



July, 2011

Chamber Perspective

The Official Publication of the Parker Area Chamber of Commerce July, 2011

The Parker Area Chamber of Commerce has officially entered the information age with our redesigned website that includes this new e-newsletter.

Our old website was given a facelift by Blue Moose Design Services and we hope the website as well as this newsletter will better serve our members as well as promote the Parker Area to a much broader audience.

“This e-newsletter will be available to not only our members but to the hundreds of thousands of annual visitors to our website,” said Chamber Executive Director Randy Hartless. “Like many businesses, the Chamber is facing tough economic times, so switching to an e-newsletter will not only increase the visibility of our members and better promote our community, it will allow us to cut costs without raising member fees.”

Another exciting feature of the new web page will be an interactive Google calendar that will allow the Chamber to change events and dates in real time, and will include an app for smart phone users. The PDF format of the e-newsletter will also allow viewers to click on web links right in the document and go directly to that link on the internet.

The Chamber has also established a new domain address at www.parkeraz.org, which is more user-friendly



The new Parker Area Chamber of Commerce website will provide an easier interface for users and members.

than the old address at www.parkerareachamberofcommerce.com.

“Over the next month we’ll be updating the member info on the website to make sure everything is accurate, so we’ll be calling around to check with our members on things like e-mail contact information, website address and other stuff we want visitors on our website to know about our members to increase awareness and more importantly, to increase business to our members,” Hartless said.

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Save your local economy...*three stores at a time.*



SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

3

Think about which three independently owned stores you'd miss most if they were gone. Stop in, say hello, and pick a little something up. That's how they stay around.

50

If just half the employed U.S. population spent \$50 each month in independently owned stores, their purchases would generate \$42,629,700,000 in revenue.*

68

For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. In a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1

The number of people it takes to start the trend...*you.*

Pick 3. Spend 50. Save your local economy.

For more information, visit the350project.net

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* Employment statistics courtesy U.S. Department of Labor/Bureau of Labor Statistics, 2/6/2009

Mission Statement

The Parker Area Chamber of Commerce facilitates and promotes the prosperity of the Parker area business environment which enhances the quality of life for the entire region.

Chamber Staff:

Randy Hartless, Executive Director
Debbie Bazilius, Visitor Services
Kristi Olkowski, Bookkeeper/Member Services



315 Members Strong!

We offer Business,
Associate, Non-Profit,
Winter Visitor and
Individual Memberships
(928) 669-2174

Chamber Member News

Parker Chiropractic Moves Into New Home

Dr. Judy Krippner has moved Parker Chiropractic to a new location in downtown Parker. Dr. Krippner and Massage Therapist Elizabeth Aguayo are moving from their old building at the corners of Laguna and Arizona Avenue to their new place at 1316 Joshua Street. Parker Chiropractic will be sharing an office with the Face 2 Face Salon.

Drop by and check out the new Parker Chiropractic office or give Dr. Judy a call at (928) 669-2123.



Dr. Judy Krippner (left) and Massage Therapist Elizabeth Aguayo are now at 1316 Joshua Street in Parker.

Chamber Ribbon Cutting at Apismellis



Apismellis Homecare in Parker held a grand opening/ribbon cutting on June 9th. Attending the ceremony was (from left) Parker Chamber Director Randy Hartless, Apismellis Community Liaison Representative Chris Witham, General Manager Mary Tomasello, Community Liaison Representative Angela Meek, La Paz County District 1 Supervisor Sandy Pierce, Team Assistant Analissa Leivas and Chamber Board member Pat Waugh.

July Chamber Mixer at La Paz Regional Hospital

The Parker Area Chamber of Commerce monthly Business Mixer will be on Thursday, July 21 at the La Paz Regional Hospital's brand new Physical Therapy Facility from 5:30-7:30 p.m. The mixer is open to the public and will include adult refreshments as well as appetizers.

The 4800 square foot building is located just southwest of the new Surgery Center. The New Physical Therapy building will house an office, reception area, four treatment rooms, a massive gym and whirlpool room. The building will also house a new laundry facility which has always accommodated the Parker Indian Hospital as well.

The gym will be open 6 days per week and it will be accessible to the public for a small fee. The new construction is being facilitated by contractor Don Hoffman, a long-time local businessman.

Projects such as this are so important to the community's vitality and economic development and by using a local contractor, they are keeping money in our own economy. You can watch the progression of this fantastic new facility on Facebook (La Paz Regional Hospital) and follow them on Twitter (LaPazRgHospital).

For more information, call the Parker Area Chamber of Commerce at (928) 669-2174.



Tourism Talk

by Mary Hamilton, Executive Director

Parker Area Tourism

928 669-6511

parkerareatourism@yahoo.com

www.parkerareatourism.com

Ya Just Gotta
Be Here!"

Connect With Us:



Congratulations to the Parker Area Chamber of Commerce for the redesign on their website! It's very user friendly and it looks great! A well-designed website is essential in today's marketing arena. Any advertising, whether it is in print or electronic, should always lead consumers back to your core website.

So, let's talk about the new, all-electronic delivery of the Chamber Perspective. I think it's great. Just take a look at the new Tourism page. It's modern and it allows you to connect with us immediately. I've been talking to you about Social Media for three years. Now is your chance to just go ahead and click on the icons above to see us on Twitter (the bird) or Facebook (the "f"). Send us an email or visit our website. This makes it all very convenient. Now you don't have to remember to "go see" the new website as we are providing the links for you right here; right now.

I know some of you are hesitant about not having that piece of paper in your hand but this is the future. This is the technology we have and we need to embrace it. It is not going to stop or "go back to the old way." Progress and technology are moving at the speed of the internet. Let's go!

TOURISM WORKS FOR YOU!

The Parker Area Tourism Partners and its Pledge Partners are a select group of Community Leaders working to promote Parker Area Tourism and make your business well known to Parker visitors. For information on our Pledge Partner Program please call the Tourism Office at 928 669-6511 or contact us through our website.

Remember, only Tourism Pledge Partner materials are carried to the trade shows and promoted on the official Parker Area Tourism Website and within the Social Media Markets in which we are currently participating.

Please remember to Shop and Refer Locally-it's Good for All of Us!



Soroptimist International
of PARKER

Going

GREEN

TEN Simple Steps to follow that ACTUALLY make a Difference for the Environment!

1

Give up Plastic and Paper Bags—Twelve million barrels of oil were used to make the 88.5 million plastic bags consumed in the US last year. And it takes four times MORE energy to make paper bags. The BEST choice is **re-usable shopping bags** made with cotton, nylon or durable mesh-like plastic. Put a few of these reusable bags in your car so you have them handy on your next shopping trip. **Cost: about \$2**

2

Quit buying Bottled Water—did you know that it takes 26 bottles of water to produce the plastic container for a one-liter bottle of water, and that doing so pollutes 25 liters of groundwater? Don't leave a trail of plastic water bottles in your wake! Stop buying bottled water. Use **reusable water bottles** instead made from materials like stainless steel or aluminum that are not likely to degrade over time. **Cost: \$10–\$15**

3

STOP receiving Unwanted Catalogs—Each year, 19 billion catalogs are mailed to American consumers. All those catalogs require more than 53 million trees and 56 billion gallons of wastewater to produce...and many of us don't even know how we got on so many mailing lists! Visit www.CatalogChoice.org to put a stop to unwanted catalogs. Within 10 weeks your mailbox will no longer be bulging with catalogs. Less clutter, less waste, and less of the pollution that causes Global Warming. **Cost: \$0**

4

Give up Hot Water and Conventional Detergents—(at least in the clothes washer) Did you know that 10 percent of the energy used by a typical washing machine powers the motor? About 90 percent of the energy is used to heat the water, and most clothes will come clean in **cold water**. So switch your washing machine's temperature setting to cold. For heavily soiled clothing, change it from hot to warm but keep the rinse on cold. Many natural detergents today are made to clean clothes just as effectively in cooler temperatures. Choose detergents and other laundry products that are **plant based, concentrated and biodegradable**. **Cost: \$0** the money you save on hot water will more than make up for the extra cost of the detergent if any.

5

Give up the Clothes Dryer—(well maybe not completely) The second biggest household energy user, after the refrigerator, is the clothes dryer. Over-drying your clothes can end up costing you money as well...as much as \$70,000 over your lifetime, according to the Green Cheapskate. And electric dryer operating an extra 15 minutes a load can cost you up to \$34 a year in wasted energy; a gas dryer, \$21 a year. When using the dryer, **clear the lint filter** after each load and **dry only full loads** of clothes. **Dry heavy fabrics separately** from lighter ones, and **don't add wet clothing** in the middle of the drying cycle. And remember, hanging clothing outside to dry or using an indoor rack inside is the most energy efficient method of all. **Cost: \$0**



Soroptimist International
of PARKER

Going.

GREEN

6

Check for Leaks in your Toilet—Most of us would be surprised to find out that one in every five toilets leak, and since the leaks are usually silent, you probably have no idea that your toilet is leaking. A leaking toilet can waste anywhere between 30 and 500 gallons of water each day, so any leak should be repaired. To see if your toilet is leaking, put a few drops of **food coloring** in the tank. If the dye shows up in the toilet bowl after 15 minutes or so, the toilet has a leak. Leaking is usually caused by an old or poorly fitting **flapper valve**, which can be replaced by any amateur DIY-er. **Cost: \$10**

7

Give up Paper Towels—No matter how you look at it, paper towels create waste. On your next trip to the grocery store, buy some **reusable microfiber towels**, which grip dirt and dust like a magnet...even when they get wet. When you are finished with them, toss 'em in the wash and use them again and again. They are even great for countertops and mirrors. When you absolutely **HAVE** to use disposable towels, look for recycled products. If every household in the US replaced just one roll of virgin fiber paper towels (70 sheets) with 100% recycled ones, we could save 544,00 trees. **Cost: about \$7**

8

Stop Wasting Gas—increase your gas mileage by checking your tire pressure. More than a quarter of all cars and nearly one-third of all SUV's, vans and pick-ups have under-inflated tires, according to a survey by the Department of Transportation. If every American kept his or her tires properly inflated, we could save 2.8 billion gallons (10.6 billion liters) of gasoline a year—and help curb global warming and pollution. So, **Inflate those tires** on your vehicle and continue to do so once a month or as necessary. **Cost: \$0**

9

Lower the Temp In your Fridge—As one of the biggest appliance in your kitchen, the refrigerator is also one of the most power hungry, accounting for 10 to 15 percent of the average home energy bill each month. Get your Fridge running in tip-top shape. First, set the refrigerator thermostat to a temperature between **38 and 42 degrees F**. This will protect your food from spoiling while saving electricity. **TWICE** a year, **clean the condenser** at the back of your fridge. Condenser coils tend to get dusty, making them less efficient and more wear and tear on your Fridge. **Cost: \$0**

10

Avoid Waste/ Recycle—For every trash can of waste you put outside for the trash collector, about 70 trash cans of waste are used in order to create that trash. To reduce the amount of waste you produce, buy products in returnable and recyclable containers and recycle as much as you can. The energy saved from recycling a single aluminum can will operate a television for three hours! **Designate a bin in your garage for recyclables** to make it easy for you and your family. **Cost: \$0**

Chamber Member Anniversaries

Business Members

Colorado River Indian Tribes.....	60 years
Parker Office Supply.....	42 years
NPG Cable.....	37 years
Castle Rock Shores.....	34 years
CRIT Farms.....	34 years
Colo River Building Materials.....	22 years
Riverfront at Parker Dam.....	20 years
Bulldog Lock & Key.....	19 years
BlueWater Resort & Casino.....	16 years
Roadrunner.....	16 years
Parker Area Historical Society.....	14 years
Up River Travel.....	12 years
Parker Rotary Club.....	11 years
Best in the Desert.....	9 years
Hospice of Havasu.....	9 years
Look-N-See Things Forever.....	9 years
Riverside Floors.....	8 years
Ray's Repair.....	5 years
Rust's River Glass.....	4 years
River City Shuttle.....	3 years
Charley's Kustom Air.....	2 years
Country Thyme.....	2 years
Dirty Deeds Detailing.....	2 years
Parker Towing & Storage.....	2 years
Domino's Pizza.....	1 year
Mike Zynda Construction.....	1 year
Shear Sensations II.....	1 year
West AZPakajack.....	1 year
Individual Members	
Jo-Anne Lynn.....	6 years

July Calendar of Events

July 9.....	KLPZ "FLOG" Fundraiser @ Emerald Canyon
July 18.....	Board of Supervisors Meeting @ 10 AM
July 19.....	Parker Town Council Meeting @ 6 PM
July 21.....	Mixer at La Paz Regional Hospital Physical Therapy
July 30.....	Divas of Comedy at BlueWater Resort & Casino

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www.parkeraz.org

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Name That Business!

Can you guess where the photograph on the right was taken? Nobody guessed it in June, but since it's in color now we thought we'd give it one more try! The first caller after 8:00 a.m. on Friday, July 15 to correctly identify the mystery business will receive a gift certificate from that business. Call your guess into (928) 669-2174.



4807 Highway 95 Parker, AZ 85344
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• Shift the Way You Source

If you own a business, shift your sourcing. Every time you shift, you are helping with Arizona's recovery.

• Shift the Way You Spend

If you are on a non-profit board, make the commitment to shift the way you spend.



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Do you know somebody in the Parker community that deserves to be recognized for their efforts? The Parker Area Chamber of Commerce will host their Community Awards Dinner in September and this is your opportunity to have an outstanding individual or organization recognized! Please fill out the form below and fax it or drop it by the Chamber.

Annual Community Awards Dinner Nominations

Rising Star

Name and Company or Affiliation _____
An up and coming individual in the Parker area who has shown great potential as a future community leader

Business Woman of the Year

Name and Company or Affiliation _____
A woman in the Parker area who has shown outstanding community service, achievement and skill in the area of business and/or commerce (Does not need to be the business owner)

Business Man of the Year

Name and Company or Affiliation _____
A man in the Parker area who has shown outstanding community service, achievement and skill in the area of business and/or commerce (Does not need to be the business owner)

Public Safety Officer of the Year

Name and Department _____
A local Fire Department or Law Enforcement or public safety officer who has shown outstanding skill, heroism and a sense of duty to the community.

Lifetime Achievement (Male)

Name and Company or Affiliation _____
A man from the Parker area who has shown a strong, lifelong commitment to the community and has contributed their time and efforts to making the community a better place to live.

Lifetime Achievement (Female)

Name and Company or Affiliation _____
A woman from the Parker area who has shown a strong, lifelong commitment to the community and has contributed their time and efforts to making the community a better place to live.

Volunteer(s) of the Year

Name and Company or Affiliation _____
A person who has shown a strong sense of volunteerism in the Parker area, contributing his resources to non-profit efforts in the community.

Outstanding Young Person:

Name and Affiliation/Organization (if any) _____
A young person age 13-17 who has shown a strong sense of community spirit and has contributed to making the community a better place to live.

Special Recognition

Name and Company or Affiliation _____
An individual, business, agency or group that deserves special recognition and does not fit into the other categories.

A statement of support describing why this person should receive an award is required. Please attach it to your submission.

Submitted by: Name: _____ Phone _____

Please return this form no later than Friday, August 26, 2011 to: Parker Area Chamber of Commerce
1217 California Avenue, Parker AZ 85344 (928) 669-2174; Fax (928) 669-6304

Hospice of Havasu Hosts Open House



Hospice of Havasu hosted an open house at their Parker office on June 8, 2011. Pictured during the ribbon cutting was (from left) Hospice representatives Denise Stephenson, Bonnie Humphries, Adrian Farmer, Melinda Barnett, Ellen Meade, Beth Pohl and Sarah Messmer; Chamber board member Pat Waugh, Hospice representative Mary Lombarto and Chamber board members Don Rountree and D.L. Wilson.

Social Media Boot Camp

Is your business being followed, friended, liked, linked and booked? Does this sound like a foreign language? If so, Social Media Boot Camp will help you make sense of all these terms.

Presented By Arizona Western College Small Business Development Center

Learn How To:

- Design a powerful social media strategy using the right tools for your business.
- Simple strategies to powerfully leverage your visibility and brand.
- Drive a flood of traffic to your website and blog.
- Understand the power of Twitter, Facebook, LinkedIn and Google for your marketing strategy

The seminar is provided free by the Arizona Western College Small Business Development Center.

When: Tuesday, August 2, 2011 from 9 a.m. to 12 p.m.

Where: Parker Community Senior Center, 1115 12th Street in Parker.

This seminar is hosted by the Parker Area Chamber of Commerce



Volunteers, Organizations Invited to Community Meeting

Local organizations that depend on volunteerism to provide critical service are invited to an upcoming community meeting to learn more about an exciting volunteer initiative called the Arizona Centennial Volunteer Challenge (ACVC). The ACVC encourage Arizonans to volunteer and track 100-hours of volunteer service by Arizona's centennial in February 2012.

A public outreach meeting will be held in Parker at 9 a.m. on July 22, 2011. The meeting will take place at the Players Ninth Street Youth Center, 1309 Ninth Street in Parker.

The Arizona Centennial Volunteer Challenge is a collaboration between the Arizona Centennial Commission, the Governor's Commission on Service and Volunteerism and KTVK 3TV. The ACVC is designed to strengthen civic engagement and volunteerism in Arizona as the state heads into its centennial year. The program will also provide volunteer organizations with useful and customizable tools to recruit new volunteers and ultimately grow their volunteer programs. The multi-faceted campaign will be marketed on television, online and on the ground with a host of community meetings taking place across the state.

The ACVC uses a web-based volunteer management tool, powered by VolunteerMatch, that allows volunteers to take the pledge, search for volunteer opportunities and track their volunteer hours. The tool also allows volunteer organizations to post volunteer opportunities in the system at no cost to them. To take the Arizona Centennial Volunteer Challenge or learn more visit www.azfamily.com/community or azfamily.volunteermatch.org

Please RSVP to (928) 669-0175 if you plan to attend the July 22 meeting at Players.