



Cottonwood Old Town Association Monthly Newsletter

April, 2015



Old Town Association is pleased to announce our new president, Larry Cohen.

NEW PRESIDENT FOR OTA

Message from the New President:

Due to personal commitments, Mitch Levy has stepped down from his position as president of the Old Town Association and has resigned from the board of Directors. We on the board would like to thank him for his hard work and dedication and will miss his enthusiasm.

At the March 31st board meeting, I was nominated and elected as president of the Old Town Association. For those of you who don't know me, my wife, Jennifer, and I own Larry's Antiques and Things. We moved here from Florida 5 years ago with our 8 year old daughter, Orielle. I have been on the OTA board for 4 years and I have held the position of Treasurer for the last 2 ½ years.

My goal is to continue the work of promoting Old Town and to unify, promote and enhance the goodwill of the Old Town Association and its membership.

We are once again looking at partnering with the Cottonwood Chamber of Commerce to advertise through the Arizona Office of Tourism. This program not only gives us reduced rates on select advertising outlets, it matches the money we spend on those advertisements.

We had hoped to make Run for the Roses an annual event but time and budget constraints have caused us to hold off on running the event this spring. We will look at reprising it next year.

We are starting to work with the City on this year's Thunder Valley Rally. We have urged the City to hold an early meeting where merchants will have more input into the logistics of the event before final decisions are made. We will update you on our progress.

It is an honor to hold this position and I am always available to hear your comments, criticisms and feedback. I can be reached on my cell phone (928) 284-8131 or my email. ljcfree@gmail.com.

Best Regards,

Larry Cohen



Second Saturday Art Walk Revival

April 11th, 6p.m. - 9p.m.

Start or end at [North Bend Studio](#) and follow the red light bulbs for participating businesses along Main Street in Old Town Cottonwood.

Beverage Tastings

Art Openings

Musicians

Trunk Shows

Great Dining at our amazing Restaurants.

Business Assistance Center upcoming workshops:



Yavapai College Small Business Development Center Entrepreneur Workshops

APR 22 Blog Your Way to Business Success

Your blog is a powerful tool you can use to build a community of friends/fans who convert into being your customers. In this three hour workshop, learn about creating a comprehensive concept for you blog as well as the secrets to creating great content. Come and learn how you can succeed in the blogosphere from someone who has done it.
Yavapai College Sedona Center Room 28
4215 Arts Village Dr, Sedona
5-8:00pm * Kathryn Bazan * \$25

APR 30 Profit Mastery

Educational workshop structured specifically to understanding your financials. Variety of questions answered by understanding your financials and listening to what they're telling you. **4 week series.**
Yavapai College Verde Campus Room G-108
601 Black Hill Dr, Clarkdale
1-5:00pm * Kurt Haskell * \$125

MAY 5 Introduction to Writing Your Business Plan

Three hour class will review the major elements of a modern business plan. An overview of the information that should be included in your company description, market analysis, organization and management, service or product line, marketing and sales management funding request and financials will be discussed.
Cottonwood Business Assistance Center, 821 N Main Street, Large Conference Room, Cottonwood
5-8:00pm * Kathryn Bazan * \$25

MAY 13 Fearless Facebook for Business

Creating a Facebook business page is your key to unlocking markets and sales on the other side of the globe. Learn the secrets of a great Facebook page which develops friendships, increases your company's sales and increases your profits.
Sedona Center for Arts & Technology Room 28
4215 Arts Village Dr, Sedona
5-8:00pm * Kathryn Bazan * \$25

Free one-on-one confidential counseling, workshops, Business Resource Library

601 Black Hills Dr., Bldg. G
Clarkdale, AZ 86324
Workshop Registration through the SBDC: (928) 776-2008

MAY 20 Crowd Funding for Small Business

Crowd funding has quickly moved from trendy buzzword to a mainstream fundraising model being used for businesses and social causes. This three hour seminar will focus on "rewards-based" funding models, review successful crowd funding campaigns, explore several of the most popular crowdfunding sites and discuss strategies to launching a campaign for your cause or business. A brief discussion of equity crowd funding will be presented.
Yavapai College Verde Campus Room G-108
601 Black Hill Dr, Clarkdale
5-8:00pm * Kurt Haskell * \$40

Yavapai
COLLEGE

Check out our website for additional workshops and events: www.yc.edu/sbdc or please call (928) 776-2008 for more information.



Welcome our newest OTA members in 2015!



Moraga's

Just Around the Bend in Old Town



NOW SERVING BREAKFAST!
SATURDAY & SUNDAY
8:00-11:00

Bloody Mary Special

THURS. FAMILY NIGHT
KIDS EAT FREE
11 & UNDER 1 KID PER ADULT DINNER



SMALL BATCH

wine and spirits



FIREFLY

inspired by nature

Proud to Announce Photography, 115 S Main Street

Moraga's Authentic Mexican Food & Cantina, 1124 N Main Street, Suite A

Small Batch Wine & Spirits, 1044 N Main Street

Firefly Gallery, 911 N Main Street