



## Individual Candidate Information for Election to the Fallbrook Chamber of Commerce Board of Directors 2026-2029

**CANDIDATE FOR PRESIDENT-ELECT: Will serve as President-Elect 2026-2027; PRESIDENT 2027-2028; PAST PRESIDENT 2028-2029**

**CANDIDATES FOR BOARD OF DIRECTORS – Will serve 2026-2029**

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### **CANDIDATE FOR PRESIDENT-ELECT**

**Josh Tiller**  
**Mountain Mike's Pizza**



1. Why I would like to serve as President-elect on the Fallbrook Chamber of Commerce Board of Directors:

I would like to serve as President-elect because I am committed to supporting Fallbrook's business community and helping the Chamber grow. Most of all, I care about Fallbrook's future and want to help strengthen the connections, resources and opportunities that make this community thrive.

2. My past experiences I feel will be an asset to this position:

My past experiences will be an asset to this position because I have a strong background in community engagement, partnership development, and strategic leadership. These experiences have prepared me to contribute effectively to the Chamber's mission.

3. Please share any other relevant information that makes you feel qualified for this position. Include any thoughts and ideas you may have that would benefit the Board, Chamber members, and the community of Fallbrook.

I feel qualified for this position because I have hands-on experience working with local businesses, community partners and leadership teams to support growth and strengthen engagement. I believe the Chamber can expand its impact, and I would like to contribute ideas that increase member value. My goal is to support a strong, connected and forward-moving community.

## **CANDIDATES FOR BOARD OF DIRECTORS**

**Rebecca Christopherson**  
**Pressed & Blessed Clothing Co.**  
**Rexy's**



1. Why I would like to serve on the Fallbrook Chamber of Commerce Board of Directors:

Being a local business owner for almost 7 years has given me firsthand experience in running and growing a business in Fallbrook. I understand both the day-to-day challenges associated with owning a business and benefit from the work the Chamber has done to support us. I also understand the importance of building strong relationships in our community and learned how to adapt to market shifts. I feel like this experience allows me to bring a practical, solutions-oriented perspective to our board. I know what small businesses need because I am living it currently. I also see the work that goes into supporting our small businesses and feel like I could be an asset.

2. My past experiences I feel will be an asset to this position:

I have probably covered most of that in my previous question but also feel that being a small business owner has kept me engaged with the community. I have built and continue to build partnerships with other businesses focused on creating unique customer experiences. This translates into directly supporting the Chamber's mission.

3. Please share any other relevant information that makes you feel qualified for this position. Include any thoughts and ideas you may have which would benefit the Board, Chamber members and the community of Fallbrook.

I feel strongly that we have to work to build our community "together" ...and the more we work together with other agencies and businesses, the more successful our community will be. I am a TEAM player and know that WE can do much more than I can do solely! I want to be a part of a movement to support the people (Chamber) who have continued to both encourage and support me. I am honored to be a Chamber member and want to continue to support the efforts that have been put forth already.

**Pierre Domercq**  
**Law Offices of Burke & Domercq APC**



1. Why I would like to serve on the Fallbrook Chamber of Commerce Board of Directors:

I am currently serving on the Fallbrook Chamber of Commerce Board of Directors and greatly enjoy it. I have lived in Fallbrook since before I can remember, and I feel I owe a tremendous debt to this community. I have advanced in my personal and professional life to the point where I now have the time and ability to give back a small portion of what I have received.

2. My past experiences I feel will be an asset to this position:

My professional career has allowed me to have served in the following capacities:

- Current Board Member of The Fallbrook Chamber of Commerce
- Past Chair of North County Certified Family Law Specialist
- Past Board Member of San Diego Family Law Bar Association
- Past Chair of the Family Law Section of North County Bar Association
- Former Family Law Delegate to the Conference of California Bar Association
- Fellow of the American Academy of Matrimonial Lawyers
- 2019 Family Law Attorney of the Year
- Volunteer for the Fallbrook Chamber of Commerce for the Avocado Festival- Artisan Walk on Alvarado, Christmas Parade, Harvest Faire, and Artisan Faire.

3. Please share any other relevant information that makes you feel qualified for this position. Include any thoughts and ideas you may have which would benefit the Board, Chamber members and the community of Fallbrook:

I have a deep and enduring love for Fallbrook, having spent nearly my entire life in this community. Growing up here, I've had the benefits of building lifelong relationships—seeing familiar faces from as far back as elementary school still brings me a strong sense of connection and belonging. Over the years, I've continued to meet people who have helped shape and enrich my life. Fallbrook is more than just my hometown; it provided the framework that allowed me to grow into who I am today. The values, experiences, and sense of community I experienced here have had a lasting impact on my personal and professional journey. Because of this, I have a strong desire to give back to the place that has given me so much. I am excited about the opportunity to continue to serve on the Board and contribute to the growth and vitality of our community.

**Kimberly Murray**  
**Beach House Winery**



1. Why I would like to serve on the Fallbrook Chamber of Commerce Board of Directors:

I would like to serve the community of Fallbrook by being an advocate for events, active participation with our regulatory and legislative entities, and maintaining/sustaining the community's agricultural identity with the preservation of the avocado industry and of emerging agricultural crops/products, such as wine grapes, coffee, etc. This can be accomplished through actively collaborating with community leaders and business owners not only within Fallbrook but the surrounding communities, as well. For the last 15+ years, I have been working with the North San Diego County City and County Communities, Business and Farm Leaders including their staff to successfully implement an Agri-Tourism program.

2. My past experiences I feel will be an asset to this position:

- Beach House Winery, Inc. – Founder/Owner, Established 2005-Present
- Murray Vineyards – Founder/Owner, Established 2007
- Fetzer Farms – Founder/Owner, Established 1998
- Senior Finance and Regulatory Manager at the San Onofre Nuclear Generating Station (Southern California Edison 1983-2012)
- South Morro Hills Association – President/Board of Directors (2014-2016) and (Treasurer/Board of Directors 2000-2004)
- San Diego County Farm Bureau – Member
- Fallbrook Chamber of Commerce – Board Member/Treasurer/Past President/Member at Large
- Visit Oceanside – Board Member / Agritourism Liaison (2015 – Present)
- Legacy Endowment – Board Member (2018-2019)
- Wine Institute – Member (2010-2025)
- San Diego County Vintner's Association – Member / Event Chair (2013-2015)
- Ramona Valley Vintners Association - Member
- BSA Troop 739 of Zion Lutheran Church – Treasurer (2014-2019)
- BSA Cub Scouts Pack 735 of Riverview Church, Bonsall – Treasurer (2010-2013)
- University of California, Davis, CA – Certificate, Viticulture and Enology
- University of Irvine, Irvine, CA – Certificate, Project Management
- University of San Diego, San Diego, CA – Certificate, Financial Management
- Pepperdine University, Malibu, CA – Masters in Business Administration, Executive Programs
- University of Redlands, Redlands, CA – Bachelor of Science, Computer Information Systems

3. Please share any other relevant information that makes you feel qualified for this position. Include any thoughts and ideas you may have which would benefit the Board, Chamber members and the community of Fallbrook.

As the Fallbrook Chamber of Commerce's current Member at Large, Past President and Treasurer, I have had the opportunity to work closely with our CEO and staff learning the details of this amazing organization and community. When the FCC was restricted in holding community events due to COVID, I worked with the FCC team members in developing new ways to generate revenue. One of these was the development and implementation of the FCC Summer & Holiday Wine Trails. The FCC team has successfully implemented these programs providing a new source of revenue. Looking forward to this event being implemented annually during the summer and holidays giving the opportunity for Fallbrook's wineries/vintners to showcase themselves and community members the ability enjoy Fallbrook's wonderful locally grown and produced wines.

I am currently working with leadership in the City of Oceanside, the California Welcome Center / Visit Oceanside, County Leadership, AgriTourism consultants and large landowners within Oceanside/Fallbrook/Bonsall in the creation of an AgriTourism Vision Plan for sustaining and maintaining the agricultural farming community. Phase 1 of the Vision Plan was implemented in a methodical approach and successfully implemented. Phase 2 will be developed and implemented once the plan is approved.

As past Event Chair for the San Diego County Vintner's Association, I started the first ever San Diego Regional wine pouring event (featuring only San Diego grown and produced wines) at the largest wine and vineyard event in North America held at the Sacramento Convention Center with annual attendance of greater than 14,000. This annual event started in 2013 and I continued through 2024.

For six years, I was an Assistant Scoutmaster and the Treasurer for Fallbrook's Boy Scout Troop 739. I have been with the BSA organization for over 10 years, 9 years in leadership positions. It is an honor and privilege to help guide and support boys/young men succeed in obtaining rank advancements and especially the rank of Eagle Scout.

Lastly, in working with community/educational/farming leaders, we have created Bi-Annual Mercato events showcasing locally grown and farm produced products. I have also been heavily involved with creating and implementing Agri-Tourism events, such as, farm-to-table dinners, wine/vineyard educational seminars for women's clubs, neighborhood associations and Rotary organizations. Providing local colleges, San Diego County Farm Bureau and Future Farmers of America on vineyard/winery management and overview is an additional aspect of my continuous and committed involvement for the betterment of AgriTourism in our local area.

**Will Picquelle**  
**Alaska Adventure Project for Wounded Veterans**  
**Temecula Roofing Co.**



1. Why I would like to serve on the Fallbrook Chamber of Commerce Board of Directors:

I would love to have the opportunity to serve on the Fallbrook Chamber of Commerce Board of Directors, as I feel that I can bring a legacy back to the Chamber with my history in this town. I also feel that I would be a good asset to the board with my knowledge of the town and experience in business and networking.

2. My past experiences I feel will be an asset to this position:

I moved to Fallbrook in Feb of 1976, I have been through the entire school system including Maie Ellis Elementary, Potter Jr High and FUHS class of 1989, I was even fortunate enough to have met Mrs. Maie Ellis in the third grade. As a youth I worked and volunteered in town and was honored to be recognized as the 1989 Fallbrook Boys & Girls Club "Boy of the Year". I have played, worked and developed in Fallbrook over that last ½ century and feel that my knowledge and connection to the Friendly Village will be invaluable, and I hope to continue to shape and embrace that rural life that we all know and love.

3. Please share any other relevant information that makes you feel qualified for this position. Include any thoughts and ideas you may have which would benefit the Board, Chamber members and the community of Fallbrook.

I may not have all the answers, although I feel that the answers and solutions that I can bring to the table will make an impact for the businesses and the community. I have had relationships with many of the current board members and chamber members over the years and feel that those relationships will help tighten the bonds working toward the Chamber goals.

**Julia Routh**  
**Wealthlynk**



1. Why I would like to serve on the Fallbrook Chamber of Commerce Board of Directors:

I would be honored to serve on the Board of Directors because I highly value being involved in our local community, both personally and professionally. Fallbrook may be a little off the beaten path, but that is exactly what makes it such a special place to live and do business. Our community thrives when people stay connected, support one another, and remain engaged in helping it grow. I believe the Chamber plays an important role in bringing businesses and residents together, strengthening relationships, and encouraging involvement. I would welcome the opportunity to contribute my time and energy to support their missions and help continue to build a strong and vibrant Fallbrook community.

2. My past experiences I feel will be an asset to this position:

My past experiences have shaped me to have a strong understanding of community involvement and nonprofit leadership. I am currently an Ambassador with the Chamber and thoroughly enjoy supporting its efforts and stepping in to help with additional tasks when needed. I have been serving on the board of the Fallbrook Animal Sanctuary for the past 8 years and currently hold the role of Treasurer. This has given me valuable experience in board governance, financial oversight, and supporting a mission-driven organization.

As a small business owner in Fallbrook, I keep the community at the center of our growth. I believe in collaborating with other local businesses so we can support one another and grow together. These experiences have helped me build strong relationships within the community and given me a deeper appreciation for the role the Chamber plays in strengthening our local business environment.

3. Please share any other relevant information that makes you feel qualified for this position. Include any thoughts and ideas you may have which would benefit the Board, Chamber members and the community of Fallbrook.

I feel qualified for this position because I am currently serving as a Chamber Ambassador and have always been a natural promoter of Fallbrook. As a local business owner, we regularly highlight and support other small businesses here in our community. I take pride in being an advocate for Fallbrook and the people who make our town such a special place.