

JUNE 2011

## VOTERS APPROVE PROPOSITION 401

At the election held in May, Chino Valley residents approved approximately 2 to 1 Proposition 401 which allowed the rezoning of the acreage of the proposed KOA. With voter approval the KOA can move forward.

## LET'S TALK ABOUT THE KOA. . . .

Linda McFarland spoke with Jack Tuls, Jr. about the future of the KOA project in Chino Valley.

Linda Mc: The Chino Valley voters approved Proposition 401 which allowed for the zoning change. We are very excited to see the KOA completed. What is next and when do you expect the KOA to be completed?

Jack Tuls: Now that the zoning is in place it is full steam ahead. We have submitted the loan papers for the project and we will turn in the plans to the Town. Our goal is to open by mid-March, 2012.

Linda Mc: There are both cabins and RV spaces planned. How many of them will be on the site? And, tell us some of the amenities that will be available.

Jack Tuls: There will be 119 (pull-thru) RV spaces. In the first phase there will be 13 cabins, with 32 cabins altogether. For guests, there will be a club house, swimming pool, and recreation area. The recreation area, for example, will include ping pong, basketball, and horseshoe pit. Just to name a few.

Linda Mc: How will the KOA be accessed by visitors?

Jack Tuls: To enter the KOA campers will pull off from Highway 89. The road that will be built is designated Road 3 ½ North.

Linda Mc: Is there anything you would especially like to say to our Chamber members?

Jack Tuls: I am grateful to Chino First for supporting economic development in Chino Valley. I have owned the property for three years, and in that time nothing has happened. This project is a starting point for economic development. If you don't move forward, you go backward. There is no just remaining still.

Editor's Note: The KOA will be located on Highway 89 just north of Road 3 North. The KOA in Chino Valley has been named "High Plains RV Resort" and information about it can be found on the website: [www.HighPlainsRvResort.com](http://www.HighPlainsRvResort.com).

## JUNE BUSINESS LUNCHEON & ANNUAL MEETING

WEDNESDAY, JUNE 8  
11:30AM – 1:00PM

ADMISSION: **\$15 PER PERSON**

*(Reservations to the Chamber by 3:00pm, Tues., June 7. 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

GUEST SPEAKER  
AB JACKSON, CEO  
CHINO VALLEY CHAMBER OF COMMERCE

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 FOR THE  
CHAMBER SCHOLARSHIP FUND

## CHAMBER ANNUAL BUSINESS MEETING

Your Chino Valley Chamber of Commerce operates on a fiscal year, July 1 - June 30. The annual meeting will be held at the Business Luncheon on June 8. (See the information in the box above) At this meeting new Board of Directors members are approved by the membership for 2011-2012. Each Director serves a three year term.

Plan to attend this year's business meeting and please let the Chamber know you are coming!



CHINO VALLEY ELKS  
FLAG DAY CEREMONY

JUNE 11 @ 10:00AM in  
MEMORY PARK  
(Road 1 West & Palomino)

## NEWS & NOTES

### CHINO VALLEY LIONESS CLUB "SUMMER DREAMS"

The Chino Valley Lioness Club will hold its "Summer Dreams" Luncheon and Fashion Show at 12:00 noon on Saturday, June 11. The event includes silent auction, raffle items, and fashion show. Tickets are \$12 each and sold in advance. Contacts are Sandi at 928-636-1457 or Lynn at 928-636-5513. This is a fundraiser for the many community projects the Lioness Club sponsors.

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

During the month of May some of our Chamber members went "above & beyond." We thank the following for their assistance. It is appreciated.

*Gail Steele  
Jack Tuls, Jr.  
Casino Night Committee  
Jolyne & Rick Nichols  
Susan Tobey  
Kay Jones*

### QUAD CITY MIXER INVITATION

Please see the invitation below to a Mixer hosted by the World's Oldest Rodeo. Mark your calendar & join other Chambers.

*It's almost Rodeo time and the Prescott Frontier Days®, Inc. World's Oldest Rodeo® is hosting a special chamber mixer on June 23, 5:00 - 6:30 pm for the Quad Cities Chamber Members at the Prescott Rodeo Grounds. (840 Rodeo Drive - look for the billboard at Miller Valley Road & Rodeo Drive to reach the Rodeo Grounds)*

*Dust off your hat and boots and join the rodeo committee at the Rodeo Grounds to meet and mix with your Chambers and neighbors.*

*For Rodeo info please visit [www.worldsoldestrodeo.com](http://www.worldsoldestrodeo.com)*

## CHAMBER SCHOLARSHIPS AWARDED

THANKS to Circle L Animal Hospital two scholarships were awarded to graduating Chino Valley High School seniors. Circle L donated to the scholarship fund so that one \$1,000 scholarship and one \$500 scholarship could be given. Teller Bard and Gerrit Jones are pictured below respectively with Ab Jackson at the May 17 awards night.



## WORTH MENTIONING

SHARLOT HALL MUSEUM, 415 W Gurley Street, Prescott - June 4-5 Folk Arts Fair to Celebrate Village Life. 928-445-3122

HERITAGE PARK ZOOLOGICAL SANCTUARY, 1403 Heritage Park Road, Prescott - 2011 Summer Zoo Camp, sessions June 6-July 29. 928-778-4242

HOSPICE OF THE PINES HOPE & CARE FOUNDATION, June 16 Decadent Delights Fundraiser, at The Windmill House, 1460 W Road 4 North, Chino Valley, 928-632-0111

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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  
Yavapai College, Dean  
Dr. Leonda Armstrong - Treasurer  
Circle L Animal Hospital  
Robin Christie -Secretary  
Granite Mountain Home  
Care & Hospice  
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 CALCULATED RISK-TAKING

by  
*Ab Jackson, CEO*



You may remember the terrific little film, “*The Replacements*,” with Gene Hackman and Keanu Reeves (as Shane Falco). The film is based on the 1987 NFL players’ strike and the replacement players that were hired to finish the season. Hackman (as Coach Jimmy McGinty) chooses

Falco to quarterback his team the Washington Sentinels. Falco bombed in his final college game and was a laughingstock. But Hackman loves him for his great arm and risk-taking; he takes a risk and drafts Falco. One of my favorite moments in the film is an end-zone dance that Falco and the other victorious Sentinels do to the tune of “I Will Survive” by Gloria Gaynor.

I have mentioned the new book [Surviving Your Serengeti](#) in this column once before. The author Stefan Swanepoel utilizes animals of the Serengeti that he observed growing up in Kenya as analogies for his 7 skills to mastering business and life. For skill number six-risk taking, he chooses the Daring Mongoose:

*“As a general rule Mongooses will outmaneuver their predators. They are quick and agile. . . .But it is their courage and willingness to take risks that makes them so unique. Life out here doesn’t stand still; taking risks is an integral part of everyday survival.”*

As we begin the new year of the Chamber, I am convinced that standing pat is not an option for our Chamber. We must be as bold as the Mongoose in this new fiscal year and continue to offer a good investment for our members and support for our community.

The 2010-11 year was a good one for the Chamber. We held our own in membership growth. We offered our members great networking opportunities in our over 50 events/meetings/activities during the year. I am especially proud of our growth in attendance at the Membership Luncheon-up from an average of 70 in 2009-10 to around 100 in 2010-11.

Our program of Spend \$20 on the 20<sup>th</sup> was well received by local businesses. They responded favorably also to our “you’ve been visited by a member of the Chamber” business cards we left. Thanks to all who supported the shop local program.

John Morgan stepped in as President and did a marvelous job leading our Board this year. Thanks also to our secretary Robin Christie and treasurer Leonda Armstrong. Vice Mayor Ron Romley has been a terrific Board member and we will miss his leadership. He will be replaced by new Town Councilman Darryl Croft.

Speaking of Councilman Croft, congratulations to the new mayor, Chris Marley, and Darryl’s newly elected fellow councilmen, Lon Turner and Mike Best. Hats off to departing mayor, Jim Bunker, and to departing council members, Joel Baker and Gloria Moore. I am pleased to tell you that this year’s entire Town Council were members and supporters of the Chino Valley Area Chamber of Commerce.

Our new radio program “Talk of the Town” on KQNA radio has been very well received. Thanks to the station for their support and coaching. Our Citizens Academy kicks off a new semester in September. Sign up now. We already have enrollees. Admission is free.

“*The Replacements*” have a moment of glory when they play the actual Dallas team that has crossed the picket line in the League Championship. Quarterback Shane Falco (Reeves), showing the courage of a Mongoose, calls for a pass instead of kicking an extra point. His daring pays off. We’re going to stay Mongoose-like here at the Chino Valley Area Chamber of Commerce. Come on along for a great 2011-12 season!

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BUSINESS CARD DRAWING. ALWAYS FUN - ALWAYS POPULAR. Thank you to our members for providing great prizes.

*Schwan’s Home Service  
Pets First Choice  
Cartridge World  
Tender Hearts Senior Care  
Clayton Homes  
Rick Nichols Custom Engraving  
Stepping Stones  
Sir Speedy  
Circle L Animal Hospital  
Bob’s Complete Automotive Repair  
Yavapai College - NAU  
Arizona’s Hometown Radio Group  
Yavapai Title Agency  
Mary Kay Cosmetics-Dede Jackson  
The Windmill House  
Bonnie Casey-artist  
Arizona State Credit Union  
Tom’s Print Shop  
Hospice Family Care  
State Farm Insurance-Penny Hubble*



**AFTER HOURS MIXER**  
**JUNE 15 5:00pm-6:30pm**

*Hosted By*

**WARREN'S HAY-N-MORE**  
**694 N HIGHWAY 89**

Business TO Business Networking  
Great Fun - Great Food - Great Host

THANK YOU to May Mixer host STATE FARM INSURANCE - another networking opportunity. Penny Hubble and her team put on a great mixer.



### MAY LUNCHEON & MIXER IN REVIEW

CONGRATULATIONS to CHINO VALLEY ELKS LODGE #2242 the May Business/Organization of the Month. The Elks are a nonprofit service club that supports community, especially youth programs.



Thank you to Jim Cabral of Gabby's. The tables looked as if spring flowers were blooming, and the food was excellent. THANK YOU, JIM, for being a great host at our Chamber luncheons.

## MAYOR SPEAKS AT QUARTERLY BUSINESS/EDUCATORS BREAKFAST

THANK YOU to Mayor Jim Bunker for speaking at the May Business/Educators Breakfast. The next Quarterly Business/Educators Breakfast will be August 18, 7:30am-9:00am. Chino Valley Unified School District will host the breakfast.



## WELCOME NEW MEMBERS

**Chino Valley Lioness Club** (returning member)  
P O Box 1006  
Chino Valley  
928-636-0816  
Contact: Helen Larsen  
The Lioness is a fun, nonprofit group that holds events to raise money to help the community.

**21 Ten by Charisma Associates Home Svcs**  
388 W Butterfield Road  
Chino Valley  
303-949-3038  
[www.21Ten.com/MakeItHappen/Info](http://www.21Ten.com/MakeItHappen/Info)  
Contact: Anita Murphy  
21 Ten focuses on helping others in health, wealth, and lifestyle. The company offers products that serve health needs and services that pay customers for their loyalty.

**Alta Vista Retirement Community**  
916 Canterbury Lane  
Prescott 86301  
928-772-6000 [www.avprc.com](http://www.avprc.com)  
Contact: Maggie Greenwood  
A senior living community opening soon.

**Eliot Management Group**  
404 W Broadway Suite 210  
Tempe AZ 85282  
480-694-5638 [www.e-mg.com](http://www.e-mg.com)  
Contact: Cindy Goodrich  
A cost-plus wholesale payment processing company. Services include pin-based debit solutions, secure-check services, and custom gift card programs.

## PRACTICE YOUR GOLF SWING!



GET A FOURSOME READY! The 4<sup>TH</sup> ANNUAL CHAMBER GOLF TOURNAMENT will be on SATURDAY, AUGUST 6, at Antelope Hills Golf Course. This is a fundraiser for the Chamber that begins with "fun" (and should end with fun, too!). As past tournament participants will tell you, you don't have to be an expert golfer.

We have mulligans to keep our golfers from really, really high scores!

You say you don't play golf? How can you participate? Join the Golf Committee - sponsor a hole - provide drawing prizes - round up golf teams - help the day of the tournament. Contact the Chamber to tell us how you will join in.

## QUARTERLY WOMEN IN BUSINESS LUNCHEON

JUNE 24, 2011  
11:30AM – 1:00PM

*BUFFET LUNCH HELD AT*  
**Bonn-Fire Chillin' & Grillin'**  
1665 S Highway 89  
Chino Valley

**\$15 Per Person**  
*(RSVP to the Chamber by 3:00pm,  
Tues., June 21. Payable by cash  
or check at the door)*

Woman TO Woman Business Networking

Great Way to End a Work Week

Fun & Entertaining

Promote Your Business  
Bring Prizes for Drawing

## DID YOU KNOW?

Yavapai County, and Chino Valley in particular, has one of the largest horse populations in Arizona.

The Chino Valley Area Chamber of Commerce has nine members whose businesses include horses.

2011 PLATINUM SPONSORS



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