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Mt. Shasta honors citizens, business

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By Paul Boerger

The annual Mount Shasta Chamber of Commerce Awards banquet saw a packed community center honor special citizens, organizations and a business for their contributions to the community and upholding the spirit of a city that cares about its own.

Emerging from a stellar group of nominees, the winners were Business of the Year to Ron's Furniture, Non-Profit of the Year to the Jefferson Economic Develop Institute, Distinguished Service Award to Shasta Mountain Guides, Citizen of the Year to Bill Acord and Outstanding Youth Pride Award to Alyse Briody.



A beaming Ron Cervelli, owner of Ron's Furniture, accepts the award for Business of the Year at the Feb. 9 Mount Shasta Chamber of Commerce Awards Banquet. Proud wife Dixie and son Tyler shared the moment.

Ron's Furniture was nominated for owner Ron Cervelli's "generosity that has no end."

Cervelli was joined on stage for the award by his wife Dixie and son Tyler. Cervelli thanked the community for its support and noted the business has "highs and lows."

"When it's good, it's great fun. When it's not good, it's not fun," Cervelli said with a smile.

Tyler took the microphone as the family left the stage saying, "Thank you for shopping at Ron's Furniture."

JEDI was nominated for "their commitment to improving the prosperity of the community."

JEDI executive director Nancy Swift accepted the award saying, "Wow."

Swift thanked JEDI's staff, their spouses and partners and "anyone who touched or helped JEDI," which she noted was "a good portion of the room."

Swift said JEDI was having its 10th anniversary this year and predicted the organization would be around for "decades more to come."

Shasta Mountain Guides was nominated for "their many years of dedicated service to the

public and to the local community.”

“This is a wonderful community with people doing amazing things,” said co-owner Jenn Carr in accepting the award. “I’m honored to be recognized among you.”

Co-owner Chris Carr was away on other business.

Citizen of the Year Bill Acord was nominated for his “dedication to supporting youth programs” and “voluntarily spear heading many of the Park’s construction projects.”

Acord was not present, but his wife Kris, accompanied by sons Erik and Brian, accepted the award to huge applause with a simple, “Thank you.”

Alyse Briody was nominated for her involvement in Key Club, leadership at the high school and her “countless hours helping and serving others.”

“This is an amazing community to grow up in,” Briody said in thanks with a huge smile.

Chamber president Cindy Corrales thanked current and outgoing Chamber board members for their hard work and noted they are volunteers.

“Their only rewards are thanks,” Corrales said.

Keith Cool and company from Mount Shasta Super tirelessly provided the dinner of chicken, prime rib, pasta, salad and garlic bread. Roger Emerson provided soft, delightful background piano music. Kevin Lahey filled the master of ceremonies role.

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