

SUMMER / FALL 2025  
TUCSON BUSINESS NETWORKING  
RESOURCE MAGAZINE  
SEVENTH ISSUE



# Business Networking LLC

EIGHT YEARS of ROCKIN' and KEEPING TUCSON CONNECTED®



# Reelin' in the Years

[TucsonBusinessNetworking.com](http://TucsonBusinessNetworking.com)

# Finally, A Vending Partner Who Gets Local Business

After 25 years running businesses while living in six different states and three different countries, I've chosen Tucson as home. With 30 years in tech behind me, I'm returning to my roots in food service—bringing state-of-the-art vending solutions to fellow business owners.



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# Reelin' in the years Away the Time, One Connection at a Time



**STEVEN FOWLER & STACY FOWLER**

## ABOUT US

### Tucson Business Networking's

**Mission Statement is:** Keeping Tucson Connected® by building professional relationships, creating opportunities, and building lasting partnership.

**Join us** for our popular and very well-attended monthly networking mixer and lunches, quarterly sponsor breakfasts and the end-of-the year holiday party!

**2025 ARIZONA** Woman in Business Champion of the Year, U.S. Small Business Administration

**WINNER - BEST** Business Referral/Networking Group, 2018-2024 (AZ Daily Star Readers' Choice)





**WINNER - BEST** Membership Organization 2021-2024 (AZ Daily Star Readers' Choice)

**WINNER - BEST** Local Owner/CEO 2022-2023, (2024 Favorite) (AZ Daily Star Readers' Choice)

**STACY FOWLER | 520-419-5683**

stacy@tucsonbusinessnetworking.com  
*Keeping Tucson Connected®*

### Find us on the Internet:

-  Tucson Business LLC Group Facebook
-  Tucson Business Networking LLC Group YouTube
-  Tucson Business Networking Instagram
-  Tucson Business Networking Stacy Fowler - LinkedIn

**W**elcome to the seventh issue of *Tucson Business Networking Magazine*, a special edition celebrating eight amazing years of Keeping Tucson Connected®. Inspired by the Steely Dan lyric, "Are you Reelin' in the Years, Stowin' Away the Time?", this theme reflects more than just how much time has passed. It speaks to the thousands of meaningful moments we've shared—the conversations that sparked connections, the friendships that formed, and the community we've built together.

When I launched Tucson Business Networking in 2017, my vision was simple: create a welcoming space where professionals could meet, connect, and build real relationships. I never imagined how far this idea would go. Thanks to each and every one of you, it has grown into a remarkable and supportive network of people who genuinely care about one another's success.

Over the years, we've hosted hundreds of events—mixers, luncheons, and sponsor breakfasts that shine a light on the heart of our business community. We've shared meals, referrals, laughter, and encouragement. We've introduced professionals who went on to collaborate, build partnerships, and in many cases, become lifelong friends. What began as a dream after organizing my 30-year high school reunion has become a trusted platform where connection turns into opportunity, and support is always just a conversation away.

This past December marked a major milestone with the Inaugural Arizona Business Networking Conference. For three days, we welcomed professionals for high-impact networking, breakout sessions, keynote speakers, and an end-of-the-year gala. The energy and sense of unity that filled the rooms was a powerful reminder of why this organization matters. It's not just about exchanging business cards, it's about creating an

environment where people feel seen, valued and supported.

I'm also honored to share that I was named the 2025 Arizona Woman in Business Champion by the U.S. Small Business Administration. This annual award is given to those who make a lasting impact on their local business community. While I'm deeply grateful for the recognition, I view it as a shared achievement. It reflects the strength, heart, and commitment of the Tucson Business Networking community and the people who show up for each other time and time again.

This summer, we launched the Tucson Business Networking Ambassador Program, another step toward enhancing the experience for our members and sponsors. Ambassadors are dedicated individuals who welcome guests, introduce members to one another, and help everyone feel connected from the moment they walk through the door. They also follow up with new members and help others stay engaged with upcoming events. Their friendly support strengthens the sense of community we work hard to build.

To our sponsors and members, thank you for your ongoing support. Your energy, consistency, and generosity have helped make this group something truly special. To every guest who has attended a luncheon, mixer, or breakfast and walked away with a new contact or a renewed sense of purpose—thank you for being part of the story.

This issue is both a reflection on where we've been and a commitment to where we're headed. The future of Tucson Business Networking is bright. We will keep growing, welcoming new faces, and building stronger relationships across our city and beyond. And the best part is—we're just getting started.

Let's keep showing up.

Let's keep connecting.

Let's keep *Keeping Tucson Connected®*.



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# REELIN' IN THE YEARS

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SUMMER/FALL 2025

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Edited by **Amy Lee Hunter, Stacy Fowler, Steven Fowler**

Cover design by **Kristy Gordan, Eye For Design**

Magazine design & layout by **Graham Harrington**

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## WHY JOIN TUCSON BUSINESS NETWORKING

- The most active and widely attended networking organization in Southern Arizona, with monthly mixers, breakfasts, and luncheons that bring the business community together.
- Connect with new members and influential guests at every event—relationships built here lead to real business.
- Each event is hosted at one of Tucson's top venues, offering a fresh, upscale atmosphere every time.
- Where energy meets opportunity—our events are designed to spark conversations that turn into meaningful partnerships.
- Expand your visibility and reach new clients by networking across a wide range of industries and professions.
- Showcase your brand monthly with your materials featured on our business card exchange table.
- Enjoy hosted appetizers and a vibrant setting, complete with a full cash bar to keep the conversations flowing.
- Our events consistently attract Tucson's top decision-makers, entrepreneurs, and professionals—you want to be in this room.

## MEMBERSHIP BENEFITS

- **12 Monthly Evening Mixers Included** - Enjoy a full year of our signature evening networking mixers—12 high-energy events designed to connect you with Tucson's top business professionals.
- **Social Media Spotlight** - New members and sponsors receive featured promotion across our social media platforms to maximize visibility.
- **Get Listed, Get Noticed** - Your business will be featured in the Tucson Business Networking Membership Directory and in the magazine so others know who you are and what you do.
- **Unlimited Website Listings** - Post your announcements, promotions, and events anytime in the Classifieds and Local Events Calendar on TucsonBusinessNetworking.com.
- **Private Facebook Group Access** - Network with other members online through our exclusive members-only Facebook group.
- **Discounted Admission to Luncheons** - Enjoy special pricing for additional events—and get attendee contact lists for powerful follow-up.
- **Custom Marketing Materials** - Receive a personalized name badge and branded "Proud Member" or "Proud Sponsor" signage to represent your membership proudly.
- **Video Promotion Opportunities** - Showcase your business in professionally produced event videos published on our YouTube channel: *Tucson Business Networking*.

## PRICING DETAILS:

- Tucson Business Networking Annual Membership \$289
- Sponsorships start at \$650
- Breakfast/Lunch events – Members \$35, Guests \$45 (subject to change)
- Monthly evening mixers – \$30 for non-members - MEMBERS GET IN FREE!
- Holiday Party: Members get in for Free! Non-Members \$50

## SPONSORSHIP BENEFITS

- Invitation to attend quarterly sponsorship breakfast events roundtables.
- Exhibit your company information by setting up a vendor table at monthly evening mixers.
- Logo and company listed in the Tucson Business Networking Magazine.
- Logo and advertisement featured in the Tucson Business Networking website.
- Additional memberships are included with sponsorship. Upgrade sponsorship at any time.

# Networking & Brand Photography

## A Marriage Made In Heaven

By **Amy Ijams**

Amy Ijams Photography

In the bustling borough of Biztown, Networking, a charismatic social butterfly with an endless supply of business cards, found himself at the monthly mixer. As he fluttered from conversation to conversation, he stumbled—quite literally—into Brand Photography, a sleek and stylish visionary known for illustrating the essence of a business with a single click. “Pardon me,” Networking said, brushing off his blazer, “I was just making connections.” Brand Photography adjusted her lens-like glasses and replied with a smirk, “No worries, I was just

trying to picture the perfect moment.” As they laughed, Networking realized he could help her frame her next big client, while Brand Photography thought she could add some color to his monochrome service. And so, a dynamic duo was born, blending the art of connection with the artistry of imagery, proving that when two worlds collide, magic happens.

This love story serves to illustrate how the one-two punch of networking and elevated brand photography is the secret weapon in your marketing arsenal.

As we know, business ownership can be rife with issues. A significant one is not reaching a wide enough audience. In a highly competitive market, con-



sumers are bombarded with information so eye-catching visuals are crucial to stand out.

Another downfall owners face is the use of stock photos in marketing. While these images are readily available and cost-effective, they often lack authenticity. Consumers today prefer genuine and relatable content like illustrative photos of you in action.

Growth and evolution can also pose challenges for small businesses. Rebranding

### MEMBER PROFILE



#### FAST FACTS

**Amy Ijams**, Amy Ijams  
Photography

involves revamping brand identity and effectively communicating these changes to the audience via punchy visuals, photography being the pack leader.

Can you envision your business evolving from bootstrapped to in-command? Do you want your business to be seen? If so, it's time to don a tuxedo or veil, because here comes the bride! (Pssst... I'll make you look better than your sister.)



BESPOKE BRAND PHOTOGRAPHY



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**SAVOY OPERA HOUSE** Vendor Expo Mixer Photo courtesy Amy Ijams for TucsonBrandingPhoto.com

# 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.

**As an unlikely introvert,** Networking can be a challenge. Taking part in Tucson Business Networking events has been a fantastic way to have fun and meet people outside my normal circles.

— Jason Hill, HoneyBaked Ham Co.

**Make networking a regular occurrence.** People need to see you consistently and how you support your own business before they will refer you.

— Sheila Chonis

**The best referrals come from trust,** and trust is built through relationships. Networking puts you in front of people who can confidently recommend your services or skills.

— Karina Lomeli, Lynch Roofing



**SAVOY OPERA HOUSE** Vendor Expo Mixer  
 Photo courtesy Amy Ijams for TucsonBrandingPhoto.com



**ARIZONA SANDS CLUB** Luncheon  
 Photo courtesy Amy Ijams for TucsonBrandingPhoto.com

**Are you talking about something like this**

“Lead every interaction with value, not your agenda. Ask how you can help before asking for help—it flips the script and builds trust fast.

— Steve Crooks,

*Southern Arizona Home Builders Association*

**Networking sparks growth —** each

connection is a door to new ideas, opportunities, and purpose. Show up, listen, share authentically. Build relationships that elevate you and others on the journey.

— Tania Bustamante, *American Lung Association*



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**ARIZONA SANDS CLUB** January 2025 Luncheon



**DIBELLA'S** May 2025 Mixer



**ECONOMIC OUTLOOK** April 2025 Breakfast

**One of the most important things to focus**

**on** as you are trying to build your business network is to remember that YOU are the key to it all. It doesn't matter what you do, or what you are trying to sell. If the client or prospect doesn't trust in you as a person, there won't be any meaningful connection made. Try not to be a salesman all the time, and focus on making it personal, because THAT is what will make the difference! Good Luck!

— Gregory Leiner, Cell Brokerage

**Networking is only as strong as** your follow-up! Use the BizConnect app to scan business cards, organize contacts, and set reminders so no opportunity slips through the cracks.

— Karina Felix, CarePatrol

**Networking isn't about what you can**

**do for me;** it's about building meaningful connections and relationships. This can only be accomplished through active listening. God gave us two ears but only one mouth for a reason.

— Bill Lamer, Burn's Pest Elimination



**CARRABBA'S ITALIAN GRILL** April 2025 Luncheon



**MAIN EVENT** March 2025 Luncheon

**At networking events,** focus on quality over quantity. Making a few genuine connections will usually lead to stronger relationships in the future. My goal is to talk to 3 or 4 people at every event so I can get to know them better. I also will follow up with those people so we can stay in touch in the future.

— Megan Hawkins, Country Financial

## FEEL THE GLOW OF A HOME DONE RITE



**A message from Jordan Benjamin,  
President of Done Rite Services:**

*"As I look at our new sign, I'm reminded that what we offer isn't just AC repair, plumbing, remodels, or electrical work.*

*It's something more.*

*It's peace of mind.*

*It's comfort without the chaos.*

*It's honest answers, fair pricing, and work you can trust.*

*At Done Rite Services, we don't just fix what's broken—we brighten homes with integrity, care, and quality that truly shines."*

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**HVAC PLUMBING ELECTRICAL**



**SAVOY OPERA HOUSE** Vendor Expo Mixer



**RISKY BUSINESS** May 2025 Luncheon



**MAIN EVENT** April 2025 Mixer

**We believe strong partnerships grow** through empathy, purpose, and follow-through. Meaningful networking starts with listening, showing up with compassion, and building trust through shared values and genuine care.

— Nora Gonzalez, UPLIFT Hospice

**My business partner** is the one who sent me to Tucson Business Networking. TBN is the best place to meet new people, teach you to come out of your shell and expand your perspective and your business. Great people, great times, and great connections.

— Monica J. Hills,  
Whitaker-Hills Insurance Group



**THE OVERLOOK** January 2025 Mixer



**SYDNEY'S SWEET SHOP** FEBRUARY 2025



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# Simply About Listening to People

By **Alora Chistiakoff**

After 25 years in the tech industry, "networking" had become a tired, overused word focused solely on lining up your next job. Big Tech's version of networking is a far cry from the real world. Genuine networking isn't about collecting LinkedIn connections or perfecting elevator pitches—it's simply about listening to people.

Moving to Tucson reminded me of this lesson in a personal way. Like any newcomer, I faced the challenge of understanding my new home from an outsider's perspective. I'm constantly reminded that genuine curiosity about people goes a long way. When I ask questions

MEMBER PROFILE



**FAST FACTS**  
**Alora Chistiakoff**, Owner  
 Operator, Firebird Food Services LLC

and actually listen to the answers—what people care about, what makes this community special, what their daily challenges are—I start to see where I might fit in.

This realization has been especially important as I've gotten my healthy vending business up and running. After years of working remotely and dealing with peo-



ple through screens, I wanted something that would put me face-to-face with my community. Vending machines might seem like an odd choice for human connection, but they've become my excuse to have conversations with people rooted in the community—from local business owners to their employees. When you listen, you can't help but learn.

I've been grateful to find Tucson Business Networking as

I work to make Tucson home. It's connected me with amazing people who've been invaluable both personally and professionally. Genuine connections happen when you stop trying to impress people and start paying attention to them instead. The most welcoming people aren't focused on immediate goals—they ask great questions, remember details from previous conversations, and look for ways to help without expecting anything back.

I'm still finding my footing in Tucson, but I'm heartened by this amazing community. The business opportunities and friendships I'm developing all flow from that simple foundation: listening and finding ways to serve.

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EVENT DETAILS

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 Tucson, AZ 85716  
[Map it](#)

**CONTACT:**  
 Gwen Mikinski  
 520.230.1754  
[gmikinski@alz.org](mailto:gmikinski@alz.org)

Sign up at [www.alz.org/TucsonWalk](http://www.alz.org/TucsonWalk)

# When Networking Turns into Opportunity

## A Story of Connection and Community

By **Zulma Moore**

In business, we often hear that networking is about who you know but more often, it's about who you meet along the way. And sometimes, the most impactful connections come from a simple message, a handshake, or an unexpected invitation.

Two months ago, I received a LinkedIn message from someone I hadn't met: Steven Fowler of Tucson Business Networking. I didn't respond immediately, as many of us do, I glanced at it and moved on. But a week later, Steven followed up, again extending a warm invitation to attend one of their mixers, this one at DiBella's Brunch on May 14.

What caught my attention wasn't just the persistence, but his tone. It didn't feel transactional. There was a genuine human element to his message. So, I went.

When I arrived, I was greeted by Steven with a smile that could light up a room. More importantly, he didn't just introduce himself, he introduced me to others. Right away, I was part of something. That evening marked the beginning of something much greater than one event. It was the start of a relationship with a local business community that welcomes, supports, and uplifts.

Since then, The ILS Company has attended a couple more events, connected with many

professionals, and discovered new partnerships. Without pressure or pitch, Steven promoted us on social media, shared what we do, and celebrated our presence. This is simply because that is the culture of *Tucson Business Networking*.

In a world where networking can sometimes feel forced or overly formal, this organization gets it right. It's not just about exchanging cards or building a contact list. It's about being seen, being welcomed, and becoming part of a network that values real relationships over surface-level interactions.

Today, we are proud to not only be members but sponsors of Tucson Business Networking. And we share



### MEMBER PROFILE



**Business Networking LLC**

#### FAST FACTS

**Zulma Moore**, Business Development & Client Relations, The ILS Company

our story to encourage others: say yes to the invitation. Go to the event. Answer the message. You never know which conversation might open the door to your next opportunity.

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# The Real ROI of Networking

## How Showing Up—and Stepping Up—Changed My Business

By **Amy Lee Hunter**

**Y**ou know the old saying: “If you don’t use it, you lose it.” It applies to muscles, skills... and yes, your networking groups.

It’s easy to show up to events, grab a plate, and sit with your usual crew. But if that’s all you’re doing, you’re missing the real magic of networking. The true value of your membership isn’t just in the meetings—it’s in the people you haven’t met yet.

### MOVE BEYOND THE COMFORT ZONE

Next time you walk into a Tucson Business Networking lunch or mixer, try something

different. Sit with someone new. Introduce yourself to three people you’ve never met. Take a chance—you might just meet someone who transforms your business, your outlook, or even your life.

And when you need a service? Start with the people in the room. Use your network. Leave reviews. Follow each other on social media. Engage in contests and collaborations. The more you participate, the more you’re seen—and remembered.

### REAL CONNECTIONS, REAL RESULTS

I can personally vouch for the power of these connec-

tions. I’ve made some incredible decisions for my business and home simply by trusting the people I’ve met through Tucson Business Networking. Here are just a few:

- **The Eddy** – I met Bonnie St. Dryden at a kickoff party and was instantly impressed. We moved our annual event to her beautiful hotel and banquet facility for the first time in seven years—and our guests were blown away.

- **Done Rite Services** – They came out to my house for a couple improvements. Professional, prompt, and highly recommended.

- **RLS Printing & Marketing** – Helped create clean, professional signage for our neighborhood HOA. Smooth process, great results.

- **Northwest Landscaping** – Took down a nasty mesquite tree root ball and hauled it away. Quick, clean, and efficient.

- **M&M Health & Wealth & Ageless Men’s Health Clinic** – Both helped me take a proactive step toward my health goals.

- **Dream Dance Studios** – I even stepped out of my com-



### MEMBER PROFILE



#### FAST FACTS

**Amy Lee Hunter**, Regional/  
Major Account Executive,  
Wick Communications

fort zone and into a ballroom dance class. The demo night was a blast!

### YOU GET WHAT YOU GIVE

At the end of the day, networking is a two-way street. The more you show up—not just physically, but with intention and curiosity—the more value you’ll uncover.

Because in networking, as in life, **you only get out what you put in.**



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# The Power of Meaningful Connections

By Cary Benjamin

At Done Rite Services, we believe that great service is about more than just getting the job done. It is about creating a memorable experience. That same philosophy guides how we build relationships—with customers, with partners, and with our community. We call it the Done Rite Experience.

As I've become more involved with Tucson Business Networking, I've come to see that networking works best when it follows those same principles. Success doesn't come from collecting the most business cards or speaking to the most people in the room. It comes from building genuine connections, one conversation at a time.

Instead of rushing to meet everyone, take a moment to slow down. Focus on being present. Ask thoughtful questions and truly listen to the answers. People can tell when you're genuinely interested. That authenticity builds trust and creates space for real relationships to grow.

Great networking isn't transactional, it's about adding value. Be generous with your time, ideas, and support. Share what you know. Offer help when you can. When you give without expecting anything in return, you create stronger, more meaningful connections.

Some of the most impactful moments happen when you least expect them. A laugh shared at the end of a

**MEMBER PROFILE**



**FAST FACTS**  
**Cary Benjamin**, Vice-President, Co-Founder, Done Rite Services



conversation, an impromptu coffee chat, or a moment of common ground can lead to lasting business relationships. It's not about a perfect pitch. It's about being yourself and being present.

When you focus on the experience you create for others, everything changes. Real connections lead to real opportunities. That is networking done right.

People can tell when you're genuinely interested.

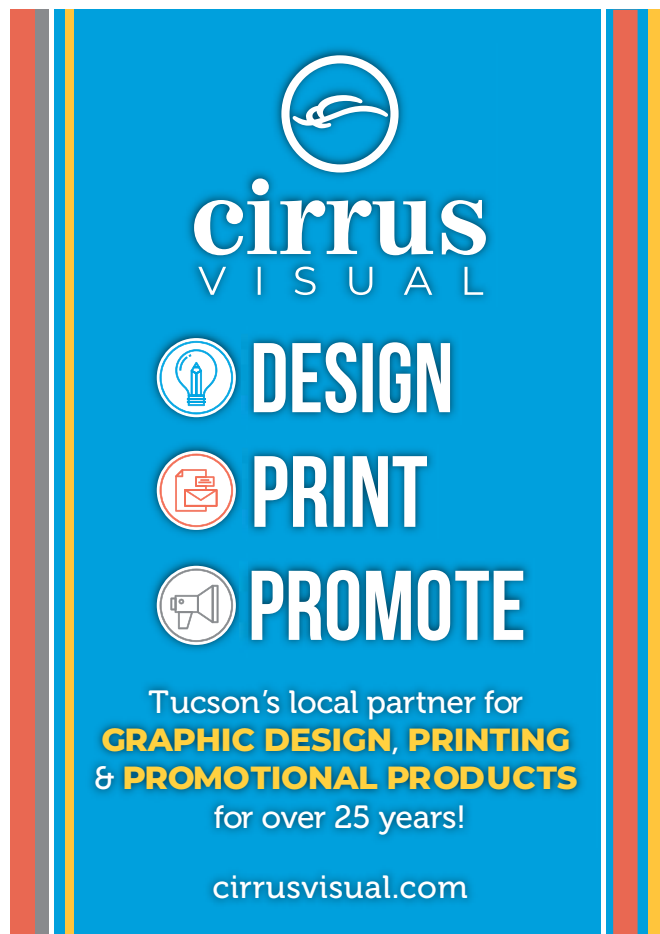


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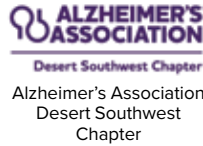
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# Adopt a Learner-First Approach

By Elizabeth Regan, EdD


**H**ave you attended a training and heard the speaker say, “We just need to get through this?” Corporate teams tend to include everything possible in a training. They may focus on transmitting information, particularly in an in-person training. Presenters become lecturers or “sages on the stage,” speaking to employees about various topics in a theater-style setting; the speaker is positioned on the stage and becomes the center of attention. These types of trainings may check a box in the human resources world, but they are ineffective for learning, and they miss a critical opportunity to give learners a conduit for connection.

As practitioners, we need

to adjust our mindset, moving from in-person training to learning experiences and from presenting to facilitating. A learning experience can be transformational, it can change someone’s perspective about their work or how they perform that work. Facilitation enables and empowers learners; it helps guide them. Think about a facilitator as a “guide on the side.” Today’s learner, particularly after COVID-19, is seeking learning experiences that are engaging and provide greater connection and networking opportunities. How do you make this mindset shift?

To increase connection and networking opportunities in learning experiences, adopt a learner-first approach and design with intentionality. When you design for the learner

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Elizabeth Regan, EdD,  
Level 29 Learning



first, you consider what they must do following the learning event. What knowledge, skills, or behaviors must be applied after the learning?

Next, design with intentionality to create connection points. Should learners work together to solve a problem or explore a case study? Is conversation and reflection embedded in the experience? Is time set aside for networking? With these questions in mind, the

experience can be designed so that facilitators help guide conversations rather than lead them. Learners become active participants in the training rather than passive observers.

When you create facilitated learning experiences using intentionality and a learner-first approach, you increase engagement and improve your return on investment. Remember, the best workplace learning is learning that is applied.

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# From Connection to Transformation

## How Networking Fuels Hope at Gospel Rescue Mission

By **Bruce Beikman**

For over 70 years, Gospel Rescue Mission has been a beacon of hope in Tucson. Founded in 1953 by Ray Chastain, a Southern Pacific Railroad yardmaster who felt compelled to help those riding the rails, GRM has grown into a 100% privately funded homeless service center committed to transforming lives—taking people from homelessness to wholeness.

Today, GRM operates out of the H.S. Lopez Family Foundation Center of Opportunity, where more than 50 nonprofit and volunteer service partners work together to meet the needs of the whole person. From food and shelter to addiction recovery, job train-

ing, legal services, and medical care, the campus is a living example of what can happen when organizations collaborate with purpose.

Since joining Tucson Business Networking almost two years ago, I've witnessed the power of connection firsthand. As a nonprofit, we're not selling a product or service, we're sharing a mission grounded in love, grace, dignity, and respect. Through networking, I've had the opportunity to tell our story to people who genuinely care and want to make a difference. Those connections have led to new partnerships, volunteers, and even financial support that directly impacts the lives we serve.

Networking, much like trans-

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**FAST FACTS**  
**Bruce Beikman,**  
 Communications Director,  
 Gospel Rescue Mission



formation, starts by simply showing up. I often hear people say they're not sure they're "networkers." But the truth is, most people feel that way at first. The beauty of groups like Tucson Business Networking is that your story matters, and there's always someone ready to listen.

A recent outreach with our Operation Rescue mobile initia-

tive is proof of that impact. At Reid Park, we served 42 individuals and helped three begin their journey to wholeness through our programs. That kind of change starts with a single conversation.

Networking isn't just about business—it's about building bridges. And sometimes, those bridges lead someone home.



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 Call, text, or visit us for a tour. We'd love to show you how hope is being restored—one life at a time.


**Contact: Bruce Beikman**  
 520-740-1501 | GRMTucson.com  
 Gospel Rescue Mission | 4550 S. Palo Verde Road, Tucson, AZ 85714

# Quality of Network Directly Related to Sincerity of Effort

By Rick Duran

As a financial professional that has worked with the Tucson business community for over 30 years, I have found that networking through Tucson Business Networking has become an essential part of my business strategy. My recent move to WaFd Bank as a Branch Manager has provided me with an opportunity to reintroduce myself to local businesses. Tucson Business Networking has helped facilitate that process through various networking functions. In addition to making new contacts, I have been able to reconnect with business owners that I have worked with previously.

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**Rick Duran**, Branch Manager, WaFd Bank

I have found that the quality of your network is directly related to the sincerity that you incorporate into your networking efforts. You essentially get what you put into it. If you promise a follow-up email or a phone call, you must deliver on that promise. Trust and credibility are created and maintained after your first



meeting with a business colleague or prospect. My personal network is very diverse. My sphere includes a wide range of businesses that vary in products and services. I have relationships with both long-standing business owners and those that have recently entered the business arena. I make it a point to get know what my business contacts

can do for individuals or other businesses in the community. When possible, I utilize products and services offered by my network, which allows me to give an authentic endorsement. In my experience, each Tucson Business Networking event has been unique in that the attendees vary from event to event which creates the opportunity to make new introductions and build on previous interactions. During the brief time that I have been involved directly with Tucson Business Networking, I have already increased the size of my network and begun to work with other members and non-member attendees.



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# Visibility Is the New Currency

## Why Tucson's Smartest Businesses Are Showing Up

By **Sheri Esparza**

Let's be honest, Tucson has no shortage of good businesses. But good doesn't mean visible. And in a town where relationships still drive referrals, visibility is everything.

It's not about being everywhere. It's about being remembered.

The businesses gaining traction right now? They're not the ones with the flashiest logos or deepest pockets. They're the ones who keep showing up at events, in conversations, in local magazines, and on social feeds. Visibility

builds familiarity. And familiarity builds trust.

Here's the truth: no one Googles a stranger. But they'll call the business owner they've seen in three rooms, chatted with once, and just spotted in the neighborhood magazine. That's not coincidence. That's strategy.

That's where I come in.

I help local businesses get seen, remembered, and respected—on purpose. Through strategic print placements, digital visibility, and community-driven storytelling, I position small and mid-sized brands in front of the homeowners and decision-

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**FAST FACTS**  
**Sheri Esparza**, Publisher,  
 North Vail Neighbors |  
 Print & Digital Visibility  
 Strategist



makers they want to reach. The people who not only need your service, but value knowing who they're hiring.

It's not about flashy marketing. It's about smart visibility. Because when you combine the right exposure with the right message, everything shifts. You stop chasing leads and start becoming the go-to.

So here's your reminder: don't just network. **Be intentional.** Think long-term. Think trust.

And when you're ready to turn visibility into results, let's talk.

Tucson is watching. Let them see your best.



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# Tucson Business Networking Boosts Walk to End Alzheimer's

By **Gwen Mikinski**

**T**ucson Business Networking (TBN) has become a powerful force in the success of the Walk to End Alzheimer's in Tucson. By fostering connections across industries, TBN creates a dynamic space where ideas flourish and partnerships form, benefiting individual businesses and the greater community.

For the Alzheimer's Association, these connections have led to stronger outreach, more creative collaborations, and greater visibility for the mission to end Alzheimer's. On October 25, 2025, more than 2,000 participants will gather at

Reid Park for the Walk to End Alzheimer's. Registration opens at 8:00 a.m., the opening ceremony begins at 9:00, and the one- and three-mile walks kick off at 9:30. This event celebrates the commitment of families, friends, and businesses united by the vision of a world without Alzheimer's.

Thanks to TBN leaders like Stacy and Steven Fowler (our 2025 Community Engagement Committee member), the Alzheimer's Association has reached businesses and leaders that may not have otherwise been connected to the cause. Personally, TBN has expanded my network, introduced me

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**FAST FACTS**  
**Gwen Mikinski**, Southern Arizona Walk Manager, Alzheimer's Association Desert Southwest



to new friends, and deepened my appreciation for the power of diversity in community events.

Much like my background in track and field, where every event showcases different talents, TBN creates space for every member to contribute

uniquely. That variety is what makes both TBN and the Walk so impactful.

Our goal is for every TBN member to join us on Walk Day. When you support us, we support you—and together, we move closer to a cure.

Join us today at [www.alz.org/TucsonWalk](http://www.alz.org/TucsonWalk)

## Beyond the Block

### Why Local Roots and Broader Reach Both Matter in Sales

By **Mark Weiss**

**A**s an award-winning sales trainer and practicing salesman, I've worked with countless professionals aiming to grow their careers. One topic that repeatedly surfaces—and is often misunderstood—is the full scope of *networking*. While local connections are foundational, long-term success demands you look beyond your block.

#### WHY LOCAL NETWORKING STILL MATTERS

Your local network is where trust, reputation, and your earliest opportunities are built. A strong local presence offers:

- **Referrals** from people

who know and trust you.

- **Community support** via events, chambers, and groups.
  - **Personal branding** through genuine, face-to-face connection.
  - **Market intelligence** you won't get from a distance.
- Ignoring your local base is like building a house without a foundation.

#### THE CASE FOR EXPANDING BEYOND

But stopping at the city limits limits your growth. To elevate your impact, you must expand your relevance. Why?

- **New ideas and innovation** come from diverse perspectives.
- **New markets** mean new

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**FAST FACTS**  
**Mark Weiss**, Trainer & Salesman, Mercedes-Benz of Tucson



clients, partnerships, and stages.

- **Thought leadership** requires a broader platform.
- **Credibility** grows when your expertise travels.
- **Resilience** comes from not depending on one market.

#### HOW TO EXPAND YOUR INFLUENCE

- Use **LinkedIn and online communities** to connect and share ideas.
- **Speak and publish** beyond your zip code—videos,

podcasts, articles.

- **Collaborate** with peers in other regions.
- **Stay current and curious** about industry shifts.
- **Give freely**—your knowledge draws others in.

#### IN SUMMARY

Success isn't local or global—it's both. Deepen your roots where you are, but don't hesitate to stretch your branches wide. The key to long-term sales success is simple:

Build a reputation that resonates far beyond your block.

# Guiding Families with Compassion and Clarity

By **Maria Romero and Katrina Felix**

**M**any people don't realize that navigating senior living options doesn't have to be overwhelming—or something they have to do alone. At CarePatrol of Tucson, we're here to be your trusted Senior Care Advisory Service, offering guidance, compassion, and peace of mind at no cost to families.

Think of us as your GPS navigation when you're unsure where to start. With over 30 years of experience in the senior care space, our Certified Senior Advisors have helped countless families find communities that honor their loved one's unique needs and preferences. From assisted living and memory care to independent living and in-home support, we're dedicated to finding the right fit—safely and thoughtfully.

Our complimentary services begin with a caring conversation. We take the time to listen, learn about your loved one's health, lifestyle,



and budget, and provide personalized recommendations. Then, we walk alongside you—scheduling tours, answering questions, and advocating for your family every step of the way. We work with

the area's top communities, so you can feel confident in your decision.

As active members of the Tucson Business Network (TBN), we know the value of building strong, meaning-

**MEMBER PROFILE**

**Business Networking LLC**  
**FAST FACTS**  
**Maria Romero and Katrina Felix, CarePatrol Tucson**

ful connections. Networking isn't just about business—it's about creating a supportive community. By forging relationships with other professionals and community partners, we're better able to serve our families and ensure they're connected with trusted resources beyond senior living.

Many families don't realize that our services even exist until they need them most. If you or someone you know is exploring senior care options, let us be your guide. Reach out today for a free consultation, and let's navigate this journey together with compassion and clarity.

CarePatrol of Tucson—your trusted partner in senior living.

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# Step Out

## Your Business Will Grow When You Do

By **Jamie Sloan**

**W**hen I launched my senior care business a year ago, I had 25 years of experience helping older adults navigate health-care decisions—but no idea how to spread the word about my new service. I knew how to support seniors in finding the right care—be it independent living, assisted living, or memory care—but what I didn't know was how to connect with those who needed me most.

So, I did something that felt uncomfortable at first: I showed up.

I attended a networking event where I met Ernesto Duran, who invited me to a Tucson Business Networking luncheon. That invitation changed everything.

From the very first meeting, I've never walked away from a Tucson Business Networking event without gaining something valuable—a new connection, a helpful service for my clients, or even a solution to a challenge I didn't expect. Over time, I built genuine referral partnerships—people I trust and who trust me back. I send them business, and

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**FAST FACTS**  
**Jamie Sloan**, Owner,  
 The Right Senior Care  
 Connections, LLC



they send clients my way. It's a win-win—and we all serve our community better because of it.

*Don't let uncertainty keep you from showing up. Networking isn't just about*

*handing out business cards—it's about finding your people. When you connect with others, you create a circle of support that lifts everyone's business—and their mission—higher.*

# The Power of Purpose-Driven Networking in Tucson

By **Ben Couch**

**I**f you're reading this, you know the power of a strong network. For many of us, our business relationships are more than just professional—they're the backbone of our success and our sense of belonging in Tucson.

As business leaders, we understand the value of connection and support. Our networks solve problems, spark innovation, and help us weather challenges. Now, we have an opportunity to use those networks for something even greater: supporting those affected by dementia in our community.

In my work, I've seen first-

hand how innovative training and creative solutions can empower caregivers and improve lives. Many of you offer resources—whether it's technology, funding, or employee benefits—that could make a real difference. The fight against dementia needs all of us, working together.

This October 25th, I invite you to join me at the Walk to End Alzheimer's. Bring your team, your family, or just yourself.

If you want to keep some great company that day, you can join my company's team, The elumeNATION! We're walking in honor of my mom who is currently living with Alzheimer's disease. I'd love to

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**FAST FACTS**  
**Ben Couch**, Owner,  
 elumenEd



have you join in my celebration of her past, present, and future.

Walk, donate, or simply show up in support. Together, we can rebuild the network for those who need it most, and you can build your own network of quality contacts who are committed to taking action to create the greatest

good for all.

Let's show Tucson what a connected business community can do. I hope to see you at the Walk—and if you're curious about new ways to support caregivers or want to collaborate, I'm always happy to connect!

# The Power of People

## How Alice Campbell Built a Staffing Empire from Springfield to the Southwest

By **Azeneth Villalobos**

**W**hen Alice Campbell founded A&M Personnel, she wasn't just launching a business—she was planting the seeds of a legacy. Armed with entrepreneurial grit, boundless determination, and a deep understanding of people, Campbell turned a one-woman operation into one of Springfield's most respected staffing firms. But her ambition didn't stop there.

As her reputation for results and relationship-building grew, Campbell saw an opportunity to expand. Leveraging her gift for networking and an instinct for market potential, she opened a second A&M Personnel location in Tucson, Arizona—this time teaming up with her son, Thomas Campbell. Together, the mother-son duo introduced their trusted brand of personalized staffing solutions to the desert Southwest.

For over 30 years, A&M Personnel has been a corner-

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#### FAST FACTS

**Azeneth Villalobos,**  
Recruiter, A&M Personnel

stone of Arizona's temporary staffing landscape, connecting job seekers with opportunity and businesses with the people who keep them moving forward.

"Our success has always been about relationships," says Alice Campbell. "We built our business through networking, and we've stayed successful by continuing to show up, stay involved, and support our community."

That community-first ethos runs deep. A&M Personnel prides itself on re-investing in Arizona—spending locally, hiring locally, and growing locally. Their income stays in the state, circulating

through Tucson and beyond, supporting everything from small businesses to charitable initiatives.

Networking, Alice insists, isn't just a buzzword—it's a lifeline. "It's an investment," she says. "It takes time and commitment, but if you do it authentically, the return can shape your business for decades."

From Springfield to Tucson, A&M Personnel isn't just placing people in jobs—it's proving that the power of personal connection is the real engine behind business success.



"Our success has always been about relationships."

— **Alice Campbell,**  
**Founder**



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# Google REVIEWS

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**What an incredible networking lunch** with Steven Fowler from the Tucson Business Networking group! Steven truly embodies the spirit of community—he's one of the best when it comes to genuinely supporting and uplifting others. I walked away with a wealth of fantastic ideas to help grow my business and expand my networking efforts here in Tucson... not to mention a few tips on where to find the best coffee in town! Grateful for his kindness, wisdom, and generosity of spirit. Thank you, Steven!

— Deborah Rawlinson, GTN Technical Staffing

**Phenomenal networking group!** Professional, welcoming, and full of motivated business leaders. Every meeting is packed with value — this group is a must-join for Tucson entrepreneurs

— John Ott, Desert Drones LLC

**Tucson Business Networking** Is A Great, Friendly Networking Group. Stacy Fowler Keeps Prices Reasonable. Stacy Is Accommodating, Picks Classy Venues & The Group Is Growing. Come Check Out Tucson's Premier Networking Group.

— Rick Miller, Llfewave

**Being a part of TBN** has been nothing short of amazing for me personally. I have made many new friends and business relationships as well as collaborative partnerships with my involvement at TBN. Thank you Stacy and Steven for always going above and beyond to make every event special. If you're looking for a group to plug yourself into I would encourage you to come out to a TBN luncheon, mixer, or one of their premier events. You won't be disappointed. Your ROI will far outweigh your small investment.

— Bruce Beikman, Gospel Rescue Mission

**Tucson Business Networking** is a group that sales professionals should not miss attending or miss being a member and/or sponsor! I have been a member for a couple of years and a sponsor for almost one year. During this time, I have built strong relationships with at least a dozen individuals that has resulted in business to my company and me! While having fun and networking, I have built great connections and referred business to others! Thank you, Tucson Business Networking, Stacy and Steven!

— Lauren Smith, Stewart Title

**Tucson Business Networking** is awesome! Stacy and Steven Fowler truly make you feel welcome and make you feel like you are a part of a huge and loving family. The networking events are full of energy and fun! The entire group is made up of kind, wonderful people who show sincere interest in helping each other. I highly recommend you join!

— Maria Romero, CarePatrol

**TBN puts on great events** to meet smart business people. Great, fun networking community!

— Jennifer Winchester,  
Realty Executives Arizona Territory

**Tucson Business Networking Group** is a fantastic way to showcase your business in a friendly and fun environment!

— Sheila Chonis, Fairfield Homes

**I am a new member** of the Tucson Business Networking group, and they have made me feel so welcome. They went out of their way to introduce me to people at my first event to make me feel included.

— Emily Sheridan, Momentum Marketing Collective

**Joining this networking group** has been one of the best decisions I've made. From the very first meeting, I felt welcomed, supported, and genuinely inspired by the incredible community of driven, like-minded professionals. The meetings are well-organized, full of energy, and always offer something valuable! Thank you TBN.

— David Duff, Steamy Concepts

**Love TBN** and all the connections I've made thx to Steven and Stacy

— Jamie Sloan, The Right Senior Care Connections LLC

**As a member of various networking groups,**

I've found TBN to be the warmest, largest and most welcoming. Stacy & Steven personally introduce members and follow-up with support and encouragement. Joining this group was a no-brainer for me.

— Amy Ijams, Tucson Branding Photo

**Great Networking Organization.** Offering opportunities to meet with other local businesses.

— Anna Bowers, Classy Closets

**Tucson Business Networking LLC** is an absolute gem for local businesses! Stacy Fowler and her son Steven are not only incredibly outgoing and warm, but they also have a real gift for making every single person feel welcomed and valued. Their events are consistently well-organized, packed with amazing people, and bring together a fantastic mix of industries. I walk away with 2–3 quality appointments every time I attend—and that's no exaggeration. If you're serious about growing your network in Tucson, this is the place to be. Huge thanks to Stacy and Steven for building such a vibrant and supportive community!

— Karina Felix, CarePatrol

**Tucson Business Networking** is truly such an amazing networking group to be part of. If you're looking to grow your business, make great connections, and feel like you're part of a great community, this is the place to be.

— Karina Lomeli, Lynch Roofing

**So happy** to have found this networking group. Everyone is so welcoming and helpful and kind! I've made some great connections and Stacy and her son are always so informative and sweet!

— Skylee Edmiston,  
Face the Fight/Fusion Beauty Collective

**I have been a member** of this group for about 45 days to build relationships for my business advisory services company, Performance CFO. In this short period, I have met 10 excellent strategic partners to build longstanding relationships with. In addition, I have gained access to new companies to trust when I need to purchase products or services from. I am excited about the future of my business.

— Paul Elder, Performance CFO

**I'm so grateful** to Stacy and Steven for all the ways they keep Tucson connected! I love the luncheons and have recommended Tucson Business Networking to many people over the years. Thank you, TBN!

— Kat Robey, Let All Thrive

**Tucson Business Networking** is truly a gem for small businesses in the area. Stacy Fowler and her son Steven are absolutely wonderful—warm, welcoming, and genuinely dedicated to creating an inclusive and supportive environment. From the very first event, they made me feel like part of the family. The mixers and luncheons they organize are thoughtful and well-run, providing real opportunities to make meaningful connections. The group itself is full of amazing local business owners who are eager to listen, learn about what you do, and explore ways to collaborate or

refer business your way. I've loved my experience so far and can already tell this group will lead to deep, lasting connections for me here in Tucson. I highly recommend to anyone looking to grow their business and build real relationships in the local community!

— Alexandra Sandiforth, True Visionary Coaching

**Stacy and Steven** have always done a terrific job on connecting us with other business. I highly recommend Tucson business networking. They go above and beyond.

— Manny Gomez, Integrity Automotive & Diesel  
(200th Google review!)

**Stacy and Steven** are great people. I Highly recommend going to the events!

— Micah Katz

**Great opportunities** to connect with local businesses owners like myself and get to know each other, network and help each other grow. Stacy Fowler is great to work with, easy going and she finds great venues and mingle spots around town. Always a great turnout and always new people to meet.

— Helen Barayeva, Refreshed Looks Aesthetics



**Delicious,  
locally roasted,  
coffee.**



Call Stacy.  
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# Tucson Appliance Company

## Powering Tucson Through Community and Connection

In an era dominated by corporate chains and online shopping, *Tucson Appliance Company* stands out as a beacon of what local business is meant to be—personal, reliable, and rooted in community. For over **31 years**, this family-owned business has served the greater Tucson area with more than just appliances. They've delivered integrity, hometown service, and a commitment to giving back.

Founded by Bill Edwards, carried forward by Chris Edwards, and now led into the future by Corbin Edwards, Tucson Appliance has never strayed from its mission: to offer affordable, honest service with a strong sense of civic responsibility. Through recessions, rapid city growth, and changing retail landscapes, the Edwards family has stayed true to their roots—proving that success doesn't have to come at the expense of values.

At Tucson Appliance, community isn't a buzzword, it's a way of life.

Their involvement spans far beyond the showroom floor. Tucson Appliance is widely recognized for its generous support of local nonprofits, youth programs, school fundraisers, and community events. They've donated appliances to families in need, sponsored charity auctions, and offered their resources to support causes that matter. To them, doing good business includes doing good



for others.

“Our success is because of Tucson,” says Corbin Edwards. “And we never take that for granted. Giving back is our way of saying thank you.”

One of the strongest examples of their community-first mindset is their role as a **Platinum Sponsor of Tucson Business Networking (TBN)**. Far from being a passive backer, Tucson Appliance is actively engaged—helping small business owners connect, share resources, and grow together. By investing in TBN, they're investing in a vision of Tucson where local businesses lift each other up.

Networking, to them, isn't just about referrals. It's about mentorship, shared knowledge, and showing up for one another. It's about building a local economy that thrives from the inside out.

And Tucson Appliance doesn't just serve the community—they're part of the fabric of it. The team lives here, their kids go to school here, and their story is woven

into the Tucson narrative.

When you walk into their showroom, you're not greeted by pushy salespeople—you're welcomed by neighbors who want what's best for your home and your wallet. It's this kind of honest, relationship-based approach that has earned them the trust of generations of Tucson families.

Tucson Appliance also understands that supporting local extends beyond the bottom line. By keeping dollars in the community, shopping local strengthens the area's economy, creates jobs, and ensures that unique, customer-centered businesses continue to thrive.

Their work goes beyond sales—it's about service. It's about ensuring families can afford what they need without sacrificing quality. It's about helping a young couple furnish their first home or ensuring a retired veteran doesn't go without a working refrigerator. These stories matter to Tucson Appliance—and they're proud to be part of them.

The company's deep roots and unwavering values have made them a go-to resource in Southern Arizona. But they never rest on reputation alone. Tucson Appliance continues to evolve with the times—bringing in top-rated brands, expanding services, and embracing innovation—without losing the personal touch that defines who they are.

Whether they're sponsoring a community event, showing up to support a fellow small business, or helping a nonprofit outfit a new kitchen, Tucson Appliance leads with heart. They know that building a strong business doesn't mean standing apart, it means standing with your community.

As Tucson continues to grow, businesses like Tucson Appliance are more important than ever. They remind us that behind every local store is a story worth supporting—a family worth backing—and a mission worth believing in.

So, the next time your fridge goes out or you're looking for a new washer, remember that where you shop matters. When you choose Tucson Appliance Company, you're not just getting great service, you're keeping your dollars in Tucson, supporting people who care, and investing in a business that puts community first.

**Support local. Choose local. Trust Tucson Appliance Company.**



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