

MAY 2010

## ROBIN CHRISTIE CHOSEN FOR BOARD

The Chino Valley Chamber of Commerce Board of Directors elected **Robin Christie** of Granite Mountain Home Care & Hospice as the newest Board member. Robin will complete the term of Anita Payne who resigned from the Board earlier this year.

Robin has been with Granite Mountain Home Care & Hospice for approximately 5 years – she calls it her “dream job.” She is the Community Liaison and Sacred Vigil Trainer for Granite Mountain. Robin Chaired the 2009 Winter Wonderland event – one of the Chamber’s most successful events. Granite Mountain Home Care & Hospice is a 2010 Platinum Sponsor and will host the Chamber’s July Mixer. We welcome Robin Christie to the Chamber Board.

THANK YOU to Anita Payne for her service to the Chino Valley Chamber of Commerce Board of Directors.

## 2010-2011 BOARD MEMBERS SELECTED

The Chino Valley Area Chamber of Commerce Board of Directors is pleased to present four members for the 2010-11 Board. These four will serve a three-year term which expires in June 2013.

**Larry Anderson.** Larry is CEO of Alliance Home Care. He has served on the Board for the last three years. He has assisted the Chamber as Chair for the 2009 and 2010 Health and Business Expos and on the 2009 and 2010 Golf Committees. Larry is Chair of the 2009-2010 Chamber Membership Committee. Alliance is a participant in the Chamber Enhancement Program and is a 2010 Platinum Sponsor.

**Kay Jones.** Kay is President of the Chino Valley Historical Society and a Board Member of the Cooper Ag Center. She has served on the Board for the past three years, two of those years as Board Secretary. Kay chairs the Chamber Tourism Committee and has served on the Territorial Days Committee for the past two years.

**Rick Nichols.** Rick is the owner of Rick Nichols Custom Engraving. For the past two years, Rick has provided a beautiful engraved bottle for drawings at our Membership Luncheons and other fundraisers. Rick also serves on the Chino Valley Model Aviators Board. Most recently Rick served as Master of Ceremonies for the 2010 Fabulous Fifties Casino Night. This will be his first term on the Chamber Board.

**Bob Layton.** Bob is owner/operator of Bob’s Complete Automotive Repair in Chino Valley. He is a participant in the Chamber Enhancement Program as well as a supporter of 2009 Winter Wonderland and the 2010 Health and Business Expo. Bob was instrumental in helping launch the Chambers successful new program “Spend Twenty on the Twentieth.” This will be his first term on the Chamber Board.

These four Board nominees will be ratified at the Chamber’s Annual Membership Meeting on June 9 at Gabby’s Kitchen Catering and Banquet Hall.

## CEO TO GIVE COMMENCEMENT ADDRESS

Chino Valley Area Chamber of Commerce CEO, **Ab Jackson**, will address 2010 graduates from Chino Valley High School at commencement exercises on May 26<sup>th</sup> in Chino Valley. Jackson, a former speaker for Fred Pryor Seminars, National Seminars and Careertrack Seminars and an Arizona Toastmasters State Speaking Champion, will give an address titled, “The Three Thirty Burn-Out” based on a story he published in the book, Motivational Leaders, in 2000.

Superintendent Duane Noggle expects 162 graduates this year. The event will be held at the High School Football field and begins at 7:00 PM.

The Chamber will award four scholarships to Chino Valley graduating seniors this year. The Chamber has granted 12 scholarships to graduates in the last five years.

## \$20 ON THE 20<sup>TH</sup> UPDATE



In the month of May the \$20 on the 20<sup>th</sup> event will take place in Chino Valley on Thursday. The Chino Valley businesses that participated in April had very positive results. Let’s gear up for May 20<sup>th</sup> – thank your customers for participating by giving all who spend \$20 with your business a sticker. Participating in \$20 on the 20<sup>th</sup> is good for business and good for customers. THANK YOU to **Bob’s Complete Auto Repair** and **Southwest Development Consultants** for sponsoring April’s \$20 on the 20<sup>th</sup>.

## NEWS & NOTES

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*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  
Robin Christie - Granite Mountain  
Home Care & Hospice  
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.*

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## **SPRINGFEST – MAY 22**

It's a community event that draws thousands each spring. Do you have a booth space reserved? You provide an activity for kids and promote your business at the same time.

Springfest take place at Community Center Park, Roads 1 East and Perkinsville, from 8:00am - 4:00pm. It's an all day event starting with breakfast prepared by Chino Valley High School Culinary Arts students and served by Chino Valley High School Drama Department students. Slated events include classic car show, fun run, swimming at the pool (it will be open), art show, booths activities and arts and crafts, and all day entertainment.

Go to the Springfest website at [www.cvspringfest.com](http://www.cvspringfest.com) to get more information and to download application forms. Don't delay get your booth application to Chino Valley Parks & Recreation TODAY.

## **VEIN SPECIALTIES OPENS**

Dr. Robin Fleck and staff announce the opening of Vein Specialties. Vein Specialties has two state of the art surgical rooms, exam rooms, ultrasound suites, and a patient counseling center. Dr. Fleck received such overwhelming patient response and success to laser vein surgery, she added Vein Specialties to her practice. Dr. Fleck's business at 242 Whipple Street in Prescott also houses Southwest Skin and Cancer Institute, Body Oasis Laser Solutions and Day Spa, and her dermatology practice.

Information on the nonsurgical approach to the treatment of varicose veins, ultrasound testing, foam sclerotherapy or general information can be had by calling 928-778-7000 or online at [www.prescottvein.com](http://www.prescottvein.com).

## **50/50 WINNERS IN APRIL**

At each membership luncheon and mixer the 50/50 cash drawing for the Chamber's Scholarship Fund is held. In April **Susan Tobey** and **Al Gotland** (of **Cartridge World**) gave their share of the 50/50 back to the Scholarship Fund.

In addition a second ticket is drawn for one of the prizes brought to the meeting. In April a cedar studio-made pen by **Brenda Behrens** and a gift from **Las Fuentes Resort Village** were selected.

THANK YOU all for supporting the Chamber's Scholarship Fund.

## **SHARLOT HALL MUSEUM ANNUAL FOLK ARTS FAIR**

Sharlot Hall Museum's 37<sup>th</sup> Annual Folk Arts Fair will be held June 5 & 6 on the Museum grounds. The emphasis of the Folk Arts Fair is demonstration and education of traditional arts, crafts, and entertainment rather than craft displays or sales. The Museum will host a traditional village with different areas featuring related historical arts. For example, 'Clothing Land' will incorporate live animals with spinners, weavers, and seamstresses. Special activities are planned for children and entertainment will be provided by folk musicians.

The Folk Arts Fair will be held Saturday, June 5 and Sunday, June 6 from 10:00am-5:00pm each day. Admission is \$5 for the general public, \$3 for Museum members, and no charge for under 18 years of age. Sharlot Hall Museum is located at 415 West Gurley Street, Prescott. Information is at 928-445-3122 or [www.sharlot.org](http://www.sharlot.org).

## **PEOPLE WHO CARE CHILI DINNER**

The Chino Valley People Who Care will host a Chili Dinner on SATURDAY, MAY 15. For information about times and location call Barbara McGirr at 928-636-3295.

## ON COBB & COMPETITION

by  
*Ab Jackson, CEO*



You may recall the 1994 movie "Cobb" starring Tommie Lee Jones. The subject of the movie was Ty Cobb, who was considered to be the greatest player of baseball's first fifty years. His biggest competition for greatest player was Babe Ruth. Ruth was a stark contrast in styles with

Cobb. The Babe was gregarious, inclusive, and full of fun. Cobb was edgy, fierce, and a racist. And both were great competitors.

In my favorite moment from the movie, a writer asks Cobb, "With all the great players playing ball now, how well do you think you'd do against today's pitchers?"

Cobb replies, "I'd only hit .290."

".290?" asks the writer. "You batted over .400 a bunch of times. Why only .290?"

Cobb snarls, "I'm 72 years old now."

The story of Cobb and Ruth reminds us that communities need competition and good competitors to grow. A portion of last month's Brown Bag Luncheon was devoted to Managing Change and Staying Competitive. Neither Babe Ruth nor Ty Cobb was available to speak. Mayor Jim Bunker was available to speak, and did a good job on the topic of Local Leadership. Thanks Mayor. May's Brown Bag is on Leading a Non-Profit. Join us! And, remember in the third quarter of this year, we will be introducing Chino Valley Citizens Academy. CVCA is designed to train leaders for our promising future. More later!

Our first "Spend \$20 on the 20<sup>th</sup>" was a success. Charlie Arnold, Bob Layton, Steve Hughes, Scott and Dawn from Walgreens, and Jenn Gebbe were able to get to numerous businesses and help them create 20 dollar and 20 per cent specials. We plan to run "Spend \$20 on the 20<sup>th</sup>" through December and hope all of you will join us in Chino Valley on the 20<sup>th</sup>.

Thanks are in order to Dean Echols and Susan Tobey for chairing this year's Fabulous Fifties Casino Night. It was a memorable evening for all and a success for the Chamber. Thanks Susan, Dean, and your committee.

Congratulations to new Board Member Robin Christie. Robin chaired the very successful "Christmas in the Forties Winter Wonderland." She will be a great asset to our Board. Robin was elected to complete Anita Payne's term. Anita was active in the Health and Business Expos and Winter Wonderland. She will be missed. Thanks also to APS for supporting Anita and the Chamber.

Congratulations also to prospective Board Members: serving a second term - Kay Jones and Larry Anderson; and the new nominees for a three year stint - Rick Nichols and Bob Layton. All four will serve the Membership well. They will be ratified at the June Membership Luncheon. That Luncheon will also be our celebration of the Chamber's 25<sup>th</sup> year. A special meeting - you will not want to miss it!

One last note about Chamber elections. Charlie Arnold has been elected by the Board to serve a second term as Board President. Charlie has been an outstanding leader and I am excited about a second year of his leadership. Under Charlie's leadership we have had a couple successful membership drive, creation of "Spend \$20 on the 20<sup>th</sup>", creation of the Chino Valley Area Economic Development Organization (CVEDO) and the list goes on. Charlie is a great competitor and a terrific asset to our Chamber and Community.

Speaking of competition. Ty Cobb and Babe Ruth were elected to the Baseball Hall of Fame during its first year, along with three other baseball immortals Eddie Collins, Honus Wagner, and Walter Johnson. Recently I saw a picture of the five men on inception day. Babe Ruth looks relaxed and happy. Johnson, Wagner, and Collins seem shy and humbled by the occasion. Ty Cobb looks like he wanted to put on spikes and go hit right then. He also looks like he's wondering why the other 2<sup>nd</sup> rate players are there ruining his day!

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**IN OBSERVANCE OF MEMORIAL DAY**  
**THE OFFICE WILL BE CLOSED ON**  
**MONDAY, MAY 31**

**MEMORIAL DAY**



## MAY BUSINESS LUNCHEON

WEDNESDAY, MAY 12  
11:30AM – 1:00PM

ADMISSION: \$12 PER PERSON

*(In consideration of your fellow chamber members  
RESERVATION REQUIRED  
to the Chamber by*

*3:00pm, Tues., May 11. 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  
**DUANE NOGGLE**  
SUPERINTENDENT, CHINO  
VALLEY UNIFIED SCHOOL DISTRICT

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 FOR PARTICIPATING!

We recognize the following businesses and individuals who promoted their businesses by bringing prizes for the business card drawings at the Business Luncheon, Women In Business Luncheon, and Mixer in April. Contact the Chamber if you need information about any of them.

*Pets 1<sup>st</sup> Choice  
Brenda Behrens Pure Pleasures  
Tender Hearts Senior Care  
Cartridge World  
Granite Mountain Home Care & Hospice  
Arizona's Hometown Radio Group  
Gabby's Kitchen  
Linda Hatch  
Earthworks Landscaping & Supply  
Body Oasis  
Costco  
Yavapai Title Agency  
Bonnie Casey - Artist  
The Chino Valley Review  
Las Fuentes Resort Village  
Tom's Print Shop  
Credit Union West  
Quality Home Property & Landscape  
National Bank of Arizona  
The Pampered Olive  
Pat Mitchell Accounting  
Mary Kay Cosmetics-Dede Jackson  
Sally & Smokey Riner*

Your contributions are appreciated and give our Chamber meetings a lighter side.

## \$20 on the 20<sup>th</sup> - PICTURES SAY IT ALL!

## THE MILLION WORDS READERS

In the picture below are the Chino Valley students who read a million words during the school year. Those students attending the April Business Luncheon were: Kate Earle, Taylor Markey, April Gonzales, Dianna Padilla, Andrea Mayh, Larissa Beard, Miranda Boshell, and Jeffrey Shumate.



Ab Jackson and Charlie Arnold sign up for a \$20 certificate from Marie Hughes at Hawaiian Shaved Ice.

See more photos on the next page.



**Darlene Burris** owner of **The Uptown Cowgirl** participated in \$20 on the 20<sup>th</sup>. Her store has the bling, bling every cowgirl needs!



Your newsletter editor was the happy recipient of a \$20 oil change at **Bob's Complete Auto Repair**. Linda is pictured with the guys - Robert, Ken, Sam, and owner Bob Layton.

## RIBBON CUTTING & OPEN HOUSE

After the move to a larger space to house all the equipment, **Tom's Print Shop** hosted a grand opening. The Chamber helped celebrate with a ribbon cutting. Town officials Mayor Jim Bunker, Vice Mayor Ron Romley, Council members Linda Hatch and Dean Echols participated. Congratulations Tom and Wendy!



## Do you need...



Health Insurance  
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**for your Business?**

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

**MAY MIXER**  
 at **YAVAPAI TITLE AGENCY**  
 980 North Highway 89, Chino Valley

Co-hosted By  
**BIG DADDY E'S BBQ & CATERING**

**Wednesday, May 19**  
**5:00pm - 6:30pm**

*Come for Fun - Business Networking*  
*And, of course Eric's Food!*

## WELCOME NEW MEMBERS

### **Patti McCormick Insurance Agency**

743B East Road 2 North  
Chino Valley 86323  
928-636-1300

Contact: Patti McCormick

An independent Progressive agent offering auto and home insurance.

### **MATForce**

3343 N Windsong Dr. Suite 6  
Prescott Valley 86314  
928-708-0100

[www.matforce.org](http://www.matforce.org)

Contact: Merilee Fowler

Established in 2006, the mission statement of MATForce is with determination and integrity, we, the citizens of Yavapai County, commit to working together in partnership to build healthier communities by striving to eliminate substance abuse and its effects.

### **Southwest Fighting Arts**

1260 S Highway 89 Suite F  
Chino Valley 86323  
928-380-0427

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

Contacts: Nichole Scott & Kandys Kitsmiller  
Nichole & Kandys teach karate, martial arts, and self-defense.

### **Windy Valley Plaza** (returning member)

2235 S Highway 89  
Chino Valley 86323  
928-636-2717

Contact: Kelly McCready

Conveniently located to Highway 89, Windy Valley Plaza offers office and retail space for lease.

## APRIL MEMBERSHIP BUSINESS LUNCHEON

April's Business Luncheon is a good example of the reason not to miss a monthly meeting. Charlie Arnold spoke about economic development, Antelope Hills Golf Course was the April Business of the Month, Vice Mayor Ron Romley invited Chino Valley citizens to be part of the next fiscal year budget process, attendees met some of the 1 million word readers from Chino Valley schools, and new members were welcomed to the Chamber.

THANK YOU to Board President **Charlie Arnold** for keynoting April's Luncheon. Charlie indicated several concepts regarding economic development, but the main concept is the establishment of good paying jobs. Economic development provides tax dollars for infrastructure and enhancement for quality of life in a community.

CONGRATULATIONS to **Antelope Hills Golf Course**, April's Business of the Month. Antelope

Hills has been a long time supporter of the Chamber and as stated by Mack McCarley, Chino Valley is closer to the golf course than most of Prescott. Antelope Hills has hosted the Chamber's golf tournaments and will host the one coming on August 7 this year.

See photos below.



Pictured above with Ab Jackson and Charlie Arnold, are Jim Crawley and Mack McCarley of Antelope Hills Golf Course.



New members pictured with Ab and Charlie, are Kandys Kitsmiller and Nichole Scott of **Southwest Fighting Arts** and Susan Johnstadt of **Northern Arizona University-Yavapai**.



The 2010 Casino Night Committee is recognized.

## EARTHWORKS HOSTS APRIL MIXER

THANK YOU to **Sue and Greg Burgin** of Earthworks Landscape and Supply for hosting the April Mixer. The weather was chilly, but the welcome warm and inviting - not to mention the propane patio heater that kept the cold away.



Sue standing with some of the Mixer guests.



Greg with Dan Morganelli of COSTCO.



L-R Town Manager Mike Scannell and Steve Hughes of Rid-a-Pest Pest Control attend the April Mixer.

## QUARTERLY WOMEN IN BUSINESS LUNCHEON HELD ON APRIL 23

The April Women In Business Luncheon was held at LAVENDER HERB FARM & TEA HOUSE, one of the Chamber's newest members. Thank you to Linda Nedbalek for hosting the luncheon at the Farm.

THANK YOU to **Janet Humphrey** of CREDIT UNION WEST for a helpful talk about the importance of a good credit score for protecting assets. Janet is the Community Education Specialist with Credit Union West and would be glad to provide the information she gave at the Luncheon.

THANK YOU to ARIZONA'S HOMETOWN RADIO GROUP for sponsoring our Women In Business Luncheons. Radio personality SANDY MOSS hosts the luncheons and her effervescent personality makes them especially enjoyable. Don't miss the next WIB Luncheon on JULY 23.



Pictured above L-R are Ab Jackson, Janet Humphrey, and Sandy Moss.

## THANK YOU TO THESE BUSINESSES FOR RENEWING THEIR MEMBERSHIPS

*Vastco  
Flying Paws  
Big Daddy E's BBQ & Catering  
Little Thumb Butte Bed & Breakfast  
Yavapai Title Agency  
Fix Brothers  
SCORE of Northern Arizona  
Community Directory  
Arizona's Women Education & Employment (AWEE)  
People Who Care  
Yavapai Big Brothers Big Sisters  
Elizabeth's Crafts 'n' Things  
Body Oasis  
Pepsi Cola Bottling Company  
Opportunity's Knocking  
Tri-City Landscape - Growin' Crazy*

Your membership is appreciated!

## 2010 PLATINUM SPONSORS



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



CONTACT Us:  
928-636-2493  
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[WWW.CHINOVALLEY.ORG](http://WWW.CHINOVALLEY.ORG)

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