



*Lake Havasu Area  
Chamber of Commerce*

*Business Edge  
October 2018*



[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Desert Bash](#)

[Membership Test Drive](#)

[Initiatives](#)

[Featured Ambassador](#)

[ASU Intern](#)

[Winterfest](#)

[Business Highlights](#)

[Member Happenings](#)



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of Stan Usinowicz  
Communications

## Leadership Lake Havasu Program Consistently Develops Future Leaders

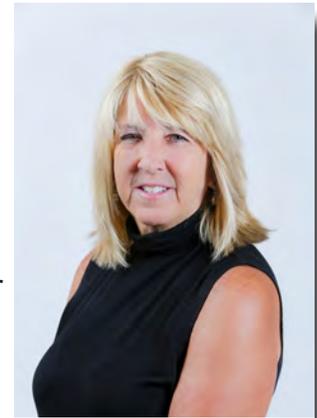
As I prepare to welcome the Leadership Lake Havasu Class of 2019 at its opening session this week, I am reminded of what an important role this program has played in building strong leadership within our community.

Many times, when I am sitting in the office of one of our dynamic business professionals, I look up and see the plaque signifying their graduation from Leadership Lake Havasu. It doesn't matter if it is a well-established organization that has been around for many years or a brand-new start up. They may have one employee or 100 employees - the plaque is there.

To quote John Buchan –

*“The task of leadership is not to put greatness into humanity, but to elicit it, for the greatness is already there.”*

I look forward to observing and celebrating what greatness we are about to witness from this class of future leaders.



Terry Delia  
Chairman of the Board



Leadership Lake Havasu  
Class of 2019

### Chamber of Commerce Core Membership Commitments

- Creating a Strong Local Economy
- Representing the Interest of Business with Government
- Political Action
- Promoting the Community
- Networking and Building Business Relationships

## Promoting Community Part of Chamber's Why

This month and throughout the next quarter, your chamber will be extra busy. October signals the start of Lake Havasu City's busy winter season and community events abound. One of our core competencies or why's, is **Promoting the Community** and it is our distinct pleasure to help get the word out about all the amazing things that occur this time of year, whether the function is chamber-supported or not.

Now keep in mind, the Chamber of Commerce is a non-profit but not a charitable organization. We are, by IRS status, a 501(c)6 organization – a membership based, professional business organization. We do consider ourselves a community organization, but one that focuses its work on growing and maintaining a strong local economy.

Community functions and events such as the many on the October calendar, are all about bringing the community together and instilling pride in Lake Havasu City. Some events do just that – and some do that and more. The “more” I'm referencing, is the economic impact that works in concert with the event.

In the internal halls of 'chamber world' chambers are occasionally chastised for promoting events, and are given the dark title of 'chamber of events' rather than chamber of commerce. Some chamber leaders that sit on higher thrones than I think Chambers should devote all their time and energy to public policy and economic development. While those two areas are critical to chamber and community success, I don't ever think it is right to discount the importance of events.

Communities like Havasu don't have a lot of industrial organizations that serve as economic drivers. Our GDP is related to tourism. What is one thing we can do to increase tourism? Hmmmm, have an event that brings people to town maybe? What a concept. Big events like Winterfest are known to bring in a large amount of dollars – vendors have to sleep and eat somewhere and they have to fill up their gas tanks at the end of the weekend. Bigger events, like IJSBA, fill all the hotel rooms, rental homes, restaurants, and wow, those folks use a lot of fuel! You surely get my drift.

But, even the events we consider “local” drive money into the Havasu economy. The London Bridge Days Parade on Saturday, Oct. 27 is a prime example. It is true that mostly locals attend the parade – hundreds of locals that is. While assembled on McCulloch to view the celebration of our heritage, there's a lot of retail trade happening – in the restaurants for sure but also in the specialty shops (cupcakes, hardware, art galleries) who all see increased foot traffic that day and you can't tell me that doesn't make a difference.

Promoting the community in a positive light is a crucial part of what we do and it ties into our ongoing #positivityproject. I hope you'll join us in supporting this important part of the chamber's mission and make it part of your why too.



Lisa Krueger, IOM, ACE  
President & CEO

### Mission Statement

The mission of the Lake Havasu Area Chamber of Commerce is to enhance and promote the business environment and the economic well-being of our communities.

[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Desert Bash](#)

[Membership Test Drive](#)

[Initiatives](#)

[Featured Ambassador](#)

[ASU Intern](#)

[Winterfest](#)

[Business Highlights](#)

[Member Happenings](#)

## Desert Event is a economic plus for our local economy

Desert Bash & Off-Road Poker Run enthusiasts, and visitors from states surrounding Arizona, have had a strong economic impact on Lake Havasu City's economy, says Amanda Jaramillo. She's the Investment and Special Events Assistant of the Lake Havasu Area Chamber of Commerce.

"We're bringing in people from all around – California, Nevada, Utah, New Mexico and Colorado, as well as Arizona," she says. They reflect the upward spiral of economic growth this fast-growing sport has seen in recent years.

Vendors are also attracted to the annual event, now it its eighth year, and local off-road enthusiasts as well as people who just enjoy the desert outdoors join in for the fun, the exhibits, the food and the fun.

"That's all good for the economy and it's good for tourism," says Amanda.

This year's event, Nov. 30-Dec. 1, is again sponsored by AZ West All Sports, and it offers a 70-mile off-road poker run, food, a beer garden, prizes and drawings, commercial displays with the latest in off-road products, and the camaraderie that is part of off-road fun.

The location is again at Standard Wash, south of the city on State Route 95. There is no admission charge and parking is free to visit the event area. There will be a beer garden and food vendors, as well as equipment and off-road gear displays and sales.

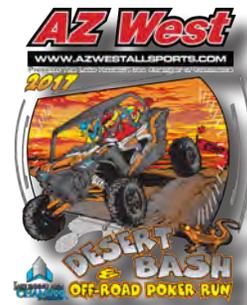
Campers arrive on Friday, Nov. 30, and a drivers meeting follows. The 70-mile course on federal land is not a race but a fun trail run. Each paid entry will also receive a drawing ticket. Additional poker hands will be \$5 each.

For poker run participants, the \$70 entry fee includes entry for one vehicle, one Saturday dinner box furnished by Jersey Mike's, one poker hand and one drawing ticket. Additional dinner boxes are \$12 each.

Campsites are currently sold out. More vendors are welcome and more volunteers are needed – sign ups are on the Chamber website.

"This is the largest recreation event on the Chamber calendar," says Amanda. "It brings the community together because so many locals come to Desert Bash."

Complete information is available on the Chamber's website under the drop-down category "Events."



## Eight local businesses are on a ‘Membership Test Drive’

We’re not standing still.

This month, eight non-member businesses enjoy a trial membership to learn more about the Lake Havasu Area Chamber of Commerce in a “Try Before You Buy” program – 13 months of membership with the first month free.

The year-long “Membership Test Drive” opened this month and, says President & CEO Lisa Krueger, while the current membership level is typically 650 members, “We know we can do better. So we’re asking people to try it before they buy it, much as you would if you were shopping for a new car.”

The source of the idea? Travis Vest of Anderson Toyota. “It was his thought process that took us to this point,” she said. “It’s a Membership Test Drive.” Cost of a Classic 12 Month Membership: \$328 annually.

The eight businesses were from a group of 12 that met for an orientation last month and who stepped up to the program. This month, they are taking a number of steps to acquaint themselves with the Chamber:

- Attend a Behind the Curtain session to learn more about the Chamber; how to use the website’s Members Only section; and ask questions about membership.
- Attend one of the monthly networking opportunities: Social Hour, AM Exchange or Monthly Mixer.
- Attend a committee meeting or a Board of Directors Meeting.
- Meet with a Chamber volunteer – a member of the Board of Directors, the Ambassador Committee or working on the membership drive with a staff member.

The trial membership drive is off to a good start with its first “test drive,” said Lisa. “We’re hoping that our ‘test drivers’ are really going to enjoy all the products the Chamber provides, that they will become members of the Chamber and that we’ll be able to retain them for years to come.” The goal this year: 144 new members.

The outlook is bright, she said, because the Great Recession is over, and things are going well in Lake Havasu City and the area. Housing sales are brisk and availability is scarce, and sales tax collections are strong.

The Chamber believes it should be working on membership growth and relevancy issues to provide better ways to deliver its message, she says. To that end, it has developed an Emerging Leaders Council of people between ages 16 and 30 to work with the Board of Directors in an advisory capacity.

“Just as we remain relevant to the business community in Havasu, we also know that we should be able to realize new members,” she said. Her outlook: 1,000 members in the next three or four years.

Chamber relevancy is a challenge for traditional organizations to attract the Gen X’s and Gen Y’s and Millennials, she said.

“They expect different things from organizations and they do not want to participate in their Grandfather’s Chamber. They’re looking for more opportunities as part of their Chamber membership – training referrals, business opportunities and political advocacy.

“But they also want to be involved in programs where they can make a difference – they can work on a social cause or community project as part of what the Chamber does.”

Along these lines, the Chamber has developed a new statement about itself – no change to the mission statement – but a business-sized card with contact information and a way to express the “30 second elevator pitch.”

**the chamber is credibility.**

**We are your voice advocating for the community and better business opportunities. I belong. You too can be part of the Chamber Experience**

Current Chamber members aren’t left out.

Said Lisa, “We want them to make referrals of potential members. We’ve developed a contest, and the one with the most referrals will receive a weekend getaway in Flagstaff.”



[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Desert Bash](#)

[Membership Test Drive](#)

[Initiatives](#)

[Featured Ambassador](#)

[ASU Intern](#)

[Winterfest](#)

[Business Highlights](#)

[Member Happenings](#)

## Chamber Urges Yes Vote on 126 and No on 127

The Chamber has taken positions on two of the initiatives that will appear on your General Election ballot; members are urged to vote Yes on Proposition 126 and No on Proposition 127.

Proposition 126, known as the Protect Arizona Taxpayers Act, would permanently ban any sales or use taxes on services or labor not already in place by Dec. 31, 2017. This would include services like child care, health care, self-defense, haircuts, manicures, funerals, real estate, accounting, plumbing, HVAC, and more.

The Chamber's Governmental Affairs Committee discussed the proposition at length and made the recommendation for the Board to support 126 believing that sales tax is not the way to create additional revenues to fill holes in the state budget, according to Lisa Krueger, the Chamber's President & CEO. "Adding sales tax to services creates an extra layer of red tape for businesses of all sizes but especially smaller businesses who do not have the funds to hire extra employees to deal with the paperwork. Additionally, sales tax on services adds cost for the purchaser," she said. "More taxes will result in fewer transactions for our hard working entrepreneurs.

Proposition 127 would require Arizona electricity suppliers to generate at least 50% of their annual sales of electricity from renewable energy sources. If passed, this would amend the state constitution and have a significant impact on Arizona's energy suppliers. The proposition is backed by California billionaire Tom Steyer.

Studies by ASU Carey School of Business and others indicate if passed, the proposition will drive electric customer's bills more than \$850 per year for a typical home and \$3,400 for a typical business. The proposition would also require providers to secure 20 percent of their renewable power from small private solar arrays instead of more affordable community-scale systems. This is backed by the rooftop solar industry – if passed electricity providers would pay at least four times as much as companies like UniSource Energy Services would pay otherwise ([www.lazard.com/media/450337/lazard-levelized-cost-of-energy-version-110.pdf](http://www.lazard.com/media/450337/lazard-levelized-cost-of-energy-version-110.pdf)).

Economists have warned that the initiative would also impact jobs – putting many out of work. Arizona would also forfeit \$72.5 billion in state gross product and \$42.5 billion in disposable personal income. State and local tax revenues could be reduced by more than \$5 billion. Projected property tax losses could amount to \$858 million less to Arizona's public schools, according to the ASU study.

Voting on ballot initiatives does matter to business – vote YES on 126 and NO on 127.

Featured Ambassador:

## Active members who bring value to our Chamber

As Teri Jameson sees it, the Lake Havasu Area Chamber of Commerce not only adds value to the community but also to its members – through its programs, educational or social; its various boards; and representing not only its members, but the community as well.

“Any event you go to, you run into an Ambassador,” she says. “Our Ambassadors are more active than other Chambers I have seen. They volunteer not only for the Chamber, but for many other organizations as well.”

Teri is Branch President of First Savings Bank, and when she saw the dynamics of the Chamber and its programs, she jumped at the chance to join the Ambassador Committee.

For any new business people who locate in Lake Havasu City, she says. “I highly recommend they go to a Chamber Mixer. They’ll always get greeted by an Ambassador, and of course, by the Chamber staff.

“We welcome them with open arms and introduce them around the room.”

The Ambassadors provide significant help that helps make the Chamber special, said Teri. “There are 30 of us out there promoting the Chamber and promoting businesses that are part of the Chamber.”

Friendships develop in the Ambassador committee, and members are like family. When a new Ambassador is added to the committee, “We get to know them and their family – we grow with them and their businesses, promote business growth.”

One of her best friends today was an Ambassador she met when she began on the committee – Jen Whetten. “She always has a smile on her face and she and husband Chad are the epitome of how a business should utilize the Chamber.”

This is an active Chamber compared to one she joined in Sebring, Fla., where she had three personalized insurance agencies – “It wasn’t nearly as active as this one.” An example: That Chamber had one mixer a month.

Then there’s Winterfest, Desert Bash, AM Exchanges, Mixers each month. There’s the Chamber Foundation for Education and Leadership, the Board of Directors and its activities and more.

The Leadership Program is a big asset, Teri says, “because there are so many people who have attended and graduated from that program – from educators to CEOs. “They just don’t learn about the community – they learn about themselves and how to challenge themselves and to use those skills to better their professional careers. That’s what sets this Chamber apart.”

Teri has completed her Bachelor’s program with the University of Phoenix online and will pursue her masters.

She and husband Jason have four children: Krystian, 17, an senior at Lake Havasu High School, a varsity football player and who has enlisted in the Marine Corps upon graduation; Jayden, 14, who played frosh football at LHHS; and Kayelynn, 10, and Emma, 6, who play softball and twirl batons for Havasu Elite Baton Twirling Club.



Teri Jameson

[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Desert Bash](#)

[Membership Test Drive](#)

[Initiatives](#)

[Featured Ambassador](#)

[ASU Intern](#)

[Winterfest](#)

[Business Highlights](#)

[Member Happenings](#)

## ASU Intern Introduces Himself

Hello! My name is Samuel (Sam) Miller; I am a senior at the Arizona State University campus here in Lake Havasu City. I have been interning with the Lake Havasu Area Chamber of Commerce and Lake Havasu City Convention and Visitors Bureau for my senior capstone project.



I am also one of the people who are involved in making the new weekly newsletter that Chamber members will start receiving later this fall.

I am currently working toward getting my communication degree. After college I am hoping to go into social media/advertisement. Before coming to Lake Havasu, I lived in East Baton Rouge Parish, LA, where I went to high school. But, before that I lived in a small town called Sherman, Conn.

I also am getting into very basic photography and learning how to fly a drone, which I believe will help me in the long run as those two areas are crucial in social media. I am your average everyday gamer which helps me pass time here in Havasu as it can get pretty hot outside. I also enjoy gaming for the social aspect as I feel it brings people from all over the world together with a common connection.

If you need to reach me, send email to [samm@havasuchamber.com](mailto:samm@havasuchamber.com)

COMMUNITY  
*Matters*

## Vendor applications available for Winterfest, our most popular event

In the past 33 years, Winterfest has grown into one of Lake Havasu City's signature events and attractions, drawing an estimated 35,000 visitors over two-days, browsing among 250 booths lining the center of McCulloch Boulevard – from Acoma Boulevard to Smoketree Boulevard.

This year's dates: Feb. 11-12 for Winterfest 34, presented by the Lake Havasu Area Chamber of Commerce. There is no admission charge for enjoying the event. Hours are 9 a.m. to 5 p.m. Saturday and 9 a.m. to 4 p.m. Sunday.

People take time out to make selections from the extensive food court; enjoy a beverage and entertainment in the City Park; and watch the kids and grandkids on the pony ride or rock wall they like to climb.

Applications are now being taken for vendor spaces – food vendor spots are sold out – and a full listing of vendor space dimensions, costs, rules and regulations, pricing, electric power availability, business license, certificate of insurance, sales tax payment, health permits and other fees are posted in the Chamber's website, listed below.

Categories include, but are not limited to, jewelry, arts, woodworking, clothing, bath (beauty, candles, scents), kitchen items, accessories (shoes, belts, scarves, purses, bags, hats, etc.), bedding, toys, outdoor accessories and indoor accessories.

Applications and fee payments may be completed online ... [www.havasuchamber.com](http://www.havasuchamber.com) ... and certificates of insurance and payment must be received by Dec. 12.

Applications may also be downloaded and mailed to:

Lake Havasu Area Chamber of Commerce  
Winterfest Committee  
314 London Bridge Road  
Lake Havasu City, AZ 86403

Sponsors are also needed and they may contact Amanda Jaramillo, Investment and Special Events Assistant at 928-855-4115 or [amandaj@havasuchamber.com](mailto:amandaj@havasuchamber.com).

With the growth of Winterfest over the years, attractions have spilled over into side streets along the stretch between Acoma and Smoketree boulevards, and it's a great opportunity to visit and learn about the brick and mortar shops and attractions that line McCulloch Boulevard.





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## Hotoveli Boutique owner says Havasu is an 'amazing place'

The moment Deane Duncan spotted the castle-like building on Marlboro Drive built in Havasu's early days and within sight of the London Bridge, she asked herself, "It's so cute. Why isn't that for rent?"

That was in the spring. She found the owner, rented the building, closed her 5,000 square foot business in Moses Lake, Wash., packed up a U-Haul, drove south across the open spaces and the deserts, and on July 4, opened Hotoveli – Modern Chic Boutique – 1,800 cozy square feet -- almost not believing her good luck.

She says she needed a larger market area than Moses Lake (population 19,000) offered; her youngest son was in college; "And I was at a point where I could spread my wings a bit.

"It happened so fast."

Inside Hotoveli, the customer almost doesn't know where to look first, because there are items everywhere to catch the eye – not a busy or crowded feel but elegant as well as simple items and a surprise you wherever you look.

"We do carry popular name brands," says Deane, "such as Free People and Johnny Was, and affordable styles as well. We offer variety for all ages – I start with 14 years old up to 90 – gifts for guys and gals – cute and fun gifts for birthdays and weddings – fantastic lines that nobody else carries here."

There are essential oil lines, including CBD oil which she says is presently the hottest new oil – drops or cream – and helpful for pain, arthritis and more. It's pure hemp, she says, with no THC – "It's so amazing and it's helped so many people."

There are shoes, boots, accessories, greeting cards, purses, jewelry and designer jewelry, bath balms, Himalayan bath salts ...

... And then she pauses with a smile. "I have a lot. I have too much. I'm a bad buyer because I want it all." A quiet laugh. "I buy what I like and I hope my customers like it"-- her voice drops shyly – "Just kidding – kinda."

"I think of my customers and I see things I know they will love and I will get them."

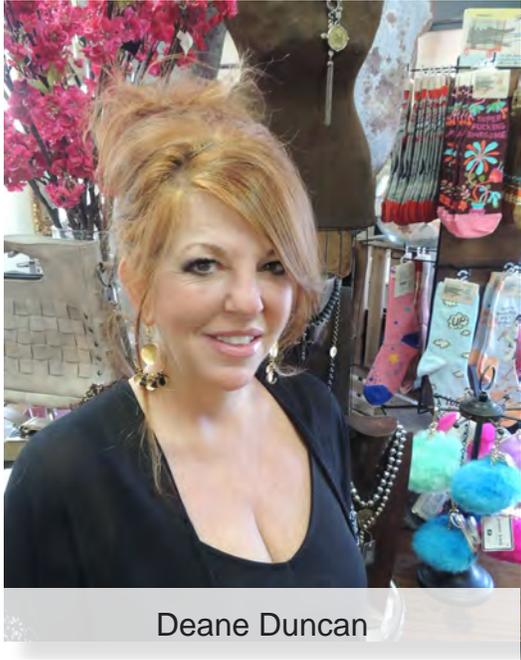
Her customers like the way her shop is decorated and the way they are displayed. They have told her that her shop is "just what Havasu needed."

Deane owned Hotoveli in Moses Lake for five years, opening it after 23 years in marketing with the local newspaper. She loved that and she loved helping her advertisers, she says, but it was time for a change.

a surprise everywhere you look

"I always loved fashion, decorating, being creative, so I started my own business from nothing. I just grew it ... and now I'm excited to bring it to Lake Havasu City.

"I love Lake Havasu. Havasu is so amazing. There are incredible people here and they're supportive. The normal person that lives here loves to support business and the city does a fabulous job of promoting the town. I feel so blessed to here."



Deane Duncan

She plans to capitalize on the shop's location adjacent to the Eagles, with the back door opening to the south end of London Bridge Shopping Center and its annual winter weekend swap meet.

Finishing touches are being put to the patio facing the area, and she might eventually rehab an old Airstream trailer and travel to appropriate events to sell merchandise.

"Havasu ... It's like everything you can ask for, and I get to see the London Bridge when I go out the front door. How amazing is that!"

Hotoveli Boutique  
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[Board of Directors](#)

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[Chairman's Chat](#)

[President's Perspective](#)

[Desert Bash](#)

[Membership Test Drive](#)

[Initiatives](#)

[Featured Ambassador](#)

[ASU Intern](#)

[Winterfest](#)

[Business Highlights](#)

[Member Happenings](#)

## Welcome to This Month's New Members

360 Grind & Grill  
Accurate RV & Marine Supply  
Judy's Art Gallery & Framing  
Millannacares  
Mohave Memorial Lake Havasu Mortuary & Crematory  
Riverbound Storage Management LLC  
Stetson Winery

## Welcome to This Month's Returning Members

Farmers Insurance - Lisa Sweet Agency  
Joel's Tees & Design



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You will need a Travel ID endorsement to use your Arizona Driver License or Identification Card at TSA security checkpoints.

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### DON'T WAIT UNTIL THE LAST MINUTE

If you want a Travel ID or will need one:  
Step by step instructions at



[azdot.gov/travelID](http://azdot.gov/travelID)



## This Month's Members Who've Reinvested for Success

360 Deli  
Allen Investigations  
ARQ Land Surveying  
Better Breathers / American Lung Association  
Canyon State Crane & Rigging Services  
Colorado River Communications Inc  
Connected Computer & Technology  
Craig Fire Protection  
Culver's of Lake Havasu  
Goodwill of Central and Northern Arizona  
Havasu Dental Center  
Hilltop Community Church  
K-12 Foundation for LHUSD #1  
Lake Havasu City Historical Society & Museum  
Lake Havasu City Municipal Offices  
Lake Havasu Memorial Gardens  
Lakeside Orthopedic Institute LLC  
loanDepot  
Miracle Ear Hearing Center  
Mohave County Department of Public Health  
Mohave Solar  
New Day Schools  
Pioneer Title Agency  
Queen's Condos Rentals & Sales by Connie  
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