Greater Tucson Leadership Moves to the Next Level

GTL Executive Director
Suzanne McFarlin

WHAT’S INSIDE:
Driving Advocacy with Robert Medler, VP of Gov. Affairs
Joining Forces: Creating Leaders Today and Tomorrow
Meet the Chairman’s Circle: Brian Sonnleitner & Cody Ritchie
Get to know the 
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Big Picture Thinking

Once in a while we all have to step back from our task lists and daily calendars and look at the big picture. In the world of business, the “big picture” is that collection of macros – the really big things – that drive the myriad small things.

HERE ARE MY TOP THREE MACROS. MAYBE THEY’RE YOURS, TOO.

1. OUR CULTURE OF SELF-DETERMINATION
Let us never forget that we live in a country where individuals are free to be anything they want to be. Achievement of big rewards is never easy. It wasn’t easy for Bill Gates of Microsoft. It wasn’t easy for Fred Smith of Federal Express. It certainly wasn’t easy for Martin Luther King. The common thread in all three cases is that all three lived in a land that gave each the opportunity to pursue their dreams and make a difference. Locally, we need to make sure Tucson and Pima County residents have the opportunities to pursue their dreams. And that starts with a good education. Education is the key that opens up the world of possibilities. That’s why the Tucson Metro Chamber has made the improvement of education one of its top priorities in its current program of work.

2. OUR GOVERNMENT
The phrase in the Gettysburg Address that frames the reason for our form of government is “...of the people, by the people and for the people.” In none of our national documents does it say that citizens must work for the government. To the contrary, citizens are to be served by the government and left to be free to pursue “life, liberty and happiness.” The Tucson Metro Chamber, its Government Affairs Department and political action committee, the Committee for Responsive Government, will monitor how government serves business, citizens and free enterprise. We are well aware that government does not create jobs – business does. And we all know how badly our community needs jobs during this economic downturn.

3. OUR WORK ETHIC
The winners in all endeavors are those who excel. “Publish or perish” is heard in the halls of academia. In sports and life itself, the words of legendary football coach Vince Lombardi still ring true, “I firmly believe that any man’s finest hour, the greatest fulfillment of all that he holds dear, is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle - victorious.” America is the most productive country in the world and we need to keep it that way. The Tucson Metro Chamber is already prepared with a one-year calendar of learning opportunities and other forms of assistance for small business owners who want to do all that is necessary to realize the American Dream.

Wendell Long
Chairman of the Board
CEO, Casino Del Sol
The Tucson Metro Chamber has totally transformed itself. There are so many new programs and benefits that you may have missed some of them. Here is a quick checklist of just some of the new reasons to be a part of Southern Arizona’s largest business group.

**MONEY IN YOUR POCKET**

Money in Your Pocket is a collection of five strategies to help your company make money and save money. The odds are almost 100% you are overspending or missing new revenue opportunities if you’re not using some or all of these programs:

- **CBA** – Chamber Benefits Administration is a whole new way to buy group health insurance for you and your employees. Average savings are $1,000 per FTE per year. Maintain your current level of benefits. Get coverage from any one of the major health insurance providers whose names you already know.

- **Chamber Bid** – This online platform is the buyer’s ticket to getting discounted competitive bids from Chamber member businesses and the seller’s opportunity to be notified about qualified leads ready to buy NOW.

- **Office Depot** – Sure, you can buy your toner and paper direct from any store you want, but you’ll overpay compared to the substantial discounts Chamber members receive through the agreement we have with Office Depot.

- **SCF** – When your business buys workers compensation insurance through SCF and you are a Chamber member, you are eligible to receive an annual bonus dividend based on your company’s safety record. Last year’s bonus dividend was 55% over the company’s individual dividend.

- **BidSync** – Every day cities, counties and state procurement bids go out for products and services sold by members of the Tucson Metro Chamber. BidSync captures those opportunities and sends them straight to your inbox.

**HOW TO STAY UP WHEN THE ECONOMY IS DOWN**

This pocket size guide is loaded with doable ideas about how to market your company better, sell more of your products or services and manage your business’ operations more profitably. You should have received a copy in the mail last November. If you didn’t, just let us know.

**THE TUCSON METRO CHAMBER OF COMMERCE SMALL BUSINESS GROWTH COMMITTEE**

This energetic group of small business owners has created a year of opportunity for all small business owners. They include:

- Regular relationship building and social gatherings.
- Workshops on how to increase your base of relationships and maximize referrals for your company.
- Breakfasts, luncheons, workshops and seminars on a host of business development and operational strategies.

**VOLUNTEER OPPORTUNITIES**

Serving on a volunteer committee is one of the best ways to increase your sphere of connections and make a difference in our community. Volunteer opportunities currently exist on the following committees:

- Small Business Growth Committee
- Education Committee
- Government Affairs Committee
- Community Affairs Committee
- Economic Development Committee
- Military Affairs Committee
- Los Compadres Ambassador Committee

Get all the details and get signed up for any of the above programs by calling Jackie Chambers Bond at 792-1212 or writing to jchambers@tucsonchamber.org.
Driving Advocacy

Last year the Chamber commissioned a survey of its member businesses. When asked what your top priorities for the Chamber were, you responded with Government Affairs and advocacy to represent your business. You spoke; we listened.

What happens in the government affects your business. The Government Affairs Department fights on your behalf in the local, state, and federal arenas, working to ensure the policies passed are productive and helpful. Government Affairs has a notable presence at City Hall, the County Board and the state capitol.

I am excited to share with you the Chamber’s new Government Affairs outreach and communication tools. Our advocacy-specific website and Twitter account provide you with pro-business advocacy information while giving you access to the most current information coming from the Government Affairs Department.

The advocacy site, www.TucsonAdvocacy.com, enables the Chamber to be more effective and engage you at a deeper level. One of the most useful functions of the site is the outreach tool, VoterVOICE. It allows you to communicate with your local and state elected officials to ensure your message and the voice of the business community is heard. VoterVOICE allows me to create, deploy and direct the message from the Chamber to ensure it is effective. The most helpful thing you can do for your business in less than five minutes is to SIGN UP and begin to share your voice! In addition, the site provides you access to the Chamber’s local and state legislative priorities, current and past report cards, and gives you the ability to follow select legislation impacting the business community, among many other resources to keep you informed and hold your elected officials accountable.

To fulfill the demand for instant information, I set up a Twitter account: @TucsonMetroGA. Twitter enables me to pass along late breaking news stories and political gossip so you are in the know, while filling you in live from my meetings at the capitol, national conferences and local events. It is your ticket to insider information.

I encourage you to take a moment and visit our new site. It was created to provide you with a reliable place to stay informed, take action and hold elected officials accountable.
1. RESOLUTION NO. 21682 (1/25/2011)  
IGA with Pima County for the implementation of the conservation effluent pool.  
TMCC position: OPPOSE

2. MEMORIAL (2/8/2011) Supporting the consolidation of the 601st and 612th air and space operations center at Davis-Monthan Air Force Base.  
TMCC position: SUPPORT

3. ORDINANCE NO. 10884 (3/8/2011)  
Amended the Land Use Code; relating to loading area requirements.  
TMCC position: SUPPORT

4. ORDINANCE NO. 10886 (3/22/2011)  
Amended the Land Use Code; relating to the motor vehicle and bicycle parking requirements.  
TMCC position: SUPPORT

5. ORDINANCE NO. 10917 (6/21/2011)  
Jefferson Park Neighborhood creation of NPZ.  
TMCC position: OPPOSE

6. ORDINANCE NO. 10903 (6/28/2011)  
Amended Sign Code; Adopting the Historic Landmark Sign Ordinance.  
TMCC position: SUPPORT

7. RESOLUTION NO. 21753 (8/9/2011)  
Amended the Tucson water service area policy to extend the valid period of water assurance letters to two years.  
TMCC position: SUPPORT

8. RESOLUTION NO. 21759 (8/9/2011)  
Adoption of development agreement procedures.  
TMCC position: SUPPORT

9. RESOLUTION NO. 21764 (8/9/2011)  
Approved a primary jobs incentive program.  
TMCC position: SUPPORT

10. ORDINANCE NO. 10928 (9/13/2011)  
Revision and replacement of the Real Estate program fees schedule.  
TMCC position: SUPPORT

11. MEMORIAL (11/9/2011) Supporting an active reserve squadron for the predator aerial system at DMAFB.  
TMCC position: SUPPORT

12. RESOLUTION NO. 21821 (11/15/2011)  
Lease agreement with the Arizona Board of Regents for the use of Hi Corbett field for University of Arizona Baseball.  
TMCC position: SUPPORT

13. ORDINANCE NO. 10943 (11/22/2011)  
Amending the Land Use Code by extending the sunset dates of the following ordinances: 10813 & 10835.  
TMCC position: SUPPORT

14. RESOLUTION NO. 21835 21836  
(12/13/2011) Amended the Land Use Plan to the West University Neighborhood Plan and to the West University Transition Area.  
TMCC position: SUPPORT

15. ORDINANCE NO. 10950 (12/20/2011)  
Terminating the building code committee, electrical code committee and the plumbing and mechanical code committee and creating the Tucson-Pima County joint consolidated code committee.  
TMCC position: SUPPORT

16. ORDINANCE NO. 10951 (12/20/2011)  
Extending the sunset date of ordinance no. 10864 and revising the definition of grade for the scenic corridor zone (SCZ) district.  
TMCC position: SUPPORT
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Member Anniversaries
December 2011 – January 2012

48 YEARS
Rite-Way Ventilating Co.

47 YEARS
BeachFleischman PC

43 YEARS
Colossal Cave Mountain Park

41 YEARS
Goodmans Interior Structures

38 YEARS
Territorial Newspapers

35 YEARS
University of Arizona Athletic Department

32 YEARS
Carondelet St. Joseph’s Hospital
Cox Communications, Inc.

24 YEARS
Rick Engineering Company

20 YEARS
HSL Properties, Inc.

19 YEARS
Jacob C. Fruchthendler Company

18 YEARS
Spectrum Printing Company

16 YEARS
El Charro Enterprises

14 YEARS
Carondelet Heart & Vascular Institute

12 YEARS
Country Inn & Suites Tucson Airport
InTegriLogic Corporation
Sam Levitz Furniture Company, Inc.

11 YEARS
Cline Masonry
Cricket Communications
Southern Arizona Community Academy
Yesco Custom Electric Signs

10 YEARS
Anewco Products
D and S Air
Society of St. Vincent de Paul
Tucson Diocesan Council

9 YEARS
Hampton Inn - Airport
Help-U-Sell Southeast Rita Ranch Realty

8 YEARS
1st Choice Termite & Pest, Inc.
Protection One

7 YEARS
Bank of the West - Speedway Blvd.
Bank of the West - Broadway Blvd.
Creative Communications
Emergé Center Against Domestic Abuse
Interstate Battery System of Tucson
Literary Partners Group
Paul Davis Restoration & Remodeling

6 YEARS
Heather Mortuary
Montecito Realty, Inc.
Nova Home Loans
Saunders Amos, LLC
Tucson Greyhound Park

5 YEARS
Bank of Tucson

4 YEARS
Rosemont Copper Company

3 YEARS
Christian Family Care
NextCare
San Xavier Plaza & Cool Rain Snack Shop
Tuff Shed

2 YEARS
Carondelet Health Network
Rita Ranch Dental Group
Sprayfoam Southwest
St. Mary’s Hospital
The Forum at Tucson

1 YEAR
5th Street Deli
A Solution Over Stress
Air Filtration Specialists
Coit
Eric Jabloner.com/Jabstudio.com
Fleming’s Prime Steakhouse
IP Vision, Inc.
Jim Click Chrysler Jeep - Rose Ballis
On Top of I-7
Retro City Apartments
Solar City
Toscana Cove Apartments
Walgreens - E. Broadway Blvd.
(6767, 8730, 8736)
Walgreens - River Rd.
Walgreens - Grant Rd.
Walgreens - Ajo Way
Walgreens - Ina Rd.
Walgreens - Campbell Ave.
Walgreens - Golf Links Rd.
Wells Fargo Home Mortgage

Member Renewals
December 2011

Action Communications, Inc.
Aker Solutions
Aramark Corporation
Arby’s Restaurant (Marglen, Inc.)
Arizona’s Children Association
Bedmar
Berry Good Cars and Trucks, LLC
Brick by Bryck Gui bor Building
Inspections, Inc.
Carrabbas’ Italian Grill
Color Me Mine
Colossal Cave Mountain Park
Culver’s of Tucson
Dataforth Corp.
Discount Cab
Dismas Charities
Dorado Personnel
El Corral Steakhouse
Empire Beauty School
First American Title Insurance Co.
For Rent Magazine
Handmaker Jewish Services for the
Aging
Hospice Family Care
Hotel Tucson City Center
IKON Office Solutions
K & K Temporary Staffing
Keller Williams
Lexus of Tucson
Long Realty Southwest Commercial
Management, LLC
Los Betos Mexican Food
Mod Space
Monrad Engineering, Inc.
Montecito Realty, Inc.
Northern Trust
Office Depot, Inc.
Physician’s Hair Institute
Pima Association of Governments
Pima County Fair
Pinnacle Peak Restaurant
Pre-Ventronics
Protection One
Radisson Suites Tucson
Red Robin Restaurant
Retro City Apartments
Rosemont Copper Company
S. Silverberg & Sons
Sheraton Tucson Hotel & Suites
Soaring Heights Communities at
Davis-Monthan
Society of St. Vincent de Paul
Tucson Diocesan Council
Southwestern Building Maintenance
Spray Master Auto Body, Inc.
Sunflower Farmers Markets
Sunset Custom Homes, Inc.
Member Renewals continued
The Forum at Tucson
Toshiba Business Solutions
Tucson Country Club
W.E. O’Neil Construction
Company, Inc.
Wells Fargo Bank

January 2012
1st Choice Termite & Pest, Inc.
AAA Arizona Automobile
Association
Alan I. Berg, CPA, PLLC
Apartment Finder
Arizona Party Rental
Beacon Group SW, Inc.
Bourn Companies
Cemex
Comfort Suites at Sabino
Canyon
Competitive Engineering, Inc.
Curves Cabaret
Firestone Complete Auto Care
General Air Control, Inc.
Good Ole Tom’s Tucson
Goodmans Interior Structures
Graffiti Protective Coatings,
Inc.
Holiday Inn Express Hotel &
Suites – Tucson Mall
Interstate Battery System of
Tucson
Kivel Realty Investments
KOLD TV
La Baguette Parisienne
Marriott University Park Hotel
McGeorge Accounting
Services, LLC
Meridian Moving Systems
Pepper-Viner Companies
Pima County One-Stop Career
Center
Pioneer Equipment, Inc.
R E Lee Mechanical
Contracting, Inc.
Rincon Air Conditioning &
Heating Co., Inc.
Ronin
Sabino Electric, Inc.
Seniors Helping Seniors
Sullivan’s Steakhouse
SunWest Federal Credit Union
The Nordstrom Group, Inc.
The Ritz Carlton, Dove
Mountain
Tomdra Vending and Coffee
Service
Transportation Logistics
Management, Inc.
Tucson Rental Homes
Tygiel Physical Therapy
Unicom Grafix, inc.

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Outlooks
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FEATURING

DICK MORRIS
Get the perspectives of one of the most prominent Washington insiders and political analysts when Dick Morris presents the latest update in the 2012 presidential chess game as it is being played out on the stage of American history.

RON CLARK
Find out what makes education in America work and what we can do to improve it when America’s Educator and Disney Teacher of the Year Ron Clark shares his winning strategies. Don’t be late for class!

GRADY GAMMAGE, JR.
Hear the bare knuckle truth about changes we have to make to win in the global marketplace from Grady Gammage, Jr., lawyer, author, real estate developer, former elected official and a quality of life and local economic issues expert.

TODD LANDFRIED
Find out the latest ideas on sensible immigration reform from Todd Landfried, a leader in federal immigration reform and the voice of the business group called Arizona Employers for Immigration Reform.

MARCH 15 | 7am – 1pm
Casino Del Sol Resort & Conference Center
5655 W. Valencia Road

$49 Tucson Metro Chamber members
$75 Non-members

Visit TucsonChamber.org to register

For information on sponsorships and advertising opportunities contact Lori Banzhaf at 520.792.2250 x 127 or lbanzhaf@tucsonchamber.org

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GET YOUR TICKETS NOW!

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GET YOUR TICKETS NOW!

GET YOUR TICKETS NOW!
Effective January 1, Greater Tucson Leadership (GTL) and the Tucson Metro Chamber will work as partners to deliver the foremost executive leadership program in Southern Arizona. No program has provided more personal and professional growth and development opportunities to Tucson area business executives than GTL. The partnership makes perfect sense since the Tucson Metro Chamber and GTL share common interests: growing leadership and building a better community. The partnership emerged as both organizations looked at ways to increase impact in developing and promoting leadership.

GTL is a nonpartisan leadership program dedicated to providing leadership education, community development and civic engagement to our Tucson region. Participants represent diverse career, geographic, racial, ethnic, economic, religious and political backgrounds with a balance of age and gender.

Greater Tucson Leadership began as a division of the Tucson Metro Chamber in 1980 as Leadership Tucson. In 1986, Leadership Tucson split from the Chamber to form Greater Tucson Leadership. Having GTL back at the Chamber is a welcomed homecoming. The GTL program is seasoned and ready to move to a new level. It will maintain its 501(c)(3) tax status and will have offices at the Chamber facilities at 465 W. St. Mary’s Road. Chamber marketing, communications and event administration resources will be put to work to support the GTL program.

Suzanne McFarlin, GTL alum, volunteer and administrator was asked to serve as the executive director for the program. Her duties commenced February 1. Suzanne McFarlin (GTL ’05) is executive director for Greater Tucson Leadership. She has served as board president and on the Governing Board. She is the 2005 recipient of the Brigadier General Ronald L. Kurth Merit Award for Leadership. Suzanne works as an executive and leadership coach.

“Ask any Greater Tucson Leadership graduate which class is the ‘best class’ and you will be met with a passionate ‘MY class is the best class ever!’” states McFarlin. “It’s a matter of immense pride among anyone who has experienced the GTL curriculum.”

McFarlin will oversee a curriculum that is unique throughout Southern Arizona. Annual classes of approximately 35 middle managers and C-level executives experience the social, political and business systems of Southern Arizona in a very special way. They meet the top government and private sector officials “up close and personally.” They gain “back of the house” access to what makes our community tick and discover how community leadership plays a role growing our economy and improving quality of life amenities for all citizens. These emerging and seasoned leaders get the opportunity to connect, learn and lead. The goal of the GTL program is that classmates leave the program impassioned to make a difference.

“Participants in GTL come away transformed. They are more knowledgeable, better connected and enthusiastic about ways they can effect significant change in their professional, personal and philanthropic endeavors,” states McFarlin.

Over a span of ten months, classmates spend one Friday per month focused on individual “issue days” plus an opening
session orientation. Issue days are designed and hosted by GTL alums and leaders in the respective issue day subject matter. Class members participate in presentations as well as hands-on activities that provide perspective on the issue day topic. GTL alums bring a fresh approach to understanding the complexities of our community and seeing them from a diverse viewpoint. Issue day topics include:

- Government
- Border
- Environment
- Economic development
- Education
- Arts and culture
- Criminal justice
- Healthcare
- Media

As one might expect when 35 people who don’t know each other come together for a common experience, lifelong friendships and alliances are quickly formed. This bonding increases the network of influence for each classmate and is generally regarded as the foremost “by-product” of the learning experience.

Dane Woll (GTL ’95), President of the YMCA of Southern Arizona, has circled back to GTL. Having served on the board of directors from 1996 to 2004 and as board president in 2001, Dane is once again serving on the GTL Governing Board. “One of the things I appreciate about Greater Tucson Leadership is that as community issues change so do the GTL curriculum and programming. I went through the leadership class in 1995. Since then I have had many of my management team members participate and they have had different but equally rewarding experiences in the program. It is important to expose and develop emerging leaders to the community issues we face in Tucson.”

Current class member, Kim States (GTL ’12), president and CEO, Better Business Bureau of Southern Arizona, is impressed with the program. “Greater Tucson Leadership has given me an in-depth yet broad view of the challenges – and wins – that make Tucson what it is today. This is a program that gives participants valuable knowledge, imparts leadership and teamwork skills and inspires participants to move forward and affect change now and beyond. GTL is planting seeds in the minds of its young professionals; the result is that we all – as a community – benefit in the end.”

In addition to learning about how the Southern Arizona community operates, the GTL program has a powerful executive leadership development component. The program kicks off with a two-day retreat.

The getaway encourages class members to commit to improving their own leadership and to impacting change. Each issue day features a leadership session. At the conclusion of the year class members are tasked with designing and executing a class project designed to put their leadership commitment to use in delivering tangible positive change in the region.

Moving forward, GTL is committed to continuing its legacy and inspiring leadership. With a robust network of more than 800 graduates, GTL is poised to continue to reengage alumni and offer opportunities to stay connected and informed about issues that are critical to the success of Southern Arizona.

Greater Tucson Leadership is recruiting for its 2012-2013 leadership class through its deadline of April 22. The 2012-13 program begins on August 25. Individuals with a strong interest in civic leadership are encouraged to apply. C-level executives and HR directors are encouraged to identify middle and upper level leaders who can benefit from the knowledge and experiences GTL makes possible. GTL graduates will emerge from the program as better employees, better leaders and better individuals given their exposure to the GTL platform that:

- Creates understanding of community and critical issues
- Encourages discussion, debate and problem-solving
- Cultivates appreciation for differing perspectives
- Inspires leadership at all levels of our community

For more information about Greater Tucson Leadership or to acquire an application for the 2012-13 class, go to http://greatertucsonleadership.org/.

“You or your staff will have a stronger voice and more educated perspective on how our region operates,” states McFarlin.
Working for you.

Marketing
Design
Printing
Inventory Management
Promotionals
Simple Marketing Strategies To Help Your Business Thrive

MJ Jensen, Chief Idea Officer of IdeaMagic visionary marketing, believes we have more tools than ever before to be creative with our limited marketing dollar. “It’s how we use those tools that will bring you the results required to thrive,” she adds. Jensen offers a simple checklist of ideas and strategies that you can put to work for your business today.

TAME THE SOCIAL MEDIA MONSTER

It’s here to stay. It’s not going away. If you’re doing business the way you did six months ago, you’re already behind. So jump on board, have fun with it and use the many social media platforms available to build and to improve your brand. Focus your limited time on the one platform that will benefit your business the most. If you don’t want to take the plunge into the social media pool, your competitor will eventually leave you in their dust.

IS IT EASY TO DO BUSINESS WITH YOUR BUSINESS?

Not sure? Then it is time to assess each process, systems and communication you are using in your company. Do your phone systems frustrate your clients? Can they speak with an actual person after one transfer or end up in an eternal loop? Are you and your staff returning phone calls, emails and messages promptly? If not, why not? Make it your priority to provide exceptional service so your customers and prospects can reach and speak with the appropriate staff member in your business. Before you spend one dime on any marketing and advertising, fix this first.

OUTSOURCE WHAT YOU CAN

This was once taboo for businesses and now it is an essential tool to stay in business. Currently, every major business coach and author recommends outsourcing for ALL businesses. Assess which function in your business could be easily outsourced; then source the perfect person or company to manage that for you. It frees you up to focus on strategies and marketing.

DON’T SPREAD YOURSELF TOO THIN

Do you ever say “I don’t have enough time?” Then ask yourself “What am I doing with my time?” There are only 24 hours in a day, but how is it that some people seem to accomplish more in the same time span than others? Get really good at saying “NO.” If it is not going to benefit your business, pass. It’s that simple. How many groups are you in? Are you gaining new business and referrals from your membership? Focus on a few that bring big results.

USE VIDEOS

Google is searching video content. It does not have to be sophisticated or expensive. Use it to educate, inform and build your brand. Youtube is making tremendous changes to their platform. Use video on your website, Facebook, email marketing and any place where your prospects and clients show up.

ANALYZE EVERYTHING TO MEASURE YOUR SUCCESS

Do not spend one more marketing, advertising or promotional dollar on anything that you cannot analyze. Print advertising and marketing projects need careful review before you invest time and money. Facebook insights and other social media platforms make it easy to follow progress. Look into special tracking phone numbers and QR codes that provide important information for results on promotions and other marketing activities. Check out Google Analytics to discover how many “hits” your website receives, how long the average person views your site, and what pages receive the most activity.

The 390th Memorial Museum recently joined the Chamber and we have found it has been a great source for networking as well as finding out ways we can benefit the city and add to its charm. I am also a very big fan of Greater Tucson Leadership... The partnership between GTL and the Chamber is an exciting development.”

– Faith Carrabis, 390th Memorial Museum
Cody Ritchie  
Managing Partner,  
Crest Insurance Group

**PROUDEST ACCOMPLISHMENTS:**
- Purchasing our firm from BBVA/Compass; keeping all the employees employed throughout 2010 – a terrible time in the economy.
- Our integrity; it was important to me and our group to unwind our relationship with BBVA Compass in an ethical manner; we’re still friends; we even lease our office space from BBVA.
- Countless community charitable relationships; proud sponsor of the San Miguel High School Internship program.
- Branching into the Phoenix metro area with a very strong market presence; with that being said, Tucson remains our home.
- On a personal note, my wife and I are very proud of our children; they are great kids.

**BIGGEST PROFESSIONAL CHALLENGE:**
Growing our business in a down economy; making people realize that we work for them as insurance brokers. We get it that insurance is a necessary evil, but when you need us, you really need us.

**WHAT I WOULD SAY IN TWO MINUTES IF I COULD SPEAK TO EVERYONE IN GREATER TUCSON:**
My pet peeve right now is that we are a naturally beautiful city and region but we allowed our medians and streets to become an eyesore. If I were relocating to Tucson, my first impression would be that it needs to clean itself up. This will happen when private and government sectors work together. If we clean up the city, then all the benefits of job creation, better education and quality of life, etc., will follow. I am proud to be on the Tucson Chamber board, which is leading the effort with our First Impressions project.

**TOP THREE THINGS ON MY BUCKET LIST:**
1. To attend and watch The University of Arizona win the Rose Bowl game
2. A two-month driving vacation across the United States
3. Retire knowing that clients are in a better place than when they first started with us

Brian Sonnleitner  
SVP & Arizona Market Executive –  
Wealth Management BBVA Compass

**ORIGINALLY FROM:** Washington D.C.  
**IN TUCSON AREA SINCE:** 1973  
**EDUCATION:** University High School, Tucson;  
BA Economics, University of Arizona

**FAMILY:** Married 16 years to my wonderful wife Nicole; children Brianna (13), Julia (9) and Andrew (3)

**PROUDEST ACCOMPLISHMENTS:**
- The work my wife and I have done to raise our three children; they are great kids and we are very proud of them.
- Community service – Tucson Metro Chamber board member, treasurer; American Heart Association in Tucson board member, past board chair; TMC Foundation Planned Giving Council chair; St. Paul’s UMC volunteer treasurer; Make Way for Books board member.
- Career growth – Started in the financial services industry as a teller 17 years ago; I manage a very successful wealth management team across Arizona and feel privileged to have learned from so many talented professionals.

**BIGGEST PROFESSIONAL CHALLENGE:**
Working in the banking industry the last four years, no question! Providing clients with solutions to achieve their goals and manage risk in volatile and unpredictable times is a rewarding professional experience.

**WHAT I WOULD SAY IN TWO MINUTES IF I COULD SPEAK TO EVERYONE IN GREATER TUCSON:**
Tucson is a lot like a freshly opened puzzle box. You know that all the pieces are there, we simply need a coordinated and cohesive strategy to put them together. Coach John Wooden said “Success is never final; failure is never fatal. It’s courage that counts.” Listening to those we disagree with and working together to create a better future for our community requires true courage. Finger pointing or assigning blame has never elevated a community out of challenging times. It is time to get to work, together, to tackle the biggest issues our beloved city faces today. A superior educational system would be a great place to start.

**TOP THREE THINGS ON MY BUCKET LIST:**
1. Travel across Europe with my wife
2. Take my father to watch the Indy 500
3. Watch my kids graduate from college (just hopefully not from ASU)
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United Way of Tucson & Southern Arizona

TONY PENN, PRESIDENT & CEO

United Way of Tucson and Southern Arizona works to advance the common good by focusing on the building blocks of a good quality life: education, income and health. We work with partners across Southern Arizona to not only provide short-term, immediate help to people in need – but also to achieve lasting changes that will ensure higher graduation rates, better income stability and healthier lifestyles for all.

The organization supports 70+ partner agencies, 87 grant-funded partnerships and touches the lives of more than 100,000 people each year. New challenges continue due to the protracted negative economy. As reported by the Congressional Budget Committee, for the first time in half a century there are 46 million Americans living below the poverty line, including one in five Arizonans.

United Way of Tucson and Southern Arizona raises and distributes charitable dollars to agencies that offer essential health and human services to improve the lives of everyone in our community. About 80 percent of those funds are raised through workplace campaigns, which benefit both a company and our community.

Habitat for Humanity Tucson

MICHAEL MCDONALD, EXECUTIVE DIRECTOR

In the past 30 years, Habitat for Humanity Tucson has directly served over 400 low-income families in Pima County with high-quality affordable homeownership opportunities. In addition, through our partnerships with local government, other nonprofit agencies, for-profit business partners, and our entrepreneurial endeavors like our HabiStore recycling center, Habitat has provided leverage capital, housing assistance or materials to help improve the quality of housing for several thousand other local families.

When people think of Habitat, they think of hundreds of community volunteers helping neighbors to build homes. Our low-income clients are not only required to invest their “sweat-equity” labor in to building their home and their neighbors’ homes, they’re also required to “pay back” the community’s generosity through a zero-interest mortgage to Habitat. We use those “recycled” funds to continue to build more homes and rehab older homes across Pima County.

Lack of quality in our housing adversely affects all of us and our business costs, even if we only indirectly feel it through higher public-safety costs or the higher medical plan costs associated with the health-risks of respiratory illness in substandard housing. There is clear and compelling evidence that ownership – whether of a home or a business – builds a stronger, more cohesive community of people with deep investment in that community’s success and quality of life.

Habitat invites the business community to say “Yes to the American Dream” and join us in our effort to build a community that owns its success and destiny. Start by scheduling a team-building day among your employees, your customers and suppliers. We supply the wood, nails and hammers. You bring your usual entrepreneurial energy to build a stronger community. Together we prosper.
By volunteering with Habitat Tucson you can accomplish your New Year’s Resolution! Find out how at www.habitattucson.org!

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Growing Your Business

CHAMBER XCHANGE
Held off-site in various locations, the ever-popular Chamber XChange events encourage members to mix, mingle and connect.

GET CONNECTED
“How To” and Knowledge Transfer workshops and special seminars focus on relevant, timely topics, providing small business owners with tools, tips and insight to survive and to thrive in today’s economic climate.

GENESIS NATURAL MEDICINE CENTER
3920 N. Campbell Avenue
Dr. Michael Uzick, ND, and co-founder Pam Stewart are dedicated to using natural treatments to fight illness and disease.

AGERO | 1401 S. Pantano Road
Cross Country Automotive Services and ATX Group combined to form a new enterprise that delivers private-labeled turnkey solutions for driver assistance programs.

BEN’S BELLS PROJECT | 40 N. Broadway Boulevard
Ben’s Bells Project celebrates the opening of a second workshop on University Boulevard to demonstrate and to encourage kindness.
On January 10, Governor Jan Brewer delivered the 2012 Arizona State Legislature opening address at the beautiful Westin La Paloma Resort & Spa to a sold-out audience of over 750 guests. Governor Brewer addressed important issues that affect not only Southern Arizona, but the entire state.

“We need to make Arizona a free-market beacon to the nation and the world.”
– Janice K. Brewer, Governor of the State of Arizona

“We look forward to working with Governor Brewer, the 2012 state legislature and all state offices to promote a strong state and local economy. The Chamber is optimistic about the future and ready to embrace effective new strategies and important new alliances.”
– Wendell Long, Chairman of the Board CEO, Casino Del Sol

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“We have an opportunity to remake our city government, to address our long-term concerns, assert our role as the largest city in Southern Arizona, and fulfill our commitments to our citizens. In short, to make Tucson work. This means putting people back to work, making city government work, and establishing partnerships to find creative solutions to our long-term challenges.”

– Jonathan Rothschild, Mayor of Tucson Arizona

“Mayor Rothschild is setting a new direction for the City of Tucson. His presentation at the State of the City event included many reasons for the business community to look at the next four years of his leadership in a positive light. The Tucson Metro Chamber looks forward to working with Mayor Rothschild to promote a strong local economy and to build a better community.”

– Michael V. Varney, President & CEO

A Salute to our State of the City Sponsors

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Mayor Jonathan Rothschild delivered the 2012 State of the City address to a sold-out audience of nearly 1,000 guests at the Tucson Convention Center on February 14. The address focused on Mayor Rothschild’s vision and plans for Tucson during his first year in office. Held in conjunction with the address, the successful Multi-Chamber Business Expo featured the products and services of 125 Southern Arizona businesses.
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