

A photograph of three businesswomen in white shirts. One woman is seated at a desk, looking up at two standing women. They are all smiling and appear to be in a collaborative work environment. On the desk are various items including a blue folder, a clipboard with a chart, a pair of glasses, and a glass of water. The background is a bright, modern office space.

Women in **BUSINESS** 2016

*In Recognition of
Women in Business*

These are the
women who make
things **HAPPEN!**

Supplement to Verde Valley Newspapers,
publishers of Verde Independent, Kudos
and Camp Verde Bugle.
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Women in BUSINESS 2016

Sedona Skin Lotion Bar



Jacie Ann Crowell is a multi-faceted woman, with an extensive background as a clinical aroma therapist, flower essence practitioner, distiller and teacher. As an 8 year Sedona resident, Jacie found customers asking for her expertise to blend oils, lotions, bath salts & body scrubs in addition to her aromatherapy work. She opened the Sedona Skin Lotion Bar in uptown Sedona to answer the needs of customers who want their own personal blends and to further impart her vast knowledge in these areas. "I like to help people discover their own scent preferences, and then teach them how to create the product for themselves. Its about empowerment, self discovery, and self appreciation". Jacie also sells individual ingredients such as essential oils by the drop, carrier oils, butters,

and containers for the products should you want to make them later at home.

Jacie has three stills, stainless steel, copper, and glass. She is a former student of Clare at Phibee Aromatics. In her aromatherapy work she uses her glass still to ensure strict and controlled distillation of oils for her aromatherapy clients needs, and enjoys taking clients out in the field on a journey to find plants to harvest prior to using them in products to aid in their personal growth. "It is very powerful for a person to be able to look at their ailments directly, and then go out in the field, find a solution in a plant kingdom, harvest it and then make their own products" explains Jacie. Nothing

too complex; but nurturing to the spirit.

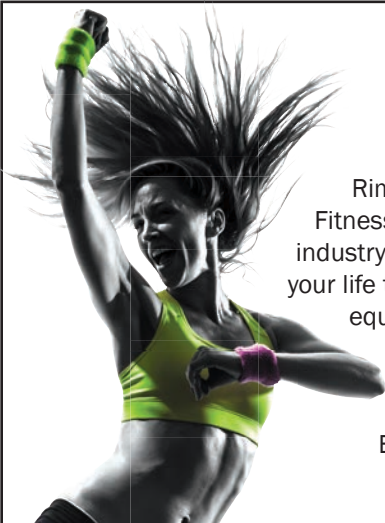
Jacie is an enrolled Shoshone-Bannock tribal member from Ft. Hall, Idaho. She is an artist in glass, pen & ink, bead work, pastels, oils & textile and has some of her work on display in her uptown Sedona shop. She is also a pilot and former professional Native American Dancer.

Jacie invites you into her shop and looks forward to assisting you as you make your own special blend of oils, lotions and body scrubs.

Come on in to Sedona Skin and create your own wonderful scented and beneficial combinations.



Women in BUSINESS 2016



Light Body Pilates & Fitness More than a Pilate's studio!

Rima Borgogni is creator and owner of Light Body Pilates & Fitness. Rima has used her 30 years of experience in the fitness industry to create a beautiful boutique studio where you can change your life through movement and exercise. Along with offering a fully equipped Pilates studio with private and/or group Pilates classes, Light Body Pilates & Fitness offers an amazing array of cutting edge classes taught by Sedona's finest instructors. Pilates, Yoga, HIIT, Indoor Cycling, NIA, and Barre are just some of the classes that are offered at Light

Body Pilates & Fitness. No contracts ever, pay as you go!! Please check our website for class schedules www.lightbodyfitness.com or call Rima for an appointment today 928-274-7669



Golden Bone Pet Products



the better part of a year and more animals came for help. And so Golden Bone Rescue and Rehab was born.

In 2005 the two women opened Golden Bone Pet Products in Camp Verde, AZ largely as a means to support themselves as they continued to volunteer their time helping dog after dog. The tiny little pet boutique grew quickly in a town that welcomed them. Within 2 years, they moved into a larger space in the same building. After eight years in the Wingfield Plaza on historic Main St. in Camp Verde Arizona, the owners moved their successful business closer to their homes in Sedona, Arizona.

Since then, Golden Bone Pet Products has been voted Best Pet Store in Sedona, through Market Surveys of America 2 years running. In August 2016, the store moved again, this time to accommodate not only their expanding selection of healthy, safe and unique pet products but to house the administrative offices of Golden Bone Rescue & Rehab where they share office space with Dr. Todd Metcalf of Sunshine Holistic Veterinary.

Golden Bone Pet Products specializes in carefully researched foods, treats, supplements and pet care products. Every item coming into the store is hand selected to meet Golden Bone's rigorous safety standards. Foods and treats are consistently researched with all ingredients from known and trusted sources and countries. The owners have been advocates for manufacturing transparency, rural farming and sustainable, humane farming practices since the store opened in 2005.

Leashes, collars and harnesses are chosen for creative design and durability, toys for safety, strength, exciting sounds and textures. There are airline approved carriers, humane training aids, orthopedic beds, supplements, shampoos, grooming tools and more.

For travelers looking for a bit of the Southwest to bring home, Golden Bone Pet Products is proud to feature locally made luxury beds by Sedona artist Barbara Thulin and lots of colorful locally made, Southwest themed bandanas.

Whether yours is a pampered pooch or kitty or a rugged outdoor adventurer, stop on in and bring your pets!

Built upon a genuine love for animals and a lot of years tending to their needs, Golden Bone Pet Products brings a unique brand of customer service to pets and pet families in Sedona and the Verde Valley.

Golden Bone Pet Products

3080 W. State Rte. 89A, Suite A
Sedona, AZ 86336
(Near Dry Creek)

928-567-5555

www.goldenbone4pets.com

www.facebook.com/goldenbonepetproducts



In August 2003, Nadia Caillou received a phone call that would change the course of her life and the life of her then new friend Angela Windolph. Animal rescue workers were being contacted all over the country to help with a large hoarder rescue in California headed up by Warren Eckstein and Kimi Peck. Over 200 feral Chihuahuas were being split into smaller groups and sent to people and organizations who could help rehabilitate the near wild little dogs.

Nadia and Angela agreed to take 26. The task took

Women in BUSINESS 2016

Kylee Bell - Kare Bear's Childcare and Preschool



Well behaved women seldom make history. Since the start of this saying, written originally in 1976 by Laurel Thatcher Ulrich, it has slowly but surely gained popularity. We have seen its rapid growth in more recent years, and has become one of the many statements of strong women of our day. For some it conjures up images of wild women of the west, their wild locks of hair dancing in the wind as they gallop across the dusty red rocks of yesterday's Verde Valley. For others it conjures up the image of the modern women of the now vibrant and growing Verde Valley, striving to make their name, voices and businesses an asset to our community.

As women we have a long history of making our mark, pushing thru and making a claim to succeed. Today those who have pushed before us would be proud of what the Women of the Verde Valley are accomplishing. Kare Bear Childcare Center and Preschool owner Kylee Bell is no exception. She is one of the first women that comes to mind when I speak of women's accomplishments, strength and positivity.

Only with hard work, dedication, passion for her profession and numerous past and present team members, Kylee has managed to turn her vision into reality. She has successfully created a fun, safe and educational environment for the children of our future. As a parent of four children myself, I know the struggle and anxiety that can come with finding a good quality childcare and preschool. It can mean the difference between a fo-



cused and productive day at work and one spent worrying about how the most important people in your life are spending their day. From my oldest to my youngest, they have grown up in classes and with teachers who have provided them with age appropriate activities, nutritional meals, friends, comfort, positive influences, ways to live a healthy and active lifestyle, and many valuable and lifelong connections with the teachers.

Kare Bears became a home away from home not only for myself and my kids but many other families in our

community as Kylee has ensured her center has teachers who truly care and are passionate about what they do.

Kylee and the Kare Bear's team show up ready to work and with the mind set of "How can I make a difference today?" They show up ready to be a positive influence in a child's life and to challenge and educate their young minds. They know the importance of a positive environment in a child's life and thru music, games, pretend play, art, and creativity the staff of Kare Bear Childcare and Preschool are helping to mold and shape the brilliant minds of our children. When Kylee is not busy running Kare Bears, she can be found spending time in the sanctuary of her home here in the Verde Valley, being ever present in her own children's lives, supporting local youth football and sports, baking and many other hobbies that spark her creativity and keep her active. Kylee has been a great inspiration in many young women's lives and reminds us daily to see the beauty and positive in all of life's challenges. She is always striving to make herself and her community a better place to be as well as looking for ways to improve upon her business with the input of parents, team members and the community.

While Kylee may not meet some people's definition of not being well behaved, she has certainly taken actions to ensure she is making history in the hearts of the children she cares for, the amazing women and the families she works with every day.

Written By Angela Rhodes



Women in BUSINESS 2016

Massage Does “Matter”- Add it to Your Health Plan



There are so many ways of being mindful of and taking care of your body— from getting that morning stretch in to taking a walk after dinner, and everything in between.

So making massage a part of that healthy workout routine is an added Bonus!

MassageMatters has been at the same location for 17 years at Plaza del Oeste in West Sedona.

Pamela Clark is an experienced Licensed Massage Therapist and has credentials in Arizona and Florida and is a member of several national organizations; she has continuing education, is specialized in neuromuscular therapy and myofascial release as well as therapeutic massage.

Why does massage matter? We know massage helps create a “feels good” response within the body by:

- reducing tension in muscles
- increasing blood flow and lymph drainage
- supporting increased range of motion of joint spaces

These are all ways, and more, we know massage may accomplish a greater balance within the body. There is no time like the present. Make it about you! Add massage to your health plan now.



Massage Matters of Sedona

Pamela Clark
LICENSED MASSAGE THERAPIST

(928) 282 1567
PLAZA DEL OESTE, SUITE 7
2756 W. HIGHWAY 89A, SEDONA

NEUROMUSCULAR THERAPY THERAPEUTIC MASSAGE MYOFASCIAL RELEASE

GALINA - Living by Design



Galina Lisa Sola has been a jewelry professional for over 26 years. With her treating employees like family business model, taking care of them inside as well as outside of the store, they truly believe it's one of the greatest places to

“We truly care about our clients and the store. We have so much fun here. Jewelry can help you feel beautiful, unique and rich. Who doesn't want that? And we get to help people find the jewelry they will cherish for the rest of their lives, while having a memorable experience in the store. We at Galina's are actively aiming to get your votes and referrals, and believe in promoting our clients, our friends as well as other businesses”.

Galina Fine Jewelers is a unique Fine Jewelry Boutique located in the heart of the Verde Valley, in the City of

work in all the Verde Valley. Relocating from Moscow with just one suitcase when only 19 and nothing to look back to, she truly has made the best of the experience through the many obstacles she encountered. “Her incredible positivity and love for life got her where she is today. She is a very co-creative woman. Galina is a leader that takes action even when there is no road to travel on”, says her life partner David Keith.

She is interactive with the community, and actively promotes and supports individuals and businesses residing here, working and collaborating with them, creating instead of competing. She believes in stepping into one's personal power and being the change one wishes to see in the world.

Galina Fine Jewelers is a social place with it's own culture. Galina's employees say:



Cottonwood, Arizona. Here you will find a wide array of jewelry styles, ranging from classic traditional to elegant modern. Offering personalized Engagement Rings and wedding bands, unique estate pieces, brand name watches and southwest native jewelry, an assortment of gift ideas including Art by Viz

Glass, and sterling silver jewelry for everyday wear, Roman & indigenous ancient jewelry and coins, investment bullion products. Providing services such as jewelry repair, appraisals, and financing. Galina Fine Jewelers is also a prominent Northern Arizona gold buyer.

Galina welcomes you as a friend to be a part of the experience. Let's grow together!



GALINA FINE JEWELERS
1329 E State Route 89A, Suite B
Cottonwood
928.646.8212

Women in BUSINESS 2016

LADIES, YES, YOU CAN!

WHAT?
WHY?
HOW?

Become investment savvy.
You need to know this stuff. It's invaluable!
Get some friends together to attend an
exclusive *WIFFI*™ Gathering!



- Lois Carrier is a fee-only Certified Financial Planner™ professional, sought-after speaker and TV personality known for her ability to make tough subjects simple AND she speaks it in “womanese”!

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Available Upcoming WIFFI™ gatherings:

Friday, Oct. 28th 10:00AM & 2:00PM
Tuesday, Nov. 1st 10:00AM & 2:00PM

Thursday, Nov. 3rd 10:00AM & 3:00PM
Sunday, Nov. 6th 2:00PM

Tuesday, Nov. 8th 10:00AM and 2:00PM

Space is limited. To register email Morgan Carr at: mcarr@cmwwwealth.com

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Phone: 423-610-0099



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Johnson City, TN 37601
Hours: M-F 9AM-5PM (EST)

www.cmwwwealth.com

Women in BUSINESS 2016

Tips for female entrepreneurs

Starting a business is no small task. But as the 21st century progresses, more and more female entrepreneurs are embracing the challenge of starting their own businesses.

Though each entrepreneur has his or her own motivation for starting a business, the chance to be your own boss and turn an idea into a successful business is a driving force for both male and female entrepreneurs. And though male and female entrepreneurs face similar hurdles when starting a business, many female entrepreneurs might be more hesitant to set out on their own, fearing that old stigmas about women in the workplace might affect their chances at success by making po-

tential investors or financial institutions wary of women setting out on their own. Though such concerns unfortunately are legitimate, women should not assume that such stigmas prevail. The continued success of female entrepreneurs has shed new light on just how successful female entrepreneurs can be. The following are a few tips for women looking to start their own business.

* Seek out a mentor. Many female entrepreneurs have blazed the trail you are about to embark on, and such women can prove an invaluable resource as you begin your journey. Find a female business owner you can connect with and ask her for any advice she can offer. She might not be able to help you with any specifics regarding your business, but she can very well share stories of what you can expect as a woman setting out to start her own business.

* Have an airtight business plan. As unjust as it is, a stigma about women in the workplace still exists in the minds of some professionals. This means women must be especially diligent and detailed when creating their business plan. One helpful hint is to act as if you are pitching yourself. Look at your business plan and ask if you would invest in yourself. Ask yourself the questions you would ask a fellow entrepreneur if he or she approached you with the same business plan you just developed. There's no harm to be done by using every resource at your disposal, especially

your own business savvy and experience.

* Don't expect to finance the business entirely on your own. Unless your business is going to be especially small, you're going to need capital to start your business. If you think you can finance the business on your own, you might want to reconsider. A business loan or investors

can help you plan for the unexpected. If you attempt to go it alone, open your business and then find you need a business loan, the lending institution might find your brand has already been damaged and is less likely to succeed. That can make it harder to secure a business loan. Though it's possible to finance your business entirely out of your own pocket, it never hurts to partner up with a bank or a handful of investors.

* Rely on your support system. Many women with business experience might feel they need to prove something to themselves when starting their

own business and need to do so entirely on their own. While that's great motivation, underestimating the value of your support system, including your spouse, children and even your mentor, is a mistake. Rely on these people who all want you to succeed, and turn their support into extra motivation.



Women in BUSINESS 2016

Lisa Peterson, at Sears



Kitchen Tune-Up that we presented last year has had a successful year from refacing kitchens from Sedona to Clarkdale, tuning up homes from Camp Verde to Cottonwood and redoing some of our

As 2016 comes to an end and we start to look at the coming holiday season, the infamous Black Friday Sales, and 2017. We look back upon another great year and thank all of our loyal customers that continuously support local businesses. Sears Hometown Stores are doing more and more to solidify our independence from our "Big Brother", Sears Holding Corporation. We have had some monumental improvements just this year in our trucking company that transports all of our goods to us and look forward to software upgrades in the coming year. We have been able to solidify agreements with companies like Huskavarna, selling lawn and yard tractors manufactured by them exclusively; even the big mall stores can't get them! We've expanded the amount of "branded" models that you can come in and touch and feel for example, Samsung, GE, Whirlpool, Kitchenaid, Bosch just to name a few. We are not eliminating Kenmore, just expanding your options to look, touch and feel. The retail industry has been changing, and we are moving to follow but not losing focus of our primary concern...good ole fashion customer service.

While we have continued to work the Sears side of things we are happy to announce

local senior living spaces. Find us on facebook @ www.facebook.com/KTUVerdeValleyAZ to keep up to date on our latest projects. We offer free in home quotes so call me if you are interested in seeing what we can do for you!

Thank you for your continued support of locally owned businesses, we would not be able to exist without your continued support. My word of warning this year is we are seeing a change in our spending habits; we are more likely to buy something online than go into a store. Please just keep in mind that when you buy in the store you at least have a person to talk to. When you buy online...you never know who or where you will get to talk to someone if the need arises. There is something to be said for that face to face interaction. Thank you again and we look forward to a great 2017!

Sears

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Cottonwood
928-300-4347



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Each Kitchen Tune-Up franchise independently owned & operated.

Women in BUSINESS 2016

Michelle Furness, Enrolled Agent

Locally owned and operated for 39 years, the H&R Block in Cottonwood is part of the community. Owner Michelle Furness and her team of Enrolled Agents and tax professionals look forward to serving you again this tax season. Our tax professionals have been with us many years and have education and expertise in all areas of personal and business tax, audits and advice. We are open year round for you.



H&R BLOCK

1407 E STATE ROUTE 89A, COTTONWOOD
928.634.8069



Delightfully Different Desert Dancer

Isolde Dryer has been serving up delightful gifts and wearables since 1982.

Desert Dancer is now located in a 1930's cottage on Mingus Avenue. It is easy to spot by its turquoise color, pretty flowers and wonderful fragrance. Inside you'll find a great place to shop for unique greeting cards, gifts, clothing, and a huge selection of unusual jewelry.

Desert Dancer, "the smell good place," offers essential oils, fragrances, soaps, custom scented lotions, candles, sachets, and bath products.

Isolde says, "my job title includes chemist, mixologist, designer, gardener, and retail therapist." You are invited to Desert Dancer for some retail therapy and fabulous gift ideas.

Desert Dancer

529 W. Mingus Ave Cottonwood

928-634-2882 desertdancer.com

Monday-Friday 10-6:00 Saturday 10-5:00

Reader's Choice 'Best Gift Shop' 13 years in a row!



Dr. Misty Cox at Fornara Eye Center

Dr. Misty Cox is proud to be a new partner at Fornara Eye Center. She specializes in comprehensive eye care including ocular disease management and low vision consultations. Dr. Cox completed her residency in Ocular Disease and Low Vision Rehabilitation and draws from her own experiences and evidenced based medicine to improve each patient's quality of vision. As a physician, Dr. Cox believes that it is not only her responsibility to ensure that her patients obtain their best

vision, but to also be certain that their physical health and well being are being monitored properly. Being able to help others is the primary reason that Dr. Cox chose to enter the health care profession. "The joy that I receive from getting to know each patient is truly rewarding," says Dr. Cox. "I think it is imperative to properly educate each patient about his or her condition so that we can work together to establish a treatment plan that works best for each individual."

Serving the Verde Valley for over 30 years, Fornara Eye Center focuses on comprehensive eye exams, glaucoma, diabetes, macular degeneration, dry eye management, and specialty contact lenses. The company strives to incorporate the newest technology to enhance the diagnosis and management of ocular disease. The optical boutique has an extensive selection of frames for patients of all ages and accepts most medical plans and select vision plans. Dr. Cox says, "The camaraderie that is established with patients is such a blessing, and I look forward to being a part of the Verde Valley for years to come." Visit Fornara Eye Center at www.fornaraeyecenter.com or call 928-300-6339 to schedule an appointment.

Fornara Eye Center

199 S Candy Lane, Suite #2

Cottonwood

(928) 634-2883 | www.fornaraeyecenter.com



Ilchibuko Todd, New President of Tao Fellowship and Sedona Mago Retreat

Ilchibuko Todd is the new President of Tao Fellowship and Sedona Mago Retreat (SMR). This 163-acre spiritual oasis is owned and operated by Tao Fellowship. While attending a retreat there, Todd made the decision to pursue a life devoted to service. This led her to Hawaii where she developed major community service projects and initiatives benefiting low income families, schools, and senior housing facilities.

SMR offers their own Tao retreats which include Tao Meditation Weekend, Finding True Self, From Stress to Strength, and Revitalizing Detox. While each retreat is unique, they all focus

on health, healing, meditation and living in harmony with nature.

Well-known spiritual luminaries come to SMR to lead their own retreats. These include illustrious authors Don Miguel Ruiz, Julia Cameron, and Eben Alexander. In 2014, Conde' Nast chose SMR as one of eight best fall yoga retreats in the world. This

is no surprise to eminent yoga teachers such as Baron Baptiste and Seane Corn, who have held workshops at SMR.

Todd understands that when people awaken and heal on an individual level, it affects the entire planet. She is enthusiastic about her new role as President of Tao Fellowship and her dream to actualize Sedona Mago Retreat's mission, Love Humanity, Love the Earth.

By taking on her new role as president of Tao Fellowship, Todd wishes to expand her connection and commitment to the local community and invites residents of the Verde Valley to come to SMR's monthly Saturday Tao Service, which is followed by a complimentary lunch.

Call their Welcome Center for reservations: 928-204-3391.

TAO FELLOWSHIP AND SEDONA MAGO RETREAT

www.sedonamagoretrear.org

Women in BUSINESS 2016

Verde Valley Myofascial Release



Danielle Hendryx has been practicing and studying Myofascial Release and Massage Therapy since 2008. She has direct training from John F. Barnes seminars as well as mentored clinical training with

advanced level Myofascial Release practitioners. Danielle attended Healing Hands School of Holistic Health and the Sedona School of Massage. After having two children and taking multiple courses in prenatal massage, Danielle has a unique understanding, with a Myofascial Release background, of how the body transforms during and after pregnancy. With an emphasis on women's self care she, is able to work on the pelvic floor externally and balance the pelvis for optimal function.

Her background in myofascial release makes her effective in treating a wide variety of acute and chronic pain issues in women and men, young and old. Myofascial release training gives you insight into the whole body. This makes it effective for finding the source of the problem rather than just treating the symptom.

With an array of medicinal essential oils Danielle offers unique blends with each session, tailored to fit the needs of the client. The essential oils help move stuck and tight tissue and can provide relief to sore muscles. Combined with Myofascial Release therapy, an incredible amount of progress can be achieved in finding balance and

relieving pain.

Jody Hendryx developed an interest in women's health issues very early in her Physical Therapy career. Her background in myofascial release and manual therapy techniques gave her a unique opportunity to understand how the pelvic floor muscles affect the entire body. Conversely, through years of treating pelvic floor issues, she was also able to see how other issues, such as headaches, back pain could be linked to the pelvic floor.

Jody started Hands On-Austin, in Austin, TX in 1994. Hands On-Austin has been a successful manual therapy clinic for the past 23 years with it's emphasis on treating acute and chronic pain utilizing manual therapy techniques. Myofascial release was the key element in their success due to it's whole body approach verses just treating symptoms.

Jody's Physical Therapy background gave her a very thorough understanding of how muscular and structural imbalances contribute to very common pain patterns. She also recognized how the typical physical therapy treatment approach of exercise and pain relieving modalities just affect symptoms or even make the issues worse due to not correcting the main cause of the problem. Common everyday things such as poor posture and body mechanics, especially in more sedentary, computer based jobs, create muscular imbalances that exercise can not correct. Especially when the underlying issue is not addressed.

Jody started coming to Sedona for advanced myofascial release training in 1994. She would often bring her Austin clients out here for week long, intensive treatment. Her own healing experiences in Sedona showed her the importance of getting away from home to immerse yourself in treatment and self care to get underneath

some of the issues leading to chronic pain. Sedona became not only a personal respite for her but also was the spring board for opening Verde Valley Myofascial Release in 2012.

Verde Valley Myofascial Release is a family affair. Jody's son, Danielle's husband, Robert, is a massage therapist with advanced myofascial release training. Her husband, Michael Rende, is an Occupational Therapist utilizing myofascial release to treat pain and improve sports performance. This practice is not only our occupation, but also our way of life.

Verde Valley Myofascial Release has two locations: Sedona and Cottonwood. They offer a unique approach to whole body pain relief. At Verde Valley Myofascial Release we have had great success in treating problems that have been unresponsive to previous therapies.

Call for an appointment today: 844-673-7015
www.verdevalleymfr.com



Women in BUSINESS 2016



Christina Williams

The Wild Rose Tea House has been open now for almost 3 1/2 years, now. Christina Williams is the proprietor of the Tea House. Originally from Washington state, she loves the sunny weather and happy people of Arizona. She and her staff are dedicated to serving fresh brewed tea, much of which is created in Arizona. All teas are available hot, iced, and in bulk. You can find homemade cupcakes and treats, created by herself and fellow baker, Katie Anderson of BaketressSweets, to indulge in while sipping one of 130 plus teas in the sitting room or out in the garden. Cupcakes and treats are also available by special order, with a few days notice. The Tea House is located in the Old Town Jail, at the north end of Main Street. Open 6 days a week.

Wild Rose Tea House

1101 N Main St, Cottonwood, AZ 86326
(928) 649-0056

La Luna Birth and Women's Center



Christa Hansen
CNM, WHNP, CBC, MSN

Midwife means "with women". Christa Hansen opened La Luna Birth & Women's Center in September 2014 to give the women of the Verde Valley out-of-hospital options for birth, either at her home-like comfortable birth center or at home. She also provides well woman care, pregnancy and post partum care. She opened La Luna Prescott Valley in January 2016. Christa creates an environment and a relationship where women feel both supported and comforted based on mutual respect and trust.



703 S Main Street Suite 7 Cottonwood AZ • LaLunaBirthCenter.com • 928.634.8680

Welcome to Wedding Belle!

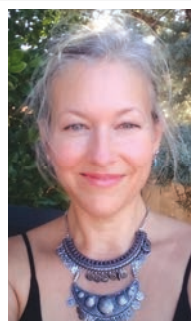
Affordable authentic designer bridal gowns. Over 500 gowns, 40-90% off retail! You CAN have a designer gown without the huge price tag... Dresses for bridesmaids, Mothers, Prom and formals. Shoes, veils, jewelry and accessories too.

"I realized we needed a store like this after looking for a bridesmaid and bridal gown for myself," said owner Michelle Furness. "I didn't want to travel to Phoenix or risk purchasing online. What a great experience I get to share with our brides. People have been very supportive saying 'it's just what we need here.'"

"I love what I do and it's an absolute joy when a bride finds her dream dress."

Come see our beautiful gowns and find the perfect dress for your special day!

1409 E State Route 89A in the Food City Center, Cottonwood.
Visit weddingbelleaz.wordpress.com or call **928 451-2046**.



My goal with Sedona Salt and Sole is to have you feel rejuvenated and centered by the time you leave. We created a mini-oasis: an off-the-beaten path, restoration place for clients to come and get pampered, take in the inspiring red rocks and have the place to yourself.

I have created some unique packages: a girlfriend getaway, couples romantic bliss, and "It's Your birthday" package- or I can customize a package for you for a special occasion. Sessions include meditative Halotherapy in our salt room with Himalayan Salt Bricks, a healing foot treatment, and tarot coaching. Clients say they love my private sessions where they can relax and enjoy the views.

What I have discovered is there is no greater reward than doing what brings you joy- and I love helping people create more health and peace in their lives.

775 Lee Mountain Road • Sedona, AZ 86351 • (503) 750-3912



Future Hope Equestrian

When Ann Smith and Danielle Cox began working together twenty years ago, they shared a love of horses and a dream of their own equestrian center.

That dream became reality in 2004 when they opened Future Hope Equestrian. For over a decade, Future Hope has been providing a high level of quality horse care as well as horse-and-rider training.

Ann and Danielle are well known in the Verde Valley and highly regarded for their

training expertise and commitment to quality care for horses. Over the years they have built a thriving business and created a strong community of horse owners and

equestrian students. They have provided lessons and training to children as young as 3, all the way up to advanced riders and horses competing at the highest levels of national competition.

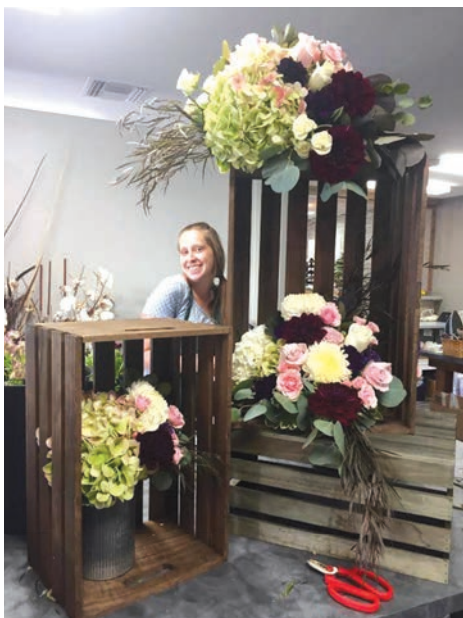
Their picturesque location in Clarkdale, at the base of Tuzigoot, features large cottonwood trees, acres of green pastures and wonderful trails. There is a main arena for lessons and training as well as a dressage arena and expansive jumping arena.

Ann and Danielle have a strong partnership based on their shared philosophy and complementary skills. Ann has over three decades of experience as a barn manager, instructor and trainer; she enjoys working with young riders, trail riders, gaited horses and western dressage. Danielle has been training, instructing and competing for 20 years and has a Bachelor of Science in Equine Science degree from Colorado State University; she focuses on dressage, eventing and competitive riding skills.

Together Ann and Danielle have built Future Hope into a valued community resource, serving the needs of horses and riders in the Verde Valley.

Women in BUSINESS 2016

Martha Aaron, AIFD Sedona Mountain High Flowers



2014 Houston Cup Competition; 3rd Place, 2013 Texas Cup Texas State Floral Association; 3rd Place 2012 Horticulture Rodeo Action; 2nd Place 2012 Houston Cup Competition Allied Florist of Houston and 2nd Place 2011 Horticulture Face-Off Competition Houston Live Stock Show & Rodeo.

Martha started in the floral industry 12 years ago and proactively continues to immerse herself in the industry by staying on top of trends, participating in workshops, classes, and entering competitions. Her vision for Sedona Mountain High Flowers is to bring to the community a diverse selection of unique floral arrangements for all occasions and price points. As flowers bring beauty to our lives and have been proven to create positive emotions (Source: Rutgers, 2005) Martha wants everyone to be able to have access to and experience this beauty. One way of delivering on her vision is the new series the shop now offers titled "Simple & Unique" which features several different stylized designs, perfect for any occasion. Each "Simple & Unique" design is priced under \$35 and available for pick up or local delivery.

Additionally if a customer wants a unique, custom design or has their own idea for a floral arrangement Martha will work with each person to create the floral sculpture of their dreams. She also intends to offer limited edition seasonal arrangements that are not for the faint of heart including their "101 ways to say 'I Love You' bouquet" designed with 101 Premium, Long stem Red Roses for Valentine's Day!

In her own words, Martha remarks, "Art fills my life and flowers are my passion. The dream of owning my own floral shop blossomed when I took my first floral design class in high school. My vision is to give everyone beautiful, high quality flowers and plants, unique designs and excellent customer service regardless of the size of the order or arrangement—we all deserve to have beauty in our lives.

I look forward to continuing to build relationships with the community and the other local businesses similar to our most recent gallery showing with James Ratliff Gallery where we created one-of-a-kind floral sculptures to raise money for the Meals on Wheels program."

Everyone is invited to visit the new showroom and meet Martha and the design team including wedding consultant Jana Heetland, AzMF. Unique, amazing, beautiful... these are just some of the words that have been used by brides to describe the arrangements created by Sedona Mountain High Flowers for their weddings.



Martha and the team's exceptional design style and customer service has resulted in Sedona Mountain High Flowers receiving recognition as Kudos 2016 Reader's Choice for Best Florist and Wedding Wire 2016 Couples Choice.

Making the move to Sedona, Arizona from Texas over a year ago was an easy decision for Martha Aaron, AIFD, as it fulfilled her dream of moving out of the big city to a beautiful town like Sedona where she could really showcase her floral design and make a difference in the community with her art.

Kim Dwyer owner of Sedona Mountain High Flowers, a premiere floral shop, was looking for the perfect person to bring in and manage the day-to-day operations of the store and to continue providing quality customer service and unique floral design. She met Martha and knew immediately she would be the perfect person to manage and operate the business she had so lovingly built.

Although the connection between the two was immediate, Martha is more than qualified to take on the shop. In addition to her business degree and retail experience in previously managing a floral shop, she brings to Sedona award winning floral design and achievements including the most prestigious accreditation and acceptance into the American Institute of Floral Designers. She has also received the 2016 People's Choice Award for Designer of the Year from the Arizona State Florists Association and represented Arizona in the invitation only highly acclaimed 2016 11th Annual Mid American Design Competition where she placed third. This was the first year Arizona was even invited to participate in the competition credited to Martha's design skills.

Additional recognition for her work includes 2nd Place,



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Ideas to grow your business

Getting a startup off the ground is a considerable and rewarding achievement. But once a business has achieved a certain level of success, business owners often find themselves wondering what to do next. Growing a business may not prove as challenging as turning it from a startup into a successful enterprise, but business owners often agonize over the best way to grow their businesses.

The following are a few ideas to grow your business so you can build on your initial success.

* Open a new location. Physical expansion is often the first idea that comes into business owners' minds when they are thinking about how to grow their businesses. But physical expansion is not always the best way to grow a business. Before deciding to open a second location, consider consumer trends to determine if your company has staying power, and economic trends to determine if the economy is healthy enough to support both your initial location and any additional locations you plan to open. Another thing



to consider before opening a new location is your management style. If that style is very hands-on, then who will manage your new location, or your existing one if you

plan to oversee things at the new store? Physical expansion can be good for business, but it's often most successful when business owners have a solid management team already in place, which allows owners to spend time at both locations.

* Diversify your offerings. The Small Business Administration notes that diversifying is a strong growth strategy, providing multiple streams of income that can help business owners survive the slower months when sales tend to dip. Businesses known for a particular product may want to offer complementary products or services or import or export others' products. Startups

often credit loyal customer bases when citing their reasons for surviving their first few years, and such customer bases already trust your brand. Expanding that

brand to include complementary products or services is a logical next step to grow your business and build on the credibility you worked so hard to achieve with your customer base.

* Develop an app. Many of today's successful startups had Web sites even before they opened the doors to their more traditional brick-and-mortar stores. While a strong Web presence is essential for many of today's businesses, business owners can now go one step further and create their own smartphone or tablet app. Such apps can allow customers to peruse your offerings, place orders on-the-go and perform a host of other tasks related to your business without using a computer. An app can introduce your business to a whole new crop of potential customers, whether they live around the corner from your store or halfway around the globe. Upon introducing the app, expect some technical glitches and solicit user responses so you can quickly update the app and make it more user-friendly if need be.

* Form an alliance with other businesses. Rather than diversifying their product offerings, some business owners have found it's easier and more profitable to form an alliance with other businesses who already sell complementary products. Such an alliance can be good for both businesses, as each can expand its customer base without the kind of effort it takes to open a new location or the cost of producing new products. Other businesses already have lists of prospective customers who may need your products, and vice versa. Alliances can be the most effective and quickest ways to grow a business, not to mention the least expensive and time-consuming.

Women in BUSINESS 2016

Judy Scheck is an entrepreneur who started her first business in the 80's in Chicago, Illinois. Judy's store was open in the North Shore Chicago for 20 years. When Judy moved to Scottsdale 14 years ago, she continued to keep her flair for fashion alive. Judy treats all her customers like family, and always seems to have the perfect piece of clothing, shoes or accessories to wet every woman's appetite, which is why all her customers are hungry for more. Judy's latest venture is her beautiful store in Sedona Hillside Shopping Center. Judy fell in love with the Magestic views and amazing energy that only Sedona can bring. She felt there was a need for a woman's upscale boutique for locals and tourists alike. When her customers come to visit from Chicago, they continue to seek Judy out, and never leave empty handed. Now she has a following of customers from all of the United Stated and Canada.

We look forward to seeing you in Sedona and also our location in Scottsdale, and get ready to have some fun!



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Helaine Kurot is the proud owner of 360 Automotive. After turning a wrench for over 10 years on both gas and diesel vehicles, Helaine decided to open her own shop here in Cottonwood.

In addition to regular maintenance, diagnostic, and repair services, Helaine also offers monthly car care clinics free of charge to the community. This opportunity allows vehicle owners (or future owners) to understand their vehicle and see the shop before your vehicle needs attention.

During the month of October, 360 Automotive is joining over 175 repair shops nationwide to raise money for the Cleveland Clinic Breast Cancer Vaccine Research Fund. 10% of all repairs brake system related will go directly to developing a breast cancer vaccine. We would like to thank NAPA of Cottonwood for supplying their top of the line ADO brake pads free of charge for this program.



928-593-0916
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Ambaya (Pilar Martin) in her own personal health journey discovered that it was far more effective to provide essential nutrients to the body and remain healthy than fixing serious health challenges through aggressive modalities.

As the daughter of a medical doctor, Ambaya grew up exposed to the Western medical world. As a teen, while working at a boarding facility for emotional disturbed children, Ambaya became very clear that she wanted to become a healthy parent, rearing healthy children. The compassion she felt for the children and their parents impressed upon her the need to learn about health. Her experience led her to understand that Health involves all aspects: spiritual, mental, physical and emotional. She set out to discover all she could to promote healthy lives.

Over the next 17 years, Ambaya devoted her days to raising her 5 children and studying every possible manner to maintain her family's health and discovered the wisdom

Ambaya Gold

of Ayurvedic Medicine, the oldest medical science in the world, originating in India.

Ambaya's formulations are the result of her life's work, extraordinary teachers, Ayurvedic knowledge, her family and Spiritual practices. These formulations provide basic nutritional requirements in a unique high frequency super conductive bioavailable state, resulting in healthy cell regeneration for optimal mental, physical and emotional health end enhancing our Spiritual awareness.

Ambaya owns and operates Ambaya Gold Health Products LLC. In Sedona AZ Where she continues to do research and development. The product line is developed for people's health and beauty and for animal's health. They produce extraordinary quick results in a very natural and practical manner.

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Ellen Roberts, group coordinator for Verde Canyon Railroad, began working at the Railroad in February 2002. Although Ellen has been a longtime resident of Clarkdale, she was raised in Chicago, a major rail hub. In fact, the house where she grew up was a historic brick bungalow on a corner right next to a freight line. Seems fitting that she ended up living in a brick bungalow on a corner, near railroad tracks ... again.

As the group contact for Verde Canyon Railroad, Ellen uses her knowledge of our area and love for Verde Valley products and services to attract – and deliver

– new visitors on a daily basis. Time and again she has incited groups to frequent businesses and attractions in our area.

As a “social media butterfly” Ellen uses her creative edge, honed by a Bachelor of

Verde Canyon Railroad

Fine Arts degree, to engage social media interaction to the point that users easily forget what Internet page brought them to us. Posts get shared, friends make plans, and everyone interacts. Because of Ellen's efforts, a train ride becomes the catalyst for an entire Verde Valley vacation.

Married for 21 years to husband Chad, the Roberts call themselves “Arizona pioneers” because the rest of their family still resides in the Midwest. They share their home with a cat named Ned, a Boston terrier named Ivan, a “Chiweenie” named Hazel and two Chihuahuas, Floyd and Simon.

Verde Canyon Railroad
300 North Broadway
Clarkdale, AZ 86324
928-639-0010



Women in BUSINESS 2016

Kim Maney, Aristocat's Studio LLC



Kim Maney is the owner of Aristocats Studio LLC. Aristocats offers alternative, non-invasive anti-aging, beauty and wellness services, paralleled by none, offering state of the art equipment and procedures that are the best available in their class. Known for her integrity, sincerity and genuineness throughout the state, Kim Maney has been providing outstanding permanent makeup and anti-aging services in the Scottsdale and Northern Arizona areas since 1996. She has been licensed by the Arizona State Board of Cosmetology since 1989, and subsequently has received a multitude of education and advanced certifications in medical, paramedical, and non-invasive anti-aging and beauty therapies.

Kim has performed countless professional treatments to date, serving the varied needs of a worldwide clientele including many noteworthy celebrities. Kim has worked along-

side the top plastic and reconstructive surgeons, and with members of the Arizona Burn Congress, providing beauty enhancement and paramedical care. She has lectured and trained numerous professionals across the globe in her advanced precision techniques in permanent makeup and scar revision. Her definitive focus on recognizing and bringing forth the beauty within each unique individual and attention to detail have made her one of the most reputable and sought after professionals in the industry.

A fifth generation native of Arizona, she loves living here in a small town in the Verde Valley area. She is extremely busy caring for its residents and visitors, yet also manages to keep herself immersed in the outside creative world, where she often serves as stylist, model, and photographer for the rock and roll, film, and magazine industries, through her Traveling Muse production company. Although she is immersed in both worlds, Kim is found most frequently catering to her local and worldwide clientele in her lovely studio in Cottonwood.

Her services range from teenage acne management, scar revision, brightening smiles, toning bodies, non-surgical facelifts, sun damage reversal, permanent cosmetics, eyelashes, nailcare, detox therapies and more. Kim provides the highest level of care in a comfortable, luxurious setting, helping to create a pleasant experience and transformation. It is her goal to bring out the personal best in beauty in each per-



son, through a personally customized and individually tailored beauty/wellness plan of action.

In addition to her professional accolades, Kim possesses a formal education in music, history, art and literature. Kim Maney is available exclusively by appointment at Aristocats Studio LLC, where distinguished quality is the standard of excellence.

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