

1. TEN MORE SMRBA MEMBERS
2. BUSINESS AFTER DARK
3. UP, UP AND AWAY
4. SMRBA CARES
5. LUNCHTIME MARKETING SERIES
6. MEMBER ACTIVITIES
7. EMAIL ETIQUETTE



APRIL 2016



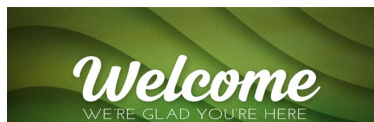
**Calling All
East Valley
Businesses**

10 More Members have joined SMRBA!

As of the beginning of April, we now have 68 members of SMRBA. We are excited to welcome these businesses and organizations to the growing SMRBA Alliance.

- AJ Gold Canyon News - Ed & Robin Barker, Trish Barwick
- First Choice Glass - Tom Kelly
- Obie's Trains and Hobby Shop - Fred Obermeyer
- Southwest East Church - Dave & Mickey Webb
- Lost Dutchman Realty - Charlie Wise
- State Farm Insurance - Vandy Ford
- Spirit Love Sunshine - Kimberley Miller
- Judy Holder Insurance - Judy Holder
- Apache Trail High School - Terra Kasapo
- Horne Hyundai - Neil Stevenson

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



"If You Can See the Superstition Mountains from Your Front or Back Door, You Need to Talk to Us."

SMRBA is a true regional business alliance created to help local area entrepreneurs and business owners discover how to better promote and market their business. Our fast-growing membership is solid proof many people want their businesses to do better.

Call us or ask any one of our members about the value of this new business alliance. Your business deserves better. Join SMRBA today! Call 480-646-1567 or visit www.smrba.com and find out more.

**It's Your Business, Your
Livelihood and Your Legacy.
Make It the Best It Can Be!**

SMRBA Members Care - A Big Card for Gordon

We recently found out our friend Gordon Hill, long time volunteer of the AJ Chamber of Commerce, sustained a serious neck injury and has resigned his position at the Chamber. We were equally saddened to learn Gordon will be in rehab for an undetermined period.

SMRBA Members, many of whom know the gracious and dedicated Mr. Hill, got together to create and sign a giant Get Well Card. For years Gordon was a friendly face at the Visitor Information Center and he will be greatly missed. *Please send any cards and letters to Gordon Hill c/o SMRBA, 185 N. Apache Trail, Suite 7, Apache Junction, AZ 85120 and we'll make sure he gets all of them. Get well soon, Gordon!*



George Staerkel and Mark Lucas Present



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THE TAILWIND

APRIL 2016

Business After Dark #1

Our first Business After Dark Networking Event was a huge success!

On March 25th we had a fabulous evening! About 45 members and guests showed up for a great time and great food. Candace, Dennis and the staff from the Handlebar Pub & Grill did an outstanding job with the delicious food, amazing desert and great patio.

We had our first SMRBA Member Balloon Launch into a beautiful evening Arizona sky with the sounds of Up, Up and Away wafting along side all of the balloons. Each one representing each of our members.



smrba
Balloon Launch

Yum!



Everybody loves a 50/50! Our first Split the Pot Raffle brought in funds to help us cover some of the costs of our Holiday Cards Outreach.

Congrats to the 50/50 Winner, Isaac Afek!

Your SMRBA Staff
Harvey Clark
Michael Lamb
Diane Haskins

Our Next Business After Dark is June 24th! Location to be Announced.

Visit the SMRBA Offices
185 N. Apache Trail, Suite #7
Apache Junction, AZ 85209
480-646-1567
Visit SMRBA Online
www.smrba.com



SMRBA Advisory Council

Our Advisory Council will meet again at 5:30 PM on Monday, April 11th at the Dining Room Cafe, next to the SMRBA Offices.



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100 Members - Here We Come!

We are rapidly closing in on our first 100 SMRBA Members. Remember, you can still earn a Bonus Commission when you introduce three businesses to SMRBA. Tell others you know about us and pocket additional commissions now thru the end of April. All it takes is for each member to refer someone else and we will reach that landmark number of our first 100 Members in SMRBA!

SMRBA ON THE FIELD

The last few weeks we've been out and about. Harvey Clark and Mike Lamb attended both the Phoenix-Mesa Gateway Aviation Day and the Annual Open House for Mesa's Falcon Field.



Weekly Business Wake up!

Our Morning Business Networking group continues every Thursday at 8 AM. We meet at The Studio inside Noni Life and Wellness at 950 W. Apache Trail in AJ. Come join us. Non members can attend twice before joining. Our morning group is growing. We'd love to have you come by and visit.

Our Lunchtime Marketing Series

On Thursday, March 31st, we had the first in our Lunchtime Marketing Series. The workshop was on **Business Email Marketing** and using email to build your business. We had 19 members and guests attend at our host location of Empowerment Systems in Apache Junction. Thanks to all who attended. SMRBA's Michael Lamb conducted the workshop.



Our next workshop in the series will be announced on the SMRBA website. Watch our Events page.



Member News

"Trees. A Sensual Portrait."

15 New Works by Mychael Lee
Opening April 9 3-7pm

VERY INSPIRED PAINTERS *Painting Fun With Food!*

SMRBA Member, Andrea King from Floganize offers unique painting classes at The Studio at Noni Life and Wellness, 950 West Apache Trail in Apache Junction. Classes are the 2nd & 4th Friday and 1st and 3rd Saturday of every month. You can learn more and get more information at <http://www.nonilifeandwellness.com/Events.html>

SMRBA Member, Mychael Lee with Light Tribe Earth Publications has a new show opening this month at Talebu Coffee and Wine Cafe 2095 N Alma School Rd, Ste 2, Chandler, Arizona 85224

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SMRBA Members Care

SMRBA Members recently got together to present a Big Get Well Card to a new AJ city resident who was seriously burned in a freak accident at his home. John Riding was so grateful that most of the three dozen people who had signed his card he didn't even know. John said, "this is a kind and thoughtful community."



Remembering AJ Residents for Easter

Easter was another holiday we were able to hand out cards to local residents who are often forgotten. This time Christa Rizzi (Arizona Tiremen Services) and her Grandsons, and Diane Haskins (Sunshine In A Card) were joined by Judy Lutes (AWVA) and Pam Wright (Damsel in Defense). They visited Aurora House residents to give out Easter cards. Once again all the residents loved receiving them.



Liz Sloan, the daughter of one of the residents, writes, "You guys are awesome. My father lives there. You may never know how much your visits cheer these residents up. I will hear about you being there for the next week. Thank you again for your kindness." Thank you, Liz. We love doing this.



If anyone would to help us hand out cards for the next holiday, let us know. Once again, our thanks to staff at Aurora House.

Thanks to Our Premium Partners



Superstition Mountains Regional Business Alliance
185 N. Apache Trail, Suite #7
Apache Junction, AZ 85120
Office: 480-646-1567



Here are Ways to Help You Make Your Email Better:

Do not type in all caps. That's yelling or reflects shouting emphasis.

Spell check – Emails with typos are simply not taken as seriously.

Use proper sentence structure.

Be sure the Subject Line accurately reflects the content of your email.

Think of your business email as though it was on your business letterhead and you'll never go wrong!

Read your email out loud to ensure the tone is that which you desire.

Never assume the intent of an email. If you are not sure — ask so as to avoid unnecessary misunderstandings.

Never expose your friend's or contact's email address to strangers by listing them all in the To: field. Use BCC's always!

When forwarding email, always take the time to type a personal comment to the person you are forwarding.

Never open an attachment from someone you don't know. Partner with other local businesses to promote each other's businesses.

There is no formula for the perfect email - Authentic and honest messaging works.

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