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Larry Cusack, Chairman

us to go into 2011-2012 with healthy cash on hand. Our 2011-2012 budget, unanimously approved by our Town Council, moves us forward to our next phase of beautification along Highway 18. Our Aesthetics Rehabilitation Grant Program (ARGP) is fully funded and gives property owners a return of up to 50% of their paid assessment when improving your property. Get some good ideas from Ascension Church and Froggee's Cocktail Lounge who successfully used this grant for their properties. Truly a "red tape buster!" Just visit our Village website, www.avvillage.org. Click on "Apple Valley Village PBID Aesthetic and Rehabilitation Grant Program." ("ARGP"). Simple! We are launching our seasonal banner program this summer thanks to

CHAIRMAN'S MESSAGE

Here Comes Summer!

Southern California Edison. Banners will advertise the services of our merchants and celebrate our holidays. Our kiosk signs will identify merchants located off of Highway 18. I am proud to say we are putting our words where our money lives and matching our tagline "Where Neighborhood Business Is Tradition." Sign up today to use the latest and least expensive advertising tool for your business, iZigg 90210. Use your phone to text AVVillage to the number 90210. Advertise your business and communicate with your customers in real time. Need some training on this newest media? Come to the training in the Village provided by the Apple Valley Chamber of Commerce and learn how "90210" can help your business! Finally, we are planning to relocate Trigger the Stallion. Currently residing at Sunset Hills Memorial Park we plan to corral him in the Village. Click on the Trigger icon on our website and learn more. Summer is here and we are ready for a great season! Take advantage of our marketing offers and help us keep all business local!

TRIGGER CELEBRATES ROY'S 100TH BIRTHDAY!

Roy Roger's 100th birthday is on Saturday November 5, 2011 and we are planning a huge birthday celebration! Stay tuned for events that will surprise everyone! Stay connected to Trigger's Facebook page and website which is linked at the Apple Valley Chamber website, www.avchamber.org. Keep your eyes open for the famous "Trigger the Stallion" link. Do you know the story behind "Happy Trails" theme song? Every cowboy had a theme song. A song heard as the dust settled and heroes drifted west towards the sinking sun. Some were better than others, but few were as good as "Happy Trails." "Happy Trails" was written by Dale Evans in 1950, while preparing for a radio show. Dale decided Roy needed a theme song and since he penned all his autographs with "Trails of Happiness" or "Happy Trails, Roy Rogers", the title came easily. Scribbling on an envelope, Dale wrote the famous lyrics and taught the medley to Roy and the Sons of the Pioneers forty minutes before show time. What came across the radio that night gave America's favorite singing cowboy a theme song and a nation a lifetime of inspiration. "Happy Trails to you, 'till we meet again."



Frogees More Accessible

Frogee's Cocktail Lounge was excited to use their grant to lay an extra twenty feet of asphalt in the back of their property for parking. The grant was an excellent opportunity for them to enhance their look and make it more accessible for their customers. Cheers to you Frogee's!! A great neighborhood place where everyone really does know your name!

Smile You're On Camera!



Ascension Lutheran Church
22130 Ottawa Rd

Ascension Lutheran Church is one of our first recipients for the Aesthetic and Rehabilitation Grant Program (ARGP). Approved in April 2010 the church requested money to purchase a new camera / DVR surveillance system to help eliminate vandalism to the church property. Rewardingly, since cameras were installed, vandalism has not been a problem on the property. The cost of the project was approximately \$1,700. When asked about the application process, Secretary Lori Luke said excitedly "The application was a smooth process. We are so grateful for this program! In fact we plan to use it once again to improve landscaping for the church!" "Here's lookin' at you Ascension Lutheran Church! You're looking great!"

JACK AND MELINDA COLLINGSWORTH *Big Apple Automotive*



Big Apple Automotive is the oldest most established automotive repair facility in the High Desert offering the best in automotive care! Jack and Melinda Collingsworth the owners of Big Apple Automotive Inc, located in Apple Valley, has successfully been in business for 30 years. Jack Floyd Collingsworth founded Big Apple Automotive in 1978, after eight years of service in the United States Air Force. Now, after 30 years of service in Apple Valley, Big Apple Automotive is the top name in automotive repair, service and towing. In 1982, they became the first Auto Club certified repair facility in the High Desert. They will supply you with all your automotive needs and services with quality work, a quality price, and a quality smile.

Jack has many awards and certificates for his work in the community. If you walk in his business, the walls talk of his generosity to Apple Valley. Besides joining the Board of Directors for the Village Merchants Association, Jack has been selected to be this year's basketball Varsity Coach for Apple

Valley Christian School. How exciting!! Go Warriors!

Big Apple Automotive is one well established repair shop in the High Desert so if you are in need of reliable car services and repairs drop on by one of his two locations in Apple Valley of course. Either 21775 Highway 18, or 21139 Bear Valley Rd. Apple Valley. Jack also answers his phone at 760-247-7255 or 760-247-6882. Visit their website at www.bigappleautomotive.com and their facebook page at <http://www.facebook/bigappleautomotive>.



Introducing iZigg 90210 to the Village Merchants

Communication and branding are changing before our eyes. Businesses and individuals alike are quickly realizing the power of real-time communication on the go. iZigg is building the largest worldwide mobile media community where businesses and people can now stay connected through the world's most recognizable Mobile Media short code - 90210.



NOW

We use our mobile phones for just about everything and carry them everywhere so stay connected with the Apple Valley **Village** for news and updates by subscribing: **TEXT AVillage to 90210.**

With iZigg connecting and interacting with individuals on the go has never been so simple, powerful, or fun!!

**WE ARE IN THE MIDST OF A
MOBILE REVOLUTION
TEXT AVillage to 90210**

