



In This Issue

- 10 Days to East Valley Business Expo - Limited Booths Remain
- The 10 Eternal Laws of Product Pricing
- How to Say "No" When it Really Counts
- 8 Show Stopping Email Examples
- Take One Small Step Towards Minimalism
- Take the Pledge for a Sustainable Community
- Get Involved
- Member News
- Community News



Time and Booths are Running Out! Be a Part of the [Oct. 5th Expo](#)

Helping You Succeed

2016 East Valley Business Expo

The [East Valley Business Expo](#) takes place on Oct. 5 at the Mesa Convention

Center, 201 N. Center St. from 2:00 to 6:00 p.m. It's Southeast Valley's largest business expo of the year, where more than 1,000 guests visit the more than 120 exhibitor booths on site. **Limited booths are available on a first-come, first-served basis.** Act now to get your pick of the best spots by reserving your booth today. Admission for attendees is free. A business card is mandatory for entry.

The 10 Eternal Laws of Product Pricing

by Geoffrey James, *Smart Brief*

Entrepreneurs (and novice marketers) often assume that customers are always looking for the best value and make decisions to buy based upon finding the best possible price. Neither of those assumptions are true. Customers are deeply irrational and make decisions based upon emotions rather than logical thought. Fortunately, numerous studies have shown these emotional reactions to be highly predictable. Here are the 10 laws of product pricing and how you can use them in your business. [Learn more](#)



How to Say No When It Really Counts

By Elizabeth Doty, *Strategy + Business*

What do you do when a client demands services that are not in the contract? How do you respond when your boss orders you to do something questionable? What are your options when a public official offers to "move things along" if you help him or her out? Although saying no can bring significant risks - to your relationships, your career, and sometimes even your safety - saying yes in fraught situations can be just as risky. [Learn more](#)

8 Show-Stopping Email Examples

By Emma

Great email marketing can make or break a campaign. Timeliness, imagery, clever copy, solid content and relevance are some important elements to consider. Hopefully, you'll get inspired to use some of these brand's smart strategies in your own email marketing. [Learn more](#)



Take One Small Step Toward Minimalism

By Margo Brown, Wave Productivity

In 2008, Joshua and his family decided to pursue a more minimalist lifestyle. They decided to remove their nonessential possessions. Eventually, over 70% of their belongings were sold, donated, or discarded. In exchange for owning less, they found a life of more freedom, more contentment, more generosity, and more opportunity to pursue the things that mattered most. [Learn more](#)

Take the Tempe Pledge for a Sustainable Community

The Pledge was developed to help businesses learn how to reduce waste, energy and water usage and to develop sustainable purchasing programs. With the launch of this program, the goal of the Tempe Chamber of Commerce is to help make businesses and the communities in which they operate more resilient and sustainable.

This comprehensive online resource and planning tool helps large and small businesses reduce their footprint. It is also a meaningful way to get additional exposure for your organization through online education, telling your story, and appearing in the Pledge Member directory. Sign up for free at <http://tempe.pledge.green>



Get Involved

Chamber Committees Offer Chance to Grow Networks and Skills

The Tempe Chamber of Commerce offers the chance to collaborate with other business leaders through one of our many committees. Varied in purpose and scope, each offers unique and valuable opportunities to become involved and grow your network and skill set. [Learn which one is right for you.](#)

This month's featured committee is the **Ambassadors Committee**. Its purpose is to represent the Chamber and its members through mentoring, guidance, visibility and by communicating the Chamber's vision and goals in the business community. For more information or to attend a meeting as a guest - no strings attached - email info@tempechamber.org with "Ambassadors Committee" in the subject line.

Member News



Hi There!

Click to view our New Members,
Renewals, Premier Membership,
and 110% Club

Lakeshore Music Opens 9th Season

Lakeshore Music is set to open its ninth season of Saturday night concerts at the Tempe Center for the Arts on September 24 with the first show in a nine-show series. The 2016-17 schedule features multiple artists who either Grammy Award nominees or recipients.

ASU Defends Innovation Title

For the second consecutive year, Arizona State University is the nation's most innovative school, according to U.S. News and World Report rankings. The widely touted list compares more than 1,500 institutions on a variety of metrics. The back-to-back No. 1 rankings demonstrate that the news magazine's annual poll recognizes ASU's overarching approach, rather than a single initiative or moment.

City of Tempe Offers Free Vaccines for Children

On Sept. 20 from 4:00 p.m. - 6:00 p.m. babies to teens can receive free vaccinations from the Emergency Medical Services of Tempe's Fire Medical Rescue Department. [Learn more](#) about the program and who qualifies.

Do You Have News?

Is there something exciting going on in your business? Maybe you had a big achievement? Did a team member join a board? Are you offering new services? If

there is something you want the Tempe Chamber community to know, just add a Status Update in our [Member Information Center](#). Don't have a login? Just reply to this email and we will help you.

Member to Member Deals

Check out these amazing deals and specials our members offer **exclusively** to their fellow chamber members. From massages to hotel stays, banking to education, shopping to marketing, there is something for everyone. [Click here](#) to check out the current deals.

Want to offer something to members? [Log into](#) our Member Information Center and get started. If you need assistance logging in, please reply to this email.



Community News

Tempe Artist Competes for National Award

Tempe artist Melissa Martinez is in the running to win a national prize for her public art project In Bloom on Hardy Drive. Installed last year as part of the Hardy Drive Streetscape project, In Bloom features a monumental steel sculpture of a Palo Verde tree with yellow metal pinwheels - flowers - covering the canopy. The wind-blown Palo Verde motif continues on Hardy Drive with pinwheel flowers adorning bus shelters, and flower-shaped imprints in the sidewalk nearby. Winning artists will be determined by [online voting](#).

Show MAG How You Travel, Earn Rewards

The Maricopa Association of Governments (MAG) hopes to make your future trips better by learning more about how you travel in the Valley. They are providing an app you can download right to your smart phone. Whether you are driving to work, taking kids to school, going on a date, walking your dog, biking, or taking transit, your travel information is important info to plan for our region's future transportation needs.

Participants will be compensated for their time. [Learn more.](#)

Get Social with the Tempe Chamber



*Use **#TempeChamber** when you are posting on social media to show your pride in your membership. You may even get a like, retweet or repost!*

Tempe Chamber of Commerce
P.O. Box 28500
Tempe AZ, 85285
(480) 967-7891
www.tempechamber.org

