



Chamber e-News June 30, 2014

Chamber News

July 1: Chamber Golf League



The Sedona Chamber of Commerce in partnership with the Sedona Golf Resort is hosting a 9-hole Summer Golf League on Tuesdays from July 1 to August 5, with play beginning at 4:00 p.m. The 6-week league will provide Chamber members an opportunity to network in a fun, friendly and stress-free environment.

Additionally, the Sedona Golf Resort staff will provide a complimentary 30-minute swing clinic prior to play from 3:00 - 3:30 p.m. each night. And staff from Pain Free Performance will be available from 3:00 - 4:00 p.m. providing complimentary bodywork to improve your game!

The weekly cost is \$32/person/week plus tax and includes green fee, cart fee, a drink and chips and salsa following play. Going out of town one week? Don't worry, there's no commitment to play every week. [Learn more](#) and register. Call 284-9409 now for all evenings, or you may sign-up by Monday before 5:00 p.m. for that week's play. For more information, contact [Janeen Trevillyan](#), Director of Member Services.

July 2: Community Meeting to Plan the Western Gateway



Your participation is vital in shaping the future of the Western Gateway Community Focus Area (CFA). The City is working on a specific plan for the area including the Cultural Park, High School, Yavapai College, Medical Center and vicinity. Come to a community planning meeting Wednesday, July 2 at 5:30 p.m. at the Yavapai College Sedona Center for Arts and Technology, located on 4215 Arts Village Drive, in Room 34.

For more information go to SedonaAZ.gov/CFA1, or call 204-7106.

[Sign-up](#) for Emergency Alerts

July 4: Chamber Administrative Office Closed

In observance of the national holiday, Independence Day, the Sedona Chamber of Commerce & Tourism Bureau Administrative Office will be closed on Friday, July 4.

Our Visitor Center, located on 331 Forest Road will be open from 8:30 a.m. - 5:00 p.m.

July 7: USFS Closure Planned

An Oak Creek Canyon Information Hotline has been established at 203-7505. Visit coconino.az.gov for emergency alert and flood preparation information.

Coconino National Forest will be expanding the existing Slide Fire closure area for public safety on July 7 or with the onset of the monsoon pattern-whichever occurs first.



The proposed expansion of the closure area will include National Forest land within Oak Creek Canyon beginning on the southern end near the Huckaby trailhead at Schnebly Hill Road, up to the top of the switchbacks on the north end of the Canyon. All developed recreation sites and vehicle pullouts along State Route 89A will be closed, prohibiting people from accessing the creek. Post-fire impacts may include rocks falling, flash flooding, and dangerous debris flow through Oak Creek Canyon during monsoon.

This closure only affects National Forest lands, so businesses in Oak Creek Canyon will remain open, as will SR 89A. The closure will not include the upper picnic level of Slide Rock State Park, but the Slide area in the creek will remain closed.

July 9: Ribbon Cutting for Red Rose Thriftique

On Wednesday, July 9, from 12:00 - 12:30 p.m., please attend the ribbon cutting for a brand new thrift/boutique called Red Rose Thriftique, located on 41 Bell Rock Plaza in the VOC.

Red Rose Thriftique is a unique, quality thrift store and artist boutique which benefits Red Rose Inspiration for Animals.

Call 282-5278 or visit redroseinspiration.org to learn more.

July 10: Business Forum Focus- Metaphysical & Spiritual Members



All Chamber members in the **metaphysical and spiritual** industry are invited to a Business Forum with Chamber CEO Jennifer Wesselhoff to discuss marketing and other issues that are of interest and concern to this business sector.

These members are invited to join Wesselhoff on Thursday, July 10 from 8:30 - 10:00 a.m. at the Best Western PLUS Arroyo Roble Hotel meeting room in Uptown Sedona.

Please RSVP to [Janeen Trevillyan](#), Director of Member Services by calling 204-1123. This event is free to members.

July 29: City Council Candidate Forum to be Hosted by Chamber of Commerce, Sedona Lodging Council, and Sedona Main Street Program

Airing their views on the city's future and answering to questions that are of interest to local businesses, the eight candidates for Sedona City Council and two mayoral candidates will be guests at a public forum on Tuesday, July 29 from 5:30 - 7:30 p.m. at Los Abrigados.

Eight citizens are vying for three seats for four-year terms and two candidates are pursuing the two-year term for mayor. Newly elected individuals will be seated in early 2015. Candidates for mayor are Cliff Hamilton and Sandy Moriarty. Candidates for council seats are Ron Budnick, Jerry Frey, Scott Jablow, Tom Lamkin, Angela LeFevre, Robert O'Donnell, Rio Robson, and Jon Thompson.

Registered voters are encouraged to attend, listen to the candidates, and ask questions that will help them make their decisions when they go to the polls. The City of Sedona will hold the Primary Election on August 26, 2014 when voters will also consider Proposition 429 - the Alternative Expenditure Limitation - Home Rule Option. The General Election is on Tuesday, November 4. Voter registration deadline is July 28, 2014.

Regional Mixer at Blazin' M Ranch- Beneficial for the Entire Verde Valley



The Sedona and Cottonwood Chambers teamed up with the [Blazin M Ranch](#) to host one of the biggest and best mixers! Recognition for the success of the event and the good times had by upwards of 500 local business people go to: Blazin M Ranch, Patriot Disposal, [Yavapai Broadcasting](#), [Entertainment by Tom & Shondra](#), Verde LNYX, and [Verve Events & Tents](#).

Tradeshow vendors were: [Arizona Offroad Tours](#), Cable One, CenturyLink, [Cliff Castle Casino & Hotel](#), [Local First AZ](#), Cottonwood Modern Dentistry, Credit Union West/Cottonwood Branch, Maglens Mobile Marketing, Mingus Medical Care, [National Bank of Arizona](#), [National Processing Solutions](#), [Patriot Disposal](#), [Sedona Mago Retreat Center](#), [Sterling Financial Services](#), Taylor Waste, and [Verde Canyon Railroad](#).

Participating restaurants are: [Blazin M Ranch](#), [Sound Bites Grill](#), Manzanita Restaurant , Jerona Cafe, My DoBro Grill & Spirits, and Annie's.

Door prizes came from: [Out of Africa](#), [Red Rock Rewards](#), [Sedona's New Day Spa](#), Studio Joya, Suzy Q Market, [Namti Spa](#), Patriot Disposal, Wine Tours of Sedona, Mountain Vu RV Park, OLLI, [Center for Positive Living](#), Sound Bites Grill, [Arizona Snow Bowl](#), The Tavern Grill, Nics, Grapes, Haunted Hamburger, [Ambaya Gold](#), [Red Rock Magic Trolley](#), [Verde Valley Newspapers](#) [Copper Star Shooting Range](#), [Dahling It's You](#), AB Embroidery, Cottonwood Modern Dentistry, [Sedona Mago Retreat](#), National Bank of AZ, Westcott Funeral Home, [Verde Canyon Railroad](#), Blazin M Ranch, and Taylor Waste.

Congratulations to Sedona's New Day Spa



On June 26 the City, Chamber and the community enjoyed a Ribbon Cutting to celebrate their brand new location at 3004 West State Route 89A.

Sedona's New Day Spa is a full service spa with the utmost in personal care! Experience their newly remodeled spa. Rejuvenate in a relaxed atmosphere, receiving attentive individual service and world-class treatments. Take pleasure in a complete range of innovative services from massage to original Desert Treatments and Soul Journeys, as well as facials and nail services. Call (928) 282-7502 or visit sedonanewdayspa.com today.

Welcome NEW Chamber members

Join us in welcoming the Chamber's newest members:



[Vedic Astrologer-Mary Stevenson](#) Readings that give insight into your past, present & future; yearly charts, compatibility & event timing.

[Avano Bistro](#) A casual, upscale dining experience featuring a deliciously diverse menu, including the best East coast style pizza around. Beautiful outdoor patio available for private parties and other events. Happy Hour is from Tuesday through Friday, 4:00 - 6:00 p.m. Open Tuesday through Sunday. 4:00 p.m. to close.

[Arizona Zip Line](#) Predator Zip Line located at Out of Africa Wildlife Park

The Red Rock High Football Team Contributes to the Community



On June 21, Members of the Sedona Red Rock Football team moved a "mountain of sand" for four hours this morning in support of the City of Sedona's monsoon preparation plan. An estimate of at least 1,500 sandbags were filled.

The Red Rock High football team wants to make a difference in our community and the kids felt good that they were able to contribute to a worthy cause.

Hometown Guide Looking for Hometown Photos



Each year the chamber prints a directory of all members with additional information of value to Sedona newcomers - and those looking to re-locate. For the coming year the directory is being re-named the **Hometown Guide** and there will be an emphasis on content intended to encourage supporting local businesses.

To help make this guidebook lively and truly representative of our community and our businesses, the Chamber is looking for photographs that show-off these elements.

If you are a professional or amateur photographer or have some great images of any of the following topics and would like to see your image and name 'in print', please submit your photos for consideration: City events, public art and public places; local businesses doing business; volunteers in action; community services being provided; families and school activities; and people doing everyday things at home and in their back yards.

Submit to [Janeen Trevillyan](#), Director of Member Services.

Marketing Opportunities for Members

Let's Expand the Local e-News Subscriber List

In an effort to expand exposure and promotion of our members' events, specials, news and announcements, we are building an expanded consumer email distribution list. Our goal is to have every Sedona and Verde Valley area resident subscribe to receive these weekly informational blasts.

How can you help expand this local engagement? Tell your friends, neighbors and family to sign-up now to receive the Chamber Members' **Local**

e-News to stay informed about the latest new businesses, coupons and deals for locals, and community events. Just tell them to go to SedonaChamber.com and click on the **Local e-News** button at the top of the page to start their free subscription today! Their email address will remain confidential.

The Local e-News (formally known as the Member e-News or B-Blast) is the Tuesday morning weekly email newsletter. To submit to the Local e-News, please visit sedonachamber.com/article/60.

Celebrate Arizona Independents Week



Sunday, June 29 through Sunday, July 6, 2014 is National Independents Week!

During this week, we encourage you to "go local" by supporting as many locally owned businesses as possible. Join the thousands of consumers and hundreds of businesses who participate in this statewide celebration of the local and independent businesses that are the backbone of the Arizona economy.

You can encourage locals to spend some of their summer vacation (or staycation) dollars with you by offering a coupon on ShopinSedona.com. To post your offer, go to SedonaChamber.com, click on the ShopinSedona icon and follow the instructions to submit your deal! We just want people to think "local first!"

Promotional Opportunity at Los Angeles Sales Mission

Sedona Chamber of Commerce & Tourism Bureau will meet with Los Angeles based Japanese tour operators at a destination development seminar & workshop on August 6, 2014.

Tourism Bureau members will have the following marketing opportunities:

1. Electronic brochure (must be a PDF document) inclusion in the Sedona destination information kit (USB data card). Submit PDF to sado@sedonachamber.com by **July 18. Cost is \$50.**
2. Brochure (hard copies) inclusion in each destination information packet. Bring **75 brochures** to the chamber admin office at 45 Sunset Drive by **5pm July 18. Cost is \$50.**
3. **Both of the above at \$85**
4. Offer a gift certificate(s) for rooms, meals, shopping, attractions, etc. to be part of a FAM tour for the winner.

Payments are due July 18, 2014.

Your electronic brochure and brochures will be included in the destination information packet for every participant at the event. For details, please

contact [Sachiko Sado](#), Director of Tourism Development.

Tourism Updates

How much email is too much email? Marketers need to strike a fine balance



Marketers need to strike a fine balance between remaining in a recipient's consciousness and relevant to their customers without overwhelming them or coming across as spam. It's a difficult line to straddle.

For more on email marketing best practice from Econsultancy, [click here](#).

More and more female business travelers



Being directly responsible for all that you have and relying on zero people is indeed a huge source of power and pleasure for today's biggest and least-explored market: "Indies," the 31 million independent Gen X and Gen Y women living without kids or partners.

Comprising a third of all women, Indies have more disposable income than any other segment of women, spend more than \$1 trillion a year.

Here are [7 ways to get into the right mindset](#) for reaching Indie women travelers.

Recent Clippings and Accolades

[viewfinder.expedia.com](#) featuring L'Auberge de Sedona, and The Hike House.

[AZ Foothills](#) featuring A Sunset Chateau of Sedona LLC; Amara Resort & Spa; Briar Patch Inn on Oak Creek; Cowboy Club; Enchantment Resort; Flagstaff Extreme Adventure Course; Garland's Oak Creek Lodge; Hilton Sedona Resort & Spa; L'Auberge de Sedona; Rene' at Tlaquepaque; The Butterfly Garden Inn.

[utsandiego.com](#) featuring Sedona Rouge Hotel & Spa, El Portal Sedona Hotel, Arizona Offroad Adventures, Verde Canyon Railroad, Pink Jeep Tours, ChocolaTree Organic Oasis, Sedona Adventure Tours, L'Auberge de Sedona, Harry's Hideaway, and Tlaquepaque Arts & Crafts Village.

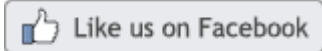
[justenergy.com](#) featuring the City of Sedona Parks & Recreation 4th of July Laser Light Show

Quick Links

- [VisitSedona.com](#)
- [City of Sedona](#)
- [Newsletter, Facebook & Twitter Submission Criteria](#)
- [Welcome New Members](#)

Helpful Information and Other Tools

- [Benefits of Membership](#)
- [Post the Chamber logo on your Website](#)
- [SCF Arizona](#)
- [Ambassador Program](#)
- [ShopInSedona.com](#)
- [Questions or concerns? Give us your feedback!](#)



Join Our Mailing List!