



*Lake Havasu Area
Chamber of Commerce*

*Business Edge
January 2019*



[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Community Event](#)

[Winterfest](#)

[Networking](#)

[Featured Ambassador](#)

[Member Happenings](#)

[Business Highlights](#)



Stories/Photos courtesy
of Stan Usinowicz
Communications

Happy New Year!

My New Year's resolution this year is to do something kind for someone else every day!

I am so inspired by all the giving people that call Lake Havasu City their home. I witness their generous acts daily at my place of employment and just about everywhere I go and I want to be like them.

As we all know, it's a win win for everyone when we think of others in everything we do.

Enjoy the upcoming year and sharing all that we are grateful for!



Terry Delia
Chairman of the Board



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**

Help the Chamber reduce community negativity

Several years ago, the Chamber started an online system (quite a bit before Facebook and Instagram became part of our daily lives) to offer up kudos to those focusing on the positive side of life by adding a place on our homepage to thank them. This was in place for a couple of years but removed from our website during an update and not replaced.

Apparently it was missed. In May of 2016, the Chamber board added a perpetual goal to its business plan. Concerned the community spent too much time dwelling on tiny things that grew into large community negativities, the direction your chamber staff received at the annual planning retreat was to find a way to “mitigate community negativity”.

The re-born project was scheduled to begin during the second quarter of the 16-17 business plan. We brainstormed a few ideas, so we wouldn't duplicate efforts of other organizations and decided a simple positive message shared each day with our members might lighten spirits around town and #postivityproject was born. Then, as most of you know, my husband became ill, I went out on leave for several months, and #postivityproject was backburnered until my return.

I started the posts back up in September 2017. Each day our members and fans/followers will see that day's message on Facebook (www.facebook.com/havasuchamber) and Instagram (<https://twitter.com/HavasuChamber>). It's a simple way for the chamber say, “good morning, have a great day.”

Sixteen months later, those posts are still going out and every day, we are reaching more and more community members and folks around the country. The posts are getting liked, loved and shared. Now that you all know about it, it's your turn to help us make #positivityproject even better.

I've noticed many of you also provide quotes to raise morale and spread the love so to speak on your social media pages. I invite all of you to continue to do that, and more of you to follow the lead, but add #positivityproject to your posts. Imagine what we could do if everyone within our combined reach started their day with a positive versus a negative.

When you are faced with a decision and you think or hear “why would I do that”, perhaps #positivityproject can help you shift your thought process to “why not”? I hope you'll join us in lifting the spirits of our colleagues, neighbors and friends.



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](#)

[Community Event](#)

[Winterfest](#)

[Networking](#)

[Featured Ambassador](#)

[Member Happenings](#)

[Business Highlights](#)

Leadership Lake Havasu Class of 2019 planning community event - Cirque de Havasu

Get ready for Cirque de Havasu, a carnival-themed event on Saturday, April 6, on the kid-friendly, grass confines of London Bridge Beach Park on the Island.

This year's 26-member Leadership Lake Havasu class is organizing the family-friendly community event as a part of the requirements for the program – a fund raiser for the Lake Havasu Chamber Foundation for Education & Leadership.

Date: Saturday, April 6

Time: 2 p.m. to 6 p.m.

Mary Delasantos, event manager, says the theme was developed to create a family, small town feel – a carnival with decorated small tents that resemble circus tents, wandering entertainers on the site, entertainment on the stage, prizes, food trucks with carnival-style food, and games for kids such as ring toss, and more.



There will also be adult beverages available.

"We hope to have jugglers wandering through the crowd, a game area, face painting. The idea is to have carnival type food and games," she said. Sponsors are welcome to join the creativity and decorate their booths to match the circus theme, said Mary.

Admission will be \$5 per person. Tentatively, the price of admission may include some games, food and beverages.

The class is fleshing out the details, said Mary, and additional information will be announced soon.



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Winterfest nears – it's one of LHC's top attractions!

It's become one of the major events in a city that saw 425 miles of streets carved out of the desert in 1963 – with quarter acre parcels for sale that today are home to 54,000 residents.

It's Winterfest 2019 – it has grown in the past 34 years from a small event in the English Village to one that draws up to 35,000 people over two days on McCulloch Boulevard, between Smoketree and Acoma Boulevards. The dates: Feb. 9-10, 9 a.m. to 5 p.m. on Saturday and 9 a.m. to 4 p.m. on Sunday.



There's still room for volunteers, says Niki Nickle, Special Events Manager. "We have all kinds of volunteer positions open," she says. "There are short two-hour blocks of time still available."

Volunteers who sign up on the Chamber's website www.havasuchamber.com before Jan. 10 will receive a free volunteer t-shirt – the first year the Chamber is using them, she said. There's a signup sheet on the website, and volunteers will be contacted to obtain their shirt sizes.

Sponsorships are available by contacting Niki or Amanda Mahaffey, Special Events Assistant, directly.

While vendor slots are filling up fast, there are still a few open, and occasionally there is a last-minute cancellation that creates an opportunity for vendors. Says Niki, "We always sell out."

Winterfest boasts regional popularity – typically 250-plus vendors from near and far occupy the 400+ 10x10 booths that are placed in the center of the boulevard with a variety of offerings in colorful booths – the variety adds to the ambience of the event.

Vendors offer an amazing variety of clothing, jewelry, housewares, food, drink, gadgets, art, services ... and there's entertainment not only for adults but for kids – pony rides, bounce houses, face painting, climbing walls and more. For adults, there's also a beer garden and live music.

Many vendors return year after year and there are always new ones, such as Windfall Pearls this year. Here, a visitor may purchase an oyster. Windfall Pearls will shuck the oyster and give the pearl inside to the customer. Pearls come in many colors, and they are also for sale in packages – or you may check out the pearl jewelry.



Winterfest 2018 -
Vendors love the large crowds

[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Community Event](#)

[Winterfest](#)

[Networking](#)

[Featured Ambassador](#)

[Member Happenings](#)

[Business Highlights](#)

Get the Word Out About Your Business at the February AM Exchange

First Savings Bank is hosting the AM Exchange on Fri., Feb. 1 from 7 - 8 a.m. at 1031 Acoma Blvd., S. This is the perfect time to make some new connections, introduce new team members, announce upcoming events and/or practice your "elevator" speech during the 30-second "commercial" portion of this function. There is a drawing for Chamber advertising and door prize drawings, also.

The cost to attend is \$2 for Chamber members with an advance RSVP by 1 p.m., Thursday, Jan. 31 and \$3 per member at the door. General admission is \$5.

For information about hosting a morning mixer, [click here](#), or to view the upcoming exchange schedule [click here](#). #amexchange #havasuamexchange

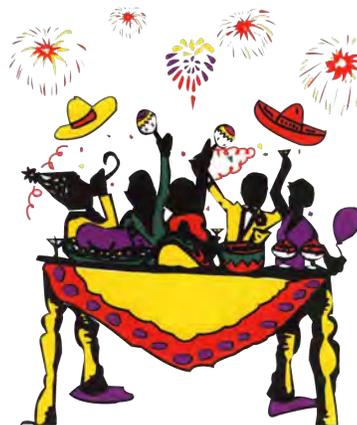


It's a Fiesta at the February Mixer

Fiesta Mexicana and its team is excited to host the February Business After-Hours mixer on Thurs., Feb. 21 from 5 - 7 p.m. located at 1621 McCulloch Blvd in the Ross Plaza. Admission is \$5 for Chamber members and \$10 general admission.

Hors d'oeuvres and beverages will be served at this event.

For information about hosting an evening mixer, [click here](#). To view the upcoming mixer schedule, [click here](#). #HavasuMixer #Afterhoursmixer



**FIESTA
MEXICANA**

Featured Ambassador:

Ambassador Eileen looks forward to Balloonfest and Fair

“What I really want to talk about is the excitement we have around the upcoming Balloonfest,” this month’s Featured Ambassador, Eileen Reed, said when we visited her last month in her office at Wells Fargo Advisors.

Eileen is a charter member of the Ambassador Committee organized more than 20 years ago. Her enthusiasm extends beyond this 30-member committee to the community, volunteerism and to the city she moved to – and loves – in 1983 with her family, as a high school junior.

“Wells Fargo & Company brings out three balloons for the event – one is a giant stagecoach that takes 25 people on the ground to pull it out of the trailer to inflate it. It not only helps the community when we participate and sponsor it, it helps team members

“Working on the stagecoach balloon is a great team building experience for us.” There are also two other Wells Fargo & Company sport balloons. Last year, high winds grounded balloons, but, she says, “We’re all hoping for a good year and we’re all really excited to be a part of it.”

This is the ninth year for the Lake Havasu Balloonfest and Fair, located at Lake Havasu State Park Windsor 4, January 10-13, and the bank has been associated with it from its beginning.

While her office is within the local bank building, Eileen is Financial Advisor and Assistant Vice President – Investments for Wells Fargo Advisors, separate from the bank. She joined Wells Fargo & Company 19 years ago and has been a Financial Advisor for Wells Fargo Advisors for the past seven years.

Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, Member of the Securities Investment Protection Corporation. It’s a registered broker dealer and non-bank affiliate of Wells Fargo & Company.

Talk turns to Lake Havasu City.

“There’s so much that’s good about Havasu – our great weather, our recreation, and our business climate is growing and expanding.

“Havasu ... I love it. I look at Havasu as a destination because people come to where we live ... we have water and that makes us happy to be out on the lake.” The lake is the favorite recreation of Eileen and her husband, Rick, especially in the winter when it’s less crowded. Their pontoon plies the water to the south where they can put in, start a fire and roast a few hot dogs.

It’s less crowded, she says, and less exhausting than a day on the lake in hot weather.

Prior to joining Wells Fargo Advisors, Eileen worked for the Chamber for eight years beginning in 1989 and was membership director at the time she left. She is a 2004 graduate of Havasu Leadership Development.

She’s proud, she says, to represent the Chamber at ribbon cuttings, mixers and volunteer projects, and she’s developed lifelong friends through her association with it.



Eileen Reed

This Month's Members Who've Reinvested for Success

Arizona Game & Fish Department
Arizona Premium Water
Arizona's Children Association
Armor Fence & Masonry
Beachcomber Resort
Better Business Bureau
Big O Tires
Brake Masters
Century 21 Arizona West
College Street Brewhouse & Pub
Destination Havasu
Foxy Media
Friedl Richardson Trial Lawyers
Hair Productions
Hangar 24 Craft Brewery LLC
HAVACARS LLC
Havasu Community Credit Union
Havasu Gear by Brand Ink
Hospice of Havasu
Lake Havasu Golf Club
Lake Havasu State Park
Larson Equipment Co Inc
LHC London Bridge Lions Club
Mike & Kathie Schuler
NFP Property & Casualty Services
NSC Certified Public Accountants LLC
Oasis Floors & Design Center Inc
Pioneer Earth Movers Inc
Quail Ridge Dental
Realty ONE Group Mountain Desert - Sandra Faubion
Regional Center for Border Health Inc
Samons Air Conditioning
Scotty's Broasted Chicken & Ribs
Southwest Behavioral & Health Services
Springberg McAndrew Financial Services Inc
Taco Bell
Wachtel, Biehn & Malm



[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Community Event](#)

[Winterfest](#)

[Networking](#)

[Featured Ambassador](#)

[Member Happenings](#)

[Business Highlights](#)

Islander Resort – Its amenities make a statement

One of the first things a visitor will note at the Islander Resort – aside from the head-turning spectacular lake view from the south side of the property – is the fastidious attention to the smallest of details, encompassing 56 acres on the Island.

It's more than clean – it's manicured – and it seamlessly hosts winter visitors for six months and summer visitors for the other six – 250 park models and 250 RV spaces. Park models are privately-owned, on rented sites.

Says Park Manager Bart Wagner, there's no time for staff to catch its breath at the end of March when winter visitors leave and summer visitors arrive on their heels, and come November, the visitor migrations reverse, back to Canada or to the West Coast.

"There's not much of a break between seasons. When six months are up, it switches over to the next day without a break," he says.

In winter, there's a visitors association that puts together all the activities within the resort – "Plenty of things to do in winter months as in summer months, and we list all the community events," he said,

"This year is the 30th year at this location, and we still have the same owners – Ken Komick and Rick and Patrice Holloway," he said.

Currently under construction are another half dozen park models on the south side with that view that commands not only the lake but the Whipple Mountains and Cupcake Mountain on the California side of the lake – with more planned after completion.

In addition to the park models and the spacious big rig RV sites, the Islander offers a private boat launch ramp, resort pool, pickle ball court, recreation room, billiard room, craft room, mailroom, store, storage, and a replica concrete water feature of the Colorado River system from Lake Mead to Parker Dam. Not to be forgotten is Lake Havasu's first replica lighthouse – alone on the lakeshore until the Lighthouse Club erected its series of lighthouses on the lake, beginning in 2002.

Under construction at the entrance to the Islander is a restaurant, the Boathouse Grill, scheduled to open in the late spring. There are also a handful of 5,000 square foot man caves with overnight living space.

Bart said there are some visitors, winter and summer, who have been coming for more than 20 years, and it's not unusual to see second and third generations of families returning annually.

Winter visitors in particular have an economic impact on city businesses, he said. "They buy their RZR's here – exchange their RV's in town – provide a lot of business that way, locally. And most are water-oriented as well."

The biggest challenge for a high-end resort is offering good customer service, said Bart. "There are really nice facilities to keep people coming

back. The draw is the lake, so we provide lake access instead of the public launch ramps. And we have white sand, too.”

Bart is a familiar face in Lake Havasu City. He spent 16 years with Arizona State Parks and another 16 years with the Lake Havasu City Parks and Recreation Department as Recreation Division Manager, until recruited in 2014 to assume responsibilities at this 5-star recreation resort.



Marina docks at Islander Resort

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[Board of Directors](#)

[Chamber Calendar](#)

[Chairman's Chat](#)

[President's Perspective](#)

[Community Event](#)

[Winterfest](#)

[Networking](#)

[Featured Ambassador](#)

[Member Happenings](#)

[Business Highlights](#)

Custom Golf and Repair can take you to the next level

To a casual sportsman, custom-fitted golf clubs might seem a little over the top. Just head to a big box store, pick up a bag, a set of clubs and a couple or three boxes of golf balls, go out to a course, and whack away.

Says Dan Davey, owner of Custom Golf and Repair, "When you buy a set of clubs off the rack, they're going to sell you what they've got. We actually make sure people get their height – distance from the ground up to their waist so the shafts are the proper length – swing speed checked to see what speed you actually swing, so that we can match the flex of the shaft with your swing.

"By doing all that, you have a set of clubs made for your golf ability."

What difference does that make?

"As you get older, your swing speed slows down, and the shaft is really the thing that does all the work. The faster you swing, the stiffer the shaft has to be, because the shaft flexes ... If you're using a stiff shaft, you're not going to get any use out of it."

With a flexible shaft, Dan says, the shaft comes down and snaps back to straight when it hits the ball and powers it. By getting the correct flex and loft and lie the club, he said, the golfer gives himself the best chance to hit it straight and long. "Longer than normal, anyway."

Dan got his start years ago working in graphite and fiberglass, starting a company of his own, Straight 8-Ball, manufacturing eight-sided golf shafts. He shut down the company at the end of the '90s and opened the business for a year in Lake Havasu City, and then worked in sales for Coca Cola before retiring. After two weeks of retirement, he was bored.

"I figured that since I know something about golf, I'll open up something, so long as it pays the bills. It's turned into a business."

Dan is a golfer himself, naturally. Asked what his handicap is, he smiled:

"A whole lot! You don't have to be a good golfer to have a golf shot. I can tell you how to do it, but I can't do it myself."

Re-gripping, re-shafting, repairs and building sets of clubs are the mainstays. "We'll measure people up, we'll see what their swing spread is, how long they should be, what flex the club ought to be.

"We can take care of about anything that deals with golf, because I've manufactured shafts and I know a lot about them."

Custom Golf and Repair sells new and used clubs, and golfers just starting out can get a set of used clubs matched up close as possible to them. If a golfer wants to buy a used club, he can try it out first before buying it.

"You don't have to be a good golfer to have a golf shot."

There's also a Custom Golf and Repair shop in Bullhead City, managed by Dennis Stinson. Locally, Dan is assisted by Craig Elliott.

The atmosphere in the shop takes on the dimensions of an old-time neighborhood barber shop, says Dan. "It's fun. It's work but it's not a job. We'll have four or five guys in here – like a neighborhood barber shop – and everybody's shooting the breeze.

"I enjoy coming to work. It's always fun building something from nothing. We always try to treat everybody the way we want to be treated."



From left: Dennis Stinson, Dan Davey and Craig Elliott

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