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* Kurt is a Scottsdale Chamber of Commerce Board Member and Chairman-Elect

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APR - MAY | 2010

Member Spotlight Hotel Valley Ho

Profile of Success *Oliver Smith*



Andrew Chippindall, General Manager, Hotel Valley Ho.

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RICK MCCARTNEY, PUBLISHER INMEDIA COMPANY

MICHELLE JACOBY, EDITORIAL DIRECTOR INMEDIA COMPANY

DEBRA KUFFNER, MANAGING EDITOR SCOTTSDALE AREA CHAMBER OF COMMERCE

MIKE BINDER, ASSISTANT EDITOR

STEPHEN GAMBLE, ART DIRECTOR INMEDIA COMPANY

LOUISE FERRARI, OPERATIONS MANAGER INMEDIA COMPANY

DERRICK BOEHS, CAMI SHORE ACCOUNT EXECUTIVES | INMEDIA COMPANY

SERGIO DABDOUB, PHOTOGRAPHY



RICK KIDDER, PRESIDENT & CEO rkidder@scottsdalechamber.com

DEBRA KUFFNER CHIEF OPERATING OFFICER dkuffner@scottsdalechamber.com

CINDI EBERHARDT VICE PRESIDENT ceberhardt@scottsdalechamber.com

4725 N. SCOTTSDALE ROAD, SUITE 210 SCOTTSDALE, AZ 85251 PH 480.355.2700 FAX 480.355.2710 www.scottsdalechamber.com

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6360 E. THOMAS RD. SUITE #210 SCOTTSDALE, AZ 85251 PHONE (480) 588-9505 FAX (480) 584-3751 info@inmediacompany.com • InMediaCompany.com

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The word "commerce" in our name reflects our core mission. Our economy exists because of commerce—the body of transactions for goods and services—and nowhere is that more true than in Scottsdale, one of the commerce capitals of our state.

The Chamber exists to promote commerce and to help provide an environment in which commerce can thrive and grow. Most people understand the promotion part: connecting business people to business people, providing a venue for the acquisition of business skills and tools and providing exposure for businesses so that they can be seen and known.

The environment for commerce is equally important. Whether it's working with city officials and business people regarding noise issues in downtown or addressing challenges with the sign ordinance in the Airpark, the Chamber is working tirelessly on the environment of commerce through our business advocacy.

We represent our members in the state legislature to try to lower taxes and regulation so that you have the opportunity to succeed in your business, knowing that in challenging or good times, your Chamber is working for you to make it easier to engage in commerce. We do our job so that you can address your primary business concerns.

You see our efforts when you hear proposals in the state legislature to boost quality jobs in the state or to lower the business property tax. You see our efforts on your behalf when we work to evaluate candidates and ballot measures to ensure a balance between quality of business and quality of life in our great community.

Quality commerce in Scottsdale is a direct result of promotion, education and advocacy. Your choice to be a member helps make that happen, and we remain confident that you will benefit every day from the work of the Chamber.

Thank you, as always, for your membership!

Rick Kidder, President/CEO

Scottsdale Election Results

Scottsdale's voters followed the Chamber's recommendations to approve the increase in the bed tax and the five ballot propositions related to the charter in the March election. While business organizations rarely favor tax increases, this increase, paid by those who stay in Scottsdale's hotels and resorts, will allow additional dollars to market our community and bring much-needed dollars into our members' businesses.

The reforms put forth in the charter amendments clarify the way in which we elect our mayor and city council. The Chamber supported these changes and looks forward to reviewing more charter amendments as they come forward for the November election.



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22 Profile of Success Oliver Smith, Oliver Smith Jeweler Scottsdale at Work Magazine is published bi-monthly by InMedia Company. The publication is distributed to membership and made available to prospective members throughout the Greater Scottsdale area. We appreciate your editorial submissions and news for review by our editorial department by emailing editor@scottsdalechamber.com. To subscribe to Scottsdale at Work, please send check or money order for \$16.00 to InMedia Company, 6360 E. Thomas Rd., Scottdale, AZ 82521 or call (480) 588-9505

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CONNECT: Scottsdale@Work is for you, and about you. What stories do you want to read? What business tips or resources would help you?. E-mail your story ideas to Debra Kuffner at dkuffner@scottsdalechamber.com.

Save the Date

Scottsdale Area Chamber Open Golf Tournament

Wed., April 21

Shotgun start: 10:30 a.m. The Raven at Verrado

It's time to take a break from the recession and join us for our spring golf tournament. Entertain your best clients, enjoy our beautiful weather and play on one of the Valley's best courses. Register at events.scottsdalechamber.com.

For sponsorship info, contact Tina Miller at 480-949-6283 or tmiller@scottsdalechamber.com.



SPRING GOLF TOURNAMENT Wednesday April 21st Raven at Verrado

Member Advocates

As Chair of the Economic Development Advisory Council for the last several years, I have met and worked with many Scottsdale partnership members, city representatives and our elected officials. I was recently privileged to receive one of Councilwoman Susan Klapp's appointments to the McDowell Road / South Scottsdale Economic Development Task Force. While I was appointed to the task force as a Scottsdale resident and businessman, I felt my Chamber relationships and EDAC work prepared me well to contribute to the results achieved. I will be proud to have been a task force member when our recommendations become reality in south Scottsdale.

- Eric Larson, Chair, Economic Development Advisory Council (EDAC)

By being involved with the Chamber, I was in a position to be properly informed about the city's decision regarding the approval of the Airport Plan. I was able to use the Chamber as a tool to allow my voice to be heard on an issue that is important to me as a business person and a resident. - Bryce Lloyd, *President, FirstBank of Arizona*

It was with great pleasure that the recent special election results showed overwhelming support for the Scottsdale City Charter Amendments, as well as the increase in the hotel bed tax. The Public Policy Advisory Council was pleased to endorse each and believe they will help make our community a better place. Although the current Charter has worked well for many years, it is good practice to insure it reflects the needs of our community today. We look forward to more fine tuning in the fall elections and know that the extra marketing funds will help bring more visitors to our hotels and resorts. The PPAC will continue to evaluate all relevant public policy issues and provide our best insight for your consideration.

- Bill Heckman, Chair, Public Policy Advisory Council (PPAC)



QUOTABLE: "We are committed to building a vibrant and prosperous community through business leadership." - Rick Kidder

MEMBERNEWS

Scottsdale Healthcare Wins Recycling Award

In recognition of its outstanding performance in helping the environment and improving overall hospital quality through medical device remanufacturing and reprocessing, Scottsdale Healthcare has received the 2009 Gold Healthy Hospital System Award.

In 2009, Scottsdale Healthcare saved more than \$1 million in supply costs by remanufacturing certain medical devices, which also kept more than 29,000 pounds of waste out of landfills and reduced its wastehandling costs.

As part of Scottsdale Healthcare's remanufacturing program, single-use devices made of medicalgrade plastic or metal—such as ultrasonic scalpels, compression devices, tourniquet cuffs, cardiac stabilization devices and others—are placed in bins by staff after being used.

Scottsdale Healthcare also has a recycling program to prevent other products from ending up in the waste stream. For example, Scottsdale Healthcare recycled 366 tons of cardboard and 320 tons of paper in 2009. Congratulations, Scottsdale Healthcare!

Quinn Williams Recognized by Peers

International law firm Greenberg Traurig LLP announced that Phoenix corporate and securities shareholder Quinn P. Williams has been selected as a 2010 BTI Client Service All-Star. Nominated exclusively by in-house general counsel in BTI's annual independent study, the BTI Client Service All-Stars are recognized for their commitment to the absolute best in client service. This year, The BTI Client Service All-Stars honors 165 individual attorneys nationwide.

Williams has represented leading public and private corporations, entrepreneurs and investment funds for more than 29 years. He is recognized as a leading figure in Arizona and throughout the southwest for his experience in venture capital and debt financings for fast-growth businesses. Congratulations, Quinn!

Bedmart Ranked No. 1

Major mattress manufacturers Serta, Simmons and ComforPedic have all honored Bedmart as the No. 1 dealer for their mattresses in Arizona. Bedmart was also awarded the No. 1 dealer designation by headboard and footboard manufacturers Leggett and Platt.

Bedmart is also a strong supporter of local charities, giving longstanding support to the MDA, Susan G. Komen, Community Food Banks and many other local charities.

"We have just instituted a program where any consumer buying a Tempur-Pedic or ComforPedic mattress can have five percent of the purchase price donated to one of our local charities," Goldberg says. "We have been loyal to our roots and our customers have, in turn, given us their loyalty. It is an honor to be the No. 1 dealer of the best brands in Arizona and we thank our customers for their continuing support."

Support St. Mary's Food Bank

For the second year in a row, the NBC show "The Biggest Loser" is teaming with Feeding America in the Pound For Pound Challenge. For every pound you pledge to lose this year (and, don't worry, no one will be coming around to weigh you or make sure you're doing your office chair exercises) the equivalent of a pound of food (14 cents) will be donated to St. Mary's Food Bank. Pledges will be accepted until June 30. To sign up go to biggestloser.com and click on "Take the Pledge Now." For more information, visit firstfoodbank.org or e-mail plfehlhaber@firstfoodbank.org.

Roka Akor Hosts Farmers Market

Join Roka Akor every Sunday from 10 a.m. to 2 p.m. for a fun-filled farmers market featuring the finest Arizona homegrown products, including organic farmraised fruits and vegetables, arts and crafts, honey, herbal teas and fresh fish flown in from Alaska.

Culinary offerings include an array of delicious robata and sushi items from Chef Roman Petry, as well as foods from Bombay Spice Grill & Wine and San Gabriel Mexican Café. Neighboring stores will offer products and services, including Pucci Salon, who will be featuring outdoor manicures, makeup tips and beauty products.

Roka Akor was voted as one of the top 10 sushi spots in the country. Visit rokarestaurant.com or e-mail mhabul@rokaakor.com for more information.

Henry & Horne wins Best of Business Award

The Small Business Commerce Association (SBCA) selected Henry & Horne LLP for the 2009 Best of Business Award in the Certified Public Accountant category. The SBCA Award Program recognizes the top 5 percent of small businesses throughout the country.

"The firm is honored and pleased to earn this recognition, and we sincerely thank all of our employees, clients and business associates who make awards like this possible," says Mark Eberle, CPA and managing partner at Henry & Horne.

Henry & Horne LLP is an Arizona-based certified public accounting and business advisory firm founded in 1957. Services include audit and accounting; business consulting; mergers and acquisitions; succession planning; business valuation; litigation support; forensic accounting services; tax services (R&D tax credits; cost segregation; state and local tax issues); estate planning; and international business services.

Congratulations, Henry and Horne!

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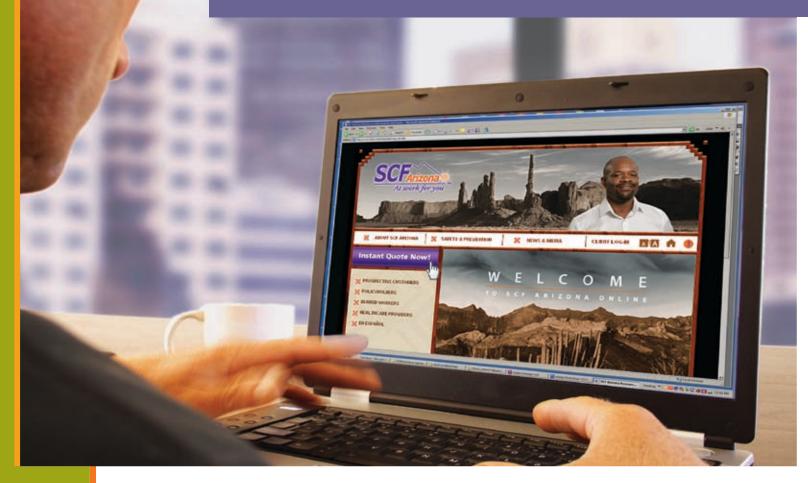
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Tourism remains a constant, but citrus farms and cattle ranches have given way to biotechnology and professional services Story | Deb Rinard

Back in the day—1888 to be exact—agriculture was the first business in Scottsdale. Winfield Scott established his 640-acre citrus farm near the heart of present-day downtown, and the "West's Most Western Town" was born. (The slogan became official when the town of 2,000 residents was incorporated in 1951.)

Commerce in Scottsdale's pristine Sonoran Desert progressed slowly. Scott gradually recruited many of the community's original settlers, who left the gray skies of the East and Midwest for Scottsdale's beautiful scenery and climate. By the early 1900s, the town boasted an artists' and writers' colony.

In 1909, visitors could stay at the town's first resort, the Ingleside Inn. The Jokake Inn followed in 1922, and in subsequent years Scottsdale became known for its luxurious resorts and gorgeous golf courses.

Cattle ranching was big, too, in the first half of the 20th century. Even into the '50s, you could encounter cattle drives at Scottsdale and Indian School roads, but the animals and dust just added to the town's rustic Old West appeal, delighting tourists.

>>

CHAMBERFEATURE

MOTOROLA BOOST

The biggest change to the city's commercial base came with the arrival of Motorola at McDowell Road and Granite Reef roads in 1956, says Harold Stewart, executive director of the economic vitality division of the City of Scottsdale. Employees needed houses to live in, followed by grocery stores and other services, and the city began to blossom. Decades later, Motorola sold that segment of its business to General Dynamics C4 Systems, which now employs 3,600.

In 2010, with Arizona stumbling through the Great Recession, how has commerce fared locally? Scottsdale has taken its licks, but, according to Stewart, "we've held together well."

"We're a wealthier community, so we didn't experience the same sort of negative impacts as other Arizona cities. We've made some sacrifices and had some staff reductions, but we've kept services going and quality high," he says.

CORE INDUSTRIES

As the city and the rest of the country try to put the recession behind them, here's a look at key areas of commerce in Scottsdale:

TOURISM

Attracting visitors has played a huge role in the city for 80-plus years.

"Tourism's influence has changed over time, but it's still a key industry for Scottsdale," Stewart says. For example:

- In 2007, the city welcomed 8.4 million visitors (Scottsdale Quick Statistics – June 2009).
- In 2008, the city had a total of 51 lodging properties and 9,444 rooms (City of Scottsdale's February 2009 Lodging Statistics Report).
- Scottsdale's bed tax revenues totaled \$9,278,713 in 2008, down 4.8 percent from 2007. From 1999 to 2009, the bed tax generated more than \$79 million in revenue for the City of Scottsdale (City of Scottsdale's February 2009 Lodging Statistics Report).

Of course, the recession has hurt the tourism sector as travel plummeted nationwide and as the Valley added hotel rooms, but officials believe a rebound is likely over the next two to three years.

BUSINESS AND PROFESSIONAL SERVICES

"This has been an important growth area for Scottsdale over the last decade," Stewart says. "Expansion of the sector has slowed in response to the overall economy, but it remains a key sector in Scottsdale's economy."

The city also provides a service to small business owners, entrepreneurs and those thinking about opening a business. In concert with the Small Business Development Center (SBDC), the Economic Vitality office offers a free, four-part workshop series entitled "Starting & Staying in Business" twice a year.

RETAIL

Retail is very big, he adds, citing a survey conducted a few years ago that said people who don't reside in Scottsdale, but who shop here, generated half of the city's sales tax.



FUTURE GROWTH

"Since the opening of the 100,000-square-foot expansion at Scottsdale Fashion Square, including Barneys New York, the city has seen a month-overmonth increase in sales tax collections," says Stewart. "Fashion Square is doing well even in these economic times. The center consistently introduces first-tomarket retailers to the Arizona market, continuing to offer a unique shopping experience.

"Overall, city-wide sales tax collections show a modest increase over the fiscal year projections, which is a positive indicator for the local economy."

HEALTHCARE AND MEDICAL SERVICES

Scottsdale Healthcare is the city's largest employer with 6,650 employees, according to the City of Scottsdale's 2009 Economic Trends report. Mayo Clinic has 4,900 employees, while United Blood Services has 647 and Scottsdale Medical Imaging has 380. "Look at the SkySong businesses and at NightHawk Radiology, which recently moved into Scottsdale," he notes.

In the middle of the night, a U.S. hospital can get a radiologist's expertise, thanks to technology that can transmit a patient's scans or X-rays electronically to a NightHawk radiologist in, say, Australia.

In addition, Scottsdale Healthcare and the Mayo Clinic are involved in medical research with TGen, and private companies such as InNexus Biotechnology Inc., are conducting cancer research.

BIOTECHNOLOGY, RESEARCH AND DEVELOPMENT

Look for sustainability and solar power to be major growth industries in the near future.

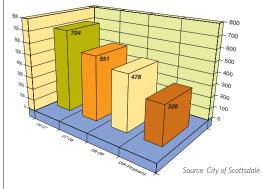
"Green will grow," says Jennifer Bongiovanni-Karas, marketing and business development director for Green Ideas Environmental Building Consultants. The full- service consulting firm provides support for

CHAMBERFEATURE

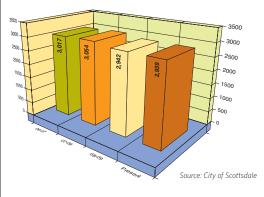
By the Numbers

A look at the ever-changing landscape of commerce and business in the Scottsdale Airpark

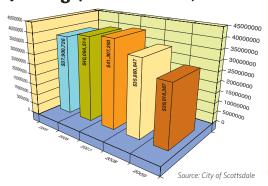
New Airpark Business Accounts/Licences



Total Active Business Accounts/ Licences In Airpark Boundaries



Total Tax Paid In The Greater Airpark Area (Privilege, Use & Bed Tax)





The Airpark's Role

The Scottsdale Airpark, which surrounds the city airport, encompasses both large and small businesses and is a top employment center in metro Phoenix.

In 1981, the Airpark had 268 businesses and 3,320 employees. Now it's home to:

- Approximately 2,575 firms.
- Approximately 48,000 employees in 880-plus buildings on 3,100 acres.
- Such major companies as Best Western, Discount Tire Company, Go Daddy Software, Knowledge Net, Nautilus Insurance Co., Peter Piper Corporate Headquarters, Pulte Homes, Vanguard, the Westin Kierland Resort and several automobile dealerships. (Source: The Greater Scottsdale Airpark 2010 Report)

"The fact that the Airpark is identifiable geographically—Loop 101 on the north, Thunderbird Road on the south, 64th Street on the west and 96th Street between the CAP Canal and Bell Road—is a huge plus for Scottsdale and for Maricopa County," says Jim Keeley, SIOR, CCIM, founding partner of the Scottsdale office of Colliers International, which publishes *The 2010 Report.* "The Airpark is an employment engine with small companies and larger ones, too. Its industries feed off each other.

"We're in a transition period now. The peak of the Airpark's heyday was in June 2007. Now the recession has pushed rents back to what we saw 10 years ago. That's good for business and bad for landlords. It's all cyclical. Due to the lack of land we can expand on, we'll need to go to higher density and higher buildings in the future. We'll also need to do something with our obsolete buildings—either tear them down or go to adaptive reuse."

There's been no new construction in the Airpark since 2008. *The 2010 Report* says this will be the year of the deal for sales, with many of the sellers bank REO properties. *The 2010 Report* predicts a fair number of land sales on short sales at discounted asking prices.

building owners, architects, engineers and contractors who build high-performance, sustainable buildings.

"We'll be growing," Bongiovanni-Karas says. "We're expanding into the Albuquerque market, and in Las Vegas, South Dakota and Kansas. We're educating companies and their leaders about sustainability."

Solar is another industry set for growth. Green Choice Solar has been in business since early 2009, employs 40 and focuses on helping small businesses, schools, churches and municipalities save money.

"People are looking at ways to cut costs," said Tony Doran, president/sales and marketing. "We offer a product that won't cost them anything and could even save them money."

It's quite a leap from those cattle drives in the first part of the 20th century, but the future of Scottsdale's evolving commerce looks bright.

Scottsdale History Hall of Fame

Over the past 16 years, the Past Presidents' Council of the Scottsdale Area Chamber of Commerce has selected 106 past and present Scottsdale personalities and organizations to induct into the Scottsdale History Hall of Fame. Inductees have contributed immeasurably to the rich heritage of Scottsdale, dating back to its modern-day founding in 1888 by Army Chaplain Winfield Scott.

Virginia Korte, former Chamber President/CEO, will serve as chair for this year's induction, which includes:



Ellen Andres-Schneider

Cultural, downtown and business advocate and leader, Ellen Andres-Schneider has chaired several successful Scottsdale Culinary Festivals, served on the board of the Scottsdale Cultural Council and chaired its annual fund-raising galas. She has served on downtown planning committees for more than 20 years.



Kurt Brueckner

Co-founder of a Scottsdale-based law firm that specializes in business and corporate law, Kurt Brueckner has served on numerous City of Scottsdale boards and commissions, chaired the Transportation Commission, was president of the Scottsdale Bar Association and served as chair of the Scottsdale Area Chamber of Commerce for two terms.



Laura and the late Dayton Grafman

Laura Grafman served as a Scottsdale Memorial Hospital Auxiliary volunteer and a term as its president, and has been involved with the Honor Ball since it was founded in 1976. She has been a top development executive for Scottsdale Healthcare Foundation since 1982, and was the point person for raising funds for construction of the Virginia G. Piper Cancer Center. Laura is a Lifetime Trustee of the Virginia G. Piper Charitable Trust.

Dayton Grafman, who died in June 2008, was a concert pianist, performing arts advocate and development executive. For many years, he served on the Scottsdale Cultural Council, Scottsdale Center for the Performing Arts and Phoenix Symphony boards, and brought many new classical performers and programs to Scottsdale.



McDowell Sonoran Conservancy

Founded in 1990 as the McDowell Sonoran Land Trust, this grass roots advocacy and stewardship group was the driving force behind protecting the McDowell Mountains from development and creating Scottsdale's McDowell Sonoran Preserve. While the group works with the City and others to urge completion of the Preserve, its stewards conduct hikes for thousands of residents and visitors, build trails, conduct educational programs and fun family events that help people of all ages and abilities enjoy passive recreation in and around the McDowell Sonoran Preserve.



The Michael Dominguez Family

Immigrating from Mexico in 1914, the late Michael Dominguez was a successful cotton and alfalfa farmer, and businessman in pre-war Scottsdale. He and his wife Guadalupe raised nine children, who all attended Scottsdale schools, helped on the farm and were involved in community events. The Dominguez family was one of the founders of the Old Mission Church in 1933, and donated a shrine to Our Lady of Perpetual Help Church in 1945.

17th Annual Scottsdale History Hall of Fame Dinner

5:30 p.m., April 1 Chaparral Suites Resort and Conference Center 5001 N. Scottsdale Road Tickets are \$60 per person, with corporate tables available for \$1,200. Proceeds from the evening's event will benefit the Scottsdale Historical Museum. For more information, contact Leslie Nyquist at 480-949-2174 or Inyquist@scottsdalechamber.com.



MC-1

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MEMBER COMMUNIQUÉ

MEMBERSPOTLIGHT

By Michelle Jacoby

Hotel Valley Ho





Considered one of Scottsdale's premier landmark destinations, the Hotel Valley Ho has hosted sun-craving tourists seeking a true oasis in the desert for more than 50 years

Originally built in 1956, the hotel was designed by Edward Varney, a student of Frank Lloyd Wright, who created a striking example of midcentury modern architecture. In its early heydays, the Hotel Valley Ho hosted Scottsdale socialites to Hollywood celebrities to international travelers.

But what makes it truly unique was its role in transforming downtown Scottsdale from a small tourist spot to an internationally acclaimed destination.

"Interestingly, the Valley Ho was the first hotel in downtown to have air conditioning, which made it the first property to be open year round," says general manager Andrew Chippindall. "It soon became instrumental in the development of downtown Scottsdale."

In 2002, Westroc Hotels & Resorts acquired the property and, in 2004, began plans for a multi-million dollar renovation that expanded the hotel's 14-acre site to now feature 193 rooms, a state-of-the-art exercise facility, VH Spa for Vitality + Health, Café Zuzu and an updated version of the legendary Trader Vic's.

"Our renovation was really a complete rehabilitation," says Chippindall. "Westroc spent over \$80 million and no details were overlooked. We're fortunate that the Valley Ho was acquired by a group of people who were truly passionate about restoring it and respecting its original architecture, while ensuring that the property had all of the state-of-the-art features required for a four-diamond hotel."

Yet, as successful as the new-and-improved Hotel Valley Ho is, it has seen its share of challenges caused by the recent downturn in tourism. In an effort to keep the hotel on the forefront and constantly on the radar, Chippindall says the property has focused its efforts on attracting new guests by offering unique promotions and events.

"We strive to use creative marketing to attract guests and groups to our hotel, including unique promotions such as our Cool Redux happy hour at Café ZuZu and deals at VH Spa," Chippindall says.

The Hotel Valley Ho has also hosted such events as a 1959-themed New Year's Eve party; the 2009 NBA All-Star Weekend, sponsored by T-Mobile and featuring singer Katy Perry; and a unique event for last year's Phoenix Fashion Week.

"We're creating a reason for people come to the Valley Ho, where they'll experience something unique that can't be found anywhere else," says Chippindall. "With our strong local partnerships, creative marketing efforts and emphasis on the highest level of service, the Valley Ho is well-established to strengthen its position as downtown Scottsdale's premier resort hotel."

CONNECT: Hotel Valley Ho 480-248-2000 hotelvalleyho.com

Organizational Assets

Scottsdale @ Work spoke with Hotel Valley Ho general manager Andrew Chippindall about one of Scottsdale's most iconic destinations.

Scottsdale is a very competitive market for tourism. What does the Hotel Valley Ho do to stand out among the rest?

Part of what makes the Valley Ho stand out is the fact that we are locally owned and independently operated. Because of this, we have the flexibility to respond to guest requests on a case-by-case basis, which really heightens our level of service.

What have been the biggest challenges the hotel has faced during these economic times?

Maintaining the corporate and group/ convention segment of our business. Corporate travelers and groups are a huge portion of hotel business, and many companies require that certain hotel chains or brands be used for travel, sometimes because of their point reward systems. As we do not have a points system, we have to work harder to attract this market segment. We have therefore worked hard to maintain relationships with our clients and to be flexible with their needs.

What are the hotel's long-term plans?

Near the end of last year, we acquired the roughly three-acre parcel of land across from the hotel along 69th Street, where we are currently in the process of planning an expansion that will include more guest rooms, more meeting and event space, and an additional pool. The expansion will truly compliment the mid-century modern architecture of the existing buildings, while enhancing the entry to the hotel from Main Street. This is an opportunity for us to better serve groups and corporate clients and to provide more space for our leisure travelers.

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CLASSIC

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APPLIANCES

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Pete Mackin 8435 N 90th St #2 Scottsdale, AZ 85258-4439 480-763-2669 thermador.com The Bosch, Thermador, Gaggenau luxury appliance showroom gallery in Pima Center is the ultimate location to start in designing, remodeling, building the kitchen of vour dreams.

ATTRACTIONS - GENERAL

Cosanti Found./Paolo Soleri Windbells Mary Hoadley 6433 Doubletree Ranch Road Scottsdale, AZ 85253-1826 480-948-6145 cosanti.com

An Arizona historic site. A unique complex of concrete structures designed and constructed by Paolo Soleri. Visitors may browse the studios where the Soleri Windbells are made and sold

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Touch Up Guys Gareth Phillips 9841 E. Bell Road #120 Scottsdale, AZ 85260-2357 480-229-8085 touchupguys.com Automotive mobile paint repairs. Specializing in bumper repairs, scratches, rock chips. Most repairs done in a day at your home or office and under your deductible.

CABINETRY & KITCHENS

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HEALTH & PHYSICAL FITNESS

Big Joe's Personal Training Joseph Giannetti Jr. 6990 E. Shea Blvd. Scottsdale, AZ 85254-5200 480-580-7405 bigjoestraining.com

HEALTH CARE PLANS

American Business Benefits Assoc. Heather Bryan 5948 E. Phelps Road Scottsdale, AZ 85254-9223 480-628-7138 ina-america com A not-for-profit organization comprised of families, individuals, self-employed and small business owners. A nationwide association that can custom-tailor a plan to fit your needs.

Please welcome the following new Chamber members who joined us in December 2009 and January 2010.

INSURANCE - BUSINESS/HOME/AUTO

Carol Dulis Insurance Agency Inc. Carol Dulis 1001 E. Warner Road #101 Tempe, AZ 85284-3224 480-705-7474 FarmersAgencyAZ.com Specializing in business/property insurance, workers comp, healthcare and life insurance for buy-sell agreements, key-employee/partner. All appointments conducted at your place of business.

INSURANCE - BUSINESS/HOME/AUTO

Jason Pesch Agency Jason Pesch 7332 E. Butherus Drive #102 Scottsdale, AZ 85260-2426 602-663-4713 Providing a new standard of personal service in the industry. Your local professional agency for all insurance lines: auto, home, life, commercial, health, legal insurance, etc.

INTERIOR DECORATORS/DESIGNERS

Just Breathe Consulting Inc. Robyn Mercer 15029 N. Thompson Peak Pkwy. #B-111 PMB 590 Scottsdale, AZ 85260-2223 480-406-2209 justbreatheconsulting.com

MARKETING - SALES, CONSULTING

Co Creative Labs LLC Kris Reichert 7520 E. Second St. #4 Scottsdale, AZ 85251-4532 480-675-0000 cocreativelabs.com

MEDICAL SERVICES

Pyramid Preventative Medicine Nancy Onyett, FNP-C 7500 E. Pinnacle Peak Road #A-207 Scottsdale, AZ 85255-3406 623-326-5537 PyramidPreventativeMedicine.com Preventative aging services for men and women: natural hormone replacement, nutritional and supplement, weight management, fitness or strength, and comprehensive the total approach to wellness.

BASIC

ACCOUNTANTS - CPA

Mack & Rohwedder PC Alanna Mack 8160 E. Butherus Drive #1 Scottsdale, AZ 85260-2523 480-348-0390 mrcpapc.com CPAs and business consultants.

ADVERTISING

Roaring Thunder Media

Amanda Kerwin Dyer 1120 Bloomfield Ave. West Caldwell, NJ 07006-7138 973-710-4728 roaringthundermedia.com Provides media opportunities to more than 100 private jet terminals throughout the United States, Canada, the Caribbean, Europe, Asia and South America. Customtailored advertising and marketing programs.

APARTMENTS & CONDOMINIUMS

The Lofts @ Rio Salado Tricia Santos 1033 N. Parkside Drive Tempe, AZ 85281-3144 602-685-9000 livethelofts.com Resort-style living with studios, lofts, and one-, two- and three-bedroom apartment homes. Close to highways and entertainment, two ools, 24-hour fitness center, theater room. Inquire for specials.

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EDUCATIONAL SERVICES

Sylvan Learning Center

Doris Schmeling 7609 E. Pinnacle Peak Road #10 Scottsdale, A7 85260-3415 scottsdalesylvan.com Tutoring for ages 4 through high school. Wide variety of programs, including math, writing, study skills, SAT/ ACT and programs for gifted children. Currently two Scottsdale locations.

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Raymond James Financial Services Mark Greenbaum 7345 E. Acoma Drive #201 Scottsdale, AZ 85260-3138 480-948-7590 With 28 years experience, we utilize stocks, mutual funds, bonds, variable annuities and 401(k) to help clients fulfill their investment goals. Outstanding customer service. Offer fee-based managed accounts.

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GOLF VACATIONS

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Westin Kierland Resort Bruce Lange 6902 E. Greenway Pkwy. Scottsdale, AZ 85254-8123 480-624-1000 westin.com/kierlandresort In walking distance to Kierland Commons, this 735-room luxury resort features 7,500 square feet of meeting space, extensive outdoor venues, full-service spa, multiple pools, restaurants and lounges with 27 holes of championship golf.

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PEST CONTROL

Action Termite Control Mike Boswell 1101 W Melinda Lane #B Phoenix, AZ 85027-2808 602-326-0997 911termite.com Termite control pest control insulation home seals, rats, mice, termite companies, bees, bee companies, home seal companies, insulation companies, Termidor, Action termite control, termite estimates, termite inspections.

REAL ESTATE

Optima Realty Inc. Karen Costantino 7177 E. Rancho Vista Drive Scottsdale A7 85251-1320 480-425-7177 optimaweb.com Optima Realty is the heart of sales for the innovative and multi-award-winning Optima Camelview Village, our 17-acre, 700-unit luxury development. Open seven days a week.

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Thank you to our Members who renewed in December 2009 and January 2010

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Consulting to developers on all aspects of real estate development within the city of Scottsdale from site acquisition through construction. Expertise in the zoning and development process in Scottsdale.

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winfieldscafe.com A nonprofit community coffee house and espresso bar offering fresh pastries, sandwiches, salads, comfortable atmosphere and free WiFi. We are more than coffee. It's a people thing.

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EVENTSCALENDAR

SIGNATURE EVENTS

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NOT YOUR TYPICAL EVENT! From the dynamic energy of the Scottsdale Business tradeshows to the excitement of the Sterling Awards, attendees are sure to have a great time at these signature Chamber events.

Chamber Open Golf Tournament Wed., April 21

Raven Golf Club at Verrado, 3636 E. Baseline Road \$125 per player, corporate sponsorships available. Register at events. scottsdalechamber.com. 10:30 a.m. shotgun start.

NETWORKING - CHAMPIONS BREAKFAST

WORD OF MOUTH MARKETING BEGINS HERE! Held on the first and third Thursday of the month. Free for members, guests \$20. Purchase a 4-minute commercial or tabletop display for extra exposure. Sponsored by LunaDisc Entertainment. Advanced registration requested.

Thurs., April 1 **30-Second Claim To Fame** First impressions matter.

Everyone needs a 30-second "elevator speech." Sponsored by BlueMedia and LunaDisc Entertainment. Scottsdale Fashion Square, Food Court 7:15 to 9 a.m. Thurs., April 15 Business Card Bingo Sponsored by BlueMedia and LunaDisc Entertainment. *Kitchens Southwest* 15685 N. Greenway Hayden Loop #300 7:15 to 9 a.m. Thurs., May 6 **Mastermind Exchange** Solve your business challenges through the collective brainpower of the masterminds! Sponsored by BlueMedia and LunaDisc Entertainment. Scottsdale Fashion Square Food Court 7:15 to 9 a.m.

Tues., May 20

Save the Date

Economic Development /

Public Policy Symposium

June 2010

Event information TBA.

Roundtable Exchange Our most popular format. Two-minute presentations. Eight people per table. Maximized exposure. Morton's The Steakhouse 15233 N. Kierland Blvd. 7:15 to 9 a.m.

INSPIRE LUNCHEONS - CONNECTING WOMEN FOR SUCCESS

GET CONNECTED! Take advantage of this opportunity to expand your network and meet leading Arizona women who share their experiences that have shaped their success.

Wed., April 21

Marsha Harrison, Senior Vice President, First Fidelity Bank

Scottsdale Resort & Conference Center 7700 E. McCormick Pkwy. 11:30 a.m. to 1:15 p.m.

Wed., May 19 Foundar *Durnla Dib*

Donna Bartos, Founder, Purple Ribbon Council & Girls Night Out to Cut Out Domestic Abuse Scottsdale Resort and Conference Center

7700 E. McCormick Pkwy. 11:30 a.m. to 1:15 p.m.

AIRPARK

THE POWER OF COMMUNITY. In partnership with airpark business owners and volunteers serving on the Airpark Committee, the Scottsdale Area Chamber of Commerce offers a variety of programs and resources to ensure the positive economic development of the Scottsdale Airpark.

Fri., April 9

Innovative Business Strategies Featuring Dr. George Land. Presented by First Fidelity Bank, sponsored by Classic Residence at Silverstone and CCS Presentation Systems. Home & Design Idea Center 19120 N. Pima Road 7:15 to 9 a.m.

Fri., May 7 Human Resources Issues & Updates

Presented by First Fidelity Bank, sponsored by Clark Hill, Scottsdale Airpark News and CCS Presentation Systems. Sassi 10455 E. Pinnacle Peak Pkwy. 7:15 to 9 a.m.

Fri., May 21 Meet your Neighbors

Gather your co-workers and join us for lunch \$5 includes lunch and networking *Location TBA*. 11:30 a.m. to 1 p.m.

EDUCATION

KNOWLEDGE IS POWER! Successful business people share a common thread — a commitment to learning. Our educational programs are designed to give you a hands-on experience with real-life examples for tools, training and success. Free for members (unless noted); advance registration required. Business Smartz Workshops presented by SRP.

Wed., May 12 Advanced Networking Strategies Presented by Network 2 Networth.

JDA Software 14400 N. 87th St. 7:30 to 10 a.m.

April 7 Member Orientation

Learn everything you need to know about growing your business with the Chamber. Catered by Dunkin Donuts. 4725 N. Scottsdale Road #210 7:30 to 9 a.m.

May 5 Member Orientation

Learn everything you need to know about growing your business with the Chamber. Catered by Sam's Club. 4725 N. Scottsdale Road #210 7:30 to 9 a.m.

BUSINESS AFTER HOURS

THE BEST SOCIAL NETWORKING IN SCOTTSDALE!

At our Business After hours monthly mixers, you can network with business professionals in a relaxed social setting at unique and exciting venues throughout Scottsdale. Members free; guests, \$20. Sponsored by LunaDisc Entertainment and. advanced registration requested, network with valley business professionals.



Wed., April 28th Los Tres Amigos A joint event with the Scottsdale, Phoenix and Tempe chambers. Devils Martini North 10825 N. Scottsdale Road 5 to 7 p.m.



Thurs., May 27 **Casino Arizona** McKellips & 101 5 to 7 p.m.

GET YOUNG PROFESSIONALS

Tues., April 13 **Networking Mixer** *Phoenix Suns Game* getphoenix.org

Thurs., May 20 Professional Development

Workshop - CEO Panel Location TBA getphoenix.org

FOR INFO ON THESE EVENTS VISIT: events.scottsdalechamber.com

MC-4

Innovate Innovate

Story | Deb Rinard

In a dismal economy, poor leaders look only at the numbers, slash costs, lay off employees and often operate out of fear, which only clouds their judgment.

Good leaders, on the other hand, share qualities like these, says Dr. George Land, chairman of Scottsdale's FarSight Group:

Innovation

"Good leaders look at how bad times affect their customers and help them [by] looking at things in new ways to add value and reduce costs," Land says. "They invest in something new and different." Bad times actually are an opportunity to get new customers.

Good leaders realize that customers are not only the end users, they also encompass distributors and sales outlets. "Really important innovation often happens in the middle of the stream, like a company's distributors," he says.

Land offers BBT Bank in North Carolina as an example of good leadership. The bank's executives took a close look at how they could help their clients in tough times. The next step? Giving their customers the services they needed. And because of the company's values, its leaders and staff also knew when to say no.

"They didn't beat themselves up for bad times," Land notes. "In the downturn, any loan they made had to be in their customers' best interests."

As a result, BBT grew from a small community bank to the 10th largest in the nation, a remarkable feat with all of the recent bank bailouts and failures.



CHAMBERFEATURE

The realization that employees are vital

Good leaders make sure their employees know the vision, purpose and values of the company and build relationships with every employee. Call it leading by walking around if you like, "but good leaders know they have to connect," Land says.

Employees also need to feel that the company is theirs. When bad times happen, every employee chips in. After all, they frequently have direct relationships with customers, so they make vital contributions to the company's success. "And employees are the most

important customers; they're not just hired help," he adds.

The strength not to give in to fear

"I'm afraid fear has taken over," Land says. "There's a focus on growing quantitatively rather than qualitatively...of drawing back from serving customers."

Pressure from Wall Street on publicly held companies contributes to fear and a focus on the bottom and top lines. "Privately held companies like Hermann Miller tend to do much better in tough times without that pressure."

The wisdom to look at more than the numbers

"When a company gets into trouble, its leaders are looking only at the numbers," Land says. "That's a terrible idea because numbers don't tell you the

Despins Printing and Graphic

numbers," Land says. "Tha meaning. The tendency is to cut costs. There's more to success than finances."

He believes that in bad times, company leaders need to hold on to human values more than to concentrate on finances.

"Employees work harder and contribute more when they connect with a higher purpose helping to better lives. When this happens, employees often will volunteer to take pay cuts if they feel it will help," Land says. "A company has to do good to do well."





if leadership development in your company needs attention, the Scottsdale Area Chamber of Commerce offers solutions through its Executive Edge program, designed for people working on the business versus in the business. You can tap into the brainpower of business equals who have tackled the same issues you are struggling with now. For more info, contact Debra Kuffner at 480-949-2169 or dkuffner@scottsdalechamber.com.

Jackie Wszalek (right), Despins Printing and Graphics

Re-energize Your Business

If you need to jump-start your business in this rough economy, here's some advice from a few Scottsdale business owners:

"We made a nonprofit entity part of our business model. We are business partners with Gompers Habilitation Services and share our scanning business operations and profits with them directly and equally.

"This is a unique way in which we can grow our business, drive our profits and support the community, all at the same time. We employ 30 disabled adults in our document- scanning operation and hope to grow that number over the next few years. These are individuals who under normal circumstances would never have a job, so it's a win-win all around."

John Longobardo

CEO, Express Digital

"At Hot Air Expeditions, we focus on service, service and service. When people are spending their ever-precious dollars for entertainment, we have to make it memorable. When we focus on making others happy, we walk away with a smile in our own hearts.

"We take care of anything a customer mentions or even alludes to. For example, a customer mentioned that the 18-year-old in the group was having a birthday, so our staff laid out a happy birthday banner and a cake at the end of the ride, in addition to the usual champagne and hors d'oeuvres. Another customer wanted to go to Trader Vics after the ride, not back to the resort, so we took him there. Our staff knows: Don't ask. Just make it happen!

"We also send follow-up e-mails to our customers to see if there's anything we can do to make their experience any better. We share that information and our 'brag' letters from clients in the company newsletter; that reinforces our team.

"And I always try to lead by example. I'm here to greet everyone; I want everyone to feel special. The staff picks up on that."

Margie Long Owner, Hot Air Expeditions

"From 5:30 to 8 p.m. on the last Friday of each month, we host a communitybuilding event called 'Authors, Artists and Angels.' With food, drink and fun, we celebrate our community's creative members and nonprofits.

"The featured artist displays his/her paintings, while the featured author shares an "a-ha" moment and a member of a nonprofit group describes what the organization does in the community. Each one only speaks three to five minutes. It's more about milling about smartly. It's a way to connect like-hearted people; we're building a community.

"When it comes to marketing, The Design District—20 or so businesses on the Hayden-Greenway Loop—put together some marketing pieces collectively to promote each other. We're a lifestyle group—businesses that sell furniture, tile and consignment items, for example. We had a sale over the President's Day holiday at the Scottsdale Quarter with special offers from the stores. My company printed the materials promoting it.

"I try to make my company stand out by combining high-touch with hightech. I do a lot of networking. I'm proud that we're locally owned. My store has a sense of calm and peace; happy people work here. We try to make the experience one that our customers want to come back to."

Jackie Wszalek Despins Printing and Graphics

Express Digita

INFOCUS: OUT & ABOUT

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Scottsdale Area Chamber events are the place to be! Connect with old friends, meet new people, learn new business skills and listen to experts speak on the topics important to you and your business. **Be part of the energy and excitement by visiting events.scottsdalechamber.com and come on out to a Chamber event today!**



1. Chamber President Rick Kidder and Congressman Harry Mitchell at the January Airpark Breakfast. 2. Local businesses learning how to use SBA loans at the January Airpark Breakfast. 3. A sold out crowd attends the March Airpark Breakfast on healthcare. 4. Dave Cooke, Congressman Harry Mitchell, Dale Wernette and Stephen Plunkett at the January Airpark Breakfast. 5. Healthcare speakers Dr. Majorie Baldwin and Tom Sadvary. 6. Three generations: Kandi Lee with her daughter and her mom at the February Inspire Luncheon. 7. A packed house at Xona Resort Suites attends the February Airpark Breakfast. 8. Lots of networking going on at the Champions Breakfast. 9. Terri Cole from CCS Presentation Systems asks Tom Sadvary a question about healthcare. 10. Chamber Ambassadors having fun at Parada del Sol. 11. Chamber Ambassadors braving a cold and rainy day at the annual Parada del Sol Parade. 12. GET Young Professionals Kelly Tope, Josh Houda, Holly Shore and Allison Russell at Hotel Indigo. 13. Having fun at our Volunteer Appreciation Party. 14. Airpark businesses pack Tommy Bahama's for the quarterly Airpark Meet Your Neighbors event.

BUSINESS 101: ISSUES & ANSWERS

Business issues are answered by Scottsdale Chamber members and area professionals in each edition of Scottsdale@Work. To submit your issue to our participants, please contact them directly. If you are interested in becoming an Issues & Answers advisor, please contact us at info@mpgcompany.com or call 480-588-9505.

Accounting



EideBailly

Joshua Hayes, CPA Tax Partner (602) 264-8663

jhayes@eidebailly.com www.eidebailly.com

ISSUE: I'm starting to hire employees again, will the new jobs legislation help me?

ANSWER: Yes, under the HIRE Act, a qualified employer, basically an employer other than the U.S. government, a state or political subdivision thereof, will not be required to pay the employer portion of social security (6.2%) related to Old Age, Survivors and Disability Insurance on qualified employee wages paid after March 18, 2010, through the end of 2010. A qualified employee, hired after February 3, 2010, and before January 1, 2011, has to meet certain tests to be gualified, and must certify that they have not been employed for more than 40 hours in the 60 day period prior to their hire date.

Business Financing



FACTORS SOUTHWEST **Robyn Barrett** Managing Member

(480) 947-9340 (office)

robyn@factors-southwest.com www.factors-southwest.com

ISSUE: My business is growing, but my bank can't give me a larger line of credit. Where can I secure a loan to continue our growth successfully?

ANSWER: Growing businesses are often strapped for cash, which is oftentimes created when bills are paid before cash comes in from customers. Fortunately, the gap can be shortened by factoring, which provides quick access to cash through the assignment of accounts receivables. Factoring makes funding decisions based on the creditworthiness of your customers, rather than on a company's financial history and cash flow. Factoring also makes funding decisions in days or hours, while banks can take weeks or months.

Insurance



Vice President (480) 951-4889

jkirke@holmesmurphy.com www.holmesmurphy.com

ISSUE: How can my organization begin to reduce healthcare costs?

ANSWER: Many employers view rising healthcare costs and declining employee health as beyond their control. Often they cut benefits or put into place temporary fixes that do nothing to change long-term trends. A shift is needed, moving the focus away from treating a patient after a problem exists toward prevention. With up to 60 percent of all healthcare claims in the U.S. the result of bad lifestyle choices, healthcare is an expense that can be managed through proactive wellness programs. We've seen significant results with companies that have adopted this "well-care" program approach.

Legal Advice



BuchalterNemer



rshprecher@buchalter.com www.buchalter.com

ISSUE: As a small business owner, am I automatically immune from personal liability for corporate debts if I incorporate my business?

ANSWER: A corporation is an entity distinct from its owners, so a business owner is generally immune from corporate debts if Arizona statutes governing corporate formalities are adhered to. Immunity is not automatic. Personal liability may be imposed when the corporation is operating as an "alterego" (i.e., a fictitious extension of its owners) or fails to comply with legal corporate requirements. To avoid exposure to personal liability, it is good business practice to seek guidance from a business attorney to ensure proper corporate formalities and requirements are followed.

Relationship Building



SCOTTSDALE **Tina Miller**

Sponsor and Member Relations (480) 949-6283

tmiller@scottsdalechamber.com www.scottsdalechamber.com

ISSUE: How can sponsorships help my business?

ANSWER: Today, the most effective marketing ties closely to business development, and is highly targeted and personal. The beauty of sponsorships is that they usually incorporate a number of benefits that work together to create brand awareness and facilitate relationships with your ideal potential clients. A typical event sponsorship includes: 1) advertising and media exposure; 2) speaking opportunities, which position your company as a business and community leader; 3) product and/or service sampling; 4) opportunities to personally connect with attendees; and 5) participant contact information so you can develop newly established connections.

Technology Solutions





Chris Warda, President 1-(800) 710-CMIT (2648)

sales.scottsdale@cmitsolutions.com www.cmitsolutions.com

ISSUE: If my business ended up in a legal dispute, would I be able to easily access and search several years' worth of archives in order to produce evidence requested by a lawyer or judge?

ANSWER: That's the idea behind e-mail archiving-making sure that all the content contained in e-mail communications is readily accessible and searchable. An e-mail archive can help you track down years-old communications and documents, as well as help you quickly start operating again, in the event of a disaster.



QUOTABLE: "The art of leadership is saying no, not yes. It is very easy to say yes." - Tony Blair

Executive Decision: Make This One Count!



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Desert Hills Bank

Pat Taylor, Senior Vice President 602-324-6700 ptaylor@deserthillsbank.com www.deserthillsbank.com

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Pat Taylor

Senior Vice President- Business Banking

Desert Hills Bank was founded by a team of Arizona bankers and lending experts to provide the highest possible level of service to Arizona businesses. As an independent community bank, we offer deposit and loan programs that can be tailored to fit the individual needs of small- to mid-sized businesses in the Arizona marketplace. We pride ourselves on being a true business partner with our business customers.

"Building relationships and truly understanding the goals and needs of each of our business clients is what we are all about," says Pat Taylor Sr., Vice President of Desert Hills Bank. "When a business comes to us with their current plan and their future dreams, we work together with them to offer products and services that make sense for their business. We are locally owned and operated, which allows us to be responsive to what people in our area want from their bank. Our Privilege Business Banking package allows us to sit down with the client and pick and choose from an extensive list of products and services to tailor-build a unique banking and lending program to meet their individual needs."

The professionals at Desert Hills Bank are a great resource for information on FDIC insurance coverage. If you have any questions about your banking needs, stop in any one of our offices and speak with our banking experts. You will find us exceptionally well-educated and we will help you get the maximum coverage for your needs. We have six locations throughout Arizona including: Phoenix, Scottsdale, Sun City, Prescott, Village of Oak Creek, and Sedona.

A Law Firm for All Your Litigation Needs



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Kurt M. Zitzer, Partner* 480-624-8570 kzitzer@meagher.com www.meagher.com

Kurt M. Zitzer

Partner, Meagher & Geer

During the past 80 years, Meagher & Geer has earned a national reputation as a preeminent insurance defense firm. Our lawyers serve clients across the country from offices in Scottsdale, Arizona and Minneapolis, Minnesota. Clients select us because we provide skill and value.

Meagher & Geer offers a wide range of legal services. While we are primarily a litigation law firm, and much of what we do includes insurance defense assignments, we also engage in direct representation of our non-insurance company clients, including nationally and regionally based business corporations, public entities, non-profit organizations, and individuals involved in civil and commercial litigation. Areas of litigation concentration include all types of business and commercial litigation, insurance coverage and bad faith, professional liability defense, health-care professional defense, products liability defense, employment practices defense and advising, construction law, catastrophic loss claims investigation and recovery litigation throughout the country, complex mass tort defense, corporate law, probate and estates, and real estate transfers.

* Kurt is a Scottsdale Chamber of Commerce Board Member and Chairman-Elect

If you are interested in sharing your professional know-how and assisting companies that need your expertise, become a Build Your Business advisor by contacting us at info@mpgcompany.com or call 480-588-9505.

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Oliver Smith

Oliver Smith Jeweler

If there's one thing that reveals true success in business, it's longevity. No one knows that more than Oliver Smith, president and owner of Oliver Smith Jeweler, a high-end company that has been creating and selling exceptional jewelry in Arizona since 1981.

"The business was originally called Smith National. I was in partnership with my sister and we had a small shop on Balboa Island in Newport Beach, Calif. In 1985, I opened my store in Scottsdale and changed the name to Smith Fine Jewelers and then Oliver Smith Jeweler in 1999," says Smith, whose career began after he graduated from college and, interestingly, during a stint as a casino dealer in Atlantic City.

"It wasn't the profession I wanted, so I started selling jewelry on the side," he says. "I sold on the road, hustling every day to make enough money to stay ahead of my checkbook."

Originally from Worcester, Penn., Smith graduated from Lockhaven University with a bachelor's degree in economics. But it was his certification with the Gemological Institute of America that moved him to pursue his aspirations of designing exquisite custom jewelry and owning his own store.

Today, Oliver Smith Jeweler has established itself as an elegant retail destination with competitive pricing and a commitment to the highest quality of craftsmanship and ethical standards. In addition to its diverse selection of designer jewelry, the company specializes in custom work, including engagement and wedding rings.

But it's the development of the Oliver Smith Collection that has been Smith's focus for the past 10 years. Featuring chains, earrings, rings, pendants and bracelets, designs are available in 18k white, yellow and rose gold, as well as various gemstones. The collection also includes Oliver Smith Boho bracelets, ecochic gemstone and pearl bracelets on synthetic silk thread with diamond and sapphire accents.

"Being honest with my customers is the key to my success. I always envisioned having the finest store in Scottsdale and with our new location on Gainey Ranch, I believe we've achieved that," Smith says. "More importantly, I enjoy having a wonderful reputation—something I've always recognized as a key to longevity. Looking ahead, I see us becoming the finest jeweler in Arizona for years to come."

Childhood ambition:

To make my father proud.

Best trait: I'm hard working.

Worst trait: Not showing enough affection to the people I love.

Motto: Nothing good happens after midnight.

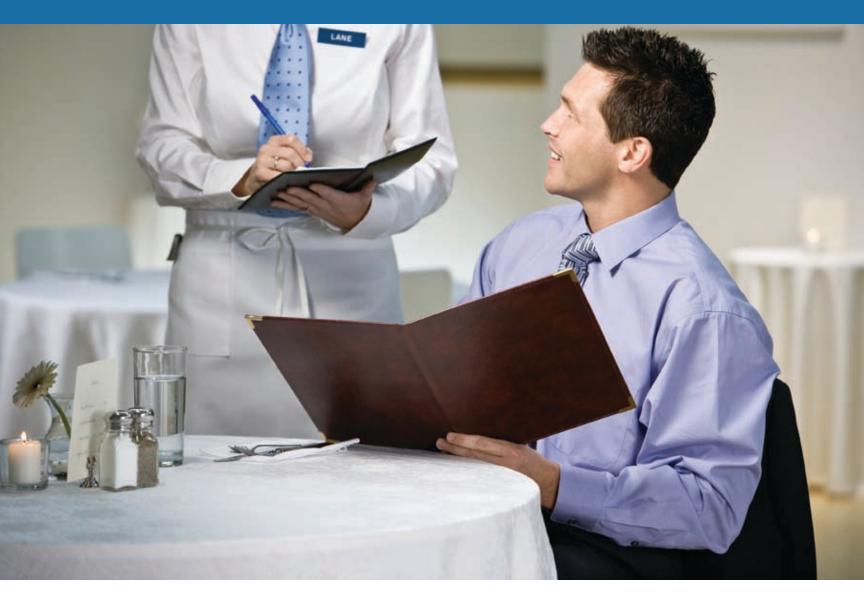
First job: I was a dipper at Merrymead Farms Ice Cream Parlor in Worcester, Penn.

CONNECT:

Oliver Smith Jeweler 480-607-4444 oliversmithjeweler.com



QUOTABLE: "The secret of success is to do the common things uncommonly well." - John D. Rockefeller



"I'll have the energy savings."

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> Jerry Colangelo — Chairman USA Olympic Basketball, Chairman; Basketball Hall of Fame; World-class Business Owner; Bestselling Book Author, National Spokesperson, Merchants

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