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NOVEMBER 2016



THE TAILWIND

Moving Your Business Forward



WHERE DO WE GO FROM HERE?



Our business in life is not to get ahead of others, but to get ahead of ourselves.

Business Wake Up On the Road

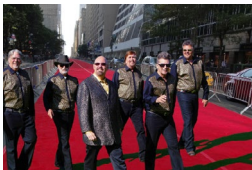
SMRBA's Business Wake Up, our regular weekly networking meeting, took it's first field trip. On October 13th, we visited Obies Trains and Hobby Shop in Apache Junction. We all now know why Obies Trains is Arizona's Premiere Hobby Shop.

Owner Fred (Obie) Obermeyer treated SMRBA members with a great breakfast spread and shared his amazing train store and stories with us. Fred had three active train layouts for us to see. He did a great presentation which included information and history about model railroading. He was assisted by Corky the Clown who helped Fred pass out gifts and prizes, including the authentic wooden train whistles Obie gave away. Thanks to Fred and Corky for making it a special morning for SMRBA members.



It was a memorable first outing for our Thursday Morning Business Wake Up. So much so that we're doing another on November 10th at the Neurlogical Relief Center, hosted by Dr. Alex Foote. All SMRBA members are invited to Dr. Foote's office at 2080 West Southern Avenue, Ste A-2, Apache Junction, AZ 85120. Join us on Thursday, November 10th from 8 to 9 am for breakfast refreshments, to view Dr. Foote's office and learn how they treat chronic pain for people all over the valley. Our Business Wake Up is a great way to start your Thursday! See you then.

George Staerkel and Mark Lucas Present



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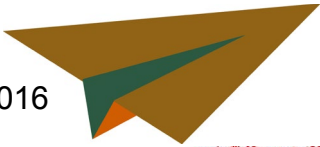
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Apache Junction, AZ
85120



"If you don't make things happen then things will happen to you." ~ Robert Collier

THE TAILWIND

NOVEMBER 2016



TAD Management is the entertainment company offering five shows this season at the Apache Junction High School Performing Arts Center.

Business After Dark



Our Last Business After Dark This Year

We're planning our final Business After Dark quarterly networking event of the year. This year we're making it our SMRBA Christmas Party. In fact, we'll be "Rockin Around the Christmas Tree" on December 9th at Sierra Entrada in Apache Junction.



We'll start at 5:30 pm with our Member Balloon Launch.



Immediately following will be a Christmas Pot Luck dinner and our White Elephant Christmas gift giving which should be a lot of fun. You know who might be making an early appearance too. (Yeah, the Big Guy!)

Throughout the evening we'll be rockin' around the tree to the music of SKY 7 Radio, with great Christmas tunes. There is no cost, except for the up to \$25 for



your White Elephant gift should you decide to play. Come and help us Celebrate the Holidays and a great 2016 with SMRBA!



TAD Management presents five great tribute shows this season. Tributes to The Rolling Stones, The Eagles, Piano Men Elton John & Billy Joel, Rhinestone Country and Whitney Houston. Tickets only \$20 per each. Get your tickets online. www.AzTributeConcerts.com



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

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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.



That’s Dave Webb. He represents two businesses in SMRBA. Southwest East Church and SunLand Promotions.



The SunLand Showcase has 25 exciting Dinner Shows at the Gold Canyon Gold Resort this season, including a three entree dinner.

Find out more by visiting their website. sunlandpromotions.com



Are Transients and Panhandlers a Concern for Your Storefront in Apache Junction?

The City of AJ wants to know. Contact Serene Carney at 480-474-5442 or email scarney@



ajcity.net to sign up for the Trespass Enforcement Program through the Apache Junction Police Department.

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a gently worn business suit (mens or womens) and help make their transition easier. Join Farmers Insurance Gold Canyon Agency in supporting these brave men and women who have served our nation with honor.

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How to Get the Most from Your SMRBA Membership in 2017

By Michael Lamb

As we enter our second year at SMRBA we want to share how you can get the most from your business alliance membership. First, we want to thank you and all of our members for the great support during our first year. Our efforts would not be possible without a strong membership base. Heading into 2017 we want to make sure that you, as a member, feel that your business is getting the most value from your membership.

SMRBA has great benefits and multiple ways for you to get involved. Popular ways to be engaged include participating on a committee, attending our events and training workshops, promoting the group, helping us identify new members, becoming a sponsor and following us on social media.

We Meet Regularly - We encourage you to regularly attend our weekly networking meetings, our monthly marketing workshops and our quarterly networking events.

Connect with Your Members - We urge you contact and follow up with your fellow alliance members. Build relationships that help your business in both sales, exposure and growth.

Be Active - Being an active member and helping us grow the group through telling other business owners and managers you know about SMRBA, and by getting new members through our referral program benefits us both.

Know Your Benefits - Most important is making sure you realize the value of your membership by redeeming your benefits, along with understanding the long term value of SMRBA with the relationships you build.

Don't Waste Your Membership - It's just insane to spend the money, sign up to become a member and not take advantage of your benefits and just being a member. Don't be a complacent member. Be an active one. Use the group to promote your business. Let other members see you and let them discover what you and your business can offer them.

We encourage you to participate and share your thoughts and feelings about the group, and let us know how we can make SMRBA better for you and your business.

Thank you for your continued support and we look forward to helping you have an enormously productive 2017!

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