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OCTOBER 2016

THE TAILWIND

Moving Your Business Forward



An Evening In The Park

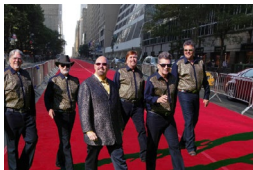
Our recent SMRBA Business After Dark event took place at Prospector Park in Apache Junction. A great night for a balloon launch, a great potluck and awesome entertainment from our local musical jewel, One Heart at a Time. About 30 of our SMRBA members came out for a special evening in the park. There was far more food than expected and lots of chicken! If you haven't heard Paul McKeen's 66 piece chicken story yet, corner him and get the skinny. Everyone who attended had a great time. Our next Business After Dark will be combined with our Christmas Party and is being planned now. The date and time to be announced.

SMRBA Members With A Heart

We knew there musical talent in SMRBA, but little did we know how much. Fred Obermeyer (Obies Trains) and Bev Kaftan (APS Merchant Services), and Logan Crozier make up the band One Heart at a Time. They provided the evening's entertainment for our Business After Dark. Thanks, your performance made the night truly special.



George Staerkel and Mark Lucas Present



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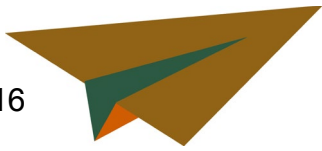
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"Paying attention to simple little things that most neglect makes a few rich." - Henry Ford



Shredding Success!

Our first shredding event with TNT Shredding and EZ Shred was very well received. We had people come as far away as Gilbert to get their docs shredded. Thanks to Chris and Hamilton for all their help. A lot of SMRBA members and other local folks are breathing easier now that their documents and hard drives are no longer at risk.



Thanks to TNT Shredding, Cami Garcia and Cobb's and Jennifer Logan from Jenny's Beauty Salon for the electricity.

We've planned another shredding event. Mark your calendar for January 14th, 2017. Location to be announced.

SMRBA Member Holiday Card Workshop
Discover the Power of Relationship Marketing with Diane Haskins and Sunshine In A Card

October 27th
11:30 am to 1 pm
Empowerment Systems

If you want create longer, stronger client or customer relationships, you need to attend this workshop. Bring your laptop or mobile device. There is free WiFi.

Diane's Holiday Card Workshop is open to anyone interested in a easy solution for attracting new customers and retaining current customers long term.

During this Luncheon Workshop You Will Learn:

- Simple Ways to Create Stronger Customer Relationships
- Why it's important to send greeting cards to clients and customers
- How to nearly automate your entire follow up process
- About a simple and cost effective system for sending cards
- Why you should send more than just Holiday and Birthday cards

This Holiday Card 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. If you want to eat lunch, feel free to bring your own. Please call Diane 480-349-7725 to RSVP for the event.



Logical Solutions, Ron Brinegar

Logical Solutions is a computer support and Internet ranking company. Ron specializes in Web Design and Search Engine Ranking. His number is 480-299-3848.

TAD Management, Bob Conrad

TAD Management is the entertainment company offering five shows this season at the Apache Junction High School Performing Arts Center. Tributes to The Rolling Stones, The Eagles, Piano Men Elton John & Billy Joel, Rhinestone Country, Whitney Houston. Tickets only \$20 per each. Get your tickets online. www.AzTributeConcerts.com

These new members bring our member total to 91. Come and join SMRBA. Call 480-646-1567.

All Aboard the Business Wake Up Express!



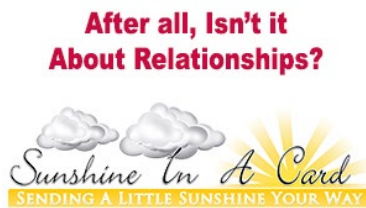
SMRBA's Thursday Morning Networking group is in for a real treat. On Thursday Oct. 13th, at 8am we're visiting Obies Trains and Hobby Shop in Apache Junction. Fred Obermeyer, known better to many as Obie, promises a good time with breakfast refreshments, door prizes and a chance to relive some wonderful train memories for a lot of our members. We're looking forward to his presentation, seeing his store with three working train layouts.

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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"Formal education will make you a living; self education will make you a fortune." - Jim Rohn



Need A Haircut? Try Plaza Barber!

Plaza Barber Shop is Apache Junction's best and oldest barber shop, but Eric Killion isn't the oldest barber.

Plaza Barber is open every day, but Sunday. Walk-ins only. No need for an appointment.

Plaza Barber Shop is located at 300 W. Apache Trail or try their second location at 1484 W. Apache Trail. For more information call 480-671-7055.



We've made it even easier when it's time to renew your SMRBA membership. Announcing Our Monthly Membership Fees.

Just call us when it's time to renew or to upgrade your SMRBA membership.



- 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 2nd great year!

The "Welcome Back Bash" for Arizona Winters Association is 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 AWVA membership information call Judy Lutes at 480-233-0111 or visit www.ArizonaWinterVisitors.com.



Is Your Business Alzheimer's Friendly?

Home Instead Senior Care has a 30-minute free training for local businesses to help equip employees with information and resources needed to welcome families who are caring for a loved one with Alzheimer's disease.

Friday, November 4th, 11:30 AM to 12 NOON
Empowerment Systems, 2066 Apache Trail
#116, Apache Junction, AZ 85120

Research shows family caregivers might be reluctant to frequent public places because of the behaviors that could be associated with the disease. In Arizona, those with Alzheimer's will grow from 130,000 in 2016 to 200,000 in 2025. The oldest baby boomer is 69 years old.

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Careful words make for a careful life. Careless talk may ruin everything
Proverbs 13:3



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How to Work with Friends as Clients

Courtesy of How Design & Jake Jorgovan

As a creative professional, it is inevitable that at some point close friends or friends of friends are going to approach you to help with their project or business, or see how your skill set could benefit their situation. Here are a few tips to keep in mind to make sure you don't lose a good client or a close friend.

- 1. Never Work for Free** : One of the biggest mistakes that can ruin friendships and your business is volunteering your work for free. While we have the best intentions and want to help our friends, we are doing them in injustice if we don't charge for our services. When you volunteer to work for free you're putting that project at the bottom of your priority list. Paying your bills will always come before free work for a friend.
- 2. Keep Things Professional** : When working with friends, it is essential that you keep things professional. You must treat your friends with the same professional care that you use on all your other clients. Go to the same discovery process, go to the same proposal process, and handle them just like you would any other client.
- 3. How to Talk Money with Friends** : Talking about money, creative strategy and project details with friends can be weird at first. As a result, many people totally avoid this topic and end up with a loose scope or awkwardly dance around the money subject. Face this head-on and make sure everything is clear and upfront so you both understand the money and the process.
- 4. Separate Friendly Talk from Client Talk** : Another struggle for many friends is that working together can often mean that many once great friendships begin to diverge into a constant talk of the project at hand. Set boundaries. If you're out one evening having a good time, make it a rule to keep your work stuff out of the conversation. Or when you schedule regular work calls, keep those focused exclusively on the project at hand so that the rest of your life can go as normal. Setting boundaries helps keep your friendships intact as the project moves forward.
- 5. Structure Good Trade Agreements** : Often friends can't afford to work with each other but a trade of services maybe something to consider. As an example, personal training in exchange for marketing services. Doing trade isn't a bad thing, but the key is to make sure that you structure those deals just like you would any other project. Make sure you have clear expectations and put it in writing. It's easy for someone to feel cheated or under compensated for their time. Get clear about what is being traded so both parties feel equally compensated.

The Bottom Line - Working with friends as clients can be an enjoyable and profitable process. But you must handle these relationships with care because it is more than a project on the line, your friendship is at stake as well.

Never work for free. Only work with friends if you truly believe you can provide value and treat them like every other professional client. If you can follow the simple rules, you are on your way to having some of the best clients you could ever imagine.

Thanks to Our Premium Partners



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