

TODAY'S FOCUS: COMMUNITY

Ice skating rink caters to all ages



Families ice skate around the outdoor skating rink in front of Temecula City Hall on Dec. 13. The skating rink will be open every day including Christmas, New Year's Eve and New Year's Day. ANDREW FOULK PHOTO

TEMECULA COMPANY DREAMING BIG AFTER STARTUP CONTEST

Lift and Twist didn't win competition, but hopes exposure creates opportunities

KIRSTEN SILVEN
• SPECIAL TO THE U-T

Temecula-based company Lift and Twist participated in November's Dream Big America competition, which featured three new startups from around the United States.

The companies each gave a two-minute pitch about their business concepts to the Dream Big America live listening audience, as part of the Doug Stephan Good Day Show. An audience vote decided who would advance to the finals round.

Co-founded by Suzanne Robertos and her father, Fahed, both of Temecula, Lift and Twist designs prescription bottle caps that can safely and easily help manage prescription medications by recording the time of the last dose right on the bottle.

In addition to time indicator caps, the products are made to fit a variety of bottle types and sizes and are easy to use, featuring a wide grip with no buttons or batteries. Other available options include child-resistant or non-child-resistant caps, as well as colored caps that make it easier to tell different medications apart.

"Our proudest moment so far is the enthusiasm and support we have received from people we have met along the way," shared Robertos in the product pitch. "Many of

these people have stepped up and provided their services to us just because they believe in us."

Although Lift and Twist did not win the competition, Dream Big America provided additional exposure, which Robertos hopes leads to additional opportunities.

"We know the odds of getting a new product to market are slim, but we decided to move forward," she shared. "We know our product will help many people, and that was something we needed to take a chance on."

Robertos became inspired and eventually founded Lift and Twist after recovering from a serious illness and realizing how difficult it had been for her mother to administer the proper medications to her at the proper times.

"I never knew I had put my mom through such an agonizing task," shared Robertos. "I was determined to create a better way to track medications and dosages."

She approached her father, Fahed, who is a retired engineer, and together they developed ideas to solve the problem.

Lift and Twist products are designed to be manufactured at a low cost and are easy to understand even when the patient is not feeling great.

For more information about Lift and Twist, visit www.liftandtwist.net.

CALENDAR

TEMECULA

Dec. 21

Craft fair

10 a.m., Maurice Car'rie Winery, 34225 Rancho California Road

A craft fair will take place at Maurice Car'rie Winery. For more information, visit www.mauricecarriewinery.com.

Behind the Scenes Winery Tour

11 a.m., South Coast Winery Resort and Spa, 34843 Rancho California Road

South Coast Winery Resort & Spa is holding a Behind The Scenes Winery Tour. Guests will see the workings of a winery during a harvest crush and stroll the vineyards, according to South Coast. The cost is \$40. Registration is suggested. For more information, visit www.wineresort.com or call 951-587-9463.

'A Cast of Blues'

1 p.m., Temecula Valley Museum, 28314 Mercedes St.

Temecula Valley Museum is featuring an exhibit titled "A Cast of Blues." The exhibit features a compilation of resin-cast masks and color photography by artist Sharon McDonnell-Dickerson and photographer Ken Murphy, according to the

museum. For more information, visit www.temeculavalleymuseum.org.

'Old Traditions, New Opportunities'

1 p.m., Temecula Valley Museum, 28314 Mercedes St.

Temecula Valley Museum - Rotunda Gallery is featuring an exhibit, titled "Old Traditions, New Opportunities: A Celebration of the 25th anniversary of Cityhood." For more information, visit www.temeculavalleymuseum.org.

Dec. 24

Wine Down Wednesdays

5:30 p.m., South Coast Winery Resort and Spa, 34843 Rancho California Road

Vineyard Rose Restaurant at the South Coast Winery Resort will host its Wine Down Wednesday. For more information, visit www.cityoftemecula.org, call 951-587-9463 or email CrystalMagon@wineresort.com.

Dec. 31

New Year's Eve at Noon

11 a.m., Pennypickle's Workshop - Temecula Children's Museum, 42081 Main St.

New Year's Eve at Noon has been scheduled at Pennypickle's Workshop - Temecula Children's Mu-



Dec. 21

Rocky Osborn

Noon, Aces Comedy Club, 39745 Avenida Acacias, Murrieta

Rocky Osborn is scheduled to appear with a surprise visit from Santa Claus and Mrs. Claus at Aces Comedy Club. This show is intended for all ages. Tickets are \$10. For more information, visit laughyouraceoff.com. STOCK PHOTO

seum. Tickets are \$6 per person ages 2 and older. For more information, visit www.pennypickles.org.

ESCONDIDO

Dec. 21

North San Diego Certified Farmers Market

10 a.m., Sikes Adobe Historic Farmstead, 12655 Sunset Drive

The city of Escondido is holding the North San Diego Certified Farmers Market

at the Sikes Adobe Historic Farmstead. The event will feature local produce, plants, and arts and crafts. For more information, visit www.escondido.org.

Dec. 23

Kiwanis Club of Hidden Valley-Escondido

7 a.m., Cocina del Charro, 890 W. Valley Parkway

The Kiwanis Club of Hidden Valley-Escondido will hold its weekly meeting at Cocina Del Charro. For

more information, visit www.hvkiwanis.org.

Dec. 24

Jaycees of Escondido

7 p.m., Jaycees of Escondido, 500 W. El Norte Parkway

Jaycees of Escondido will hold its monthly general meeting. For more information, visit www.escondido-jaycees.org.

Have a news tip or an event you'd like to see in print? Send details to Temecula@UTSanDiego.com

MURRIETA

Dec. 23

Coffee with the City

8:30 a.m., Murrieta Chamber of Commerce, 25125 Madison Ave.

Murrieta Chamber of Commerce is holding a Coffee with the City. For more information, call 951-677-7916 or visit www.murrieta.org.

SAN MARCOS

Dec. 23

Writing Group

1 p.m., San Marcos Branch Library, 2 Civic Center Drive

The Writing Group will share ideas. For more information, visit www.sdcountry.ca.gov.

VALLEY CENTER

Dec. 23

Gentle Yoga

5 p.m., Valley Center Library, 29200 Cole Grade Road

The Valley Center Library will hold a Gentle Yoga class to relieve the stress of the day and restore your mind and spirit, according to the library. For more information, visit www.sdcl.org or call 760-749-1305.