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**YOUR LOCAL TUCSON  
BUSINESS NETWORKING RESOURCE MAGAZINE**



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***We're All In This TOGETHER  
It's the Start of Something New!***



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**BOOK HEROES**  
Discover the Hero Within

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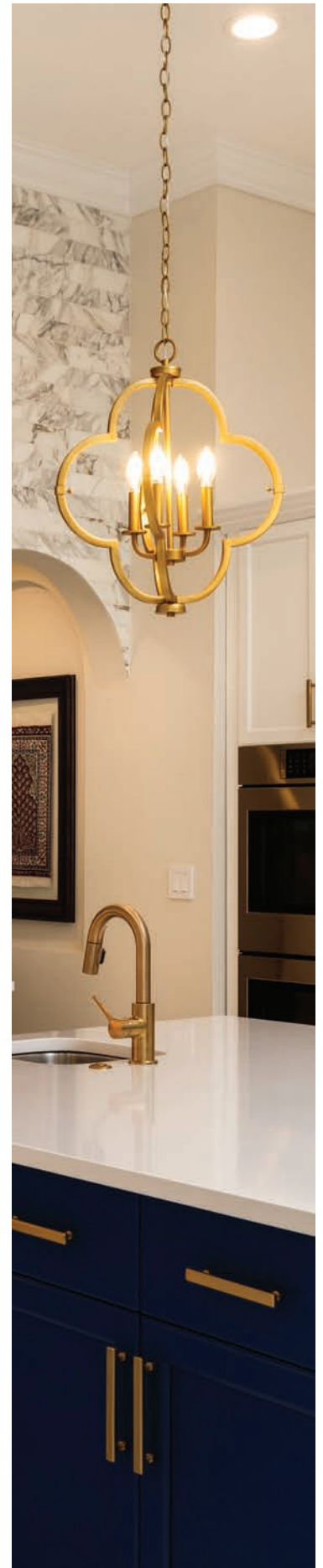
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# We're All In This TOGETHER

*It's the Start of Something New!*

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## SPRING 2024

[WWW.TUCSONBUSINESSNETWORKING.COM](http://WWW.TUCSONBUSINESSNETWORKING.COM)

### WHY TUCSON BUSINESS NETWORKING:

- Dynamic business networking organization unique to our community with the largest attended monthly networking mixers and monthly breakfast/lunch events.
  - Maximize your professional network by meeting new members and guests at every event.
  - Location of events are different every month and always at the finest venues in the Tucson area.
  - Celebrate the Joy of Networking with us. Social interaction turns into business.
  - Increase and diversify your client base substantially as you expand your business market.
  - Display company information every month at the business card exchange table.
  - Complimentary Appetizers including a Cash Bar at each event.
  - We attract the TOP business professionals!
  - WINNER! - BEST Business Referral/Networking Group 2018, 2019, 2020, 2021 & 2022, 2023\*
  - BEST Membership Organization 2021, 2022, 2023\*
- \*SOURCE: Arizona Daily Star Readers' Choice*

### MEMBERSHIP BENEFITS:

- ONE FULL YEAR of EVENTS - 12 TOTAL MONTHLY EVENING MIXERS ARE INCLUDED IN MEMBERSHIP (365 DAYS).
- Brand new members/sponsors are promoted on social media.
- Your business is everyone's business! The businesses of our members are featured in the Tucson Business Networking Membership Directory.
- Unlimited postings for Members on [tucsonbusinessnetworking.com](http://tucsonbusinessnetworking.com) in the Classifieds and Local Events Calendar.
- Access to the Tucson Business Networking Members-Only Facebook Group.
- Exclusive Member price for monthly breakfast/lunch events (Contact list emailed to all attendees)
- Customized Member name badge, Custom made Proud Member/Proud Sponsorship signs.
- Members have the opportunity to showcase their business in event videos at YouTube: Tucson Business Networking.

### PRICING DETAILS:

- Tucson Business Networking Annual Membership \$289
- Sponsorships start at \$650
- Breakfast/lunch events - Cost varies depending on location
- Monthly evening mixers - \$30 for non-members - MEMBERS GET IN FREE!
- Holiday Party - \$75 for guests; MEMBERS GET IN FREE!

### SPONSORSHIP BENEFITS:

- Engage in monthly sponsorship breakfast forum/roundtables
- Exhibit your company information through tabling at monthly evening mixers
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# “We’re All in This Together,” High School Musical

*Everyone is special in their own way  
We make each other strong (each other strong)*

*We’re not the same  
We’re different in a good way  
Together’s where we belong  
(High School Musical Song)*

I chose the theme for this magazine, “We’re All in This Together,” the theme song from the 2006 hit movie, “High School Musical,” because as we come together to meet people, forge new friendships, and build professional relationships, we feel valued and accepted. It’s the greatest feeling to leave an event knowing the time spent was worthwhile whether you make a new friend, meet a new prospect for business, or have a good conversation and leave inspired.

I was energized after a networking event, only a year ago, last February, when I had the idea of a business networking magazine. The concept was brand new and had never been done. I was excited to launch a publication that I knew would benefit people. Networking, without question, can be terrifying. I wanted to create a resource for people to glean new ideas from, to help them build connections, and grow their business. I am proud that in each issue, advice will be shared with YOU in mind from our members who live here and those you can meet at events. Are you on the fence about attending a Tucson Business Networking event? Come to a luncheon or a mixer and let others know it’s your first event. You will find a room full of people eager to meet you who will help introduce you to others.

You are reading the fourth Tucson Business Networking Resource Magazine spotlighting our region’s top business professionals. We are most grateful for our advertisers. Their support covers the costs associated with producing the quarterly magazine, making it possible to create this publication. The magazines are available not only in print, but also online at [TucsonBusinessNetworking.com](http://TucsonBusinessNetworking.com). You will find the publication in medical offices, salons, banks/credit unions, gyms, restaurants, and places that have high

traffic waiting areas, or in a display rack. Many members of our dynamic organization take stacks of magazines to help us deliver this resource all over town. We also attend many networking events to get them to different people and places. My short-term goal is to add more pages of content, print more copies, and increase circulation. Each issue has fresh content and spotlights our members and sponsors with different networking articles, and networking tips, advertorials, sponsor pages, the membership directory, and MORE!

Tucson Business Networking is growing and not just in membership but by adding businesses from a variety of different industries and people with diverse backgrounds. Each of our networking events bring many first-time guests, many of whom become members. Each member is a piece of the pie that makes up Tucson Business Networking. Getting to know all the people in our diverse group will help you build a strong network you can utilize. Sara Stevens, Marketing Director at Simply Bits A Ting Company, said, “Being part of the TBN group feels like having a personalized LOCAL search engine right at your fingertips. With members spanning across various businesses, accessing the network for quick assistance is truly remarkable!”

My networking tip is to have your calendar out to schedule two or three meetings while at the event to meet a business prospect for coffee or lunch. Don’t leave until you have accomplished this goal. Remember, “We’re All in This Together.” Not only will you have something to look forward to doing, but so will the person you invited to meet with you.

The calendar of events is posted on the website and we have awesome events packed through January 2025. Right now is an ideal time to get your networking journey started and become a member. You never know who you will meet at a Tucson Business Networking event. Remember, “Together’s where we belong” so enjoy yourself at the events and join in the spirit of all of us coming together to forge new friendships and build a better community for all of us.

## ABOUT US

### Tucson Business Networking’s

**Mission Statement is:** to connect people in Tucson’s business community and help them foster relationships, inspire new connections, and begin new friendships.

**Join us** for our popular and very well-attended networking mixers and luncheons.

**WINNER - BEST** Business Referral/Networking Group, 2018-2023 (AZ Daily Star Readers’ Choice)





**WINNER - BEST** Membership Organization 2021-2023 (AZ Daily Star Readers’ Choice)

**WINNER - BEST** Local Owner/CEO 2022-2023 (AZ Daily Star Readers’ Choice)

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stacyfowler@comcast.net  
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# Giving children hope in moments of despair



## SOUTHERN ARIZONA BOOK HEROES

By Jennifer Turner-Jones

**A** local non-profit has helped more than 11,000 children cope with trauma with a way to escape or be comforted over the last five years.

Southern Arizona Book Heroes (SABH) gives children hope in their moment of despair by providing resources to first responders, victim advocates, social workers, and child-centric agencies with new books and new plush toys, to distract, comfort, and soothe traumatized children.

The founder of this impactful organization, Jennifer Turner-Jones, knows the power of a good book. At 13 years old she was taken away from her family due to abuse. She was put into emergen-

**MEMBER PROFILE**



**Tucson Business Networking LLC**

**FAST FACTS**

**Southern Arizona Book Heroes,**  
[soazbookheroes.org](http://soazbookheroes.org),  
**520-409-1751,**  
 Jennifer Turner-Jones, Founder

cy shelter but found solace in reading books. She could get lost in any adventure her mind and imagination were brave enough to overcome.

“It took me about 30 years - three years into starting Southern Arizona Book Heroes - to talk about my personal story, and that I was one of those children we try to reach through our

first responders. For I personally was taken away from an abusive environment and put into a shelter with nothing but the clothes I was wearing. In the shelter there was a bookshelf and it was nothing to find me in a corner reading a book,” Turner-Jones said.

Later in life, she was in an automobile accident with her son. He was absolutely petrified. After working with officers over the years, and remembering her son’s reaction to the dreadful accident, she wanted to give back to the community. She looked around for a worthy cause and noticed that literacy was quickly fading from our communities and with that Southern Arizona Book Heroes came to life.

Turner-Jones credits networking with the success of growing SABH.

“All of my current board members come from meeting them through



networking and building business relationships,” Turner-Jones said. “It was through networking that I met a photographer that helped me ‘be ok’ with sharing my story and not being afraid of opening up. The relationships I built through networking helped me understand that SABH is so much more than ‘just books’ - it’s about giving a child strength, hope, and letting them know that they are not alone.”

Diana Brettrager, Treasurer of SABH, is proud of what the organization has accomplished in its first five years.

“As a former elementary teacher and a prolific reader, I understand how easily we can be transported to a different place as we read,” she explained. “Children in crisis situations - such as a car accident, fire, CPS intervention or other adverse experiences - need to be able to be distracted, comforted and soothed and Southern Arizona Book Heroes is there to assist our first responders in providing new books to allow the children to escape. Their mission appeals to me both at a profes-

sional and personal level. I believe that by volunteering, I can make a positive impact on the community while also improving the self-esteem, confidence and well-being of children.”

Turner-Jones said there are easy ways for Tucsonans to support SABH.

“Attend one of our fundraisers. Our two biggest events are our annual Birdies 4 Books Golf Tournament which will be on June 2 at Forty-Niners Country Club and our annual Gala which will be held on September 21 at the Savoy Opera House,” she said. “All the information is on our website, soazbookheroes.org.

“Sign up to be a volunteer - we have plenty of volunteer opportunities throughout the year. Follow us on all the social media platforms; and just simply help spread the word of who we are and our mission - to give children hope in their moment of despair,” she said.

April 18 - Embassy Suites by Hilton  
Tucson East

May 23 - Main Event

June 20 - Savoy Opera House

For a complete list of events, visit:  
<https://tucsonbusinessnetworking.com/meetinginfo.php>



PHOTO TAKEN AT Carriage House with over 100 in attendance!

# NETWORKING TIPS

**Southern Arizona business leaders** gave us a list of advice, tips and tactics to help you get the most out of your networking experience.

**Show up and be a VERB** not a NOUN. Take action in everything you do. Inaction will never yield results.

— Holly Reed, Modella, In home IV hydration

**Building a strong network** is about fostering a sense of unity and collaboration. Remember, we are in this together, so let's support and uplift each other to achieve our common goals.

— Wes Stolsek, OMNI Homes International

**Maximize your networking group experience** by actively engaging, offering value first, and cultivating genuine connections. Remember, it's about quality relationships, not just quantity of contacts.

— Nathan Baker, NOVA Home Loans

**Networking is not for everyone**, especially if you are shy, or not a “people person”, however from time to time I have encountered someone who looks absolutely terrified. You usually find them in the corner looking lost. I have often been in this situation of not knowing anyone in the room. When someone approaches me with a smile and their hand out greeting me, I suddenly lose my sense of fear and smile back. The rest comes much easier.

— Tom Moulton,  
Southern Arizona Attractions Alliance



PICTURED: Star Castle Ewer, Kim Graves



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**Make it count.** I want you to think about your time as a commodity when you're networking. Make sure you invest your time getting to know your connections and bring value that is beneficial to both parties.

— Anissa Brown, *Goalsetters Career & Workforce Development*

**Get to know people personally.** Yes, they do (insert career here) for a living, but why do they do it? Who do they do it for? Do they have a family? Be present, listen, and the rest will come.

— Ernesto Duran, *RBC Wealth Management*



**Present yourself well,**  
put your best foot forward,  
make eye contact and be  
ready to actively listen, just  
like in ballroom dancing!

— Matthew Kellar, *Dream Dance*

**My best tip is to show up.** Consistently show up. Don't push, build relationships. The rewards follow the investment of times and positive energy.

— Ian Carter, *Arizona Ice & Water*

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**Attending a mixer is like your one stop shopping experience.** The group has folks from every single company you would need to know for your business and personal needs. The mixers are an excellent way for professionals to put a face to the name of all the marketing material you see around the city, as well as to have genuine conversations with those professionals to help solidify why their companies are the ones you WANT to work with.

— Sara Stevens, *Simply Bits a Ting Company*

**Make sure you are in the moment.** Be present and be accountable. Making an impression is only so much.

— Andrew O’Sullivan,  
*Meridian Wealth Management*

**Show up prepared.** Wear a name tag, bring business cards, become used to approaching strangers to engage in conversations and don’t sit down!!!!

— Sheila Chonis, *Fairfield Homes*

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PICTURED: Brendan Lyons, Jon Volpe, Jaime Garcia at The Carriage House

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**Instead of focusing solely on what you can gain** from networking, approach it with a mindset of giving first. Think about how you can offer value to the people you meet, whether it's through sharing helpful resources, making introductions to other contacts, or offering your expertise on a particular topic.

— Jackie Rodriguez, Sheraton Hotel & Suites

**Personal connections are essential** when navigating nonprofit community engagement. Cultivating relationships through genuine interactions and heartfelt gestures, like handwritten notes, are MAGIC. Each note fosters trust and loyalty that strengthens your mission.

— Jamie Leon-Guerrero,  
Greater Tucson Leadership

**Like Nike says, Just Do It!** Don't wait for the confidence, be courageous and walk through the fear. It's worth it.

— Scharla Scheibe, FirstDigital Telecom



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**Attending a professional event** with multiple colleagues from the same company can present both opportunities and challenges for networking. While it may be tempting to stick together and rely on familiar faces, separating from your colleagues can actually maximize your exposure and create more networking opportunities. By using the divide and conquer strategy, you can effectively connect with a wider range of professionals and make the most out of the event.

— Ron Shotts, RLS Printing and Marketing

**Marketing your business or cause** is crucial for reaching a wider audience, increasing brand awareness, and ultimately driving and growth. Plus making some great friends along the way!

— Lara Iacobucci Paris, More Than a Bed

**When at a networking event**, ask people about themselves. Showing an interest in other people will make them feel appreciated. Ask them to elaborate and you'll find talking points to chat about.

— Jeanie Darnall, TLC Senior Placement

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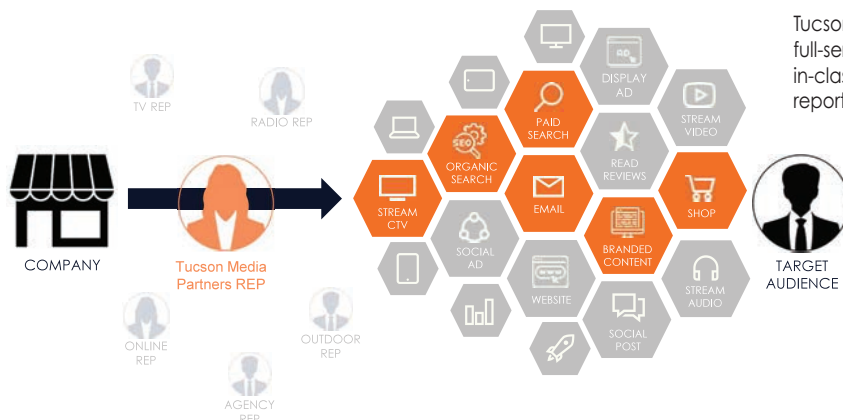
**PICTURED:** Liza Lopez, Kathy Peate, Dianne Kelley



**PICTURED:** Amy Lee Hunter at Cinco Cantina

**ABOVE:** Holiday party at Desert Diamond Casino

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Matthew Dunkel found the magazine at Bookman's

**Nervous about networking?** That's a good thing! Being nervous about networking means you care about your name and/or business and your brand. Lean into that fear and ask a friend to join you.

— Tina Toro Evans, Malama ia Floral Design



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**PICTURED:**  
Stacy Fowler  
Steven Fowler



Everyone has microphone time at the lunches to make an introduction because *We Are All In This Together!*

**PICTURED:** Lunch at El Charro Cafe North with 125 registered **Photo by Tina Toro Evans**

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**Professional networking is not just about meeting new people,** it's also about maintaining existing relationships. This involves staying in touch with contacts, sharing updates on your work, and offering support and assistance when needed. This all supports your career growth and development. Tucson Business Network has provided me and my role as a recruiter in that. Attending fun networking events has given me a new contact list.

— *Azeneth Quihuis,*  
*A&M Personnel Services, Ltd.*



**PICTURED:** Jennifer Zubieta, Sheila Chonis, Carol Johnson, Cheyenne Tuey, at The Carriage House

**When networking for the first time,** remember that the people you'll meet are putting their best selves forward, as you are. Be open to meaningful connections as well as friendships!

— *Jonathan Arlia,*  
*Photography by Jonathan Arlia*



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**PICTURED:** Diana Brettrager, Jennifer Turner-Jones, Mark Weiss with Southern Arizona Book Heroes



**PICTURED:** Jennie Gage, Ian Carter, Jynnifer Dodson, Aliza Jung at El Charro Café North with 125 registered



**PICTURED:** Sylvia Nyarko and Eugene Carter

**Mixing it up at** Champps Kitchen + Bar

**Never forget the importance and power of networking!** Networking allows businesses the opportunities to build on their relationship through essential support for our endeavors. This increases business visibility and establishes credibility within our community, enhancing our reputation and attracting opportunities.

— Jessica Almaklani, Bio-One of Tucson

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# Taking the Plunge!

## How to Successfully Dive into the world of Networking

**M**y first networking event, I had no idea what to expect.

Like swimming in uncharted waters, it can make someone nervous, excited, even potentially cautious.

For someone's first event, I encourage them to think of it more as diving into a clear swimming pool rather than dark and scary uncharted waters.

There's excitement! The security of being able to see what you are jumping into! Networking, once you dive

into your first event, can have all the same thrill.

Keep in mind that much like a swimming pool, the people around you are there for the same reasons.

If you are at a pool, it's safe to assume you are there to swim like everyone else.

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So, I encourage you

when attending a networking event,

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# Networking is essential to growing a profitable business

By Paul Volpe

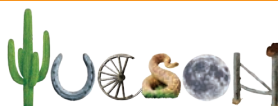
**P**aul Volpe, Senior Vice President and Loan Officer, with The Volpe Team with NOVA Home Loans takes immense pride in leading from the front and is personally involved in many networking groups in Tucson. He believes networking is essential to growing a profitable business.

“Networking directly impacts our business,” he said. “The more people you meet, and have meaningful meetings, the more trust you build. People want to do business



with people they know and trust. Our business is built on these personal relationships.” The Volpe Team is dedi-

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**Paul Volpe**, Senior Vice President, NOVA Home Loans

cated to supporting the local community in Tucson by being involved in a multitude of nonprofit networking organizations like The Tucson Business Networking Group, The Empower Coalition, Tucson Conquistador’s,

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# Fostering Collaboration: The Role of Networking and BBB Accreditation in Building Partnerships

By Denisse Alvarez

**N**etworking serves as a catalyst for cultivating partnerships that can be instrumental in the growth and success of businesses. Through networking, companies have the opportunity to connect with a diverse array of individuals and organizations, ranging from industry peers to potential clients and strategic collaborators. These interactions provide a platform for sharing ideas, exploring synergies, and building trust, laying the foundation for meaningful partnerships.

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**Denisse Alvarez**, Director of Operations, Better Business Bureau Serving Southern Arizona



Bureau (BBB) plays a pivotal role in this process by serving as a trusted intermediary that vouches for the integrity and reliability of businesses. BBB accreditation signals to potential partners that a company upholds high standards of ethics and cus-

tomer service, enhancing its credibility and fostering trust in the eyes of prospective collaborators. This assurance can be invaluable in negotiations and discussions, smoothing the path toward establishing mutually beneficial partnerships.

Partnerships forged through networking and bolstered by BBB accreditation can take various forms, from joint ventures and strategic alliances to supplier relationships and co-marketing initiatives. By leveraging each other's strengths, resources, and expertise, partners can achieve shared objectives, capitalize on new opportunities, and navigate challenges more effectively. Ultimately, these partnerships contribute to the resilience, innovation, and sustainable growth of businesses, underscoring the importance of networking and BBB accreditation in fostering collaborative success.



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# Is Networking Like Dating?

By Margo Hall

**N**etworking is fun. It's like going on 50 speed dates in one evening. And then when you attend networking events regularly, you get to see your previous dates over and over again. And then they are no longer speed dates, they are colleagues. You establish relationships and they grow and evolve.

Just like when you are friends with your exes. When you network, as when you date, dress to impress. Even though we live in super casual Tucson, perhaps shorts and a t-shirt aren't the best way to

make the best first impression. Don't compromise your personality, interests, or values just to impress. Just be you. Don't hide your unique spirit, your drive, your strange experiences... be confident in what you've done, what you've seen, where you've been, and who you've become through this moment in your life. You will be much more memorable if you let your personality shine. You may be worried that the other person, be it a date or networking contact, might not like your real self, and while that's a natural fear, you shouldn't hold on to it. Networking, like dating, should be a give and take, not a one-sided conversa-

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**Margo Hall**, Owner,  
 The Bra Spa



tion. Active listening will probably take you a lot farther than constantly promoting your business or shoving your relationship goals down someone's throat. But what the heck do I know? I have a successful business, but I remain single. Perhaps I've been thinking about this incorrectly and they aren't the same after all.

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# The Art of the Follow Up

## Networking with Integrity

By **Kristy Thompson**

**S**o, you finally joined Tucson Business Networking. You are on your way! Congratulations! Now what? Show up, hand out business cards, meet new people and your business will be booming. Not so fast. Take a step back and thoroughly consider how to make the best use of your shiny new investment. Strengths and weaknesses, let's be honest, we all have them. Know yours and work to your strengths. If you have a knack for public speaking, be the first

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**Kristy Thompson**, Owner,  
 Tucson Merchant  
 Solutions, LLC

volunteer to do so. Are you better at one on one? Focus on those skills. Do you love to write? Start a blog that you can refer to your new connections.

On to the Achilles' heel of networking. Networking with-



out following up is like drinking a cup of decaf coffee. Why do it? Can we all agree that doing what you say you will is a good trait to have in business? I'm just as guilty as the next gal but what if we made a commitment to simply do

Networking without following up is like drinking a cup of decaf coffee. Why do it?

what we say we will while at an event? I'm suggesting it might be a worthwhile game changer. Are you with me? Say yes. Smile and be yourself. Cheers!



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# Networking is a Value Exchange! What are you bringing?

By Lilly Darling

**H**ello TBN! I'm Lilly, consider me your newest ally, a Digital Marketer In Your Back Pocket. Our agency goal is to give you insight at every turn - this little article is another way to deliver that to you today. Networking isn't just about collecting contacts; it's about creating a value exchange. It begs the question: What value are you bringing to the table? Whether it's a group or an individual you're connecting with, consider what you've prepared to offer freely. Is it your expertise, resources, or

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Lilly Darling, CEO,  
Anchor Wave

something else entirely? And while giving without expectation is a noble approach, imagine the synergies when two value-driven entities connect.

At Anchor Wave, we've embraced a unique philosophy: giving away our secrets, data, and reporting tools to our lo-



cal business friends! Yep, no-charge custom research and guidance. We believe in the empowerment this education

brings, trusting that it not only elevates our community but also returns positive rewards to our company.

By offering our services to networking organizations specifically, we help their members and pave the way for mutual growth. Feel free to ask us how we accomplish this.

This approach has been transformational—it's not just a means to an end but a cycle of giving and growing together. So, we challenge you: What kind of value exchange can you bring to this fantastic group? Let's inspire each other and build a stronger, more connected Tucson business community.



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# Strength in numbers

By Kim Dees

**W**e strive to take a team approach, whether it be networking, volunteering, or conducting business. Having a team presence and diverse representation at networking events, helps businesses thrive. When you have diverse representation at an event it helps businesses relate to different personalities, interests, and activities supplies opportunity to connect on a broader level.

Networking with industry peers in a social situation gives opportunity to gain experience about each other

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**Kim Dees**, Senior Vice President, WaFd Bank

and build a core referral group. I want to be a resource for my customers, friends, and family when someone needs a product or service that I do not offer. It is beneficial to learn perspective on the wins and challenges from my peers. They are experts in their field, who better to learn from!



I have made valuable connections through networking events. Building relationships with banks and mortgage companies has resulted in a trusted handoff when a client needs were beyond what we could offer. I have enjoyed

## Networking builds community.

learning about local businesses and non-profits that are doing valuable work in our community.

Networking builds community. The more people you meet, share ideas, and learn each other's vision, your community grows. Networking events supply a platform to meet business professionals and build relationships. When you build relationships first, business and friendships will follow.



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# Introvert, extrovert or...?

By John Page Burton

In the world of business networking, most people identify as either an introvert or an extrovert.

Extroverts enjoy being in larger groups and tend to be some of the most outgoing folks at any given event.

People who identify as introverts tend to take a more intentional approach to networking. They stand back, observe what is going on around them, identify people who they would like to strike up a conversation with and then do just that.

On the other hand, an extrovert usually works the room using more of a “sift and

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**John Page Burton,**  
Founder and CEO,  
The JP Burton Group



The ambivert tends to lean more toward the introvert personality type but is also very capable of tapping into their inner extrovert when appropriate.

I identify as an ambivert, and it has served me well over the years. With all this being said, the key to successful networking is to remain true to your natural personality type. In other words, if you are naturally an introvert, trying to be the biggest personality at the event will come across as quite disingenuous. And watching an extrovert attempt to stay in the shadows at a networking event would be quite amusing.

My networking tip is simple, be YOU, it works!

My networking tip is simple, be YOU, it works!

sort” methodology but they are genuinely happy to interact with just about everyone they come in contact with.

So, this begs the question, which personality type is the

most effective at a networking event? The answer is all three! Yes, there is a third personality trait that is actually the most common of all, an ambivert!

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# Catalyzing Success for Non-Profits Through Personal Connections

By Terri Bowen

In the realm of non-profits, establishing a robust network can be the key to unlocking doors of opportunity and driving success. Non-profits thrive on community support, and networking serves as the linchpin for connecting with individuals and businesses willing to contribute time, resources, and expertise. The art of networking lies in cultivating relationships that extend beyond immediate gain, fostering a genuine interest in the cause and establishing a foundation for long-term collaboration. Tucson Business Networking has emerged as a powerful catalyst for non-profits, exemplifying how personal connections can significantly impact the expansion of a non-profit's footprint.

The upcoming Tucson LUNG FORCE Walk stands as a testament to the positive impact of effective networking. With Tucson Business Networking at the forefront, the event has witnessed a surge in support, with an astounding 85% of committee



members sourced through this dynamic group.

One of the primary challenges non-profits face is reaching a broader audience and securing partnerships with businesses that align

**Tucson Business Networking has emerged as a powerful catalyst for non-profits, exemplifying how personal connections can significantly impact the expansion of a non-profit's footprint.**

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**Terri Bowen**, Development Director, American Lung Association of Arizona

with their mission. Tucson Business Networking has provided an avenue for the LUNG FORCE Walk to connect with a diverse array of professionals and companies in the Tucson business community. Through this network, the non-profit has successfully secured spon-

sorships, partnerships, and garnered widespread community support.

Instead of mere business transactions, this group fosters genuine relationships, creating a sense of community among its members. The personal touch ensures that the connections made go beyond the superficial, resulting in a network that genuinely cares about the success of the non-profit causes they support.

Tucson Business Networking exemplifies the transformative power of networking in the non-profit sector. The creation of the Tucson LUNG FORCE Walk is a case-study on the profound impact that personal connections can have on the growth and success of a non-profit organization. By fostering genuine relationships, Tucson Business Networking has not only expanded the footprint of the American Lung Association in Arizona, it has set a precedent for how non-profits can leverage the support of their local business community for a meaningful and lasting impact.

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# Do You Need To Rethink Your Networking Time Budget?

By Alan Schultz

**W**ell it's Spring, and by now, you have either formed all your good new habits or broken those well-intentioned resolutions.

As a busy professional, it is likely that part of your resolutions list was like mine.

I had two professional resolutions; try to make more business connections and be more time efficient. Time efficiency has been a big struggle for me, so I decided that to make both intentions a reality, it was time to take a



good hard look at where I was spending my time trying to make business connections.

It became a great exercise in figuring out not only how I spent my time, but where

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**Alan Schultz**, Vice President of Sales, JAN-PRO Cleaning & Disinfecting

I should spend it. I realized I might not be spending enough time at the right types of functions to meet the right types of people.

So, if you have not done it for a while, I highly suggest

I realized I might not be spending enough time at the right types of functions to meet the right types of people.

you take some time and really think about your networking time budget. It might change the way you do business this year!

As always, though, Tucson Business Networking events make for time well spent on enhancing your business connections.

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# Google testimonials

**We love Stacy, Steven, and the entire group!** We have made several fantastic connections in just a few months. If you are on the fence about joining, just do it!! TBN is one of the best decisions we've ever made.

— Jeff and Kristy Thompson, Tucson Merchant Solutions, LLC

**Tucson Business Networking** is a great resource for business connections. As a new resident to the city it has been a great resource for expanding my business and getting resources I need.

— Joel Barnehama, Compass Road

**Tucson Business Networking** is the best place to make business connections bar none. The positive energy is contagious. I highly recommend this group to anyone looking to make new business connections.

— John Powell, Help-U-Sell Real Estate

**TBN is the best networking group in Tucson.** Why? The owner Stacy takes a keen interest in every one of her members. Her goal is to do something positive every single day to help her members be successful. She puts together great events and always encourages everyone to schedule a coffee or lunch and continue to network after the event is over. She reaches out to members and suggests referrals. She never stops working and it shows!! Tucson is a better place because of Stacy and TBN!

— Holly Reed, Modwella, In Home IV Hydration

**The TBN has been such a booster** to our business and connection to the local business community. Stacy & Steven Fowler do an excellent job at welcoming you & your business into the group while encouraging you to connect with other people/businesses while facilitating the gathering space to do so. You will level up in your business and your life through the people you meet here. Please come join us and find out for yourself.

— **Matthew Dunkel, M&M Health^Team**

**Stacy has put together the best network marketing group** that I've ever been a part of. The diverse businesses that she has managed to gather is mind blowing. The connections I've made will help me grow my business for many years to come. Thank you Stacy and Steven for all the work you do!!

— **Will Peña, Tucson Pack and Ship**



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# reviews

**Tucson Business Networking** is the best networking association in Southern Arizona. I have met so many great people and business associates. Stacy knows how to organize and build networking. If you are not a member, I highly recommend you join. The best investment you can make for your business.

— **Tom Licklitter,**

**Anchor Wave Internet Solutions**

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# email

**We received this email** in February from Becky Davis who attended her first event. She was invited by another guest, Norma Darnell.

*Hello Stacy,*

I am the Biblical Counselor from Sahuarita that attended my first Tucson Business Networking event last week. Stacy, it has taken me almost a week to process all that happened at the luncheon...congratulations on such an incredible business!

Despite me signing up at the very last minute, you two were so prepared, welcoming and affirming at the registration table. From the moment I walked through the door, I felt like I belonged there, you don't know how much I appreciated that.

The event was spectacular, what a beautiful vision that has taken root. Such a friendly, genuine, supportive group of individuals, and you are at the center of it all, Stacy. Thank you for what you do for the businesses around town.

My favorite part was the intros! It was super cool to see each face and hear the heart of each entity, one by one. From all of us new kids, I earnestly thank you for welcoming us so lovingly. I am grateful and honored that you would share the mic and give each of us (even the non-members) time and attention to talk about our business. Thank you for having me. I felt seen and heard, that is a difficult task in a room of 120+ but you established that environment!

I read the magazine front to back (and caught my husband reading each page too.) Your attention to detail matters. The care and love you give to everyone around you is a unique and beautiful gift, you love people deeply and well.

I am excited to be a part of this community. I truly do feel like *we are all in this together!* Is there a way that I can help serve at the next luncheon? Service is kinda my thing. If I can help set up fliers/magazines on tables before, or clean up after, I'd love to work alongside your team in any way I can. Stacy, I feel like...*It's the start of something new, it feels so right to be here with you! (Please tell me you got that reference!)* Looking forward to the next luncheon.

— Becky Davis, The UPPER ROOM Discipleship Center



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# Integrity & Family Values Drive Success

**PICTURE ROCKS COOLING  
> HEATING > PLUMBING**

By **Ron Arenas**

**R**on Arenas runs his business and lives his life guided by a simple philosophy based on integrity and family values.

He started Picture Rocks Cooling, Heating & Plumbing in 2001, with the support of his wife, Janay, after working as an AC technician left him wanting more.

“I felt that I could serve the community,” he said. “I saw a need for more integrity and honesty in the service industry. I wanted to give people what they needed without overselling them.”

Arenas believes one of the most important aspects of his technician’s jobs is to create trust with the customer. And once they have formed that relationship and earned a client’s confidence they build a community.

“Fifty percent of our business is referral driven,” Arenas said. “We have multi-generational family customers. We have worked on the grandparents’ house; then the parents’ house; and now we’re working on the kids’ house.

“Then we work on the aunts house,” he trailed off as he chuckled explaining the businesses success.

Arenas is the ultimate utility man throughout the day. He wears multiple hats and



**PICTURED:** Janay Arenas and Ron Arenas.

lends a hand wherever his team needs him. His favorite part of the job is being out in the field, hands-on, helping his customers.

“I enjoy being that detective to figure out what’s going on and then digging deeper to find the heart of the issue.

I want to take care of the whole problem and make sure we fix all the issues,” he said.

His team services a wide range of products.

“Our goal is for any Tucson area resident to be able to come to us and get full-service work on their home. Every individual from dispatch to sales to service exemplifies the integrity, honesty, and consistency that we’ve built our business on

“Successful networking comes from being consistent,” Arenas said. “Having a consistent message. Attending consistently and then backing it up with consistent customer service.”

here. You can trust us for the work that you need.”

Networking is a key focus of their community outreach. So much so, that their Marketing Director, who is their chief networker, Frank Lundin, AKA, Frank the Tank, the Director of Creativity.

Picture Rocks Cooling, Heating & Plumbing is a member of Tucson Business Networking, the Marana Chamber of Commerce, and the Oro Valley Chamber.

They’re Better Business Bureau Accredited with an A+ rating, have an A+ rating on Angie’s List, Local First affiliated, and they were Expertise Rated as the Best Tucson HVAC Contractor in 2019.

It is not uncommon to see Ron, Frank, or a member of the Picture Rocks Team at many of these organization’s events.

“Successful networking comes from being consistent,”



**PICTURED:** Ron Arenas with dog Loki.

Arenas said. “Having a consistent message. Attending consistently and then backing it up with consistent customer service.”

Arenas wants that consistency to carry over to Tucson homeowners systems. He urges people to have their HVAC systems checked two times a year.

“Out here in the desert your AC system could run for nine months out of a year. You want to make sure to have it serviced in the spring and make sure it’s still running efficiently. Then in the fall you want to have your furnace looked at and make sure that system is safe and efficient to operate.”

The native Tucsonan promotes Tucson with his radio show, “The Guys Next Door,”

**MEMBER PROFILE**



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**FAST FACTS**

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**520-955-6783,**  
Ron Arenas, General Manager, Owner

which is on The Voice, 1030 AM, every Sunday at 4 P.M.

“We feature influential leaders from throughout our city,” Arenas said. “We talk with business leaders, coaches, and pastors, just to name a few.”

Arenas is proud to support



**PICTURED:** Janay Arenas, Ron Arenas and Abel Arenas with dog Loki.

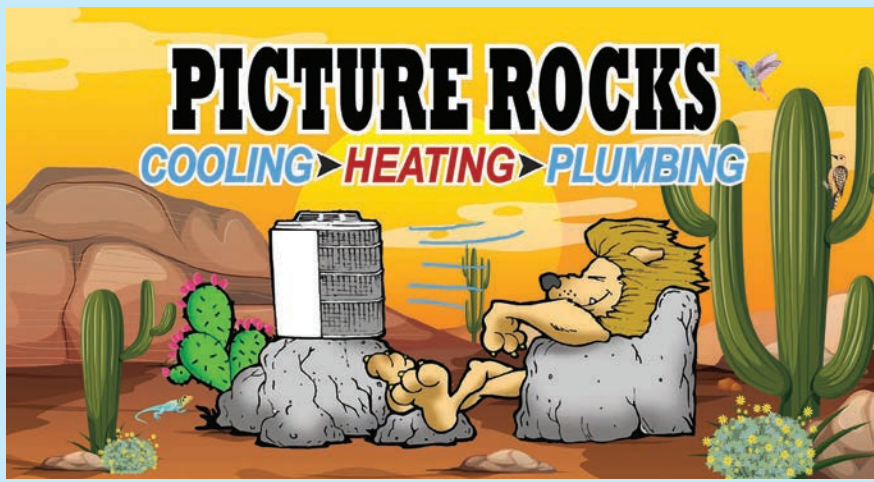


**PICTURED:** A Picture Rocks Cooling, Heating and Plumbing truck out and about in the local community.

Tucson with his family.

“We are invested in the community,” he explained. “I was born and raised here. My wife works alongside me; and two of my boys work

for me. We helped Interfaith Community Services with a project helping several churches. We sponsor football teams. We even always try and eat local!”



When you want service based on integrity and quality contact the professional team at Picture Rocks Cooling, Heating, & Plumbing for

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