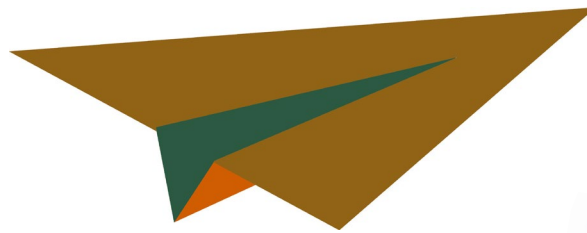


1. BUSINESS AFTER DARK #2
2. NEW SMRBA MEMBERS
3. LUNCHTIME MARKETING SERIES
4. THREE MEMBER SPOTLIGHTS
5. SMRBA PODCAST EPISODES
6. BUSINESS BRIEF
7. JULY MEMBER EVENTS



JULY 2016

THE TAILWIND

Moving Your Business Forward



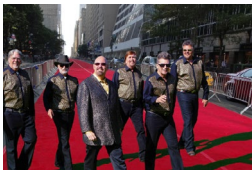
Networking at Twilight

Another Great "Business After Dark" Event

It was a hot night on June 24th for our second Business After Dark this year inside the Sunset Room at the Gold Canyon Golf Resort. 37 of our current 83 members enjoyed an evening of dinner, networking and fun. We had to forego our traditional Balloon Launch due to the heat, but we're planning to fly the balloons again on September 23rd for our next Business After Dark event. Watch the SMRBA website and blog for the time and location.



George Staerkel and Mark Lucas Present



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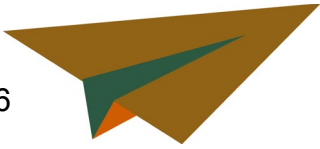
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"Why do anything unless it is going to be great?" ~ Peter Block



MEMBER SPOTLIGHT

What do you need around your house or business? We bet you'll find it at Frontier Ace Hardware, SMRBA Member #9. Locally owned and operated by the Kabat family, they offer the friendliest, most helpful service in the East Valley. Whatever your project

may be they're here to help. From a large selection of keys, nuts and bolts, plumbing supplies and free pool testing, to filters, tools, garden supplies and sun screens their knowledgeable associates will help you make the right choices. Stop in to see their large tool box fish tank and say Hi to Pixel, their very own chameleon - paint center mascot. At 725 W. Apache Trail, Frontier Ace Hardware is convenient with plenty of parking. Their motto is "You are the most important thing we have to do today."



We Welcome Canyon Vista Dental Care
SMRBA Member #82

Canyon Vista Dental Care is a premier dental group that offers exceptional dental care at affordable prices. They are open evenings and Saturdays and offer a wide range of dental service. For info call 480-982-0782.

SMRBA Advisory Council

Our Advisory Council met on June 27th. We discussed upcoming promotions for SMRBA and brainstormed some unique ways to build our membership. Discussed previously, we're creating a SMRBA Referral Card which members can pass out to encourage other businesses to learn more about our group. We have a follow up meeting scheduled for July 8th. Current members be watching for the launch of our SMRBA Referral Card and start promoting it to potential members. Remember, the SMRBA Referral Program can put \$20 or \$30 in your pocket for each member you help bring into our Alliance.

Not a SMRBA Member? Why not?

Visit www.smrba.com/start-here
Find out why we care about you and how we can help you grow your business.



New Website for TiaraBella Candles

With a new store and completely new look, Tiara Bella Candles, SMRBA Member #26, launched their new website this month. Carol and Rich Camargo have been working on creating a crop of unique candles and pods. They look and smell fantastic. We now have a candle warmer to make the SMRBA offices smell delicious. See what they're up to at www.TiaraBella.com



Our SMRBA Podcasts for July features Barbara Starley with Toolbox 4 Entrepreneurs, SMRBA Member #28 and Russell St. John from the Boys & Girls Club, SMRBA Member #38. Watch the SMRBA website and blog for both podcasts this month.

Twice each month we'll post a new podcast on the SMRBA website. Once our podcast is approved by Apple all episodes will be available through iTunes for on-demand listening and for subscribing. Thanks for listening! If you would like your business featured on the SMRBA Podcast, just let us know.

Visit the SMRBA Offices: 185 N. Apache Trail, Suite #7 Apache Junction, AZ 85209
Summer Hours: Monday thru Thursday 9am to 4pm, Friday and Saturday by Appt only, Closed Sunday
Call 480-646-1567 Visit SMRBA Online: www.smrba.com

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"Your mind is for having ideas, not holding them." - David Allen



What you don't know about hospice may surprise you. SMRBA Member #15 is Integrity Hospice Care. Integrity Hospice provides comfort and palliative care for people facing a life limiting illness. They focus on

a complete care philosophy including; physical, emotional and spiritual well-being, for clients, family members and friends who are also part of their loved ones journey. Integrity serves the East Valley from Florence to Gold Canyon and into Phoenix. Contact Integrity Hospice at 480-426-0255 or visit their website at www.IntegrityHospiceAZ.com.



smrba July Member Events

July 8th

Simple Solutions for Business, SMRBA Member #25
Free Workshop - Secrets of Business Success, Pt. 4
Presented by Paul McKeen

Noni Life and Wellness,
950 W. Apache Trail in AJ.
11:30 AM to 1 PM

Cost of Lunch \$6

To RSVP: Call Paul at 602-206-6995.



July 25th

Five Rings Financial, SMRBA Member #17
Free Money 101 Presentation

Macayo's 300 S. Ash Ave, Tempe, AZ 85281

6:15 PM Free Dinner

To RSVP: Call Bill Sherman,
480-586-4234 or

Laurie Sherman, 480-586-4235



Our next SMRBA Lunchtime Marketing Series is
Facebook for Your Business

Friday, July 28th 11:30 am to 1 pm at Empowerment Systems

Lunch is provided by The Sandwich Shoppe.

Includes a Pulled Pork Sandwich,
Hawaiian Cole Slaw, Bottled Water
and a Cookie for only \$6. Call Diane
to register for the workshop and lunch.
480-349-7725

Get ready to
learn to how to
promote, market
and advertise
your business
ethically and
efficiently using
Facebook.

In this Workshop You'll Learn:

- Power Tips to Build Your Brand and Business on Facebook.
- 5 Easy and Simple Steps to Build Your Facebook Biz Page.
- Why Images and Videos are So Important, especially on FB.
- How to Engage Your Audience with Tools like FB Live!
- How to Monitor Your FB Success.

Your business should be on Facebook. At our next Lunchtime Marketing Workshop you'll know why and how to make Facebook work for your business. It's free! We hope you'll join us. Watch the SMRBA Blog and your email for dates and details about upcoming workshops.

Deadline is July 31st

Lost Dutchman Realty, SMRBA
Member #63

Back to School School Supplies Drive

Drop off school supplies at 1075 S. Idaho Rd.

Lost Dutchman Realty or
AJ Gold Canyon News

Supplies Needed:

Backpacks, papers,
pencils, pencil sharpeners,
rulers, crayons, scissors.



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Six Benefits of Text Messaging

Courtesy of Melani Deyto, TextMarks

Choosing the most effective way to communicate is essential to the business of getting things done. Today we are inundated with messages from all different forms of communication, including email, messaging apps, snail mail, social media, telemarketing and more. The benefits of text messaging are hard to ignore, and many organizations are choosing this simple and effective way to communicate.

Text messages get read. Average open rates for email hover in the 15-22% range and email is more likely to hit the spam folder before anyone ever even sees it. On the other hand, open rates for text messaging towers over email at 98% – and most are read within 15 minutes of receiving them.

Text messaging is immediate. According to CTIA, it takes 90 minutes for the average person to respond to an email. It takes 90 seconds for the average person to respond to a text message. If what you are communicating is time-sensitive, then you want to be sure your audience gets the message.

Text messaging is personal and everywhere. 91% of all U.S. citizens have their mobile device within reach 24/7 (source: Morgan Stanley). More than two out of five of you have even slept with your phone! Plus, almost all mobile phones today are SMS-enabled, which means most everyone can receive text messages.

Text messaging doesn't require an Internet connection. Can't pick up a Wi-Fi signal? No problem. Text messaging doesn't require Internet access, so even if you're out of range, you can still receive a text.

Text messaging is download-free. Text messaging doesn't require a smart phone and there is no need to download anything, unlike all messaging apps.

Text messaging allows organizations to own their audience. With Facebook organic reach dwindling to single digits, businesses and organizations can no longer freely promote to the communities they worked hard to build. Text messaging on the other hand, offers a a reliable way to reach every single person that opts-in to receive messages, no matter how many are on your subscriber list.



Thanks to Our Premium Partners



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