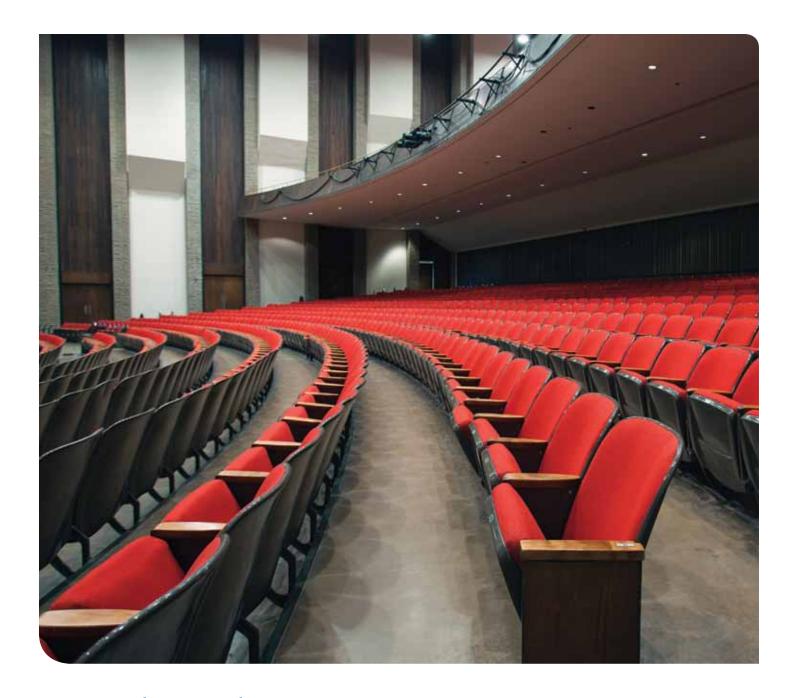


# CHAMBER - BER - BER





# Get to know the **BUSINESS SIDE OF COX.**

Tucson Symphony Orchestra did. For a nonprofit that relies on the Internet and phones for ticket sales and donations, outages are unacceptable. With Cox Business, the symphony got a more reliable connection at a lower cost. Scalable solutions that exceed your current needs and service that exceeds your expectations. That's how we do business.





# 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

Wudel Long

### **Executive Committee**

Chairman Wendell Long Casino Del Sol

**Chair-Elect**Bruce Dusenberry
Horizon Moving Systems

**Vice Chairman, Budget & Finance**Brian Sonnleitner
BBVA Compass

Vice Chairman, Education Guy Gunther CenturyLink

Vice Chairman, Economic Development Randy McDonald

**Vice Chairman, Community Affairs** Richard Underwood *AAA Landscape* 

**Vice Chairman, Government Affairs**Philip Dion *UniSource Energy Corporation* 

Vice Chairman, Membership & Communications Colleen Edwards TWS Premium Appliance Center

Immediate Past Chairman Gary Clark Southwest Gas Corporation

### **Board of Directors**

Ray Bargull Sundt Construction

Barry Bendall Wells Fargo

Leonard Jessup Eller College of Management The University of Arizona

Robert Lenhard Hallmark Business Consultants, Inc.

Lisa Lovallo Cox Communications

John Low ASARCO

Fletcher McCusker Providence Service Corp.

Tom McGovern PSOMAS

R. Tony Penn United Way of Tucson & Southern Arizona

Cody Ritchie
Crest Insurance Group

Wayne Silberschlag Herschman Architects

Cyndy Valdez Golden Eagle Distributors, Inc.

William Valenzuela WG Valenzuela Drywall, Inc.

Kurt Wadlington Sundt Construction

Wendy West

Judy Wood Contact One Call Center

### The Chamber Edge

Tucson Metro Chamber
PO Box 991 | 465 W. St. Mary's Road
Tucson, AZ 85702
P 520.792.2250 | F 520.882.5704

Cover, State of the State & State of the City photos Photo credit: Kevin Van Rensselaer

President & CEO
Michael V. Varney

**Executive Assistant** Shirley Wilka, CPS

**Chief Operating Officer**Bill Holmes

Operations Admin Assistant Arlene Chiovetti

## Special Programs & Events

Vice President of Business Development Lori Banzhaf

**Event Coordinator** Carissa Fairbanks

### Government Affairs

Vice President of Government Affairs Robert Medler

Public Policy Analyst Allyson Solomon

### Communications

**Communications Director** Gina Babunovic

### Member Services

Member Relations/ Advertising Manager Jackie Chambers Bond

Senior Account Executive Tim Bentley

Senior Account Executive
Patricia Possert

Member Services
Coordinator
Cindy Brown

Member Services Admin Assistant Tammy Jensen

### Support Staff

Appointment Coordinator, Intern Matt Feuerman

Event Coordinator, Intern Amanda Ellison

Information Specialists Carolyn Allen Lark Keith Linda O'Brine

**Finance**Dina Brown



president's message

# Take a New Look at Your New Tucson Metro Chamber

In less than a year, 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*.

Michael VII a

Michael V. Varney
President & CEO



Robert Medler Vice President of

# Government Affairs

# **Driving Advocacy**

ast 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.

### **VALUE PROPOSITION**

The Tucson Metro Chamber provides area business owners and executives with a unique mix of products, services and advocacy to help them grow their businesses and build a better community.

### **CORE FUNDAMENTALS**

- 1. Promote a strong local economy
- 2. Provide opportunities to help you build relationships and increase access
- 3. Deliver programs to help your business grow
- 4. Represent and advocate on behalf of business
- 5. Enhance commerce through community stewardship
- 6. Increase public awareness of your business
- 7. Provide symbols of credibility

### TOP FIVE PRIORITIES PROGRAM OF **WORK SUMMARY**

- 1. Super-Serve Small Business
- 2. Government Affairs
- 3. Economic Development
- 4. Education
- 5. Community Affairs

**11** The new management team at Tucson Metro Chamber is exceptionally capable and is committed to supporting Tucson area businesses. I encourage prospective members to take an in-depth look at the new Tucson Metro Chamber.

- Robert E. Lenhard, Hallmark Business Consultants, Inc.

March/April 2012 TucsonChamber.org

### 2011 City of Tucson Mayor & Council Scorecard

RESOLUTION & DATE		<b>1</b> Jan 25	<b>2</b> Feb 8	<b>3</b> Mar 8	<b>4</b> Mar 22	<b>5</b> Jun 21	<b>6</b> Jun 28	<b>7</b> Aug 9	<b>8</b> Aug 9	<b>9</b> Aug 9	<b>10</b> Sep 13	11 Nov 9	<b>12</b> Nov 15	13 Nov 22	14 Dec 13	15 Dec 20	16 Dec 20	%
Council Member	Ward																	
Mayor Bob Walkup		_	+	+	3	_	+	+	+	+	+	+	?	+	NA	NA	NA	82
Mayor Jonathan Rothschild		NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	+	+	+	100
Regina Romero	1	-	+	+	+	-	+	+	+	+	+	+	+	+	+	3	?	86
Paul Cunningham	2	-	+	+	+	?	+	+	+	+	+	+	+	+	+	+	+	93
Karin Uhlich	3	-	+	+	+	-	+	+	+	+	+	+	+	+	+	+	+	93
Shirley Scott	4	-	+	+	+	-	+	+	+	+	+	+	+	+	+	?	?	86
Richard Fimbres	5	_	+	?	+	-	+	+	+	+	+	+	+	+	+	+	+	87
Steve Kozachik	6	?	+	+	+	-	+	+	+	+	+	+	?	+	+	+	+	93
+ "Correct"	" vote, :	suppor	ted TM	1CC's	positio	n	- "W	/rong″	vote,	contrar	y to T/	MCC's	positio	on	? N	o reco	rded v	ote

- RESOLUTION NO. 21682 (1/25/2011)
  IGA with Pima County for the
  implementation of the
  conservation effluent pool.
  TMCC position: OPPOSE
- 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
- 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** 

- 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
- 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











www.rosemontcopper.com

### Member Anniversaries

### December 2011 - January 2012

48 YEARS

Rite-Way Ventilating Co.

47 YEARS

BeachFleischman PC

43 YEARS

Colossal Cave Mountain Park

41 YFARS

**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** 

**Emerge! 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 YFARS

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.T.

**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

**Bedmart** 

Berry Good Cars and Trucks, LLC

Brick by Bryck Guibor Building

Inspections, Inc.

Carrabba's 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
Wood, Patel & Associates, Inc.

### 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.





TucsonChamber.org March/April 2012

### New Members | December 2011 - January 2012

Visit TucsonChamber.org for additional new member information.

Air Products and Chemicals, Inc. P (520) 471-5972

**Ben's Bells Project** P (520) 628-2829

**Best Buy Store 123** P (520) 696-3442

**BFL Construction** P (520) 882-4800

**Campos-Fleenor** Allstate Agency P (520) 745-0169

**CDO Ranching and** Development, LP P (520) 838-6136

**Cintas Corporation** #445

P (520) 745-2052

**CODAC Behavioral** Health Services, Inc. P (520) 327-4505

**Constant Contact** P (602) 690-2249

Design **Definitions II, LLC** P (520) 623-0696

**Fennemore Craig** P (520) 879-6852

**Focus on Flowers** P (520) 623-6345

Distributing, LLC P (520) 882-3828

**Gap Ministries** P (520) 887-8077

**Gecko Pest** Management P (520) 579-1701

**Genghis Grill** P (520) 887-0012

**Good Steward** P (520) 301-5182

**IronHawk** Elevator, LLC P (866) 672-1963 **Keller Williams** Realty S.A. P (520) 891-9119

Laser Art Imaging, LLC P (520) 903-3110

**Lonely Street** Productions, Inc. P (520) 990-8134

Long Realty -**Jeff Maggio** P (520) 918-5157

LP&G, Inc. P (520) 624-1116

Ludwia, Klewer & Co., PLLC P (520) 545-0500

**Manor at Midvale** P (520) 294-3200

**Monkey Bars of** Southern Arizona, LLC P (520) 390-6624

Nextrio P (520) 545-7101 **Paragon Space Development** Corporation P (520) 382-4815

**Pima County Attorney's Office Community** 

**Justice Unit** 

P (520) 740-5611

**Rossetti Consulting** Group, Inc.

P (520) 241-3485

Saguaro Business Associates, LLC

P (520) 465-4376

**Simano-Li Privateers** P (520) 370-2544

Solar Plus, LLC P (520) 603-5253

**Southwest Print and Promotions** 

P (520) 730-4898

Sundown Builders Inc. P (520) 749-6051

**Temptation Travel** P (520) 705-0112

The Synthetic **Grass Store** P (520) 241-4078

**Tierra Antigua Realty** - Downtown P (520) 302-5368

Tiko Tiko **Professional Organizer** P (520) 339-8576

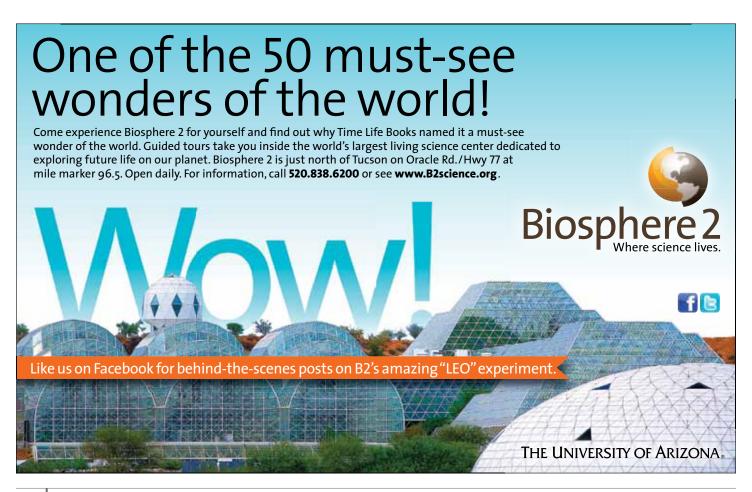
**Total Wine & More** P (520) 887-0174

**Tucson Audio Visual Services** P (520) 400-9994

**UA College of Science** P (520) 626-1010

**Valley Protective Services of Tucson** P (520) 325-2117

Volunteer Southern Arizona P (520) 881-3300





### **FEATURED SPEAKERS**

### **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.



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



#### Ron Clark

Educator" and Disney Teacher



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.



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### 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

**CO-SPONSORED BY** 



March/April 2012 TucsonChamber.org



# Creating Leaders Today and Tomorrow

Suzanne McFarlin Executive Director

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 successful 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
- Economic development
- Border
- Education
- Environment
- Healthcare

- Arts and culture
- Criminal justice
- 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.

# LESSONS IN LEADERSHIP

GTL Class of 2012



"Through GTL I have a more focused view and a different perspective on what's going on in the community."

Rhina Gerhauser
Tucson Jewish Community Center



"Participating in the GTL class, I have broadened my knowledge on the challenges and assets of our great community."

**Jeff Ell** Tierra Antigua Realty, President Tucson Young Professionals



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MJ Jensen Chief Idea Officer, IdeaMagic visionary marketing www.IdeaMagic.com Director, The Tucson Business Experts www.TheTucsonBusinessExperts.com



# Simple Marketing Strategies To Help Your Business Thrive

J 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

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# Cody Ritchie Managing Partner, Crest Insurance Group



ORIGNALLY FROM: Casper, Wyoming IN TUCSON AREA SINCE: 1987

**EDUCATION**: MS, University of Arizona; BS, Business Administration, University of Arizona

FAMILY: Wife, Patsy; Sons, Parker and Andrew; Daughters, Julia and Kristin

#### 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



ORIGNALLY 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 and Southern Arizona Tucson & Southern Arizona

TONY PENN, PRESIDENT & CEO

nited 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.



Companies that run annual employee campaigns document higher morale and teamwork. Employees learn about services provided by United Way and work together to plan and engage in fun activities to raise money.

Businesses outside our area will invest here if we have a well-educated workforce, attractive and safe neighborhoods, a strong educational system, a renewed downtown and social services that address and reduce health and human service needs. Our region and your business benefit from healthier residents – even those not employed in your company – and other businesses will stay here and add employees. Live United!

# Habitat for Humanity Tucson





MICHAEL MCDONALD, EXECUTIVE DIRECTOR

n 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 –



Photo credit: Kristy Little

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.

### **Resolve to Build!**



By volunteering with Habitat Tucson you can accomplish your







www.habitattucson.org!



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# Growing Your Business Network. Learn. Thrive.

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



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Sullivan's Steakhouse



### **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.



### AGERO | 1401 S. Pantano Road

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### **GENESIS NATURAL MEDICINE CENTER** 3920 N. Campbell Avenue

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### 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 kindess.

# State of the State

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.









"Together, like last year, let's continue to lower taxes, cut regulation and tell all employers that Arizona means business. Arizona is open for business.

We need to make Arizona a free-market beacon to the nation and the world."

Janice K. Brewer,
 Governor of the State of Arizona



"The Tucson Metro Chamber thanks Governor Brewer for presenting her 2012 Arizona State Legislature opening address here in Southern 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

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### **TUCSON METRO CHAMBER**



# STATE of the CITY

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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