

HOLBROOK ECONOMIC DEVELOPMENT DEPARTMENT NEWS VOL. 7 ISSUE 1

Economic Development Department, City of Holbrook, AZ, 86025
August 11, 2007

Holbrook Old West Car Show August 18

For the first time in the history of the Holbrook Old West Car Show the event, judging, contest and activities will be held in Hunt Park on East Florida Street.

Event coordinator Jim Mobley indicated that due to the interest in the 20 vehicle class competitions more space was needed so accommodate participants.

The event begins at 8 AM and concludes at 3 PM. Music, food vendors and an amazing array of show cars and trucks will be on display.



For more information on the show, registration, entry classes, vendor information, etc. please call the Chamber of Commerce:

928-524-6558

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Arizona Rancho—oldest building in Holbrook

Although many locals consider the Historic Navajo County Courthouse to be the oldest building here in Holbrook, that distinction belongs to the 'Bismarck' later renamed the Arizona Rancho.

Located in our Railroad District, the Arizona Rancho has been home to Commodore Perry, (one of the 'hanging trees' is still alive on the north side of the complex), military pilots during WWII and has many other claims to fame.

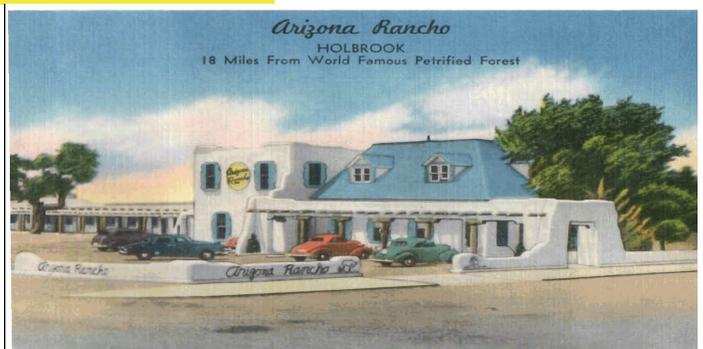
Members of the Taylor family own this excellent example of early pioneer Americana.

Details are confidential, but the

structure and some lots around the Rancho will transfer into a Trust in preparation for the arduous task of rehabilitation.

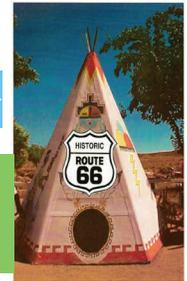
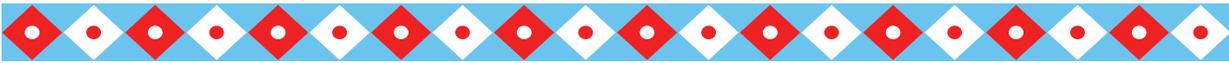
The entire neighborhood will once again have an opportunity to shine brightly and be a central attraction for tourists from around the world.

Depicted here is what the Rancho looked like in the early 50's. The phone number for the Rancho at this point in time was the number 7.



This is yet another example of the power of the private sector.

We applaud the Taylor family and the Harton family for taking on this ambitious project as well as preserving such an important landmark. More new to come.



HOLBROOK INVESTMENT AND DEVELOPMENT COUNCIL

Mission Statement: "Enhancing the quality of life in Holbrook"

When the Holbrook Investment and Development Council (HIDC) first formed in December 2006 the initial core of 6 members grew quickly.

The HIDC has proven itself very effective and informative. As the membership has grown, so have the relationships between long time Holbrook families and the

new investors in the area.

Now with over 40 members and a growing respect from state officials the group continues to reach out to the business community in a positive manner.

Elected spokesperson Jack Young, a former City Council member, acts as the chairperson

for each meeting. special programs and the latest news pepper every meeting.

The next meeting of the HIDC will be on Sep 6th at 5 PM in Bubba's BBQ Meeting Room at 1002 West Hopi call 928-5241581 for menu items.

The public is welcome.

Construction Management Seminar August 20



lege is offering a construction Management Seminar that will cover numerous topics of interest for anyone involved in the construction industry sessions include:

The state of the market for construction insurance in Arizona Jason Whiting, resident agent, The Mahoney Group, Pine-top Office

Getting the right paperwork from your subs. 99% of what you now have is worthless— Clyde B. Marshall CIC CRIS Partner, The Mahoney Group, Phoenix Office, Construction Practice Leader

How a structural warranty policy can keep you out of court

Rick Remakel, Representative, The 2-10 Warranty Company

Wraps, Project policies and insurance for developers Mark Adler, Vice President, The Colemont Company, Phoenix Office

The legal exposures that general contractors and developers face and recent court decisions that have pierced the corporate veil. Rosary Hernandez Partner, Koeller, Nebeker, Carlson & Haluck

THERE IS NO COST FOR THIS SEMINAR, BUT YOU MUST BE PRE-REGISTERED,

call 928-532-6170

When: Monday, August 20, 2007 – 2:30 to 5:00 p.m.

Where: Northland Pioneer College, White Mountain Campus, Show Low, AZ Ponderosa Center, Symposium Room #101.

The Mahoney Group in cooperation with Northland Pioneer Col-

Navajo County Fair—September 12th to 16th

Once again it is time to save some dates on your calendar to attend the Navajo County Fair.

This years' events include a Demolition Derby, Little Buckaroo Rodeo and of course a superior livestock show.

Navajo County Fair Entry books are available through Cham-

ber of Commerce offices, Feed & Tackle stores, Public Libraries, the Navajo County Complex and of course at the Fairgrounds itself.

Rides, entertainment and food for all tastes will also be available. The Fair is organized by your Navajo County Fair Board and is a jewel in the crown of Navajo



County. For details, entry or other information call:928-524-4757.

Omera Corp—to deploy Holbrook Wi-Fi® umbrella



The long anticipated and much needed wireless internet system the City agreed to bring to Holbrook months ago is finally a large blimp on the radar screen.

“Once we sign the final papers for our DS3 and Sub DS 3 lines we will be ready to take the City office live” said David Bortenstein with Omera.

Fiber optic certainty is a necessity. Currently if the wind blows, or too much rain falls certain carriers in Holbrook simply go offline. Not so with the new Wi-Fi® product to be deployed over the next two weeks in Holbrook.

The significance of creating a Wi-Fi® umbrella over the entire city is an economic development shining star.

Now commuters, truckers, vacationers, tourists, businesspeople and anyone in Holbrook city limits will be able to access the internet via a wireless connection.

Cities all across America have joined the Wi-Fi® revolution.

Wi-Fi® is adaptable, but just as with any new form of technology it has limitations. The system operates on a line-of-sight basis, thus if an object blocks your line-of-sight to a repeated beam then you may lose connection, much like cell phones that ‘drop calls’ when you lose signal from a tower.

All City offices, the golf course, public works, waste water treatment plant, etc. will be the first to ‘go live’.

What can you do about mosquito’s?



With all the precipitation lately small puddles of water have become breeding grounds for Anopheles grahamii and other cousins in the Diptera order, otherwise known as ‘True Flies’.

There are some effective precautions you can take according to health website www.mercola.com:

1. use Bounce Fabric softener sheets wipe on your exposed arms or legs;
2. add vitamin B-1 to B-100 to your daily diet during mosquito season

3. avoid bananas, the scent is appealing to female mosquitoes
4. plant marigolds in your yard
5. Use repellants such as Vicks Vaporub® , Avon Skin-So-Soft® or use Citronella soap

Being cautious and aware of mosquito bites has become even more important since Arizona is now included in the West Nile Virus area, a disease carried by mosquitoes. These tiny in-

sects can also carry various forms of encephalitis, malaria and yellow fever.

If possible avoid exposure during dawn and dusk when mosquitoes are most active. Despite the inconvenience the rain was much needed, a little discomfort is worth the price, right?



HOLBROOK LEVEE RECERTIFICATION

First it must be noted that City Engineer Mark Woodson has inspected the levee after recent rains and found the levies to be in good condition.

The levee is NOT being undercut by the surge and current from the Little Colorado River. Coinci-

dentially the City is in the process of having the levy recertified and there will be one modification of note: certain portions of land along SR 180 will return to a ‘flood zone’ classification.

The rest of Holbrook will remain outside the flood plain and thus eligible for lower insurance rates without any requirement for

flood insurance. Check with your home owners insurance agent to be sure you have the right coverage.

For questions about the flood zone change or similar matters contact the Navajo County Flood Control District—928-524-4100, or visit US Flood Research at <http://www.usflood.com/>

The Future is ours

Holbrook Economic Development Department
465 First Avenue
Holbrook, AZ 86025
928-524-6225- x 33

Email: akovach@ci.holbrook.az.us



“Someday, after mastering winds, waves, tides and gravity, we shall harness the energy of love; and for the second time in the history of the world, human kind will have discovered fire.”

- Pierre Teilhard de Chardin

Sometimes the rumble in the distance is a mile long train rolling along the BNSF tracks, other times the sound is owned by a string of Harley’s touring along Rt. 66, and lately it has also been attributed to summer storms accompanied by precious precipitation.

So what’s happening in Holbrook? The best and quickest answer is to visit the city website www.ci.holbrook.az.us and visit the Economic development pages. From an area activities list, to the most current Progress Report, anyone can stay up-to-date with regards to sales, activities, projects and business opportunities.

Success stories abound in our little corner of the universe and these stories take many forms: new businesses such as the Burger King, Rustic Carpenter, Sergeant Hobby, Aarons, PSiSC and Gardenwerks. Expansion of existing businesses and enterprises such as McDonald’s, Rainbow Accommodation School, Young’s Corral and P&M Lanes. Rehabilitation projects such as The Plainsman Restaurant; Motel 6, Golden Inn, Santa Fe Railroad Depot and Beautiful Badland’s building. The Gardner Performing Arts Complex is nearing completion, Eastern Sky Charter School has opened its doors and two annexation projects proposing to extend city boundaries to the east and west are in progress.

Momentum is infectious, progress can be seen and ‘possibility’ is once again a realistic buzz word on the streets. This is the time Holbrook has been waiting for over 40 years – do not fear change, be not afraid of something ‘new’ heed the words of the poet Horace - carpe diem – seize the day.

A’kos Kovach

You may delay, but time will not.
~Benjamin Franklin

That it will never come again
Is what makes life so sweet.
~Emily Dickinson

The future has a way of arriving unannounced. ~George F. Will



Home Safety Tip (panic button on your key fob)



(From the Vancouver, BC Police Department:)

Put your car keys beside your bed at night. If you hear a noise outside your home or someone trying to get into your home, press the “panic button” on your car keys.

The horn alarm will be set off, and the horn will continue to sound

until either you reset or the car battery dies.

The next time you come home for the night and you start to put your keys away, think of this: your keys are a security alarm system that you probably already have and requires no installation. Test it. Determine whether the horn goes off from

your bedroom, bathroom, etc.

If you set off your car alarm when someone is trying to break into your house, odds are the burglar or rapist will not stick around due to the attention the horn will attract from your neighbors.

After a few seconds of the horn blaring

neighbors usually begin looking out of their windows to see where the noise is coming from.

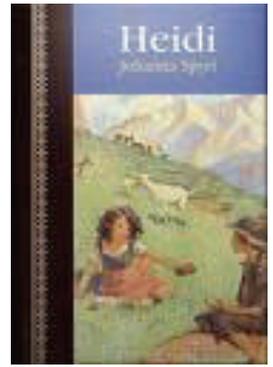
Criminals do not like attention.

For more in home safety tips visit:

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

The Children's Literature Bookshelf

As reviewed by Dr. Terrance Nollen



Spyri, Johanna. Illustrated by Jessie Willcox Smith. Heidi. William Morrow and Company, New York, 1996 (first published in 1881), 383 pages, Grades 4-6.

This beloved classic of children's literature is centered in the beautiful country of Switzerland. First published in 1881, this book has found generations of readers because of the healing innocence of the central character, Heidi. An orphan, Heidi, is unwanted by her Aunt Dete. A comfortable job opens up for Dete in Frankfurt, and she is determined to seize the opportunity. The eight year old Heidi is now a hindrance to her selfish aunt. Dete takes the young girl to the family's town of Dorfi, in Switzerland, and leaves Heidi with her stern and reclusive grandfather. Happy to be rid of Heidi, Dete quickly returns to Frankfurt, abandoning Heidi to her fate.

Known by the Dorfi residents as Uncle Alm, the grandfather lives in a small hut up on the mountain with several goats. Embittered by life and bad decisions made in his youth, Uncle Alm has little to do with anyone. He smokes his pipe, milks his goats, and makes cheese. He has no intention of entering into any relationships with anyone. His bitter, but complacent world is soon turned upside down. Heidi is a delightful, energetic little girl, and begins running about the hut and up into the mountain meadows. She constantly asks her grandfather questions about flowers and plants on the mountain. This wholesomeness soon begins to draw the old man out of his painful past. Now the 70 year old recluse begins to feel love and happiness for the first time in years.

This happy time is upset by Aunt Dete sending for Heidi. A wealthy, but infirm girl named Clara needs a young companion. Clara's family lives in a mansion in the city of Frankfurt. Dete hopes to profit from their situation by having Heidi help the handicapped Clara. This will place Dete in good stead with Clara's rich father. The action in the story continues to accelerate. What happens to Heidi in Frankfurt? Does she help Clara? Does she ever return to her beautiful Alps? What role does Uncle Alm play in the story? Who are the grandmothers in the story? Is it possible for a 12 year old girl to learn to walk? Why can brokenness in people be healed through charity and love? Could you help someone recover from a grievous pain? Can Heidi? To find out what happens, read this timeless classic, Heidi, by Johanna Spyri.

Johanna Spyri (1827-1901) was born in Hirzel, Switzerland. Her father was a doctor, and she was raised in a comfortable, educated family. She married a Swiss lawyer, Bernhard Spyri and had one son. She wrote over 40 stories, the most famous being the novel, Heidi. She spent much of her life living in the areas described in the book. This may account for the deep love the reader feels for the Swiss people and natural beauty of the country. One reason for the enduring popularity of Heidi is the amount of healing that takes place in the story. People are healed of physical and emotional pain. Spyri repeatedly shows that this recovery is based on the necessity and value of having faith in God. Though people all play a role in this process, the author convincingly reveals that God lovingly guides us through life's struggles. This beautiful combination of faith in action makes Heidi a book that will continue to teach people. Spyri demonstrates the value of religion in repairing and fostering a fruitful life. These lessons are not time bound. Check this book out at the library. It is classic in children's literature.

Sun and Sand Motel, Rt. 66 in Holbrook & Santa Rosa, NM

The Sun and Sand Motel 'chain' was a favorite stopping point for weary travelers in the 50's on Rt. 66. Shamrock, Tx, Santa Rosa, NM and Holbrook all boasted a version of the motel with exciting neon lights, plenty of parking, pools and restaurants at the site or nearby.

The photo at right is the Sun and Sand in Santa Rosa, still operational and firmly planted on the historic Mother Road in a very busy part of town.

The local Sun and Sand has fallen into disrepair due to an absentee property owner. But good news is finally around the corner, and it comes in the form of a new prospective buyer interested in rehabilitating the famous mo-



tel and surrounding property.

Details will follow as work continues on clearing the title and obtaining the final signature of the property owners. Two of the title holders have been very cooperative.

The Sun and Sand intersection includes The Plainsman Restaurant which is also undergoing rehabilitation. Likewise the Buzzard Upholstery building also recently changed hands and is located at the same intersection.

The private sector has 'captured the vision' and recognizes the opportunities that exist here in Holbrook.

We thank all the investors who are currently spending their time and money on reinvigorating the local economy as well as the overall perception of Holbrook.

Stayed tuned to these pages for further updates on rehab and infill projects as well as opportunities that continue to exist, waiting for the right 'visionary'..