



BUSINESS

A MONTHLY PUBLICATION OF THE GILBERT CHAMBER OF COMMERCE

Review

September 2011 | Volume 13, Issue 09

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Tara Cote and her team at Simply Ravishing The Salon displayed their products and services at the *What Women Want...In Business Expo* in July.



A Message From...

The President

More than 50 Chamber members, leaders, and Town officials met for the annual joint meeting in August to discuss priorities that will assist business growth and community sustainability.

"Tourism - Gilbert's newest economic driver" was the topic du jour. Our tourism partners provided significant trend information in addition to the outline of progress made to date on the first year of a five-year strategic plan laying the foundation for future tourism efforts.

The Chamber has worked diligently to move away from the traditional visitor center model of tourism marketing to a more technology-based marketing plan and was pleased to learn that our efforts are in line with the Arizona Office of Tourism. The Tourism team identified the tourism generators within our community; the enhancers that make a visitor's stay more pleasant and keep them in

Gilbert, as well as, several regional enhancers for day-trips.

The Chamber's website is expanding and will continue to grow as we identify new and innovative ways to market our community, attractions, and opportunities to grow this industry in the future. The Chamber's efforts also netted two of our attractions to be inspected for AAA travel ratings – the Historical Museum and the Riparian Preserve. We have updated several online sites and publications to market Gilbert for a very small cost. The big question is whether we expand this marketing to priorities that cost additional money or just maintain what we have established to date.

The Town Council will evaluate the level of investment for tourism marketing in September. The Town of Gilbert currently invests 9 percent of the bed tax in tourism marketing while our neighboring communities invest a minimum of 33 percent. The Chamber Board feels it is very important to not lose our momentum, to leverage dollars through regional marketing, and to remain competitive with our neighboring communities for bed tax, sales tax, and visitors. *See related story on page 8*

Contact Info.

Gilbert Chamber of Commerce

P.O. Box 527
119 N. Gilbert Road, Ste. 101
Gilbert, Az 85299-0527

480.892.0056
Fax 480.892.1980
www.gilbertaz.com
www.visitgilbertaz.com

Web Stats

Top Referring Search Engines
Facebook, Google,
Town of Gilbert

2,463 Website Visitors

20,606 Member Web Referral

Social Media

75

The percentage of survey respondents who believe the Federal Department of Labor's proposal to expand reporting obligations under "persuader" regulations would place their company in jeopardy by limiting the ability to inform employees of the pros and cons of unionization.

Survey Results

Board Listing

Chairman of the Board

JW Rayhons

Rayhons Financial Solutions with ING

Chair -Elect

Jon Olson

Arizona Business Bank

Treasurer

Jim Lykins

Target Commercial Interiors

Vice Chair—Business/Public Policy

Jeff Mirasola

CenturyLink

Vice Chair— Membership Services

Kevin DeRosa

Advance Paper & Maintenance Supply

Board Members

Phil Bobadilla

Employee Benefit Exchange Corp.

Tim Bricker

Mercy Gilbert Medical Center

Tom Couch

AZD&C Commercial Advisors

Tim Hovik

San Tan Ford

Sheila Hunter

SanTan Village

Steve Roberts

SRP

Roy Jackson

Golba Realty

Chris Long

Orbital Sciences Corp.

Alan Mandel

A Mug You Can Trust

Keith Nelson

Riggs, Ellsworth & Porter, PLC

Pam Nenaber

Banner Gateway Medical Center

Darren Patoni

The I.T. Workshop, LLC



Kari Cluff, SRP
Committee Chair

All About Small Business Council

What is the purpose of the Small Business Council?

The purpose of the Small Business Council is to offer small business assistance by identifying issues

impacting the businesses, advocating on their behalf, providing personal connections and mentoring opportunities, and presenting educational forums.

How many members serve on the committee and how often do you meet?

There are currently four members of the committee, but we are looking to expand.

How long have you been involved and why?

I have been involved with this committee in its various forms for three years. The success of the Chamber and the community as a whole is dependent on the success of the businesses that

make up the community. The majority of these businesses fall into the small business category. By doing whatever we can to help these businesses be successful, we are only contributing to the success of the community.

What are your most recent accomplishments in the committee?

We have developed a Member Mentor Program and set up one mentoring partnership based on this program. In addition, the Chamber's Scholars Program is the responsibility of this committee. Last year, six scholarships of \$600 each were awarded to students from Gilbert Public Schools and Higley Unified School District. In the coming year, we are looking to host focus groups with member small businesses and expand educational workshop opportunities.

To learn more about the Small Business Council or to serve on this committee, contact the Chamber at (480) 892-0056.



Tim Troy, Owner of
TNT Shredding

Spotlight On TNT Shredding

TNT Shredding LLC

Tim Troy

(480) 329-7412

www.tntshredding.com

What services does your business offer?

TNT Shredding LLC offers total information protection. We offer document scanning, onsite shredding, online storage, offsite backup, ID theft protection, and a small business compliance certification program and serve the entire state of Arizona.

What is a good referral for you?

A good referral would be any business that has paper files that need to be stored or shredded. We provide locked containers for businesses and come by on a regular basis to shred the contents onsite. We also do one-time purge shredding for individuals or businesses. Common customers are medical offices (HIPAA compliant), attorneys, CPA's, banks, car dealerships, and real estate agents.

What makes your business unique?

We are a local company and truly focus on customer service. We strive to provide the best service, pricing and security in the shredding & storage industry. Our standard size exceeds NAID (National Association of Information Destruction) specifications. We would love to show samples and demonstrate our equipment to anyone that requests.

Share an example of how you have effectively engaged in the Chamber and how has it been useful to your business?

I have been a member of the Gilbert Chamber referral club for several years. I have gotten to know many local business owners that have become good friends. While I have received referrals through the group (including my largest weekly account), I still feel that the biggest benefit of the group is having contacts that I can truly trust and depend on when myself or my friends need products or services.

Staff Listing

Kathy Tilque

President and CEO

Annette Sellers

Vice President of Sales

Adrienne Lynch

Technology Services Director

Kristin Saiz

Membership Services Director

Marty Tomljenovic

Vice President of Special Events

Sarah Watts

Communication & Marketing Director

Front Runner To Begin in September

Only a few seats remain for Front Runner, the entrepreneurial education program series offered to Gilbert and small-business owners through a partnership between the Town of Gilbert and the Gilbert Chamber of Commerce.

The Front Runner program places a strategic focus on growing business through optimizing business tools, market research and analysis, using financial tools, one-on-one coaching, and guest speakers providing expertise on a variety of topics.

"Front Runner is taught by proven professionals with proven business success," said Tad Peelen, co-owner of Joe's Real BBQ and Joe's Farm Grill and recent graduate of the program. "It would be hard to find more relevant, useful business solutions in any other setting. I highly recommend Front Runner to all small business owners."

The Town of Gilbert was able to secure a grant to offset the cost – normally \$1,500 per student – and is offering the program for \$150 per student to cover the cost of materials only.

"This program has allowed me to take a fresh look at how we do business and has inspired me to come up with new processes relating to service and keeping us competitive within the industry."

Constance Lemere
Vice President
Employee Benefit Exchange

Classes will begin Tuesday, September 13th and will be held weekly from 5:30 p.m. to 8:30 p.m. through November 15th. Registrants must have at least two years of experience as an existing small business or entrepreneur and

must have a business registration filed with the Town of Gilbert. Seating is limited to 20 participants.

For more information or to register for the Front Runner program, visit www.gilbertft.com or contact John Zupon at (480) 503-6762.



Did you know? If the entire population of the United States washed their clothes exclusively with cold water (instead of hot), we would save \$3 billion in energy costs annually and cut national CO2 emissions by over a full percent!

Source: goinggreentoday.com

You Say It Best!

"My membership with the Gilbert Chamber has been a tremendous boost to getting Maddy's Pool Supply & Service 'on the map.' We received the largest remodel contract in our company's history because the client knew we were awarded Small Business of the Year by the Chamber."

Dan Sleezer, Owner
Maddy's Pool Supply & Service



SAVE THE DATE

NEW LEADS • NEW CUSTOMERS • NEW SALES



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BUSINESS**

ARIZONA'S PREMIER BUSINESS SHOW
& Networking Event

2011 EXPO

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Mercy Gilbert Medical Center
San Tan Learning Center
Southwest Airlines
SRP
Thorobred Chevrolet
Town of Gilbert

Interactive Workshop: Video Marketing 101

Wednesday, September 14th
10:30 a.m.—12:30 p.m.
Gilbert Chamber of Commerce
119 N. Gilbert Rd., Ste. 101, Gilbert



Attend this workshop and learn how video marketing can enhance your current marketing efforts. Review the basics and get ready to take your video marketing to the next level, including ideas for video content, incorporating video into social media and e-mail marketing, and more.

General admission—\$20
Chamber member admission—
\$10 early registration; \$15 at door

A Chamber Review: What's In It for You?

Wednesday, September 21st
7:30 a.m.—8:30 a.m.
Gilbert Chamber of Commerce
119 N. Gilbert Rd., Ste. 101, Gilbert



Attend this special panel discussion to learn more about your benefits as a member of the Gilbert Chamber of Commerce. Learn how you can take full advantage of your membership to engage the community, connect with others, and advance your business. Meet new and prospective Chamber members.

To learn more about or register to attend this event, contact Annette by phone at (480) 926-6020 or by e-mail to annette@gilbertchamber.com.

Morning Blend: A Networking Experience

Wednesday, September 21st
8:30 a.m.—9:30 a.m.
Gilbert Chamber of Commerce
119 N. Gilbert Rd., Ste. 101, Gilbert



It's not what you know – it's who knows you! Attend this event to network and build relationships with other professionals. Spread the word about your product or services. Prepare your commercial, win door prizes, and enjoy a light breakfast provided by Costco.

General admission—\$25
Chamber member admission—
\$5 early registration; \$10 at door

Speed Networking with Gilbert's Elected Officials

Tuesday, September 27th
11:30 a.m.—1:00 p.m.
Carrabba's Italian Grill
2709 Market Street, Gilbert



Enjoy a fun and fast-paced opportunity to meet one-on-one with members of Gilbert's Town Council. Discuss issues that are important to you and hear from them as they share their priorities and goals for our town's future. Admission includes lunch.

General admission—\$35
Chamber member admission—
\$20 early registration; \$25 at door

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PUT US TO WORK FOR YOU

Register Now

To register for events, or for more information, visit the Chamber's website at www.gilbertaz.com or call (480) 892-0056.

September 2011

Save the Date

East Valley Business Expo

Wednesday, October 5th
2:00 p.m.-6:00 p.m.
Mesa Convention Center
Admission: Free

Referral Strategies: Building Your Power Team

Wednesday, October 19th
7:30 a.m.– 10:00 p.m.
Val Vista Lakes
Admission: \$10 early registration

Community Shred-a-Thon

Saturday, October 22nd
9:00 a.m.– 11:00 a.m.
Gilbert Chamber of Commerce
Cost: \$5 per banker's box

Fall Into Fitness Luncheon presented by the What Women Want...In Business event committee

Tuesday, October 25th
11:30 a.m.– 1:00 p.m.
Higley Center for the Performing Arts
Admission: \$20 early registration

Gilbert Community Excellence Awards

Wednesday, November 2nd
6:00 p.m.– 9:30 p.m.
Admission: \$50

Su	Mon	Tues	Wed	Thurs	Fri	Sat
				1 7:30 a.m. Board of Directors Mtg. Noon Referral Club	2 9:00 a.m. Referral Club	3
4	5 Office Closed	6 7:30 a.m. Referral Club	7 9:00 a.m. Referral Club Noon Ambassadors Mtg.	8 Noon Referral Club	9 9:00 a.m. Referral Club	10
11	12 4:00 p.m. EVCCA Board Mtg.	13 7:30 a.m. Referral Club	14 9:00 a.m. Referral Club 10:30 a.m. Workshop: Video Marketing 101 4:00 p.m. Public Policy Mtg.	15 Noon Referral Club	16 7:30 a.m. Executive Committee Mtg. 9:00 a.m. Referral Club	17
18	19	20 7:30 a.m. Referral Club 4:00 p.m. Shop Gilbert Mtg.	21 7:30 a.m. A Chamber Review: What's in it for You? 8:30 a.m. Morning Blend: A Networking Experience	22 7:30 a.m. Board of Directors mtg. Noon Referral Club	23 9:00 a.m. Referral Club	24
25	26	27 7:30 a.m. Referral Club 11:30 a.m. Speed Networking with Gilbert's Elected	28 9:00 a.m. Referral Club 4:00 p.m. Public Policy Mtg.	29 Noon Referral Club	30 9:00 a.m. Referral Club	

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JOIN US AS WE WELCOME THESE *New* MEMBERS TO THE CHAMBER

July 23 thru August 19, 2011

Automotive-Sales

SanTan Volkswagen
Ken Ellegard
1489 E. Motorplex Loop
Gilbert, AZ 85297
(480) 786-8900
www.santanvw.com

Business Coaching & Management Consultants

Elegant Inner Guidance
Cindy Caldwell
550 W. Baseline Rd., Ste. 102-211
Mesa, AZ 85210
(480) 734-5303
www.elegantinnerguidance.com

Consultants

Victoria Trafton Inc.
Victoria Trafton
(480) 473-3380

Education

Lamson College
Denise Patterson
875 W. Elliot Rd., #206
Tempe, AZ 85284
(480) 893-4910
www.lamsoncollege.edu

Entertainment-Recreation

GameTruck East Valley
Kirk Keating
3798 S. Shiloh Way
Gilbert, AZ 85297
(480) 559-9560
www.gametruckparty.com

Financial Planning & Services

AXA Advisors, LLC
Gary Anderson
14851 N. Scottsdale Rd., #103
Scottsdale, AZ 85254
(480) 444-3722

Graphic Design Services

Alianza Designs
Andrea Holmes
(602) 321-4261
www.facebook.com/
AlianzaDesigns

Healthcare

Pediatric Medical Associates
Dr. Louis Iorio
4824 E. Baseline Rd., #3-125
Mesa, AZ 85206
(480) 839-4848

Health & Wellness

Sara Hefty, Inc
Sara Hefty
(715) 529-0405
www.sarahefty.com

Insurance

Liberty Mutual Insurance
Scott Winter
3530 S. Val Vista Dr., #11
Gilbert, AZ 85297
(480) 857-8662
http://libertymutual.com

Publisher-Directory & Guide

Phoenix Relocation Guide
Bruce Keating
(480) 836-4210
http://
phoenixrelocationguide.com

Non-Profit

Gilbert Cares
Dr. Paul Heartquist
(480) 231-8917

Real Estate

Tipton Group Real Estate
Jeffrey Tipton
3303 S. Lindsay Rd., #108
Gilbert, AZ 85297
(480)726-3333

Restaurants

Denny's
James Wedge
1661 E. Warner Rd.
Gilbert, AZ 85296
(480) 497-2710

Vine Expressions
Richard Betts
1030 S. Gilbert Rd., #103
Gilbert, AZ 85296
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www.vineexpressions.com

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Ken Crawford
1388 N. Tech Blvd. #1
Chandler, AZ 85233
(480) 503-5527
www.viasat.com

We Appreciate Your Referral of New Chamber Members

JW Rayhons of **Rayhons Financial** referred Steve Rensch of **Rensch Law Offices** and Jim Ball of **Paloma Community Church**.

Andrea Clark of **America's Business Benefit Association** referred Bob Wilson of **SmArtful Coaching**.

Denise Maxwell of **MAX Solutions** referred Jasmine Holmes of **910 West**.

Chris Long of **Orbital Sciences** referred Ken Crawford of **Viasat, Inc Advanced Microwave Products**.

Gayle Schmidt of **Buffalo Wild Wings** referred James Wedge of **Denny's** (Val Vista & Warner).

Christy English of **BedMart** referred Al English of **MOR Furniture**.

Thank You!

Informational Tourism Open House

Are you aware of the role the Chamber plays regarding Tourism in our community?

The Chamber has been home to a Visitor and Community Information Center since 1989. Over the last three years, the Town of Gilbert has seen an increase in the number of visitors to our community due to several economic generators including opening of new hotels and a conference center, Big League Dreams, Phoenix-Mesa Gateway Airport, SanTan Village, and major medical centers.

In recent months, the Chamber has been busy transitioning a community directory from a relocation guide to a visitor's guide, produced a

Visitor's Map, created a new tourism website; www.visitgilbertaz.com, defined and determined our Town's tourism generators and enhancers, and prioritized print and online advertisements. A tourism proposal has gone before Town Council and we would like to bring you up to speed on the exciting plans we have shared with them for tourism in our community. A breakfast and presentation will take place on Thursday, Oct. 6th from 9:00a.m. to 10:00a.m. If your business is related to tourism, watch for your invitation in the mail!

For more information, contact Annette by phone at (480) 926-6020 or send an e-mail to annette@gilbertchamber.com.



Facebook Tips from an Expert

By Anthony Kirlaw, Owner
A.K.A Internet Marketing

There is hardly a day that goes by when you don't hear a mention of

Facebook in the news or in the course of daily conversation. As a business owner, that should make you ask the question "is there an opportunity for me to leverage Facebook in my marketing efforts?"

No matter what kind of business you are in, the answer is "yes" however some businesses are better positioned to profit from a Facebook audience than others. For example, if your business serves the professional community (i.e. management consulting services), you will find less of your target market on Facebook, where as if you serve a consumer market (such as a pool service company), I would highly recommend having a presence on Facebook.

I want to share with you some tips to help you increase your chances for success in your marketing efforts:

- Build a Facebook Fan Page for your

business, not a standard profile, otherwise you will jeopardize your business presence on Facebook.

- Invite those you know to "like" your business Fan Page. They make better connections because they actually know you.
- A Facebook Business Fan Page should NEVER be a substitute for a website.
- Post daily on your Business Fan Page to keep your followers engaged.
- The best content to share with your fans is the content you create (i.e. blog posts) because it leads back to your business.
- To run a contest, you have to abide by Facebook's rules, specifically you have to use one of their designated 3rd party applications (I recommend Promoboxx).
- Test the Facebook advertising platform.

Anthony Kirlaw is an Internet Marketing specialist who trains business owners how to use the Internet and social media for profit. He is the founder of AKA Internet Marketing, a full service digital media agency and has been helping businesses grow online since 1999. Additionally, Anthony serves as an Ambassador to the Gilbert Chamber and conducts bi-monthly social media workshops at the Chamber.

This Business Tip
Brought To You By



Anniversaries

1-5 Years

A Simple Path Montessori
American Family Chiropractic of Gilbert
Arizona Bank and Trust
Arizona Golf Resort
Art Rocks Studio
Authenticity Photography
Batteries Plus
Bloom Salon & Wellness Studios
Capriotti's Sandwich Shop
Desert Schools Federal Credit Union
Desert Sun Chiropractic
Foresight Chiropractic Wellness Center
Freddy's Frozen Custard
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MAX Solutions, PLLC
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Orbital Sciences Corporation
People's Mortgage
Phoenix Children's Academy
RE/MAX Mosaic Properties
Snider Sports & Apparel
Stella & Dot
T. Marreel & Associates
Unicon, INC
Wyde Beam Broadband

6-10 Years

Academy of Etiquette
Buffalo Wild Wings
California Wire Cloth , Inc
Crown Collision Center
Integrity Fleet Service, LLC
Mutual of Omaha Bank

11-15 Years

Heritage Pre-School-Childcare Her-
itage Christian Academy
Jackson White, P.C.
Monterrey Tile Company
Waste Management

21+ Years

Edward Jones - Brett Seeley
Gilbert Dental Center
Spectrac Suspension Centers, Inc.

Local Priorities Presented to Council

After months of research by the Public Policy committee, the Chamber's local priorities were presented to the Town Council in August. Messaging centered on the fact that job creation, business retention, and tourism attraction will lead us toward a more sustainable community, which will keep taxes low and competitive while meeting the demands of residents and businesses.

Chairman of the Board JW Rayhons provided an overview of the many issues and programs the Chamber is involved with to promote business growth and job creation for the new Council members. He noted that our members represent more than 45,821 jobs. As the community reflects on the many decisions made in the past that make us a great community today, they will find the Chamber's handprint.

Members of the Public Policy committee discussed their own experiences as well as the Chamber's philosophy on the following priority topics – job creation and business retention, long-term budgeting for sustainability, taxes, reasonable fees and regulations, investing in state-of-the art technology, public safety, visibility for businesses, tourism's return on investment, heritage district investment, transportation, environmental and energy conservation, and infrastructure.

The Public Policy committee also met in August with Representatives Urie and Farnsworth to discuss upcoming legislation and their support for business issues. The EVCCA is working on its annual Legislative Agenda which will be presented to East Valley legislators in December.

Fall Into Fitness this October

The Gilbert Chamber of Commerce's *What Women Want . . . In Business* event committee will present a luncheon focused on living a healthy life style, maintaining a balanced diet and making time for exercise and fitness programs.

The information presented at this luncheon will be beneficial to anyone whether you work in a large corporate environment, a small business or from home.

It's understood that sickness occurs many times from stress and worry—and most often our worries never come to fruition. How do we learn the art of not letting worry overtake our health?

Attend this luncheon to ask your questions, learn ways to be healthy and find new energy in spite of the demands that are placed on us at work or home.



Tuesday, October 25th

11:30 a.m.—1:00 p.m.

Higley Center for the Performing Arts

General Admission—\$35

Chamber member admission—
\$20 early registration; \$25 at door

Member News and Announcements

- The Town of Gilbert has organized several events to pay tribute to the 10th anniversary of the Sept. 11 attacks beginning with a candlelight vigil on Sunday, September 4th and culminating with a ceremony on Sunday, September 11th at 8:00 a.m. For event details and other opportunities, visit the town's website at www.gilbertaz.gov.
- John's Refrigeration was named the 2011 Contractor of the Year by the National Comfort Institute.
- Sudden Cardiac Arrest Association, East Valley-Phoenix Chapter will hold their second annual *Keep the Beat* golf tournament on Friday, September 16th at Superstition Springs Golf Club. Proceeds from the tournament will be used to purchase automated external defibrillators for local public access area. To learn more, contact Vicky White at (480) 206-1871.
- Enjoy local artists at the inaugural Gilbert Art Walk at Water Tower Park on Friday, September 23rd from 6:00 p.m. to 10:00 p.m. This community event will be held the fourth Friday of each month. For more information, visit <http://gilbertartwalk.com>.
- N Control Driving School was the only licensed driving school in Arizona to be recognized by Consumer Reports for their car control training.
- Advance Paper & Maintenance Supply is celebrating the opening of their new Cleaning Solutions Center at 240 E. Coury Ave., Ste. 141, in Mesa. Visit their website, www.advancepaper.com, for store details or stop in and receive a free gift.
- East Valley Tribune has launched a new, online-based community marketplace where businesses and residents can post free classified listings. Visit their website at www.classifieds.eastvalleytribune.com.
- Shop Gilbert will launch a new website featuring business listings by categories and map features. All businesses currently enrolled in the free program must re-enroll online at www.gilbertaz.com/shopgilbert to be listed on this new site.

Mission Statement:

The Gilbert Chamber of Commerce serves as the business advocate to strengthen the business climate in Gilbert.

Ribbon Cutting

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Referral Strategies: Building Your Power Team

Event Photos



August 17, 2011

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- * SOCIAL MEDIA DESIGNS

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