

JANUARY 2012

## JONES'S NAMED REID-KAECKER VOLUNTEERS OF THE YEAR

CONGRATULATIONS to **KAY & HARVEY JONES** for being named the Chino Valley Chamber of Commerce 2011 REID-KAECKER VOLUNTEERS OF THE YEAR. Harvey and Kay were recognized at the December, 2011 Business Luncheon. The award is named for Virginia Reid, past Chamber Board president and Town Council member, and the late Bob Kaecker, past Chamber and Chino Valley School Board president. Recipients of the Volunteer of the Year award who demonstrate outstanding volunteerism both in the Chamber and the community are selected by a panel of Chamber members.

When the Town of Chino Valley stopped serving lunches to seniors on Fridays, Harvey Jones saw the need for this service to continue and spear-headed the formation of the nonprofit Chino Valley Foundation for Seniors so that meals would continue on Fridays at the Senior Center. Local restaurants provide the meals, and since its formation two years ago, the Foundation has served over 5,000 meals.

In addition to serving on the Foundation for Seniors board, Kay Jones is the president of the Chino Valley Historical Society. The Historical Society is working toward finding a permanent location to house Chino Valley's history. Kay has served in various capacities on the Chino Valley Chamber Board of Directors and is currently treasurer. In addition, Kay has served as a volunteer in the Chamber office for many years.

Kay and Harvey Jones - serving community and the Chamber. A great choice for 2011 Volunteer of the Year. Harvey and Kay are pictured below.



The Chamber's December Business Luncheon recognizes and thanks the outstanding volunteers for the year. Receiving certificates of appreciation for their support and dedication in 2011 were: Dr. Leonda Armstrong & Jim David; Nancy & Mike Best; Robin Christie; Darryl Croft; Bob Layton; John Morgan; Rick & Jolyne Nichols; Tom Payne, Wendy McManigal; Ron & Cheri Romley; Lee Dudley; and, Bud & Carol Hanen. Our ambassadors - Sally and Smokey Riner - and office volunteers were recognized: Nancy Best; Kay Jones; Linda Tenney; Velma McCall; Bonnie Keith; Gail Steele; Jolyne Nichols; and, Lenore Clark.

Thank you to all the volunteers who chaired events or served on a committee. Those events would not have been successful without the many volunteer hours put in by Chamber members. Their efforts are greatly appreciated - and we couldn't have done it without you.

### PLAN TO ATTEND THESE ACTIVITIES

JANUARY 11 - January Business Luncheon  
 JANUARY 18 - January After Hours Mixer at Anytime  
 Fitness (Chino Valley)

JANUARY 25 - Business/Educators Breakfast 7:30am

OFFICE CLOSED: January 1<sup>st</sup> & 2<sup>nd</sup>  
 January 16 - Martin Luther King  
 Day Observed

## 2012 PLATINUM SPONSORS

*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**

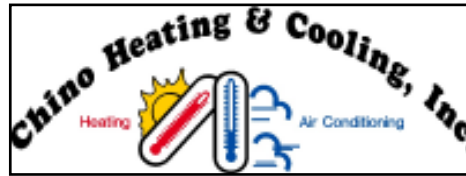
Dr. Leonda Armstrong - Chairman  
Circle L Animal Hospital  
Robin Christie - Secretary  
Granite Mountain Home  
Care & Hospice  
Kay Jones - Treasurer  
Chino Valley Historical Society  
Tom Payne - Chairman Elect  
Tom's Print & Sign Shop  
Larry Anderson - Alliance Home  
Care  
Dave Barrett - Barrett Propane  
Rhonda Chavez - Wells Fargo  
Advisors  
Dr. Mark Costes - Horizon Dental  
Group  
Darryl Croft-Town of Chino Valley  
Leslie Hoffman - Individual  
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 & President  
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.*



## NEWS & NOTES

### SMOKI ANNOUNCES EXHIBIT

The Smoki Museum announces its very first sculpture exhibit - "Cultural Connections: Cowboys and Indians in Sculpture." The featured artists of the exhibit are cowboy, Bill Nebeker, who portrays Indians in his bronzes, and Nez Perce, Doug Hyde, who blends traditional images with modern interpretations in his stone and bronze works. The exhibit runs January 14-April 29, 2012. The Smoki is located in Prescott, 147 No. Arizona Avenue.

## YAVAPAI EXCEPTIONAL INDUSTRIES WOODSHOP

Yavapai Exceptional Industries woodshop is located at 6708 Corsair Avenue, Suite B, in Prescott. The Chamber is fortunate to have one of the benches manufactured at YEI in front of the office. YEI manufactures benches, picnic tables, and flower boxes. YEI will also design and build special orders. The woodshop can be called at 928-445-9900.

### SHARLOT HALL MUSEUM OFFERS NEW EXHIBIT

Eleven area artists will be on display at Sharlot Hall Museum in an exhibit called "Centennial Canvas: Paintings by Prescott Artists." The exhibition opens Saturday, February 11, 2012 and continues through September 3, 2012.

Museum Chief Curator Mick Woodcock commented, "It's a way to have a completely unique exhibit featuring Prescott and Yavapai County for the State Centennial." Sharlot Hall is located at 415 W Gurley Street, Prescott. Visit [www.sharlot.org](http://www.sharlot.org) or call 928-445-3122.

### VALPAK OF NORTHERN ARIZONA NEW OWNERSHIP

Valpak Direct Marketing Systems, Inc. announced the sale of its Valpak of Northern Arizona franchise to CINDY & LON TURNER of Chino Valley. Valpak of Northern Arizona mails 70,000 homes in greater Yavapai County every month. In addition to envelope mailings, savings are available at [www.Valpak.com](http://www.Valpak.com), one of the largest coupon sites on the internet.

Cindy brings a combined 22 years of advertising experience including the past five years as sales manager with Valpak of Northern Arizona. "We're excited to acquire Valpak of Northern Arizona and offer our local business community the best marketing tools available," the Turners commented. Cindy can be reached at 928-775-9445 or visit [www.advertise.valpak.com/northern-arizona](http://www.advertise.valpak.com/northern-arizona).

## ON CHRISTMAS PUZZLES

by  
*Ab Jackson, President & CEO*



Some time ago, I wrote about our family tradition of the Christmas Puzzle. Every Christmas, we lay out one of several Christmas puzzles we have to be completed by Christmas Day.

If you are like me, you start your puzzle by looking closely at the picture on the puzzle box. I read the title of the puzzle. I ask myself, "What did the designer have in mind when creating this puzzle?" Then I connect the straight pieces. Those are almost always the puzzle's borders. Then I group like-colored and liked-shaped pieces together. I usually lay the puzzle cover out for reference. I don't finish the puzzle in one sitting.

We leave the puzzle out on a table for the few weeks before Christmas, and family members will sit down and work for a while, then leave it to other family members. Finally on Christmas Day this year, my daughter-in-law, Leigha, and grandson, Lucas, came up from Phoenix and finished the remaining 30-40 pieces that were left. The Christmas puzzle was truly a family project.

Building a town is a lot like doing a puzzle. The first step is to have a clear picture of what the finished product will look like. What's on the cover of the puzzle box? Dr. Stephen Covey calls this "beginning with the end in mind." Chino Valley is in the picture painting-process right now, although from this vantage point it sure seems to be a slow process.

I would liken the second step-connecting the straight pieces-to developing the community's infrastructure. In Chino Valley's case, this means our Town needs water and sewer and roads to offer businesses that want to build here. The challenge for our community is dollars to finance those improvements and the will to make the choices around the funding.

Grouping same colored and similar shaped puzzle pieces and constantly looking at the picture on the box cover is a lot like the zoning process. Where should we plan for industrial-commercial-residential? Questions like "Can you build a town on a highway?" need to be answered.

The fourth step in puzzle-building is getting others to help. One of my favorite sayings is "If you want to go fast, go alone, but if you want to go far, go together." Notice that it took others to complete the Christmas puzzle. In building a Town, much input is necessary. During the General Planning

period we should encourage dialogue throughout the Community.

One additional ingredient in building a Community is Leadership. The Chamber has tried to help here by conducting a Citizens Academy. We had two Academy Sessions in 2011. Our first session of 2012 begins February 13 and runs through March 26. Please join us.

Congratulations to Harvey and Kay Jones who are the 2011 Reid-Kaecker Volunteer of the Year Awardees. It is an honor they richly deserve. At January's Membership Meeting we will recognize the 2011 Daniel T. Marley Business/Organization of the Year. Randy King will be our Keynote Speaker. Join Us!

In 1941's *Citizen Kane*, widely regarded as the best movie ever made, we are challenged at the beginning of the movie with unraveling the puzzle of Kane and what his final word-"Rosebud" meant. Completing the Puzzle of building Chino Valley will be far more difficult. Join us and shop local.

### JANUARY BUSINESS LUNCHEON

WEDNESDAY, JANUARY 11

11:30AM – 1:00PM

**ADMISSION: \$15 PER PERSON**

*(Reservations to the Chamber by  
2:00pm, Tues., Jan. 10 Because this  
is a restaurant, admission will be charged  
whether eating or not.)*

**KEYNOTE SPEAKER**

*Randy King*

*Chamber Enhancement Group*

**2011 BUSINESS OF THE YEAR  
ANNOUNCED**

**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**

## RIBBON CUTTING & OPEN HOUSE

The Chamber welcomes ROBERT GIBSON of Gibson Consulting Services. So that Chamber members could find out about the services he offers, Robert hosted an open house and ribbon cutting at the Chamber on December 21, 2011. Robert encourages you to contact him to see how he might save your business money. Gibson Consulting Services contact information: 928-710-8676, P O Box 174, Chino Valley, 86323, [gibsonconsulting1@gmail.com](mailto:gibsonconsulting1@gmail.com). See ribbon cutting photo below.



## DECEMBER PRIZE CONTRIBUTORS

THANK YOU to the following businesses and individuals who provided door prizes in December.

*The Learning Center*  
*Circle L Animal Hospital*  
*Chino Valley Elks*  
*Bob's Complete Automobile Repair*  
*Arizona's Hometown Radio Group*  
*United Disposal*  
*Yavapai College-Chino Valley Campus*  
*Drake Cement*  
*Las Fuentes*  
*Pat's 1<sup>st</sup> Choice*  
*Schwans Home Service*  
*Granite Mountain Home Care & Hospice*  
*Rick Nichols Custom Engraving*  
*Elizabeth's Crafts 'n' Things*  
*Windmill House*  
*Jolyne Nichols Cruise Specialist*  
*Cartridge World*  
*Alliance Home Care*  
*Body Language Studio*

## DECEMBER 110% CLUB MEMBERS

THANK YOU to these members who renewed their membership at 110%: **Ron Romley, Mike & Susan Tobey, Prescott Transit, Leslie Hoffman, Charity**

**Publishing.** Their contributions help the Chamber even further!

THANK YOU to **Cecilia Watts** who donated her share of the 50/50 cash drawing at the December Business Luncheon back to the Chamber Scholarship Fund.

### JANUARY AFTER HOURS MIXER

January 18, 2012

5:00pm - 6:30pm

*Hosted By*

**ANYTIME FITNESS**

759 N HIGHWAY 89, CHINO VALLEY

*BUSINESS TO BUSINESS NETWORKING*  
*PROMOTE YOUR BUSINESS - DOOR PRIZES*  
*50/50 CASH DRAWING*

## THANK YOU RENEWING MEMBERS!

RON ROMLEY  
CARL TENNEY-FINANCIAL ADVISOR  
MIKE & SUSAN TOBEY  
SCORE  
PRESCOTT TRANSIT  
GALPIN FORD  
CHINO VALLEY ELKS LODGE 2842  
VALPAK OF NORTHERN ARIZONA  
NACOG  
ARIZONA PUBLIC SERVICE (APS)  
BIG SKY PLUMBING  
E V SOLAR  
CHARITY PUBLISHING  
NAIONAL BANK OF ARIZONA

### BUSINESS/EDUCATORS BREAKFAST

Wednesday, January 25

7:30am – 9:00am

GUEST SPEAKER

*Jeff Lambert – Chino Valley School District*

ADMISSION

\$10 per person

*(Let the Chamber know you are coming by 2:00pm, Jan. 24. Because this is a restaurant, admission is charged whether eating or not.)*

LOCATION

Gabby's Catering & Banquet Hall  
2235 S Highway 89, Chino Valley

## WELCOME NEW MEMBERS

### **Bonnie Plant Farm**

1098 E Road 2 North  
Chino Valley 86323  
866-388-9011 [www.bonnieplants.com](http://www.bonnieplants.com)  
Contact: Kenny Golden

Bonnie Plant Farm is a nursery/grower of vegetables and herbs. They support a school program for 3<sup>rd</sup> graders and provide a \$1,000 scholarship for the largest cabbage grown in the state.

### **Carpet One**

7785 E Highway 69  
Prescott Valley 86314  
928-772-6310 [www.carpetone.com](http://www.carpetone.com)  
Contact: Dee Spittler

Carpet One has all types of flooring and makes custom granite countertops. They do Health Living installations on all flooring.

### **Chino Valley Firefighters Foundation**

3775 Gambel Ridge Drive  
Chino Valley 86323  
928-533-1015  
Contact: Terry Jacobsen

The CVFF is formed and supported by local firefighters. Its members are professional firefighters residing in or employed by the Chino Valley Fire District. CVFF offers assistance and support to local families in need as well as police and firefighter charities in the area. Currently they support AZ Burn Camp, National Fallen Firefighters Foundation, TIP, and others.

### **Coalition for Compassion and Justice**

505 W Gurley Street  
Prescott 86301  
928-445-8382 [www.yavapaiccj.org](http://www.yavapaiccj.org)  
Contact: Gerry Garvey

CCJ is a nonprofit that addresses the issues surrounding people struggling with poverty.

### **Global Outreach Worship Center**

1174 S Highway 89 #1  
Chino Valley 86323  
928-277-3308 [www.gowconline.org](http://www.gowconline.org)  
Contact: Pastor Neil Betrue

Global Outreach is a new Bible based church. Its focus is on building people, strengthening families and marriages, and providing a great children's ministry.

New Members continued next column

### **Leslie Hoffman** (Individual)

1690 S Yellowbrick Road  
Chino Valley 86323  
928-713-2658

Leslie is a member of the Chino Valley Chamber of Commerce Board of Directors. She was recently appointed Yavapai County Recorder.

### **Victory Wealth Management, Inc**

(Returning Member)  
1598 Susan A Williams Way Suite H  
Chino Valley 86323  
928-636-1717 [www.victorywm.com](http://www.victorywm.com)  
Contact: James Hait

Victory Wealth Management offers the planning, implementation, and management of wealth.

## HOMETOWN CHRISTMAS HIGHLIGHTS

THANK YOU to the Hometown Christmas Committee chaired by **Ron Romley**: SUSAN TOBEY, BUD (CV Morning Lions) & CAROL HANEN (Chino Valley Lioness), CHERI ROMLEY, TOM'S PRINT & SIGN. A special thank you to **Guidance Aviation** for providing helicopter rides; **Big Daddy E's Catering & BBQ** for serving refreshments at the event; and, **Chino Valley Lioness Club** making prize ribbons. Some pictures of the event are below and next page.



Commercial category Chino Heating & Cooling.



School category Yavapai College - Chino Valley.



Entertainment was ongoing both days at Hometown Christmas. Pictured above are Madrigal singers.



Nonprofit category Antelope Garden Club.

In the next column, Santa & Mrs. Claus arrive by helicopter. The shadows are the paparazzi photographing the event! After the arrival of the Claus's, Guidance Aviation piloted helicopter rides for those who had signed up.



Refreshments were a popular stopping place. Leslie Hoffman served hot chocolate and cider.

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A PROSPEROUS YEAR FOR 2012!

# DREAM <sup>2</sup> ACHIEVE

**PASSION • FOCUS • PERSEVERANCE**

*"Ideas and Solutions that Inspire Tomorrow's Leaders"*

**YES YOU CAN!**

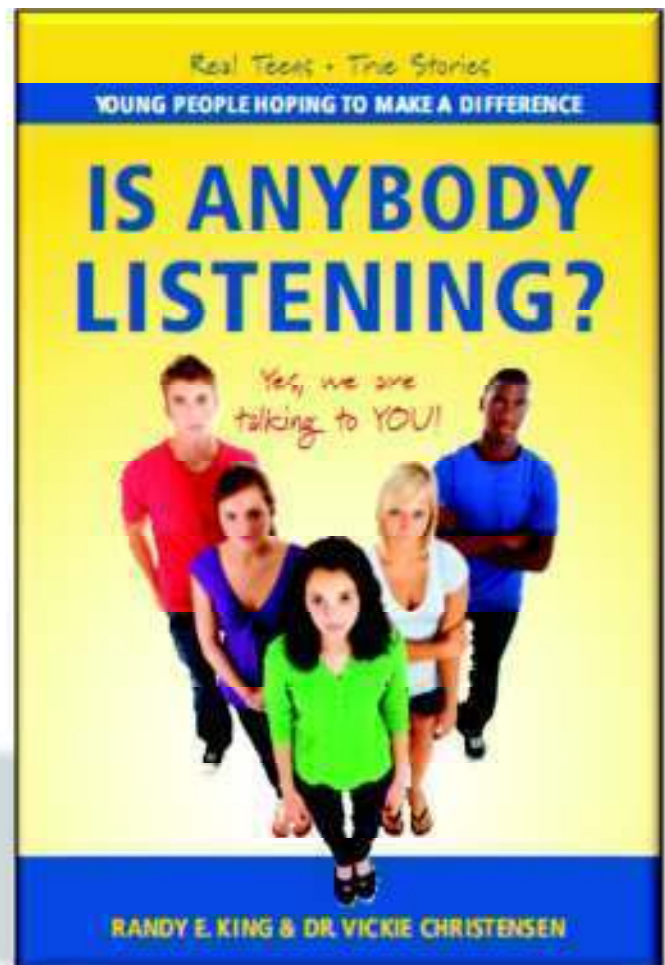
*Come meet and hear CEO & Best Selling author Randy E King talk about his latest book and signs copies: "Is Anybody Listening?" Real Teens – Trues Stories, Young People Hoping to Make a Difference. He will talk about his 10 point game plan to doing well in school – life and business. He will also discuss the stories and the making of this game changing book. Hear how this book inspired the students/teachers & adults to a higher level of excellence!*

*Who should attend? Business Leaders – Teachers –Parents - Students*

**Date:** January 11

**Time:** 11:30 to 1:00

**Place:** Gabby's - RSVP



# Fast. Friendly. Local.

## Award-Winning Laboratory Services

New Chino Valley Chamber  
of Commerce Member

**Chino Valley**  
**448 N Ste Rte 89,**  
**Ste J**



**Sonora Quest**  
**Laboratories™**  
*of Northern Arizona*

A Subsidiary of Laboratory Sciences of Arizona



### Comprehensive Test Menu

- >98% of our testing is performed in our local laboratories in Tempe, Tucson, Flagstaff, Prescott, and Yuma

### Award-Winning Quality

- Only health care company to ever receive our state's highest quality award, the *Arizona Governor's Award for Quality*
- 2011 *Business Ethics Award Winner* presented by the Better Business Bureau of Greater Arizona

### Patient Convenience

- Online Appointment Scheduling reduces wait times
- Over 70 Patient Service Centers located throughout Arizona - including Chino Valley
- Contracted with all major health plans

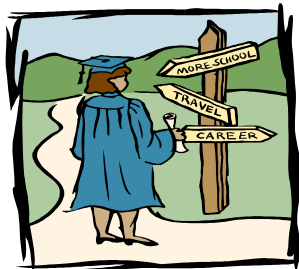
### Community Involvement

- We support a number of organizations that share our values and exhibit a commitment to ongoing research, education, and community assistance

**70% of health care decisions are impacted by lab results. Choose Sonora Quest Laboratories of Northern Arizona for your laboratory testing needs.**

[SonoraQuest.com](http://SonoraQuest.com)

## 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 AREA CHAMBER OF COMMERCE

presents

### HEALTH & BUSINESS EXPO

Saturday, March 17, 2012

10:00 AM - 3:00 PM

HERITAGE MIDDLE SCHOOL GYM, 1076 N ROAD 1 WEST, CHINO VALLEY

Set Up Times: Friday, March 16 [5:00pm - 8:00pm]

OR

Saturday, March 17 [7:30am - 9:00am]

Name of Company: *(please print)* \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

*Each 8' X 8' booth will have one 6 foot long table, 2 chairs, and an identification sign*

**COST** *(Circle All Dollar Amounts That Apply)*

- Chino Valley Chamber Member \$ 150.00
- Non-Profit Organization *(service organizations)* \$ 125.00
- Non-Chamber Member \$ 200.00
- Double Booth *(Limit 1 - in addition to applicable booth fee)* \$ 100.00
- Electricity *(if needed)* \$ 25.00

TOTAL BOOTH APPLICATION FEE(S) *(Due Upon Submittal)* \$ \_\_\_\_\_

**IMPORTANT NOTICE:** The booth application fees are **Not Refundable**.

Send Completed Application With Payment By March 8, 2012 To:

**Chino Valley Area Chamber of Commerce**

**P O Box 419**

**Chino Valley, AZ 86323**

*We Accept Payment by Check, VISA, Mastercard, or Discover*

Applications and payments received after March 8, 2012 will be charged an additional \$20. Please be aware that booth space is awarded on a first-come basis, and spaces go quickly. Therefore, the Chamber cannot guarantee available space on any application received. Applicants will be put on a waiting list in the event all spaces are taken and will be notified of a cancellation. If there are no cancellations, the application fees will be returned.

By my signature below, I hereby agree to all the terms of this application and certify that I have read and agree with the guidelines set forth in this agreement.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_