

# The Tombstone Epitaph.

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134 YEARS IN THE TOWN TOO TOUGH TO DIE

FRIDAY, MARCH 21, 2014



Anthony Victor Reyes / The Tombstone Epitaph

Two-year-old Jeremy, an American bull dog mix, was recently adopted from the Tombstone Small Animal Shelter.

## Dog’s tale finds happy ending

By Anthony Victor Reyes  
The Tombstone Epitaph

Jeremy, a young American Bulldog mix, has called the Tombstone Small Animal Shelter home for about two years. He has seen dogs and cats come and go since he first arrived as a rambunctious, 6-month-old puppy. Nearly 140 dogs and 41 cats passed through in his first year; 75 dogs and 71 cats were adopted last year. “He is a special dog and I love him,” said Elaine Perry, president of the Tombstone Small Animal Shelter. “I feel sorry for him. It will be two years in May and

for as long as I know, that is a record for this shelter.” The shelter can house a dozen dogs and seven cats at a time. It is a no-kill shelter, which means Jeremy has a home there until he’s adopted. Perry, who has worked at the shelter for 10 years, said that Jeremy was given up by his first owner because he was an overactive mutt. “I don’t know any puppy that isn’t overactive,” said Perry. “If they aren’t active they must be sick.” After living in the shelter for a short time, a military family decided to adopt Jeremy. The family also took in young foster children and because of Jeremy’s

size, they were concerned that he would accidentally knock the kids off their feet. “They brought the dog back and since then, for some reason he couldn’t get adopted again,” Perry said. Perry said very few people come to see him. “We get a lot of calls, but once they talk a while, they decide not to come and see him,” she added. “I think they are afraid that he will not get along (with other dogs). Sometimes he does not present well. He really looked intimidating and we knew he wasn’t.” Perry said she believes that the problem is not that Jeremy is an aggressive dog but that he is protective over his

home after seeing so many of his kennel mates leave the shelter. “He thinks this shelter is his home so he is going to guard it,” said Carol McDonald, who has volunteered at the shelter for four years. “So sometimes that doesn’t look so real appropriate, but he has improved so much.” McDonald said she believes that Jeremy is a wonderful companion and a sweet dog. He just is never given enough time to show how great he is. “He would make a good hiking companion,” she said. “He just loves water. He would do great with a swimming

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## Farmers receive loans for lost crops

By Alex P. Wainwright  
Tombstone Epitaph

The USDA will provide low-interest emergency loans to farmers, ranchers and residents affected by severe drought in Cochise County. U.S. Secretary of Agriculture Tom Vilsack designated Cochise and five other Arizona counties as primary natural disaster areas because of extreme drought. The designation brings with it financial help to farmers, ranchers and small businesses under the 2014 U.S. Farm Bill signed into law Feb. 7. The USDA’s Farm Service Agency is offering 3.25 percent interest on loans for 100 percent of production losses up to \$500,000, which will be available until Oct. 27. Farmers and ranchers can apply if they have suffered at least 30 percent loss in crop production or livestock. Non-farm and ranch businesses impacted by the drought are eligible for loans with 4 percent interest rates from the U.S. Small Business Association. Douglas Littau, Cochise County FSA Farm Loan manager, said that he has not received any applications since the loans were made available on Feb. 26. “It is early in the growing season so we will need to wait until the crops are harvested and see how extensive the losses will be,” he said. “We encourage ranchers and farmers to apply for the loans if

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## Solar panels saving schools money

By Courtney Johnson  
The Tombstone Epitaph

Tombstone High School and Walter J. Meyer Elementary School installed covered parking in parts of their parking lots that is helping power the schools. The covered spaces, created in 2012, are topped with 100 and 300-kilowatt solar panels that generate power for the schools as part of the Arizona Public Service Schools and Government Program, said Superintendent Karl Uterhardt. The schools are saving as much as 15 percent on their electric bills with the solar, said Cary Hayes, director of business development at REC Solar, the company that installed the panels. APS approached the schools, along with several others in Arizona, back in 2012 about installing the solar panels, which lowers the

schools’ electric rate. The program picked up the tab for the installation and APS owns the panels, so the district did not have to pay anything, Hayes said. Uterhardt said the district’s only expense was new lighting in the schools to accommodate the 100-kilowatt solar panels. “It is not costing us anything to do this,” said Uterhardt. One of the goals of the APS program was to promote solar energy, and by lowering electric bills, it provides schools with incentives to go solar with no upfront costs. The solar panels not only save electricity, but also provide shaded parking spots and shading over some playground areas, Uterhardt said. Uterhardt said he first heard about the school solar program in 2010 at the Arizona School Administration Conference. Construction started in 2012 and took two to three months.



Ashley Grove / The Tombstone Epitaph

Crystal Palace Saloon is one of the 13 restaurants reviewed on TripAdvisor.

## TripAdvisor can trip up business

By Ashley Reid  
The Tombstone Epitaph

The reviews are sometimes harsh: “Cold, over-priced food. Raunchy, very un-family friendly, totally inappropriate music, décor, live entertainment, waitress attire. Wish I didn’t even come to Tombstone.” Sometimes they are kind: “It’s not real fancy or anything like that, but it was real cozy and clean, not to mention the proximity to downtown Tombstone was great! Everyone was nice and our room was a lot better than we actually expected.” For small businesses, any reviews at all on the social networking site TripAdvisor can make or break your business. TripAdvisor lets tourists share opinions about places and restaurants to advise (or warn, in some circumstances) future tourists where to

eat. The review set-up of the website gives tourists free-reign to make whatever comments they want—nice and not-so-nice alike. TripAdvisor also ranks restaurants, motels and tourist attractions based on the number of reviews. Tombstone has 15 restaurants listed on TripAdvisor, but only 13 of them have been ranked and reviewed. The two that aren’t reviewed are Bonanza Pizza House, which closed, and Stampede Bakery that is attached to a B&B. Big Nose Kate’s Saloon has the most reviews, including the most current review from March 7 by a tourist from Washington. “Luckily we were in no hurry, and I had time for two drinks (Grand Canyon IPA and the Tombstone Tea) of which I highly recommend both,” the reviewer posted.

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**Call from the past:** Tombstone’s ghost tour gives people the spooks

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**Get rollin’:** Bike Club members ride from dawn to dust

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Anthony Victor Reyes / Tombstone Epitaph

Tombstone Small Animal Shelter president Elaine Perry and volunteer Carol McDonald stand by recently adopted dog Jeremy, an American bull dog mix.

Pet shelter

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pool. He would have died and gone to heaven. He is probably the smartest dog I have ever seen. He learns very quickly. I think if taken to good obedience classes, I think he would ace it.”

Although the volunteers and staff members at the shelter see Jeremy as the perfect companion, they hope

Jeremy will have a permanent home where he can run, be loved and have his own ‘happy tale’. That’s the story an adoptive family tells after they get their new pet home.

“Every time someone tells me a ‘happy tale’ it ... makes us want to do more,” she said.

On March 12, Jeremy came a step closer to his happy tale. He was adopted by ranchers in Pearce.

To adopt a pet

Visit Tombstone Animal Shelter, 1040 S. Landin Park Way, call (520) 457-2545 or see their Facebook page at facebook.com/TombstoneSmallAnimalShelter

Farm loans

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they are in need.”

The U.S. Drought Monitoring program reports that about 2 percent of Arizona, including parts of Cochise, Pinal and Graham counties, is suffering “exceptional” drought, the program’s most severe rating.

John Hart, president of Cochise’s Arizona Farm Bureau, grows corn, alfalfa, pinto beans and barley on his farm. He said that his crops have not been critically affected by the lack of rainfall.

“We use well water pumped from under-

To learn more

For Farm Service Agency loans, visit fsa.usda.gov  
For Small Business Administration loans, go to sba.gov/content/how-apply

ground reserves,” he said. “ We are more concerned with the rainfall seven to 10 years ago: the water that replenishes the reserves. If there was a drought then, we might have problems today.”

Tombstone businesses increasing social media

By Jessica Dollin  
Tombstone Epitaph

Advertising and public relations can be complex and expensive, which is why small businesses turn to social media.

For nothing more than the few minutes it takes to set up an account, a business can tap into literally millions of potential customers through Twitter (241 million monthly active users) or Facebook (1.2 billion users).

Tombstone is a town made up of small businesses and many of them are on Facebook or have been tweeted about using #TombstoneAZ. Silver Strike Winery, for example, has 254 likes on Facebook and posts of the winery’s profile include updates on inventory, sales and advertising. The company does not use Instagram or Twitter, but a search of the #SilverStrikeWinery resulted in five photos posted

“Tombstone needs more of an online presence. ”

- Josh Hawley

by patrons on Instagram. “When I came on with the company, they had a website that was being underutilized,” said Silver Strike Manager Kyle Bengel. “I knew from experience in other professions that websites are good for some information, but people like to communicate (through social media).”

Bengel said that social media has been useful for cross marketing with Tombstone Oil & Vinegar Co. and local coffee houses.

The O.K. Corral created an Instagram account two weeks ago and has posted five photos.

“Our website and Facebook page are the main pushers for our business,” said Assistant Manager Josh Hawley.

Social media is so current that keeping up on posts has become a full-time job.

“I don’t have a Twitter because I don’t have time for one, but it requires someone who is constantly thinking about what to put up two or three times a day,” Bengel said. “With Facebook I can address it for 10 minutes and then I’m done.”

Corporations and even small businesses are beginning to hire social media strategists, copywriters and search engine optimization specialists. Search engine optimization increases the visibility of a website.

“Tombstone needs more of an online presence — being at the top of the search bar is the key point to any successful business these days,” Hawley said.

Trip

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From its 311 reviewers, 83 percent gave the restaurant an “excellent” rating and it was ranked four and a half bubbles out of five.

Big Nose Kate’s owners could not be reached for comment.

Crystal Palace Saloon got high marks among reviewers for its food, service and value. One reviewer from Alaska called it the “best food in town with an authentic atmosphere.” And Ranch 22, which sits at the bottom of the TripAdvisor Tombstone list, had 16 reviews, half of which rated the restaurant as “excellent.” Ranch 22 had a 75 percent recommendation rating overall from reviewers.

Larian Motel is one of eight motels reviewed on TripAdvisor. A manager who would only give her name as Linda said the reviews are “the No. 1 asset to tourists because it’s honest.” The

reviews are also well diversified with comments coming in from Phoenix, Snohomish, Wash., and Salem, Mass., just to name a few.

Tombstone TripAdvisor reviewers come from throughout the country, including Phoenix, Snohomish, Wash., and Salem, Mass.

Social media sites such as TripAdvisor are important marketing tools for towns like Tombstone that depend on tourism to survive, said Tombstone Chamber of Commerce board member Kenn Barret.

In the four years that he’s worked with the Chamber of Commerce, Barret said he has noticed an increase in the number of tourists that have used TripAdvisor to plan their visits.

“We know that a large percentage of people who take vacations plan them online, so it’s important to have good information,” he said. “People don’t just consult the auto club; they do a lot of research online. We can tell when we answer the phone that they have a little bit of information because they’re researching it before they come.”

Upcoming Events

March 29: Arizona Archaeology Expo

The Arizona Archeology Expo is coming to town and is sure to offer a good time to archeology and history buffs alike. There will be fun interactive games for the kids such as tossing “rabbit sticks” and making adobe bricks. The event will be held in the Catalina State Park, 11570 N Oracle Rd, from 9 a.m. to 4 p.m. Oh, almost forgot the best part of all, admission to the event is FREE!



March 29: UA Biosphere 2 Spring Discovery Night

If you’ve never been to Biosphere 2, this is an exciting experience you must capitalize on. Stargazing and fun science experiments are only two of the exciting activities the biosphere has planned. The event is from 4-8 p.m. and has a \$20 admission price for adults, \$18 for seniors and military and \$13 for children 6-12. More information and reservations can be made by calling (520) 621-0232.

April 3: Farmers Market

Come grab a bite to eat at the Sierra Vista’s Farmers Market. It will take place at Veterans Memorial Park from 10 a.m. to 2 p.m. Admission is free, so come experience the different locally grown produce, breads and other baked goods, coffee, honey products and more! There is sure to be something for everyone. For more information, call (520) 678-2638, (520) 417-6960 or visit the website at www.sierravistafarmersmarket.com.



April 12-13 & 26-27: Kartchner Caverns State Park - Arizona Family Campout Program

Ever wanted to camp with your family but don’t know where to begin? Well this program is for you! Come take the opportunity to learn about the camping experience in the fun, safe and supportive program! It will take place at Kartchner Caverns State Park, 2980 Hwy 90 (9 miles south of Benson). For more information, contact (602) 542-4174 or visit their website at www.AZStateParks.com/family.

— Amanda Bodenstein and Joey Adelman

Cowboy music more than country

By David Weissman  
The Tombstone Epitaph

The Tombstone Western Music Festival was held on March 8 and 9 in Tombstone and featured many performers at various locations in town.

Highlights of the festival included a Saturday night show and a Sunday matinee, both at Schieffelin Hall. There were also daytime performances on both days at Schieffelin Hall, Café Margarita and Four Deuces Saloon.

The Sunday matinee saw an almost full house and according to festival organizer Rich Dollarhide, the Saturday night show saw even higher attendance.

However, some performers said it’s not always easy to attract people to cowboy music shows because they don’t always understand what it is.

“One of the things that we found about this music is that sometimes it’s hard to get people to come because their preconceived notion of what it is is a little different,” said Randy Huston, a performer who lives the cowboy lifestyle when he’s not performing. He lives on a ranch in northeastern New Mexico and drives cattle.

“So it’s hard to get them to come, but not hard to get them to come back,” Huston said.

While many people who attend these shows are older, the



David Weissman / The Tombstone Epitaph

Call of the West performs at the Tombstone Western Music Festival on March 9.

performers say their music has broader appeal.

“It’s interesting because to the extent that we do music that’s classic, Western music, that’s their nostalgia,” said Jim Jones, another performer. “Yet they’re really open to new songs.”

“It’s funny because we’re writing songs, some of it about the history of the West, and some of it about the 21<sup>st</sup> century in the West,” Jones added.

Kristyn Harris, 19, is by far the youngest performer at the event. Harris said that while most people at shows like these are from an older generation, she has also had younger children and teenag-

ers come up to her after shows to compliment her music.

“It’s not country music, it’s so different,” she said. “There’s different styles of cowboy music, but it’s all about the cowboy life.”

Huston said that a performer can have audience appeal even if the music genre doesn’t suit someone’s taste.

“Most people have some appreciation for passion in an artist, even if it’s a genre that they don’t think they like,” Huston said. “If they see passion in the artist, they become part of the process, the sharing of it. That’s another thing that I think grabs people and makes ‘em come back.”

The Tombstone Epitaph.

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