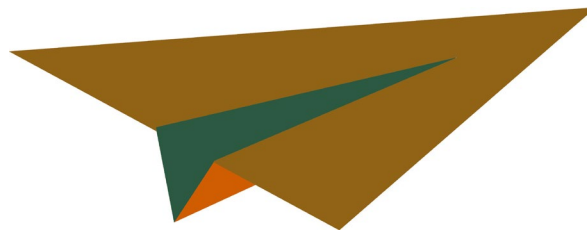


1. HAPPY BIRTHDAY SMRBA!
2. MONTHLY MEMBERSHIP FEES
3. SMRBA GOES VIRTUAL
4. NEW SMRBA MEMBERS
5. AFFILIATE INCOME WORKSHOP
6. MEMBER SPOTLIGHTS
7. BUSINESS BRIEF



SEPTEMBER 2016

THE TAILWIND

Moving Your Business Forward



Superstition Mountains Regional Business Alliance



Celebrating Our First Birthday!

On September 5th SMRBA officially turned one year old. We couldn't have done it without the help and support of all of our members. It's fair to say we had a very interesting first year. We set out to do something pretty ambitious and acquired 88 member businesses in our first year. We are very pleased with our growth in our first year and even more excited about what's planned for SMRBA Members in our second year.

In our first 12 Months we debuted our SMRBA Website and Blog, Weekly Business Wake Up Networking, Lunchtime Marketing Series, Monthly Tailwind Newsletter, Quarterly Business After Dark Get Togethers and the SMRBA Podcast. Most recently we added Live Chat to the site, along with a Members Only Access Area.

New Additions: Monthly Membership Fees, More Members Only Access, More SMRBA Podcast Episodes and (finally, after platform delays from Apple) the launch of our SMRBA Mobile App.

And we have even more exciting events and member benefits for our next 12 months. We're proud to have you as a SMRBA Member and we look forward to serving you and your business in our second year and beyond.



As we enter into SMRBA's second year, it's time for our first members to renew their membership. To make it easier we are pleased to announce our new Monthly Membership Fees.

- For Presidential Members, 12 months @ \$40
- For Executive Members, 6 months @ \$45
- For Cornerstone Members, 5 months @ \$42
- For Non Profit Members, 4 months @ \$42

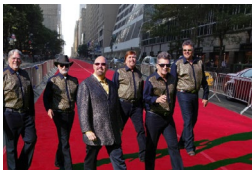
To renew your SMRBA Membership, call Diane 480-349-7725. Have your credit card handy and get ready for a great 2nd year!

SMRBA Has Gone Virtual

As we begin our second year, along with our efforts to be more regional and support even more businesses in the East Valley, we have closed the SMRBA office in Apache Junction. The funds used to keep the office operating will be better used to promote and grow the group. Our Thursday Morning Business Wake Up in AJ will continue. Watch your email for any future location changes.

Like many member-based organizations, we will operate without an office location. If you need to reach any SMRBA staff, our phone numbers, email and website are still the same. As we move forward please let us know how we can help you take advantage of our member benefits and support your business as a SMRBA member.

George Staerkel and Mark Lucas Present



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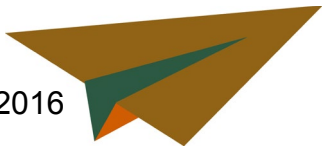
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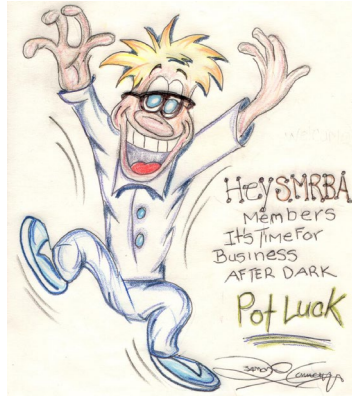
"Your most unhappy customers are your greatest source of learning." - Bill Gates



Our Next Business After Dark is a Potluck

Here is the information for our upcoming Business After Dark and next Balloon Launch on Friday, September 23rd! We will be at Pavilion #11 at Prospector Park, 3015 N. Idaho Rd., Apache Junction, AZ 85120 from 5:30 to 8 pm. There are plenty of covered tables, so bring your favorite dish and let's have a great time.

Pam Wright is helping Diane gather RSVP's for the evening and what you plan on bringing. You can call or email either Diane or Pam or use the Live Chat at www.smrba.com. We'll have music from SKY 7 Radio and Fred Obermeyer and Bev Kaftan have offered to sing, too.



Rich Camargo thanks for the cool artwork!

Budget Blinds, Steve Glaza

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TPG Tax & Accounting PC, Jodi Echler

TPG is a full service accounting firm helping businesses and individuals navigate the ever-changing tax landscape.

TNT Shredding, Tim Troy & Chris Rollins

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US Health Group, Nicole Harvick

US Health Group specializes in bringing affordable health care to small business owners and providing Non-Obamacare health insurance with no deductible.

Zao Theatre, Sharyn Sheffer

Zao Theatre on Broadway is Apache Junction's hometown theatre with Live performances of quality theatrical productions. Entertainment with a purpose!

These new members bring our member total to 88. Come and join SMRBA. Call 480-646-1567.



SMRBA Member, The Dining Room Cafe (one of our favorites) reopens for the fall and winter season with an all new look and the same great dining experience. Mary Jo promises even more delicious, home-cooked meals and absolutely the tastiest desserts. We can't wait for the doors to open on September 17th at 185 N. Apache Trail.

SMRBA Lunchtime Marketing Workshop

Discover the Power of Affiliate Income for Your Business



Our next SMRBA marketing workshop is on Affiliate Income. Mike Lamb will share some simple techniques for using affiliate and referral income in your business.

During this Lunchtime Workshop You Will Learn:

- How affiliate income works
- Ways to use a referral program
- How to use affiliate programs to create more monthly income
- Why and how people are willing to pay you for simple referrals
- How to create long term residual affiliate income
- And much more!

This Affiliate Income Workshop will be held from 11:30 am to 1:00 pm at Empowerment Systems, 2066 Apache Trail #116, Apache Junction, AZ 85120, behind Obies Trains at Ocotillo and the Trail. Lunch is \$6.00 and is provided by The Sandwich Shoppe in AJ. Please call Diane 480-349-7725 to RSVP for the event and/or for lunch. Lunch is optional.

To Contact SMRBA:

Call 480-646-1567 Visit SMRBA Online: www.smrba.com and use our Live Chat!
Or email: info@smrba.com

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"Leadership is doing what's right when no one is looking." - George Van Valkenburg



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Jim Rohn says, "One customer well taken care of could be more valuable than \$10,000 worth of advertising." And he is so right.

Sunshine In A Card's greeting card system can help you send welcome cards, thank you cards, appreciation cards, birthday cards, reminder cards, just to mention a few. At \$1.66 each, aren't your clients and customers worth it? Call Diane at 480-349-7725. Let her help you set up a nearly automated system and watch your business grow.



Presented by smrba and TNT Shredding

Saturday, Oct 1st from 1 to 3 pm we're having a Two Hour Shredding Event to benefit SMRBA, in the parking lot next Cobb's Restaurant at 950 W. Apache Trail in Apache Junction. Shredding of Paper, Documents, Hard Drives, Coper Hard Drives, CDs & DVDs. Only \$5 per box or up to 10 boxes for \$20.

Tell your friends, family and business associates. Anyone can participate. Come and dump your stuff. Certificate of Destruction provided. Come one, come all!



Find Out What SMRBA Can Do for You!

SMRBA Member, Neurologic Relief Centers and Dr. Alex Foote invite you to a lecture about a new solution for chronic pain on Tuesday, September 20th at 6pm at the VFW Post 7968, 250 S. Phelps Dr. (right behind Pizza Hut) in Apache Junction 85120. Tell everyone you know who is suffering from any type of chronic pain. This could be life changing information for you or a loved one.

In business here in the East Valley? Discover the Superstition Mountains Regional Business Alliance and the opportunity to have all of our members promoting you and your business, plus so much more.

Take a minute and visit us. www.SMRBA.com



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Five Rings Financial presents Free Money 101 Presentation! Monday, September 26th, 6:30pm with Free Dinner at La Famiglia Restaurant 31859 W. Guadalupe Rd, Mesa, AZ 85202

To RSVP: Call Bill Sherman, 480-586-4234 or Laurie Sherman, 480-586-4235



The Arizona Winter Visitors Association has sent out their Fall 2016 Newsletter. The "Welcome Back Bash" will be on December 5th at Barleens Arizona Opry at 9 am sharp!

The Guest Speaker will be Sheriff Joe Arpaio. The event is Free for all AWVA Members. Non Members \$5 at the door, \$4 in advance. Lots of entertainment, door prizes and refreshments! For more membership info call 480-233-0111 or visit www.ArizonaWinterVisitors.com



If you like music variety you're going to love the reboot of SKY 7 Radio. More and more songs have been added, along with two new weekend shows. The Friday Night Party with Mike Lamb is

a great way to kick off your weekend from 6 to 9 pm Friday evening. Oldies Party Saturday Night with Al the Pal (our own Al Bravo, Chief Information Officer for the City of Apache Junction) playing the best tunes from the best decades of Rock & Roll Saturday night from 6 pm to Midnight. Tune in. www.sky7radio.com or on your mobile device.



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Eight Low Cost/No Cost Way to Promote Your Business

Courtesy of Emad Rahim of IntelligentHQ

1. Tap Into Your Network : Marketing your company on a shoestring is no easy feat, but tapping into your network is. Reach out to your network of family, friends, colleagues and business partners. Spread the word as much as possible, as often as possible, and ask others to do the same.
2. Reach Out to Locals : Besides your personal network, you should reach out to your local community. Contact the Small Business Administration to learn more about opportunities in your area. Barnstorm the offices of the local chamber of commerce, Business Alliances, and make your business known to officials, so they in turn can back you up at the right moment.
3. Use Social Media : Social media promotion is an effective and free way to ramp up your marketing. But you must be committed and prepared when embarking on a social media marketing strategy. You must innovate constantly and provide content that improves customers' lives, makes them laugh, or educates them.
4. Create an Elevator Pitch: Have an elevator pitch ready, a 30-second or 1-minute speech you memorize and that recaps the most important thing your company offers. To craft a good pitch, ask yourself this simple question: What would you ask, a prominent person if you were with them in an elevator and they accepted to listen to your pitch?
5. Craft an Effective Online Marketing : Online marketing goes hand-in-hand with social media marketing, but it is more than that. To promote your brand effectively and cheaply, create an email list and invest time in email marketing. Newsletters should also be part of your Web marketing tools, in addition to blog posts.
6. Generate Buzz : Create buzz around your product, service or brand. Here you might need to spend some cash in crafting content or a scenario that can lure viewers and potential customers. The goal is to create content – video, written or photo – that goes viral, generating upbeat coverage of your business and broadening your brand appeal.
7. Embrace a Charitable Cause : Espousing a noble cause and supporting it financially or operationally can do wonders to your business and brand – not to mention your karma. But don't do it just for the publicity, though. Find a cause that is near and dear to your heart, contact the sponsoring charity, and ask how you can help.
8. Ask for Referrals: Satisfied customers are the best PR tools your business. Ask your clients if they would give a referral, and if they say 'yes,' make sure you post these referrals on your website and social media pages. Gradually, you will build a list of content customers who are willing to vouch for your business. Again, the power of word-of-mouth is truly amazing.

Thanks to Our Premium Partners



smrba

Superstition Mountains Regional Business Alliance

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