

# THE BUSINESS ADVOCATE



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## CHAMBER POLICIES FOR A STRONG ECONOMY

As the Arizona Legislature enters its 2012 session, the Tempe Chamber will work to develop an economy where your business will thrive. Our 2012 Arizona Policy Agenda creates a roadmap for the best ways of partnering with our elected officials and other organizations to create a healthy environment in which to do business.

### ECONOMIC DEVELOPMENT

*The long-term viability of the state is dependent upon the successful development of new and existing business and industry. Government should establish policies that provide incentives to foster a competitive business environment to increase growth and development opportunities.*

#### • Economic Development Tools

The Tempe Chamber supports allowing local governments to use economic development tools to attract new business and implement redevelopment programs, including tax increment financing, establishment of special districts to coordinate and implement economic redevelopment plans, creation of public/private partnerships, and targeted local incentives.

#### • Educational Economic Development

Our educational institutions produce graduates for local businesses and bring a significant return to the Tempe and Arizona economy. The Chamber recommends lawmakers consider the economic impact of funding for our educational institutions when drafting legislation.

#### • Liability Insurance

Frivolous liability claims against business insurance drive up the cost of operating a business. The Tempe Chamber supports legislation that reduces frivolous lawsuits, requires claimants to prove that businesses were negligent prior to claim settlement, and reduces the number of frivolous malpractice suits brought against licensed professionals.

#### • Tourism Funding

Tourism is integral to Arizona's economy. The Chamber supports continued funding for Arizona tourism and exploration of alternative funding methods.

#### • Workforce Development

The Tempe Chamber supports full funding for job training and workforce development, with priority funding given to training and development of the current Arizona workforce.

### EDUCATION/WORKFORCE PREPAREDNESS

*A quality education system is an essential part of a productive workforce. Working relationships between students, educators, administrators, government officials and businesses will build the most effective K-20 educational system to provide the business community with a workforce that is prepared to meet the challenges and demands that face business.*

#### • High Technology

The Chamber urges a greater emphasis on science, technology, mathematics and engineering in the Arizona public education system to enable greater competition in the global economy.

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## 2012 BUSINESS EXCELLENCE AWARDS FINALISTS ANNOUNCED

The Tempe Chamber is pleased to announce the finalists for the 2012 Business Excellence Awards. These awards promote the advancement of responsible business leadership in the community and publicly recognize local businesses demonstrating a passion for excellence.

Through the awards, the Tempe Chamber identifies companies whose practices in business growth, employee development, community involvement and customer service exemplify excellence. This year's seven finalists admirably embody those characteristics and are being recognized for that distinction.

The recipients of the 2011 Business Excellence Awards will be announced and honored at the Breakfast for Chamber Champions on Feb. 21 at the Fiesta Resort Conference Center. Please call (480) 967-7891 or visit [www.tempechamber.org](http://www.tempechamber.org) for details or to register.

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# UPCOMING EVENTS

**Wednesday, Jan. 11**

## Five Chamber Mixer

5:30 – 7:30 p.m.

Salt River Fields at Talking Stick | 7555 N. Pima Rd., Scottsdale

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The Tempe, Greater Phoenix, Mesa, North Scottsdale and Scottsdale chambers of commerce join forces to present the biggest networking kickoff to 2012 in the state. Food, drinks, prizes, live music and much more will set the tone as you mix and mingle with more than 1,000 other guests. Free tours of the new Salt River Fields facility will be offered. No cost to attend. RSVP at [www.tempechamber.org](http://www.tempechamber.org).

**Thursday, Jan. 12**

## Networking @ Noon:

### Meet Tempe Mayoral and City Council Candidates!

11:30 a.m. – 1 p.m.

Dave & Buster's, Tempe Marketplace | 2000 E. Rio Salado Pkwy., Ste. 1100

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Join us on Thursday, Jan. 12, for a very special Networking @ Noon to kick off the new year! In this special installment of our networking program, we welcome the candidates for City Council and Tempe Mayor. They'll participate in the event and share their thoughts on Tempe, the business community and other topics.

\$25 Members in Advance | \$30 Members on Day of Event | \$35 General Public

**Tuesday, Jan. 17**

## Business Before Hours

7:30 – 8:30 a.m.

TCH | 215 W. Lodge Dr.

Sponsored by:

WELLS  
FARGO

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Join us for a morning of food and networking. Bring brochures and business cards and be ready to give a 30-second commercial about yourself or your business. This is a wonderful way to start the day and meet with other Chamber members and the business community. A light breakfast is provided.

Free for Members | \$7 General Public

**Thursday, Jan. 19**

## Hot Topics and Lunch: How Does a Small Business Qualify for a Loan in Today's Economy?

11:30 a.m. – 1 p.m.

Courtyard by Marriott Tempe Downtown | 601 S. Ash Ave.

Sponsored by:



Delivering more than power.™

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The U.S. Small Business Association will teach attendees what they need to know and do to get a loan. With these tips and strategies, your business can secure an infusion of cash with the best rates and terms. Sponsored by **SRP**.

\$25 Members in Advance | \$30 Members on Day of Event | \$35 General Public

**Fridays, Jan. 20 and 27; Feb. 3 and 10**

## Women in Business Leadership Speaker Series

8 – 9:30 a.m.

Location varies

20 27  
3 10

The Tempe Chamber's Women in Business Council presents "Charting Your Course: Your Compass to Personal and Professional Growth," a powerful four-part speaker series that will guide participants on becoming leaders through positive transformation at work and at home. Call the Chamber or visit our website for location information.

Jan. 20: "Oceans of Possibility," Jan Whalen

Jan. 27: "Living With Peace, Joy and Gratitude," Denise Alley

Feb. 3: "Overcoming Adversity," Dr. Erika Camacho

Feb. 10: "The Evolution of You," Dr. Jamise Liddell

\$20 Members | \$60 for entire course | \$30 General Public

**Wednesday, Jan. 25**

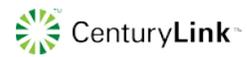
## Business After Hours

### Joint Mixer with ASU

5:30 – 7 p.m.

Canteen Modern Tequila Bar | 640 S. Mill Ave.

Sponsored by:



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The Tempe Chamber and ASU Alumni Association are teaming up to kick off the new year with an energetic and fun evening mixer. Alumni and members of the business community get together for a casual night of food, drinks, conversation and network development during this expanded joint mixer. Sponsored by **CenturyLink**.

Free for Members | \$10 General Public

**Thursday, Jan. 26**

## Business Owners Forum

8 a.m.

Allstate Insurance Company – Julie Jakubek, MBA

1919 N. Scottsdale Rd. (one block north of McDowell), Scottsdale

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Engage in peer-to-peer networking, information sharing and consultation with your fellow business owners at this casual breakfast over discussions about current issues and business-related topics. This free event is an extremely effective owner-to-owner networking event that has proven exceptionally valuable to attendees. Attendance is strictly limited to business owners only.

**Tuesday, Feb. 21**

## Breakfast for Chamber Champions

7 – 9 a.m.

Fiesta Resort Conference Center | 2100 S. Priest Dr.

feb 21

This event honors those individuals and businesses that have gone above and beyond in their efforts to make Tempe a thriving community. Awards to be presented include the Business Excellence Awards, Spirit of Tempe Award, Volunteer of the Year Award and the Tempe Leadership Outstanding Community Leadership Award.

\$50 Members | \$60 General Public

**SAVE THE DATE**

# WOMEN IN BUSINESS LEADERSHIP SPEAKER SERIES

## “Charting Your Course: Your Compass to Personal and Professional Growth”

The Tempe Chamber’s Women in Business Council presents a powerful four-part speaker series that will guide participants on becoming leaders through positive transformation at work and at home.



**Jan. 20 - Denise Alley**  
**“Living With Peace, Joy and Gratitude”**  
8 – 9:30 a.m.  
Four Points by Sheraton Tempe  
1333 S. Rural Rd.

Using humor, healing principles and examples from her new book, “Native Heart: The Seven Keys to Peace and Gratitude in Your Life,” Denise Alley will share insights, stories and powerful techniques to strengthen the mind, body and spirit, with gentle reminders to love yourself, let go of judgment and focus on the positive at the start of a new year!

Denise Alley (Cherokee, Shawnee, Oto, Delaware) from Oklahoma is a keynote speaker, workshop trainer, performer and author. She has more than 21 years of experience working with Native American tribes and has delighted audiences with her enthusiasm and genuine spirit. Alley provides workshops on customer service, team building, motivation, cultural awareness, spirituality and workplace wellness. She has been featured with Willie Nelson at Farm-Aid on television for PBS and cable networks and has been on “Native America Calling” radio.



**Feb. 3 - Dr. Erika Camacho**  
**“Overcoming Adversity”**  
8 – 9:30 a.m.  
Radisson Hotel Phoenix Airport  
427 N. 44th St., Phoenix

Having grown up in East Los Angeles, Calif., Dr. Erika Camacho understands many of the struggles that students must endure in striving to attain their academic and professional goals. Dr. Camacho will be sharing her life experiences and the challenges she had to overcome to help her achieve her personal and professional goals. She will share stories about the key individuals and decisions that contributed to her

success and transformation. Camacho will also share her passion for social activism and continual drive to transform the world of academia and strengthen our communities.

Dr. Erika Camacho began mentoring students while attending Garfield High School, which was the subject of the movie “Stand and Deliver.” Camacho’s passion is to continue the work and legacy of her mentors, which include Jaime Escalante, to create opportunities for individuals from marginalized communities and make graduate education attainable to them through intensive research. She involves students in her own work, which is at the interface of mathematics and its applications to biology and sociology. Her leadership, scholarship and mentoring have won her national recognition from the Hispanic Women Corporation; Diverse: Issues in Higher Education; and the U.S. National Security Agency, with a citation for her work in mentoring and guiding undergraduates in research. Locally she has been recognized at Arizona State University as one of three recipients of the 2011 Faculty Women’s Association Outstanding Faculty Mentoring Award.



**Jan. 27 - Jan Whalen**  
**“Oceans of Possibility”**  
8 – 9:30 a.m.  
Radisson Hotel Phoenix Airport  
427 N. 44th St., Phoenix

What happens when you cross the bay and see the ocean in front of you? The new year is a little like that; filled with so much possibility, it can be overwhelming. In this session, you’ll explore and apply the ancient Celtic culture’s way to celebrate beauty, balance and the contradictions of the self. As you begin to chart your course for 2012, you’ll refresh your perspective and explore your style—your Personal JAZ. This session is based upon Jan’s work as a presentation coach, author and motivator.

Jan Whalen, MASL, is the founder and president of Personal JAZ, a training and seminar company. She has created successful presentation and character building programs for young musicians, authors, executives and athletes. Whalen has a Master of Arts degree in servant leadership and a background in sales, public relations, education and community service. Her new book, “Rock Solid Confidence: Presenting Yourself with Assurance, Poise and Power,” takes readers from knowing what stands in their way of being confident through practical suggestions that prepare them for formal and informal presentations. Whalen has a unique talent for finding the “gold” in her clients, associates and friends.



**Feb. 10 - Dr. Jamise Liddell**  
**“The Evolution of You”**  
8 – 9:30 a.m.  
Radisson Hotel Phoenix Airport  
427 N. 44th St., Phoenix

Our life journey is so precious and swift, especially for working women that seem to have long “to do” lists and very little, if any, time for “celebrate you” lists! Join Dr. Jamise Liddell for a time of laughter and reflection as you contemplate the many changes, people and places in your life that continue to contribute to the fabulous creation that is “The Evolution of You.”

Dr. Jamise Grace Liddell, a dynamic networker, has served as an exceptional and committed career strategist for more than a decade and is currently employed as Business Liaison and Workforce Development Specialist with Phoenix Workforce, Community and Economic Development for the City of Phoenix. A passionate and nationally recognized orator, Dr. Liddell is also an administrator and educator for three major universities. Liddell has worked in several career fields, including serving on Capitol Hill in Washington, D.C., as a Congressional Fellow for a 17-term congresswoman, as a professor at Arizona State University and as the Director of Career Services at Grand Canyon University. A strong believer in lifelong learning, she recently received a certificate from the New Media Academy at ASU’s Walter Cronkite School of Journalism and Mass Communication.

Cost per session is \$20 for members and \$30 for the general public. Members can purchase a pass for the entire course for \$60. Students showing a valid student ID may also receive the member pricing. Completing the entire course earns attendees personalized Charting Your Course certification.

Also, if you sign up and pay for all four sessions in advance, your name will be entered in a drawing for a pair of **Southwest Airlines** tickets. Winner must attend all four sessions and be present at the last session on Friday, Feb. 10, when the tickets are presented to receive the tickets.

For more information and to register, please visit [www.tempechamber.org](http://www.tempechamber.org) or call (480) 967-7891.