

## DECEMBER HOLIDAY LUNCHEON

WEDNESDAY, DECEMBER 14  
11:30AM – 1:00PM

**ADMISSION: \$15 PER PERSON**

*(Reservations to the Chamber by 2:00pm, Tues., Dec. 13. Because this is a restaurant, admission will be charged whether eating or not.)*

## VOLUNTEER OF THE YEAR RECOGNIZED

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

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

*Celebrate the Holiday Season  
As We Recognize Our Many  
Volunteers of 2011*

## 2012 MIXER DATES STILL AVAILABLE

The Chamber is compiling the After Hours Mixer Schedule for 2012. Hosts for Mixers are awarded on a first come basis. Many times businesses partner with each other - it's a good way to promote your business, allows businesses with limited space to participate, and the cost of hosting can be shared.

Contact the Chamber as soon as possible so your choice of dates isn't gone. We still have some open dates in 2012, so please contact the Chamber to see if a date you like is still available. Even if you have indicated you would like to host in 2012, please make it official and contact the Chamber so we don't have a Mixer "mix-up." Phone #: 928-636-2493. Email address: [chamber@chinovally.org](mailto:chamber@chinovally.org).

## HOMETOWN CHRISTMAS DEC. 16 & 17



Decorated trees, music, and last minute Christmas gifts can be found at Hometown Christmas this year. **Hometown Christmas** will be from 3:00pm-8:00pm on **December 16** and **December 17** at Heritage Middle School Gymnasium, Road 2 North & Road 1 West. Decorate a holiday tree or create a holiday display to participate in the beautiful and fun tree displays open to the public for viewing. Awards will be given in each category of trees and displays. Challenge last year's winners by doing a tree or display of your own.

A variety of musical performers will provide entertainment throughout both days. Do you know a group or belong to a group that would like to participate? Contact the Chamber very soon because those spaces are nearly gone.



Weather permitting, Santa & Mrs. Claus will arrive at Heritage Middle School by helicopter at 4:00pm on Friday and Saturday. Guidance Aviation will provide the helicopter and for \$25 passengers can have a ride over Chino Valley. Space is limited so please contact the Chamber to get the form to participate. What a fun gift for someone who would like to fly in a helicopter!



As we did last year, craft vendors will be in part of the gym so you can find unique and original items for last minute Christmas shopping. . .or, maybe something really fun for yourself.

Whether you bring a tree, perform, or just come to the event, we think you will find this year's Hometown Christmas the best yet.

## 2011 PLATINUM SPONSORS

ARIZONA'S HOMETOWN RADIO GROUP  
APS (ARIZONA PUBLIC SERVICE)  
BLUE CROSS BLUE SHIELD OF ARIZONA  
CIRCLE L ANIMAL HOSPITAL  
DRAKE CEMENT  
GRANITE MOUNTAIN HOME CARE & HOSPICE  
PRESCOTT TRUE VALUE  
TOM'S PRINT & SIGN

## NEWS & NOTES

### LOCAL LETTER CARRIERS & KPPV SET FOOD COLLECTION RECORD

Local Letter Carriers announced the result of the "Help Stamp Out Hunger Food Drive." Approximately 45,500 pounds of food was collected - a record. "Outstanding" said KPPV President Sanford Cohen, "People really stepped it up this year and we are grateful."

Letter Carriers picked up donations at residents mailboxes in Prescott, Prescott Valley, and Chino Valley, while KPPV staff performed simultaneous broadcasts from Safeway stores in all three cities while acting as collection points for the Food Drive. The food collected was distributed to local food banks including Chino Valley Food Bank, Community Cupboard of Prescott, Yavapai Food Bank, and Saint Vincent DePaul Food Bank of Prescott Valley.

### 50/50 CASH DRAWING MONEY GIVEN BACK

THANK YOU to **Jolyne Nickle** of United Disposal and **Jim David** of Circle L Animal Hospital for giving back to the Chamber their share of the 50/50 cash drawing at the November Luncheon and Mixer.

### NACOG RECEIVES AWARD

The Governor's Statewide Development Conference, Northern Arizona Council of Governments (NACOG) was awarded a 2011 Governor's Excellence in Economic Development Award for the innovative Business Assistance Center (BAC). NACOG accessed funding provided by the Governor's Council on Workforce Policy and partnered with Yavapai College to support new, expanding, and retention of small business in Yavapai County. In the first year the BAC created over 250 jobs with 420 businesses

## BOB'S C.A.R. MAKES DONATION



**Bob's Complete Automotive Repair** place of business donated the proceeds from \$20 on the 20<sup>th</sup> to the Chamber Scholarship Fund.

Each month Bob's C.A.R. selects a nonprofit or other worthy cause to receive the proceeds from oil changes done on the 20<sup>th</sup> of the month - great for business and great for the community. Thank you BOB LAYTON!

### HERITAGE PARK ZOOLOGICAL SANCTUARY HOSTS SANTA WITH THE ANIMALS

On Sunday, December 11, Heritage Park Zoological Sanctuary will be hosting Santa With the Animals from 1pm - 3pm. Santa will bring presents to the animal residents, pose for photos, and pass out treats. The event is free with the price of admission: \$8 for adults, \$5 for children 3-12 years, children under 3 and HPZS members are free. The Sanctuary is open from 10am-4pm. Contact information for HPZS is on the web: [www.HeritageParkZoo.org](http://www.HeritageParkZoo.org), 1403 Heritage Park Road, Prescott, phone # 928-778-4242.

HPZS is a local not-for-profit wildlife sanctuary and conservation triage staging facility for injured wild animals.

**CHAMBER OFFICE  
CLOSED**

**Friday, December 23  
Monday, December 26  
For Christmas Holiday**

**Monday, January 2, 2012  
For New Year Holiday**

**MERRY CHRISTMAS  
HAPPY NEW YEAR**

*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)

#### **2011-2012 Board of Directors**

Dr. Leonda Armstrong - President  
Circle L Animal Hospital  
Robin Christie - Secretary  
Granite Mountain Home  
Care & Hospice  
Kay Jones - Treasurer  
Chino Valley Historical Society  
Tom Payne - President Elect  
Tom's Print & Sign Shop  
Larry Anderson - Alliance Home  
Care  
Dave Barrett - Barrett Propane  
Rhonda Chavez - Wells Fargo  
Advisors  
Dr. Mark Costes - Horizon Dental  
Group  
Darryl Croft-Town of Chino Valley  
Leslie Hoffman - Yavapai Title  
Agency  
Bob Layton - Bob's Complete  
Automotive Repair  
John Morgan-Yavapai College  
Chino Valley, Dean  
Rick Nichols - Rick Nichols Custom  
Engraving  
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.*

## ON CLAUSES

by  
*Ab Jackson, CEO*



You probably have your own list of favorite holiday movies. Your first tier might include the classics like *A Christmas Carol*, *It's a Wonderful Life*, *Miracle on 34<sup>th</sup> Street*, and *The Christmas Story*. That list could be followed by *The Bishop's Wife*, *White Christmas*, *Holiday Inn*, and *Christmas in Connecticut*. The third tier might include newer movies like *National Lampoon's Christmas Vacation*, *Elf*, *The Polar Express*, and *The Santa Clause*.

*The Santa Clause* is about an ordinary man who accidentally causes Santa Claus to fatally fall from his roof on Christmas Eve. The man, Scott Calvin, played by Tim Allen, finds a card in Santa's pocket (the *Clause*) that contractually obligates him to take Santa's place. For the rest of the movie Scott, I mean Santa, experiences the peaks and valleys of being St. Nick.

I finally got my copy of Spenser Johnson's Peaks and Valleys. It is a terrific book on coping with change. Johnson, you will remember also wrote Who Moved My Cheese and (co-authored) The One Minute Manager. Johnson reminds us in his book to relax, knowing that Valleys eventually end and Peaks return.

As you know, we've had a few peaks and valleys this year at the Chamber. Ice, then lightening, and then wind storms cost us thousands in repairs. Linda McFarland has been ill most of the year. Bob Kaecker passed away leaving a legacy impossible to fill. We still haven't finished converting our garage. Elections in Chino Valley were divisive.

On the other hand our Peaks have included two successful Citizens Academies. Over 50 people attended the Academies in January/February and September/October. Then there was the very successful radio venture-"Talk of the Town-Chino Valley" on KQNA. By the end of this month, over 100 people will have been guests on the program. Thanks to Sanford Cohen of Arizona's Home Town Radio for the opportunity to do "Talk of the Town."



Incredible Drake Cement opened. And, what about that KOA? That certainly qualifies as a Peak, doesn't it? Rick and Jolyne Nichols chaired a very successful Winter Wonderland. Jim David and team delivered another great golf tournament (special thanks to Rep. Karen Fann for her contribution). Dean Echols and Susan Tobey were great pirates at Casino Night. Dave Barrett and Committee brought in well over 1,000 people at the Business Expo.

Chino Valley Lions and Lionesses stepped up and help us continue the Territorial Days Parade and Home Town Christmas.

Johnson says in Peaks and Valleys that in order to stay on a Peak longer, "Be humble and grateful. Do more of what got you there. Keep making things better. Do more for others. Save resources for your upcoming Valleys."

We are especially grateful for our 2011 Platinum Sponsors-Tom's Print Shop, Prescott True Value, Blue Cross-Blue Shield, APS, Granite Mountain Home Care & Hospice, Circle L Animal Hospital, and Arizona's Home Town Radio Group.

We are grateful for our Chamber Leadership-Chairman Leonda Armstrong, Past Chair John Morgan, Chair-Elect Tom Payne, Secretary Robin Christie, Treasurer Kay Jones, Board Members Mark Costes, Leslie Hoffman, Dave Barrett, Larry Anderson, Rhonda Chavez, John Scholl, Darryl Croft, Rick Nichols, and Bob Layton.

We will try to do more of what got us to the Peak and do a better job saving resources for the inevitable Valleys. We will also try do develop even more reasons for you to be a part of the Chino Valley Area Chamber of Commerce.

Merry Christmas and Happy New Year!

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

We thank the following people who helped the Chamber the past month in a variety of ways.  
THANK YOU!

*Bonnie Keith  
Kay Jones  
Steve Hammett-The PC Repairman  
Nancy Best  
Velma McCall  
Bill Livernois - Big Sky Plumbing  
Bonnie Hayes - Sunshine Clean Team  
Sally & Smokey Riner  
Rick Nichols*

## DO YOU HAVE WHAT WE NEED?

Many thanks to **Randy & Laura LeBlond** for donating another computer to the Chamber, and **Steve Hammett** for loading on the software. We now have a computer, but are in need of a flat screen monitor. Our desks are small, but the monitor sits on one and a CRT monitor takes up too much desk space for a person at the desk to work efficiently. Contact the Chamber if you have a monitor to give.

## PEOPLE WHO CARE MOVES

People Who Care has changed location. The office is now located at 735 E Road 1 South at the Chino Valley United Methodist Church. The phone number stays the same - 928-636-3295. See the attached flyer regarding the Chino Valley Community Loan Closet.

## WELCOME NEW MEMBERS

### **Asphalt Paving & Supply**

2425 N Glassford Hill Road

Prescott Valley 86314

928-772-6363 [www.asphaltpavingsupply.com](http://www.asphaltpavingsupply.com)

Contact: Chris Graff

Besides paving, expertise includes construction of private driveways and residential developments, and DOT and FAA projects.

### **Alarm Connection**

1038 Commerce Drive

Prescott 86305

928-445-1609 [www.communicationcenteronline.com](http://www.communicationcenteronline.com)

Contact: Rowle Simmons

Install and service security systems and fire systems. Provide medical alert systems and install closed circuit camera systems.

### **Ron and Cecilia Grittman**

P O Box 1047

Chino Valley 86323

928-830-4597

Individual membership

### **Abrio Care**

2485 N Great Western Dr G-2

Prescott Valley 86314

928-772-8866

Contact: Marsha Douglas

Abrio provides non-medical home care. Services include personal care, housekeeping, meal preparation, and pet assistance.

## 110% CLUB MEMBERS

*Chino Valley Mini Storage  
Ron & Cecilia Grittman*

## THANK YOU TO OUR RENEWING MEMBERS

CHINO VALLEY MINI STORAGE  
DRAKE CEMENT  
WALGREENS

## NOVEMBER LUNCHEON & MIXER

THANK YOU to Representative **Andy Tobin** for keynoting the November Luncheon. As Speaker of the House for Arizona's House of Representatives, Andy has first-hand knowledge of the issues facing our state. Rep. Tobin is pictured below speaking to luncheon attendees.



CONGRATULATIONS to **Warren's Hay-n-More** November Business of the Month. Pictured L-R below are owners Gary & Chere Warren and two staff members.



New members receiving membership plaques are **Laura Hungerford** and **Deborah Mainville-Knight**. Some of our 110% Club members received mugs to thank them for going the extra 10%. Receiving 110% Club mugs are: L-R **Al Gotland, Dean Echols, Ab Jackson, Rhonda Chavez,** and **Kay Jones**. See pictures on the next page.



Laura Hungerford pictured with Tom Payne of Tom's Print & Sign.



Mixer attendees with some of the C-Tech equipment in the background.



Deborah Mainville-Knight pictured with Tom Payne



John Morgan speaking about C-Tech.



## NOVEMBER MIXER HIGHLIGHTS

THANK YOU to **John Morgan**, Dean of Yavapai College in Chino Valley, Prescott Valley, and C-Tech, for hosting our November Mixer at the C-Tech location. C-Tech provides classes for a number of skills such as CNC machining, welding, and automotive. See pictures in the next column.

**REMINDER:** There is NO Mixer in December. The next After Hours Mixer will be on January 18, 2012 at Anytime Fitness, 759 N Highway 89, Chino Valley.

THANK YOU to the following businesses that provided prizes for the business card drawing.

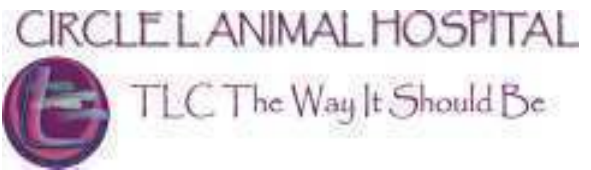
- Yavapai College
- Rick Nichols Custom Engraving
- Big Sky Plumbing
- Cartridge World
- Yavapai Title Agency
- Big Daddy E's BBQ & Catering
- Yavapai College-NAU



2011 PLATINUM SPONSORS



An Independent Licensee of the Blue Cross and Blue Shield Association



A PROFESSIONAL HEALTHCARE COMPANY



**Psst**  
**have**  
**you**  
**heard?**



You **CAN** Get Banking Services **WITHOUT** the **BIG BANK** Charges

Credit Union West is the **BEST ALTERNATIVE** to high fees, high loan rates and low service banking options

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● **FREE Checking**  
with no minimum balance

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Membership is open to anyone who lives, works or worships in Yavapai or Maricopa Counties and to family members of existing members. New Credit Union West accounts opened pursuant to the USA PATRIOT Act and are subject to our normal approval process. Credit report must remain in credit union possession. All loan rates and approvals based on credit qualifications and performance. Certain restrictions apply. See a Member Service Officer for complete details. Programs subject to change without notice.



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the Equal Credit  
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## SMALL BUSINESS CLASSES



**Learn how to build and maintain a successful small business in today's tough market. These courses are part of the College's Small Business Entrepreneurship Certificate Program.**

### ENTREPRENEURSHIP (BSA 221) Thursdays

*Here is your opportunity to learn how to run your own business.*

Introduction to the management and leadership factors necessary to opening and operating a business. Emphasis on writing and analyzing business plans, developing marketing strategies and raising capital to start a new business.  
(3 credit class)

Begins Jan. 18.....ends May 8, 2012  
(5:30 pm to 8:15 pm)

### **TO REGISTER:**

Go to Yavapai College web site  
[www.yc.edu](http://www.yc.edu)

Co-sponsored by Yavapai College and the Yavapai College Small Business Development Center (SBDC).

### Five-week courses

5:30 pm to 8:15 pm – Prescott Campus, 1100 E. Sheldon St.  
Courses are only \$67 per credit hour

#### **SBE 201 – Small Business Entrepreneurship**

Wednesdays, January 18 to February 15, 2012  
Analysis of the practical aspects of creating and managing a small business - emphasis on management, leadership, etc.

#### **SBE 209 – Small Business Tax Issues**

Thursdays, January 19 to February 16, 2012  
An analysis of IRS rules and regulations as they relate to small business, including strategies for minimizing tax liabilities.

#### **SBE 214 – Social Media and Mobile Marketing for Business**

Thursdays, January 19 to February 16, 2012  
How and when to use social media and mobile marketing as part of a small business marketing strategy.

#### **SBE 203 – Small Business Accounting Principles**

Tuesdays, January 24 to February 21, 2012  
Interpretation of accounting and financial statements and their relationship to the health of a small business.

#### **SBE 202 - Small Business Marketing**

Wednesdays, February 22 to March 28, 2012  
Analysis of marketing and a survey of current marketing techniques for small business.

#### **SBE 210 – Retail Sales and Advertising for Small Business**

Thursdays, February 23 to March 29, 2012  
Analysis of techniques related to success in small business retail and service management. Includes customer service, pricing, advertising and sales.

#### **SBE 204 - Small Business Accounting Systems**

Tuesdays, February 28 to April 3, 2012  
Software options available for small business accounting, with hands-on emphasis through Quickbooks.

#### **SBE 212 – The Business Plan for Small Business**

Wednesdays, April 4 to May 2, 2012  
How to write a detailed, professional business plan, and why one should be written, including implementation strategies.

#### **SBE 205 – Small Business Finance**

Tuesdays, April 10 to May 8, 2012  
Methods to raise capital for an existing or startup small business.



**Prescott Center**  
240 S. Montezuma Street, Suite 105, Prescott, AZ 86303

**Sedona Center**  
4215 Arts Village Drive, Sedona 86336

**Verde Valley Center**  
601 Black Hills Drive, Clarkdale, AZ 86324

All Centers: (928) 776-2008 Fax: 928-443-5465

For a complete listing of all upcoming SBDC seminars, please see our web page at [www.yc.edu/sbdc](http://www.yc.edu/sbdc)

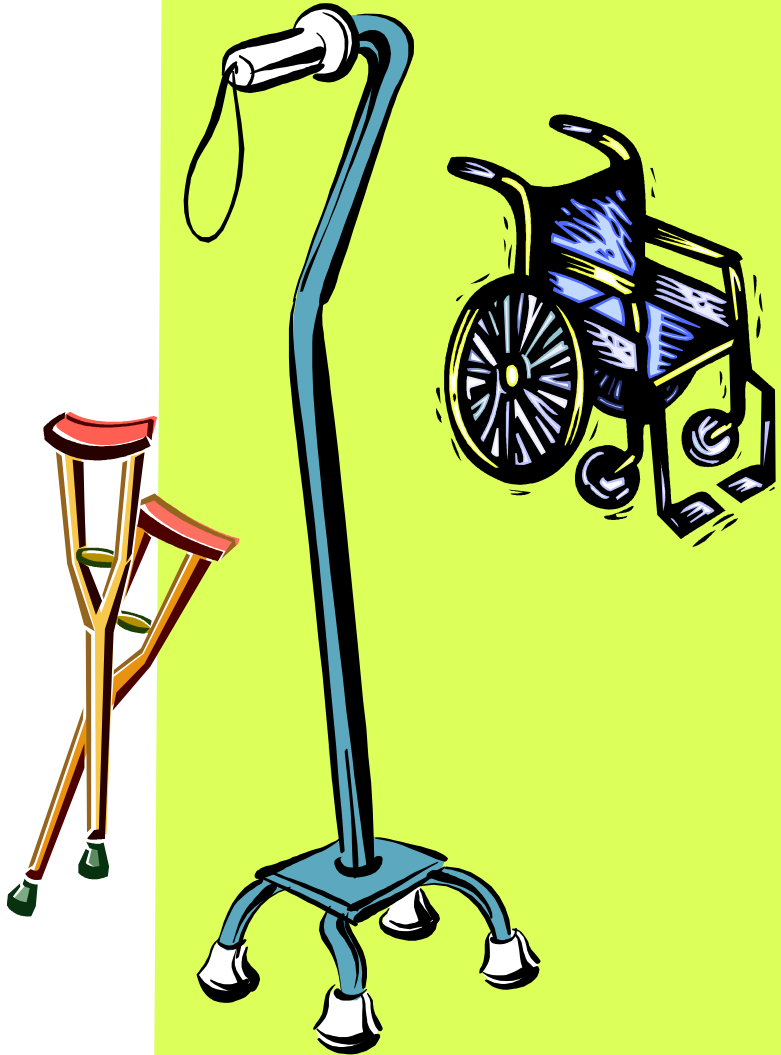


The SMALL BUSINESS DEVELOPMENT CENTERS (SBDC's) are funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact the SBDC.



# Chino Valley Community Loan Closet



**Location:**  
**735 E. Road 1 South**  
**Chino Valley United**  
**Methodist Church**

Examples of items  
available for use:

- Cane
- Bedside commode
- Wheelchair
- Walker
- Bath benches
- Toilet riser

**Phone number: 636.3295**

*Sponsored by:*

**Chino Valley People Who Care**  
**Chino Valley United Methodist Church**  
**Chino Valley Senior Center**  
**Chino Valley Area Citizens**

*Donations of  
additional equipment  
always welcome!*

Join us for refreshments and official ribbon cutting at

**THE NEW**

# Step One Community Center Open House!



Thursday, January 5, 2012

2 - 5 pm

6719 E. 2nd Street in PV

*(Across the parking lot from Anytime Fitness  
& Harvest Bible Chapel; catty corner from  
Stepping Stones Red Barn Thrift)*

**Stepping Stones  
Administrative Offices**

**Step One Coffee House  
Recovery Bookstore  
and Meeting Spaces**



## The NEW Step One Community Center features:

- **Stepping Stones Clothing Outlet** (4,000 sq ft)
- **Steps to Success** - Professional clothing and employment enhancement program (1,000 sq ft)
- **Step One Coffee House** with expanded café menu
- Larger **Inspirational and Recovery Bookstore** and Gift Shop
- **Meeting and Conference Facilities** including new "Eat and Meet" space (4 rooms - 4,500 sq ft)
- **Stepping Stones Agencies' Administrative Offices**
- Not-for-profit, multi-tenant operating space (4,000 sq ft)

 **Stepping Stones Agencies**  
*"Empowering Women...Cherishing Children"*

For more information, call us at 772.4184

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