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FOR IMMEDIATE RELEASE

Cherished Memories Photography Named 2024 Large Business of the Year by Lake Elsinore Valley Chamber of Commerce

LAKE ELSINORE, Calif. (March 31, 2025) — Cherished Memories Photography (CMP), a cornerstone of professional photography in Southern California, has been named the **2024 Large Business of the Year** by the **Lake Elsinore Valley Chamber of Commerce**.

This recognition marks another milestone for a company that has been deeply rooted in both community service and artistic excellence for nearly two decades. Previously honored as **Small Business of the Year** in 2006 and again in 2012, CMP has grown from a locally admired studio into one of the most respected names in high-volume youth and school photography in the region.

At the heart of this success is **CEO Mike Norkin**, whose vision and leadership have not only elevated the business but also left an indelible mark on the Lake Elsinore community. In 2022, the chamber recognized Norkin's contributions with the **Tom Thomas Award**, which honors a business leader for a lifetime of excellence and service. Most recently, in 2024, Norkin received the **Key to the City of Lake Elsinore** from **Mayor Steve Manos**, celebrating his ongoing commitment to giving back and making a difference.

"This is more than a business milestone—it's personal," Norkin said. "When I first walked into a Chamber of Commerce event in January 2002, I didn't know a single person. But I felt something powerful in that room—a community striving for excellence. I dreamed then of one day standing among the leaders I met that night. Today, that dream has come full circle."

Since its founding, Cherished Memories Photography has specialized in capturing moments—**through our lens to your heart—school portraits, youth sports, and milestone events**. CMP is known for blending efficiency with high-quality customer service, pioneering innovations in **digital proofing, custom backgrounds, and streamlined ordering systems** for families.

The company's dedication to the community goes far beyond the camera lens. CMP regularly supports **local schools, youth programs, and nonprofit events** throughout Lake Elsinore and surrounding Riverside County.

"Cherished Memories Photography ALWAYS exemplified what it means to be a strong community partner," said Kim Joseph Cousins President/CEO of the Lake Elsinore Valley Chamber of



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Commerce. “Their dedication to both their craft and the future well-being of Lake Elsinore community makes them truly deserving of this award.”

At Cherished Memories, we **honor the value of each person, capture CHERISHED MEMORIES, and celebrate their legacy.** As the business continues to expand, its core mission remains the same: to **preserve memories with care, creativity, and a commitment to excellence—through our lens to your heart.**

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For more information about Cherished Memories Photography, visit www.cherishedmemoriesphotography.com or follow them on social media at [@CherishedMemoriesPhotography](https://www.instagram.com/CherishedMemoriesPhotography).



Mike Norkin, CEO of Cherished Memories Photography, receives the 2024 Large Business of the Year Award, joined by Alex Ela (left) and Veronica Manos (middle) during the Annual Lake Elsinore Valley Chamber of Commerce Installation & Awards Dinner.

Photo by: Rick Rowell, Cherished Memories Photography.