



THE BUSINESS  
ADVOCATE  
TEMPE CHAMBER OF COMMERCE

**Ted fears  
the TACO!**  
Taxes Are Coming, Oops!



Knock the "O" out of your TACO!  
**Ask Acceler8 about  
tax preparation.**

Business Solopreneur Individual

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*Thank you to Deborah G. Edwards for a great session on mentoring and coaching to conclude our annual Women in Business speaker series.*

**Helping You Succeed**

## **Small Business Symposium on Cybersecurity Yields Wealth of Information**

*By Peter Adams, Ping! Development*

To call the information handouts provided by the Travelers Institute a packet would be an understatement. I was genuinely impressed by the amount of information provided and the discussion at the event. On February 11th, I attended the symposium expecting to hear a lot of the same things - "It's not if, but when, you're hacked" is a common saying at events related to cybersecurity. It's rare that practical information follows. That was not the case at the event presented by the Institute, the Tempe Chamber, and the National Association of Women Business Owners. [More >>](#)

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## **Veteran Business Resources**

*Tools for Business Business Resource of the Week*

We thank our veterans for their service to the country and want to give extra support for those who own or want to own a business. A list of tools and resources are readily available.

[More >>](#)

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## **Posing as Chamber of Commerce, Con Targets Businesses**

*Scam Alert from the Council of Better Business Bureaus*

Business owners and employees should be wary of directory scams. Own a small business or work for one? Watch out for this con that's targeting businesses by posing as the "American Chamber of Commerce." [More >>](#)

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## **Huge Study Finds that Companies with More Women Leaders are More Profitable**

*By Jenny Anderson, Quartz*

New data from the Peterson Institute for International Economics and EY bolsters that case. The groups analyzed results from 21,980 global, publicly traded companies, in 91 countries from various industries and sectors and showed that having at least 30% of women in leadership positions, or the "C-suite," adds 6% to net profit margin. [More >>](#)

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## **How My Company Got 1,025 Likes, 485 Shares and 50 Comments on Facebook In 7 Days**

*By Ken Dunn, Entrepreneur*

We pre-launched Reader's Legacy six months ago but decided that it was time to

start our publicity campaign on February 1. Over the past six months, we have had many discussions on where we will start spending our advertising dollars. We are still in the middle of a major fundraising campaign, but we knew that we had to start driving people, who loved to read, to our community. We also knew that Facebook advertising was going to be part of the plan, so I started studying the art of Facebook advertising four months ago. [More >>](#)

***The Tempe Chamber of Commerce will be closed on Monday, February 15 in observance of Presidents' Day. We will also be closed the morning of February 19 during our annual State of the District. Please plan accordingly.***

## Get Involved

### **Business Woman of the Year Nominations Being Accepted**

The Tempe Chamber of Commerce is now seeking nominations for the 2016 Business Woman of the Year Award. This award was established to recognize an outstanding business woman who has positively affected the Tempe community and the Tempe Chamber of Commerce. [More >>](#)

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### **Excellent Business? Tell Us More.**

We are accepting nominations for the 2016 Business Excellence Awards. The very simple nomination process is a great way to show your support for those that demonstrate a passion for excellence. Through the awards, we honor companies that go above and beyond in their performance, practices and community service. To nominate a company, simply email its name and contact information (email or phone number) by Feb. 29, 2016 to [sean@tempechamber.org](mailto:sean@tempechamber.org). or use this form <http://bit.ly/TCCBEA2016>.

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### **Deadline for ASU SparXX 20 is February 23**

Aspiring female entrepreneurs are encouraged to apply for SparXX 20, a program from Entrepreneurship and Innovation at ASU. Participants will be immersed in 24 hours of in-depth workshops and have the opportunity to develop mutually beneficial relationships with other women business owners from various sectors across the Phoenix Metropolitan Area. [More >>](#)

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### **Important Dates for Tempe's March 8 General/Special Election**

Publicity pamphlets were mailed to each household with a registered voter on February 4 and early ballots were mailed beginning February 10 for the city's

March 8 General/Special Election. [More >>](#)



## Member News



# Hi There!

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

[The City of Tempe](#) has published its 2016 Spring Opportunities brochure. Hard copies can be picked up at city community facilities or at the Tempe Chamber of Commerce. An [online version](#) is also available.

Former Major League Baseball Commissioner Allan "Bud" Selig will join the Sports Law and Business program at [Arizona State University's](#) law school.

## Got News?

Is there something exciting going on in your business? Did you land a really big deal? Did a team member join a board? Are you offering new services? Did you sponsor an event? **If it's news to you, it's news to us!** 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!

**TEMPE CHAMBER**  
Your Access to Our Business  
PRESENTS

**CSI Workshop:  
Learn the Skills  
the Experts Use**

**HOT TOPICS  
AND LUNCH**

Click  
to RSVP

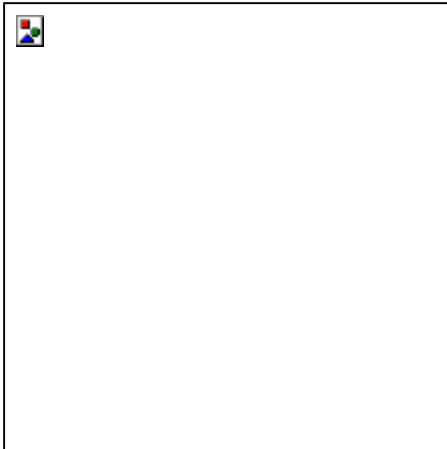
Sponsored by:  
**SRP**

**DATE & TIME**  
Thursday, February 18  
11:30 a.m. - 1:00 p.m.

**LOCATION**  
Dave & Buster's  
Tempe Marketplace  
2500 E. Rio Salado Pkwy.  
Tempe, AZ 85281

**REGISTER**  
\$25 for Members  
\$35 for Guests  
www.tempechamber.org  
480.967.7891

### Social Media Shout Out!



Congratulations to the winners of our Tempe Staycation as part of our annual Women in Business speaker series! The team from [Arizona Oasis Pool Service and Repair](#) will enjoy:

- Dinner for two at [House of Tricks](#)
- A one-night stay with breakfast at the [Tempe Mission Palms Hotel](#)
- A bottle of wine from [Salut Kitchen Bar](#)
- Massages from [Sonoran Serenity Spa](#).

Thank you again to everyone who participated and to those who donated items for [Save the Family](#).  
Be sure to use **#TempeChamber** when posting on social media for your chance to be mentioned.

### 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.

**SHOWCASE  
YOUR  
BUSINESS**

SRP Presents "The...  
Arizona... What's Next?"

vote yes!

**2016 advertising  
opportunities  
now available**

>>> click to start

## Community News

### Tempe Streetcar Identified in President's Budget for a \$75 Million Grant

Tempe Streetcar is a \$177 million capital investment that will travel on Rio Salado Parkway from the Marina Heights development west to Mill Avenue. It will make a downtown loop on Mill and Ash avenues and continue south to Apache Boulevard. It will then turn east to Dorsey Lane, connecting with the Apache/Dorsey light rail station. The project will increase circulation in central Tempe and beyond with its connections to the larger Valley Metro system. It will also spur further development of the downtown core and provide connection to strong neighborhoods, major employers and downtown activities. [More >>](#)

### Western International University to Host Leadership Webinar

Leadership is not something that is restricted by level to managers or above. Every day, we all have opportunities to lead ourselves and others to a better tomorrow. Join Western International University Online for their upcoming webinar on Tuesday, February 16 at 5:30 p.m. [More >>](#)

### Tempe Cares Event: Please sign up

Tempe Cares invites volunteers from within and outside the city who live, work or play in the Tempe community to step forward and be counted to show how much they truly care! Volunteers of ALL ages and abilities will be accommodated and are encouraged to serve on Saturday, March 5 at 7:00 a.m. [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  
909 East Apache Blvd.  
Tempe AZ, 85281  
(480) 967-7891  
[www.tempechamber.org](http://www.tempechamber.org)



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