

APRIL 2010

## CASINO NIGHT TICKETS ON SALE



FABULOUS FIFTIES CASINO NIGHT tickets are on sale now! A \$40 admission ticket gets you started with casino chips and fun. It includes hors d'oeuvres, drawings, silent auction, and a

“fab” evening out. So come in 1950’s period costume – ribbons will be awarded for Best Man, Woman, and Couple in 1950’s style dress.

This is a fund raiser for the Chamber. Sponsorships and prize and silent auction donations provide your business with promotional opportunity and support your Chamber’s fund raising efforts. This may be a Chino Valley Chamber fund raising event, but people throughout the tri-city area and beyond attend. Your business has the opportunity to reach potential customers not ordinarily in attendance at Chamber functions. This is the most popular event that reaches the general public. Make your plans now to help your business and help the Chamber.

The 1950’s – rock ‘n roll, poodle skirts, Sputnik, transistor radios, pop beads and ponytails, Lucy & Desi, 25 cents per gallon gasoline, Elvis & Marilyn, jukeboxes, rolled up jeans & bobby socks, and the Chevy. THE FABULOUS FIFTIES CASINO NIGHT, 6:00PM – 10:00PM, MAY 1.

## 2010 MEMBERSHIP DRIVE

The Chino Valley Chamber membership drive is underway. Can we beat last year’s total of new members? Yes we can, and will, with each current member bringing a fellow business to the Chamber. You might be asked, “What can the Chamber do for my membership?” These are just some of the benefits of membership:

- Increased Business Visibility – Business listing and website link in the Chamber’s membership directory. Referrals first of Chamber members to visitors and phone inquiries.
- Business Networking Opportunities Hosted by the Chamber – Monthly business luncheons and mixers. Quarterly women in business luncheons and business/educators breakfasts.
- Represent Business Interests & Influence Political Action – Mayor’s Economic Stimulus Committee, Central Arizona Partnership, area and Town of Chino Valley committees and coalitions. (BENEFITS CONT. NEXT COLUMN)

- Encourage a Strong Local Economy – Chino Valley Economic Development Organization and work with area business leaders and the Town of Chino Valley on economic development.

Current members who bring at least one new member are eligible for a grand prize drawing at the end of the membership drive. Each new member brought equals another entry into the drawing. So, the more new members, the more times you are entered. It gives meaning to the catch phrase “win - win situation.”

## AND THE WINNER IS. . . . .

The Chamber thanks the businesses who contributed prizes to the Health, Home, and Business Expo. The prize and winners are listed below.

- Horizon Air (tickets) – Barbara Robinson
- Arizona’s Hometown Radio Group (Sundogs Tickets) – T & R Douglas
- Valpak of Northern Arizona (Creekside stays -2) – Joel Baker & Rich Leo
- Chino Valley Funeral Home (VISA gift card) – Twiggy Smith
- Advocare (gift bag) – Gary Edelbrock
- National Hockey League (Phoenix Coyotes tickets) – Tamera Cassano
- National Bank of Arizona (dish set) – Rose Eldredge

Special thanks to: the **Chino Valley Unified School District** for hosting the Expo; **Prescott True Value Hardware** for providing the pipe and drape; **Arizona’s Hometown Radio Group** for doing a live remote; **Native Air** for flying in the helicopter; **Boots & Bustles** for providing re-enactment entertainment; **Chino Valley Fire District** and **Police and Lifeline Ambulance** for outdoor exhibits. Your contributions made the event a success.

THANKS to the Business Expo Committee: **Dave Barrett**, Chair, **May Kuknyo**, **Larry Anderson**, **Tom Payne**, **Cindy Turner**, **Charlie Arnold**, **Angie Ingrao**. Their hard work made the event a success for our exhibitors. Many volunteers made quick work of set up and tear down. THANK YOU to the ones we know about: **Brian Petrovich**, **Alyssa Osborne**, **Cindy Brown**, **Lenore Clark**, **Stephanie Bunker**, **Devi Anderson**, **Darryl Croft**, **Cheryl Ham**. See photo highlights elsewhere in this newsletter.

The 2010 Health, Home, & Business Expo was completely filled with exhibitors and the estimated attendance was over 1,000 persons.

## NEWS & NOTES

---

*The Chino Valley Connection is a monthly publication of the:*

CHINO VALLEY AREA  
CHAMBER OF COMMERCE  
P O BOX 419  
448 N HIGHWAY 89 SUITE I  
CHINO VALLEY AZ 86323  
928-636-2493  
[www.chinovalley.org](http://www.chinovalley.org)

### **2009-2010 Board of Directors**

Charlie Arnold - President  
Southwest Development  
Consultants & Bright Star  
John Morgan - Vice President  
Dean, Yavapai College  
Kay Jones - Secretary  
Chino Valley Historical Society  
Dr. Leonda Armstrong - Treasurer  
Circle L Animal Hospital  
Larry Anderson - President Elect  
Alliance Home Care  
Bonnie Hayes - Past President  
Arizona State Credit Union  
Dave Barrett - Barrett Propane  
Rhonda Chavez - Wells Fargo  
Advisors\  
Dr. Mark Costes - Horizon Dental  
Group  
Bruce Eldredge - MDI Financial  
Services  
Penny Hubble - State Farm  
Insurance & Financial Services  
Ron Romley - Councilman, Town  
of Chino Valley  
John Scholl - Chino Valley Unified  
School District  
Eric Woods - The Summit Church

### **Chamber Staff**

Ab Jackson - Chief Executive  
Officer  
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.*

---

## NOTEWORTHY ACHIEVEMENTS

**Tender Hearts Transportation Services** was recently awarded a contract with Yavapai County Long Term Care. Tender Hearts Transportation Services provides comfortable, wheelchair accessible van services for the elderly and disabled. Information about the service can be had by contacting Bill Dunnells, 928-777-5512.

**Watters Garden Center** was selected as the national award winner as the Most Revolutionary Garden Center by *Today's Garden Center* magazine. Watters was the Revolutionary 100 Southwest Regional winner and then was selected as the national winner. Congratulations! Watters Garden Center is located in Prescott at 1815 W Iron Springs Road, 928-445-4159.

## DUMP THE DRUGS

MATForce is again sponsoring a DUMP the DRUGS event on SATURDAY, APRIL 17, from 9:00am - 12:00pm. Safely and easily dispose of unwanted prescription and over-the-counter medications. Take unwanted medication for disposal on April 17 to: Chino Valley Police Department, 1020 W Palomino Road, Chino Valley.



## CATCH THE SHOW

The Caring Presence invites you to tune into its show on Mondays at 7:30pm and Saturdays at 3:00pm, broadcast on Access 13. "The Caring Solutions Show" is a resource for informed decisions regarding health, social and financial issues for seniors in the tri-city area. Have a topic for the show? Call 928-771-0701 with suggestions.

## **Chino Valley \$20 on the 20<sup>th</sup> Program starts 4-20-2010**

Contact the Chamber to learn more.

## 1,000,000 WORDS CONTACT

There is a flyer in this newsletter telling about the 1million words reading program in the Chino Valley schools. Please contact Cindy Daniels at 636-2458, ext. 115 for information and questions about this very worthwhile way to get kids to read.

## GRANITE CREEK VINEYARDS WINE & ART



Each weekend during the summer, Granite Creek Vineyards offers artists and musicians the opportunity to display their talents at the Vineyards' scheduled wine tastings. See the inserted Granite Creek Vineyards flyer for information about Mother's Day weekend (May 8 & 9) and artists displaying their works. Contact Robin Hoult if you know artists who would like to display their work.

## MIXER APRIL 21 5:00-6:30PM

Hosted By EARTHWORKS LANDSCAPE & SUPPLY, 2531 N HIGHWAY 89, Chino Valley.

## VALPAK DIGITAL NETWORK

Valpak of Northern Arizona is offering the addition of the Valpak Digital Network to its full spectrum of marketing services offered to local businesses. "The use of online coupon redemption is up 25% year over year," says Cindy Turner, Sales Manager for Valpak of Northern Arizona. "Businesses need a simple, effective way to be found online."

The Valpak Digital Network features up to three online coupons on [www.Valpak.com](http://www.Valpak.com), one of the largest local savings sites on the internet. The site features business logos, printable offers, location, maps, and directions by business category. Advertiser have the option to include banner ads, multiple printable offers, links to websites and email contacts. Call 928-775-9445 for more information.

## ON CONDUCTORS

by  
*Ab Jackson, CEO*



You may remember the famous scene from “*Knute Rockne, All American*.” Rockne, the famous Notre Dame Football coach, is telling the team of the death of teammate, George Gipp (played by Ronald Regan). Rockne (played by Pat O’Brien) says:

“The last thing George said to me, ‘Rock,’ he said, ‘sometime when the team is against it and the breaks are beating the boys, tell them to go out there with all they’ve got and win just one for the Gipper.’”

“Win One for the Gipper” is on the list of the top 100 quotes in the history of movies and was later used often during the Presidency of Ronald Regan. Rockne is considered to be one of the top 10 college coaches and was famous for letting go during his rousing half-time speeches (including ‘Win One for the Gipper’).

Jon Gordon’s new-coming to be a classic-book is Training Camp. In the book Gordon quotes a favorite author of his, John Ortberg. Ortberg writes about atoms and electrons. Ortberg says:

“The resistors hold on and the conductors let go. A resistor doesn’t want to let go of its electrons. It’s stingy. It holds on to them and in doing so the resistor has little or no electrical current moving through it and thus has limited power. The conductor, by contrast, is willing to let go of its electrons. In doing so it doesn’t generate its own power; it is simply a conduit. It generates, however, an enormous amount of power from the current that flows through it. The greater the current is, the greater the power that will be radiated by the conductor.”

In economic times like these we are tempted as businesspeople to be “resistors” not “conductors.” With so much uncertainty out there we are tempted to pull in, cut expenses, lay low, ride it out. Hard to blame you if that’s your strategy, but if everyone saves during a slack period economic activity will decrease - making everyone poorer.

Here’s a strategy-become a “conductor”-invest in people, invest in your community. Join us for “\$20 on the 20<sup>th</sup>.” On April 20<sup>th</sup> we are encouraging all citizens to get out into the community and spend \$20.00. This isn’t about groceries or paying the water bill. It’s about something that you may have

done without and it puts the money right back into the local economy. Local merchants will have special “\$ 20 on the 20<sup>th</sup>” offers for you and you will get a sticker certifying that you participated.

Here’s another opportunity to be a “conductor.” At the Chino Chamber we are creating a Chino Citizens Academy to equip “conductors” to serve in our community. We’ve been doing the training at our Chamber Business Lunch Seminars that meet on the fourth Wednesday of each month. Curriculum includes Community History, Leadership Skills, How Local Government Operates, How Local Education Operates, How the Business Community Operates, etc. When you’ve graduated we hope you get involved in the community that you’ve learned about. You will be one of our local “conductors.” Come join us.

Lastly, don’t miss this year’s Fabulous Fifties Casino Night. Dean Echols, Susan Tobey and the rest of the committee have a great evening of 1950’s type fun. I understand that Marilyn Monroe, cool 50’s cars and James Dean will be in attendance. Roll up your t-shirts and join us!!

---

## CHINO VALLEY AND ARIZONA MAPS

The newly published Chino Valley map is available at the Chamber. A local map to give your customers is a great way to build good customer relations. Maps are for the asking - just come by the Chamber and pick some up.

As a Local Visitor Information Center the Chamber has information about local and state tourist information - things to do and see. The Chamber has Arizona state maps available as well. The Chamber’s website, [www.chinovalley.org](http://www.chinovalley.org), includes business and community information.

Have you checked your business listing on the Chamber website for accuracy? We are glad to make your listing correct if you let us know.



THANK YOU NATIONAL BANK OF ARIZONA  
2010 Health, Home, & Business Expo  
Sponsor



## APRIL BUSINESS LUNCHEON

WEDNESDAY, APRIL 14  
11:30AM – 1:00PM

ADMISSION: \$12 PER PERSON

(In consideration of your fellow chamber members

**PLEASE MAKE A RESERVATION**  
to the Chamber by

**3:00pm, Tues., April 13.** Because this  
is a restaurant admission will be charged  
whether eating or not.)

LOCATION: GABBY'S KITCHEN  
CATERING & BANQUET HALL  
WINDY VALLEY PLAZA  
2235 S HIGHWAY 89, CHINO VALLEY

### GUEST SPEAKER

**CHARLIE ARNOLD**

CHAMBER BOARD PRESIDENT

*"TALKING ABOUT ECONOMIC DEVELOPMENT"*

Promote Your Business at the  
Business TO Business Networking Tables

Bring Prizes for the Business Card Drawing

50/50 Cash Drawing for the  
Chamber Scholarship Fund

THANK YOU to **Mayor Jim Bunker** for being the guest speaker at the March Business Luncheon. Mayor Bunker addressed the topics of revenues, water, roads, community projects, and economic development and how the Council is addressing the issues surrounding those subjects. The mayor is pictured below receiving a Chamber mug in appreciation.



The Health, Home & Business Expo Committee was recognized for their planning of the event. Committee members pictured below L-R are: Charlie Arnold, Angie Ingrao, May Kuknyo, Tom Payne, Larry Anderson, and Dave Barrett.



## FEBRUARY LUNCHEON ACTIVITIES

CONGRATULATIONS to the **Chino Valley Fire District** - March Business of the Month. In the photo below Chief John Ginn accepts the plaque from Ab Jackson on behalf of the Fire District.



Members receiving their membership plaques are pictured below with Ab Jackson and Charlie Arnold. L-R **Chino Valley Mini Mall**-Sherry Duggan, **Great Lakes Airlines**-Sandie Pietz & Kathy DeFrietas, **Chino Valley Electronics**-Dan Hofeld, **Mike & Susan Tobey**, **Energy Smart Homes**-Joe McCombes.



## CHINO VALLEY MINI MALL OPENS



CHINO VALLEY MINI MALL celebrated its grand opening and open house on March 13. The ribbon cutting is pictured above. The Mall has businesses from clothing to rv parts.

## THANK THESE BUSINESSES FOR DRAWING PRIZES IN MARCH

Flying Paws      Brenda Behrens Jewelry  
Granite Mountain Home Care & Hospice  
Bonnie Casey      Cartridge World  
Arizona's Hometown Radio Group  
Energy Smart Homes      Watters Garden Center  
Las Fuentes Resort Village      Body Oasis  
Mary Kay-Dede Jackson      Chino Valley Review  
Rick Nichols Custom Engraving  
Valpak of Northern Arizona  
Jolyne Nichols - Cruise Specialist  
Yavapai Title Agency

**Richard & Rosemarie Williams** donated the bunny and Bob Layton of **BOB'S C. A. R.** the back-up camera used for the non-cash 50/50 drawing tickets at the March Business Luncheon and Mixer respectfully.

## REMEMBER THE 50/50 CASH DRAWING FOR THE SCHOLARSHIP FUND

The money collected at each luncheon and mixer provides scholarships to Chino Valley graduating seniors. Thanks to **Ron Romley** and **Bob Kaecker** for donating their portion of the 50/50 drawing back to the Scholarship Fund. (The March 17 Mixer was Bob's lucky night - he held both the cash and non-cash prize tickets from the 50/50.)



## Do you need...



Health Insurance  
Promotional Products  
A Web Page  
**Discounts**  
Shipping  
Merchant Card Processing  
**for your Business?**

BBB Accredited Businesses have access to all of these discounts and more. For information on becoming accredited, visit [arizonabb.org](http://arizonabb.org) or call (928) 772-3410.

## MARCH MIXER AT WATTERS

THANK YOU to **Watters Garden Center**, 1815 W Iron Springs Road, Prescott, for hosting the March 17 Mixer. Great food, fun fellowship, 2010 Rodeo Queen Chantal, excellent weather, and lovely plants and flowers. See the photos below.



## WOMEN IN BUSINESS QUARTERLY LUNCHEON

Sponsored by  
ARIZONA'S HOMETOWN RADIO GROUP

FRIDAY, APRIL 23  
11:30AM – 1:00PM

ADMISSION: \$12 PER PERSON  
**(RESERVATION IS ABSOLUTELY REQUIRED  
To The Chamber By  
3:00pm, Tues. Apr. 20)**

LOCATION: LAVENDER HERB FARM &  
TEA HOUSE  
1097 N JAMES DR, CHINO VALLEY

GUEST SPEAKER  
JANET HUMPHREY  
CREDIT UNION WEST  
*"UNDERSTANDING YOUR CREDIT SCORE"*

END YOUR WORK WEEK ON A HIGH NOTE  
BRING PRIZES FOR BUSINESS CARD DRAWING  
GREAT LUNCH & INFORMATIVE SPEAKER



## ROTARY WINE/BEER TASTING & ART AUCTION

The Chino Valley Rotary Club is hosting a Wine/Beer Tasting & Art Auction on SATURDAY, APRIL 17, starting at 6:00pm, Gabby's Kitchen Catering & Banquet Hall, 2235 South Highway 89, Chino Valley. Tickets for the event can be purchased by calling Bruce Eldredge, 928-636-1725.

**Thank You to The Lunch Box** for providing the lunches for the monthly Business Lunch Seminar held at the Chamber. The next Seminar is Wednesday, April 28, 11:30am-1:00pm.

These are very popular and space is on a first come basis. Lunch is free and the topics interesting and informative. Contact the Chamber to reserve your space. Don't miss your window of opportunity!

## SHARLOT HALL MUSEUM EVENTS

A spring evening of art, antiques and history at Sharlot Hall Museum on Saturday, April 17, 3:00pm-7:30pm., as the Museum presents An Evening at Sharlot's Place. This is a fund raising event to benefit Museum operations.

Sharlot Hall Museum will honor America's Buffalo Soldiers with a new, permanent exhibit the opens Saturday, May1 at Fort Whipple Museum. The public is invited to attend the opening ceremony starting at 10:00am at Fort Whipple, which is located on the grounds of the Veterans Administration Hospital on Highway 89 in Prescott.

Sharlot Hall Museum is located at 415 W Gurley Street, Prescott, 928-445-3122

## APRIL RIBBON CUTTINGS & OPEN HOUSES

Chamber members are invited to the following events.

**Tom's Print Shop Ribbon Cutting & Open House,**  
THURSDAY, APRIL 15, 4:00PM, 381 Commercial Way,  
Suite C, Chino Valley

**NACOG Business Assistance Center Open House,**  
FRIDAY, APRIL 30, 1:30PM-3:00PM, 221 N Marina  
Street, Suite 201, Prescott.

Let's celebrate!

## THANK YOU – THESE BUSINESSES RENEWED THEIR MEMBERSHIPS

Champ Insurance Services  
Circle C Construction  
Helen Ferguson  
Racine Business Services  
KT Interiors  
Purple Sage Embroidery & Engraving  
Gabby's Kitchen  
Quality Home Property & Landscaping  
The Tanning Hut  
Granite Creek Vineyards  
Blue Cross Blue Shield of Arizona  
The Caring Presence  
Earthworks Landscape & Supply  
Jim Bunker  
The Summit Church

Members supporting members is good for business!

## BUSINESS TO BUSINESS NETWORKING

Have you promoted your business at the monthly Business Luncheons? THANK YOU to **Marilyn Subach** for setting up the Business TO Business tables. Contact Marilyn or the Chamber for suggestions to make your display successful.



## WELCOME NEW MEMBERS

### **Taco Bell/KFC**

1147 N Highway 89  
Chino Valley 86323  
928-636-5001

[www.tacobell.com](http://www.tacobell.com)

Contact: Dawn Mattice

Quick service restaurant with drive thru.

### **AYSO Region 1410**

P O Box 411  
Chino Valley 86323  
928-636-1465

[www.chinosoccer.com](http://www.chinosoccer.com)

Contact: Kelly O'Brien

An organization dedicated to quality family oriented and fun youth soccer in Chino Valley. AYSO is a nationwide non-profit youth soccer organization. They recently received the Region's platinum RAP award.

### **Northern Arizona University-Yavapai**

7351 E Civic Circle  
Prescott Valley 86314  
928-771-6144

[www.yavapai.nau.edu](http://www.yavapai.nau.edu)

Contact: Susan Johnstad

NAU-Yavapai is on track to help the state double the number of baccalaureate degrees by 2020 - a goal to improve Arizona's economic competitiveness through a skilled and creative workforce. Flexible, accelerated course schedules enable students to complete bachelor degrees in as little as three years.

### **Committee to Elect Karen Fann LD1**

5691 Hole In One Drive  
Prescott 86301  
928-308-3995

Contact: Karen Fann

Former Chino Valley mayor Karen Fann is seeking election to Arizona Legislative District 1.

### **Sonic Drive-In**

1154 N Highway 89  
Chino Valley 86323  
928-636-3967

[www.azsonic.com](http://www.azsonic.com)

Contact: Mark Redfern

Fast food restaurant.

### **Lavender Herb Farm & Tea House**

1097 N James Drive  
Chino Valley 86323  
928-636-5270

[www.lavenderherbfarm.com](http://www.lavenderherbfarm.com)

Contact: Linda Nedbalek

A tea house - with details are on the website. Sells herbs and lavender in season and skin care and body care made by Linda.

## QUARTERLY BUSINESS/EDUCATORS BREAKFAST ON MAY 6



The Quarterly Business/Educators Breakfast will be 7:30am - 8:30am on THURSDAY, MAY 6, at CD's Cattle Company. Cost is \$10 per person and breakfast is ordered off the menu. Make your reservation to the Chamber by TUES., MAY 4. Good business requires good schools - so be informed!

## VENDOR AND EXHIBITOR BOOTHS AVAILABLE FOR SPRINGFEST

SPRINGFEST is on May 22 in Community Center Park, Road 1 East and Perkinsville Road. Last month's newsletter had the application for booths at this event. The Chamber has the application available, Or get applications online at [www.chinoaz.net](http://www.chinoaz.net) and select Parks & Recreation.

*Chino Valley Area Chamber of Commerce Presents*  
**Fabulous Fifties**  
**Casino Night**  
2010  
**\$40**  
Price of Admission includes  
Casino Chips  
Hors d'oeuvres  
Prize Drawing & Auction  
Fund Raising Event!  
**Cruisin' Attire Desired!!!**  
May 1<sup>st</sup> 6:00 - 10:00 pm  
Gabby's Banquet Hall  
2235 S. Highway 89 • Chino Valley  
928-636-2493  
[www.chinovalley.org](http://www.chinovalley.org) [info@chinovalley.org](mailto:info@chinovalley.org)

Alliance  
Granite Mountain Home Care & Hospice  
Bright Star The Community of Chino Valley  
Prescott True Value Help to Get Around The Corner  
Horizon  
Circle K Animal Hospital  
United Way  
Elmer's  
The Sheriff's Office of Arizona

## ART ON DISPLAY AT THE CHAMBER

Each month a High Desert Artists artist displays artwork in the Chamber board room. Be sure to stop by the Chamber to see the current artist's work. The artwork on display is for sale by contacting the artist. Thanks High Desert Artists.

## 2010 HEALTH, HOME, & BUSINESS EXPO

THANK YOU to **Larry Anderson** for the Business Expo photos.



Make plans now to participate in the 2011 Health, Home, & Business Expo. With over 1,000 visitors to this year's Expo you will want to promote your business next year.



## 2010 PLATINUM SPONSORS



---

CHINO VALLEY AREA  
CHAMBER OF COMMERCE  
448 N HIGHWAY 89 SUITE I  
P O Box 419  
CHINO VALLEY AZ 86323

PRSRT STD  
US POSTAGE  
CHINO VALLEY AZ  
PERMIT #36



CONTACT US:  
928-636-2493  
[CHAMBER@CHINOVALLEY.ORG](mailto:CHAMBER@CHINOVALLEY.ORG)  
[WWW.CHINOVALLEY.ORG](http://WWW.CHINOVALLEY.ORG)