

JULY 2010

## CHAMBER GOLF TOURNAMENT ON AUG. 7 – HOLE SPONSORSHIPS & TEAMS



There are many ways to participate in the Chamber's 3<sup>RD</sup> ANNUAL GOLF TOURNAMENT on August 7 at Antelope Hills Golf Course.

Get a foursome and play in the tournament. There will be par 3 challenges, hole-in-one prize, mulligans, 50/50 cash drawing, and team prizes.

Hole sponsorships are also available for \$100. Your business name and logo will appear on a hole and will be seen by all the golfers in the Chamber tournament.

Volunteer to help the day of the tournament. We will need hole spotters and registration help. If you don't play golf this is a great way to be on a beautiful golf course and have fun at the same time.

Contact the Chamber and have a golf outing!

## TERRITORIAL CAPITAL DAYS PARADE



The 24<sup>th</sup> Annual Territorial Capital Days Parade will be held on Saturday, August 28, at 9:30am on Road 1 West. The parade will begin at Heritage Middle School and process north, ending at Memory Park. The Marine Corps League Copperstate Detachment was the color guard for the 2009 parade.

The Morning Lions kick off August 28 with their traditional pancake breakfast from 6:00am-9:00am. The Parade starts

at 9:30am. The theme for the 2010 Parade is "Ride the High Plains." Following the parade there will be activities in Memory Park. With both morning and afternoon events, Freeman Farms is hosting the Equistar Horse Show. On Sunday, August 29, Five-M Ranch is hosting a roping event.

The Yavapai College-Chino Valley High Plains Equine Adventure will be held on Saturday, September 4 and Sunday, September 5 on the campus at Old Home Manor. The September 4 events are 4-D Barrel Race and Youth Gymkhana. The September 5 events are an English and Western Horse Show.

The traditional FFA Alumni Corn Dinner will be held on Saturday, September 4 from 3:00-7:00pm at Del Rio Middle School.

Chino Valley Territorial Days has two jam packed weekends in a row. Participate - volunteer - help make this event great for our friends and neighbors locally and those visiting.

## JULY BUSINESS LUNCHEON

WEDNESDAY, JULY 14

11:30AM – 1:00PM

ADMISSION: \$12 PER PERSON

*(In consideration of your fellow chamber members*

**RESERVATION REQUIRED**

*to the Chamber by*

**3:00pm, Tues., July 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

SPEAKER TO BE ANNOUNCED

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

Business of the Month and New  
Member Recognition



IN OBSERVANCE OF THE  
HOLIDAY – OFFICE CLOSED  
MONDAY JULY 5

CELEBRATE OUR INDEPENDENCE & BE SAFE!

## NEWS & NOTES

### BCBS HEALTH CARE REFORM SEMINAR

Health care reform can be a confusing topic. Blue Cross Blue Shield of Arizona is offering a **FREE** seminar about what health care reform means to your business on **THURSDAY, JULY 15, at 7:30am.**

The Chino Valley, Prescott, and Prescott Valley Chambers are pleased to welcome DICK HANNON, Senior Vice President of Blue Cross Blue Shield of Arizona, for an informational health care reform breakfast seminar. Mr. Hannon will be joined by CHUCK BASSETT, Vice President of Government Relations of Blue Cross Blue Shield of Arizona. The seminar is intended to give business owners a better understanding of the short and long term effects of health care reform, along with what it means to a business, whether it has five or 50 employees.

A light breakfast will be served, but **SPACE IS LIMITED.** Registration is done online - **NO phone or walk-in registrations accepted.**

**WHEN: THURSDAY, JULY 15 7:30AM**

**WHERE: PRESCOTT RESORT & CONFERENCE CENTER, 1500 E Highway 69, Prescott**

**COST: FREE**

**RSVP: REGISTER AT**

[www.regonline.com/prescottareachambers](http://www.regonline.com/prescottareachambers)

**NO PHONE OR WALK-IN**

**REGISTRATION**

Please contact the Chamber if you have any questions or need more information. Take the opportunity to attend this helpful seminar.

### WE CAN HELP U, LLC TO HOST BOUTIQUE

We Can Help U is hosting a two-day **WOMEN'S BOUTIQUE, JULY 9 & 10** at 832 Village Circle, Chino Valley (in Parkside Village off Highway 89 & Road 2 South) from 9:00am-6:00pm. New clothing, shoes, purses, jewelry, and more will be for sale at unbelievable savings. For more information, call 928-636-3040.

## GMHCH ANNIVERSARY & GRAND RE-OPENING



GRANITE MOUNTAIN HOME CARE & HOSPICE writes:

*Please drop in and join us at our Open House in celebration of our 5<sup>th</sup> Anniversary of Hospice & the Grand Re-Opening of Our Office on July 21, 2010 from 2:30 - 5:00 pm at the Crossings, 3107 Clearwater Drive, Prescott. R.S.V.P. to Debbie, 445-2522.*

Granite Mountain Home Care & Hospice is also hosting the Chino Valley Chamber Mixer on July 21. *Can't Make it Until After Hours? You are welcome to join us from 5-6:30pm for The Chino Valley Chamber of Commerce Mixer & Ribbon Cutting.*

### MEET THE CANDIDATES

The Central Arizona Chambers' Coalition (CACC) is again hosting a "meet the candidates" evening on **THURSDAY, JULY 29, from 6:00-9:00pm** at the Prescott Resort & Conference Center, 1500 E Highway 69, Prescott. Candidates from recognized parties who have been invited include those running for U.S. Senator; U.S. Representative, Dist. 1; Governor; State Senator and Representatives, Dist. 1; Secretary of State; Attorney General; Corporation Commission; State Treasurer; and, Superintendent of Public Education.

As many as 50 candidates are expected to participate. The format is very straight forward. Each candidate will be provided a table for campaign material. This will be the "booth" from which they can speak to voters one-on-one. Throughout the evening, each candidate (not staff) will be given five minutes at the main microphone. This will be the opportunity for candidates to tell why they are running for office and the highlights of their platforms. The speaking order will be selected at random and the five-minute limit will be strictly enforced. Admission is free and open to the public. The CACC is comprised of chambers from Prescott, Prescott Valley, Chino Valley, Camp Verde, Cottonwood, and Sedona

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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)

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

Charlie Arnold - President  
Southwest Development  
Consultants & Bright Star  
John Morgan - Vice President  
Dean, Yavapai College  
Dr. Leonda Armstrong - Treasurer  
Circle L Animal Hospital  
Larry Anderson - President Elect  
Alliance Home Care  
Dave Barrett - Barrett Propane  
Rhonda Chavez - Wells Fargo  
Advisors  
Robin Christie - Granite Mountain  
Home Care & Hospice  
Dr. Mark Costes - Horizon Dental  
Group  
Kay Jones - Chino Valley Historical  
Society  
Bob Layton - Bob's Complete  
Automotive Repair  
Rick Nichols - Rick Nichols Custom  
Engraving  
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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## ON CHAMPIONS

by  
*Ab Jackson, CEO*



You may remember the recent movie "Ali" starring Will Smith in a wonderful Oscar-nominated performance. Smith captured nicely the Ali charisma and athleticism. Watching the movie brought to mind an Ali ring tactic he called "rope-a-dope."

The idea behind rope-a-dope was to cover up and absorb his opponent's blows until that opponent punched himself out. Ali's best use of rope-a-dope was against George Foreman. Foreman threw so many punches in the early rounds of their title fight that he was dead on his feet by mid-fight, and Ali knocked George out in the biggest upset in ring history.

It's tempting to 'rope-a-dope' in this economy - to cover up until the recession has punched itself out. In our recent Brown Bag Seminar on Leadership in the Non-Profits, we discussed whether it was good management to hire a marketing rep during a recession, or hang on to the cash. While many organizations cut their marketing budgets during down times, our attendees agreed that it was critical for the organization to increase marketing in tough times. Champions shouldn't lay on the ropes.

At the Chino Chamber our Board approved adding a membership/events person to our team. We recently posted the opening. A plus for the person who takes this job-is that Randy King, one of the most successful reps in the history of the US Chamber of Commerce, has agreed to help train our new staff member! Wow-trained by one of the best ever! If you know a person who can fit the description in this newsletter or if you are that person,-please let them know about us!

Back to the Brown Bags. We will be starting the Chino Valley Citizens Academy in September. The Academy is where the future leaders of our community will come to learn Chino 101. I'll have more on the Academy next month.

In August is the Third Annual Chamber Golf Tournament, and at the end of the month the Territorial Days Parade. Entry forms are elsewhere in this newsletter. Please join us! Winter Wonderland VIII is just around the corner as well.

Charlie Arnold begins his second term as Chamber Board President this month. His first term was a time of significant growth and success for our Chamber. Charlie will chair his first Board Meeting of the new fiscal year in our new Chamber Headquarters.

That's right; we are re-locating the Chamber to 175 East Road 2 South. You will remember that location as the former Bronco Homes site. We are excited about the fabulous access, signage, and extra room the location will provide to us. Watch your emails for the announcement of the Grand Opening-Mixer.

Muhammad Ali did win the Heavyweight Championship three times, but he paid a terrible price for using the rope-a-dope tactics. Lying on the ropes is not a good strategy for businesses either. Stop by and let us help you market your business.

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## ADVERTISEMENT FOR SALES REPRESENTATIVE

Advertisement for the Chamber Sales Representative appeared in the *Daily Courier*. Would you be a good fit for such a position with the Chamber? Do you have someone in mind that would be excellent at this position?



**CHINO VALLEY**  
CHAMBER OF COMMERCE

**We Are Growing!**

The Chino Valley Area Chamber of Commerce is searching for an Experienced Sales Representative to sell memberships/ sponsorships and advertising.

**Requirements:**

- ❖ Excellent written and oral communication skills
- ❖ Strong commitment to excellence
- ❖ Strong track record of sales success
- ❖ Prior advertising and membership sales a plus
- ❖ Desire to be part of a winning team
- ❖ Network well within high end venues
- ❖ Positive attitude

Compensation is based on performance - 100% commission position  
To be considered for this ELITE and very prestigious sales position, send cover letter with resume to: **Chino Valley Chamber of Commerce, P.O. Box 419, Chino Valley AZ 86323** or e-mail to: [chamber@chinovalle.org](mailto:chamber@chinovalle.org)

## JULY DATES TO REMEMBER

July 3, 2-6pm, Independence Day Party in the Park  
July 7, 5-7pm, Costco Quad City Mixer  
July 15, 7:30am, Blue Cross Blue Shield Seminar  
July 21, 5-6:30pm Mixer @ Granite Mountain Home Care & Hospice  
July 23, 11:30am-1:00pm, Women in Business Luncheon @ Bonn-Fire Chillin' & Grillin'



## 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.

**Arizona and Growin' Crazy** for providing all the plants for the drawing at the June Mixer.

## JUNE LUNCHEON & MIXER HIGHLIGHTS

Long-time Chamber member **Yavapai Title Agency** was recognized as the June 2010 Business of the Month. Yavapai Title is a local title company located in Chino Valley at 980 N Highway 89. Office manager Leslie Hoffman says contact her, Bev, Chere, or Rhonda for their great customer service. Congratulations Yavapai Title Agency!



Pictured below with Ab, left, and Charlie far right are new members that received membership plaques at the June luncheon. They are ROGER HARLOW, MARK ROGERS (Architect), BARBARA GARCIA (US Bank), STEVE MORRISON (Ralph's Super Service Center), RUSTY BOWERS (Candidate for Congress).

## THANK YOU TO OUR RENEWING MEMBERS

*Northern Office Products  
 Jim Subach  
 American Legion Post 40  
 Sharp Business Systems  
 Chino Rentals  
 Rummel Eye Care  
 Watters Garden Center  
 United Way of Yavapai County  
 Sudz Yur Dudz  
 Dust Busters Janitorial Services  
 Darryl Croft  
 Prescott Area Habitat for Humanity  
 Horizon Dental Group  
 Country West Manufactured Home Park  
 Chino Valley Animal Hospital  
 The Garchen Institute  
 Southwest Development Consultants  
 Bright Star*



Pictured left is DIANA PARTRIDGE (Clear Wireless-Verizon Wireless).

We welcome our new members!

Several members were awarded "I Brung One" mugs for bringing at least one new member to the Chino Valley Chamber. These very cool mugs with the Chamber logo on them are available for purchase. They won't say "I Brung One" but names can be special ordered to put on the other side.

## CHAMBER SCHOLARSHIP 50/50 DRAWING

THANK YOU to **Linda Hatch** and **Gloria Moore** for donating their share of the 50/50 cash drawing back to the Scholarship Fund at the June luncheon and mixer. THANK YOU to **Prudential Northern Arizona Real Estate-Dean Echols** for providing the additional prize at the Luncheon and **Valpak of Northern**

THANK YOU to **Turner & Sons Pump & Windmill** and **Valpak of Northern Arizona** for hosting the June Mixer. LON & CINDY TURNER welcomed Mixer guests to their home's patio with a spectacular view. Pictured below are Lon Turner representing Turner & Sons and Cindy Turner representing Valpak.



**JUNE BUSINESS CARD DRAWING**  
**CONTRIBUTORS**

THANK YOU to those businesses that provided prizes for the business card drawings. It's a great way to let your Chamber partners know about you.

- Jolyne Nichols Cruise Specialist*
- Yavapai Title Agency*
- Cartridge World*
- Bradshaw Mountain Promotions*
- BestFriends General Store*
- Mary Kay Cosmetics - Dede Jackson*
- Tender Hearts Senior Care*
- Rick Nichols Custom Engraving*
- Arizona's Hometown Radio Group*
- Sir Speedy*
- Gabby's Kitchen*
- Gloria Moore*
- Granite Mountain Home Care & Hospice*
- Valpak of Northern Arizona*
- Ralph's Super Service Center*
- Bonnie Casey*
- Growin' Crazy*
- Turner & Sons Pump & Windmill*

Mixer guests are pictured, but the mixer was well attended so the photographer could only get small groups. Make sure you are in the "picture" at the next mixer!



**SERVICE CLUB NEWS**

The Chino Valley Morning Lions, Noontimers Lions, and Lioness elected new officers for 2010-2011. The presidents of each group are pictured below. L-R HELEN LARSON (Lioness), SCOTT REDMON (Noontimers), PENNY HUBBLE (Morning).



The picture in the next column is a scenic view from the Turner's patio. It was a special treat to Mixer attendees to see a panoramic view from Del Rio Springs to Yavapai College.

## WOMEN IN BUSINESS QUARTERLY LUNCHEON

Sponsored by  
ARIZONA'S HOMETOWN RADIO GROUP

FRIDAY, JULY 23  
11:30AM – 1:00PM

ADMISSION: \$12 PER PERSON  
(RESERVATION To The Chamber By  
3:00pm, Tues. July 20)

AT: BONN-FIRE CHILLIN' & GRILLIN'  
1667 S HIGHWAY 89, CHINO VALLEY

GUEST SPEAKER  
DR. SUSAN JOHNSTADT  
YAVAPAI COLLEGE-NAU, PRESCOTT VALLEY  
CAMPUS EXECUTIVE OFFICER  
"WOMEN & HIGHER EDUCATION IN THE  
YAVAPAI COUNTY WORKFORCE"

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

## WELCOME NEW MEMBERS

### **Roger Harlow**

863 S Maple Lane Chino Valley  
928-583-5107

Roger does woodworking as a hobby business, specializing in wood creations, such as bowls, clocks, and tables. Roger is also a JTED Board candidate.

### **US Bank**

1260 Gail Gardner Way Suite 125, Prescott  
928-541-9786

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

Contact: Barbara Garcia

US Bank is the fifth largest bank in the United States. Barbara has 18 years of banking experience and is a financial expert.

### **Absolute Industrial Supply**

389 West Road 2 South #B3, Chino Valley  
928-636-9965

Contact: Jon & Eden Burke

Absolute is a retail store specializing in welding supplies, welding gases, fasteners, tools, and Carhartt & Dickies clothing.

### **Golden Nail-Hair-Tanning Salon**

1021 N Highway 89 #110, Chino Valley  
928-636-1516

Owner: Long-Nguyen

Call Crystal to make an appointment for your salon needs.

### **Warren's Hay-N-More Inc.**

694 N Highway 89, Chino Valley  
928-636-1303

Contact: Gary & Chere Warren

Warren's carries hay & feed and livestock & pet supplies. And, they have delivery service.

## SHARLOT HALL MUSEUM ISSUES CALL FOR PERFORMERS

Folk musicians of every ilk and age are invited to apply for the opportunity to perform at Sharlot Hall Museum's 32<sup>nd</sup> annual Folk Music Festival set for October 2 & 3 at the Museum. The Folk Music Festival is the oldest such event in Arizona, and is a kindred gathering of folk and acoustic musicians, singers, storytellers, and dancers.

Applications are available online at [www.sharlot.org/folkartsfair.sharlot.org/form.pdf](http://www.sharlot.org/folkartsfair.sharlot.org/form.pdf) or by phone at 928-445-3122, ext. 34, or at the front desk of the Museum, 415 W Gurley Street, Prescott. The deadline for submitting applications is Sunday, August 15. A dedicated stage for young folk musicians is planned so those under 18 years old are encouraged to apply for a performance time.

## JULY BROWN BAG LUNCH SEMINAR

The July Brown Bag Lunch Seminar will be held on JULY 28 from 11:30am-1:00pm in the Chamber Board Room. The topic is a continuation of leadership skills. The lunch is FREE, but SPACE IS LIMITED - so reserve your space before it's gone!

**JULY MIXER**  
**JULY 21 5:00pm-6:30pm**

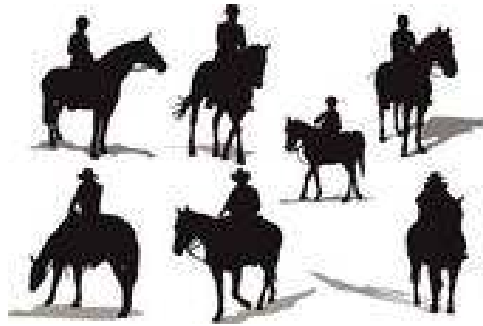
HOSTED BY  
**Granite Mountain Home  
Care & Hospice**

At the Crossings  
3107 Clearwater Drive, Prescott

GRAND RE-OPENING & RIBBON CUTTING!

*50/50 Scholarship Fund Cash Drawing  
Business Card Drawing & Prizes  
Join the Festivities With a Great Host!*

CHINO VALLEY, ARIZONA  
24<sup>TH</sup> ANNUAL TERRITORIAL CAPITAL DAYS PARADE  
SATURDAY, AUGUST 28, 2010



*Ride the High Plains*

PARADE APPLICATION

PLEASE Print

ENTRY NAME \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

MAILING ADDRESS (street, city, zip code) \_\_\_\_\_

PHONE # \_\_\_\_\_ EMAIL \_\_\_\_\_

ENTRY TYPE (float, car, etc) \_\_\_\_\_ ESTIMATED LENGTH \_\_\_\_\_

BRIEF DESCRIPTION \_\_\_\_\_

CATEGORIES: (circle one)

Commercial

Non-Commercial

Mounted Animals

Marching

Classic Vehicles

Classic Machinery

Not Judged

WILL YOU HAVE ANY OF THE FOLLOWING?

Music: Yes No

Loud Noises: Yes No

WILL YOU PERFORM FOR THE JUDGES? Yes No

APPLICATION DEADLINE: **Friday, August 20, 2010 4:30pm**

THE CHAMBER ACCEPTS CASH, CHECK, VISA, OR MASTERCARD FOR \$10 ENTRY FEE

MAKE CHECKS PAYABLE TO: Chino Valley Area Chamber of Commerce

SEND APPLICATION & APPROPRIATE FEES TO:

Chino Valley Area Chamber of Commerce

P O Box 419, 448 N Highway 89 Suite I

Chino Valley AZ 86323

Phone: 928-636-2493

OR

Chino Valley Parks & Recreation Department

P O Box 406, 1615 North Road 1 East

Chino Valley AZ 86323

Phone: 928-636-9780

Fax: 928-636-1433

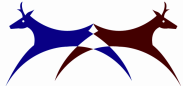
## 2010 PLATINUM SPONSORS



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

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**CHINO VALLEY**  
CHAMBER OF COMMERCE



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