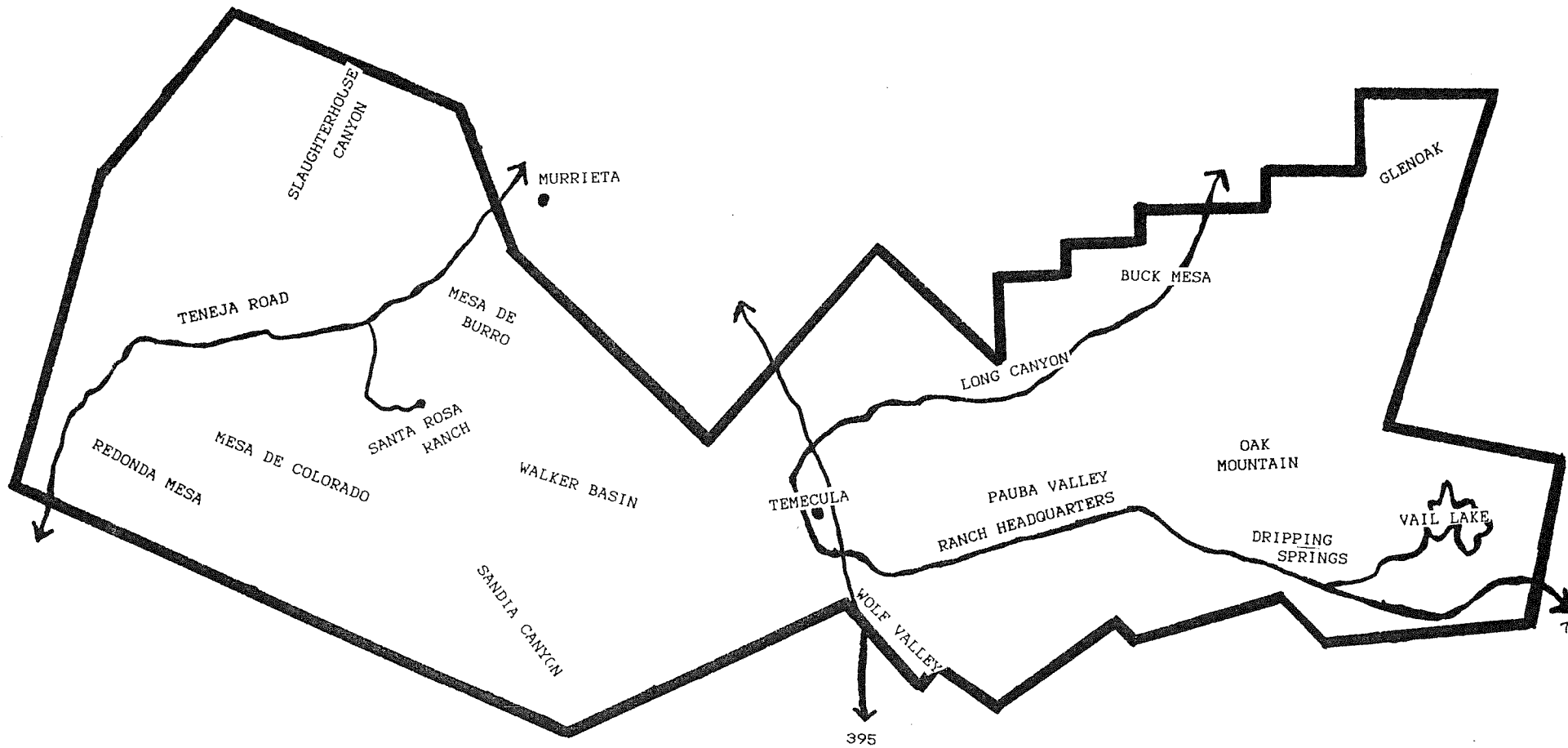
Friends of the Temecula Library

Temecula, California

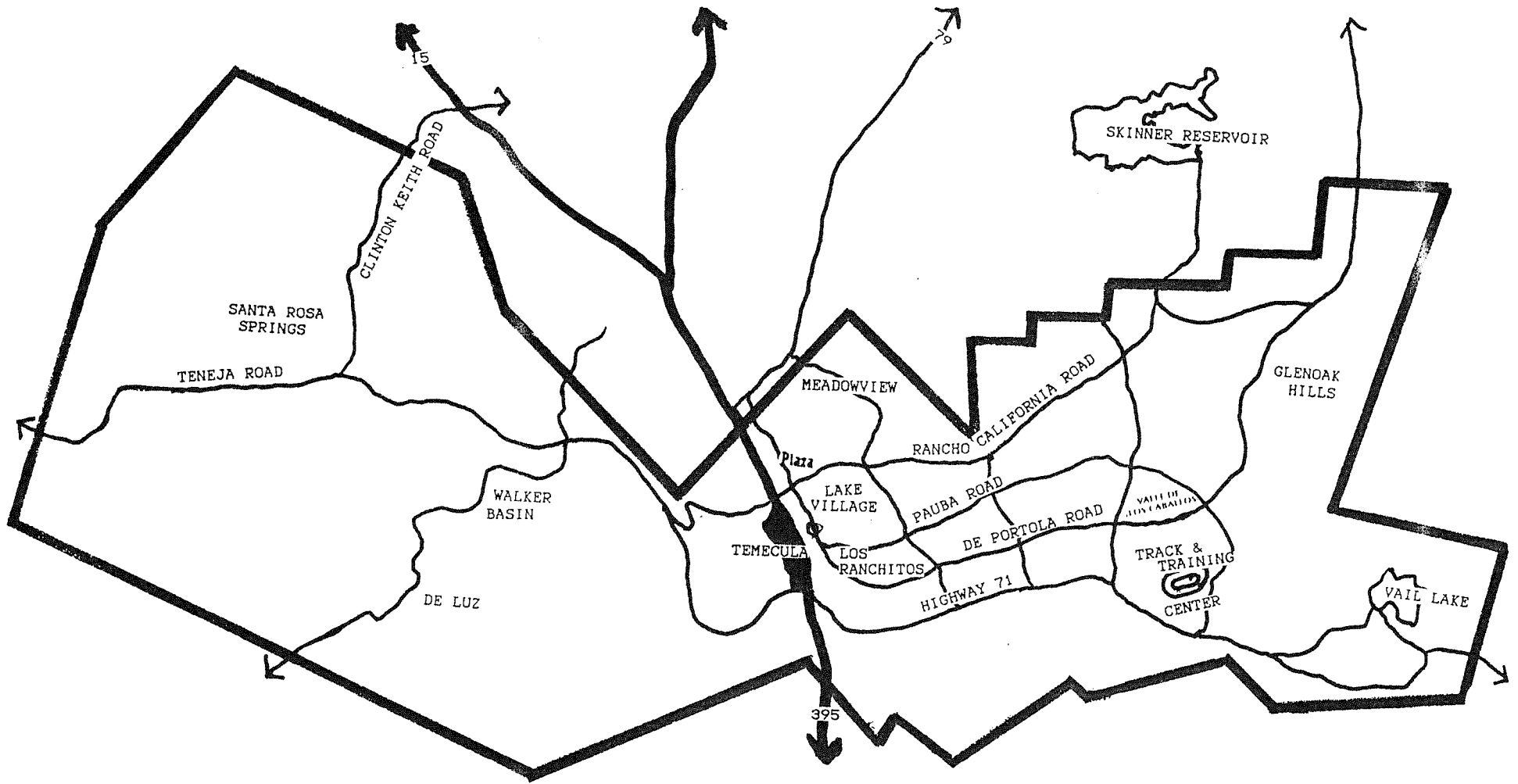
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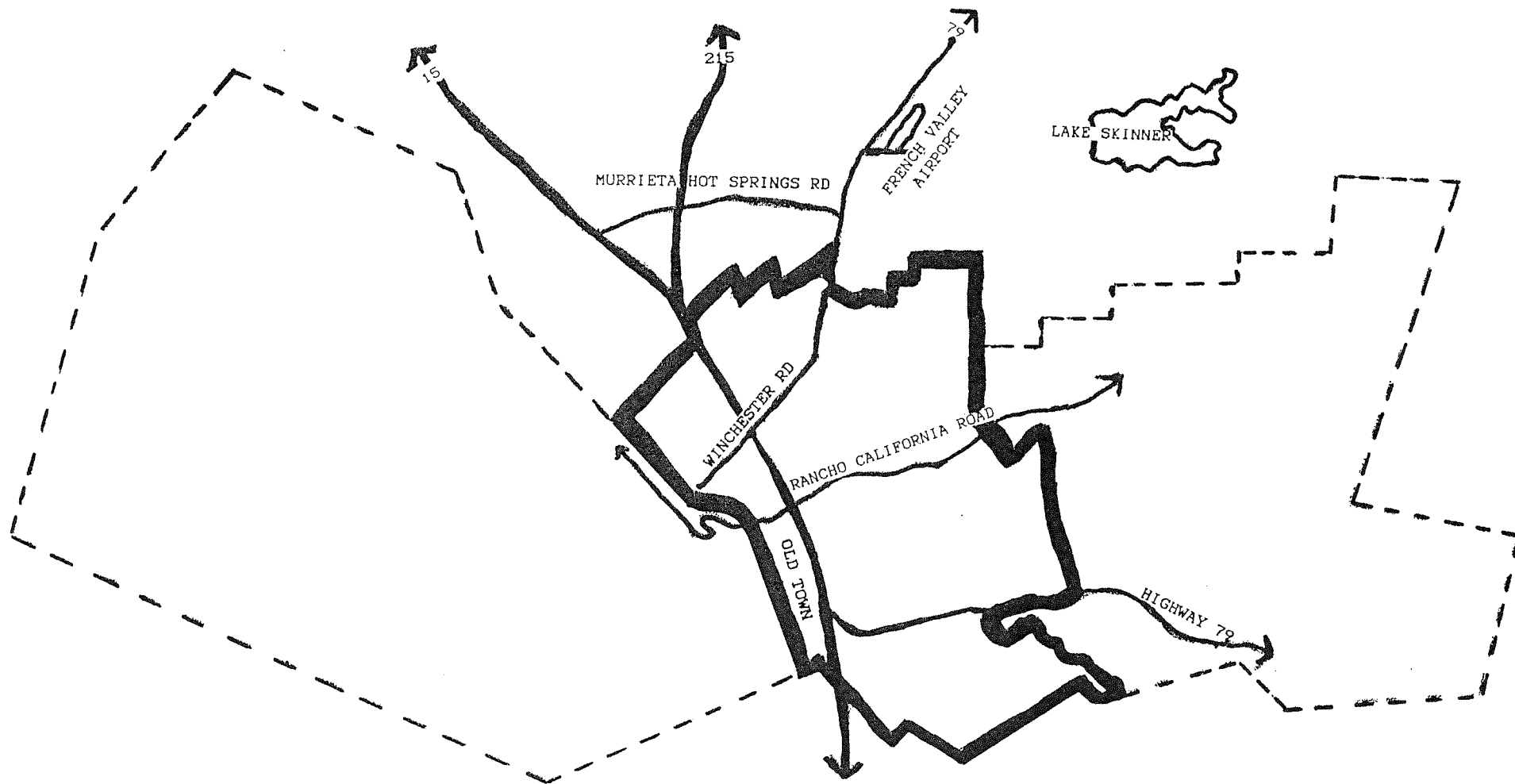
TEMECULA VALLEY RANCHOS - NINETEENTH CENTURY



VAIL COMPANY RANCH 1904-1964



RANCHO CALIFORNIA 1964-1989



CITY OF TEMECULA - 1989