

# Chandler Chamber LIVING

December 2018

*Happy Holidays!*

**Meet the Elected  
Officials  
Pg. 6**



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### **Brian Fox**

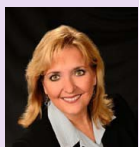
Government Relations & Public Policy

[Brian@ChandlerChamber.com](mailto:Brian@ChandlerChamber.com)

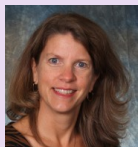


*Proud Chandler Chamber eMagazine Sponsor*

# 2018 Chandler Chamber Board of Directors



**Terri Kimble**  
Chandler Chamber  
President/CEO



**Lori Gallegos**  
First Credit Union  
Board Chair



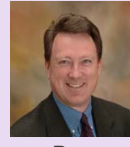
**Victor Napolitano**  
Alliance Bank of Arizona  
Immediate Past Chair



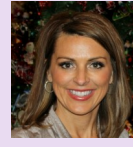
**Jane Poston**  
J2 Media  
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**Richard Amoroso**  
Squire Patton Boggs  
Legal Counsel



**Ryan McCaigue**  
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Mktg/Comm/IT Chair



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& Commercial Realty  
Ostrich Festival Chair



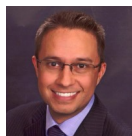
**Dan Kush**  
Consultant  
Governance

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Committee**



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**Kate Ford**  
PayPal  
Women in Leadership  
Co-chair



**Michael Garza**  
Payroll Control  
Systems



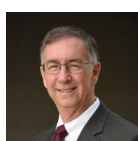
**Dr. Craig Gilbert**  
CUSD  
Education Co-Chair



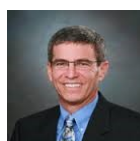
**Teri Gittus**  
Commonwealth Land  
Title Insurance Company



**Steve Greenhalgh**  
Arizona Pest Prevention



**Dr. Bill Guerriero**  
Chandler Gilbert  
Community College



**Rick Heumann**  
CMA  
Public Policy Co-chair



**Renee Levin**  
Intel Corporation  
Education Co-chair



**Mike McClanahan**  
St. Vincent de Paul



**Steve Murphy**  
Horseshoe Bend  
Energy



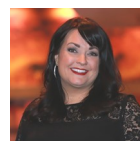
**Warde Nichols**  
Arizona State  
University



**Gilbert Ochoa**  
Creative + Cultural



**Lauren Pugh**  
Gear Up Promotions



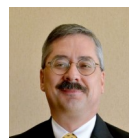
**Deliah Rose**  
Gila River  
Hotels & Casinos



**Rustyn Sherer**  
APS



**Dunston Simpson**  
Cox Business Solutions



**Merlin Smith**  
Garmin International



**Delaney Starks**  
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Chair



**Mayor Jay Tibshraeny**  
City of Chandler  
Ex-officio



**Joan Saba**  
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**Jeff Weninger**  
AZ House of Representatives  
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Ex-Officio



**Jeremy McClymonds**  
FORM Prosperity  
Wealth Advisors  
Ex-Officio



Terri Kimble, President/CEO  
Chandler Chamber of Commerce  
@terri\_Kimble

It always amazes me that we can accomplish so much when we join together and work toward the prosperity of our members and the betterment of our community. As 2018 draws to a close, I am reminded of why Chambers are so important to our businesses and community.

We started 2018 off with Meet the Elected Officials and the debut of our How We Stand booklet depicting legislative agendas and priorities. The Chamber was honored this year for our How We Stand document, winning a top award from the Association of Chamber of Commerce Executives.

Women in Leadership has evolved into an educational, mentoring and networking event that helped attendees work on professional development. Our speakers included Valley Broadcasting Legend, Lin Sue Cooney and Senator-elect, Kyrsten Sinema.

The Ostrich Festival, was held in March and celebrated its 30th Anniversary. The weekend was topped off when the Beach Boys drew the largest Ostrich Festival bowl crowd ever! Look for more fabulous music and surprises next year March 8 – 10, 2019.

In June we honored business and individual excellence in Chandler at the Community Awards held at Wild Horse Pass Hotel & Casino with a take-off on game shows. OneTen Entertainment's Ray Rodriguez and CUSD's Terry Locke played it up big hosting the night's festivities with a giant spinning wheel, money machine and a 'Feud-Off' between the Chandler Chamber Board of Directors and Chandler City Council. The real stars of the night were our winners featuring local business, educators and community members.

As you know this was a big election year. The Chamber held a City Council Candidate debate and an Education Governing Board Candidate debate. Both events were well attended as it is our mission to constantly inform our members and the public.

In September we hit the links at the beautiful Ocotillo Golf Club to benefit our scholarships to Chandler Gilbert Community College. Fun was had by all and if you weren't there, you missed some pretty tall mulligan stories!

The Annual Chandler 100 took place at the stunning office complex, The Hub in October. We honored the top 100 companies in Chandler. It was an incredible night offering the top executives in Chandler an opportunity to connect, laying the ground work for future collaborations.

The Education Forum was held in November with top executives from our area universities discussing innovation in education. This year the Chamber won an award for outstanding contributions to Public Education from the Arizona Schools Public Relegations Association.

Our Economic Development City Bus Tour takes place on December 5, and that will pretty much wrap up our major events for the year.

As you can see, we all were pretty busy joining together to work towards a common goal, the prosperity of our businesses and our community. We cherish your support because without you, none of our success is possible. Together, we are truly better. Thank you for a great year and I look forward to the strides we will make together in 2019!

Chandler Mayor Jay Tibshraeny  
City of Chandler  
@jaytibshraeny



Not too long ago, the management at Chandler Fashion Center announced a pretty exciting new tenant to the mall: The Crayola Experience. The Crayola website describes it as its "premier, one-of-a-kind family attraction! Dozens of hands-on, creative activities and a full day of fun awaits families." And adds that the "colorful adventures of Crayola Experience help kids and adults alike explore art and technology, express their creativity and experience color in a whole new way."

It will open next summer and should be quite a draw, being only the fifth one in the country. Bringing Crayola to Chandler took a real effort and was the result of both Chandler's economic development team and Macerich's (owners of the mall) tireless recruiting process.

I recently had the opportunity to sit down with Dave Moss, the manager of Chandler Fashion Center, to discuss this new tenant and the state of retail for my show, "Chandler Inside and Out."

While some are saying that storefront retail will soon be a thing of the past as online sales continue to grow, Dave disagrees. He said that he is seeing more and more online entities actually adding brick-and-mortar stores to their inventory. This seems natural since most shoppers still enjoy that personalized experience that they can't get online. The mall is also drawing a younger audience with one of its most coveted demographics being 25-34 year-olds. We discuss all of this and more during the half-hour segment that you can watch in its entirety right here: [www.Youtube.com/chandlerarizona](http://www.Youtube.com/chandlerarizona).

With the holiday season upon us, it's important to understand the critical nature of retail sales here in Chandler. They help to produce revenue through sales tax that pays for essential services like public safety and the upkeep of our many parks and other amenities. It's also why we promote the "Shop Chandler" campaign each year to keep those tax dollars here in the community. By the way, it's a good deal to shop Chandler as we maintain one of the lowest retail tax rates in the Valley.

So, if you're shopping for gifts for staff or clients, remember to do so locally, not only does it help the community, it helps your fellow business owners. Here's to a happy and prosperous holiday season, and a bright and abundant 2019.

## **You are Invited!**

**Join us for an Open House for  
Mayor Jay Tibshraeny**



**You are invited to join us in celebrating Mayor  
Tibshraeny's 24 years of elected service to the  
people of Chandler as we wish him well in  
his future endeavors.**

**Wednesday, December 12th  
5 pm to 7 pm—Open House  
Food & Cash Bar**

**SoHo63  
63 E Boston St.  
Chandler, AZ 85225**

**Please RSVP to:  
[McKenna@ChandlerChamber.com](mailto:McKenna@ChandlerChamber.com)**



# Meet the Elected Officials Legislative Breakfast

**Friday, January 4, 2019**

7 am—Registration

**7:30 am to 9:30 am**

New Event Location:

**Avion Center**

1733 E Northrop Blvd.

Chandler, AZ 85286

(located directly off the 202 & Cooper with easy freeway access)

Meet the 2019 Arizona State Legislators, Federal, Local, and School Governing Board Officials, as well as hear an update from Jennings Imel with the U.S. Chamber of Commerce.

Pick up a copy of the new 2019 *How We Stand* Chandler Chamber Legislative document, which depicts legislative agendas and priorities for the coming year.

Register now at  
[www.ChandlerChamber.com](http://www.ChandlerChamber.com)



**Southwest**



Making sure everyone has a seat at the table.



**CHANDLER**  
**CHAMBERZ**

**Friday**  
**December 7th**  
**8 am**  
**Registration**

**8:15 am to 9:30 am**  
**Program**

**9:30 am to 10 am**  
**Panel Meet & Greet**

**SoHo63**  
**63 E Boston St**  
**Chandler, AZ 85225**

[REGISTER NOW](http://www.chandlerchamber.com)  
[@ www.chandlerchamber.com](http://www.chandlerchamber.com)

## Diversity and Inclusion Round Table

*'Exploring Faith Traditions'*



Rabbi Michael Beyo  
CEO of the East Valley Jewish  
Community Center



Steven Bishop  
Director of Public Affairs for  
Chandler and Tempe  
The Church of Jesus Christ  
of Latter-day Saints



Imam Faheem Arshad  
Missionary for the World Wide  
Ahmadiyya Muslim Community



Peggy Schlesinger  
Bahá'í Faith



Fr. Sheunesu Bowora  
St. Mary's Catholic Church



Pastor Shea Ferguson  
Freedom Life Church

Chandler is a diverse community that celebrates the variety of religious groups in the City. This panel discussion will take a look at the faith-based institutions in Chandler, including holiday traditions, religious teachings, how they give back, and the important role they play in building a community.



## 3 Slots Left!

### Dream Big, Live with Purpose, Be Unstoppable

#### Back Stage Pass to all that is Chandler!

This two year program educates Chamber members who are upcoming leaders or individuals already serving in leadership roles in the local community, become aware of everything Chandler has to offer, all while learning valuable leadership skills.

Go behind the scenes with Fire and Police, CUSD, local and federal government, healthcare, tourism and more.

**Last few slots open, apply now!**

[CLICK HERE](#) TO DOWNLOAD THE APPLICATION

Classes begin January 2019.





# Five online marketing trends to watch for in 2019

## Madhu Chadha

### WSI- Digital Marketing Consultant



2019 is just around the corner. With the economy expected to slow down, companies will need to adapt to the changing trends in order to stay ahead of the competition and survive the upcoming challenges. Smart companies are already preparing and arming themselves with emerging digital marketing technologies. Here are 5 digital marketing trends to watch, and leverage, for a successful 2019:

**Marketing Data Analytics-** Data is now considered a competitive asset for any business – not only do you need to collect and manage data but, to really benefit, you have to analyze and use it to improve your business. Data analysis tools help you determine what channels visitors use, and what their buying behavior is like. If you have a limited budget, data analytics is a must for achieving a return on marketing investment.

**Machine Learning & AI-** Marketers that have been collecting data and doing analytics are now taking the next step, leveraging the power of artificial intelligence to glean valuable insights about their customers, automate tasks, and improve workflows. As the volume of consumer-generated data grows, AI will become increasingly important to data-driven decision-making, individual level targeting, and personalized experiences.

**Video Marketing-** Online video is now a very popular and proven way to improve customer engagement, improve brand awareness, and attract search engine traffic. In 2019, companies will have to continue to integrate video marketing in to their marketing plan to be successful and to engage with their target audience. Videos on your website help with conversions as people like to watch the video a lot more than reading. Coupled with social media marketing, videos can do wonders for your business.

**Social Media Marketing-** Marketing has always been social. With the advent of social media, the social nature of marketing can be supercharged. Social channels like LinkedIn, Facebook, etc. provide an excellent opportunity to engage with your target audience. The biggest mistake businesses make with their social media strategy is using platforms without thinking about the who and the why. If you find the right platform and define and measure your goals, social media will be an indispensable tool in 2019.

**Market Automation-** If you aren't currently using marketing automation, you probably will in 2019. Market automation saves time and resources; and scale your business more effectively. Marketing automation tools are now accessible to businesses of all sizes. There are several marketing automation platforms available. The most notable are HubSpot, Infusionsoft, Eloqua, Marketo, Pardot and Act-on, just to name a few.

So get ready for 2019? Get ahead of the competition and start planning your digital marketing strategy by incorporating these trends. Make sure you are aligned with a team of professional digital marketers not only proficient with implementing these technologies, but who can also craft an overall strategy to drive customers to your business. Contact **Madhu Chadha, a Digital Marketing Expert**, to learn more. You can reach her at 480-467-4437 and [mchadha@wsitopwebdesigners.com](mailto:mchadha@wsitopwebdesigners.com)

# ask an EXPERT



Part of the Chandler Chamber's Business Education Series



## Secret Sauce of Social Media for your business

with Katelyn Cwik, Chandler Chamber Social Media Maven

Learn how to push out your brand and grow your business with Facebook and Instagram. From Instagram Live to Instagram Stories, there is no shortage of tools businesses can use to promote their services and products. Facebook is still the most popular social media network, and every business should consider having a Facebook page. Bring Laptops, Notebooks, and your questions!

Friday, December 14, 2018

[\*\*REGISTER\*\*](#)

Noon - 1 pm

Chandler Chamber Office  
25 S Arizona Place, #201  
Chandler, AZ 85225

*\*Cancellations must be made  
72 hours in advance to receive a  
refund*



Bring iT

Social Media Marketing

Sponsored by  
Bring iT Social Media Marketing  
*Tips for Success*

*Be active in your industry networking events, participate, prescribe to industry publications, sponsor or create events that highlight your business. Become an industry influencer or at least a source of information and provide valuable information in exchange for an email address or phone number, always be building your contact list for direct marketing later.*

# Ribbon Cuttings



**FitLife Med Spa**  
990 E Riggs Rd #3  
Chandler, AZ 85249

[website](#)



**Flo Yoga & Cycle**  
71 E Frye St  
Chandler, AZ 85225

[website](#)



**Walmart #2671**  
1175 S Arizona Ave  
Chandler, AZ 85286

[website](#)



**Baja Fresh**  
4979 W Ray Rd  
Chandler AZ 85226

[website](#)



**Bellissimo Dentistry**  
2815 E Ocotillo Rd, #3  
Chandler, AZ 85249

[website](#)



**Snake Charmer Body Waxing**  
2330 N. Alma School Rd.  
(Inside Milan Salon)  
Chandler, AZ 85224

[website](#)



**Valley of the Sun Mortuary**  
10940 E Chandler Heights Rd  
Chandler, AZ 85248

[website](#)

*Thank you to our ribbon sponsor*





Where there is a WIL, there is a way ...

## Moving From Success to Significance



**Cina Sunderhaus**  
Chandler Fire Marshall  
Chandler Fire, Health & Medical



**Kerry Hayden**  
Lobbyist  
Kerry Hayden, PLLC



**Bethanny Crouse**  
Executive Health & Wellness Trainer  
Isagenix



**Terri Kimble**  
President/CEO  
Chandler Chamber Of Commerce

At a time when equality and inclusivity in the workplace are big topics of conversation, WIL takes a look at four C-level women executives who have made it to the top. We take a deep dive into the secrets to their success. Discover how each of these women have become not only successful, but significant.

Learn about their journeys and why 'the climb' was an important factor in achieving their goal. Every position they held added something to their repertoire they could draw on. Did you know one of our panelists worked in construction? Also, we take a look at what holds women back and the strength it takes to get over those hurdles.

# Tuesday December 18th

**11:45 am - 12:15 pm**  
Registration/Networking  
Complimentary Headshots

**12:15 pm - 1:30 pm**  
Lunch/Program

[Register at  
www.ChandlerChamber.com](http://www.ChandlerChamber.com)



Sponsored by

# Welcome New Members

Click the icon to see the Chamber's  
new members



CHANDLER **A**  
CHAMBER **Z**



CHANDLER **A**  
CHAMBER **Z**

# Thank You for Your Continued Support

Click the icon to see the Chamber's  
renewing members

CHANDLER **A**  
CHAMBER **Z**

## **GET INVOLVED, JOIN A CHAMBER COMMITTEE**

**Golf Tournament**

**Women in Leadership**

**Education & Workforce Development**

**Community Awards**

**Marketing**

**Chandler 100**

[CLICK HERE](#) TO JOIN A COMMITTEE



# Meet Our Most Active Ambassadors!



**Congratulations, to Leslie Vogt,  
November Ambassador of the  
Month!**

**Leslie Vogt**

**Steven Vogt CPA**

**480-732-9898**

[Website](#)



**Robert Sinkule**

Yoga's Arc

[Website](#)



**Dave Seeman**

Bring iT Social Media Marketing

[Website](#)



**Don Howard**

Legal Shield

[Website](#)



**Delia Aguirre**

Farmer's Insurance

[Website](#)



**Jim McMichael**

Everybody's Auto Buyer  
& Consignment

[Website](#)



**Dave Waltzer**

Opes Financial

[Website](#)



**Michael Garza**

Payroll Control Systems

[Website](#)

## Become a Chamber Ambassador



Develop new business contacts and increase community recognition! Must be an active member of the Chandler Chamber for at least 3 months.

[CLICK HERE](#) for more information.



# Register Now for Events

REGISTER FOR EVENTS ON THE CHANDLER CHAMBER [EVENTS CALENDAR](#),  
[BUSINESS EDUCATION CALENDAR](#), [CULTURAL EVENTS CALENDAR](#)

**7**  
DEC

DIVERSITY & INCLUSION ROUND TABLE—[MORE INFO](#)

**12**  
DEC

WAKE UP CHANDLER—[MORE INFO](#)

**14**  
DEC

ASK AN EXPERT —[MORE INFO](#)

**18**  
DEC

WOMEN IN LEADERSHIP LUNCHEON—[MORE INFO](#)

**20**  
DEC

BUSINESS AFTER BUSINESS—[MORE INFO](#)

**4**  
JAN

MEET THE ELECTED OFFICIALS—[MORE INFO](#)

# Mix It Up

If you are interested in hosting a mixer, contact Your Chamber representative at 480-963-4571.

\* Refunds will only be given with a 72 hour cancellation notice.

The Chandler Chamber holds mixers twice a month, in the morning and evening to help you engage and connect. If you are interested in hosting a Chandler Chamber mixer, please email [info@chandlerchamber.com](mailto:info@chandlerchamber.com).

## Wake Up Chandler - 7:30 am to 9 am

**Wednesday December 12**  
Macys @ Chandler Fashion Center  
3111 W Chandler Blvd  
Chandler, AZ 85224  
**East door, 1st floor by Wildflower Bread**

**Wednesday February 13, 2019**  
Steven M. Vogt, CPA, EA  
1807 E Queen Creek Rd #5  
Chandler, AZ 85286

*Thank you to our sponsors*

**Wednesday, January 8, 2019**  
Gravity Extreme Zone  
190 S Kyrene Rd, #5  
Chandler, AZ 85226

If you are interested in hosting a mixer in 2019 [click here](#).



**Steven M. Vogt, CPA, EA**

Less Tax. Less Stress. More Reason to Trust Us.

## Business After Business - 5 pm to 7 pm



**Thursday, December 20**  
Cuisine & Wine Bistro  
4991 S Alma School Rd #101  
Chandler, AZ 85248

**Thursday, February 21, 2019**  
Towne Place Suites  
3635 W Chandler Blvd  
Chandler, AZ 85226



**Thursday, January 17, 2019**  
Famous Dave's BBQ  
3250 W Frye Rd  
Chandler, AZ 85226

March of 2019 is available  
[Click here](#) to host this mixer.



*Thank you to our Cash Pot sponsor*





# ENGAGE GROW PROSPER



Please check the online calendar for holiday exclusions. The Chandler Chamber Referral Networks help our members network and grow their businesses. Contact the Membership Development department of your Chandler Chamber for more information on Leads Groups at 480-963-4571 or [info@chandlerchamber.com](mailto:info@chandlerchamber.com).

## LEADS GROUPS

### Monday Morning Leads Group

7:30 am—8:30 am  
Chandler Chamber  
25 S Arizona Place, #201  
Chandler, AZ 85225

### Wednesday Leads Group

11:45 am—1:00 pm  
Floridino's  
590 N Alma School Rd  
Chandler, AZ 85224

### Tuesday Morning Leads Group

7:30 am—8:30 am  
BLD  
1920 West Germann Road  
Chandler, AZ 85225

### Thursday Morning Leads Group

7:30 am—8:30 am  
Rudy's West Country Store & Bar-B-Q  
7300 W. Chandler Blvd  
Chandler, AZ 85226  
\*Fourth Thurs. no meeting due to Chamber 101

### Wednesday Morning Leads Group

7:30 am—8:30 am  
Chandler Chamber  
25 S Arizona Place, #201  
Chandler, AZ 85225  
*\*Second Wednesday no meeting due to Wake Up Chandler*

### Thursday Lunch Leads Group (West Side)

11:45 am – 1:00 pm  
The Old Spaghetti Factory  
3155 W. Chandler Blvd #9  
Chandler, AZ 85226

### Wednesday Lunch Leads Group

11:45 am – 1:00 pm  
Stone & Vine Urban Italian  
1035 W Queen Creek Rd, Ste103  
Chandler, AZ 85248

### Friday Morning Leads Group

7:30 am – 8:30 am  
Chompie's Delicatessen Restaurant  
3481 West Frye Road  
Chandler, AZ 85226



## TOASTMASTERS

1st, 3rd & 4th Tuesday of the month  
All are welcome  
7 am—8:30 am  
Chandler Chamber  
25 S Arizona Place, #201

# Thank You to Our Sponsors



A division of Western Alliance Bank. Member FDIC.

