Communicating ACROSS the generations

Entrepreneur Spotlight
Anita Lang Mueller Talks Business

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Four Generations in the Workforce Means One Thing is Certain: Change.

For the first time in modern history, there are four distinct generations in the work force. This is both an exciting and challenging time, and working with each of them requires patience and understanding. More specifically, it will require flexibility. Statistics support the notion that change is in the air.

There are currently 79 million Baby Boomers in the workforce, compared to only 51 million Generation X workers. Trends indicate that two workers leave the workplace for every new one entering. In addition, there is currently a shortage of 10 million workers across all employment categories, and that the number is growing daily.

What this means for employers is get ready for change. More companies competing for an ever diminishing pool of talent. With an increasingly competitive market for talented and educated professionals, what can be done to make Scottsdale more attractive to the next generation of workers?

Most young professionals have a “live first, work second” philosophy and often choose the place they will live before they find a job. Add to that the portability of talent that naturally exists in a knowledge-driven economy, and young professionals have the ultimate power of choice. The pressure is on for cities to create a compelling environment that includes a broad range of amenities. A young professionals’ organization is a critical part of that overall strategy.

In response to these changes in the marketplace, the Scottsdale Chamber is creating a regional Young Professionals initiative that will serve the business community by fostering and cultivating a community of young professionals; and teaching them the skills they need to succeed in business. This initiative, entitled “GET”, (Growing Emerging Talent), will allow tomorrow’s workforce to make meaningful connections to their community and to each other; and to access leadership development opportunities to enhance their careers. This will help to provide our ever expanding business community with a rich pool of talent from which to grow their businesses.

What can you do to help support and grow this initiative? Go to www.scottsdalechamber.com and click on the GET logo to learn more. Through community outreach, professional development, mentorship opportunities, political awareness and social programs, GET will be a tremendous asset to both young professionals and businesses looking for tomorrow’s leaders today.

Yours in success,

Tom Sadvary, President/CEO
Scottsdale Healthcare
2007-08 Board Chair
CONTENTS

DEPARTMENTS

5 News Briefs
Updates, Sound Bites, Kudos & More

6 FEATURE
Across the Generations
As the Gen Y and Gen X meet the Baby Boomer, the workplace is changing

10 Events Calendar
Network, Learn and Build Business

12 Scottsdale Airpark Soars
Business is booming at the Airpark

14 Smart & Successful
Meet Alexia Chamberlain: Beauty, Brains & Business Sense

MEMBER COMMUNIQUÉ

MC-1 Entrepreneur Spotlight
Anita Lang Mueller of Interior Motives

MC-2 New Member Profiles

MC-4 The Chamber Advantage

ON THE COVER: Communicating across the generations, many businesses are learning what it takes to “understand” the next crop of young professionals. RaeAnne Marsh enlightens us in Part II of her series on Young Professionals in the workplace.

Scottsdale Job Fair & Career Expo
Tuesday, March 4th, 10:00a – 2:00p

Presented by:
The McKesson Corporation in partnership with
The Scottsdale Chamber of Commerce,
Scottsdale Community College and Jobing.Com

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QUOTABLE: Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others. Jack Welch
Small Business and the Health Care Crunch

A new National Federation of Independent Business (NFIB) survey examines how small companies are faring in the health care crunch. The short answer is “not very well.” The survey finds that, due to high costs, fifty-two percent of small employers do not offer health insurance or an insurance purchase subsidy. Forty-seven percent of small employers do offer such benefits, with 36% providing benefits to all or most full-time employees. In terms of costs, small employers tend to spend around 75% of payroll on employee benefits.

INFO: www.nfib.com

World’s Largest Horsedrawn Parade

The 55th Annual Parada del Sol Parade and Trail’s End Celebration is set for Saturday, February 23 at 10:00am. Presented by the Scottsdale Jaycees, the Parada – reputedly the world’s largest horsedrawn parade – runs north up Scottsdale Road from Oak to Indian School and ends in Old Town with the Trail’s End Celebration, a huge block party for all ages. Don’t miss it!

INFO: 480-990-3179 or www.scottsdalejaycees.org

“Flip a Strip” National Architectural Design Competition

The Scottsdale Museum of Contemporary Art (SMoCA) announces a major design competition and public exhibition, “Flip a Strip.” This innovative project will foster creative, new visions for the renovation of the small-scale strip shopping plazas that line the streets of the Valley — and virtually every suburban zone in the country. Deadline for submissions is March 31, 2008.

INFO: Lesley Oliver, 480.874.4654 or www.flipastrip.org

Are You In Compliance?

Arizona’s minimum hourly wage changed to $6.90 on January 1. If you failed to acquire your new minimum wage poster for your office, you can download it from the Arizona Employer’s Council web site. It’s available in English and Spanish. Get yours today!

INFO: www.azeci.com or amy@azeci.com

MEMBER NEWS

Johnson Bank a Top 100 Company!

Congratulations to Johnson Financial Group for ranking #37 on Fortune Magazine’s annual list of the 100 Best Companies to Work For. This announcement marked the Racine company’s first appearance on the nationally-prominent list. “It is a tremendous honor to be named to this prestigious list the very first time we were nominated,” said Richard Hansen, President and CEO of Johnson Financial Group.

INFO: www.johnsonbank.com

Entrees Made Easy Adds Staff

The corporate team of Entrees Made Easy Corporate Team just got bigger with the addition of Bret Badura. A recent graduate of Scottsdale Culinary Institute, Bret has two years experience as a sales manager and over eight years working in the corporate industry.

INFO: www.entresmadeeasy.com

Debbie Gaby Named Woman of the Year

Women of Scottsdale has selected Debbie Gaby, President of Sleep America, as its 2007 Woman of the Year. Gaby was honored at the Women of Scottsdale’s annual Woman of the Year Luncheon in February at the Westin Kierland Resort and Spa.

Congratulations, Debbie! We think you are pretty cool, too!

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1201 S. Alma School Rd., Ste. 5450, Mesa, AZ 85210
Scottsdale Corporate Center I, 18500 North Allied Way, Suite 150, Phoenix, AZ 85054
GEN Y, GEN X, AND THE FIRST GENERATION TO BE SLAPPED WITH A LABEL: BABY BOOMERS. APPLIED TO INDIVIDUALS, STEREOTYPES ARE NO MORE VALID FOR GENERATIONS THAN FOR ANY OTHER GROUP. BUT THERE ARE TRENDS AT WORK THAT ARE HELPFUL FOR EMPLOYERS TO RECOGNIZE AS THEY COPE WITH MAINTAINING SUFFICIENT EMPLOYMENT TO SUSTAIN THEIR BUSINESS IN THE FACE OF A WORKFORCE THAT IS AGING OUT AGAINST A 3:2 RATE OF REPLACEMENT.
INTER GENERATIONAL DYNAMICS

“Baby Boomers worked very hard for their two weeks’ vacation. That’s not acceptable to us,” says Gen Y Jennifer Bongiovanni, Director of Business Development with Go Green Landscape Services and a member of Scottsdale Chamber of Commerce’s Young Professional Advisory Committee (YPAC). “What’s important to us is enjoying our co-workers and work environment.”

Communication plays a key role in creating a positive work environment, so an important issue is how to keep a positive flow of communication.

“The most frequent breakdown in communication is caused by a lack of respect,” notes Baby Boomer Lynn Lanoue, owner of Phoenix-based BWi Coaching & Consulting, with 20 years’ experience coaching businesses past such impasses.

YPAC member John McMurry, a Gen Y, believes his attitude toward his job at A. R. Mays Construction in Scottsdale constitutes a respect the older employees appreciate. In contrast to fellow Gen Y’s whose attitude is more “I’ll work more if they pay me more,” he’s found that the senior employees “see my interest and hard work, and so are willing to help me.”

Respect is not, however, a one-sided affair. While Baby Boomers need to know they’re valued in the workplace — that their years of experience and dedication are appreciated — the younger workers also want that respect. Says Lanoue, “Once the Gen Y feels respected, he will ask the Baby Boomer to share with him the experience he has acquired.”

Gens X and Y (collectively known as Young Professionals or YPs) love email, whereas Baby Boomers prefer face-to-face meetings. This can create a communication breakdown if it’s not understood, points out Jessica Ollenburg, president and CEO of Human Resource Services, Inc. (HRS), with offices in Scottsdale, Ariz., and Waukesha, Wisc. And, while Baby Boomers opened the floodgates on questioning authority, Gen X embraced that attitude to what many Boomers saw as a radical degree — and resented. (There’s also an especially strong conflict between Gen X and Baby Boomers that arises from the disconnect between the former’s MBA academics and the latter’s real-world experience. Observes Ollenburg a propos of the MBAs, “They need real-world experience so they’ll know how to apply the knowledge they’ve learned in school.”)

Young Professionals are quickly making up the bulk of new hires in Scottsdale.

versus the “I’ve done my task and I’m done with it” attitude. And they learn a sense of accomplishment [as a team].”

The team strategy also helps YPs learn skills that will help them climb the ladder in the business world, where upward movement is heavily based on personal relationships.

Specifically to attract the YP, companies have begun to implement innovative approaches that appeal to their values, such as flex time or allowing an employee to split time between working at home and in the office, offering lateral job changes within the company, and relaxing the dress code where appropriate (jeans may be appropriate attire for employees serving customers at The Gap, but such would not suit the experience expected at Neiman Marcus, notes Gen X Nicole Spracale, vice president of talent development for Jobing.com).

Companies also need to advertise their positions where YPs are most likely to see them – which is not in that old stand-by, newspaper classified ads, points out Gen-X YPAC member Larry Horton, a police officer for the City of Phoenix whose “beat” moved from patrol to handling recruitment and serving as advertising liaison in the police force’s ongoing efforts to attract new officers. “The person we’re looking for is technologically savvy. They look to the Internet.”

The police force is even using podcasts and YouTube; not just locally, but nationally and globally.

Companies are also taking on all levels to accomplish something,

KNOWLEDGE TRANSFER

“Previous knowledge is always going to be vital. You have to learn from the past in order to move on,” says Bongiovanni.

In some cases, training programs will be effective in bringing new employees up to speed. Mentoring, however, may be the better choice if knowledge is important to the success of the business. And, notes Spracale, “If the position is complex, you’ll need to backfill pro-actively; groom people five to ten years out.” Obviously, retention strategies gain importance in such cases.

Dates vary among different sources, but, generally, Gen X birth years are 1964-1978, followed by Gen Y up to year 2000.
As the state’s largest provider of workers’ compensation insurance, SCF Arizona invests in Arizona’s economy and promotes workplace safety.
Recognizing that hard water is the primary problem affecting the water quality in Arizona pools, Ken Scheer and the folks at Calsaway developed a cleaning process to extract harmful minerals and other undesirable matter. A high-capacity mobile filtration system is used to separate and physically remove hard elements from the water, and then cycles the clean water back into the pool.

Calsaway’s process requires pools to be fully drained every 10-12 years, as compared to 2-4 years for conventional pool cleaning systems. Scheer estimates that the company has salvaged more than 3.2 million gallons of water this year alone. “The interest in our products is in direct correlation to the renewed interest in the environment,” Scheer said.

Scheer said of a recent appearance on NBC’s Nightline. Scheer envisions a 20-truck fleet and expansion into California and Nevada within the next five years.

**Entrepeneural Assets**

- **Do you have what it takes?**
- **Ken Scheer shares his insight.**

- **A Great Product or Service:** Does your product fill a void in the marketplace? Is there a point of differentiation between your product and similar products on the market? Do people need or want your product?

- **Sales & Marketing Mindset:** A strong background in sales and marketing can help take your business from an “idea” to a thriving and sustainable income generator.

- **Enthusiasm:** It is important that potential clients, vendors and the media all feel the enthusiasm you bring to your business. If you are passionate about your business, it is easy to spread that enthusiasm to others.

- **Values:** Integrity, dedication and honesty are essential.

- **Tenacity:** You will have good days and bad days. Be strong. Stick with it. If you have the other assets, you will achieve success.

---

**Ken Scheer**

*Calsaway Pool Services, Inc.*

Calsaway Pool Services is making a big splash in the Valley. Its innovative water filtration system is revolutionizing the pool cleaning industry and conserving millions of gallons of precious water in the process.

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**DID YOU KNOW?** Apple Computer was incorporated on January 3, 1977 with starting capital of $1,300 raised by founders Steve Jobs (who sold his VW bus) and Steve Wozniak (who sold his HP scientific calculator.) Since that date, Apple has sold more than 31 million MacIntoshes.

Source: Apple Computer
Please welcome the following new Chamber members who joined us in September-October of 2007.

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CHIP TIP
Know Your Networking Stage
There are three stages of network building.

Stage 1: Prospecting – meeting as many people as possible.

Stage 2: Strategizing – looking to meet the “right” people because you are not “eating what you kill”.

Stage 3: Leveraging – looking at your network from a business development perspective. Who do you already know that can help you get where you need to go? And who can you help in the same way? Know your stage and plan your business development activities accordingly.

Want more tips?
chip@network2networth.com
networth2network.blogspot.com

CHIP TIPS are provided courtesy of Raymond “Chip” Lambert, business development guru and president of Network2Networth.

New Healthcare benefit
We are pleased to announce a new partnership with one of the most trusted names in health insurance – Humana. Members of the Scottsdale Area Chamber can save money on healthcare benefit costs and may qualify for discounts on dental and life insurance, as well.

Chamber health plan:
• Medical premium discount to member businesses with 2-99 employees
• Range of products include PPO, POS, CoverageFirst®, and High Deductible Health Plans
• Dual-choice plans
• Prescription drug options
• Group dental and life products
• Free vision discount program
• Wellness and Employee Assistance Programs (EAP)

MORE INFO: Humana Chamber Hotline – 480.515.6634

Peace of Mind for Chamber Members
Did you know that nineteen out of twenty business firms that lose their data due to a hard drive crash, tape malfunction, fire or other data disaster, will file for bankruptcy within one year of the incident? Don’t let your business be another statistic. DataPreserve Remote Data Backup acts as an insurance policy that allows you to recover business data that is lost due to technology errors, human error or other disaster.

The Scottsdale Area Chamber has entered into a special account relationship with DataPreserve that allows Chamber members to access DataPreserve remote backup protection and storage at discounted rates. Pricing starts as low as $15/month for 2GB and increases based on the amount of compressed data you store. Remember to use the links below to take advantage of the 10% discount offered to Scottsdale Area Chamber Members.

SIGN UP:
www.datapreserve.com/scottsdalechamber

QUESTIONS: 480.949.2167 or 480.422.1600

Margaret Dunn
“Monday morning mail has never been better! I opened an envelope from the Scottsdale Chamber only to find a refund check from the State Compensation Fund [SCF] for over $4000! The cooperative program through the Scottsdale Chamber and State Compensation Fund is something every business should take advantage of... putting money back in the bank!”

To learn how you can take advantage of these bottom-line benefits, call Suzanne Walden-Wells at 480.949.2167 or sww@scottsdalechamber.com

Chamber members earn BIG dividends
Businesses enrolled in the Scottsdale Area Chamber’s SCF Arizona Workers Compensation program earned a whopping $198,786.00 in dividends this year. On average, members enrolled in the association plan earn 40% higher dividends than those enrolled in individual SCF plans. According to Margaret Dunn, owner of Ollie the Trolley, it makes good business sense.
Let's face it, business is complicated enough with payroll, staffing, and that copy machine that keeps jamming for some unknown reason. But thanks to Cox Business, your communication needs can be simplified with one phone call.

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**Champions Breakfast**  
Word of Mouth Marketing Begins Here!  
Held on the first and third Thursday of the month. Chamber Members Free, Guests $10  
Purchase a 4-minute commercial or tabletop display for extra exposure.

**Thursday, February 21st, 7:15am-9:00am**  
**CHAMPIONS BREAKFAST – ROUNDTABLE EXCHANGE**  
Pueblo Norte, 7090 E. Mescal

**Friday, February 29th, 7:15am-9:00am**  
**CHAMPIONS BREAKFAST – FIFTH FRIDAY EDUCATION BREAKFAST**  
Featuring: George Gillas of the Janus Center for Personal Growth  
El Torito, 6200 N. Scottsdale Rd.

**Thursday, March 6th, 7:15am-9:00am**  
**CHAMPIONS BREAKFAST – 30 SEC. CLAIM TO FAME**  
Give your best 30-second commercial in front of 100+ businesses.  
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**Thursday, March 20th, 7:15am-9:00am**  
**CHAMPIONS BREAKFAST – ROUNDTABLE EXCHANGE**  
Location: TBD  
Champions Breakfast Sponsored by: LunaDisc Entertainment and Scottsdale.com

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**Dream Teams**  
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Dream Teams are not just another network group or breakfast club. These exclusive referral groups are structured so members can promote their business and help each other to actively generate viable referrals easily in a non-competitive environment. Chamber members only.

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**SUNS LUNCH TEAM**  
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480.355.2706 for more info.

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The Best Social Networking in Scottsdale!  
At our Business After Hours monthly mixers, you can network with 250+ business professionals in a relaxed social setting at unique and exciting venues throughout Scottsdale.  
Members Free, Guests $10

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**Wednesday, March 27th, 5:00pm-7:00pm**  
**WONDERFUL WATERFRONT MIXER**  
**Location:** Homeowners Financial Group USA at the Scottsdale Waterfront

**Wednesday, April 27th, 5:00pm-7:00pm**  
**LOS TRES AMIGOS MIXER**  
An annual cooperative venture of the Scottsdale, Tempe and Phoenix Chambers, you can network with nearly 1,000 business professionals in a "wild" social setting. Phoenix Zoo, 455 N. Galvin Pkwy., Phoenix, AZ 85008

Business After Hours Sponsored by: LunaDisc Entertainment and the Scottsdale Tribune.

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**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. Advance Registration Required

**Wednesday, February 13th, 8:00am – 10:00am**  
**NETWORK 2 NETWORTH**  
You have the tools, now get the training.  
Presented by: Chip Lambert, President and CEO, Network 2 Network  
JDA Software, 14400 N. 87th St. (101 and Raintree)  
Free for members. Advance registration required.

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**Wellness**  
157 million workdays are lost due to headaches and neck pain.  
www.workplace-wellness.com
Wednesday, February 13th, 11:30am – 1:00pm

**WORKPLACE WELLNESS WORKSHOP**

**PATHS – ProActive Tools for Handling Stress**

*Presented by:* George Gillas, Janus Center for Personal Growth

Scottsdale Area Chamber Board Room, 4725 N. Scottsdale Rd., Ste. 210
(NE corner of Scottsdale Road & Highland)

*Members:* $15 in advance, $25 day of event

*Guests:* $25 in advance, $35 day of event

Lunch will be provided, Advance registration is required.

Wednesday, February 27th, 7:30am-10:00am

**BUSINESS SMARTZ WORKSHOP**

*Presented by* the Scottsdale Republic

**“CONQUERING COLD CALLING”** Featuring Jack Lindsley of the Sandler Sales Institute

Western International University, 8860 East Chaparral #120

*Members:* $10 in advance, $15 day of event

*Guests:* $25 in advance, $30 day of event.

Advance registration required.

Wednesday, March 5th, 7:30am-9:00am

**MEMBER ORIENTATION**

Scottsdale Area Chamber of Commerce, 4725 N. Scottsdale Road, #210

Free for members. Advance registration required. Learn everything you need to know about growing your business with the Scottsdale Area Chamber.

Wednesday, March 26th, 7:30am-10:00am

**BUSINESS SMARTZ WORKSHOP**

*Presented by* the Scottsdale Republic

**“UNLOCKING THE POWER OF PUBLICITY”** Featuring Robin Cook of Marketing with a Flair

Western International University, 8860 East Chaparral #120

*Members:* $10 in advance, $15 day of event

*Guests:* $25 in advance, $30 day of event.

Advance registration required.

Wednesday, April 2nd, 7:30am-9:00am

**MEMBER ORIENTATION**

Scottsdale Area Chamber of Commerce, 4725 N. Scottsdale Road, #210

Free for members. Advance registration required. Learn everything you need to know about growing your business with the Scottsdale Area Chamber.

Wednesday, April 23rd, 7:30am-10:00am

**BUSINESS SMARTZ WORKSHOP**

*Presented by* the Scottsdale Republic

**“SMALL BUSINESS MARKETING FOR BIG BUSINESS IMPACT”** Featuring Lisa Dixon of Adworks

Western International University, 8860 East Chaparral #120

*Members:* $10 in advance, $15 day of event

*Guests:* $25 in advance, $30 day of event.

Advance registration required.

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**AIRPARK**

**First Friday Airpark Breakfast (FAB)**

Presented in by our Airpark Committee and in partnership with the Scottsdale Tribune and Scottsdale Airpark News, this event promises Airpark businesses access to opportunities, connections and insights to help you make informed decisions and get involved in the community. Topics range from development to transit to the impact of special events and legislation.

Friday, March 7th, 7:30am-9:00am

**“TRANSPORTATION: HOW WILL WE GET THERE FROM HERE?”**

Alltel Ice Den, 9375 E. Bell Rd.

Friday, April 4th, 7:30am-9:00am

**“GOING GREEN: ECONOMICS AND INNOVATORS”**

DC Ranch Homestead Community Center, 9797 E. Union Hills Drive

**First Friday Airpark Breakfast Sponsored by:** First National Bank and Scottsdale Tribune

Friday, May 2nd, 7:30am-9:00am

**SOCIAL MEDIA: ARE YOU READY**

Sassi, 10455 E Pinnacle Peak Pkwy
Airpark Businesses Soaring to New Heights

The Scottsdale Airpark is an economic powerhouse, serving as Arizona’s second largest business center and Scottsdale’s largest employer.

The Scottsdale Area Chamber of Commerce, in conjunction with a group of talented and dedicated volunteers who serve on our Airpark Committee and Sub-Committees, have developed programs and resources to serve the unique needs of this influential business area.

Whether you are looking for an avenue to voice your opinion and advocate for issues that affect your business, interested in connecting with community and business leaders, or would like to be in the know about key issues, the Scottsdale Chamber is your connector to all this and more.

PROGRAMS AND RESOURCES

The Chamber offers a variety of programs and resources to connect you to the community, inform you of the issues affecting your business and advocating on your behalf.

- First Friday Airpark Breakfast
- Political Advocacy
- Business After Hours Mixers
- Airpark Committee
- LinkedIn Airpark Group
- Airpark Business Data Guide
- E-Communications

MEMBERS MAKING A Difference

Members of the Scottsdale Area Chamber Airpark Committee provide guidance to Chamber staff with regard to issues and challenges specific to businesses located in the Airpark and serve as hosts for our monthly 1st Friday Airpark Breakfast.

The Event Sub-Committee identifies speakers and topics of interest for our First Friday Airpark Breakfasts. The Airpark Advocacy sub-committees’ primary goal is to take a leadership role in facilitating discussions amongst Airpark area businesses and large ownership groups in the area to create a long-term vision for the Scottsdale Airpark area to insure that the Airpark evolves as a distinctive brand and strong economic engine.

The mission of the Promotions and Database Sub-Committee is to raise awareness about Airpark business activities and resources; encourage business participation in Scottsdale Chamber of Commerce Airpark programs; build an Airpark business database and create a “buzz” in the Airpark business community.

2008 First Friday Airpark Breakfast Series
SAVE THE DATE

March 7th, 2008
Transportation: How Will We Get There from Here?

April 4th, 2008
Going Green: Economics and Innovators

May 2nd, 2008
Social Media: Are You Ready?

June 6th, 2008
Global Business, Local Impact
In partnership with Arizona International Growth Group (AZIGG)

October 3rd, 2008
Special Event
Annual Economic Forecast
and Bus Tour

November 2008
The Jobing.com Story

December 2008
From Xers to Boomers: Attracting and Retaining a Multi-Generational Workforce

For more info on any of our Airpark Initiatives visit:
www.scottsdalechamber.com and click on the Chamber Initiatives link or contact Kristi Hall at 480.949.6288 or khall@scottsdalechamber.com

Above: Scottsdale Airpark is certain to be hub of local business. Photo: Scottsdale Chamber.

DID YOU KNOW? The Greater Scottsdale Airpark Area is home to approximately 2,779 businesses and over 52,000 employees. Jim Keeley, Airpark 2010 Report Colliers International
Natural Earth Solutions uses lessons from Nature, Science & Technology to bring environmental \textit{SPACE} to residential or commercial landscapes for community health, safety, and ecology.

\textbf{ACHIEVE SPACE IN YOUR LANDSCAPE}

\begin{itemize}
  \item \textbf{S} \textit{SAFETY} for community, pets & children from Chemical residue half-lives.
  \item \textbf{P} \textit{PROTECTION} for trees, shrubs, grasses, ground cover, vines & cacti from disease, pests, & insects.
  \item \textbf{A} \textit{ACTIVE} conservation of water & soil for Vegetation productivity.
  \item \textbf{C} \textit{CHEMICAL} freedom in landscape control material & methods.
  \item \textbf{E} \textit{ENVIRONMENTALLY} safe, Ecologically friendly, economy for owner.
\end{itemize}

Our products and methods conserve water, soil, atmosphere, vegetation, and money. We produce results for child, pet, and community safety and prevention of vegetation disease, pests, and insects in commercial and residential landscapes. Our natural products contain natural nutrients needed by plants and no harmful or dangerous chemicals.

\textit{We will show you how SPACE is your solution!}

Call for appointment \textbf{623.210.1649}
Alexia Chamberlain: Personality Plus

Beauty, brains and business sense. Alexia Chamberlain has these traits in large supply. She is the envy of every colleague, the dream of every employer, and the pride of her family. Tenacious, hard-working and super focused, she is driven toward excellence in all that she does. But don’t let her no-nonsense style fool you. This career girl is not above poking fun at herself – and at you, too.

force behind my professional and personal growth. His innate understanding of people allows him to guide each person through the exact process they needed to help them uncover their own resolutions, get out of their own way and succeed. His constant effort to better himself and his selfless donation of time to help others realize their dreams is definitely an inspiration to me.

S@W: What is your “guiding principle”? What one focuses on will come to be. It’s in the Bible, popular books...and has come to fruition in my life. It makes me cognizant of the thoughts I dwell on and ultimately makes me a much happier person.

S@W: What would you do over if you could? I am a strong believer in experiencing the good along with the not-so-good...and even the decidedly bad. I want to look back on my life and know that I have experienced and felt as much as I possibly could have. So as of now, I would not do anything over. I’d rather recognize a change that needs to be made, and adjust!

S@W: What is your “proudest moment”? It’s a toss-up between passing the “Certified Payroll Professional” exam on the first try (it only has a first-time pass rate of roughly 50%), and receiving “Outstanding Graduating Senior” for both of my college majors.

S@W: Is there someone who has made a big impact on your career? Honestly? Myself. I take time to evaluate my goals and establish steps to reach those goals. So far, it’s worked! I would give that advice to anyone who is sincerely interested in advancing their career.

S@W: Where would you like to see your career in 5 years - 10 years? 5 years - Regional Sales Manager for Payroll Experts, supporting all West Coast Sales, and hopefully mentoring our top “Experts”. In 10 years I would like to be VP of Sales. Guess I better get busy selling!

Full Name: Alexia Matak Chamberlain
Age: 27
Current Position: Senior District Manager, Payroll Experts
Hometown: Phoenix – a rare native!
Education: BSBA, Marketing; BA, Advertising; Northern Arizona University
Family: I have two loving, supportive parents, Paul and Martha, and two crazy 4 year-old wiener dogs, Todd and Winnie.
Best Advice: Shut up, stop whining and get a life!
Favorite Book: Ken Follett’s Pillars of the Earth before it was part of Oprah’s Book Club
Currently Reading: Ken Follett’s World Without End and Rory Freedman’s Skinny Bitch (it was a gag Christmas present, but it is actually pretty good!)
Musical Instrument: Just when I thought I had lived this down! I played flute and piccolo, and very badly. And yes – I went to Band Camp!
Little Known Fact: I love manual labor and have no problem sweating my butt off doing stuff around the house. I am definitely not an “oh no, I broke a nail!” type of girl.
Community Involvement: Scottsdale Area Chamber Ambassadors and Airpark committees; sustainability and green causes.

DO YOU KNOW SOMEONE WHO IS SMART & SUCCESSFUL? Scottsdale@Work is looking for young professionals, age 25 to 40, who embody the Smart & Successful spirit.

Make your referral to: editor@scottsdalechamber.com
480.949.2169

Photo: sergio-art@cox.net

S@W: To what do you attribute your early professional success?
My intense drive to do the absolute best job possible, regardless of the task. I always focus on the details. I am responsible for my own successes and failures, and because of that I take an active role in creating my own life.

S@W: Do you have a mentor?
Yes – my boss Jason Roth, Founder, Payroll Experts. He has not only always made time to answer my questions, teach me loads of invaluable information and help me solve problems, but has undeniably been the central

QUOTABLE: Great leaders are almost always great simplifiers who can cut through argument, debate, and doubt to offer a solution everybody can understand. General Colin Powell
Looking for a reliable return on investment? 
Try energy efficiency for a change.

Electricity accounts for **30% of operating expenses** for a typical office building.

You may be paying even more.

The good news? You can cut these costs and boost your bottom line by implementing simple energy efficiency strategies. And APS can help.

**APS’ Solutions for Business** program provides incentives for a wide range of energy-saving measures.

How much can your business save?

Average participating office project:
- **$10,900** Solutions for Business incentives
- **$150,000** lifetime reduction in energy costs

**Invest in efficiency. It pays.**

Typical Electricity End Use by Small Office Buildings in Arizona

- Heating, Ventilation and Air Conditioning **41%**
- Office Equipment (Non-PC) **4%**
- Personal Computers **4%**
- Motors **4%**
- Exterior Lighting **6%**
- Interior Lighting **36%**
- Other **4%**

To learn more, call (866) 277-5605 or visit aps.com

*The APS Solutions for Business program is funded by APS customers and is approved by the Arizona Corporation Commission.*
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The Black-Tailed Prairie Dog
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There’s a difference between a meeting and a gathering. And that difference is Resort Suites—the ideal destination for groups looking for a more intimate meeting experience. Scottsdale’s newest, and beautifully appointed one-to-four bedroom suites offer the intimacy, flexibility and modern conveniences to make doing business with us anything but usual. Resort Suites: Scottsdale’s real hidden gem.