

NOVEMBER BUSINESS LUNCHEON

WEDNESDAY, NOVEMBER 10
11:30AM – 1:00PM

ADMISSION: **\$12 PER PERSON**
FOR CHAMBER MEMBERS
WITH RESERVATIONS
\$15 PER PERSON

FOR NON-CHAMBER MEMBERS
& ALL WITHOUT RESERVATIONS
*(Reservations to the Chamber by
3:00pm, Tues., Nov. 9. 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

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

displays. This is a great way to purchase last minute one-of-a-kind Christmas gifts. Applications and rules for selling items are available from the Chamber - either by phone or email.

This year's Hometown Christmas chairperson, Leonda Armstrong, will also be signing up performing and singing groups and choirs to perform on one or both of the days of the event. Please let the Chamber know if you have such a group.

The form for submitting a tree or display is located on the last page of this newsletter, or contact the Chamber to have any of the forms emailed to you. All forms are available at the Chamber office.

CHAMBER SELECTS NEW BOARD PRESIDENT



At the Board of Directors meeting on October 6, 2010, JOHN MORGAN, Dean, Yavapai College, Chino Valley, was elected as Board President. John has been a Board member for two years. John is a long time Chino Valley resident and with his experience brings a wealth of knowledge about business, government, and community to his presidency. John has served as the Issues person for the Board and as a Tourism Committee member.

In the picture above John speaks to October Business Luncheon attendees. He told the audience that he bring a different kind of presidency than his predecessors and he looks forward to guiding the Chamber through the next few months.

THANKSGIVING HOLIDAY HOURS

The Chamber office will close at 12:00pm on WEDNESDAY, NOVEMBER 24 and be closed for THANKSGIVING through November 28. Normal office hours, 9:00am-5:00pm, will resume MONDAY, NOVEMBER 29. Have a safe Thanksgiving holiday.



HAPPY THANKSGIVING

HOMETOWN CHRISTMAS COMING

Decorate a tree, make a display. The Chamber and Chino Valley Parks & Recreation are hosting **CHINO VALLEY HOMETOWN CHRISTMAS** on **DECEMBER 17 and 18** at HERITAGE MIDDLE SCHOOL. This is a community event with no admission charge for the viewing public.

Are you a crafter? Know any crafters? "TWAS THE WEEK BEFORE CHRISTMAS CRAFT FAIR" will be held in conjunction with the Christmas trees and
(continued next column)

NEWS & NOTES

SIR SPEEDY WELCOMES MARKETING CONSULTANT

SIR SPEEDY PRINTING, MARKETING SERVICES, & DOCUMENT SHREDDING recently announced new staff person, ANNE-MARIE SZABO, as their marketing consultant. Anne-Marie's previous years of experience in printing, insurance, and publishing round out her talents for helping local businesses grow awareness, sales, and marketing strategies and programs with creative resources and cutting edge technology.

"Marketing has already become a way of life for some business owners and should become a top priority for all," states Sir Speedy owner, Ken Coleman. "Sir Speedy is the perfect business partner to take you there. ...everything under one roof."

Anne-Marie Szabo will be zipping around the quad-city area in the red "Sir Speedy" car. She can be reached at 928-776-4332 for an appointment.

NEW BUSINESS RIBBON CUTTINGS

Pictured below is the ribbon cutting at BODY LANGUAGE STUDIO.



Pictured below is the ribbon cutting at CONEYS.



THANKS!
WE COULDN'T HAVE DONE
IT WITHOUT YOU

*Bonnie & John Hayes
Bill Livernois
Susan & Mike Tobey
Chuck Harper
Debbie Turner
Ron Turner
Sherry Duggan*

FROM DIRECTOR OF VOLUNTEERS



*Roget's
Thesaurus
defines a
volunteer as
"someone who
offers his/her
services freely."*

The Chamber is very fortunate to have so many people who do just that! From serving on the Board of Directors to committees to front desk greeters and newsletter helpers, many people have given their time, talents, and treasures to the Chamber. A special THANK YOU to MIKE and SUSAN TOBEY and BONNIE and JOHN HAYES for pulling weeds and mowing the grounds. The Chamber is growing in large part because of all your efforts, as well as Ab and Linda's daily commitment to the Chamber and the Town. Collectively, all of you have taken ownership of the success of the Chamber. THANK YOU!!

This is just a sample of the many ways volunteerism has helped the Chamber. We still have more to do. There is a consistent need for volunteers. If you know of persons interested in volunteering, please have them contact me at the Chamber. Recruitment is ongoing.

I would like to extend a personal word of thanks to Ab and Linda for openly welcoming me as a member of the team. THANK YOU!

Eric Spurgeon

*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

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
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 - Councilman, Town
of Chino Valley
John Scholl - Chino Valley Unified
School District

Chamber Staff

Ab Jackson - Chief Executive
Officer
Linda McFarland - Office Manager
Eric Spurgeon-Director of
Volunteers

Mission Statement:

*To promote economic growth,
serve as a voice for the business
community, and enhance the
quality of life for Chino Valley.*

ON CRASH & URGENCY

by
Ab Jackson, CEO



You may recall this wonderful scene from “*Bull Durham*.” The Bulls are in a losing streak and the manager asks his new veteran catcher, Crash Davis, what to do. Davis replies, “Scare them. They’re kids, scare them.” In other words he was saying to **give it some**

urgency! So the manager takes an armful of bats and throws them into the showers with the players and then gives this speech:

“Look at yourself. You lollygag the ball around the infield, you lollygag in and out of the dugout. What’s that make them Larry?”

Assistant-Coach Larry responds, “Uh, lollygaggers.”

“Lollygaggers! What’s our record Larry?”

“8 and 16.”

“8 and 16. How’d we win 8 games?”

“It’s a miracle.”

“It’s a miracle. This is a simple game. You throw the ball. You hit the ball. You catch the ball. Got it?”

Rather than scare the players, the speech created a real urgency on the part of the players and they went on a winning streak. Creating a sense of urgency was important for the Bulls.

Creating a sense of urgency is important for your team too. We don’t have the luxury of lollygagging in the workplace. We need to approach the business environment with a sense of urgency.

John Kotter’s new book, *A Sense of Urgency*, is a follow up to his best selling *Our Iceberg is Melting*. In the book Kotter offers four tactics for maintaining a sense of urgency:

Tactic 1: Bring the Outside In. When people cannot see outside opportunities, complacency grows. Last month Randy King of the Chamber Enhancement Group was in town to market our beautiful Enhancement Center. I always enjoy having Randy around for a week because he has so much insight from his years of working in the Chamber world. Randy is in a different Chamber each week and his observations and suggestions for the success of our Chamber are appreciated. Well done, Randy!

Tactic 2: Behave with Urgency *Every Day*. True urgency involves speaking with passion, moving

with speed, and matching words with deeds. Robin Christie is chairing Winter Wonderland again this year. She and her committee are passionately working hard to make this the best WWL ever! Well done Robin!

Tactic 3: Find Opportunity in Crisis. A good example of this tactic is our Citizen’s Academy created to fill a real need for leadership in our community. Prescott Valley Assistant Town Manager, Ryan Judy, has shared freely with us on how to make an academy successful. Chuck and Debbie Harper from Circle C Construction are helping with the remodel of the buildings which is to become the Academy and Chamber Board room. Thanks Ryan, Chuck and Debbie!

Tactic 4: Deal with NoNos. NoNo is a character in *Our Iceberg-Is Melting*. NoNos often badmouth new ideas no matter how beneficial they might be to the majority of people. Among other objections, some NoNos have been protesting the KOA campground based on the size and quality of motor homes using the park. An example of dealing with NoNos is the open house the KOA folks recently held at Gabby’s. There were actual motor homes on display to demonstrate the type and size of recreational vehicles the park would be receiving. Experts dealt politely with any and every question about the project. The open house drew hundreds! Well done Jack and Charlie.

I highly recommend *A Sense of Urgency* for your success library.

In other Chamber news, John Morgan was recently elected by our Chamber Board as our new President. As you know John is Dean of Occupational Technology for Yavapai College here in Chino Valley. We are excited to have John’s experience and leadership. Well done, John! Winter Wonderland is on November 6. Hometown Chino Christmas is December 17 and 18. We hope to have the Citizen’s Academy operational by November. Busy times at the Chino Valley Chamber!

Near the end of “*Bull Durham*,” Nuke LaLoosh, who has been mentored by Crash Davis, makes it to the big leagues. Nuke is giving his first major league interview, “A friend of mine used to say, ‘This is a very simple game. You throw the ball, you hit the ball, you catch the ball.’”

And do it with urgency!



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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 arizonabbb.org or call (928) 772-3410.

THANK YOU to CLIFF AYRES (center above), of DRAKE CEMENT, the October Business Luncheon keynote speaker. Cliff reported that Drake Cement will be operational shortly. He talked about the businesses expecting to locate at Drake Cement. Part of the exciting news is the impact the BSNF railroad spur will have for cost saving, regional shipping. Cliff invited luncheon attendees to contact the Drake Cement office for information or to request a tour.



OCTOBER LUNCHEON HIGHLIGHTS

Great supporters of the Chamber - great supporters of community, that describes TENDER HEARTS SENIOR CARE, October Business of the Month. Tender Hearts provides services throughout Yavapai county to help seniors maintain the activities of daily living while remaining independent in their own homes. Tender Hearts Senior Care can be reached at 928-777-2394, or visit their website at www.tenderheartsseniorcare.com. Congratulations Tender Hearts.



QUARTERLY BUSINESS/EDUCATORS BREAKFAST

THURSDAY, NOVEMBER 18
7:30AM - 9:00AM

\$10 PER PERSON

*(Please make reservation
to the Chamber
by **Tues. Nov. 16**. Admission
charged whether eating or not.)*

KEYNOTE SPEAKER
DENNIS GARVEY
"Impact of the Aging Worker"

BREAKFAST BUFFET
AT
GABBY'S KITCHEN BANQUET HALL
2235 S HIGHWAY 89, CHINO VALLEY

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 (In the Prescott Valley Plaza)



Mary Bauer speaks to Women In Business in the picture above.

Pictured with John Morgan (far left, back) and Ab Jackson (far right, back) are members receiving membership plaques at the October Business Luncheon. Pictured front row left to right are: Marilyn "Dinny" Henze; (WESTERN COMMERCIAL FUNDING); Ron Turner (TURCO ASPHALT SEALING); Diana Schmelzer (BODY LANGUAGE STUDIO). Pictured in the back row left to right are: Darrell Wallace (WESTERN COMMERCIAL FUNDING); Nick Malouf (MALOUF CONSTRUCTION); Dean Echols (THE WINDMILL HOUSE).



WOMEN IN BUSINESS LUNCHEON

THANK YOU to ARIZONA'S HOMETOWN RADIO GROUP for sponsoring the Quarterly Women In Business Luncheons in 2010.

The fourth quarterly luncheon for 2010 was held in October. THANK YOU to MARY BAUER of Arizona's Women Education & Employment (AWEE) for speaking at the luncheon. Mary talked about many of the services AWEE offers to women looking to rejoin the workforce. AWEE has programs that help women, for example, prepare a resume, update skills, and even find clothing suitable for the workplace. In response to questions about job opportunities, Mary told her audience that the job market was tight and it is more important than ever to keep a resume updated and make sure it emphasizes the skills required for the job. See photos in the next column.



Pictured above are Mary Bauer and Sandy Moss of Arizona's Hometown Radio Group. THANK YOU to SANDY MOSS for being our hostess at Women In Business Luncheons.

OCTOBER MIXER AT WINDMILL HOUSE

The October Mixer was held at The Windmill House and co-hosted by BONNIE CASEY, JOLYNE NICHOLS CRUISE SPECIALIST, RICK NICHOLS CUSTOM ENGRAVING, and TOM'S PRINT SHOP. THANK YOU to all for providing fun, great music, and wonderful food.

THANK YOU to Ken Coleman from SIR SPEEDY for donating his share of the 50/50 cash drawing back to the Chamber scholarship fund. THANK YOU to WARRENS HAY-N-MORE for providing the second prize for the 50/50 drawing. In honor of the season, Warrens brought a h-u-g-e box of chocolate. Mixer pictures on following page.

Check out the Mixer pictures below.



THANK YOU FOR PROVIDING PRIZES!!

These members provided prizes in October.

- Yavapai Title Agency Tom's Print Shop*
- Mary Kay Cosmetics-Dede Jackson*
- Granite Mountain Home Care & Hospice*
- Arizona's Hometown Radio Group*
- Cartridge World Drake Cement*
- Bonnie Casey BestFriends General Store*
- Rick Nichols Custom Engraving*
- The Windmill House Freeman Farms*
- Tender Hearts Senior Care*
- Jolyne Nichols Cruise Specialist*
- Bright Star RV & Mini Storage*
- Herman & Lily's Sir Speedy*
- Warrens Hay-n-More Safeway Food & Drug*
- Valpak of Northern Arizona*

WELCOME NEW MEMBERS

The Windmill House (returning with new manager)
 1460 W Road 4 North
 Chino Valley 86323
 928-636-1700 www.windmillboys.com
 Contact: Dean Echols
 Hospitality & event venue. Hosts Wednesday night
 barbecue & Friday night fish fry.
 (new members continue next column)

Coneys

856 S Highway 89
 Chino Valley
 928-420-3560
 Contact: Steve & Chris Anderson
 Self-serve soft serve frozen yogurt with toppings &
 Chicago style hot dogs.

Edward Jones Investments

609 E Gurley St
 Prescott 86301
 928-636-4389 www.edwardjones.com
 Contact: Ed Schambach
 Provider of personal and business financial planning.
 Contact Ed for custom plans.

Horses With H.E.A.R.T., Inc

P O Box 2427
 Chino Valley
 928-636-6189 www.horseswithheart.org
 Contact: Helen Collins
 Nonprofit with a mission to provide a safe and
 enjoyable equine experience for people with
 disabilities.

Schwan's Home Service

2995 N Highway 89
 Chino Valley
 928-636-4749 www.schwans.com
 Contact: Patrick Taft
 Deliver frozen foods to residences and businesses
 that use heated snacks.

Yavapai Broadcasting (returning & new contact)

8028 Highway 69 Suite 102
 Prescott Valley 86314
 928-775-5200 www.myradioplac.com
 Contact: Sue Sammarco
 Radio and TV media throughout Yavapai County.

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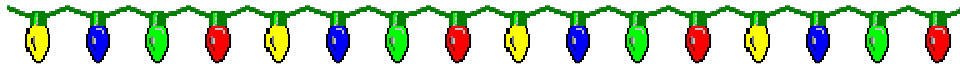

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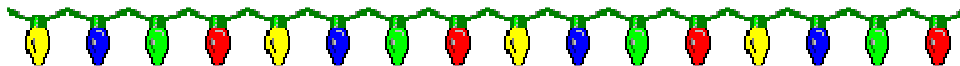


HOSTED BY CHINO VALLEY CHAMBER OF COMMERCE
CHINO VALLEY HOMETOWN CHRISTMAS



December 17, 2010
4:00pm – 8:00pm
December 18, 2010
3:00pm – 8:00pm

Heritage Middle School Gymnasium
Road 2 North & Road 1 West, Chino Valley



DECORATE A HOLIDAY TREE - \$10 PER ENTRY
CREATE A HOLIDAY DISPLAY - \$20 PER ENTRY

SUBMIT FORM TO: Chino Valley Chamber of Commerce
175 E Road 2 South P O Box 419 Chino Valley AZ 86323
Phone: 928-636-2493 Email: chamber@chinovalley.org

ENTRY COMMITMENT FORM

(NOTE: Artificial Trees Only Please)

SET UP TIME: 6:00PM-9:00PM, THURSDAY, DECEMBER 16, 9:00AM-1:00PM, FRIDAY, DECEMBER 17

TAKE DOWN TIME: 8:00PM-10:00PM, SAT., DEC. 18

**ELECTRICITY IS LIMITED TO LOW WATTAGE, DECORATIVE LIGHTING, SUCH AS CHRISTMAS TREE LIGHTS.
ANY OTHER ELECTRICAL REQUIREMENTS MUST BE REQUESTED AND APPROVED IN ADVANCE.**

Entry Name _____

Contact Info: Name _____ Phone # _____

Address _____ Email _____

Tree Title *(If Applicable)* _____

Display Name *(If Applicable)* _____

Category *(Circle One)* Non-Profit Commercial Private School Display

2010 PLATINUM SPONSORS



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CHAMBER OF COMMERCE
175 E ROAD 2 SOUTH
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CHINO VALLEY AZ 86323

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