

MAY 2011

## MAY BUSINESS LUNCHEON

WEDNESDAY, MAY 11  
11:30AM – 1:00PM

ADMISSION: **\$15 PER PERSON**

*(Reservations to the Chamber by  
**3:00pm, Tues., May 10.** Because this  
is a restaurant, admission will be charged  
whether eating or not.)*

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

## SERVICE CLUBS/ORGANIZATIONS DAY

Business of the Month and New  
Member Recognition

Bring Prizes for Business Card Drawing

50/50 CASH DRAWING FOR THE  
CHAMBER SCHOLARSHIP FUND

Event tickets are available at the Chamber. Just call 928-636-2493 or email [chamber@chinovalle.org](mailto:chamber@chinovalle.org) so you don't miss out on one of the Chamber's best 'fun'draising events. The evening will include special appetizers and drinks (we have not yet heard that there will be buckets of blood), prizes, auctions, and drawings, not to mention gaming chips.

Have something fun and unique with which to promote your business? Donate it to the Chamber as a silent auction item for Casino Night. It's a great way to let people know about your business. Committee members have made every attempt to contact our Chamber members, but if you haven't been contacted let us know. You will be contacted as soon as possible.

A vast! Ye mateys. Be a pirate for the night and plunder the gaming tables on Casino Night.



SPRINGFEST is a celebration of community. On FRIDAY, MAY 20, 2011, at Community Center Ball Fields (Road 1 East & Perkinsville Road) from 7:00pm-10:00pm is the Cruise-in Dance with the 'Retro-Tones' and a beer garden. On SATURDAY, MAY 21, 2011, at Community Center Ball Fields from 9:00am-5:00pm there will be a 5K Fun Run, car show, activities and music for people of all ages. There is no admission charge to go to SpringFest.

As a business person you may wonder about the significance of this event. Past years have seen thousands of people attending SpringFest. Activity and selling booths are available. This is an opportunity to promote your business. The application for SpringFest is in this newsletter or on the SpringFest website at [www.cvspringfest.com](http://www.cvspringfest.com). Learn more about SpringFest on the website as well.

If you don't have products to sell, plan an activity booth to encourage SpringFest attendees to see what your business offers. Need help or more information? Contact Chino Valley Parks & Recreation at 928-636-9780.

## PIRATES SAIL IN MAY 14

Don't miss this year's MAY 14 CASINO NIGHT - *PIRATES OF THE CARIBBEAN* - from 6:00pm-10:00pm at The Windmill House, 1460 W Road 4 North. Don't make the pirates pictured below make you walk the plank! The pirates are swabbie Gail Steele and captains Dean Echols and Susan Tobey.



In Observance of Memorial Day  
The Office Will Be CLOSED on  
MONDAY, MAY 30, 2011  
*(Normal Office Hours Will Resume Tuesday, May 31)*

## NEWS & NOTES

### NEW DIRECTOR FOR THE CARING PRESENCE

Jon Hoaglund, General Manager of The Caring Presence, announced the promotion of SUSAN CANTRELL, MSC to the position of Director for The Caring Presence. As Director Ms. Cantrell will be responsible for the oversight of all Client/Caregiver relations in the Prescott and Cottonwood offices as well as management of Supervisors in both the Payson and Lake Havasu City offices. Susan earned a Master's of Science Degree in Counseling from The University of Great Falls in Montana. She is passionate about quality care for seniors and is compassionate toward their needs. Susan served in the public sector for many years and is now utilizing her expertise within the private sector. In the immediate future, Ms. Cantrell anticipates becoming more involved in our community.

### 2011-2012 PRESCHOOL ENROLLMENT AVAILABLE

St. Luke's Christian School is now enrolling preschoolers ages 3 and 4 for the 2011-2012 school year. St. Luke's Christian School is a program of St. Luke's Episcopal Church at Highway 89 & Ruger Road north of the Prescott Airport. For enrollment and information contact Susan Bailey Smith - 928-442-1315 or email [stlukesschool@cablone.net](mailto:stlukesschool@cablone.net).

St. Luke's Christian School will offer the Letter People curriculum which integrates math, science, vocabulary, listening, phonological awareness, alphabetic and story knowledge, art, music, personal and social development, and large and small motor skills. Students also will receive daily spiritual development. A new daily before and after school program will also be offered.

### WE COULDN'T HAVE DONE IT WITHOUT YOU

*Rick & Jolyne Nichols      Gail Steele  
Kay Jones                  Sally & Smokey Riner*

## HPZ SPRING CLEAN & TAX WRITE-OFF

Heritage Park Zoological Sanctuary invites you to participate in its yard sale fundraiser. HPZ is a 501(c)(3) nonprofit wildlife rescue and educational facility. 100% of the proceeds go to support the animal residents and educational programs.

The gigantic sale will be held SATURDAY & SUNDAY, MAY 21-22, from 8:00am-3:00pm in the Computime (Willow Creek & Rosser Roads) parking lot. There will be many yard sale "finds" and special animal appearances throughout the weekend.

Tax deductible items can be dropped off at Computime and at Heritage Park Zoo. A pickup of items can be arranged by calling Heather at 928-778-4242, ext. 16.

### BUSINESS ASSISTANCE CENTERS OPEN ONE YEAR

A year ago NACOG (Northern Arizona Council of Government) implemented the first of two Business Assistance Centers (BAC) in Prescott. The purpose was to assist home-based and small businesses with public/private partnerships. The Centers offer a variety of free services and workshops, including facility access to technology, meeting space, professional technical assistance, and access to business grants. A second Business Assistance Center opened in Cottonwood.

To date the two BAC's have assisted over 3,000 clients - representing 306 agencies or groups - created 192 job placements, and mentored 35 entrepreneurs wanting to start a business or expand their current operations. The BAC's have become "best practices" examples for implementing regional rural small business resource centers.

The BAC's exceeded the goals they established and look forward to continuing a high level of customer service. TERI DREW, Regional Director for NACOG and the BAC's, thanks BAC partners for their continued support.

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*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](http://www.chinovalley.org)

#### **2010-2011 Board of Directors**

John Morgan-President  
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Dr. Leonda Armstrong - Treasurer  
Circle L Animal Hospital  
Robin Christie -Secretary  
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Larry Anderson - Alliance Home  
Care  
Dave Barrett - Barrett Propane  
Rhonda Chavez - Wells Fargo  
Advisors  
Dr. Mark Costes - Horizon Dental  
Group  
Leslie Hoffman - Yavapai Title  
Agency  
Kay Jones - Chino Valley Historical  
Society  
Bob Layton - Bob's Complete  
Automotive Repair  
Rick Nichols - Rick Nichols Custom  
Engraving  
Tom Payne-Tom's Print Shop  
Ron Romley - Vice Mayor, Town  
of Chino Valley  
John Scholl - Chino Valley Unified  
School District

#### **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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## ON COMING TOGETHER

by  
*Ab Jackson, CEO*



You may have seen the movie “*Invictus*” with Morgan Freeman and Matt Damon. The film tells the true story of how Nelson Mandela joined forces with the captain of South Africa’s rugby team (Damon) to help unite their country. Freeman plays Nelson Mandela who is convinced

that South Africa needs a coming together event and decides to use the World Rugby Cup being played in South Africa as that unifying event. To the amazement of the world, South Africa wins the cup. Freeman and Damon were nominated for Oscars for their roles.

Speaking of coming together, I just bought a new copy of [Our Iceberg is Melting](#). It’s the fable of a penguin trying to unite his flock to come together and get off a melting iceberg which has been their home for years. The penguin followed an eight stage process to enable the change and bring the flock together:

- 1- Create a sense of urgency.
- 2- Pull together a guiding team (like the Chino First Committee).
- 3- Develop the Change Vision and Strategy (like the Town’s General Plan). I recently told the Mayor that I am a pretty good salesperson but I can’t sell what I cannot see. We need to create a vision of the Chino Valley we want.
- 4- Communicate for understanding and buy-in. (like in the newsletter and at the luncheons).
- 5- Empower others to act. Power cannot be in the hands of a select few.
- 6- Produce short-term wins (like the proposed APS solar project, for example).
- 7- Don’t let up.
- 8- Create a new culture.

Speaking of coming together, you might have seen our snap poll asking our members for their feedback on Prop 401 and the KOA. WE had 70 responses during our 24 hour poll period and received 69 out of 70 generally favorable about the project. Said another way, the business community was almost unanimously in favor of the project. I am encouraging the “Chino First” committee to continue after the KOA is approved and follow the eight stage process as they take on new projects.

I hope you have your tickets for our 6<sup>th</sup> Annual Casino Night-Pirates of the Caribbean. This

fundraiser is our most popular event of each season and promises to be again this year.

Up next in August is our 4<sup>th</sup> Annual Golf Tournament on August 6<sup>th</sup> at Antelope Hills Golf Course. Last year’s tournament had lots of rain. This year we should have Chamber weather and a perfect day!!

One of my favorite scenes in “*Invictus*” has a TV announcer interviewing Mandela. “Tell us Mr. President, have you always been a rugby fan?” asks the announcer. Mandela: “People don’t realize that I played rugby myself when I was a student at Fort Hare. It was a very rough game almost as rough as politics.”

Rent “*Invictus*” and buy [Our Iceberg Is Melting](#). Shop Local!!

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## RIBBON CUTTINGS



THE LEARNING CENTER celebrated its opening with an open house and a ribbon cutting.



GOING LOCAL hosted an open house for the artists whose works are available and a ribbon cutting at its location.



**MAY 18 MIXER**  
**5:00 pm – 6:30pm**

*Hosted By*  
**State Farm Insurance-Penny Hubble**  
**360 North Highway 89**

**BUSINESS TO BUSINESS NETWORKING**  
**BUSINESS CARD DRAWING**  
**FUN WAY TO END HUMP DAY!**

CONGRATULATIONS to BONN-FIRE CHILLIN' & GRILLIN' - April's Business of the Month. From appetizers to homemade desserts Bonn-Fire is a family style restaurant serving American food seven days a week. The pie of the month for May is banana cream if that is your favorite. Owner Randy Bonneville is pictured below with Chamber CEO Ab Jackson. Bonn-Fire will be the location of the May 12 Business/Educators Breakfast.



## APRIL LUNCHEON HIGHLIGHTS

Pictured with Board President John Morgan is DAVID RIDLIN of Chino Valley High School, the PAL (Prescott Area Leadership) Male Youth of the Year.



THANK YOU to DUANE NOGGLE, Chino Valley Unified School District Superintendent, for talking about the challenges and positive aspects regarding Chino Valley Schools. Superintendent Noggle is pictured below with Board President John Morgan.



## DID YOU KNOW?

Your Chamber has space for your business cards and rack cards. It makes good business sense to call the Chamber to find out if you have at least one of those items so it can be given to visitors to the Chamber. Get the word out about your business.

## **THANK YOU TO OUR APRIL RENEWING MEMBERS**

*Yavapai Title Agency*  
*Purple Sage Embroidery & Engraving*  
*BestFriends General Store*  
*The Community Directory*  
*Chino Valley Model Aviators*  
*Arizona Highway Safety Specialists*  
*Lamb Auto*  
*Blue Cross Blue Shield of Arizona*  
*Rummel Eye Care*  
*Fann Environmental*  
*Gunsite Academy*  
*Chino Valley Funeral Home*  
*Yavapai Exceptional Industries*  
*Life Line Ambulance Service*  
*U S Bank*  
*Costco*  
*Granite Mountain Home Care & Hospice*  
*St. Luke's Episcopal Church*

## WELCOME NEW MEMBERS

### **Kathi's Books**

318 W Perkinsville Road

Chino Valley 86323

928-636-2450 [www.kathisbook.com](http://www.kathisbook.com)

Contact: Kathi Dore

Kathi's is primarily a new and used book store. The store also has an eclectic mix of clothing from the 1800's, antiques, craft items, small furniture, and soap and candles.

## APRIL MIXER HIGHLIGHTS

THANK YOU to **Yavapai Title Agency** for hosting the April Mixer and to co-host **Big Daddy E's BBQ & Catering** for providing great food. Pictures follow below.



More Mixer pictures in the next column.

*FYI: CHINO VALLEY ELKS FLAG DAY CEREMONY  
JUNE 11 AT 10:00AM IN MEMORY PARK*

Chino Valley High School students talk about National History Day and how they participate.



Is this the chow line?



## QUARTERLY BUSINESS/EDUCATORS BREAKFAST

THURSDAY, MAY 12

7:30AM – 9:00AM

@ BONN-FIRE CHILLIN' & GRILLIN'  
1667 SOUTH HIGHWAY 89

ADMISSION: \$10 PER PERSON  
(Please contact the Chamber by **3:00pm, Tues., May 10** to reserve your space.  
Because this is a restaurant admission is charged whether eating or not. Payable by cash or check at the door.)

A Great Breakfast to Start the Day  
Always Topical & Informative

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