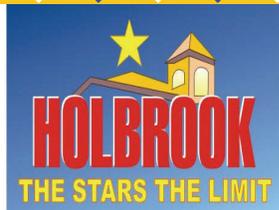


HOLBROOK ECONOMIC DEVELOPMENT DEPARTMENT NEWS VOL. 7 ISSUE 2



Economic Development Department, City of Holbrook, AZ, 86025
August 23, 2007

Holbrook, embracing the Future

Competing successfully in a Global Economy is the gauntlet thrown down for Holbrook to traverse.

With vision, daring and foresight the once perceived obstacles of the past may just turn out to be assets in our future. When I-40 carved a path around Holbrook it stunned the economy of the City, yet the remnants of Rt. 66 remain and are bringing the curious from all corners of the world.

Likewise the dry, sunny high desert climate proves to be a fountain of

pure air valued by those with breathing difficulties and those who prefer to avoid extreme temperatures.

Being in a remote area has been seen as a drawback, but now people recognize we are the last oasis to the north and east surrounded by a phantasmagoric wonderland of Petroglyphs, petrified wood and the painted desert.

Measurable and visual changes are taking place for the first time in decades, and embracing the future and it all offers is up to each one of us.

Holbrook, only stars are the limit.

Sun Valley, AZ 86029 — quietly making ripples

Putting buyers and sellers together over for 10 years James and Lil Beach are a two person economic development team.

Some of the work they are responsible for accomplishing—sale of ASH; sale of 17.9 acres to Hatch Motors across from the Holiday Inn Express, where a new car dealership will be located. Navajo Blvd frontage between Pizza Hut & Circle K, Arizona Auto Shop, former Lizitsky property sold to New Sundance, and recently the acquisition of the old Pepsi Cola building.

One step at a time, and one building at a time the Beaches have bought and sold buildings in Holbrook. Through their efforts land and commerce have steadily improved. They

have done the same thing for Sun Valley, the little city to our east at exit 294.

The Beaches have been instrumental in helping American Savings Life (ASL) sell land and purchase additional property both in and outside of Holbrook and sun Valley.

While their list of accomplishments is long, the Beaches are short on patting each other on the back. They like to work quietly without fanfare, they simply get it done.

What does Sun Valley have to do with Holbrook? Well for one thing Holbrook furnishes water to the Sun Valley area, and the imminent annexation process of bringing the Hopi Travel Plaza into city limits is a huge spot on

the City radar.

It is important to think in terms that are large. We are a city, but we are a part of something bigger, Navajo County, NE Arizona, The Plateau Region, etc.

As ASL expands on how it plans to develop their mammoth acreage infrastructure planning becomes a huge component, this process involves Sun Valley, the Hopi Travel Plaza, Navajo County as well as Holbrook.

Thinking big, selling property and planning a smart future for Sun Valley helps Holbrook. You may reach the Beaches at: 928-524-9077

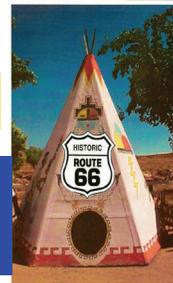
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Coming soon—Special "Water" Issue

HOLBROOK INVESTMENT AND DEVELOPMENT COUNCIL

Next meeting: September 6th , 5PM at Bubba's BBQ



The next meeting of the Holbrook Investment and Development Council (HIDC) will be held at Bubba's BBQ beginning at 5PM, Thursday, September 6th. Bubba's is located at 1002 West Hopi Drive.

The mission statement of the HIDC is: "Enhancing the quality of life in Holbrook". The HIDC has been very effective in gathering information and showcasing

knowledgeable professionals who promote business retention, expansion and new business attraction.

Attendees with diverse development backgrounds from as far away as New Jersey are expected to attend.

One of the major themes expected to be discussed will be

'infrastructure expansion'.

The public is always welcome to participate, network and learn from this impressive group. Speakers will be announced the week of Aug 27. For questions about the menu please call 928-524-1581. To be added to the Email list write: akovach@ci.holbrook.az.us



Could Itron be in our future?

Since 1977 Itron has been an innovator in transforming water utilities around the world by introducing acoustical leak detection technology.

Conservation and preservation of this precious resource is crucial to the health of not only Holbrook, but all of Navajo County, the state and the region.

One method of tracking water besides reading meters is to follow water through the pipes that bring fresh water to the faucet. Meter reading, as we know it

today, is rapidly converting to electronic monitoring systems that can detect water leaks virtually instantaneously, not just leaks detected 'after a meter' has read the consumption, but also before the water arrives at a home or business.

While much of this technology sounds futuristic or new, the roots of electronic monitoring systems has its roots in 1962's release of single phased electric utility meters which were enhanced by the 1979 electromechanical meter.

Why is this important to

Holbrook? Because water is one of our most precious resources, monitoring and managing this resource has always been a primary concern.

To stay abreast of current trends and new technologies we must always tune in to the 'best practices' of our sister cities around world.

Whether Holbrook continues to operate the water and waste water systems or partners with the private sector, we should always seek the best methods to track our potable water. More details about Itron technologies at: <http://www.itron.com>.

EPA offers additional Brownfields funding

Establishing good relations with the EPA and Arizona Department of Environmental Quality has been very beneficial to the City of Holbrook. Last year a special scholarship from EPA sent City Manager David Newlin to the National Brownfields Conference in Boston.

Networking and then leveraging those contacts has brought Holbrook

some outstanding opportunities in the field of remediation and rehabilitation.

Public comments may soon be requested depending upon how the City Council views an upcoming Council Agenda item regarding Brownfield Grants. There are times consultants can improve the chances of a city such as Holbrook to receive the award of a major grant.



"We are always looking for ways to bring in new dollars", said David Newlin, "and these EPA grants could do a lot of good for our City".

Visit: www.epa.gov



Donate land, homes, and other real property to the



As with any investment or donation of resources it is best to consult with a tax specialist or tax attorney, but once you have taken this step consider the numerous possibilities available to you or your family!

Tax benefits are not the only reasons to consider donating real property to a City. Consider the

legacy you would be setting in motion.

Dedications of land and other real property can be accomplished in many ways: restricted use, unrestricted use or something in-between.

Look to the example of the Finley property as a recent personification of converting vacant land into a gift to the City. The City then partners with investors and developers to create a space for housing, manufacturing, new jobs and offering new opportunities to our future generations.

Empty lots, tracts of land, uninhab-

ited buildings whether they are commercial or residential in nature are all prospective candidates.

The goal is to remove blight from within our city boundaries. Overgrown empty lots can be converted to good use. Buildings can be rehabilitated and offer new businesses a location from which to build their future.

For more information contact the economic development department at 928-524-6225 x 33.

Discount Driving School



Discount Driving School

The long awaited arrival of Discount Driving School is on the horizon. Dr. George Roy, owner organizer, has received his credentials from the Arizona Department of Transportation Motor Vehicle Division, as a Profes-

sional Driving School. Preparation of new striping on the 'test lot' (south on Apache near McLaws Road) and generating some advertising are on the short list of things that will bring this long awaited plan and driving school to Holbrook.

CDL and other driving training will be available.

Although there is a bit of a dispute regarding the scheduling and

use of the existing facility between Payson ADOT representatives and the City, plans are moving forward to bring this much needed curriculum and licensing opportunity to Holbrook.

Timing of the Grand Opening is in the hands of Dr. Roy, but a public announcement will be made. For questions about the curriculum please call: 480-285-8100

HOLBROOK—Job Board

Technology support

The Holbrook area is a ground floor opportunity for all manner of start up businesses. This is an excellent location to develop new technology with the right assistance.

15 years overall experience writing tools and embedded systems. Bachelor's degree in electrical engineering. Master's degree in computer science, own necessary electronic instrumentation, shop tools, and CNC milling machine.

Experience includes: Business automation and streamlining, embedded and automated systems – software tools that interact with users. Embedded board solutions. In-circuit emulators. Electronic Display systems. Industrial automation.

Principals only please. No franchises, professional search firms, telemarketing firms, recruiters, headhunters, or work-at-home representatives need reply. If interested in contacting this individual contact the Holbrook Economic Development Department by phone or email.



Responses are confidential 928- 524-6225 or akovach@ci.holbrook.az.us

The Holbrook Job Board is a service of the Economic Development Department. Also a local restaurant with over 70 years of history is seeking a qualified manager immediately. Must have good references and willing to work full time.

Coming soon - Special Holbrook
Water Resources Issue
"Water, We have it."

Editor's Corner

The Future is ours

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"If there's anything that you want,
If there's anything I can do, Just call
on me, And I'll send it along with love
from me to you."

**The Beatles: John Lennon, Paul
McCartney** *Song: From Me to You*

**Go ahead, make my
day.**

*Sudden Impact, spoken by Clint
Eastwood*

Just four years ago, during a serious and protracted illness, I was cared for by an angel. When I was too weak she was my legs. When I was hungry she brought me food. When it was time for nasty stuff that had to be done, my angel was there to care for my needs.

Now it is my turn to hopefully be half as effective as a home nurse. This time around I get to wait on the angel that cared for me through some very dark times. During surgery her ankle was rebuilt (who knew angles needed feet?) there are now pins, screws and metal plates holding her ankle together.

How does this relate to Holbrook Economic Development? Each of our lives is a metaphor for the 'life' of a city such as Holbrook. Sometimes the city catches a cold, the flu or sometimes something even worse.

But the measure of a person or a city is how they cope with turmoil, stress or threat. When I was down my wife was there for me 24/7 and now my goal is to be supportive, encouraging and helpful to her during her 16 plus weeks of rehab and recovery.

Holbrook has also undergone 'surgery' and it is time for the citizens, the media, the city council, investors and developers to rally to the support and aid of the city.

Headlines rarely tell the entire story. Nor does a stray article or two here and there help properly depict the 'whole story'. Just like a prognosis from a doctor – there are many layers of need, interest, complications and unique factors that come into play.

My message is: 'stand by your city'. Be part of the solution. We have so many superlative investors and developers doing great things in the private sector on behalf of Holbrook it boggles the mind. Give free enterprise a chance to heal and mend some of the issues that have festered in our awesome little oasis for far too long.

The future is truly ours, how we get there is up to all of us. By finding common ground and working together success will surely follow. A'kos Kovach

Home Safety Tips — Fire safety

The Overall Fire Picture – 2005

There were 3,675 civilians that lost their lives as the result of fire. There were 17,925 civilian injuries that occurred as the result of fire. There were 115 firefighters killed while on duty. Fire killed more Americans than all natural disasters combined – source <http://www.usfa.dhs.gov/statistics/>

So what can we do to

protect ourselves? Let us begin in the kitchen where 26.4% of all residential fires are caused by unsafe cooking habits. Follow these precautions:

Avoid leaving the kitchen while cooking, this may seem innocuous, but thousands of house fires start in the kitchen by unattended cooking materials that over heat, etc.

Keep items that could ignite at least three feet from electric burners or open flames. Dishtowels, plastic

bags and curtains are often culprits in kitchen fires.

Wear short sleeves or roll up your sleeves while cooking. Loose clothing can touch hot burners and catch on fire.

If using a grill, provide at least three feet of distance between the grill and other objects including the house, shrubs and trees.

For more fire safety tips visit the Home Safety council website by following this link:

http://www.homesafetycouncil.org/safety_guide/sg_fire_w001.aspx

So why do we bother providing Home Safety Tips? We like to think of ourselves as good neighbors. Neighbors become friends and friends help and support one another.

In times of danger or distress it is always good to know you can rely on others for help. Holbrook Fire protection is among the best in State, thanks to good leadership and lots of training.

The Children's Literature Bookshelf

As reviewed by Dr. Terrance Nollen



Lobel, Anita. No Pretty Pictures: A Child of War. Greenwillow Books, New York, 1998, 193 pages, Grades 10 and above.

Anita Lobel is a world famous author/illustrator of children's literature. Her book *On Market Street* won the Caldecott Medal in 1982 for making the most "outstanding contribution to art in children's books". She is married to an equally famous children's writer, Arnold Lobel. This book is the autobiography of her childhood in Poland, Sweden and finally the United States. This autobiography falls outside of the normal parameters and range of books reviewed in this column. This is a book for high school students, discussing the tragic events of World War II.

The themes in the book can be both painful and brutal, or selfless and heroic. The language used to describe the conditions and imprisonments of the Holocaust are as crude and stark as the history itself. But this book is a poignantly told autobiography of a dark period in European history that needs to be remembered. This was a time in which both Jews and Christians suffered at the hands of the Third Reich. During this time, there were no "pretty pictures."

Five year old Anita Lobel watched as the German Army marched into Krakow, Poland, in 1939. Her father, a successful businessman, did not know what to make of the new situation. Anita's family owned a small chocolate factory in the city. Though her father prays each day, there is not much evidence that the family is particularly religious. However, the nanny of this Jewish household is a fervently Catholic woman named Niania. Much to the Jewish family's displeasure, Niania has placed Catholic medals around the children's necks long before the German arrival. Niania has complete trust in the Blessed Mother. She passes this comfort and solace on to Anita, who is unable to sleep without her Marian medals. While fiercely protecting Anita and her three year old brother, Niania makes frequent comments about the "Jews." Soon after the Germans arrive, deportations begin to happen in Krakow. Anita's father vanishes. Many of her relatives disappear. Her mother and Niania begin to plan and scheme to deceive the Nazis. Later, after many harrowing brushes with death, Niania manages to get the children to a Benedictine convent. There, the children go to church everyday, memorize the Mass in Latin and say the rosary.

However, since they are not baptized, Niania won't allow them to receive Holy Communion. Meanwhile, the Benedictines refuse to assist the authorities. The nuns are protecting any number of Jewish children and adults. Unfortunately, this happy interlude is brutally interrupted by a Nazi raid on the convent. At last, the Nazis have captured their prey. Forcing the Jews into a truck, the Germans begin to leave. Pleading and crying for the children, Niania runs screaming after the truck. She is finally pushed aside by a German rifle butt.

But the story is not over. Who finds out where the children are going? Who risks her life for them? Who saves them from being shot? How does Anita Lobel and her brother survive their time in the concentration camps? How do they finally escape to the safety of Sweden? Would you risk your life to protect the innocent? What is selfless and sacrificial love? How can God use awkward, sometimes broken people, as guardian angels to protect us from mortal danger? And finally, how does God hold each soul in the palm of His hand during the most awful moments in history? To find out, read this heart wrenching story of heroic suffering and perseverance, No Pretty Pictures: A Child of War, by Anita Lobel.

Buying and selling City property

Much has been said in the public forum about buying and selling City property. Is it a good thing? Is it wrong?

It should be noted that property owned by the City is not on the property tax rolls, so arguably converting city owned land to private ownership helps enlarge our property tax base.

When selling land to private individuals 'performance agreements' are very important elements of the sale transaction. Currently there are

some agreements in default, and the city Attorney is pursuing remedies to these neglected duties by those who have purchased land, promised to develop but have failed in the process.

Allowing the private sector to purchase vacant lots or land for development can be very valuable in terms of new jobs, new commerce and new activity.

The word 'new' is very important here. "new" attracts attention. After years of not seeing new commercial construction or

new businesses open their doors, look around and see all the new signs and business for yourself.

This mini construction boom has captured the attention of builders near and far. The fact Holbrook needs more housing is a message that has been heard.

The bottom line is "new" money means more opportunity for everyone in Holbrook. Visit the next meeting of the Holbrook Investment & Development Council—take part in shaping the future of Holbrook.