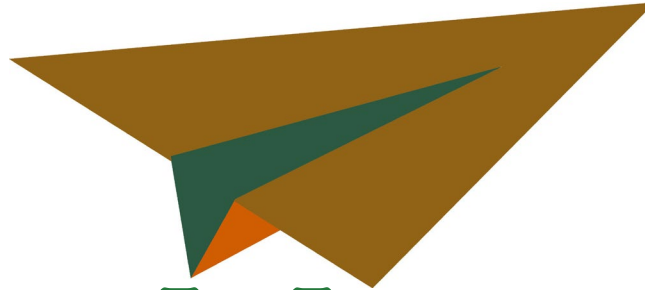


1. MORE COOL SMRBA MEMBERS
2. THE BLITZ CONTINUES
3. HARVEY SOARS AT SKYMED
4. SMRBA MEMBERS SING
5. BUSINESS AFTER DARK
6. EMAIL MARKETING WORKSHOP
7. MEMBERS ON THE MOVE



MARCH 2016



THE TAILWIND
Moving Your Business Forward



11 More Cool Kids Have Joined SMRBA!

"You guys are like the cool kids."

That's how Natasha Schroeder from Blind Bath referred to SMRBA recently.

Thanks, Natasha! That's so sweet and welcome aboard. What we do know is people all over the East Valley are recognizing we are doing something different. Here are eleven, count 'em, eleven more businesses with smart owners who see and understand why we created the SMRBA business alliance.

- American Family Insurance, Gold Canyon - Jared and Brandy Gibbs
- Independent Wellness Center - Josh, Tim and Billy Cronin
- Gold Canyon Private Client Business - Michael Dungan
- RJs Rockin Automotive - Roxie and John Woods
- Coldwell Banker Real Estate - Kari Potts
- New Vision Healing - Jean Buckborough
- Empowerment Systems - Jack Beveridge
- The Sandwich Shoppe - Angie Fagan
- Blind Bath - Natasha Schroeder
- Meridian Dental - Frank Hulme
- SkyMed - Will Klein



Visit www.smrba.com for a Complete Members List and More

Our First 100 Member Blitz!

Our first SMRBA membership blitz is underway paying out more bonus commissions. Members who bring us a combination of three new Cornerstone or Executive members will receive \$80. Members who bring us three referrals of Presidential members will get \$120. Help us reach our the landmark of our first 100 SMRBA members before April 1st and be rewarded. You know that right now there is tremendous buzz about our group. Talk to area business people you know and start reaping those bonus commissions now!



In Harmony

SMRBA Members Dave Webb (The Southwest Surfers), George Staerke (Rhythm Cats Show) and Tressa Rice (Tressa's Hair Design and Spa) were caught warming up their vocals before an impromptu performance for SkyMed guests.

Harvey Spoke, SkyMed Listened

SMRBA's Exec Dir, Harvey Clark was the keynote speaker at SkyMed's 2016 Appreciation Luncheon, Feb 4th. 130 Guests were in attendance. Chairman/CEO Will Klein explained new benefits and programs for SkyMed members. SkyMed, in their 27th year, is based in Scottsdale and one of our newest members.

Hey folks, it's official. With members now in Gilbert, Mesa and Scottsdale, we're regional!

SkyMed's Will Klein with Harvey



George Staerke and Mark Lucas Present



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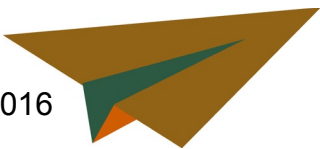
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THE TAILWIND

MARCH 2016



Join Us for Our First Quarterly Networking Event!

smrba Presents...

Business After Dark

Friday, March 25th, 5:30 to 7:30 PM
Handlebar Pub & Grill, 650 Apache Trail
Apache Junction, AZ 85120

This will be a signature event for members and invited guests. Business After Dark is a quarterly networking event that brings Superstition Area business professionals together to network in style. Mix and mingle with fellow area business folks as you enjoy cocktails and dinner at this evening event. The Handlebar will offer food and drink specials. Tell your friends, associates and clients. It's going to be a great night. Everyone is welcome!

Image of the Superstitions by Gerry Groeber Photography

Are You A Networking Super Connector?

Super Connectors make time for their connections.

(Always be connecting, lunch, coffee, airport, grocery line, gas pumps)

Super Connectors take notes.

(First impressions, how and where you met and any pertinent info to use later)

Super Connectors are not afraid to loop in everyone.

(Connectors are transparent and in control of their network. Being trustworthy and trusting is key for Super Connectors.)



Business Wake up!

Our Morning Business Networking group continues on Thursdays at 8 AM. We meet at The Studio inside Noni Life and Wellness on the 950 W. Apache Trail in AJ. Come join us. We have a great time! Non members may attend twice before joining.

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SMRBA Advisory Council

Our Illustrious Council will meet again at 5:30 PM on Monday, March 14th at the Dining Room Cafe, next to the SMRBA Offices.



SMRBA Members in Full Force to See Sheriff Joe at February Rotary

Sheriff Joe Arpaio was the speaker at The Rotary Club of the Superstition Mountains February 17th at the Gold Canyon Golf Resort, (SMBRA Member and Premium Sponsor) where Rotary meets. Sheriff Joe was very gracious about taking pictures, signing autographs, and even did celebrity listener mentions for SKY 7 Radio. After we all left Exec Dir Harvey Clark was still talking with Joe about becoming a member. WTG, Harvey!

If we're growing, we're always going to be out of our comfort zone.
 — JOHN C. MAXWELL



Sheriff Joe with fans Mike Becker (GBI) and Dave Webb (The Southwest Surfers)

Member News



Congrats to SMRBA Member Arizona Tiremen Services on their new digs, right next to Burger King on the Trail. Christa and Bob are ecstatic about their new location. Pop in, say Hi, and see the colorful desert mural inside painted by member Mychael Lee from Light Tribe Earth Publications.

Visit the SMRBA Offices
 185 N. Apache Trail,
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Visit SMRBA Online
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Our SMRBA Mobile App for Apple and Android Devices!



Once our new SMRBA App is approved by Apple and Google, it will be available to the public. Anyone will be able to access member details, member benefits, info about the group and a bunch of other cool features.



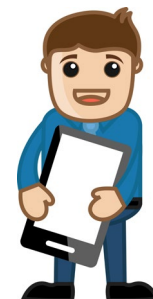
Income with Email Marketing Workshop Thursday, March 31st 11:30 AM to 1 PM



This month we start our monthly Lunchtime Marketing Series to help you build your business better and faster. Our first workshop is on the value and use of proper and legal email marketing. If you're not building your business with your own permission-based customer email list and marketing to those people on that list on a regular basis, you're leaving money on the table every month. Plain and simple.



SMRBA's Michael Lamb, an expert in email marketing, will conduct the workshop. Mike will share clear and easy to follow methods and examples for including an autopilot email system as part of your business marketing and promotion. The workshop will be at Empowerment Systems on the Trail in Apache Junction, behind Ocotillo Plaza. Bring your laptop or tablet, a brown bag lunch and an associate, partner or friend. The room will easily accommodate 40 people and has free WiFi. This business workshop is free to both members and non-members.



A Successful AWVA Winter Visitors Farewell



SMRBA Members helped say goodbye to our Winter Visitors this season on February 28th at Weaver's Needle. Nearly 300 people were in attendance. Judy and Del Lutes, Nancy and Chester Burgess and all the great volunteers of the AWVA did put on a great going away party. AJ Mayor John Insalco kicked it off. Great fun with The Rhythm Cats and The Southwest Surfers performed for the crowd. Tons of door prizes were given away. Mike Lamb introduced the new SKY 7 Radio Winter Residents Listening Club to help them stay in touch with Apache Junction when they go back home.



Another SMRBA Member in a new location is JTI Construction, now at the corner of San Marcos and Superstition Blvd, Apace Junction. We caught a few of their crew working in the office. Josh Erschen (l), Jim Anderson (m) and Dan Jay (r). Once they finish out their new office space, we're sure we can have a tour. And you have to see their cool office doors. Great to have you as members.



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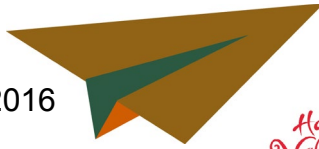
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Happy Valentine's Day

Remembering AJ Residents for Valentines

Our Christmas Cards visit to the AJ Assisted Living places was so well received, we decided to do it again. Christa Rizzi (Arizona Tiremen Services) along with Diane Haskins (Sunshine In A Card) and several kids from the AJ Boys and Girls Club went to the Bee Hive and Aurora House to hand out Valentines to the residents. The residents LOVED them. The boys and girls had just about as much fun as the residents.

Who wants to go with us to hand out Easter Cards? Let us know if you want to participate. Our thanks to Teresa and Caraiza at Aurora House and the Bee Hive.



Relationship Marketing Card Sending Workshop

Join us March 17th, 10 AM till noon, at The Studio at Noni Life and Wellness. You'll learn how to send a card from start to finish. Presenter Diane Haskins will answer any questions and have a handout so you can go home and send cards on your own. Bring your laptop, iPad or smart phone. You are welcome to come if you're a customer or not. If you like what you see, as a guest, we can get you set up in minutes. Call Diane for more info at 480-349-7725.

Thanks to Our Premium Partners



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Superstition Mountains Regional Business Alliance
185 N. Apache Trail, Suite #7
Apache Junction, AZ 85120

Office: 480-646-1567
Email: gosmrba@gmail.com



Here are Some Tips to Build Your Local Market:

- Join your local Chambers and every community and business group you can to network.
- Reach out to your local newspaper and local media outlets and offer story ideas.
- Become your town's know it all and resource person. (One local business person used this idea to create a spreadsheet that got mailed around to nearly everyone in town.)
- Create referral and loyalty incentive programs.
- Use cause related marketing and sponsor local events and causes for more exposure.
- Offer to be a speaker or teach a class related to your business. For example, if you sell home decorating products, offer to speak about home decorating.
- Partner with other local businesses to promote each other's businesses.
- Create a Facebook page and post current events, coupons, and information about other businesses in your town as a free community service site.
- Connect and network with people who live locally on social networks.

If you can see the Superstition Mountains from your front or back door, you need to talk to us.

Call Harvey Clark about **smrba** Membership
480-646-1567

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