

JANUARY 2012

JONES'S NAMED REID-KAECKER VOLUNTEERS OF THE YEAR

CONGRATULATIONS to **KAY & HARVEY JONES** for being named the Chino Valley Chamber of Commerce 2011 REID-KAECKER VOLUNTEERS OF THE YEAR. Harvey and Kay were recognized at the December, 2011 Business Luncheon. The award is named for Virginia Reid, past Chamber Board president and Town Council member, and the late Bob Kaecker, past Chamber and Chino Valley School Board president. Recipients of the Volunteer of the Year award who demonstrate outstanding volunteerism both in the Chamber and the community are selected by a panel of Chamber members.

When the Town of Chino Valley stopped serving lunches to seniors on Fridays, Harvey Jones saw the need for this service to continue and spear-headed the formation of the nonprofit Chino Valley Foundation for Seniors so that meals would continue on Fridays at the Senior Center. Local restaurants provide the meals, and since its formation two years ago, the Foundation has served over 5,000 meals.

In addition to serving on the Foundation for Seniors board, Kay Jones is the president of the Chino Valley Historical Society. The Historical Society is working toward finding a permanent location to house Chino Valley's history. Kay has served in various capacities on the Chino Valley Chamber Board of Directors and is currently treasurer. In addition, Kay has served as a volunteer in the Chamber office for many years.

Kay and Harvey Jones - serving community and the Chamber. A great choice for 2011 Volunteer of the Year. Harvey and Kay are pictured below.



The Chamber's December Business Luncheon recognizes and thanks the outstanding volunteers for the year. Receiving certificates of appreciation for their support and dedication in 2011 were: Dr. Leonda Armstrong & Jim David; Nancy & Mike Best; Robin Christie; Darryl Croft; Bob Layton; John Morgan; Rick & Jolyne Nichols; Tom Payne, Wendy McManigal; Ron & Cheri Romley; Lee Dudley; and, Bud & Carol Hanen. Our ambassadors - Sally and Smokey Riner - and office volunteers were recognized: Nancy Best; Kay Jones; Linda Tenney; Velma McCall; Bonnie Keith; Gail Steele; Jolyne Nichols; and, Lenore Clark.

Thank you to all the volunteers who chaired events or served on a committee. Those events would not have been successful without the many volunteer hours put in by Chamber members. Their efforts are greatly appreciated - and we couldn't have done it without you.

PLAN TO ATTEND THESE ACTIVITIES

JANUARY 11 - January Business Luncheon
 JANUARY 18 - January After Hours Mixer at Anytime
 Fitness (Chino Valley)

JANUARY 25 - Business/Educators Breakfast 7:30am

OFFICE CLOSED: January 1st & 2nd
 January 16 - Martin Luther King
 Day Observed

2012 PLATINUM SPONSORS

The Chino Valley Connection is a monthly publication of the:

CHINO VALLEY AREA
CHAMBER OF COMMERCE
P O BOX 419
175 E ROAD 2 SOUTH
CHINO VALLEY AZ 86323
928-636-2493
www.chinovalley.org

2011-2012 Board of Directors

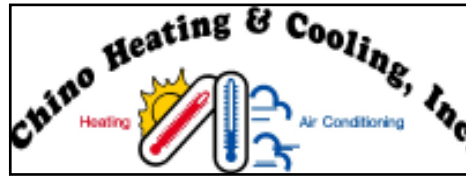
Dr. Leonda Armstrong - Chairman
Circle L Animal Hospital
Robin Christie - Secretary
Granite Mountain Home
Care & Hospice
Kay Jones - Treasurer
Chino Valley Historical Society
Tom Payne - Chairman Elect
Tom's Print & Sign Shop
Larry Anderson - Alliance Home
Care
Dave Barrett - Barrett Propane
Rhonda Chavez - Wells Fargo
Advisors
Dr. Mark Costes - Horizon Dental
Group
Darryl Croft - Town of Chino Valley
Leslie Hoffman - Individual
Bob Layton - Bob's Complete
Automotive Repair
John Morgan - Yavapai College
Chino Valley, Dean
Rick Nichols - Rick Nichols Custom
Engraving
John Scholl - Chino Valley Unified
School District

Chamber Staff

Ab Jackson - Chief Executive
Officer & President
Linda McFarland - Office Manager

Mission Statement:

*To promote economic growth,
serve as a voice for the business
community, and enhance the
quality of life for Chino Valley.*



NEWS & NOTES

SMOKI ANNOUNCES EXHIBIT

The Smoki Museum announces its very first sculpture exhibit - "Cultural Connections: Cowboys and Indians in Sculpture." The featured artists of the exhibit are cowboy, Bill Nebeker, who portrays Indians in his bronzes, and Nez Perce, Doug Hyde, who blends traditional images with modern interpretations in his stone and bronze works. The exhibit runs January 14-April 29, 2012. The Smoki is located in Prescott, 147 No. Arizona Avenue.

YAVAPAI EXCEPTIONAL INDUSTRIES WOODSHOP

Yavapai Exceptional Industries woodshop is located at 6708 Corsair Avenue, Suite B, in Prescott. The Chamber is fortunate to have one of the benches manufactured at YEI in front of the office. YEI manufactures benches, picnic tables, and flower boxes. YEI will also design and build special orders. The woodshop can be called at 928-445-9900.

SHARLOT HALL MUSEUM OFFERS NEW EXHIBIT

Eleven area artists will be on display at Sharlot Hall Museum in an exhibit called "Centennial Canvas: Paintings by Prescott Artists." The exhibition opens Saturday, February 11, 2012 and continues through September 3, 2012.

Museum Chief Curator Mick Woodcock commented, "It's a way to have a completely unique exhibit featuring Prescott and Yavapai County for the State Centennial." Sharlot Hall is located at 415 W Gurley Street, Prescott. Visit www.sharlot.org or call 928-445-3122.

VALPAK OF NORTHERN ARIZONA NEW OWNERSHIP

Valpak Direct Marketing Systems, Inc. announced the sale of its Valpak of Northern Arizona franchise to CINDY & LON TURNER of Chino Valley. Valpak of Northern Arizona mails 70,000 homes in greater Yavapai County every month. In addition to envelope mailings, savings are available at www.Valpak.com, one of the largest coupon sites on the internet.

Cindy brings a combined 22 years of advertising experience including the past five years as sales manager with Valpak of Northern Arizona. "We're excited to acquire Valpak of Northern Arizona and offer our local business community the best marketing tools available," the Turners commented. Cindy can be reached at 928-775-9445 or visit www.advertise.valpak.com/northern-arizona.

ON CHRISTMAS PUZZLES

by
Ab Jackson, President & CEO



Some time ago, I wrote about our family tradition of the Christmas Puzzle. Every Christmas, we lay out one of several Christmas puzzles we have to be completed by Christmas Day.

If you are like me, you start your puzzle by looking closely at the picture on the puzzle box. I read the title of the puzzle. I ask myself, "What did the designer have in mind when creating this puzzle?" Then I connect the straight pieces. Those are almost always the puzzle's borders. Then I group like-colored and liked-shaped pieces together. I usually lay the puzzle cover out for reference. I don't finish the puzzle in one sitting.

We leave the puzzle out on a table for the few weeks before Christmas, and family members will sit down and work for a while, then leave it to other family members. Finally on Christmas Day this year, my daughter-in-law, Leigha, and grandson, Lucas, came up from Phoenix and finished the remaining 30-40 pieces that were left. The Christmas puzzle was truly a family project.

Building a town is a lot like doing a puzzle. The first step is to have a clear picture of what the finished product will look like. What's on the cover of the puzzle box? Dr. Stephen Covey calls this "beginning with the end in mind." Chino Valley is in the picture painting-process right now, although from this vantage point it sure seems to be a slow process.

I would liken the second step-connecting the straight pieces-to developing the community's infrastructure. In Chino Valley's case, this means our Town needs water and sewer and roads to offer businesses that want to build here. The challenge for our community is dollars to finance those improvements and the will to make the choices around the funding.

Grouping same colored and similar shaped puzzle pieces and constantly looking at the picture on the box cover is a lot like the zoning process. Where should we plan for industrial-commercial-residential? Questions like "Can you build a town on a highway?" need to be answered.

The fourth step in puzzle-building is getting others to help. One of my favorite sayings is "If you want to go fast, go alone, but if you want to go far, go together." Notice that it took others to complete the Christmas puzzle. In building a Town, much input is necessary. During the General Planning

period we should encourage dialogue throughout the Community.

One additional ingredient in building a Community is Leadership. The Chamber has tried to help here by conducting a Citizens Academy. We had two Academy Sessions in 2011. Our first session of 2012 begins February 13 and runs through March 26. Please join us.

Congratulations to Harvey and Kay Jones who are the 2011 Reid-Kaecker Volunteer of the Year Awardees. It is an honor they richly deserve. At January's Membership Meeting we will recognize the 2011 Daniel T. Marley Business/Organization of the Year. Randy King will be our Keynote Speaker. Join Us!

In 1941's *Citizen Kane*, widely regarded as the best movie ever made, we are challenged at the beginning of the movie with unraveling the puzzle of Kane and what his final word-"Rosebud" meant. Completing the Puzzle of building Chino Valley will be far more difficult. Join us and shop local.

JANUARY BUSINESS LUNCHEON

WEDNESDAY, JANUARY 11

11:30AM – 1:00PM

ADMISSION: \$15 PER PERSON

*(Reservations to the Chamber by
2:00pm, Tues., Jan. 10 Because this
is a restaurant, admission will be charged
whether eating or not.)*

KEYNOTE SPEAKER

Randy King

Chamber Enhancement Group

**2011 BUSINESS OF THE YEAR
ANNOUNCED**

**LOCATION: GABBY'S RESTAURANT &
BANQUET HALL
2235 S HIGHWAY 89, CHINO VALLEY**

**Business of the Month and New
Member Recognition**

**Promote Your Business at the
Business TO Business Networking Tables
Bring Prizes for Business Card Drawing**

50/50 CASH DRAWING

RIBBON CUTTING & OPEN HOUSE

The Chamber welcomes ROBERT GIBSON of Gibson Consulting Services. So that Chamber members could find out about the services he offers, Robert hosted an open house and ribbon cutting at the Chamber on December 21, 2011. Robert encourages you to contact him to see how he might save your business money. Gibson Consulting Services contact information: 928-710-8676, P O Box 174, Chino Valley, 86323, gibsonconsulting1@gmail.com. See ribbon cutting photo below.



DECEMBER PRIZE CONTRIBUTORS

THANK YOU to the following businesses and individuals who provided door prizes in December.

The Learning Center
Circle L Animal Hospital
Chino Valley Elks
Bob's Complete Automobile Repair
Arizona's Hometown Radio Group
United Disposal
Yavapai College-Chino Valley Campus
Drake Cement
Las Fuentes
Pat's 1st Choice
Schwans Home Service
Granite Mountain Home Care & Hospice
Rick Nichols Custom Engraving
Elizabeth's Crafts 'n' Things
Windmill House
Jolyne Nichols Cruise Specialist
Cartridge World
Alliance Home Care
Body Language Studio

DECEMBER 110% CLUB MEMBERS

THANK YOU to these members who renewed their membership at 110%: **Ron Romley, Mike & Susan Tobey, Prescott Transit, Leslie Hoffman, Charity**

Publishing. Their contributions help the Chamber even further!

THANK YOU to **Cecilia Watts** who donated her share of the 50/50 cash drawing at the December Business Luncheon back to the Chamber Scholarship Fund.

JANUARY AFTER HOURS MIXER

January 18, 2012

5:00pm - 6:30pm

Hosted By

ANYTIME FITNESS

759 N HIGHWAY 89, CHINO VALLEY

BUSINESS TO BUSINESS NETWORKING
PROMOTE YOUR BUSINESS - DOOR PRIZES
50/50 CASH DRAWING

THANK YOU RENEWING MEMBERS!

RON ROMLEY
CARL TENNEY-FINANCIAL ADVISOR
MIKE & SUSAN TOBEY
SCORE
PRESCOTT TRANSIT
GALPIN FORD
CHINO VALLEY ELKS LODGE 2842
VALPAK OF NORTHERN ARIZONA
NACOG
ARIZONA PUBLIC SERVICE (APS)
BIG SKY PLUMBING
E V SOLAR
CHARITY PUBLISHING
NAIONAL BANK OF ARIZONA

BUSINESS/EDUCATORS BREAKFAST

Wednesday, January 25

7:30am – 9:00am

GUEST SPEAKER

Jeff Lambert – Chino Valley School District

ADMISSION

\$10 per person

(Let the Chamber know you are coming by 2:00pm, Jan. 24. Because this is a restaurant, admission is charged whether eating or not.)

LOCATION

Gabby's Catering & Banquet Hall
2235 S Highway 89, Chino Valley

WELCOME NEW MEMBERS

Bonnie Plant Farm

1098 E Road 2 North
Chino Valley 86323
866-388-9011 www.bonnieplants.com
Contact: Kenny Golden

Bonnie Plant Farm is a nursery/grower of vegetables and herbs. They support a school program for 3rd graders and provide a \$1,000 scholarship for the largest cabbage grown in the state.

Carpet One

7785 E Highway 69
Prescott Valley 86314
928-772-6310 www.carpetone.com
Contact: Dee Spittler

Carpet One has all types of flooring and makes custom granite countertops. They do Health Living installations on all flooring.

Chino Valley Firefighters Foundation

3775 Gambel Ridge Drive
Chino Valley 86323
928-533-1015
Contact: Terry Jacobsen

The CVFF is formed and supported by local firefighters. Its members are professional firefighters residing in or employed by the Chino Valley Fire District. CVFF offers assistance and support to local families in need as well as police and firefighter charities in the area. Currently they support AZ Burn Camp, National Fallen Firefighters Foundation, TIP, and others.

Coalition for Compassion and Justice

505 W Gurley Street
Prescott 86301
928-445-8382 www.yavapaiccj.org
Contact: Gerry Garvey

CCJ is a nonprofit that addresses the issues surrounding people struggling with poverty.

Global Outreach Worship Center

1174 S Highway 89 #1
Chino Valley 86323
928-277-3308 www.gowconline.org
Contact: Pastor Neil Betrue

Global Outreach is a new Bible based church. Its focus is on building people, strengthening families and marriages, and providing a great children's ministry.

New Members continued next column

Leslie Hoffman (Individual)

1690 S Yellowbrick Road
Chino Valley 86323
928-713-2658

Leslie is a member of the Chino Valley Chamber of Commerce Board of Directors. She was recently appointed Yavapai County Recorder.

Victory Wealth Management, Inc

(Returning Member)
1598 Susan A Williams Way Suite H
Chino Valley 86323
928-636-1717 www.victorywm.com
Contact: James Hait

Victory Wealth Management offers the planning, implementation, and management of wealth.

HOMETOWN CHRISTMAS HIGHLIGHTS

THANK YOU to the Hometown Christmas Committee chaired by **Ron Romley**: SUSAN TOBEY, BUD (CV Morning Lions) & CAROL HANEN (Chino Valley Lioness), CHERI ROMLEY, TOM'S PRINT & SIGN. A special thank you to **Guidance Aviation** for providing helicopter rides; **Big Daddy E's Catering & BBQ** for serving refreshments at the event; and, **Chino Valley Lioness Club** making prize ribbons. Some pictures of the event are below and next page.



Commercial category Chino Heating & Cooling.



School category Yavapai College - Chino Valley.



Entertainment was ongoing both days at Hometown Christmas. Pictured above are Madrigal singers.



Nonprofit category Antelope Garden Club.

In the next column, Santa & Mrs. Claus arrive by helicopter. The shadows are the paparazzi photographing the event! After the arrival of the Claus's, Guidance Aviation piloted helicopter rides for those who had signed up.



Refreshments were a popular stopping place. Leslie Hoffman served hot chocolate and cider.

A PROSPEROUS YEAR FOR 2012!

DREAM ² ACHIEVE

PASSION • FOCUS • PERSEVERANCE

"Ideas and Solutions that Inspire Tomorrow's Leaders"

YES YOU CAN!

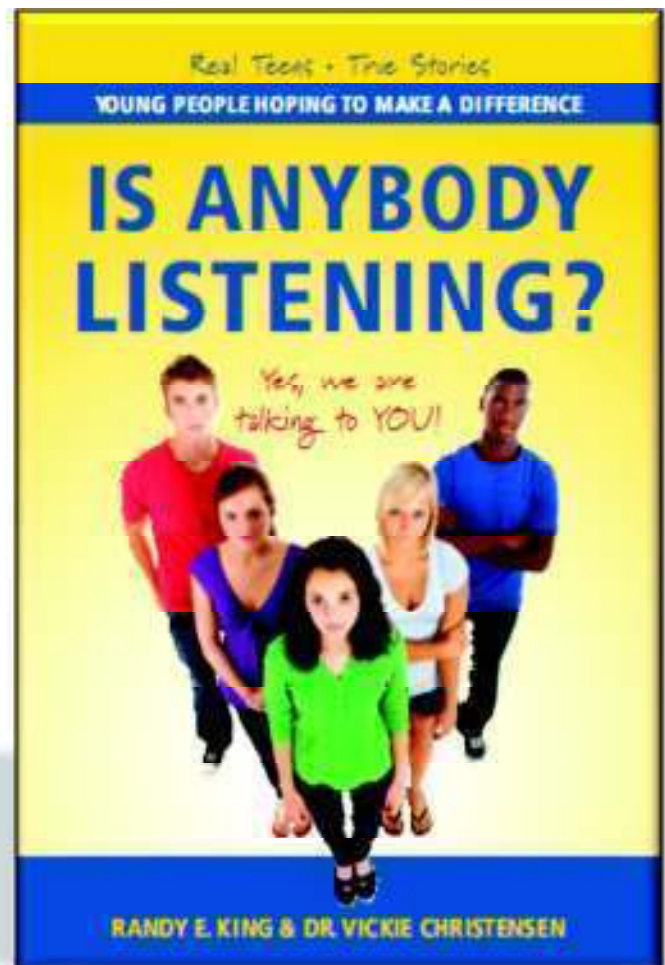
Come meet and hear CEO & Best Selling author Randy E King talk about his latest book and signs copies: "Is Anybody Listening?" Real Teens – True Stories, Young People Hoping to Make a Difference. He will talk about his 10 point game plan to doing well in school – life and business. He will also discuss the stories and the making of this game changing book. Hear how this book inspired the students/teachers & adults to a higher level of excellence!

Who should attend? Business Leaders – Teachers –Parents - Students

Date: January 11

Time: 11:30 to 1:00

Place: Gabby's - RSVP



Fast. Friendly. Local.

Award-Winning Laboratory Services

New Chino Valley Chamber
of Commerce Member

Chino Valley
448 N Ste Rte 89,
Ste J



Sonora Quest
Laboratories™
of Northern Arizona

A Subsidiary of Laboratory Sciences of Arizona



Comprehensive Test Menu

- >98% of our testing is performed in our local laboratories in Tempe, Tucson, Flagstaff, Prescott, and Yuma

Award-Winning Quality

- Only health care company to ever receive our state's highest quality award, the *Arizona Governor's Award for Quality*
- 2011 *Business Ethics Award Winner* presented by the Better Business Bureau of Greater Arizona

Patient Convenience

- Online Appointment Scheduling reduces wait times
- Over 70 Patient Service Centers located throughout Arizona - including Chino Valley
- Contracted with all major health plans

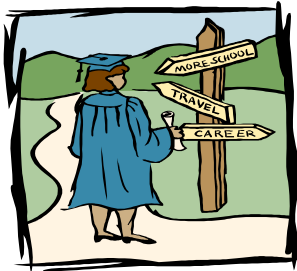
Community Involvement

- We support a number of organizations that share our values and exhibit a commitment to ongoing research, education, and community assistance

70% of health care decisions are impacted by lab results. Choose Sonora Quest Laboratories of Northern Arizona for your laboratory testing needs.

SonoraQuest.com

SMALL BUSINESS CLASSES



Learn how to build and maintain a successful small business in today's tough market. These courses are part of the College's Small Business Entrepreneurship Certificate Program.

ENTREPRENEURSHIP (BSA 221) Thursdays

Here is your opportunity to learn how to run your own business.

Introduction to the management and leadership factors necessary to opening and operating a business. Emphasis on writing and analyzing business plans, developing marketing strategies and raising capital to start a new business.
(3 credit class)

Begins Jan. 18.....ends May 8, 2012
(5:30 pm to 8:15 pm)

TO REGISTER:

Go to Yavapai College web site
www.yc.edu

Co-sponsored by Yavapai College and the Yavapai College Small Business Development Center (SBDC).

Five-week courses

5:30 pm to 8:15 pm – Prescott Campus, 1100 E. Sheldon St.
Courses are only \$67 per credit hour

SBE 201 – Small Business Entrepreneurship

Wednesdays, January 18 to February 15, 2012

Analysis of the practical aspects of creating and managing a small business - emphasis on management, leadership, etc.

SBE 209 – Small Business Tax Issues

Thursdays, January 19 to February 16, 2012

An analysis of IRS rules and regulations as they relate to small business, including strategies for minimizing tax liabilities.

SBE 214 – Social Media and Mobile Marketing for Business

Thursdays, January 19 to February 16, 2012

How and when to use social media and mobile marketing as part of a small business marketing strategy.

SBE 203 – Small Business Accounting Principles

Tuesdays, January 24 to February 21, 2012

Interpretation of accounting and financial statements and their relationship to the health of a small business.

SBE 202 - Small Business Marketing

Wednesdays, February 22 to March 28, 2012

Analysis of marketing and a survey of current marketing techniques for small business.

SBE 210 – Retail Sales and Advertising for Small Business

Thursdays, February 23 to March 29, 2012

Analysis of techniques related to success in small business retail and service management. Includes customer service, pricing, advertising and sales.

SBE 204 - Small Business Accounting Systems

Tuesdays, February 28 to April 3, 2012

Software options available for small business accounting, with hands-on emphasis through Quickbooks.

SBE 212 – The Business Plan for Small Business

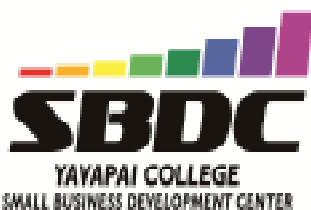
Wednesdays, April 4 to May 2, 2012

How to write a detailed, professional business plan, and why one should be written, including implementation strategies.

SBE 205 – Small Business Finance

Tuesdays, April 10 to May 8, 2012

Methods to raise capital for an existing or startup small business.



Prescott Center
240 S. Montezuma Street, Suite 105, Prescott, AZ 86303

Sedona Center
4215 Arts Village Drive, Sedona 86336

Verde Valley Center
601 Black Hills Drive, Clarkdale, AZ 86324

All Centers: (928) 776-2008 Fax: 928-443-5465

For a complete listing of all upcoming SBDC seminars, please see our web page at www.yc.edu/sbdc



The SMALL BUSINESS DEVELOPMENT CENTERS (SBDC's) are funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact the SBDC.



CHINO VALLEY AREA CHAMBER OF COMMERCE

presents

HEALTH & BUSINESS EXPO

Saturday, March 17, 2012

10:00 AM - 3:00 PM

HERITAGE MIDDLE SCHOOL GYM, 1076 N ROAD 1 WEST, CHINO VALLEY

Set Up Times: Friday, March 16 [5:00pm - 8:00pm]

OR

Saturday, March 17 [7:30am - 9:00am]

Name of Company: *(please print)* _____

Address _____ City, State, Zip _____

Email _____ Phone _____ Contact _____

Each 8' X 8' booth will have one 6 foot long table, 2 chairs, and an identification sign

COST *(Circle All Dollar Amounts That Apply)*

- Chino Valley Chamber Member \$ 150.00
- Non-Profit Organization *(service organizations)* \$ 125.00
- Non-Chamber Member \$ 200.00
- Double Booth *(Limit 1 - in addition to applicable booth fee)* \$ 100.00
- Electricity *(if needed)* \$ 25.00

TOTAL BOOTH APPLICATION FEE(S) *(Due Upon Submittal)* \$ _____

IMPORTANT NOTICE: The booth application fees are **Not Refundable**.

Send Completed Application With Payment By March 8, 2012 To:

Chino Valley Area Chamber of Commerce

P O Box 419

Chino Valley, AZ 86323

We Accept Payment by Check, VISA, Mastercard, or Discover

Applications and payments received after March 8, 2012 will be charged an additional \$20. Please be aware that booth space is awarded on a first-come basis, and spaces go quickly. Therefore, the Chamber cannot guarantee available space on any application received. Applicants will be put on a waiting list in the event all spaces are taken and will be notified of a cancellation. If there are no cancellations, the application fees will be returned.

By my signature below, I hereby agree to all the terms of this application and certify that I have read and agree with the guidelines set forth in this agreement.

Signature _____ Title _____ Date _____