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Mayor Mark Mitchell spoke to 500+ guests at the [State of the City Address](#) about Tempe's contributions to new technologies across the planet.



Helping You Succeed

Salary Negotiation Training for Women Offered

Tempe has partnered with the American Association of University Women to offer training classes aimed at helping women negotiate salaries that reflect the value of their experience, skills and education.



The AAUW Work Smart free classes are part of the city's Equal Pay initiative and are open to anyone who lives, works or studies in Tempe.

They are designed to help community members build confidence and skills around salary negotiation, market worth, tools of persuasion and business strategies. Each class features the same information and all will take place in the Business Resource and Innovation Center at the Tempe Public Library. The planned classes will take place monthly through May on various dates. [Learn more](#)

Sales Tax Changes Coming to Tempe

The City of Tempe and the Arizona Department of Revenue are working together toward the goal of simplifying the manner in which taxpayers report and pay their Transaction Privilege Tax (Sales Tax). To ensure a smooth transition for reporting and paying your sales taxes for Tempe with the Arizona Department of Revenue, please note the following changes [outlined here](#).

Arizona's Proposition 206 Is Now Law - What Employers Need to Know

On November 8, Arizona voters adopted Proposition 206. Prop 206 increases the state minimum wage and requires employers to provide paid medical leave to workers. It increases the existing state minimum wage of \$8.05 per hour to \$10.00 on Jan. 1, 2017, and to \$12.00 by 2020. Also, beginning on July 1, 2017, Prop 206 also requires employers to provide employees with "earned paid sick time".



Complete details are [provided in this post](#). Also, on Jan. 19 the Tempe Chamber is hosting a training program to educate employers about all regulations surrounding this law which will impact them. Stay tuned for details.

Share Your Story Here

If you're posting informative, engaging content on your blog, we'd enjoy helping you share it with the community. Just send us a link and a short blurb similar to what you see in this newsletter and we'll help disseminate the information. [Email us](#)

Why Imagery and Metaphor Are Essential For Business Communications

By Jared Lindzon, *Fast Company*

Metaphors can inspire action, or increase recall and understanding when trying to communicate a complex message.

Shakespeare didn't suggest that a person by any other name would be just as likeable, Dr. Martin Luther King Jr. didn't just have a vision, and Muhammad Ali didn't just throw punches. Instead, they and other historic figures became masters of creating vivid imagery through metaphors.

While speakers and writers can only appeal to one of the five senses, research has proven that their ability to engage more of the senses through their language significantly strengthens the impact of their words. [Learn more](#)

Dream Adjusters: Leaders Also Have to Be Chief Calibration Officers

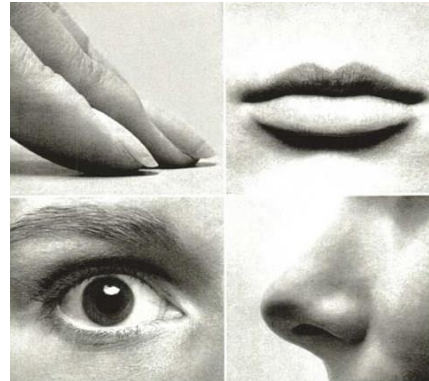
By Terry St. Marie

Setting the right targets and goals over the short and long terms is a fine art that requires a delicate blend of unbridled optimism and cold-eyed realism, sometimes bordering on schizophrenia.

Set them too aggressively, and hopelessness, frustration, and unhappiness are almost certain to set in. For as George Washington said, "We must consult our means rather than our wishes."

Set them too conservatively, and a false sense of security, stagnation, and a culture of mediocracy are sure to follow. For as Johann Wolfgang von Goethe said, "Dream no small dreams for they have no power to move the hearts of men." [Learn more](#)

3 Facts of Holiday Email Marketing that Make or Break



Campaigns

By George Beall, The Huffington Post

The fourth quarter always dwarfs the others in number of emails sent, and often approaches double the amount of emails sent in the third quarter. While it's not hard to guess that these are due to all of the holiday shopping emails, there's a piece of good news that many overlook: open rates in the fourth quarter are 6 percent, which is the second highest rate of the year. Your consumers are actually looking at those emails!

So how can you master your brand's email marketing campaign? Here are the top three guiding trends to keep in mind when developing an email marketing plan. [Learn more](#)



Affordable Employee Perks For Small Businesses

By Nick Worswick, Fortune

Your brain is much like a muscle, and making it work can make it grow by creating new pathways at a cellular level. Joshua Foer found research where MRI was used to compare the memory specialists' brains to those of a control group. There was no difference between the brain structure of the two. However, during the act of memorizing, the regions of the brain which "lit up" were completely different.

Surprisingly, when the mental athletes were learning new information, they were engaging regions of the brain known to be involved in two specific tasks: visual memory and spatial navigation. It turns out the mental athletes were purposefully converting the information they were memorizing into images, and then placing these images into a mentally constructed "palace" - thus the involvement of visual memory and spatial navigation. [Learn more](#)

Get Involved

Nominations Being Accepted for Diversity Awards

The Tempe Human Relations Commission, together with the City of Tempe, is seeking nominations for the 19th Annual Diversity Awards. To be eligible, nominees must live, work or volunteer in the City of Tempe and demonstrate a commitment to honoring and celebrating diversity within the Tempe community.

There are six nominating categories including Individual Adult, Individual Youth, Community Group / Organization, Educational Organization, Business and Diversity Supplier Award. Nominations must be received no later than Monday, Dec. 5, 2016. An [online nomination form](#) is available.

Halle Heart Museum Seeks Leaders

Are you looking to get more involved? Do you have a passion for the health and future of the Phoenix community? The American Heart Association's Halle Heart Children's Museum (HHCM) is seeking passionate volunteers to serve on a leadership committee! The HHCM creates an educational, interactive and contemporary museum experience for children of all ages to increase awareness and prevent cardiovascular diseases. The focus of the committee will be promoting the museum and expanding its footprint throughout the Valley. Committee members will utilize their personal and professional contacts to gain awareness. Contact Cara Foster at cara.foster@heart.org to learn more.

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 **Business Owners Forum**. Its purpose is to facilitate owner-to-owner information sharing in an environment that promotes confidential and open dialogue with the purpose of solving challenges faced by business owners. [The committee](#) is open to business owners only. For more information or to attend a meeting as a guest - no strings attached - email info@tempechamber.org with "Business Owners Forum" in the subject line.

Member News

City of Tempe Seeks Business Test Group for Equal Pay Initiative

The City of Tempe wants the help of 20 businesses of all sizes to devise a self-assessment tool that could lead each qualified employer to be showcased as an "Equal Pay Business Partner". The designation will be voluntary. Each recognized

business would be listed on the city's website and would be provided with a window decal to promote its participation. City Council will evaluate the results of the test group before finalizing the process. Interested businesses are invited to participate in a focus group on Jan. 24 from 9:30 a.m. to noon at the Tempe Public Library. Attendees will be asked to advise on the self-assessment tool, evaluate the ease of use of the online submittal form and provide additional ideas or recommendations. To participate call Ginny Belousek at 480-350-8979 or email ginny_belousek@tempe.gov. [Learn more](#)

Residency at Tempe Center for the Arts Being Offered for Biomimicry & Nature Art

The Tempe Center for the Arts is hosting a summer 2017 exhibition that explores biomimicry solutions and nature-inspired contemporary art. Biomimicry seeks to emulate nature to create sustainable solutions to human problems. It is used by scientists, engineers, architects, designers and businesses to create improved products and manufacturing processes such as Velcro and solar cells. Arizona-based visual artists may apply for use of one of three studio spaces for ten weeks during the exhibition. Artists will be selected by a jury panel. Selected artists will be eligible for a stipend up to \$1,750. [Learn more](#)

C2 Tactical is Hiring

C2 Tactical is now hiring for cashiers, range safety officers, sales and administrative positions. Interested parties may email their resume in pdf format to workatC2@c2tactical.com

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.



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Community News

Arizona Coyotes Announce Tempe as New Home of Hockey Arena

The Arizona Coyotes announced last week that they have entered into an exclusive negotiation agreement with Catellus Development Corporation, master developer for the Arizona State University Athletic Facilities District, to work towards the finalization of a new arena and commercial development project within the district along Tempe Town Lake. The site of the proposed new arena is the Northwest corner of Rio Salado Parkway and McClintock Drive. The plan includes the construction of a 16,000-plus seat NHL arena for the Coyotes with an attached additional 4,000 seat multi-sport arena. The agreement provides for a period ending no later than June 30, 2017 to create the overall budget, design and operational plan for the development.

Get Social with the Tempe Chamber



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now on Meetup

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*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!*

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