



Where Neighborhood Business is Tradition

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The Villager

Volume 3

August/September 2010

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CHAIRMAN'S MESSAGE

I was very pleased to increase the exposure of The Village in the past months. On June 24th it was my pleasure to be a guest of the Ap-

ple Valley Rotary Club. They allowed me to give a presentation of the History of Apple Valley and to answer any questions regarding the projects in the district. I was then invited to do a 20 minute live interview on July 6th on the Barbara Stanton radio show. Barbara asked questions

about the progress being made in The Village and the challenges we have faced. You can listen to the interview at www.barbstantonshow.com. On Sunday July 11th we had the pleasure of appearing on Stardust Radio 910 am with Steve Elliott for a 30 minute interview. We covered the History of Apple Valley and gave an update on all the amenities in The Village. Listen to the interview at www.avchamber.org. Keep your eye out for the Apple Valley newsletter "Our Town" for an article updating residents on what's happening in the historic Apple Valley Village.

Larry Cusack, Chairman

4TH OF JULY

FRITZ DURFEE

Optimist Club of AV



The Optimist Club of Apple Valley with help from Cub Scout Pack 257 and Boy Scout Troop 257 installed American Flags along Highway 18 in the VILLAGE of APPLE VALLEY to kick off the 4th of July Weekend. One hundred and fifteen flags were posted along both sides of Highway 18 between Navajo and Quinnalt Roads and around the Village Sign on Friday July 2nd.

American Flags posted for 4th of July Weekend



The flags were posted again on July 4th, with 50 along the South fence at the Lenny Brewster Sports Center for the Freedom Festival. Plus another 75 which were distributed throughout Apple Valley in front of business and homes of participants in the club's American Flag Display Service. This program for display of flags along established routes in the community on seven major holidays each year has been ongoing for more than 20 years.

For more information about this and other Optimist Club of Apple Valley programs in the community contact Curtis Slater, Flag Chairperson at 760 961-8756 or Tom Cherry, President at 760 247-1646.

Town Hopeful For Enterprise Zone

The Town of Apple Valley, City of Victorville and City of Adelanto are collectively applying to become an enterprise zone, which will provide tax breaks and incentives to businesses in the area, including The Village.

California's Enterprise Zone program was established in 1984 to stimulate business investment in depressed areas of the State and create job opportunities for Californians, according to the website of the California Association of Enterprise Zones.

One of the biggest benefits of an enterprise zone is a \$34,000 tax credit per employee for businesses, within an enterprise, that expand and hire new employees.

Other benefits include; expedited entitlement and permit processes, working with local banks to make getting a loan easier and business classes offered by area chambers.

Kristy's Place to open in The Village

State budget cuts left school teacher, Kristy Ashlock looking for a new career. Ever the risk-taker, Ashlock decided to sink her life savings into opening her own business and picked The Village in Apple Valley. Ashlock put herself through college by bartending and will be handling the bulk of bar duties once Kristy's Place opens, which is planned for July 30th.

"The Village has been very supportive," said the spunky 33-year-old. The bar will feature live music, pool tables and a dartboard. Ashlock said they will also be having two happy hours per day, seven days a week. The first will be from 10 a.m. to 1 p.m. and the second will be from 3 p.m. to 7 p.m. The specifics on drink specials will vary. Ashlock is leaving her options open to serve food sometime in the future but for now will be partnering with nearby La Fiesta Mexican Food restaurant who will cater food for people who can order it right from Ashlock's bar.

Ashlock's biggest emphasis, besides promoting her 900 square-foot patio, will be on having good customer service.



Join Kristy for her **GRAND OPENING**— August 14th and 15th.

Kristy's Place is located at 22120 Outer Highway 18 in The Village in Apple Valley. To reach them call 760.247.8200.

BUSINESS SPOTLIGHT



Decorating Den Interiors Opens in the Village

After years in the insurance business, Donald Tatera took a leap of faith, and turned his hobby into a successful business. People are never happy to a claims adjuster, says Tatera, 42. Now they're glad to see me because I am there to help them.

Five years after becoming a franchisee for Decorating Den Interiors, Tatera moved from his home office into The Village.

"I see a lot of potential here," Tatera said. "I believe in Apple Valley." Tatera will host his Grand Opening on August 6th at 10 am till 8 pm and at 6pm in the evening he will kick off

the first in a series of get-togethers deemed: "Outstanding Wine and Stunning Design," held on the first Friday of each month. Tatera will invite guests to enjoy wine and refreshments while one of his preferred vendors speaks about a specific topic related to interior design. They will delve into energy efficient window covering; something Tatera says is sorely needed in the High Desert.

Tatera, earned his degree in interior design from the UC, Riverside, and holds a general contractor's license. His business has grown every year since he started. Tatera intends to become a regional manager for Decorating Den while maintaining his own current franchise. Tatera's wife of 19 years, Kim Tatera is a full-time teacher but plans on eventually joining Donald in the decorating business.

Decorating Den Interiors is located at 13455 Malaki Road, Suite 2B in Apple Valley's Village.

To reach them by phone call (760) 247-5393 or visit their website at www.decoratingden.com/teamtatera.