



THE BUSINESS  
ADVOCATE  
TEMPE CHAMBER OF COMMERCE

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Helping You Succeed



## **Chamber Programming Helps Businesses Meet Goals**

*by Kristine Kassel, Chairman of the Board*

This is a great time of year where everyone around the country is focused on Arizona with the Super Bowl and The Phoenix Open. Tempe plays a big part in our growth as more people and businesses begin thinking about moving to our wonderful city. [Click here](#) for the full article.

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## **Common Mistakes That Repel Social Media Followers**

Social media marketing can be a balancing act for businesses looking to expand their audiences without irritating their followers. Lisa Evans lists common mistakes that can turn followers away, including pushy sales tactics, failure to provide original content and reposting the same content over and over again. [Click here](#) to read the full article.

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## **What You Should Consider Before Rehiring Employees**

Before rehiring a former employee, ask yourself why the employee left in the first place, and consider whether the employee's return might disrupt the current team, Elaine Porteous writes. Also, consider the time length the employee has been gone and ascertain whether the person developed any new skills. [Click here](#) to read the full article.

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## **3 Steps to Regaining Your Focus**

Discipline yourself to ignore your smartphone and other sources of distraction, says Dr. Ned Hallowell, an expert in attention disorders. A one-minute burst of exercise can also focus the brain. [Click here](#) for the full article.

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## **8 Ways to Stand Out on LinkedIn**

Use a professional photo of yourself in your LinkedIn profile and craft your summary to bring out your personality, writes Marcelle Yeager, president of Career Valet. Asking three to five colleagues for recommendations can also give your profile a boost. [Click here](#) to read the full article.

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## **10 Customer Service Practices to Help Retain Your Customers for Life**

Test your customer service, insist on top-notch performance and find ways to improve after making mistakes to keep customers coming back, writes Alex McClafferty. McClafferty notes that superior service is key to gaining an advantage over the competition. [Click here](#) to read the full article.

## Get Involved



### Spread some LOVE

February is the "Month of Love," and United Food Bank needs your help *spreading* the love by donating jars of peanut butter and jelly! To participate, please contact Melissa Forrester at [mforrester@unitedfoodbank.org](mailto:mforrester@unitedfoodbank.org) or 480.398.4465.



### Random Act of Kindness Day - Feb 17

Special Moments Catering will have their Chef's delight one of their customers with a **FREE** lunch for 15 guests. In order to get in on this act of kindness, post "Random Act of Kindness" on their [Facebook Page](#) before the drawing that will be held on February 13th at 4:00 p.m. The meal will be a total surprise as we will challenge our Chef's to delight you and your guests.

### Nominations Being Accepted for the 20th Annual Business Woman of the Year

The Tempe Chamber of Commerce is now seeking nominations for the 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. Nominations are due by **Friday, March 6**, and the award will be presented at the Women in Business Conference and Trade Show on May 20, 2015. E-mail your nominee's contact information to [meghandorn@tempechamber.org](mailto:meghandorn@tempechamber.org) or complete the [nomination form](#) and fax it to (480) 966-5365.

## Member News

Three finalists are being considered for the President and Chief Executive Officer of the **Maricopa Community Colleges Foundation (MCCF)**. Current MCCF President Dr. Steven R. Helfgot, who has served for 13 years, is retiring this year. The President/ CEO serves as the Chief Resource Development Officer. MCCF is a 501(c)(3) non-profit organization. It has raised more than \$60 million and has provided in excess of \$28 million in scholarships to more than 28,000 students over the past 30 years.

**Hampton Inn & Suites Tempe- ASU** is now open for business! To check out their new website, please [click here](#).

### 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, [please email Meghan](#) before noon on Thursdays to get your announcements in!

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### Free Directory Listing

Did you know that your membership comes with a **FREE** online profile? Members with completed profiles are more likely to come up on Google searches, receive calls from prospects and increased web traffic. For more information on updating your member profile, please [click here](#).

## Community News



### Got Mail?

We feature a different restaurant each month when we send out reminders, billings or important notices. This month we are featuring [Cluver's of Tempe](#), located at 630 E. Southern Ave., Tempe, AZ.

If you are a restaurant and would like to participate, please contact [Shari](#).

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### Tempe Community Council's Financial Stability Initiative Offers Free Tax Preparation Services in Tempe

Now through April 11, The Tempe Community Council will offer complimentary tax preparation services to the community. Information regarding specific dates, times, qualifications, and what to bring can be found in both [English](#) and [Spanish](#). Please share this information with your staff and fellow members of the community to ensure all who are in need are assisted. For more information, please visit [www.tempecommunitycouncil.org](http://www.tempecommunitycouncil.org).

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## Arizona Franchise Excellence Awards

This exciting new awards program will honor and shine the spotlight on Arizona Franchisors and Franchisees. Nominate someone you know today before the deadline on Monday, February 16 at 5:00 p.m! [Click here](#) for more information and to submit a nomination.



## Tempe Cares - March 7

Tempe Cares, the one day community service project devoted to cleaning up Tempe's neighborhoods, schools, and parks, will take place on Saturday, March 8 a.m to approximately noon. The project brings volunteers of all ages together to improve the quality of life for everyone in Tempe. This year Tempe Cares is excited to focus on beautifying a Tempe neighborhood. [Click here](#) for more information or to sign up for the event.



## Summer Interns

ASU is looking for summer internships for their Brazilian students here as part of the Brazil Scientific Mobility Program. Currently the largest host university in the country, ASU has more than 350 undergraduate students studying on full scholarships paid for by the Brazilian government. They are ambitious, have unique backgrounds and skill sets, and have passed their English proficiency test. The Summer 2015 internships can be either paid or unpaid. There is no fee or contract required of the host companies. For more information, contact: Eileen Brill Wagner at [brillcon@cox.net](mailto:brillcon@cox.net) or 602.617.0001.

## 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!



## Mobile App Helps You Stay Connected

Stay connected to other members and news from the Tempe Chamber of Commerce with MemberPlus app! This free app is available for download for [iOS](#) and [Android](#) devices. Members can now update their own profile information, find

other members, post events or member offers and so much more! [Contact us](#) if you need your member login information.

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