

ANNUAL REPORT

2012 BOARD OF DIRECTORS

EXECUTIVE BOARD

Wayne Crane, President

SSVEC

Roland Knox, President Elect

NCC Hospital

Ron Bastain, Treasurer

Radio Shack

BOARD

Bob Cutlipp - Willcox United Methodist Church

Juanita Buckley - Friends of Marty Robbins Museum

Lana Estes - Valley Telecom Group

Brenda Haas - Holiday Inn Express

Sara Nolan - Art League

Lisa White - Western Bank of Lordsburg

Cory Alexander - Simple Pumps

Jan Kortsen - Shotton Insurance

Kelly Stamback - Stamback Septic

EX-OFFICIO

Kees Rodenburg, Past President

EuroFresh

Dr. Richard Rundhaug

Willcox Unified School Dist.

Pat McCourt

Willcox City Manager

Well, much to my surprise the holiday season has arrived. (I knew it was on the calendar, but it still “sneaked up” on me.)

It’s a good thing my fellow Chamber members in retail businesses are keeping better track of things and have their Christmas gift inventory on display and moving out the door!

As usual I’m looking for opportunities to shop locally both through the two main kick-off season events in Willcox (Holiday House and the Christmas Apple Festival) and through the local stores. Please remind your friends and neighbors to think of Willcox first and check out opportunities to help our local business economy. I continually find both great merchandise and friendly expertise from store owners/managers when I shop locally.

Don’t forget the Chamber annual meeting is this Tuesday evening, December 4 at Quality Inn. Our congratulations to Mr. John Cropper who will be announced as Willcox Citizen of the Year.

So as my last column (President-elect Roland Knox takes office January 1), let me suggest that you pace yourself and slow down just a little to enjoy friends, family and the joy that is the center of the Christmas holiday.

This has been my first year as Executive Director and I want to say how much I enjoy the Sulpher Springs Valley. Thank you for being so welcoming— Alan Baker

2012 Highlights of what your Chamber has done

- ◆ Tourism and Marketing— Major article in Sunset Magazine, AZ Tourist News, Explorer Magazine, British Columbia Travel Magazine, AZ Highways (Bucket List) , AZ Daily Star, AZ Republic Newspaper, True West Magazine top 10 western towns. New tourism web site, cattlecaptol.com, facebook. Hosted two travel writers, supplied Willcox information to film crew for Hotel Impossible
- ◆ Events— Wings Over Willcox, Cowboy Hall of Fame, Railroad Park @ Rex Allen Days, Christmas Apple Festival, Lighted Christmas Parade
- ◆ Branding— Led the Cochise County Tourism Branding Committee for a redesign of “Land of Legends”. Worked with Historic District on Branding and Marketing.
- ◆ Assisted EuroFresh with tomato pricing issue by contacting elected officials and U.S. Chamber of Commerce.
- ◆ Hosted meeting for Boeing regarding using Playa for landing of spacecraft.
- ◆ Worked with Small Business Development Center for local businesses
- ◆ Rosemont Copper contractor meeting for local businesses.
- ◆ Board retreat workshop to evaluate and plan for the future
- ◆ Supported APCO EPA issue
- ◆ Repainted and inventoried the Cowboy Hall of Fame Display
- ◆ Operated the visitors center

2013 Goals

- ⇒ Continue to Marketing to wine demographic in Tucson, Phoenix, Arizona, and California, Ag Tourism
- ⇒ Western Tourism
- ⇒ Complete a Marketing Plan for the Willcox Area.
- ⇒ Develop sustainable agriculture program for small acreage farmers and market the area.
- ⇒ Shop local advertising and marketing effort
- ⇒ Recruit or develop small manufacturing
- ⇒ Reinvigorate leadership program
- ⇒ Attraction signage and Marketing for Inde Motorsports

THINGS HAPPENING

December 1 Christmas Apple Festival

Community Center 10am-4pm

Great Craft Fair! Kick off the holidays and find gifts that are just what you are looking for. Holiday entertainment as well. Door prizes!!

December 1 Christmas Lighted Parade

Railroad Ave 6:00pm

Annual Lighted Parade and Christmas Festival. Santa Will be there and

Have gift bags for the kids. Caroling led by Rex Allen Jr. ! And loads of fun as always!

December 4 Chamber Luncheon

Quality Inn 11:30 am to 1 pm

Dr. Rich Willcox School Superintendant will have a presentation and guest speaker that you won't want to miss.

December 4 Annual Meeting and Dinner

Quality Inn 6:30pm to 8:30pm

Annual Meeting and Dinner. Come and see what your Chamber has been doing this past year. Who are the award winners. If you nominated someone be sure to have them come to be recognized. \$20 a person. Nominees for awards get two dinners free. Limited to 75 so RSVP the Chamber now.

December 6 U of A Range Seminar

Valley Telecom 7:30:am till 3:30pm

Managed Grazing of Beef Cattle on AZ Rangelands

Find out how to use the range for the best it has to offer. This seminar includes a panel discussion and everything from dealing with drought to interstate shipping of cattle. For more info contact Kim McReynolds @ 520-384-3594

December 7 Mark Twain 100 Years Later

Cochise College 7:00pm

Willcox Campus of Cochise Community College will be hosting this Life Story of Mark Twain wound around his famous quotes. Twain is played by Dave Ehlert. A Branson favorite for more information 520-766-4520.

December 15 Spirit of Christmas in Willcox

Windmill Park 6pm till 8:00 pm

The Rex Allen Museum will be having an evening of family fun. Christmas tree decorating contest. Christmas Carols and refreshments. A visit from Santa. Admission \$2 adult \$1 children

Christmas 25 Christmas

Remember Saturdays are “Let's meet at Railroad Park.”

Dress western and enjoy Saturday in the park!

Business to Business: Thanks to the following businesses that are making shop local a priority Maid Rite Feeds, Bushman Medical Center, Inde Motor Sports, and the Arizona Range News.

Shop local your business, your family, and your neighbor depend on it! The sad truth is we may lose some of our retailers if we don't support each other. Thanks to all those who do.

1500 N. Circle I Rd.
Willcox, AZ 85643

Phone: (520) 384-2272
Fax: (520) 384-0293
E-mail: willcoxchamber@vtc.net
Web Site: www.willcoxchamber.com

Staff—
Alan Baker, Executive Director
Connie Bonner, CPA
Teresa Palmer, Receptionist

MISSION/VISION STATEMENT

Bringing a growing community
together...By building community,
encouraging economic development
and attracting and providing
for visitors

**Willcox Chamber of Commerce and Agriculture
Balance Sheet**

As of November 30, 2012 and 2011

	<u>12/31/2011</u>	<u>12/31/2012</u>
ASSETS		
Current Assets		
Checking/Savings/Investments	105,227	107,101
Accounts Receivable	20,983	20,698
Inventory	11,522	10,985
Other Current Assets	<u>959</u>	<u>958</u>
TOTAL ASSETS	<u>138,691</u>	<u>139,742</u>
LIABILITIES & EQUITY		
Current Liabilities		
Accounts Payable	130	811
Other Current Liabilities	<u>27,345</u>	<u>27,913</u>
Total Liabilities	27,475	28,725
Equity		
Retained Earnings	94,153	89,313
Reserved for Contingency	6,085	13,400
Net Income	<u>10,978</u>	<u>8,305</u>
Total Equity	<u>111,216</u>	<u>111,018</u>
TOTAL LIABILITIES & EQUITY	<u>138,691</u>	<u>139,742</u>

<i>December 2012</i>						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 ^{Christmas Apple}	
2	3	4 ^{Luncheon}	5	6 ^{Cattle Grazing in}	7	8
9	10	11	12	13	14	15 ^{Santa &}
16	17	18	19	20	21	22
23	24	25 ^{Christmas}	26	27	28	29
30	31 ^{New Year's Eve}					

CHECK FOR OTHER EVENTS ON THE COMMUNITY CALENDAR ON THE CHAMBER'S WEB SITE