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SPRING 2023

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**TUCSON
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INSIDE

**About Tucson
Business Networking**

Networking tips

Member Profiles

**Membership
Directory**

Stacy Fowler

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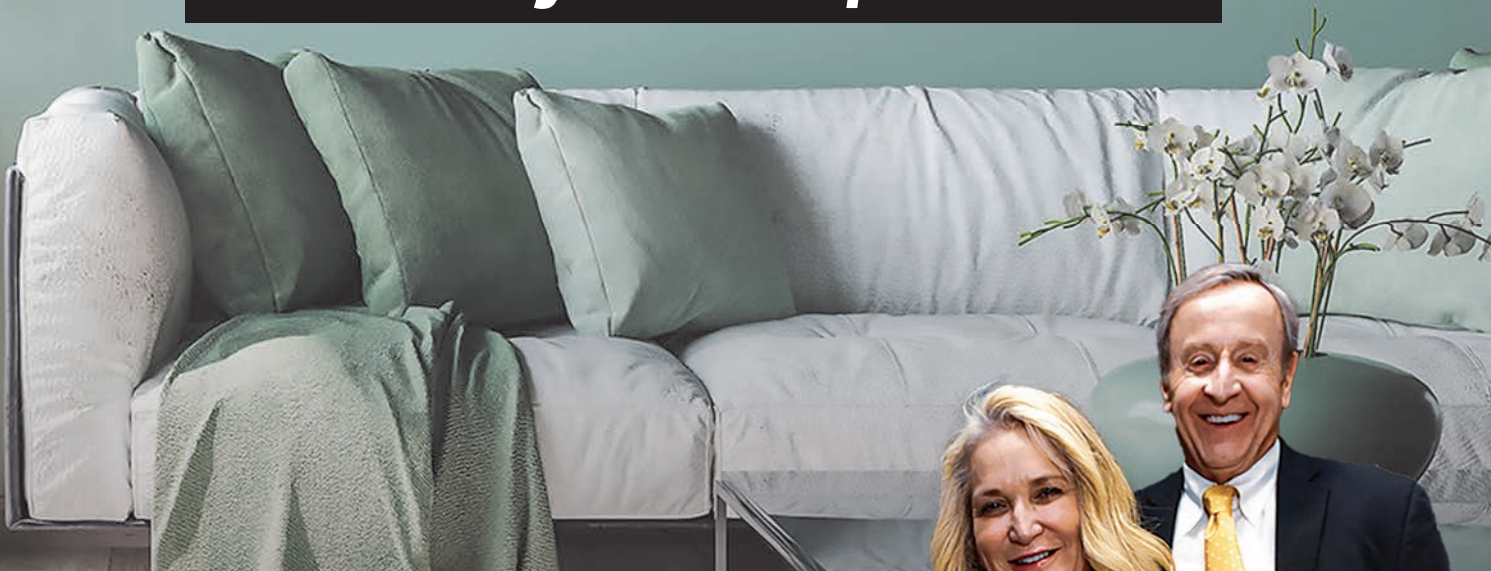


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AND STEVEN FOWLER**

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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*
- BEST Membership Organization 2021, 2022*

*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 and returning 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 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.
- Members have the opportunity to showcase their business in event videos at YouTube: Tucson Business Networking.

PRICING DETAILS:

- Tucson Business Networking Annual Membership \$289
- 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/lunch roundtables
- Exhibit your company information through tabling at monthly evening mixers
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PHOTO BY GEORGINA ANDERSON,
SOMETHING BLUE PHOTOGRAPHY

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, 2019, 2020, 2021 & 2022 (AZ Daily Star Readers' Choice)

WINNER - BEST Membership Organization 2021, 2022 (AZ Daily Star Readers' Choice)

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STACY FOWLER | 520-419-5683

stacyfowler@comcast.net

Keeping Tucson Connected®

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Tucson Business Networking
Stacy Fowler - LinkedIn

My networking journey began in 1998 when I was a young professional working for a mortgage company. To meet more people and promote myself, I joined several groups. I originally coordinated my 10-year high school reunion and then later the 30-year reunion in May 2017. It was a tremendous success and when it was over, I was searching for a new project that would be fulfilling. At this point I was working in the automotive industry and most of my business came from meeting others at networking events.

One relaxing weekend in July 2017, I received a call from someone who managed one of these groups. They invited me to be the spotlight speaker at their next meeting. I was already growing my business from this group and wanted to discuss something we all had in common, something gratifying – Networking! For many years, the dream of creating my own networking group was a vision; however, that night as I prepared my notes, the vision came alive. My first event was 19 days later. Despite a storm that brought dangerous weather to the area, 87 people gathered at Fox & Hound. Attendance grew each month and by December at the holiday party at Desert Diamond Casino, we had over 300 professionals attend. I knew then in the beginning, I had something really special.

Until January 2018, it was free to attend **Tucson Business Networking** events. Costs were adding up and coming out of my pocket. The solution was to create a membership-based organization. Two months later, my website was launched with StarChapter, an association management software. My mission was simple then and continues to be so now: **to connect people in Tucson's professional community by helping them foster relationships, inspire new connections and begin new friendships.**

Tucson Business Networking is a no pressure experience because members

create their own pace and space for expanding their business. I want members to be happy they've joined and be successful because they are part of a group of like-minded professionals who want to get their work known. At the end of the day, **Tucson Business Networking** exists to help businesses thrive.

I strive to make every monthly event a comfortable experience so people want to come back because they enjoyed their first visit. Then they spread the word and attendance grows organically. The events are always at different locations throughout the Tucson region. The venues benefit greatly because of social media advertising and having 200 plus business professionals introduced to these locations each month.

I'm exceedingly proud of what I've created and what has been accomplished: we've won the Arizona Daily Star Readers' Choice Award for Best Business Referral/Networking Group the past five years and Best Membership Organization the past two years. My trademark is: Keeping Tucson Connected® and we do. I hear about it every day. I see it every time we have our events. Each and every member is a piece of the pie that is Tucson Business Networking.

You are reading the first-of-its-kind Tucson Business Networking Magazine, **From the Beginning**. It will be published quarterly with issues spotlighting top business professionals, highlighting our membership directory, sponsors, articles, tips and opportunities to advertise. Thank you to all the people involved for making this dream come true. This is only the beginning!

Stacy Fowler

Founder and CEO of

Tucson Business Networking LLC

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Tucson Business WEDDING!

Meeting to promote their businesses turned into a “from the beginning” moment of a lifetime for Tucson Business Networking members



JENNIFER IRONSTONE JARAMILLO AND WILLIAM JARAMILLO

You just never know when you are going to meet someone who will change your life.

In 2018 I went to one of my first Tucson Business Networking mixers. I remember it well because the room was packed. It was late in the day but there

was still daylight coming in through the windows. I was sitting at a round table talking about my business with others around me.

Sitting at the table was a very striking man who was well-respected in the community, a true professional. We were both members of TBN and there to promote our businesses. We took some time to introduce ourselves and then con-

nected on Facebook.

At the time, I was in a relationship with someone else and thought of it as nothing more than meeting other business professionals, but then in 2021, we began exchanging messages on Facebook and set a lunch date.

Three years later, on the winter solstice of 2021, we were married. The rest is history.



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PICTURED: Roy Beagle, Ron Arenas, Sal Cabibo, Ron Shotts, Tracy Miller

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.

“Write the date on the back of every business card you receive. If possible, include a note to yourself of where you met the business rep or owner.”

— *Consuelo Williams,*
Ross Mobile Notary Services, LLC

“That primary recommendation is to manage your expectations when attending a networking event; that is, don’t expect to walk away with a sale. The goal should be to follow up with an individual or two that fits your target need or who can be a center of influence (someone who can mentor you, connect you to other resources and is well regarded in the community).”

— *Sal Cabibo,*
Midwest Regional Bank

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TRUST is a key to a successful networking group. Trust that the referral will be followed up. Trust that the product or service referred will perform as advertised. Trust in the person giving you the referral.

— Ron Shotts, RLS Printing and Marketing

At events, be the one who greets the others. Keep it concise and inviting and allow questions to be asked and answered. Join our ahhhazing networking group.

— Terri Bowen, Infinitiee Events

Smile, ask questions and listen.

— Rick Miller, Kannaway

Leaving the event before you have five new business cards from new people you met is a BIG NO NO.

— Misael Avalos, Time-maid Cleaning

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Networking is an investment in your business's growth, so it's important to make it a priority and be proactive in creating time for it in your schedule. Set specific networking goals: Establish clear networking goals such as choosing the events to attend and making a certain number of new contacts.

— Hillary Bass, *Align Self Care*

Stop selling. Meet people. Make connections. Learn about others. Offer help before asking for it. Be a resource.

— Sean Scott, *Human Interest*

Make plans to attend an event with a friend or work colleague. That way it's easier to break the ice when meeting other business professionals. **BRING BUSINESS CARDS!**

— Steven Fowler, *Tucson Business Networking*

Be the first to arrive at a networking event and always the last to leave.

— Stacy Fowler, *Tucson Business Networking*

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PICTURED: Jaime Garcia, Jaime Linder, Brenda Baca, Steven Fowler, Jordan Benjamin, Vanessa Larios, Roy Stewart

When meeting someone new at a networking event: Listen first, ask questions, find their pain point or reason they are at these events and then address the problem. Don't sell, come up with an idea that makes you stand out to fix a need they may have.

— Katerina Bohacek, KOLD Channel 13

Networking is not about you, but the person you're networking with. Take the time to truly get to know the person across from you to establish a personal relationship.

— Elizabeth Gadi, The Tyler Gadi Team – OMNI

The best way to network is to be your authentic self and be genuinely interested in what people do and who they are by asking good questions and listening actively.

— Troy Jacobson, 3-Pillars Performance Group

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Green Valley News readers are highly educated and have considerable discretionary income.

- Population 22,860
- Readership..... 13,800
- Median Income..... \$50,511
- Median Age 72.9
- Median Home Value (2021)(per unit) \$185,600
- Education (Bachelor's degree or higher)..... 42.4%

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Sahuarita Sun residents are typically dual income families with children.

- Population 35,337
- Readership..... 8,000
- Median Income..... \$85,247
- Median Age 37.1
- Median Home Value (2021)(per unit) \$237,300
- Education (Bachelor's degree or higher)..... 42.4%



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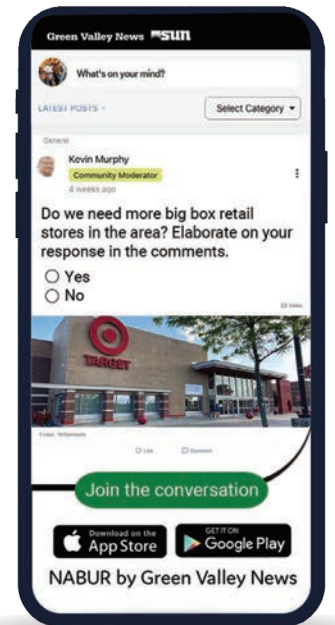


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PICTURED: Itzet Rendon, Doug Richards, Fatima Cervantes, Vernon Loree, Andrea Bencomo

PHOTO BY JONATHAN ARLIA

Meeting new people can feel a bit awkward or nerve racking. Deep breath in and then out, calm your nervous system, relax, listen more than you speak and just be yourself. That's who they want to meet.

— Deb Anderson, Deb Anderson Coaching

When attending any meeting always walk around and shake hands (I Hug Also LOL) with as many people as possible before the meeting starts because you got there 15 minutes early and actually that is on time.

— Chris Edwards, Tucson Appliance Company

Build connections/relationships before you need them. Routinely follow-up individually with your connections. Listen more than you speak (now I am still a work in progress on this tip). Take notes if you can.

— Jackie Rodriguez, Sheraton Tucson Hotel & Suites

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Networking is about building

relationships, not pitching to people.

Establishing a level of rapport and developing that relationship over time. People tend to do business with people they know, like and trust.

— *Cassandra Adams, Stardust Soaps*



PICTURED: Fatima Cervantes, Cindy Kumet

The larger the event, the more sections to divide the room in. Start with one section and find a lone person to break the ice. Surely, they will welcome you.

— *Randy Davidson, Randy Davidson Designs*

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“When attending Networking events, you need to show up, I mean **SHOW UP** and be engaged and energized. This is a business building exercise, and you only get **ONE** chance to make a First Impression.”

— Don Vallee,
Vallee Gold Team,
Long Realty



PICTURED: Amanda Jacobson, Victoria Garza, Rebecca Kososkie, Brenda Carrillo, Mark Weiss
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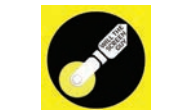
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Creative Catering

With a name like Essenmacher, the family business was in the cards “from the beginning”



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Corporate Event, Office Lunch, Family Picnic, Wedding, Bridal Shower, Baby Shower, you name it. We can do elaborate or keep it simple.

For M.J. and Bill Essenmacher providing good food and great service is almost as important as family. In fact, throwing a great party and providing amazing food is the family business. Even the family name means “Food Maker;” Essenmacher in German means “Food Maker.”

“We started the business in 1985,” M.J. Essenmacher said. “With a lot of hard work and dedication, we have built it into a multi-generational, family business with all of our children, and most of our Grandchildren, having been involved at one time or another.

“Presently our son, William John Essenmacher II (Billy), is the

Essenmacher in charge, and he’s doing an amazing job!”

Bill and M.J. are taking a step back, and watching the small business that was once just a dream, grow, prosper, and continue fulfilling client’s wants, needs and visions.

“After 39 years – it’s time for us to slow down and let this next generation show us how it’s done,” M.J. said.

Creative Catering’s list of local clients reads like a Who’s Who of Tucson; and their list of internationally famous clients reads like a celebrity magazine.

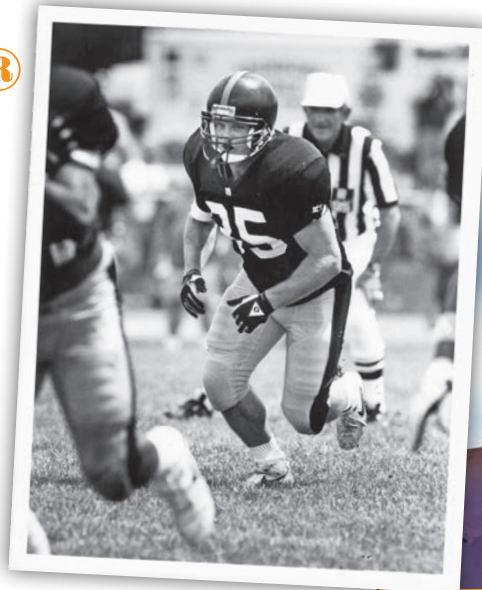
“We are very proud, grateful and amazed at the direction our business has taken us. It certainly has been an adven-

ture – and I’m sure will continue to be one as Billy takes over the lead,” M.J. said.

Creative Catering continues to cater for corporate events, private events, movie shoots, commercials, videos, and weddings. They can create individualized menus, to specialized décor, costumes, entertainment, and rentals.

“We are, and will continue to be, creative specialists with decades of experience in fulfilling the unique requirements of our valued clients,” M.J. said. “We can help design any type of celebration you can think of – and some you probably can’t even imagine!”

NOVA[®] Home Loans



Jon Volpe's inspiring story of excellence "from the beginning"

The success story of Jon Volpe, Owner & Chairman of the Board of NOVA[®] Home Loans, is truly inspirational. He experienced substantial adversity following the breakup of his family at a young age. While he lived on his own and supported himself during the final years of high school, he found structure and a sense of purpose in sports along with the support and guidance of his coaches. During this period, Jon learned that if he remained determined, he could achieve any goal he set his sights on. This proved to be true when he left Tucson with a scholarship for Stanford University, where he again excelled academically and athletically. On the football field, Jon led the PAC-10, at that time, in rushing yards. Jon's distinguished academic career at Stanford included his selection as a Rhodes Scholar nominee and GTE Academic All-American. Jon graduated with both a bachelor's degree of science and a master's degree of science in Industrial Engineering.

Following graduation from Stanford, the Canadian Football League recruited Jon to play for the BC Lions. He was named Rookie of the Year in the Canadian League in 1991. Jon eventually left the BC Lions and his hard work continued to pay off when he signed with the Pittsburgh

Steelers. He concluded the 1994 season with a career ending injury.

When Jon joined NOVA Home Loans in 1995, he thoroughly studied the loan business for six months with the goal of being the best. He knew, from his experiences as an athlete, that flawless execution was the key to winning. Jon applied his background in industrial and process engineering, and the "Production Plan" came to fruition. This Plan became the loan origination methodology that Loan Officers used to learn and grow the business. Jon believed having all positions under one roof at the branch level led to better communication, efficiency, quality manufacturing, and customer satisfaction. This engineering-based streamlined loan process facilitated NOVA's mission of funding every loan possible and growth to become the market leader in Southern Arizona. NOVA maintained this status for over a decade.

Jon is passionate about attaining excellence in his endeavors. The words "no" and "can't" are just not part of his vocabulary. Instead, he asks, "how can it be done"? His engineering background proved an invaluable asset as Jon experimented with and perfected methods to streamline the system for processing mortgage loans. He is very big on teamwork, unity, and equality on his team. Make no mistake, he is the coach, but he attributes his success to the team. After he achieved his goal of being named America's #1 Loan Originator, he found his passion in helping others achieve their goals. This is where he finds value in networking with professionals

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For over 40 years, NOVA[®] has been focused on helping homeowners find the perfect loan to fit their financial needs and personal goals.

throughout the Tucson community in all industries. He is always open to coaching others based on his experiences.

Jon has done an excellent job of balancing success with his commitment to help those who cannot help themselves, the kids of our community. His support of these agencies is unwavering. His first question regarding new sponsorship opportunities is always, "Does it serve kids?" At the end of 2021, Jon stepped down from his role of CEO recognizing that he and his wife, Heather, are at the point in their lives where they are eager to dedicate more quality time to each other and their family. However, their commitment to their community remains strong. Under Jon and Heather's leadership, NOVA[®] donated over \$5 million since 2015, making a significant impact in the lives of many.

“What’s in a name?”



By **Ron Shotts**

To paraphrase William Shakespeare, is a business card by any other name is still a business card. The 3”x 2.5” piece of paper can be a multitude of tools for your business enhancement.

You have less than 10 seconds to make a first impression — good or bad. Business cards can be a tool for making a first impression, demonstrating professionalism and business readiness, a reflection of your brand and what you stand for - marketing tool and more.

The quality and uniqueness of your card speaks volumes about who you are and who or what you represent.

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Ron Shotts, Owner,
RLS Printing and
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According to a survey, 72% of clients make an opinion about a business based on its card design. It’s a sales piece, a mini ad for you, a conversation piece.

Start introductions with the best first impression of your business by creating a business card that is unforgettable.

Networking connects local business people.

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Sharing story and mission

By **Amanda Giroux**

Networking has been an essential tool in business for decades, and its importance has only increased in the modern era of global markets and digital communication.

Success in business often depends on who you know and how well you know them. Networking provides an opportunity to build relationships and connect with people who can help your business grow.

As a newer financial institution in Arizona, networking has allowed me the opportunity to share Notre Dame Federal Credit Union's story and our mission.

A few months ago, after at-

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Amanda Giroux, Senior
Manager Business
Development, Notre
Dame Federal Credit
Union.

tending a sponsor breakfast, I had the opportunity to meet another Tucson Business Networking member. I was drawn to him based on his 30 second elevator speech and how he helps his clients. Our brief interaction has blossomed into a full financial



relationship with him and his spouse.

Building relationships goes beyond simply exchanging business cards or adding someone to your LinkedIn

network. It requires investing time and effort into getting to know someone, learning about their business and interests, and finding ways to help them.

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The joy of your presence

By Wes Stolsek

As a small business owner, it's important to be present at networking events on a consistent basis to get to know people and make friendships and to meet other business professionals.

We often feel like we're living in the moment enjoying and appreciating those around us and making good contacts. My recommendation is always put yourself out there in public to meet others at events as they may have a service or product that can help us or can be referred to someone else.

Continue attending the events and greet those with

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Wes Stolsek, Realtor,
OMNI Homes International


a smile and a handshake. Get to know them and find out why they love their business and ask questions about their goals and dreams.

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Make follow ups a priority



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Deanna Mora, Branch Manager, WaFd Bank, South Tucson



By **Deanna Mora**

Over twenty years in the banking industry has taught me that networking is vital to all organizations when we are intentional and present. By focusing on meeting business professionals, it allows me to grow my business

network.

Don't be afraid to explore what networking groups are available to you. Attending a networking group that is made up of various industries has provided me opportunities for personal and professional growth but more importantly has allowed me to be a resource for other businesses.

Make it a priority to follow up with anyone you meet. Tucson Business Networking consistently delivers a message at the end of every event. Stacy Fowler's message is to reach out to at least 2 at-

tendees and invite them out for coffee or a quick meeting to learn more about their business. Staying connected afterwards can open the door to a strong relationship and valuable information.




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My networkign formula

By **Nikole Haumont**

Networking is a powerful tool for gaining recognition and receiving awards giving you more credibility. It's important to build genuine connections and contribute to the professional community. Focus on building meaningful relationships, providing value to others and demonstrating your expertise.

Less than six years ago my family and I relocated to Southern Arizona. I knew that in order to grow my marketing business locally I would need to network and be in front of people at chamber events, open networking events and closed

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Nikole Haumont, Owner,
Shield Bar Marketing

networking groups.

Attending events, making genuine connections and following up is my networking formula. By doing this, Shield Bar Marketing was named new business of the year in the Green Valley Sahuarita Chamber; I was honored as one of the most influential people in the AZ-19 region; and my company also won



a Readers' Choice award for best marketing company. All of this was made possible

because I connected with fellow business owners and professionals.



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Be patient and don't give up

By **Fatima Cervantes**

Moving to a new city can be both exciting and daunting. Along with the thrill of new opportunities and experiences, there is also the fear of the unknown and the uncertainty that comes with starting over.

My first thought as soon as I moved to a new city was, where am I going to meet people and are they going to align with my interests and values. So here I was facing the fear of networking, as confident I may seem - I felt it.

By researching events, attending local meetups, volunteering, joining professional organizations, reaching out to people, and being patient,

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Fatima Cervantes, Real Estate Advisor, Engel & Völkers, Tucson

you can overcome your fear of networking and build a strong network in your new city.

Building a network takes time, so be patient and don't give up. It may take several months or even a year to build a strong network, but the effort will pay off in the long run.



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The power of *the Ask*

By **Mary Keyzor**

In a recent meeting with one of the professional groups I belong to, I asked for the group's input on a challenging situation I was facing at work.

I set the stage by explaining the scenario, the events that led to the current conundrum, and the efforts made to address thus far.

The members of the group then took turns asking questions; probing, clarifying, asking for more detail.

As the questions were answered, certain solutions became clear. As more discussion evolved, I began to visualize the path forward.

While the situation was not

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Mary Keyzor, President,
AssuredPartners of
Arizona



fully resolved in one short session, the ideas that arose from the collective wisdom and connections within the group provided the impetus and support for future resolution.

The power of the network lies in the process of *the ask*.

For anyone who thinks networking is a waste of time, superficial, or only intended

for sales people, think again. We all have and grow our own personal and professional networks. And we often do so by asking: Does anyone know of...? Can you recommend...? What experiences have you had with....?

The power of the network lies in the process of the ask.

Asking is the most effective way to create a connection and potential relationship. Asking can, also, be intimidating, scary, and sometimes unsuccessful.

If you don't ask, however, the answer will always be 'no'. So take a deep breath, ask, then listen.



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Make time for networking

By Hilary Bass

Boy, it can be challenging to find time for networking, but it can lead to connections, partnerships, and opportunities.

HERE ARE SOME TIPS ON HOW TO MAKE THE TIME:

- Block out slots in your schedule for networking.
- Establish goals for a number of events and desired connections. Having goals keeps you motivated.
- Choose events that are attended by potential partners, clients, or mentors.
- Consider delegating or outsourcing tasks that can free up your time. (Networking is a great

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 Hilary Bass, Owner, Align Self Care



place to find these partners).

- Be efficient with your time; network while attending industry conferences, trade shows, or workshops.
- Follow up with your connections to build and maintain relationships.
- If you make a connection, get a meeting on the calendar right then!

Networking is an invest-

ment in your company's growth. Make it a priority. Being strategic and efficient

with your time, you can effectively build valuable connections for your business.



Successful planning for networking

By **Jynnifer Dodson**

What do you feel when you hear the words networking, mixer or business luncheon? Does anxiety set in? Do you feel nervous? Are you thinking of all the negative what ifs? Successful planning can decrease these feelings and set us on the path to be industry leaders in our field of work and set opportunities for our future.

Networking is building

professional relationships in which you can tap into when we face a variance in our own knowledge. We become more proficient in our careers and industry through relationships with other professionals.

Our first thought when we start networking is, "I need to meet new people." Meeting new people is a fantastic goal! Remember that networking is building relationships. When we build a relationship with someone else, we must foster

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Jynnifer Dodson, Vice President of Community Relations, The Patch Boys of Greater Tucson

that relationship to receive a return on our investment.

All goals must start with a plan. What are you trying to achieve by meeting new people? Are you looking to sign 10 new clients in X amount of time? Are you looking for business referrals and resources? Are you looking to be the industry leader in your field of work? Who is your ideal person to connect with and why?

When we have these questions answered, we can create a personalized plan to build relationships and foster them.

SOME EXAMPLES THAT COULD BE INCLUDED IN YOUR PLAN ARE:

- Find out ahead of time who is going to the event. See what they do for work and how you could be good business referrals for each other. Come prepared with something you found out about the person or company.
- When you accept a business card, keep a mental note or write on their card, something you learned about them.
- Follow up is so important. You may meet several people at one event, and you need to stay in the forefront of people's minds. Email selected people and share what

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impressed you about them, their services or something you wrote about them on their business card. See about setting up a one-on-one meeting to expand on your new relationship.

When we plan for networking, we turn our thoughts

from a social skill to a research skill. We are educating and enlightening our abilities by experiencing relationships and other industries, sharing those examples within our own field of work and improving our communities in innovative ways.



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