

*Lake Havasu Area
Chamber of Commerce*

*Business Edge
May 2019*



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Stories/Photos courtesy of Stan Usinowicz Communications

Get ready for Gearheads!



Make your reservations today!
Email kathyt@havasuchamber.com

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

Collaborative educational efforts bring easy learning opportunities

In late April, the Chamber collaborated with the Better Business Bureau to bring Yucel Yalim, a professional photographer who has a specialty in head shots to Havasu. I see more and more business people using a head shot in their business marketing. Some are good, some are really good, and some not so good. I was hoping to have a room full of people wanting to learn. We had very light turnout, but it was a great program and I'll give some tips I learned below.

But first, I want to remind our members that the Chamber works tirelessly to bring great products, services and programs to each of you to help you grow your business. In the coming months, we intend to step up to the plate with business training programs on a more regular basis and we need your help in a couple of ways:

1. If you have a topic(s) you'd like to see us present, please let me know. You can email those topics to me at lisak@havasuchamber.com, or call me at 928-855-4115.
2. If you are a presenter and you'd like to bring it to us, email me at lisak@havasuchamber.com or call me at 855-4115.
3. If you are a business, club or organization that would like to collaborate with the Chamber to bring great information to the membership, email me at lisak@havasuchamber.com or call me at 928-855-4115.

Collaboration is an amazing thing – it allows us to work together for the betterment of our member investors. In smaller communities like Lake Havasu City, we have working relationships that matter, and in the economic development spectrum, we truly are all working toward the same goal – and that's a stronger, more diversified, local economy where we can comfortably live, work and play in our beautiful and unique community. So, email me, or call me. You know the drill.

Here's the tips!

- If you're going to use an outdoor background, make sure you use the headshot in a larger format. In small spaces, a busy background distracts your customer from your face.
- Wear blues and greys! Black clothing adds weight! Clothes should be two to three shades darker than your skin tone.
- If you have red hair, purple works well.
- Cover your arms with at least a $\frac{3}{4}$ length sleeve.
- White backgrounds are best for headshots – it makes your face look brighter.
- Make sure the photographer knows where you'll use the photograph so he/she can plan for a better photo shoot.



Lisa Krueger, IOM, ACE
President & CEO



Yucel Yalim

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Up next: 2019-2020 Leadership Class forming soon

The Lake Havasu Chamber Foundation for Education and Leadership – CFEL – will begin taking applications for its next Leadership Lake Havasu class on May 10 – the day after it graduates its newest class.

“We’re looking for a class of 30,” said Allison Paoli, CFEL chair, “but we’re hoping for more than 30 applicants for the next class.” Applications are due July 31.

The all-day, nine-month program – sessions are once a month – gives participants a behind-the-scenes look at the heartbeat of Havasu – education, health care, service organizations, economic development, and local government. It includes team building and managing a community event as a class, collaborating as a team at the close of the year.

“This is the fastest way to get to know the ins and outs of what’s happening in this community,” says Allison. “Classes get to meet people quickly – people that will become connections for you and your business as well as life-long friends.”

Applicants must be Lake Havasu City residents, but they do not need to be members of the Lake Havasu Area Chamber of Commerce nor own a business. The fee for Chamber members is \$675 per person and \$900 for non-members. Interviews follow, and employers are asked to sign off on the application so that they’re aware of the time commitment of the employee.

This is a two-year commitment for participants – this year’s graduating class will plan the sessions for the incoming class when it meets Sept. 25 for dinner and the following day for its first all-day session, of nine monthly meetings.

Graduates include former State Senators Linda Binder and Kelli Ward, M.D. There’s a testimonial, too, from Cindy Hughes, a Leadership graduate who donated \$2,500 to CFEL last year, saying she learned more in this program than she did her entire college experience.

For information contact Allison Paoli, CFEL Chair
apaolig3@gmail.com or Kathy Tippett kathy@havasuchamber.com

LEADERSHIP
Lake Havasu

New! A Special Occasion Expo is coming May 18

The S.O. Expo – designed to help you celebrate life’s big and life’s little occasions, mirroring the burst of creativity we’ve seen recently in Lake Havasu City. Its purpose: to help you let your imagination soar – to release your creativity – to find the resources you’d want for that special occasion. The date: Saturday, May 18.



“It can be anything from a birthday, wedding, retirement, to ‘It’s Tuesday! Let’s party!’” says Niki Nickle, Special Events Manager. “Envision your own special occasion – do it yourself – a place to learn, who can do an event for you. We’re showcasing creative space with displays and classes.”

The Expo will be located at KAWS – Kitchen Art Work Space (KAWS), 2146 McCulloch Blvd. N. – with a full schedule of creative, simultaneous classes next door at Grace Arts Live, May 18 from 9 a.m. to 1 p.m. KAWS now occupies the remodeled interior of what was Schlotzsky’s.

Admission is free to the public. The Expo will be akin to walking into an interactive art gallery, says Niki. While you’re taking in the event, a baker may walk by with a tray of pastries, offer you one, and talk about the product. Wandering through the event will be party planners, caterers, florists, decorators. You might meet a Chamber member who has a signature cocktail – alcoholic or “non” – that you could make for a themed party.

Think Pinterest in real life. “Occasion” is the viable word here.

“We’re giving you all the tools and how they can be physically implemented, not brochures. This is what it would look like ... you can feel it, touch it, see it,” said Niki.

Around the venue, a florist may place flower arrangements at key locations, while elsewhere artwork and photography will dot the walls – with identification of the shop or owner. “In the theatre, a restaurant owner may offer suggestions on resources you need for any special occasion you can think of,” said Niki.

Want to throw a retirement party at home? Baby’s two-month birthday? Super Bowl party? Need ideas for creative decorations? Party favors? Centerpieces?

“We would offer the average person all the resources for what they need or where to obtain them for all these special occasions,” she said. “It’s place to learn to do it yourself or learn where you can find resources, ideas and assistance.”

This is NOT, Niki will tell you, a traditional “business expo” with tables lined up in rows with handouts and brochures and widgets and samples of hand sanitizer. “Learn budget-affordable options for anything that screams ‘throwing a great party,’” she says.

Applications are available from the Lake Havasu Area Chamber of Commerce or online. Questions? Contact Niki at 928-855-4115.



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'Weekly Spotlight' gets the word out to members -- efficiently

The first 4 months of our Weekly Spotlight has proved to be successful and popular, packaging items of interest to Chamber members and eliminating the shotgun style e-mails that fill the 1,200 inboxes of our membership.

"We had complaints from our members that we send too many e-mails," says Lisa Krueger, CEO/President, "and they don't open it because it clogs their inbox."

At the annual planning session last year, the Chamber's Board of Directors directed that staff reduce that volume, and staff did – to one packaged, topical e-mail weekly – Government Affairs, Education in the Community, Chamber Events, and activities of non-profits.

It's worked.

Sam Miller, a senior Communications major at ASU-Havasuu, was hired as an intern last year and was tasked to organize and accomplish the goal as part of his internship. He graduated last week and presented his senior project – called the Capstone Presentation – to the university, demonstrating with quantitative data whether his project worked or not, and why.

Breaking the topics into four subjects has improved communications efficiency, Lisa. "It's very popular with non-profits," she says, "and they can send us all their flyers and we will send them out once a week for free."

She said, "Anyone can still buy an e-mail blast – we've always done that as a Member Marketing Product. The cost is \$100."

No replacement for Sam has been identified. But, "We will sustain this program in the near future," said Lisa.



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Wednesday, May 15
11:30 - 1:00 p.m.
Facilitator: TBA
Topic: TBA



Thursday, Sep. 12, 2019
5:00 - 7:00 p.m.
TBA

CFEL wrapping two major programs

As we head into summer and the end of the Chamber's Fiscal year, most of April and May have been dedicated to wrapping things up. For CFEL, that means two of our larger programs are ending, and we could not be more proud of the Leadership Lake Havasu class and the Career Explorations participants.

Let's talk Career Explorations...for those of you who don't know what this program is about and why it is so important, here is a summary. The Career Explorations Internship Program is a paid internship (funded by CFEL) for Lake Havasu High School and Teleisis Academy students, to have an opportunity to work in local businesses within their field of interest. This is a great way to showcase business diversity and opportunities within our community to students who will likely go away to college, but hopefully return and be active within our businesses and city. Twelve students completed the spring session and they, along with their internship employers, were celebrated with a luncheon at the high school library on Thursday, April 11. Our Board is working to sustain and grow this program to serve more students and businesses in the future. We are grateful for our liaison Marsha Becker, who has partnered with us to place these kids into the right environment; in fact, several students were hired after completion of their sessions. Way to go, CEI Students!!

Leadership Lake Havasu had a very successful event, Cirque De Havasu on Saturday, April 6, at London Bridge Beach. The event raised more than \$6,000, which far exceeded their goal. The event was innovative, fun and family-friendly. And, while the planning for this project didn't come without challenges, in the end, 26 leaders pulled together to create a wonderful afternoon for all who attended. The class' last session is Thursday, May 9 and graduation is that evening. Another successful year is in the books. Please watch for applications for next year's class. They will be available by Friday, May 10. We thank everyone who helped make this year special: employers, donors, sponsors, speakers, business hosts and tour guides; this class doesn't work without community support and we are truly grateful.

Our lunch and learn educational series, also known as "Leadership Connect" continues to add value to leadership grads and Chamber members. On Wednesday, April 17, Jackie Houser, HRMC's Director of Patient Experience, spoke to our group about managing volunteers, keeping them engaged and motivated. It was a fabulous presentation that really spoke to many of our attendees. Kudos to Jackie for a great job, and Art Paul Advertising with Lin's Little China for the lunch sponsorship. The next Connect will be in the Chamber conference room on May 15th at 11:30 am. The subject will be a Human Resources topic regarding manager and employee boundaries and professional protocol. Don't miss this presentation by Colleen McShea and Nancy Darrow.

Finally, the Leadership Alumni Network (LAN) enjoyed their bi-annual "ReConnect" event at Octane Wine Garage on April 25th. The event was themed, "Boats and Floats" to go along with the Desert Storm Street Party on McCulloch. Thank you to all those who helped in the planning, prep and set-up for the event, and thank you to the alumni who stopped by to visit and reconnect. As always, we appreciate every single person who helps to support and participate in our events and programs; your support means everything to us, and fuels our mission to create leadership development and educational opportunities within Lake Havasu City.



Allison Paoli
CFEL Chairman of the Board

Leadership Link:

Leadership Lake Havasu learns Havasu has “A Healthy Lifestyle”

by Carol Langford



Our March session covered wellness and quality of life. Dr. Persaud discussed “Eating for Longevity” including the importance of keeping our gut healthy with foods that our ancestors ate.

The healthy lifestyle continued with Brian Springberg as he discussed financial stability. The different types of savings and investments were reviewed and the importance of preparing for retirement was encouraged.

At Havasu Regional Medical Center, a presentation on the changes at the hospital was given by Julie Sasseen and Jeni Coke. Our class took a tour of the hospital which allowed us to view the construction improvements being made.

The importance of incorporating fitness into our healthy lifestyle was another topic.

On to Rotary Park to meet with Lake Havasu Outrigger Canoe Club. We learned the history of the outrigger canoes but we also learned the importance of listening for commands and paddling as a team.

We concluded our day with a presentation from Lake Havasu City Police Department about active shooters and workplace violence. We learned about awareness and “denial is dangerous”.

The 2019 Leadership Lake Havasu class started our program last September and with the skills learned and the relationships formed we were able to create Cirque De Havasu. This family fun vintage style festival had old fashion games, magician, juggler, a band and so much more. Our teamwork and the support from our community sponsors offered Havasu a great afternoon of enjoyment. We want to thank everyone who supported our community event with sponsorships and donations.



Brian Springberg discusses
financial fitness



Active Shooter presentation

The Mission of the Lake Havasu Chamber Foundation for Education & Leadership is to support scholarships/educational programs and workforce/leadership development to increase employment, payroll, business volume and overall quality of life within Lake Havasu City, Arizona.

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Morning Exchange Strengthens Connections

Connect with us at Lake View Terrace Memory Care, 320 N. Lake Havasu Ave., for the June AM Exchange on Friday, June 14 from 7 to 8 a.m.

Breakfast and coffee will be available along with the opportunity to strengthen your business network during this structured function. We hope to see you there bright and early!

The cost to participate is \$2 for Chamber members with an advance RSVP by 1 p.m., Thursday, June 13 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



Chamber's May Mixer at The Nautical Features Award Announcements

The Nautical Beachfront Resort will provide the breathtaking vista for the May Business After-Hours in its Pavilion on Thursday, May 16 at 1000 McCulloch Blvd. N., from 5 - 7 p.m.

Leverage your marketing prospects with your brochures and flyers while making connections. The Chamber welcomes local educators, staff and administrators and their families and friends for the announcement of Teacher of the Year, Staff Member of the Year and additional awards. The awards will be presented around 5:30 p.m.

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



Featured Ambassador:

Janina has settled into Ambassador committee

Janina Robertson, a Lake Havasu City resident now for five years, and this Lake Havasu Area Chamber of Commerce Ambassador is more enthusiastic than ever about life here and the Chamber committee she represents.

“The Ambassador committee is something I totally believe in,” she says. “It’s great to know the businesses – a great way to network. I’ve learned a lot about the town, and I’ve found favorite places I like to go to – and other places I wouldn’t have known about had it not been for the Chamber.”

Getting to know the city dovetails into Janina’s role as an Ambassador. “I want to help other people, and the more I know about somebody else’s business, the easier it is for me to promote or connect people with other people – and other businesses.”

“I’ve made a lot of friends on the Ambassador committee – I love them.”

Another plus with the committee, she said, is referrals. “People like referrals, face to face ... that’s how we do most of the business that we’ve done in our home, our car, and our lives ... having that with the Chamber and Chamber members is another great benefit.”

Janina represents Chamber member Relics and Rods, the car club now entering its 42nd year in Lake Havasu City – the club’s annual Run to the Sun featuring classic cars and hot rods – is the largest in the city. Her husband, John, served as club president for two years.

They own a ’32 Ford Highboy and a ’57 Chevy.

“Relics and Rods gives back to the town,” she says, “and I’m very happy to be a member. It’s a car club with a goal to help the community, and the funds that we raise from Run to the Sun go back to the community’s charities.”

Until retirement, Jim and Janina were career Postal Service employees and lifelong Southern California residents until moving here April 2014, from Chino Hills. There, city boundaries blended from one to the jurisdiction to the next. Here, Jim says, you know when you’re leaving the city when you drive past Walmart, northbound on 95.

The couple has been married for 31 years, and their son, Sean, followed them here in 2015.

Janina also participates in the Referrals Club and Women’s Network Exchange of Arizona, and she has a home-based business, Damsel in Defense. That specializes in personal protection products such as stun guns, pepper sprays, personal alarms – she gives safety presentations to company employees.

“We’ve become immersed (in the community) for almost five years now – we feel very much local.”



Janina Robertson



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Custom Pools of Arizona – more than three decades of experience in LHC

Chris Lay is focused on building quality custom swimming pools and spas – he's done that here as owner of Custom Pools of Arizona for 32 years. All aspects of the work is done by him or supervised on site.

“My brother Mark and I are the ones out there in the hole plumbing your pool. I've got crews, but I supervise everything that we do.”

Chris moved to Lake Havasu City from Lake Tahoe, Calif., to join the business started by his father, Don Lay in the late '70s. At that time Don handled all the sales and drawings. (Don is a familiar face here – he has also been owner of Jack in the Box.)

Chris credits his development in the business to his Dad and Jerry Gilbert. “Everything I learned in pool building, I learned from them.”

He is not an absentee owner. “I'm the guy you see – I am the one out there actually handling it.”

For Chris, it's all about customer service and service after the sale. “I don't ignore people after they give me my final check – if they have a problem, we fix it – there are no complaints, no history, with the Registrar of Contractors. That's saying a lot for 32 years.”

There's a certain artistry involved, he will tell you, and he visits the backyard's pool location to visualize the final design with the owner.

The result: Repeat business over the years. “I have built pools for some people three or four times in this town,” Chris says. If he has gained a customer's trust, he can build it to the standards he knows – not the size and shape and design, but how it's built – including systems and equipment by Paramount Pool & Spas and its in-floor cleaning systems – a company he has worked with for as long as he's lived here.

For new pool owners, he will review design options at his office and always goes on site to gauge the possibilities, followed by drawings and a walk-through, working to gain their trust.

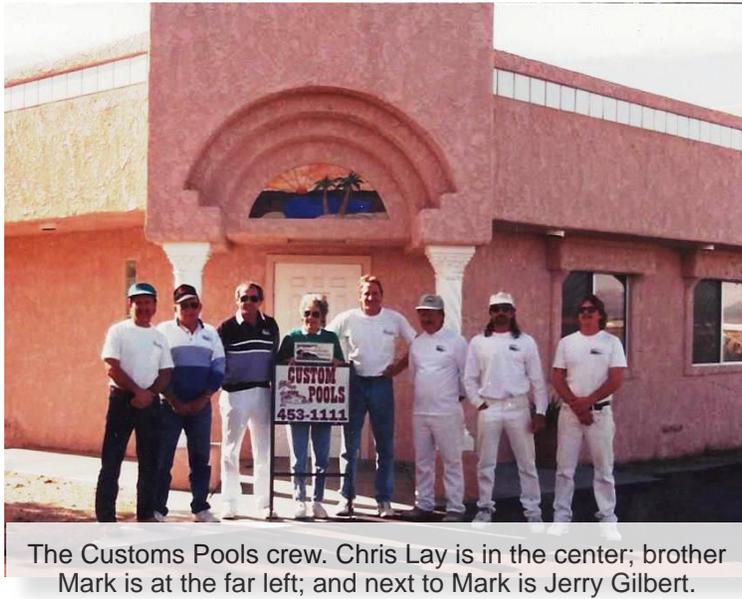
He remembers the tough economic times over the years, including the Great Recession of 2008 and the years afterward, and his business acumen is not different than many of the long-time business owners still here in Lake Havasu City.

“Those years were the worst years since I've seen here. I was doing service calls for \$40, just to keep the lights on. In a small town, you do what you have to to survive.”

That, and add this component: “When the years were good, I kept the money in the business to pay off equipment and properties.”

When the markets were down, he might do 10 to 15 pools a year. When they’re good? “It’s a 24/7/365 job – calls every day of the week.”

He estimates Custom Pools has done 1,700 pools in Lake Havasu City since 1978, and the high point includes the relationships he has made with people here and the freedom he’s enjoyed to design and build a quality product.



The Customs Pools crew. Chris Lay is in the center; brother Mark is at the far left; and next to Mark is Jerry Gilbert.

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Partnerships are born between clients and Edward Jones representatives

- “When we go from handshakes to hugs, we know we’ve done the right thing.” – Brandon Warner, Financial Advisor, Edward Jones
- “It is very satisfying to see people start with a goal in mind, and then we work together to help get them there.” – Jan Schapiro, Senior Branch Administrative Officer, Edward Jones

Both Brandon and Jan emphasize that Edward Jones has an established process to serve investors. “We listen because it’s important to us to know what’s important to them and that allows us to help them reach their long term financial goals. We use an established process and partner together to make sure we stay on track, and as their lives change, we change our strategies to best serve their needs and give them ideas about what we might do next,” Brandon says.

Clients enjoy personal, consistent service from Brandon and Jan

Focus Areas include:

- Education Savings (529 Plans, Custodial Accounts)
- Individual Retirement Plans (Traditional and Roth IRAs)
- Business Retirement Plans (401(k), 403(b), 457(b), Defined Benefit, Profit-sharing, SEP and SIMPLE IRAs)
- Asset Protection Strategies
- Online Access (Enhanced access to your branch, mobile app, mobile check deposit, web conferencing)
- Estate services (Transfer on Death, Estates hotline for Estate-Planning Professionals)
- Common Stocks, Mutual Funds, Exchange-traded Funds
- Fixed-Income Investments (Bond unit investment Trusts, Bonds, CDs)
- Mutual Funds
- Savings, Spending and Borrowing Solutions
- Systematic Investing
- Much more

Brandon and Jan will tell you, the long term associations have developed into long term client friendships. Often, a new client who develops a relationship with them will, in turn, recommend Edward Jones to other family members and friends. This is partially attributed to Brandon and Jan’s commitment to provide an ideal client experience. Jan helps the

first-time clients get organized with the financial paperwork they will need for the first meeting with Brandon – he calls her “the pinnacle of organization and efficiency in preparing clients to come in, sit down and determine if we can partner together to reach their goals.” One thing clients enjoy is the personal, consistent service from Brandon and Jan when they call or come in.



Brandon Warner and Jan Schapiro

Brandon grew up in Alaska and moved to Phoenix in 1988 and earned a bachelors degree of Applied Science in Electronic Engineering Technology. He traveled extensively in the Lower 48 states getting as far as Virginia and Washington and then started teaching when he returned to Phoenix in 2001. Brandon transferred to Kingman where he taught at Mohave Community College and became Director of Corporate Education. Contacted by Edward Jones, he made the transition to Financial Advisor before coming to Lake Havasu City in 2016. He and his wife, Amanda, have two sons, CJ and Hunter.

Jan is originally from Rome, N.Y., and has two daughters, Linda and Elaine. She and her late husband, Joe, moved to Lake Havasu City in 1990. She started with Edward Jones in July of 2006. In 2008, she transferred to Edward Jones in Jackson, Wyoming, where she worked for six years. In 2014, three years after the death of her husband, she again transferred with Edward Jones to Lake Havasu City to be close to her family.

Edward Jones office hours are 8:00 a.m. to 5:00 p.m. Monday through Friday.

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Welcome to This Month's New Members

Cruisin Tikis Havasu
Damsel in Defense
Guaranteed Rate
Havasus Helicopters
Law Offices of Samuel P Moeller PLLC
Macy Group Realtors - RE/MAX by the Lake
Maggie Alldredge - Red Cross Certified Instructor
Max Cash Loan Center
Ojala LLC
Realty ONE Group Mountain Desert - Carolyn Altman Team
Red Star Off Road Tours
Stacey's Southside Grill
Swim Solutions AZ
The KAWS
Thompson Family Plumbing and Rooter
Vernon Bridges

Welcome to This Month's Returning Members

Award Event Designs/The Wedding Specialist
Havasus Memorial Walkway
Lake Havasu Phone Book
Referrals Club Inc

COMMUNITY
Matters

This Month's Members Who've Reinvested for Success

A.L.L. Roofing Materials of LH
Academy Mortgage
Adventure Vacation Rentals
Beach Shack Rentals
Colorado River Adventures LH
Complete Accounting & Tax
D & E Management
Fayette A/C & Sheet Metal Inc
Go Lake Havasu
Havasu Landing Resort & Casino
Havasu Realty Inc
Havasu Springs Resort
Help-U-Sell Real Estate Specialists
Island Suites
Joe's Auto, RV & Truck
Johnson-Manley Havasu Lumber
JR Motors
Keller Williams Arizona Living Realty - Jennifer Luzzi
Kiowa Drive Thru Mini Mart & Deli
Lake Havasu City Properties - Dean Baker
Lake Havasu City Rotary Club
Lake Havasu Sportsman Club
Lakefront Development LHC LLC
Little People's Day Care & Preschool Inc
Mansell Welding Inc
Midwest Internal Medicine
Mills Brothers Furniture and Sleep Center
Mo-Betta Backflow Testing LLC
Mohave Shred
Office Express
PetSmart
Realty Executives Lake Havasu City - Julie Cummings
Red Onion
Rio Vista Surgical Associates PC
Showplace Fashion Furniture
Spaich Benefits Group
Sterilite Corporation
The Views at Lake Havasu
W M Grace Development Co
Whiz Kid Computer Services

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Michele Webb, Past Chairman
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855-1054

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