Integrity and Fairness Matter Most in a Leader

Leadership qualities are viewed differently by different generations. Leadership qualities change depending on the circumstances. Millennials have dissimilar views of what leaders should do. Ask a roomful of people what the top qualities of leadership are and prepare yourself for a variety of answers. Leaders sometimes are expected to be all things to all people.

A 2016 study by Robert Half Management Resources found that employees and executives agreed that integrity and fairness are the most important qualities in a corporate leader.

“Leaders who act with integrity and treat people well help maximize the contributions of their employees and build goodwill for their organization,” Tim Hird, executive VP of Robert Half Management Resources, said in a statement. “As important as these attributes are for managing a team, they also drive business by attracting investors, customers and potential staff members.”

While employees and executives agreed on the two most important qualities, they differed a bit on the other attributes they thought were most critical. Employees said they want to work for corporate leaders who are decisive and have a strategic mindset, while the executives surveyed said being collaborative, transparent and accessible were other important traits of a leader.

Employees said competitiveness was the quality they valued least, with executives saying decisiveness was the trait they placed the least amount of emphasis on.

The study revealed that age plays a role in what attributes employees and executives deem most important. The research found that 72% of workers over the age of 55 ranked fairness as a top three attribute for corporate leaders, compared to just 44% of those between the ages of 18 and 34.

Additionally, more than twice as many younger workers and executives felt that having a strategic mindset was important, compared to their older counterparts.

Based on the study’s results, Robert Half Management Resources said there are three takeaways managers can act on immediately to improve their leadership abilities:

Be a good example. It is important to set the right example not only with your behavior, but also with your actions. You want to take care of any performance issues quickly in order to show that you don’t let problems fester.

See Leader page 10
March 2022

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Chamber Staff

Marnie Uhl........................................... President/CEO
Kim Menosky.............................Program & Events
Katey Swann............. Membership Services Manager
Barbara Clark..............................Volunteer
Debbie Williams.......................Volunteer
Jean Lupa.................................Volunteer
Sue Finley.................................Volunteer
Lorraine Callaghan...............Volunteer

Newsletter Staff

Marnie Uhl............................Editor
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Photography by:
KG Photography, Heidi Dahms Foster,
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Prescott Valley

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Fax: 928.772.4267
Email: info@pvchamber.org
Website: www.pvchamber.org
Making a Difference Everyday!

VFW Post 10227

Wed., March 16
5:00 - 6:30 p.m.
2375 N. 5th St.
Prescott Valley

Upcoming Alive After 5
April 20
Buscky’s and Yavapai Casinos
at Findlay Toyota Center
Prescott Valley

A Special Toot Your Horn

Congratulations to Katey, our membership services manager and her husband
Chris who shared happy news of their exciting addition to their family.
Baby Gunlefinger-Swann is due to join our chamber family in August.
Happy March and coming up...

Happy Spring!

I say happy spring however I do know that while it may say that on the calendar weather around here is not always on the same page. I believe we shall see winter weather creeping back to keep us cooler for a while. So for now, I will hold my excitement to plant and enjoy the season!

Prescott Valley Days needs a theme. We are asking our community members to share thoughts and ideas for our 44th annual Prescott Valley Days. The selected theme winner will receive a $100 gift card to a local restaurant, all day carnival pass and will be featured in the Prescott Valley Days parade. All ages are encouraged to participate. Visit pvchamber.org and submit your ideas today. Contest closes March 4.

New event dates for 2022. Prescott Valley Days will be held May 5 - 8 this year in the Prescott Valley Entertainment District. We are excited to have Sun Valley Rides back with their great rides and concessions. Thank you to the Fain Signature Group for providing the space for the annual Prescott Valley signature event.

Team Up to Clean UP 26 will be on May 14. As in the past, this community wide cleanup day is a fun one to gather our residents together to make Prescott Valley shine! Our heartfelt thank you to our partners Central Arizona Fire and Medical Authority for being our hot dog grillers and Yavapai Broadcasting who is there with a live remote each year. Sponsorship opportunities are available so contact Kim at the Chamber for information. The hours are 9 a.m. to 1 p.m. and this event also coincides with the Town of Prescott Valley’s community wide dump day. Watch future columns and issues for more on this coming up.

This month our Northern Arizona Wranglers take to the field. I really enjoyed watching the games last year and am looking forward to this year. New coach, many new players and fun football action. What a great way to spend the evening at the Findlay Toyota Center.

The new Town of Prescott Valley spring Recreation and Events guide is out. This publication is jam-packed with events, classes, parks and trails information and other community services. You can pick up a copy at the Chamber or at a variety of locations throughout Prescott Valley.

And to end... an Irish Blessing - “May your blessing outnumber the shamrocks that grow and may trouble avoid you wherever you go”

Have a great month!
Welcome NEW MEMBERS

AUTO SERVICES
All American Auto Services, Diesel Dogz
8798 E. Valley Road
Prescott Valley, AZ
(928) 772-2721
www.dieseldogz.com

BEHAVIORAL HEALTH
Brooke Miller Coaching
(971) 226-9180
www.brookemillercoaching.com

SERVICE ORGANIZATION
Kiwanis Club of Prescott Valley
(928) 776-9500
www.kiwanis.org

POLITICAL CAMPAIGN
Andy Jolley for Prescott Justice of the Peace
116 N. Summit Ave.
Prescott, AZ
(928) 445-1909
www.jolleyforprescott.com

RETAIL
C-A-L Ranch Stores
5757 E. State Route 69
Prescott Valley, AZ
www.calranch.com
Coming soon!

Raising Funds for Scholarships
The Prescott Valley Chamber Ambassadors and Membership Services Manager Katey Swann worked the snack bar at the Chicago concert to raise money for the Chamber scholarship program. Each year the Chamber awards scholarships to graduating high school seniors and because of their efforts, the Chamber will be able to award three $1,000 scholarships for the 2022 fall semester. Congratulations PV Chamber Ambassadors!! Scholarship applications can be found online at pvchamber.org or by calling the chamber at 928-772-8857.

NFP
Property & Casualty Insurance
325 W Gurley Street
Suite 203
Prescott, AZ 86301
Commercial T 928.445-8720
Personal F 928.445.8726
Life & Health NFPPrescott@NFP.com

Sheryl Duke
Account Executive

Yavapai Broadcasting Corporation
8028 Hwy 69, Suite 102, Prescott Valley, AZ 86314
(928) 775-5200 x 11 Office (928) 775-5111 Fax
sheryl@myradioplacem (928) 848-1865 cell

ARIZONA’S HOMETOWN RADIO GROUP

JackFMArizona.com

KPPV 106.7FM
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CHAMBER ADVOCACY DAY at the State Capitol

Representing the Chamber and our businesses at the Capitol during Chamber Advocacy Day at the Legislature on February 22. Board Member and Secretary Robbie Houle, CEO Marnie Uhl, Board Member and Vice Mayor Loti Hunt and Board Member Danny Sampson. We heard information on the budget process, legislative actions, and a panel discussion on the legislative session with ACE Chairman Mark Stanton, Speaker of the House Rusty Bowers, Senator Minority Leader Rebecca Rios, Senate Majority Leader Rick Gray and Minority Whip Domingo DeGrazia.

Learning to Save a Life

Chamber staff and volunteers received CPR training on Feb. 24. Class was taught by Lesa West, New Life CPR covered guidelines for high quality CPR on adults and babies. Hands on training was done with CPR mannequins. All students passed and received their CPR/AED training card. Pictured are CEO Marnie, Bookkeeper Gloria, Ambassador Kym Lopez, Membership Services Manager Katey, Program and Events Manager Kim and volunteer John Johnson with assorted friends.

You can learn to save a life too. Take a class in CPR.
Saturday, May 14
9am - 1pm

Gather your family & friends to join in at Prescott Valley’s community-wide clean up day.

T-shirts for all participants, hot dog lunch, prizes and fun!

For more information 928-772-8857

PV Chamber parking lot located in Kooiman Business Center

7120 E. Pav Way
Prescott Valley

Mark your calendars!

44th annual
PV Days
May 5-8, 2022

Prescott Valley Entertainment District

Parade • Carnival
Fiesta del Pueblo • Cosplay Contest
Entertainment • Food • 5K Fun Run
Youth Performances, Demonstrations
Exhibits and more!

For more info contact the Chamber at 772-8857
Alive After 5 NIGHTTIME NETWORKING

The Hampton Inn, Prescott was our gracious host for the Feb. 16 Alive after Five networking evening.

Raffle fun kept the laughter going!

Good Company with Good Conversation!

MatForce was the featured non-profit.

Don’t miss the next Alive After 5 at VFW #10227 March 16
Barefoot Bob’s Billiards was awarded with a Chamber Member plaque for their one year anniversary. We have had a lot of fun with them in the last year and look forward to many more!
8367 E Pecos Dr #2, Prescott Valley (928) 759-9590

Toy Safe RV & Super Storage was awarded with a Chamber Member plaque for their one year chamber anniversary. They have a great location to keep all your valuables safe.
10030 E. Academy Way, Prescott Valley, AZ (928) 800-1244
Website: http://www.toysafestorage.com

Lessons By Lexe: Dance Studio is celebrating their two year anniversary with the Chamber and was awarded with their Chamber Member plaque. It is always fun to partner with Lexe and her students when we need entertainment.
3250 Gateway Blvd, Ste. 106, Prescott (928) 642-0345
Website: https://www.lessonsbylexe.com/

New Life CPR was given a certificate of recognition for 5+ years of membership. Lesa West, owner, is also a Chamber Ambassador. We always have fun when Lesa is around.
3767 E Karicio Lane, Ste. C, Prescott (928) 445-5024
Website: http://www.newlifecpr.org
**Business Intros**

Membership Services Manager, Katey Swann, introduced Stanley Pawchuk, owner and broker of USA Real Estate and Property Management to the Mayor and Town Council at their regular meeting on February 10.

3661 N Robert Rd, Prescott Valley (928) 775-0400
Website: https://usarealestatellc.com/

Katey also introduced Angela Johnson, sales manager for the Holiday Inn Express and Hampton Inn-Prescott to the Mayor and Town Council on February 10.

3454 Ranch Drive, Prescott (928) 445-8900
Website: http://hiexpress.com/prescottaz

---

**Another Chamber Benefit**

**Free Notary Service**

Marnie Uhl, Notary Public
Kim Menosky, Notary Public

---

**Kooiman Realty, L.L.C.**

7120 Pay Way  
Suite 101  
Prescott Valley, AZ  
(928) 775-8880

Serving BUYERS & SELLERS In Yavapai County For Over 30 Years!

Contact Us Today To Speak With One Of Our Full Time Knowledgeable Realtors To Help You Through Your Real Estate Journey!

**Voted Best of the Best**

Real Estate Agency  
In Prescott Valley  
2003 through 2021

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**NAZ Wranglers 2022 Home Schedule**

- **March 26th, 2022**
  (Saturday) 6:05 P.M.
- **April 2nd, 2022**
  (Saturday) 6:05 P.M.
- **April 16th, 2022**
  (Saturday) 6:05 P.M.
- **May 14th, 2022**
  (Saturday) 6:05 P.M.
- **May 21st, 2022**
  (Saturday) 6:05 P.M.
- **June 11th, 2022**
  (Saturday) 6:05 P.M.
- **June 25th, 2022**
  (Saturday) 6:05 P.M.
- **July 9th, 2022**
  (Saturday) 6:05 P.M.
Be honest. Don’t let rumors spread through your office. When things in the company are happening, you want to tell employees as much as you can about these events. It’s OK not to have all the answers. When you don’t, just be honest and tell employees as much as you can, and let them know you will try find out more as quickly as possible.

Support your employees. You need to be an advocate for your team members and stand up for them during difficult times.

In addition, it’s important to support their career growth by highlighting their accomplishments to everyone in the company. The study was based on surveys of more than 1,000 U.S. professionals age 18 and over and employed in office environments, as well as more than 2,200 chief financial officers from companies in more than 20 of the largest U.S. metropolitan areas.

Psychologist and author Daniel Goleman launched the concept of emotional intelligence as a leadership attribute nearly 25 years ago, but most experts still maintain it has standing today. Goleman’s research with over 200 corporations found that without emotional intelligence – defined as self-awareness, self-regulation, motivation, empathy and social skills – it is impossible to be a great leader.

Other research has found that leadership requires a multitude of skills and depends on the kind of role and organization. Here are some of the more frequently cited:

- Strong communication
- Passion and commitment
- Innovation
- Honesty
- Empathy
- Good listening skills
- Positivity
- Collaboration
- Diplomacy
- Humility

But on other lists, you will see a sense of humor, intuition, dedication or confidence. Perhaps the leadership qualities needed depend on the organization or the people being led. And certainly, as the generations change, the qualities a leader needs change as well.

With 10,000 baby boomers reaching retirement age every day, it is millennials’ turn to lead. They already represent over half the workforce and become a larger part of management every day. Like so much else, they plan to change how management works. More than one-third of millennials surveyed believed that within 10 years, “the CEO role will no longer be relevant in its current format.” Here are the four core characteristics of the millennial leader:

The CEO is fallible and always learning. Younger leaders are open to input and relentless in their pursuit of improvement. They are not satisfied with themselves or anything else as it exists today. They emphasize collaboration and adaptability rather than structure and chain of command. That emotional intelligence that Goleman identified 25 years ago is a key value in the newer generation of leaders. They prefer a flat organizational structure to allow maximum interconnected collaboration and germination of ideas.

Leadership is the empowerment of others. Millennials do not pursue CEO roles for the establishment of a legacy or for financial advantage. Many seek the position with the goal of helping support others in reaching their potential.

Alignment of work and life values. Millennials are not satisfied to leave their personal beliefs at the office door. According to an American Express survey, 81% of American millennials say that “a successful business will have a genuine purpose that resonates with people.” In fact, recent research found that millennials were the most socially conscious generation since the 1960s.

As organizations evolve and workers demand different conditions and environments, the characteristics of successful leadership will continue to develop as well. Some attributes are timeless, just as many are intangible. Some people are natural leaders, and others learn the skills they need. As John Quincy Adams wrote: “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

By Business News Daily
Editor, Expert Updated: February 21, 2020
RIBBON CUTTINGS

HOLIDAY INN EXPRESS

It was so much fun hanging out with our friends at the Holiday Inn Express on Wednesday, February 16. Their hotel is beautiful and the staff is so welcoming and friendly. This hotel is wonderful place to have out of town guests come and stay and experience our beautiful area. Congratulations to the whole team! Thanks to everyone who attended, you all made ribbon cutting so much fun!

(928) 445-8900  http://hiexpress.com/prescottaz
3454 Ranch Drive, Prescott, AZ

USA REAL ESTATE!

USA Real Estate were such great hosts at their Ribbon Cutting and Grand Opening on Wednesday, February 9. We are so glad to have them as part of our business community. They are passionate about helping people find homes and sell their homes.

(928) 775-0400  https://usarealestatellc.com/
3661 N Robert Rd., Prescott Valley, AZ

THE WAREHOUSE EVENT CENTER

On Friday, February 18, we celebrated with The Warehouse Event Center at their grand opening and ribbon cutting. The food and the space was absolutely amazing! Thanks to everyone who showed up. This location is a great place to host your next party, meeting, or special occasion. Call The Warehouse Event Center for your next event.

(928) 899-8515
www.thewarehouseeventcenter.com
5880 Prairie Lane, Prescott Valley, AZ

BEST HOMES REAL ESTATE,
THE GOLDEN RULE GROUP

We were blown away by Best Homes Real Estate, Golden Rule Group Real Estate Team at their ribbon cutting and grand opening on Tuesday, February 15. It was so touching to see how much support they had from friends and business community members. Their purpose is to simplify the process of buying or selling properties and making your dreams come true.

(855) 294-6635   www.goldenrulegroupaz.com
8516 E State Rte 69, Suite E, Prescott Valley, AZ

Welcome to Your Active Business Community!

Ribbon Cuttings are a great way to promote your business! Call Kim at 772-8857 to schedule the celebration of relocating, expanding or rebranding your business.
More humankindness for you.

We’re Dignity Health. We believe that healthcare is defined by clinical excellence and humankindness.

Kindness makes us all human, and by sharing humankindness, we harness the healing power of the human connection and innovative medicine. We believe what we offer is more than healthcare. It’s humanity. Humankindness is powerful medicine. And now, there’s more of it, for you.

Visit DignityHealth.org/YRMC to learn more.

Dignity Health
Yavapai Regional Medical Center
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<td>Spring!</td>
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“Talk of the Town, Prescott Valley” Tuesdays from 4 to 5 p.m. KQNA 1130AM, 95.5 FM 99.9FM, KQNA.com

www.pvchamber.org
ALIVE AFTER 5
SPONSORED BY

VFW Post 10227
2375 N. 5th Street
Prescott Valley

Join the
Prescott Valley Chamber of Commerce

MARCH 16, 2022
5:00 PM - 6:30 PM

CONNECT | ENGAGE | NETWORK

Enjoy food and soft drinks provided by our hosts, VFW Post 10227.

HONORING ALL WHO SERVED

Prescott Valley Chamber of Commerce
7120 Pav Way, Suite 102
Prescott Valley, AZ 86314
(928) 772-8857  www.pvchamber.org
Team Up to Clean Up
#26
MAY 14, 2022

Sponsorship Opportunities

Royal Remover
- Top Billing on 2022 T-Shirt
- Logo on Team Up to Clean up Banner
- Logo on all Team Up to Clean Up promotional pieces
- Company name listed on all Team Up to Clean Up promotional pieces
- Logo and special recognition on Thank You flyer to run in Chamber Connection e-blast
- Website recognition
- Recognition on radio commercial
- Recognition on day of live broadcasting
- Company name listed on the back of the 2022 event t-shirt

$500

Dumpster Hero
- Second Billing on 2022 T-Shirt
- Logo on Team Up to Clean up Banner
- Logo on all Team Up to Clean up social media posts
- Company name listed on all Team Up to Clean Up promotional pieces
- Logo and special recognition on Thank You flyer to run in Chamber Connection e-blast
- Website recognition

$400

Litter Buster
- Third Billing on 2022 T-Shirt
- Logo on Team Up to Clean up Banner
- Logo on all Team Up to Clean up social media posts
- Company name listed on all Team Up to Clean Up promotional pieces
- Logo and special recognition on Thank You flyer to run in Chamber Connection e-blast
- Website recognition

$300

T-Shirt
- Company name listed on the back of the 2022 event t-shirt

$125
Prescott Valley, AZ

TEAM UP TO CLEAN UP  

MAY 14, 2022

SPONSORSHIP SIGN UP

BUSINESS NAME: ________________________________

CONTACT NAME: ________________________________

CONTACT EMAIL: ________________________________

CONTACT CELL #: ________________________________

Please select your sponsorship package:

- ROYAL REMOVER $500
- DUMPSTER HERO $400
- LITTER BUSTER $300
- T-SHIRT $125

Make checks payable to Prescott Valley Chamber of Commerce or pay via credit card.

Credit Card Number: ________________________________

Credit Holder Name: ________________________________

Exp Date: _______ Signature: ________________________________

Return completed form and payment by Monday, April 4, 2022 to Kim Menosky at Prescott Valley Chamber of Commerce

7120 Pav Way, Suite 102, Prescott Valley, AZ 86314
Kim@pvchamber.org  (928) 772-8857