



September, 2011

Chamber Perspective

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

Centennial Event Planning Underway

The State of Arizona will celebrate its 100th birthday in 2012, and the Parker Area Chamber of Commerce is joining forces with Parker Tourism and area service clubs, government entities and organizations to plan events for the Parker area to commemorate Arizona's centennial.

Parker put on its own centennial celebration back in 2008 and the Chamber would like to do a similar event as the one Parker did, including a downtown parade and a street party at the Joshua Street Mall.

Arizona's statehood day is February 14, 2012, but that's a Tuesday, so planning is underway to have the Parker Centennial Celebration on a weekend before or after that date.

At a meeting on August 24 at the Parker Community Senior Center, Community members from several area service clubs and government agencies gathered to share ideas and offer suggestions for the Ari-

zona Centennial Celebration.

Parker Chamber director Randy Hartless urged the attendees to focus any events they plan for 2012 to incorporate a centennial theme into their planning.

Parker Tourism director Mary Hamilton is working on bringing the Arizona Centennial "Copper Chopper" to the Parker 425 Downtown Street Party in February.

The Copper Chopper was created by renowned Arizona bike builder Paul Yaffe and it will be traveling around the state during the next six months. Somebody will win the Copper Chopper when it is raffled off on February 12, 2010. Entry tickets in the Copper Chopper drawing are \$5 each and you can



purchase drawing tickets at www.az100years.org.

The Parker Chamber and Parker Tourism are also creating a virtual community calendar so organizations and individuals can plan ahead without running into other community events. To get your events on the community calendar, call Debbie at the Parker Area Chamber of Commerce at (928) 669-2174.

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the 3/50 project™

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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.*

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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



320 Members Strong!

We offer Business,
Associate, Non-Profit,
Winter Visitor and
Individual Memberships
(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:



The Parker Area Tourism Office is a non-profit corporation whose mission is to market the Parker Area to the targeted areas identified by the Tourism Committee. This office is separate from the Chamber of Commerce and is responsible for its own funding. The Parker Area Tourism Committee is funded by the Town of Parker, La Paz County and the Pledge Partner Program. We recently have received some bed tax dollars from San Bernardino County however, that amount is unreliable to budget.

Through fiscal year 2009-2010, this office had received annual contributions from La Paz County at \$25,000 and from the Town of Parker at \$23,000. We also had the opportunity to receive grant monies from the Arizona Office of Tourism. The last grants we received were during fiscal year 2009-2010 and were \$13,120 for the ARRM Grant and \$4,806.50 for the EZ Marketing Grant totaling \$17,926.50.

In 2010-2011, the State of Arizona swept all the marketing grants from the Arizona Office of Tourism and cut their budget by 50%. Other funding was also cut 10% by the Town of Parker and 25% by La Paz County. With no grants and cuts from the County and the Town, 2010-2011 was a real test. The Committee identified the need to make the director's position full-time to keep up with the rapidly changing world of marketing. Even with the budget decrease, the office was able to maintain trade shows and strengthen its internet presence.

As a County, La Paz was performing beautifully through 2008 with total travel spending peaking at \$216 million annually. Then, in 2009, we suffered an almost 17% reduction in total travel spending at \$179 million. That was quite devastating for our entire community. However, in 2010, there was a 6.7% increase county-wide at \$191 million. State-wide, Arizona is climbing back up with an increase at 7.9%. (Audits performed by Dean Runyan Associates.)

This is why tourism works! People are travelling again. Tourism is our number one industry and the most powerful and resilient industry in our area!

So, I am pleased to report that for fiscal year 2011-2012, the Town of Parker has funded Parker Area Tourism at the same amount as last year at \$20,700. Also, La Paz County has funded Parker Area Tourism at the same amount as last year at \$18,750.

On behalf of the Parker Area Tourism office and the businesses of the Parker Area, thank you, La Paz County and the Town of Parker for your investment in everybody's future.

Chamber Member News

Welcome New Members!



Hometown Store

1009 Arizona Avenue Parker, AZ 85344
(928) 669-9447



AJ Motorsports

Brandon Johnson
10177 Harbor Drive Parker, AZ 85344
(928) 232-7529



El Sarape Restaurant

621 Riverside Drive Parker, AZ 85344
(928) 669-0110

Pirates Den Resort

7350 Riverside Drive
La Paz County Park
Parker, AZ 85344
(928) 667-3102
Opening Soon!



September Mixer

Hospice of Havasu will host the September Mixer at their Parker office on Thursday, September 15.

Chamber members pay only \$5 and non-members are \$10 per person.

The Hospice of Havasu office is located at 212 Riverside Drive at the old Sears building. The mixer will be from 5:30-7:30 p.m.



TPT Workshop

The Parker Area Chamber of Commerce and the Arizona Western College Small Business Development Center will host a free workshop for business owners on Wednesday, September 21, 2011 at the Parker Community Senior Center located at 1115 12th Street. The TPT Workshop will run from 10:00 a.m. to noon.

“Understanding TPT” will focus on making reporting easier and help you better understand the Transaction Privilege Taxes (TPT) that apply to your particular type of business. The topics covered will include:

- A basic overview of completing the Joint Tax Application
- Resale certificates and TPT business classifications
- State and city taxes
- Use tax
- Factoring and reporting collected tax



Would you like to be the next?

“Man About Town”

A 4-month Fundraising Campaign Sponsored by:
Soroptimist International of Parker

Proceeds benefit:

Colorado River Regional Crisis Shelter, Parker Senior Center,
Meals on Wheels Program, Woman’s Opportunity Award,
Violet Richardson Award & Educational Scholarships

Commitment Requirements:

- Nov. 12th**—attend Kick-off Dance and benefit. Make presentation to garner support of community. (Complimentary entry)
- Hold at least 1 major fundraiser and 1 small fundraiser to secure **VOTE\$** for your campaign.
- Assist our “**Manhandlers**” in running an enthusiastic and honorable campaign. Provide Photos for Voting & publicity.
- Turn over every dollar vote\$ to the Man About Town committee Treasurer.
- April 14th, 2012**—Promote and attend the final event (**Black & White Ball**) where the “*Man About Town*” participants will be honored. (Complimentary entry)

MAT Application (Deadline—postmarked by September 25th, 2011)

Name: _____

Address: _____ Phone: _____

Affiliations: _____

Person Recommending (if applicable) _____

Signature of Applicant: _____ Date _____

MUST be signed by applicant for application to be considered.

Please mail application to: *SI Parker, PO Box 749, Parker, AZ 85344 Attn: MAT*



Chili Cook Off Sponsors Needed!

The 4th Annual Colorado River Chili Cook Off is set for Saturday, October 22, 2012 at La Paz County Park and the Parker Chamber is seeking event sponsors.

Longtime sponsor Gene Price Motorsports is joined this year by major event co-sponsor Pirate's Den, but we need your support!

The Colorado River Chili Cook Off saw over 1,000 visitors last year and the event includes live music, Chili and Salsa Contest, Horseshoe Tournament, The Soroptimist River Diva Bar, Kid Games, Vendors and the Parker Rotary Club Classic Car Show.

We'll hang your banner at the event, include your business name on the event posters, banners and t-shirts and we'll give all of our sponsors free event t-shirts and chili-tasting bracelets!

If you are interested in sponsoring this fun community event, call Randy Hartless at (928) 669-2174 or contact him at director@parkeraz.org.

Raffle Includes \$2500 in Swag!

Area businesses have pitched in to help the Parker Area Chamber of Commerce with their Colorado River Chili Cook Off raffle by donating over \$2500 in goods and services, gift certificates and cash! Davis Hardware donated a wheelbarrel that we've filled with goodies and the whole package was wrapped up by Gloria at Fascinating Things into one incredible prize package that you can win!

Raffle tickets for the Swag Wheelbarrel are only \$5 each or 5 tickets for \$20. The winner will be drawn during the Chili Cook Off on October 22, 2011. The winner does not have to be present to win.

The prize package includes:

- 6 cubic ft wheelbarrel and Makita drill/sander combo from Davis Hardware (\$250 value)
- \$200 Backdraft Wakeboard from Spanky's RV & Marine
- \$100 cash from Mike Zynda Construction and Parker Self Storage
- \$180 worth of racing attire from Gene Price Motorsports
- \$100 gift certificate from Kiki's Kottage
- \$150 massage and beauty products from Daniel Tucker at One Stop Hair Shop
- \$100 in KLPZ gear
- \$100 in urban street wear from CrozzBonez
- \$100 leather bag, 4GB flash drive and 2GB laser pen from Hapi Face HQ
- Ford cap and 2 oil changes from Parker Motor Company (\$75 value)
- \$25 pedicure from One Stop Hair Shop
- \$33 hair care from Shear Sensations II
- \$70 pet grooming from Brenda's Critter Corral
- Parasail ride and 1/2 day rental for kayak or paddleboard from River Parasail (\$100 value)
- 2 rounds of golf at Emerald Canyon Golf Course (\$120 value)
- \$100 carpet remnant from Riverside Floors
- \$75 Willow Room certificate from the BlueWater Resort & Casino
- 2-night stay at the BlueWater (\$180 value)
- Tire Rotation from The Front End Shop
- Cork board and metal art from Country Thyme (\$45 value)
- Dinner for 2 at Rio Tratorilla (\$30 value)

-Lady's tank top from Parker Oil Products

-\$80 in beauty products from Anita's Beauty Creations

-\$25 gift certificate from River Island Market

Card holder, purse, shirt, bangles and necklace from Fascinating Things (\$115 value)

Stop by the Chamber to check out the Swag Wheelbarrel and get your tickets today!



Chamber Member Anniversaries

Business Members

Kofa Inn.....	45 years
KLPZ 1380 AM Radio.....	37 years
Wheeler Inn Family Resort.....	32 years
Continental Jewelry.....	31 years
La Paz Regional Hospital.....	30 years
Amerigas.....	29 years
Dr. Kevin Klopfenstein.....	29 years
Buckelew Farms.....	27 years
La Paz Career Center.....	27 years
La Paz Co Fair Association.....	27 years
Chicago Title.....	24 years
Chino Hay Market.....	22 years
Dee Nilsen Insurance	19 years
McDonald's Restaurant.....	19 years
CB Real Estate.....	16 years
Best Western Parker Inn.....	15 years
CRIT Air.....	13 years
KFC Parker.....	13 years
Mammenga Construction.....	11 years
Bob's Furniture.....	10 years
Court Appointed Special Advocates.....	9 years
Parker Center.....	8 years
VF Investments.....	5 years
Cory Computer Systems.....	5 years
AFLAC Insurance.....	4 years
Parker United Methodist Church.....	4 years
Anita's Beauty Creation.....	3 years
Beautiful Flowers.....	3 years
BMJ Cleaning.....	3 years
Lora's Bookkeeping Service.....	3 years
Hapi Face HQ.....	2 years
Parker Community Lighthouse Chapel.....	2 years
The Front End Shop.....	2 years
Adventure Cycle and Sport.....	1 year
Tom Browning Appliance Service.....	1 year
HB Graphic Design.....	1 year
Professional Educators of Parker.....	1 year

Individual Members

Rudy & Cecilia Parker.....	22 years
Lin & Butch Bachtel.....	14 years
Jackie Johnson.....	14 years
Pat Beaver.....	3 years

Shift Your Spending!

Shift to a locally owned business and help your local economy. When you spend here, your money stays here. A simple shift on your part can help support and improve the quality of life for everyone.

•Shift the Way You Shop

Shifting your spending doesn't cost more - it just takes a little effort!

•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.

To Advertise Call Lindley

(928) 669-9999



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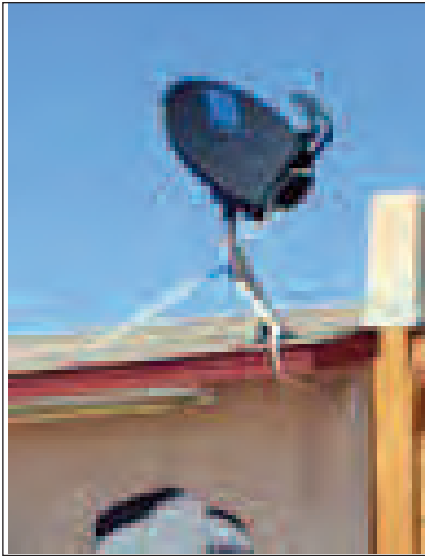
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Name That Business!



Nobody called to guess the August Mystery Business (left), so we'll give you another clue: the photo on the right is part of our mystery business's logo. Call in your guess after 8:00 a.m. on Wednesday, September 7. The first correct caller will receive a gift certificate from the Mystery Business!



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Parker, AZ 85344

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*To Advertise in the
Chamber Newsletter
Call Randy at (928) 669-2174*



Horizon Community Bank



We Invite You!

To an "after hours" presentation at Horizon Community Bank in Parker, AZ, on Sept. 8, 2011

What ASU means to the Parker Area

Refreshments and light appetizers will be served.

Please plan on attending a very informative program presented by a Havasu Foundation for Higher Education board member.

The presentation explains the impact that the new ASU at Lake Havasu College will have on the Parker area in relationship to jobs, housing, local access to a 4 year university for our graduates and a variety of other factors.

When: September 8, 2011

Where: Horizon Community Bank

Address: 1017 California, Parker, AZ

Time: 5:30pm

Contact phone number: 928.669.2366



ASU merchandise will be available for purchase during the event!

We are committed to developing a comprehensive residential 4-year university in this area. Please join us as we strive to offer a local, affordable, quality education for our children.

Jo Navaretta jo@pitzerair.com
Nello Ruscitti, Co-Chairs nello.ruscitti@ftr.com
www.HavasusFoundation.org