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CHAIRMAN'S MESSAGE



Larry Cusack, Chairman

The Village Is Looking Great!

Have you been down to the Village area lately? The new median, the landscaping, flags on the light poles and kiosk signs pointing the way to local businesses are looking pretty cool these days.

Slowly rental spaces are filling up and the marketing plan assisted by the Apple Valley Chamber of Commerce is bringing new life to the area.

Now what we need is a commitment to an over arching theme that small California towns such as Solvang and Ojai have done to reinvent their old downtown areas. They still draw new visitors annually. Perhaps a visual mural "trail" depicting the old west history of the area might be in order.

Thank you, Pat Orr for mentioning the Village of Apple Valley in the Apple Valley Review. We are looking for themes in the Village and appreciate your ideas. Send them to the suggestion box on the village website: www.avvillage.org. Join us for our first training program on Shopping Local presented by Ms. Barbara Wold an internationally known speaker and expert to the retail and consumer industries. If you are located in the Village mention it to the Chamber of Commerce and receive a 50% discount to attend.

Need A Kiosk Sign?



Kiosk signs are filling up quickly there are only 9 kiosk slots left!

Merchants if you are interested in a kiosk sign along Highway 18, between Navajo Road, Mesquite Road, Ottawa Road to the south and Esaws Road to the north.

Prices for the sign panel are \$50 with a \$25 renewal fee due every year. \$75 total is due along with kiosk sign application and a copy of current business license. For more information contact the Apple Valley Chamber at 760-242-2753 or visit the Village website www.avvillage.org

Join Our E-Mail List

Join the Village Constant Contact email list where we feature community events, social media marketing, online surveys, event marketing, digital storefronts, and local deals and tools for the Village.

If you are not on our email list please join in and stay informed. Add your email to our list at info@avchamber.com.

Stay connected get involved!



Check Us Out Online

Visit us at
www.AVVillage.org
for more information on
the Business and Property
Improvement District
including pictures and
updates.

Follow us on Facebook
and Twitter.



What: Board of Directors Meeting

When: 3rd Wednesday each month

Time: 9:00 am-10:00 am

Where: Mojave Water Agency

22450 Headquarters Dr., Apple Valley, CA. 92307

Next PBID Meeting will be

Wednesday, July 16, 2014.

Please join us and be sure to always check our website for changes at www.avvillage.org.



BUSINESS SPOTLIGHT:

WELCOME TO OUR
NEWEST VILLAGE NEIGHBORS!

Shabby Confections



Dee-Wayne Hindman and Shelia Almendral, owners of the Shabby Confections Shoppe, A Handcrafted Mall

Shabby Confections Shoppe; best known for the best of the best

handcrafters in town has returned to the heart of the Apple Valley Village!! Bigger, better, larger and under One HUGE roof this Handcrafted Mall is over 10,000 square feet and filled with many unique vendors from all around! You can find vintage wares, folk-art, handcrafted items for home decor, and gift giving. Owners; Dee-Wayne Hindman and Shelia Almendral first opened the Shabby Confections Shoppe handcrafted mall in the summer of 2010. The two have a love for vintage and a great love for handcrafting. Their first Shoppe' carried only handcrafted items and they are staying with this tradition. They are so excited that Shabby Confections Shoppe has a large home for handcrafters' talent. There is no place like it in the high desert or surrounding areas. Come visit this handcrafters' heaven at the Shabby Confections Shoppe Handcrafters Mall. Where handcraft meets talent and talent lives inside!

22140 Highway 18 in Apple Valley. Next to La Fiesta Restaurant.



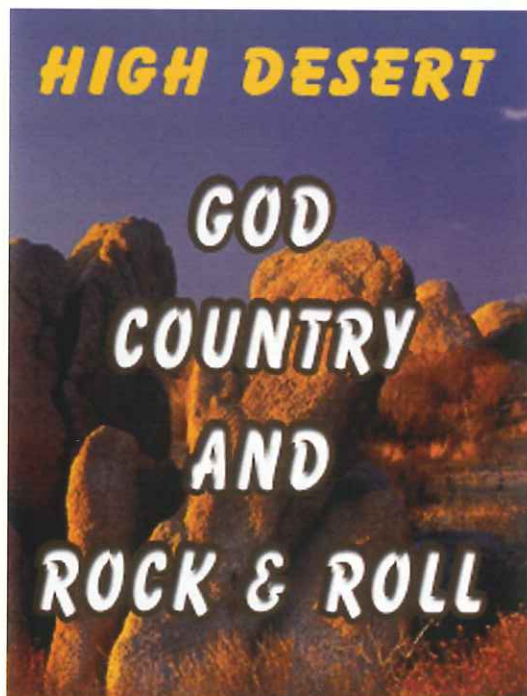
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Saturday 10:30 am to
4:30 pm

Phone: 760-239-6778
or 877-371-8880.

Be sure to like us on Facebook: www.facebook.com/shabbyconfectionsshoppe



The Village Has a New Partner: Welcome KQTE Radio



The Village PBID Board of Directors is happy to announce that we are now advertising with KQTE radio. Why you may ask would the Village advertise on a station out of Helendale? No other media group in the Hi-Desert gives both radio and newspaper at such great prices! It's the perfect combination! KQTE Radio publishes the Hi-Desert Shopper News serving Silver Lakes and Jess Ranch area and also the SVLA Breeze, the association newspaper for Spring Valley Lake. Look for our full page ad in the Shopper

News, which is mailed to every PO Box in Silver Lakes and Jess Ranch as well as our full page ad in the SVLA Breeze which is mailed to every PO Box in Spring Valley Lake.

The Village has an exclusive business package with KQTE Radio. Besides our full page ads in the Shopper News and the SVLA Breeze we receive 5 radio spots per day on KQTE Radio. Included is free streaming of our radio spots on KQTE.com. The Village PBID Board of Directors looks for the best buy to promote our merchants. Congratulations to Board for their forward thinking. Remember we are listening to you!

Silver Lakes Market



Pobodys Nerfect!

Whoops, spell check error, or maybe not? What happens when we make a

mistake or have done something wrong in the eyes of our customers? Have you ever had a bad review online? Truth be told that no matter what happens on a program or a flier, if there is an error or omission, the question is always the same. Who printed that?

What happens when you have to take the call of shame and explain why something didn't turn out the way it was supposed to? It doesn't always have to be fatal when it happens, in fact, many times the issue can be turned into a positive.

1- Don't beat yourself up over it. We are human and mistakes do happen. If they continue, there is another issue!

2- Admit it! Don't work around it somehow to justify it and for heaven's sake, don't tell your customer it's their fault! Even when there may be some shared responsibility, work to resolve the issue amicably.

3- Check your processes for flaws. In rare instances, technology has changed somewhere and everyone involved may not be trained properly. Training is the key to any successful operation.

4- Last, when you have been able to make progress in resolving the issue, double check with your customer or clients to be sure they are satisfied and assure them of your findings.

One more thing... remember that online reviews on websites like Yelp and Facebook are very hard to remove. Yelp especially! But, it does give you the mechanism to respond properly in front of the world and turn your negative review into a potential positive! Remember too that being a resource for your clients also can put you in better place for resolution during a trouble spot. Use mistakes to become better and don't allow them to be fatal in your business.

Happy 4th of July!

Sam Pulice

Apple Valley Chamber of Commerce Chairman

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Summer Recipe Idea

Strawberry Spinach Salad

2 Tbsp sesame seeds	1/4 tsp Worcestershire sauce
1 Tbsp poppy seeds	1 Tbsp minced onion
1/2 cup white sugar	10 oz. fresh spinach (in small pieces)
1/2 cup olive oil	1 quart sliced strawberries
1/4 cup distilled white vinegar	1/4 cup almonds, blanched and slivered
1/4 tsp paprika	

In a medium bowl, whisk together the sesame seeds, poppy seeds, sugar, olive oil, vinegar, paprika, Worcestershire sauce, and onion. Cover and chill for one hour. In a large bowl, combine the spinach, strawberries, and almonds. Pour dressing over salad, and toss. Refrigerate 10 to 15 minutes before serving.



THE Village In Apple Valley

Where Neighborhood Business is Tradition

The Village

The Village was the original heart of Apple Valley. Today, it is the perfect combination of old and new. It remains the nostalgic core of our community but is experiencing a rebirth in shopping and commerce. True to its roots, The Village is an experience "Where Neighborhood Business is Tradition." The Apple Valley Village Business District offers an advantageous mix of commercial uses including retail stores, service related businesses, warehousing and light industry. It runs along Highway 18, generally between Navajo Road on the west to Mesquite Road on the east, and from Ottawa Road on the south to as far north as Esaws Avenue.

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