



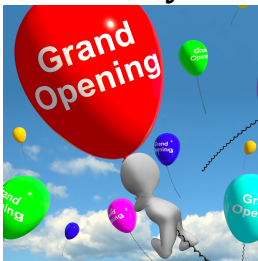
Welcome to the Tailwind

The SMRBA Newsletter for Members, Sponsors and Guests.
January 2016

As the Tailwind name implies, our objective is to help move your business forward by giving you a little push when you need it. We created SMRBA to help local and regional business owners, managers and entrepreneurs grow and build their business faster. We're here to help you with more efficient marketing, better relationship building and to take advantage of marketing strategies by relieving the fear of technology.

Continued communication is an essential element of our commitment to bring you business benefits that will aid in the success of your business. We'll keep you up-to-date on various SMRBA activities and business topics that can help you and your business prosper and profit.

Let's Party! Save the Date!



You're invited to our official **Grand Opening** to the public on January 26th. The SMRBA offices and SKY 7 Studios will be open for anyone to stop by and see us from 1 to 5pm. We will have a group picture for press taken about 2 pm for those in the area who want to participate. Everyone is welcome. Mark your calendar! Our address is 185 N. Apache Trail, Suite 7 in AJ.

Our Inception

As a concept, SMRBA has been in the works since March of 2015. We started asking questions and talking with business owners about what they needed to help them better succeed. October 5th we began all the groundwork of securing office space, utilities and creating internal policies and procedures.

It All Starts with Membership

If you're considering a SMRBA membership, you need to know two things. We love our members and we're here to serve you and help your business grow. We have multiple levels of membership, each affordable for your business. Call us at 480-646-1567 to schedule a Member Orientation or go online to explore the benefits of SMRBA and see which member level will serve your business best.

www.smrba.com

Print out the application – fill it out – scan it and send it to harvey@smrba.com. You can even pay your membership fee online with PayPal or any major credit card.



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One More Thing about SMRBA membership. If you would like the additional benefits of a higher membership level, and you decide to upgrade within six months, your original membership payment will be applied to the higher level. What other membership group does that?



Our Referral Program

As a member you can refer other members to SMRBA and get paid. We pay you \$20 for each new Cornerstone or Executive Member and \$30 for each new Presidential Member. Your annual membership fee can be returned to you, essentially making your membership completely free. Or apply your reward to upgrade your membership, bank it for additional SMRBA services, merchandise, or pocket the cash. It's your choice.

Our Introductory Dinners (Yum!)

To invite new membership we've hosted two SMRBA Introductory Dinners at the Gold Canyon Golf Resort, one in October and one in November. Personal invitations went out to business owners who were interested in learning more about SMRBA and our objectives.

We had 10 business owners and local thought leaders attend in October, another 15 in



November. Our presentations were welcomed with great comments and (actual) applause. The overall consensus was that the ideas and objectives we presented are needed to help and assist regional small business owners. We signed eight new members from the dinners.

FYI: We are planning another Invitation Only Dinner in February. For those of you who participated in a previous dinner, please share with other business owners you know who you believe might benefit from SMRBA. Space is limited.

Our Members and Sponsors

We are excited about the quick growth of SMRBA. Within our first 50 days we have 35 members with many more in the membership pipeline. You can see who has joined on the SMRBA website. www.smrba.com/members

We are equally excited and proud about the members who have become Sponsoring Partners, Gold Canyon Golf Resort, GBI Printing, Otero Realty Group and Property Management, The Rhythm Cats Showband featuring George Staerkel and SKY 7 Radio.

"With SMRBA we don't feel so lost." - Geri Page, Legal Shield

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AWVA and SKY 7 Radio



We are thrilled to be working closely with Judy Lutes and the Board of the Arizona Winter Visitors Association. Not only have they joined as members, we are promoting the AWVA whenever and wherever we can. We're looking forward to connecting with as many Winter Residents to share the vision of SMRBA.



And with our partnership with SKY 7 Digital Radio, SMRBA Members receive complimentary advertising increasing exposure to their business. The SKY 7 studios are now inside the SMRBA offices.

Our First Christmas

The SMRBA Christmas Party brunch, also at Gold Canyon Golf Resort, was attended by nearly all of our members and their spouses. We enjoyed a delicious buffet brunch with some really awesome people!



Santa and Mrs. Claus made an appearance with candy canes and Christmas carols. Nearly everyone (we're talking adults here) wanted to have his or her picture taken on Santa's lap. Everyone was certainly full of Christmas cheer!

We also played a video of outtakes from our day at Lost Dutchman State Park. It was a huge hit with laughter from start to finish. What a treat.

This video, along with the Introductory Dinner video, gave prospective members a glimpse of our production capabilities, with Mike Lamb at the helm. Thank you, Mike! That was a lot of fun. BTW: You can see the video on our website. Go to www.smrba.com/christmas

We Love a Parade! Especially at Night!

With the help of some of our SMRBA Members and staff, we had a fun and unique float in City of AJ Christmas Festival of Lights Parade. I'll bet you never saw a lighted moving cactus like that before!

Thanks to Carol and Rich Camargo, Pam and Bill Wright, Scott Taylor, Mickey and Dave Webb, Harvey, Diane and Mike! It was a blast! Can't wait till next year. Oh yeah, and the elves Dinky and Stinky! A special thanks to Ken Dugwyler at RV Traders for the use of the trailer.



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Spreading More Christmas Cheer

With the help of SMRBA Member, Christa Rizzi of Arizona Tiremen Services, we visited two area assisted living facilities and delivered Christmas cards to the residents.



Residents and Staff of Aurora Place and the Beehive Assisted Living were thrilled and touched to be remembered this Christmas! We had so much fun this might just become an annual event.

Thursday Morning Business Wake Up!



Every Thursday morning at 8am Diane Haskins, our Relationship Marketing expert, is hosting and coordinating our first morning networking group. This non- category specific group means anyone can attend. The cost for group membership is \$20 per quarter. The fee is **not** included in your SMRBA membership.

The group currently meets at The Studio at NONI Life and Wellness at 950 W. Apache Trail, Suite 1 & 2, Apache Junction, 85120. Thanks to Michelle Cassella for the use of her studio.



"Surround yourself with only people who are going to lift you higher."

- Oprah Winfrey



Our Advisory Council

To help the organization stay grounded, on track and accountable we formed the SMRBA Advisory Council. We humbly asked a handful of experienced local business owners and experts to help us guide the formation and operation of the group. Everyone we asked said YES! We currently have nine members and room for three more.

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Our first Advisory Council meeting was November 9th. We plan to meet with them and share ideas the second Monday of every month at the Dining Room Cafe, next to the SMRBA offices. You can see who is on the Advisory Council on the SMRBA website. www.smrba.com/advisory-council

SMRBA for 2016

There's no doubt we've had fun so far, but there is so much more planned our first full year to help your business grow. Here's to a great 2016!

A Big Thank You



To all of our Members and Sponsoring Partners we say thanks for your council and support. You're helping to make SMRBA what it is now and what it's going to be.



Our Sponsoring Partners



smrba www.smrba.com

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