



# The Chino Valley Connection

CHINO VALLEY AREA CHAMBER OF COMMERCE NETWORK PUBLICATION



AUGUST 2010

## TERRITORIAL DAYS EVENTS

Celebrating Territorial Capital Days is not just one day - it starts on Saturday, August 28 and ends on Sunday, September 5. Be part of Chino Valley's celebration of its past and present.

The **Chino Valley Lions** traditional **Annual Pancake Breakfast** is **Saturday, August 28**, from **6:00am - 10:00am** at the Chino Valley Senior Center, 1021 W Butterfield Road. The donation for the breakfast is \$5.00 for adults and \$4.00 for children 12 & under. Tickets are available at the Chamber office.

The **24<sup>th</sup> Annual Territorial Capital Days Parade** is **Saturday, August 28**. The Parade starts at **9:30am** and will process from Heritage Middle School to Memory Park. The Parade theme is "**Ride the High Plains**" and applications for parade entries are available at the Chamber office or online at the Chamber's website: [www.chinovalley.org](http://www.chinovalley.org). Registration for parade entrants begins at 8:00am at Heritage Middle School.

Following the Parade on Saturday, August 28, the Town of Chino Valley will host activities in **Memory Park** from **11:00am - 3:00pm**. There will be activities for the family. Booth applications are available from Chino Valley Parks & Recreation Department, [www.chinoaz.net](http://www.chinoaz.net), under Recreation.

On **Thursday, September 2**, Chino Valley Parks & Recreation is hosting **Dinner & A Movie in Memory Park**. Dinner will be from **6:00-8:00pm** and the movie will begin at approximately **8:00pm** (dusk). There will be a charge for dinner, but the movie is free. The movie is appropriate for all ages!

The **10k & 5k Fun Run** will be held on **Saturday, September 4** beginning at **7:00am**. Contact Chino Valley Parks & Recreation for details about registration and cost at 928-636-9780, ext. 7003.

**Yavapai College Equine Adventure** will be held on **Saturday, September 4 & Sunday, September 5** at the Yavapai College Chino Valley campus. Saturday's schedule includes 4-D Barrel Race, Youth Gymkhana, and demos from 10:00am-2:00pm. (Registration for the barrel race and gymkhana begins at 8:30am.) Sunday's events include a Western and English horseshow from 8:30am-4:00pm. (Registration begins at 7:30am for Sunday's events.)

The **63<sup>rd</sup> Annual Corn Dinner** will be held on **Saturday, September 4** from **3:00pm-7:00pm** at **Del Rio Elementary School**. Tickets are available at **OLSEN'S GRAIN, CHINO VALLEY HIGH SCHOOL, CHINO RENTALS, CHINO VALLEY CHAMBER OF COMMERCE** and at the door. It's a long-standing Chino Valley tradition!

## AUGUST BUSINESS LUNCHEON

WEDNESDAY, AUGUST 11

11:30AM - 1:00PM

ADMISSION: \$12 PER PERSON

*(In consideration of your fellow chamber members  
**RESERVATION REQUIRED***

*to the Chamber by*

**3:00pm, Tues., Aug. 10.** *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

### GUEST SPEAKERS

*TERRITORIAL DAYS 2010*

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

## CVUSD STAFF ORIENTATION AUGUST 9

The Chino Valley Unified School District is hosting a STAFF ORIENTATION & BENEFITS FAIR on MONDAY, AUGUST 9 at HERITAGE MIDDLE SCHOOL GYMNASIUM from 7:00am - 4:00pm. Businesses are invited to come and showcase products and services to one of Chino Valley's largest employers. There is no cost to have a table - all you have to do is register and be there on August 9. To request a registration form contact STEVE OWINGS at [sowings@cvsd.k12.az.us](mailto:sowings@cvsd.k12.az.us) or by calling 928-636-2458, ext. 120. Donated prizes are also welcome.

## NEWS & NOTES

### 2010 HOMELESS VETERANS STAND DOWN

U.S. Vets-Prescott has been the non-profit sponsor of the Northern Arizona Veterans Stand Down since 2006. The Stand Down is an event held in cities all over the nation to provide food, clothing, services, and referrals to homeless veterans. The term Stand Down is used in times of war when exhausted combat units requiring time to rest and recover are removed from the battlefield to a place of relative security and safety. Today the Stand Down refers to a grassroots, community-based intervention program designed to help the nation's estimated 130,000 homeless veterans "combat" life on the streets.

This year's Stand Down will be held on **September 10 & 11** at the **Prescott United Methodist Church**, 505 W Gurley Street. Monetary pledges and/or donations of goods will benefit homeless veterans in their time of need and vulnerability. The contact person for this event is SKYE BIASETTI, 928-200-7692, or [sbiasetti@usvetsinc.org](mailto:sbiasetti@usvetsinc.org).

### CUSTOMER APPRECIATION MIXER

**Northern Office Products & Office Furniture**, 8676 E Long Mesa Drive, Prescott Valley, cordially invites Chino Valley Chamber members to an after hours mixer on **August 25, 5:00pm - 7:00pm**. There will be food, vendor tables/demonstrations, free samples, and fun. Northern Office Products can be reached by phone at 928-772-5205, or at [www.northernofficeproducts.com](http://www.northernofficeproducts.com). Northern Office Products says, "Thank you for supporting local business."

### SCHOLARSHIP FUND UPDATE

The 50/50 cash drawing at each luncheon & mixer benefits the Chamber's Scholarship Fund. THANK YOU to **John Coomer** for donating his share of the 50/50 back to the Fund.

## THANK YOU! THESE BUSINESSES DONATED PRIZES

*Rick Nichols Custom Engraving*  
*Sir Speedy*  
*Mary Kay Cosmetics - Dede Jackson*  
*Yavapai Title Agency*  
*West USA Realty*  
*Jolyne Nichols Cruise Specialist*  
*Bonnie Casey*  
*Cartridge World*  
*Prudential Northern AZ Real Estate*  
*Best Friends General Store*  
*Las Fuentes Resort Village*  
*Tender Hearts Senior Care*  
*Yavapai Gaming (Bucky's)*  
*Ron & Twiggy Smith*  
*Quality Home Property & Landscape*  
*The Chino Valley Review*  
*The Caring Presence*  
*Valpak of Northern Arizona*  
*Growin' Crazy*  
*Granite Mountain Home Care & Hospice*  
*National Bank of Arizona*  
*Arizona's Hometown Radio Group*  
*Dr. Susan Johnstad (YC/NAU)*  
*Lavender Herb Farm*

### WYGC TAILGATIN' BASH

The West Yavapai Guidance Clinic Foundation is asking for support of the 5<sup>th</sup> Annual Tailgatin' Bash 2010. This fundraising event will be held on **SATURDAY, SEPTEMBER 11**.

Attendees will dust off their favorite sports team's jersey or dig out their alma mater's colors - that's the dress code for this outdoor, sports-themed event. Tickets are \$75 per person, which includes dinner, beverages, silent auction, and a chance to win a grand raffle prize valued at \$2,000. A limited number of tickets will be sold.

To sponsor, buy tickets, or donate a silent auction item, call Laura Norman, 928-445-5211, ext 2703, or visit the website, [www.wygc.org](http://www.wygc.org).

### DOLLAR NIGHTS AT THE POOL

Friday August 6 and 13 is dollar night at the Chino Valley pool from 6:00-10:00pm. Call 928-636-9780.

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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  
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  
John Morgan - Yavapai College  
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 COWBOYS

by  
*Ab Jackson, CEO*



You may recall Nick Nolte and Mac Davis in “North Dallas Forty.” The movie is based on a book by former Dallas Cowboy, Pete Gent. Even though the team in the movie is called the Bulls, it’s clear that Gent meant to take swipes at his former team the Cowboys, and at their quarterback, Don

Meredith, and Coach Tom Landry.

Love ‘em or hate ‘em the Dallas Cowboys are one of the most recognizable brands in professional sports. In fact Forbes.Com ranks the Dallas Cowboys brand value at 208 million dollars, fourth behind Manchester United, the New York Yankees, and Real Madrid. Mention the Cowboys and you conjure up images of helmets with a big blue star, cheerleaders, super bowls, and excellence.

In “Branding Your Community”, Susan Combs, Commissioner from the Texas Department of Agriculture lists her favorite Brand Slogans:

1. “Don’t Mess With Texas.”
2. “Texas-It’s like a Whole Other Country.”
3. Snyder, Texas- “Home of the White Buffalo.”
4. Pecos, Texas- “Home of the World’s First Rodeo.” (wonder what Prescott thinks of that?)
5. Madisonville, Texas- “The Mushroom Capital of Texas.”

Susan Combs also listed her seven secrets for community branding. Among them were:

- Commitment by City Leaders to common goals and a long-term vision.
- A deliberately inclusive and detailed planning process.
- Professional marketing research and willingness to accept the findings.
- A solid, creative design process and flawless execution.
- The willingness of city-related groups to partner together, adopting one consistent branding strategy and logo building individual marketing plans, in support of the overall City Master Plan.
- Immediate and visible use of the brand.
- The efforts of the most important brand ambassadors - city employees and citizens.

We’ve been spending a lot of time lately talking about the Chino Valley Brand. Our neighbors already have “Arizona’s Home Town” (Prescott) and “The Entertainment District”(Prescott Valley). Offered up for Chino Valley has been “The High Plains Adventure,” “Arizona’s Horse Capital,” “Charming Chino” and more. We hope to add discussion of the Brand at a future Mayor’s ED Committee meeting.

Back to the Brown Bags, we will be starting the Chino Valley Citizens Academy in October. The Academy is where the future leaders of our community will come to learn Chino 101. We anticipate a six-eight week program. The curriculum will include: 1-Town Government; 2- Public Safety; 3-Economic Development; 4-Chamber of Commerce; 5-CVUSD; 6-Finance; and 7-the Chino Valley nonprofits. We hope to conduct the sessions at the Chamber’s new home on 175 East Road 2 South.

You will remember the new location as the former Bronco Homes site. We are excited about the fabulous access; signage, and extra room the location will provide us. Thanks to the more than 30 Chamber members who joined us on our July 9 workday. The place is looking great. We have a paint-day coming in the next two weeks. Watch your emails for the announcement of the Paint Day and Grand Opening-Mixer.

It’s not too late to get your Territorial Days Parade entry in. The parade is on August 28. Territorial Days runs all week with the celebration including the 60+ year old FFA Corn Dinner and western and English events at Yavapai College on Labor Day weekend.

Pete Gent got his shots in on Landry and Meredith in the movie, but in real life Dandy Don Meredith and Tom Landry are in the Pro Football Hall of Fame. Gent is not. In fact Meredith is quoted as saying, . . .”If Gent had been as good a receiver as Nick Nolte (who played him in the movie), I’d have thrown to him more often.”

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## 4<sup>TH</sup> OF JULY FIREWORKS FUND

The CHINO VALLEY NOONTIMERS LIONS and the Chamber are partnering to request that businesses pledge \$10 a month for a year to a Chino Valley Fireworks Fund. Contact Steve Hughes of the Noontimers Lions at 928-636-3773 to participate. A small contribution from many will make it happen. Let’s have fireworks in Chino next 4<sup>th</sup> of July.



## 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.

Service Clubs and organizations were guest speakers at the July Business Luncheon. The Chino Valley groups present were: Rotary Club of Chino Valley, Chino Valley Noontimers Lions, Chino Valley Elks Lodge 2842, Chino Valley Morning Lions, Chino Valley Lioness, and American Legion Post #40. THANK YOU service organizations for your contributions to community. Contact the Chamber for information about any of the service organizations. Attending organizations are pictured below.



Several businesses received their membership plaques at the July Business Luncheon. Pictured below with Ab Jackson (far left) and Charlie Arnold (far right) are: WARREN'S HAY-N-MORE (Gary & Chere Warren), ABSOLUTE INDUSTRIAL SUPPLY (Jon Burke), and in front GOLDEN NAIL-HAIR-TANNING SALON (Crystal Bui).

## JULY LUNCHEON & MIXER HIGHLIGHTS

Jim Cabral has served the Chamber's Business Luncheons, hosts Chino Valley organizations, and is a huge hockey fan. The Chamber Membership Committee selected **Gabby's Kitchen** as the July 2010 Business of the Month. We managed to tear Jim and his staff away from being "host" long enough to get a photo. Gabby's Kitchen staff is pictured below. Business of the Month is eligible for Business of the Year. CONGRATULATIONS to GABBY'S KITCHEN - July Business of the Month.



Receiving plaques for their political membership are candidates KAREN FANN and BRADLEY BEAUCHAMP, pictured with Ab Jackson.



THANK YOU to **Granite Mountain Home Care & Hospice** for hosting the July Mixer. We celebrated their newly remodeled offices in addition to the Mixer. GMHCH invites you to come see their “new” space if you could not make the Mixer. See photos for some of the people enjoying Granite Mountain Home Care & Hospice hospitality.



To help Granite Mountain Home Care & Hospice mark the occasion of their 5<sup>th</sup> anniversary and the completion their remodeled office space the Chamber conducted a ribbon cutting. In addition to GMHCH staff, Chino Valley Town officials included Vice Mayor Ron Romley and Council members Gloria Moore and Dean Echols. See the next column for a ribbon cutting picture.



**THANK YOU TO THESE BUSINESSES FOR RENEWING THEIR MEMBERSHIPS!**

- Stepping Stones Agencies*
- Credit Union West*
- Chocolate 4 Wealth-Health*
- Michael A. Perkins Airpark*
- Carl Tenney-Financial Advisor (Morgan Stanley Smith & Barney)*
- Yavapai Gaming*
- Stephen Linn, MD*
- Yavapai County Republican Party*
- Yavapai College SBDC*
- WestWeb Services*
- A & P Oriental Express*
- Anytime Fitness*
- Alco*
- TLC Employee Benefits*
- Duane Noggle*
- Grace Baptist Church*

Your support of your Chino Valley Chamber is appreciated!

**PARTICIPATE IN \$20 ON THE 20<sup>TH</sup>**



Help your business and Chino Valley by participating in \$20 on the 20<sup>th</sup> on FRIDAY, AUGUST 20. Let your customers know you appreciate their business by rewarding them with a blue and white sticker. It is not necessary to give any discounts to participate. We have heard of some creative ways Chino Valley businesses encourage people to shop at their stores. VERIZON WIRELESS offers a 20% discount on all accessories – BOB’S C.A.R. offers a \$20 oil change with proceeds donated to a local charity.

Get creative – make it fun – consider ways to encourage your customers to come to your business on other days of the month as well. YOU can put a whole new meaning into “Shop Local” with imagination.

## QUARTERLY WOMEN IN BUSINESS LUNCHEON

Ask anyone who attended. The July Women In Business Luncheon was one of the best ever. THANK YOU to **Dr. Susan Johnstad** for speaking about new things in higher education in Yavapai County because of the partnership with Yavapai College and Northern Arizona University. Susan is the Campus Executive Officer at the Yavapai College campus in Prescott Valley. Questions about NAU/Yavapai College programs? Susan can be reached at 928-771-6144, or [yavapai@nau.edu](mailto:yavapai@nau.edu).

THANK YOU to our Women In Business Luncheon sponsor ARIZONA'S HOMETOWN RADIO GROUP and SANDY MOSS for being the luncheon hostess. THANK YOU to BONN-FIRE CHILLIN' & GRILLIN' for a delicious lunch.

NEXT WOMEN IN BUSINESS LUNCHEON: OCTOBER 8. Remember the luncheon is open to any business woman who would like to attend. Just make a reservation with the Chamber.

Pictured below WIB Luncheon attendees.



Ab Jackson pictured with Dr. Susan Johnstad and Sandy Moss.



## WELCOME NEW MEMBERS

### **Smoki Museum , Inc**

147 N Arizona Ave  
Prescott 86301  
(928) 445-1230

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

Contact: Cindy Gresser, Executive Director  
The Smoki Museum of American Indian Art & Culture is the Prescott area's only native museum. It offers a large collection of pottery, baskets, lithics, and the nation's largest collection of Kate T. Cory large canvases. Smoki has volunteer opportunities that will also teach native art and culture.

### **Bradley Beauchamp for Congress**

1225 S Hagen Road  
Globe AZ 85501  
(888) 200-3302

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

Contact: Bradley Beauchamp  
Congressional candidate for District 1.

## VOLUNTEER OPPORTUNITIES

The Chamber has many activities planned throughout 2010. Volunteer to serve on one of the committees such as Golf Tournament, Territorial Parade or Winter Wonderland. Volunteerism expands your contacts, helps the Chamber to continue its fund raising efforts, and is rewarding to see a project to completion. For example, hole spotters are needed for the Golf Tournament and stagers are needed for the Territorial Parade.

Contact Linda at the Chamber and tell us where your interests and capabilities lie. We'll make every effort to find a good fit for your particular time schedule and abilities. [chamber@chinovalle.org](mailto:chamber@chinovalle.org) or (928) 636-2493.

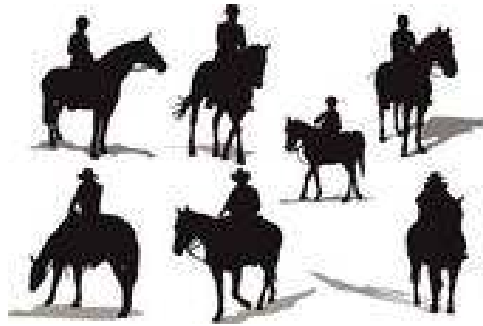
**AUGUST MIXER**  
**AUGUST 18 5:00pm-6:30pm**

HOSTED BY  
**National Bank of Arizona**

1299 N Highway 89, Chino Valley

*50/50 Scholarship Fund Cash Drawing  
Business Card Drawing & Prizes  
Business TO Business Networking  
Come for Fun & Food*

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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