

BUSINESS

Tranquil Trims mobile dog groomers opens in Valley Center

The mother-daughter team of Mary Rivera and Cherise Rivera began operating their Valley Center-based mobile dog grooming service Tranquil Trims in March.

Cherise Rivera told *The Roadrunner*: “I have a deep love for animals. I’ve always worked with animals, especially dogs. When I was younger I did everything from doggy day care on up. Mom has had a dog sitting business for 15 years now. Working at doggy day care I started to watch the groomer and decided that’s what I wanted to do. I found a good school and in three months I was certified to groom dogs and that was two years ago. I was also CPR certified for dogs and cats as well.”

She and her mom decided to team up and based all of their business out of the van.

Basic services they offer include baths and brushes, clips, teeth brushing, nail brushing and dremels.

“We are known for dog grooming rehab,” says Cherise. “We are the first in San Diego to do that. What that is, is taking dogs that have had traumatizing experiences with grooming, either with their nails cut too short or ones who are very nervous about the process. Through a process of being very positive, quiet environment, aromatherapy and massage we rehab them back to a positive experience so that each time we return they are more tranquil. As opposed to an experience they don’t like.”

Because of an allergy to cats, she only does dogs.

Cherise Rivera is a proponent of consistency with dogs. “Not sending dogs to all sorts of different groomers, working only with one set with each dog is a very productive way to rehab them back to trusting the whole process. That’s why we are the only two groomers that we have. We don’t have anyone else.”

“That establishes a rapport with the dog



Mother and daughter team Mary Rivera and Cherise Rivera and Zsa Zsa the French bulldog.



Cherise prepares to give Zsa Zsa some tender, loving care.

and that’s why we don’t have anyone working under us. Other groomers might have one groomer this time and someone else next time and not doing that helps establish the positive experience for the animal,” says Cherise.

Mary Rivera is a certified herbalist, which is how they incorporate aromatherapy into the treatment. She also does the dog massage.

Tranquil Trims says it is the first mobile grooming salon of its kind to coin the term “Grooming Rehabilitation,” which means exactly as it sounds. “Through gradual and gentle actions performed by the same caring person on a repeated basis, we slowly restore your pet’s trust in the procedure altogether,” said Cherise Rivera. “We are never in a hurry, nor do we need to rush to our next client. One-on-one with your pet is our only concern. We take the time to notice what your pet fears, when he displays anxiety and what parts of the procedure he seems sensitive to. We never ‘force’ an animal but gently ease him into the necessary bath, clip etc. through a reassuring atmosphere and a positive environment. In time, your pet will come to understand that we are there to help them feel better, never to hurt them. They will regain trust in their handler and maybe even look forward to the gentle touch, relaxing massage and positive energy that we share when together.”

They try to be more affordable in some

areas. According to Cherise, “I’ve never believed in charging extra for things such as dremeling nails, shedding control, etc. We use what we need to for the comfort of the dog and what will better its experience with us and grooming.

I don’t charge for nail dremeling because it’s no more effort than in clipping. Nails seems to be a big deal with certain dogs. Some find that mobile grooming is a tad more expensive than taking them to a salon. But it’s more convenient and the service we offer is different from other groomers. We specialize in puppy’s first groom and senior dogs because of the massage. The first groom is the first of the dog’s, the most important. It will set the pathway for the rest of his life, whether it’s staying with that groomer. That first experience will always stay with him.”

Cherise is also a professional entertainer and has a four-piece group called Caliber that plays regularly at Valley View Casino. They play dance music, such as Top Forty and eclectic funk.

She is also a Crossfit trainer, which is how she’s able to life heavy dogs!

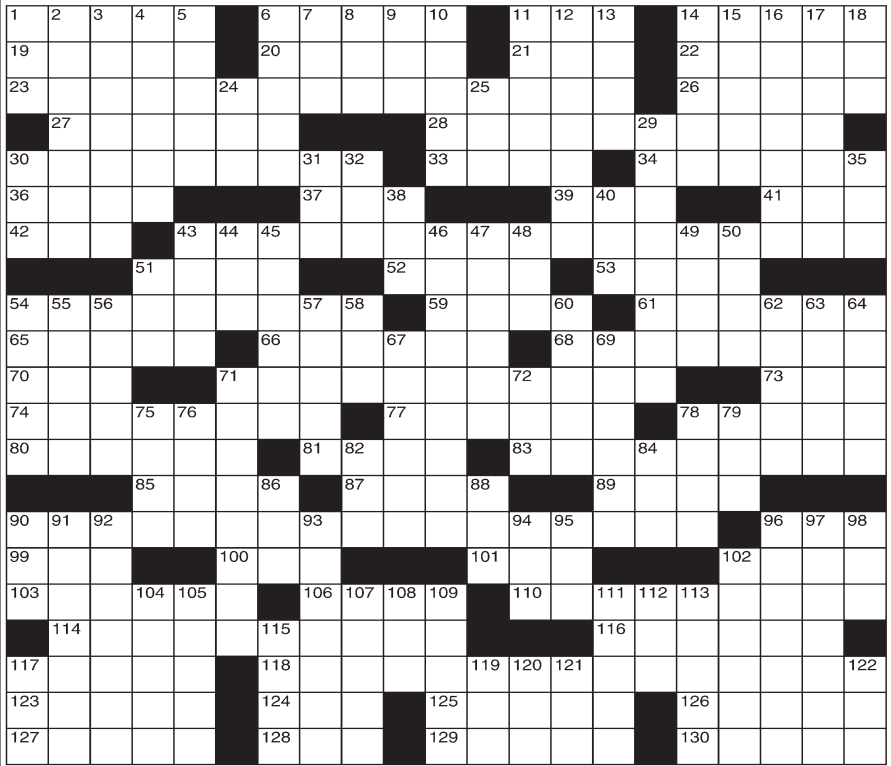
Tranquil Trims comes to your home or business—and they range far and wide, with customers in La Jolla. They work just about every day of the week.

You can reach Tranquil Trims at 760-975-6611 or by email them at tranquiltrims@yahoo.com.

Super Crossword

ROYAL NAMESAKES

- ACROSS**
- 1 Stole, e.g.
 - 6 Stoles, e.g.
 - 11 Many a yellow ride
 - 14 Kickoff
 - 19 Pertaining to pitch
 - 20 Hits upon the answer
 - 21 Uplifting verse
 - 22 Pointer
 - 23 “Cleopatra” star
 - 26 “E pluribus unum,” e.g.
 - 27 Horse-race bet taker
 - 28 Defeater of Al Gore in 2000
 - 30 Orator called “The Great Pacificator”
 - 33 Knitting supply
 - 34 Crooner Johnny
 - 36 Camera part
 - 37 Stew holder
 - 39 H lookalike
 - 41 Genoa gold
 - 42 Abbr. that saves space
 - 43 “Dallas” actress
 - 51 Triscuit alternative
 - 52 Liking a lot
 - 53 Bert who had a lion’s lines
 - 54 “East of Eden” actor
 - 59 Walked over
 - 61 Mexican dish
 - 65 Vocalist
 - 66 Close-fitting, bell-shaped hat
 - 68 Keeps repeating
 - 70 Wee, briefly
 - 71 “Concord Sonata” composer
 - 73 Bit of ink art
 - 74 Put on the air
 - 77 “3 Women” director
 - 78 Ginger, e.g.
 - 80 One wooing
 - 81 J.D. Salinger title heroine
 - 83 “Wag the Dog” actress
 - 85 Mater
 - 87 Advance
 - 89 Go out
 - 90 “Lucy Gray” poet
 - 96 Booster for a rock band
 - 99 Punk rock variant
 - 100 China’s Chiang —shek
 - 101 Patriots’ Day mo.
 - 102 Ending for buck
 - 103 Dirty mark
 - 106 Keep going
 - 110 “The Great Lie” Oscar winner
 - 114 “A Book of Nonsense” author
 - 116 Of a big artery
 - 117 Arbor array
 - 118 Namesakes of the 10 people
 - 123 Some equines
 - 124 Me, to Luc
 - 125 Vowel run
 - 126 Hay-bundling machine
 - 127 Just manage
 - 128 FWIW part
 - 129 Stickpin site
 - 130 Yukon vehicles
 - 3 Like negatively charged atoms
 - 4 Shaving tools
 - 5 Like many piecrusts
 - 6 See
 - 11-Down
 - 7 Act the fink
 - 8 Guitar wood
 - 9 Mine shaft
 - 10 Like a ham
 - 11 With
 - 6-Down, circular diagram of the spectrum
 - 12 Decorator
 - 13 Arctic mass
 - 14 Latin dance
 - 15 Game fish
 - 16 Place to buy paintbrushes
 - 17 Tax shelter named for a U.S. senator
 - 18 Binary base
 - 24 Brand of 4-Down
 - 25 “For” vote
 - 29 Gives out
 - 30 Hurry, old-style
 - 31 Well-chosen
 - 32 “—hoo!”
 - 35 Note below la
 - 38 Prefix with angle
 - 40 Up to, in brief
 - 43 MasterCard rival
 - 44 “— help a lot if ...”
 - 45 Prague natives
 - 46 Winning
 - 47 Stationary
 - 48 Cutesy—
 - 49 Burn a bit
 - 50 Food writer
 - 51 Pal of
 - 54 Drops callously
 - 55 “Later, Luc!”
 - 56 Prefix with second
 - 57 Off to —
 - 58 Here-there connection
 - 60 Armless sofa
 - 62 Cobwebby storage site
 - 63 Extract by percolation
 - 64 Perfumer
 - 67 Uproar
 - 69 Bill equal to two fins
 - 71 Toyota or Kia
 - 72 “— bad boy!”
 - 75 Abbr. ending many a list
 - 76 E.— (bacteria)
 - 78 —Tzu
 - 79 Pig, to some
 - 82 —mo
 - 84 Interoffice phone no.
 - 86 Doc’s org.
 - 88 Secret org.
 - 90 Director
 - 91 Dunk
 - 92 Most noisy
 - 93 Refuses to
 - 94 Typing meas.
 - 95 “... man — mouse?”
 - 96 “A” or “an”
 - 97 Sponged
 - 98 —favor
 - 102 Star-related start
 - 104 Uncool type
 - 105 Long-winded
 - 107 Auspices
 - 108 “My Gal —”
 - 109 Juro’s event
 - 111 Artist Dufy
 - 112 Over there, in poetry
 - 113 Most Iraqis
 - 115 Pop’s Lovato
 - 117 Dog’s ID site
 - 119 Briny body
 - 120 With it
 - 121 Singer
 - 122 Most coll. applicants



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County of San Diego Pala-Pauma Valley Community Sponsor Group (“PPCSG”) Meeting Agenda THURSDAY, NOV 2, 2017 at 7:00 p.m. Pauma Valley Community Center – 16650 Highway 76, Pauma Valley, CA Bradley Smith, Chairman (760) 742-3458

1. Roll Call.
2. Approval of minutes for the meeting of July 10, 2017
3. Public communication. Opportunity for members of the public to speak to PPCSG on any subject matter that is within PPCSG’s jurisdiction that is not on the posted agenda.
4. Action Items. Consideration of and possible vote on recommendations regarding:
5. The Department of Parks and Recreation (DPR) is seeking our input on two items:
 - a. The Park Lands Dedication Ordinance (PLDO) Recreation Programming priorities for our Local Park Planning Area (LPPA). Last year, PPCSG made a single recommendation in our priority submittal....”Improvements to sport facilities at Pauma Valley Community Center”.
 - b. The County’s draft Parks Master Plan, particularly:
 - Chapter 3 Existing Park Facilities, Table 3-3: They would like feedback on the number of park facilities desired by our community for each category.
 - Chapter 4 Trends Analysis: They would like us to review the “Future Recommendations” section for our community and provide recommendations for any additional park facilities that are not currently listed but desired by the community.
 - Chapter 5 Needs Assessment, Table 5-1: They would like us to review the Needs Assessment Survey data for our community and identify any additional park amenities, programs, and issues not currently listed in Table 5-1 but that are considered needs by the community.

The draft Parks Master Plan is available at this link:
<http://www.sdparks.org/content/dam/sdparks/en/pdf/Development/Parks%20Master%20Plan.pdf>

6. Administrative matters:
 - a. Communications received and approval of possible responses, if any.
 - b. Consideration and possible approval of operating expenses, if any.
 - c. Set the date of the next meeting.
7. Adjournment.

NOTICE TO ALL PROPERTY OWNERS WITHIN YUIMA MUNICIPAL WATER DISTRICT

NOTICE IS HEREBY GIVEN, that the Board of Directors of the Yuima Municipal Water District, will hold a public hearing on the adoption of a proposed ordinance which would increase the existing connection fee (capacity charge) to conform with changes in construction costs as determined by the Engineering News Record (“ENR”) construction cost index on new service connections for 2018.

A public hearing on the proposed ordinance will be held on Monday, October 23, 2017 at 2:10 o’clock p.m. at the office of the District, 34928 Valley Center Road, Pauma Valley, California. Any owner of property within the District may appear and present objections or protests or may file with the Secretary of the District, at any time prior to the hour set for the hearing, written protests or objections to the proposed connection fee increase.

BY ORDER of the Board of Directors of the Yuima Municipal Water District.

The Proposed fee for consideration at the October meeting is shown below:

	(EDU)		
Under 1"	1	2,779	2,980
1"	1.6	4,445	4,767
1 1/2"	3	8,337	8,941
2"	5.2	14,450	15,496
3"	9.6	26,675	28,606
4"	16.4	45,572	48,871
5"	23.2	64,467	69,134
6"	30	83,362	89,397
8"	52	144,493	154,954