



February 23, 2015



Networking Opportunities



Community Support



Government Relations



Strong Local Economy

THE BUSINESS  
ADVOCATE  
TEMPE CHAMBER OF COMMERCE



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## Practical Professional Support for Small Businesses

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**BUSINESS AND TAX ADVICE WITH RESULTS**

# THE BEACON AWARDS

Thursday, Feb. 26, 2015 | 7:30 a.m. to 9:00 a.m.  
Embassy Suites Tempe | 4400 S. Rural Rd.



[www.tempechamber.org](http://www.tempechamber.org)

## Business Excellence Awards

Large Business  
Finalists



Small Business  
Finalists



## Emerging Entrepreneur of the Year



All About  
Compression



Biostress Imagery



Ping! Development



The Spirit  
of Tempe  
Presented to  
Pat Warren



Outstanding  
Community  
Leader  
Presented to  
Mike Jennings

## In This Issue

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## Helping You Succeed

### 10 Ways to Avoid Leadership Burnout

Leadership can be exhausting, and it's important to seek ways to avoid burning out, writes Art Petty. One such tip: "Instead of focusing on the noise and heat that you expect to encounter every day, [rein] in your focal point to the person, group or issue immediately in front of you," he advises. [Click here](#) for full article.

### 3 Tips for Improving Workplace Diversity

Companies should encourage open exchanges of ideas, consciously choose to expand their applicant pool and offer diversity-training programs to staff, Mariah DeLeon writes. A culturally diverse workplace can help boost profits and encourage innovation, DeLeon writes. [Click here](#) for full article.

### Listening to the Voice of Your Customers

Your business may be the most important thing in your life, but your customers don't necessarily feel the same way, writes Micah Solomon. Build a phenomenal experience by collaborating with your customers and serving the needs of the people they care about, he advises. [Click here](#) for full article.

## In Case You Missed It

Thank everyone who attended last week's **State of the District: A Federal update with Krysten Sinema**. The event, hosted by Rio Salado College and Maricopa Community Colleges, drew a diverse audience and addressed many



issues facing both Arizona and the country as a whole.

*Photo courtesy of Congresswoman Sinema*

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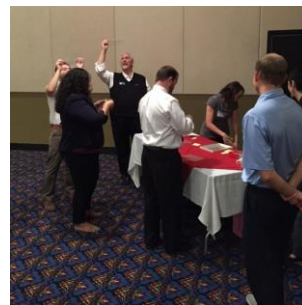
## Ribbon Cuttings Sponsored by ManageStaff



**Stake N Shake**

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## Hot Topics and Lunch - CSI Workshop: Learn the Skills the Experts Use



## Get Involved

### IKEA Life Improvement Challenge - VOTE FOR TCH

Help TCH continue to make a difference as they compete to win a \$10,000 makeover from IKEA Tempe. This makeover will help Project DTA, their day program, create a space for that is functional, inviting and well-designed - a place our clients can feel welcome and comfortable. You can vote once a day, every day until Marc 2nd. [Just click here](#) and follow the quick prompts.

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### Strategies for boosting engagements on social media

Long-term success with social media marketing requires adhering to six strategies that will ensure positive interactions with a brand's followers, writes Tess Pajaron. The top tip is to keep the content fresh and interesting, which shows followers that the brand really does care about their social presence, Pajaron writes. [Click here](#) for full article.

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### 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

**J.A. Desert Greens Custom Lawn Care** was named one of three landscaping companies included in the Tempe Landscape Referral program with the City of Tempe. [Click here](#) for more details.

Gary Patrone of **ARCpoint Labs of Tempe** was published in the Winter 2015 issue of Focus, the official publication of DATIA, the Drug & Alcohol Testing Industry Association. [Click here](#) for the article.

### 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 [Culver'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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### Tempe Residents Asked to Fight State Bill

The City of Tempe is joining most communities across Arizona in fighting a proposal in the state Legislature that would likely sacrifice city services that residents need and want. [Click here](#) for more details.

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### 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 7 from 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.

## 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.

#### Tempe Chamber of Commerce

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