



Business Networking

Keeping Tucson Connected[®]

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Let's "Gel"

WINTER 2024/SPRING 2025

The Spirit of Unity in Business Networking

The lyrics of the song "Gel" by Collective Soul resonate with the essence of the mission of Tucson Business Networking: celebrating the beauty of people coming together, regardless of their differences in personality, style, or perspective.

I chose this song as the theme for the sixth edition of the Magazine because just like the song suggests, successful networking isn't about fitting a mold; it's about mingling, exchanging ideas, and forming genuine connections that allow us to "gel" as a unified community.

In Tucson's vibrant business community, we thrive on diversity — of experiences, industries, and aspirations. Every new connection adds a unique piece to the puzzle, creating a network that "gels" into something greater than the sum of its parts. By embracing this spirit of unity and openness, we continue to build a stronger, more supportive network. So let's keep shaking things up, let's come together, and find new ways to make it all work.

Our mission is: "Keeping Tucson Connected® by building professional relationships, creating opportunities, and building lasting partnerships."

In the spirit of building professional relationships Tucson Business Networking was founded on July 1, 2017, with the mission of connecting the local business community to do business with one another. In the spirit of building lasting partnerships, we launched our first-of-its-kind business networking resource magazine in June 2023. Our members fill the pages of this resource with tips and stories that Tucsonans utilize until the next issue is delivered. Now, as we

introduce our sixth issue, we continue to spotlight our diverse members, share invaluable networking tips, and provide insights to maximize your networking experiences.

Since 2018, Tucson Business Networking has been recognized every year as the Arizona Daily Star Readers' Choice Winner for Best Business Referral/Networking Group. That's seven years of top-notch networking! Additionally, we've received the award for Best Membership Organization from 2021 to 2024. These "Wins" belong to this amazing group! It has been a fantastic year, reflecting on the dedication and enthusiasm of our community.

Since the inception of Tucson Business Networking, I've always envisioned a large-scale conference — a retreat, if you will — that would bring together business professionals where individuals could engage meaningfully, learn from one another, and form lasting connections. This spring, we decided to make that vision a reality.

The upcoming Arizona Business Networking Conference is a culmination of that vision. This three-day event is designed to create a sense of community and synergy; allowing attendees to connect on a deeper level beyond traditional networking events. It's more than a conference; it's another example of Tucson Business Networking's mission in action — creating opportunities to "gel" as a collective, paving the way for future collaborations, partnerships, and friendships.

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 networking mixers and luncheons.

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

stacyfowler@comcast.net

Keeping Tucson Connected®

Find us on the Internet:

- Tucson Business LLC Group Facebook
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POWERING GROWTH

Tucson Electric Power is lifting local businesses to new heights. We're helping employers expand into emerging markets and new locations while supporting recruitment and retention efforts that enhance economic activity. We also make expansion more affordable through custom energy efficiency solutions for companies of any size. TEP is proud to provide the energy that's powering our community's growth.



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Let's "GEL"

WINTER 2024/SPRING 2025

Index

From the CEO.....	4
Old Tucson Studios.....	7
Networking Tips.....	8-15
Member Profiles.....	16-28
Our Sponsors	20-21
Membership Directory	30-37
Home Care Assistance.....	28



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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, 2024*
 - BEST Membership Organization 2021, 2022, 2023, 2024*
- *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 in the Classifieds and Local Events Calendar.
- Access to the Tucson Business Networking Members-Only Facebook Group.
- Exclusive Member price for 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 – Members \$35, Guests \$45 (subject to change)
- Monthly evening mixers – \$30 for non-members - MEMBERS GET IN FREE!
- Annual End-of-the-year Networking Party - \$75 (not included in membership)

SPONSORSHIP BENEFITS:

- SPONSORSHIP BENEFITS: Engage in quarterly sponsorship breakfast forum/roundtables (February 2025, May 2025, August 2025, October 2025)
- Exhibit your company information through tabling at monthly evening mixers
- Logo and company listed in marketing promotions Logo and Advertisement on website
- Additional memberships included
- Upgrade at anytime

Old Tucson Studios



By Tyler Novy
Sales & Revenue Manager
Old Tucson



theatrical events, and historical tours, but in addition, and unbeknownst to many, Old Tucson offers a multitude of unique western themed event spaces, perfect for corporate and private events, holiday parties and more.

At the helm of our events team is Sales & Revenue Manager Tyler Novy. With a background in professional sports sales, namely with the Tucson Roadrunners, and



multiple years of B2B, retail and food service sales, Tyler's varied skill-set and broad experience allows him to oversee multiple departments including the park's ticketing operations, food & beverage, and event management.

"This is a busy season for us, and we relish the opportunity to talk about all the exciting events that are taking place at the park. B2B networking events, both those we host and those we attend, allow us the opportunity to share our offerings, raise awareness for all the growth and change we are experiencing at our historic park and film studio, but also to share a part of local history with our friends and peers... a history which ultimately belongs to all of us living and working here in the Tucson community! Networking events provide a rare platform to explore opportunities on how we can continue to share, collaborate, and better support our partners on the other side of the

mountain."

Our Old Tucson event packages offer party-hosts the opportunity to give their guests the true Wild West experience, inclusive of an array of unique entertainment and attraction options; musicals, saloon shows, stunt demonstrations, train rides, carousel rides and more.

New owners American Heritage Railway continue to work towards preserving Old Tucson's history, whilst expanding the park to be so much more than a film studio. "These days, we are a truly a family entertainment park, there is something for everyone" says Tyler. Old Tucson is open daily for historic film tours, on select evenings for ghost tours, and enjoys seasonal events such Nightfall (Sep/Oct), Yuletide (Nov-Jan) and our Western Day Park (Jan-May). Event enquiries can be made via our website, or by emailing groupsales@old-tucson.com.





THE MONICA 7 year anniversary party. Photo courtesy AREA 520.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.

Reach out, Help Out, Be Involved, Provide/Add Value, Be a Resource

— Zorian Fonseca, First Interstate Bank

Think of networking like drip irrigation.

Each meeting, each connection is like a drop of water for the garden you are planting and cultivating. Then one day, you wake to find that a beautiful flower bloomed.

— Jennifer M. Tersigni, Raise the Bar Consulting

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



PICTURED: El Charro Café Luncheon Jasson Finney, Wesley Anderson, Andrew McMurrey.



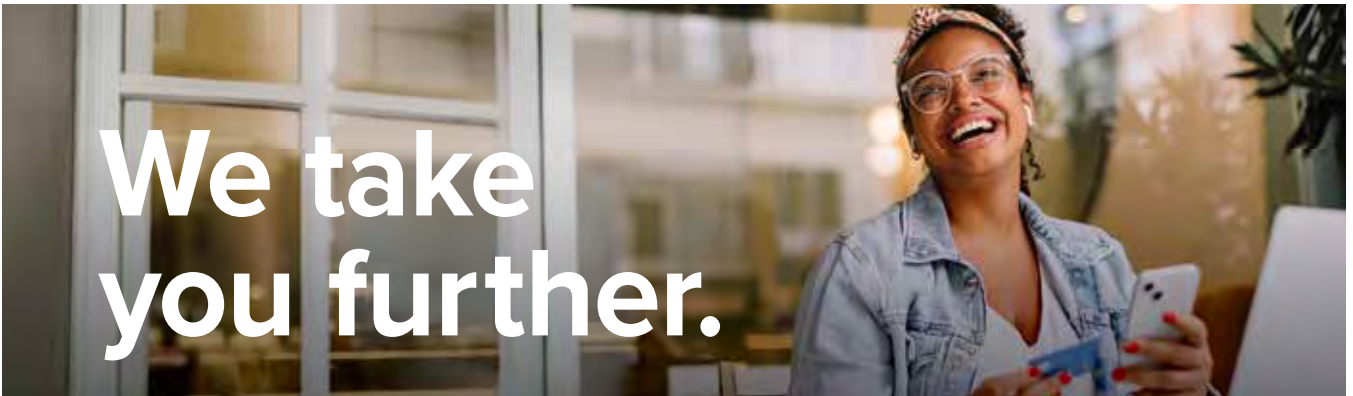
PICTURED: The Monica 7 Year Anniversary Party Ernesto Duran, Karrie Garzelloni, Gordy Siewert.

Always bring a smile to the event & your amazing positive energy. Energy is everything, and you can instantly light up a room the moment you enter.

— Andrea Murtha, Mobile Massage & Bodywork LLC

You need to look at networking as a relationship. Don't try and sell someone on your services the first time you meet them, listen to them and understand their problems!

— Greg Durnan, AcaciaIT



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PICTURED: Mixer at Sheraton Tucson Hotel & Suites.



PICTURED: Edwin Olson, Rebecca Kososkie and Dallerie Riesland at the Old Tucson mixer. Photo by Steven Fowler

One of the most valuable networking tips I've learned — and one I always apply at Tucson Business Networking events—is to seek out newcomers in the room. I make it a point to introduce myself, learn more about what they do, and discover who they might already be connected to within our network. This simple yet intentional approach not only makes the event more meaningful for new people but also demonstrates our community's incredible strength and inclusivity. Building connections this way helps everyone see the real value of our network and fosters stronger, lasting relationships.

— Gwen Mikinski, Alzheimer's Association
Desert Southwest

Be generous, and don't keep score.

Generosity shows caring, and it is remembered. Seek every opportunity you can to help others. And never keep score.

— Ken Cook, *How to Who*

Stay curious. Be open to learning about new connections. Ask questions about their business, why they chose that work, and what they need. What's unique about what they do

— Donna Davis, *Write Content Marketing*



PICTURED: The Monica 7 year anniversary party



PICTURED: El Charro Café Luncheon

Networking is about others... help others to connect with the organization that can get their services and you'll get in front of people looking for your services, too.

— Jose Oliver, *Awakening Minds, LLC*

Focus on treating people right, and being honest. Then the business will come naturally.

— Manny Gomez, *Badger Automotive*



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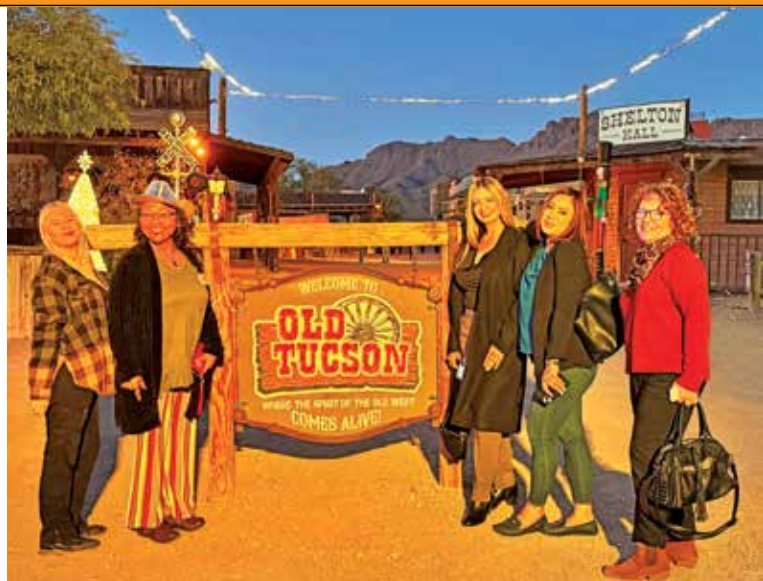
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PICTURED: Old Tucson Mixer. Photo by Diane Sotelo



PICTURED: Old Tucson Mixer Nikkie Iglar, Veronica Peterson, Claudia Mendoza McDowell, Yara Frisby and Rebecca Kososkie.

Focus on building genuine relationships rather than just collecting contacts. Instead of solely thinking about what others can do for you, approach networking with a mindset of how you can add value to others. Actively listen, show genuine interest, and look for opportunities to help others achieve their goals. By fostering authentic connections based on mutual respect and support, you'll cultivate a strong network that can provide valuable opportunities and support throughout your career.

— Courtney Miller-Fitch,
Topgolf Tucson



PICTURED: AC Hotel Sponsorship Breakfast.

Leverage social media creatively. Highlight another local small business in your stories or posts. Tag them and share why you love their work. This simple gesture often sparks reciprocation and introduces your business to a whole new audience.

— Lindsey Reynolds, Lindsey the Esthi
Beauty Studio



PICTURED: Oro Valley Country Club Mixer.



PICTURED: Old Tucson Mixer. Photo by Steven Fowler

Be sure to show up thirty minutes before a networking event.

You need time to speak with new and existing acquaintances. Don't start making your pitch. Listen and learn about what matters to other networking members. Be present in the moment!

— Frank A. Lopez, Edward Jones Investments

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PICTURED: The Monica 7 Year Anniversary Party Brightway Insurance.



PICTURED: Tom Forsythe, Brittini Gutman, Michelle Candelaria.

Being new entrepreneurs, we truly appreciate the hard work and dedication it takes to succeed. It's so important to network and collaborate with other small business owners to build your brand and gain name recognition.

— Edna Mendoza, *Apricot Lane Tucson*



PICTURED: The Monica 7 year anniversary party.

In networking, we get what we put in: Actively participating, listening, asking insightful questions, offering genuine help, following up promptly, and maintaining a contact list to build meaningful relationships.

— Nancy Gungor, *Farm Bureau Financial Services*

Effective network skills are very basic:

- Active listening
- Communicate clearly.
- Humor helps people enjoy interacting with you.
- Don't over-communicate.
- Non-verb communication is as important as verbal communication

— Lola Kakes, *Effortless HR*



PICTURED: El Charro lunch.



PICTURED: Robert DiGregoria, Andrew McMurrey, Zach Peterson, Kimiko Donahue.

Always approach networking with genuine curiosity and generosity. Listen actively, ask thoughtful questions, and offer support where you can. Building authentic connections is foundational to mutually beneficial opportunities & lasting relationships.

— *Karla Morales, Arizona Technology Council*



Tour at Allegra MPM Tucson with Patrick and Betsy Edwards.

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Build your own personal energy grid

By Susan Gray

The energy industry is in a time of dynamic transformation. We're not alone in that. The pace of disruption and opportunity has accelerated across seemingly every sector.

That makes networking and connection more important than ever. Networks create pathways to expand knowledge, partner on new innovative approaches, tap new opportunities and build capacity within your organization to grow.

I often share my belief that success is a team sport, and I'll expand on that in my keynote address. By approaching networking with an authentic curiosity and excitement about

MEMBER PROFILE



Business Networking LLC
FAST FACTS
 Susan Gray, President & CEO, Tucson Electric Power

the diverse contributions and perspectives of others, we can create more shared value from our new connections and build a foundation that helps us reach even higher levels of performance.

We're unique at Tucson Electric Power in that our local energy grid literally links everyone in our community; it also connects us to the rest of our region. This network pro-



vides far greater reliability and resilience than any customer or utility could achieve alone, allowing us to leverage shared resources, generate efficiencies, and provide cost-effective capacity to meet expanding energy needs. When there's a local shortfall, energy flows from the rest of our network to meet that need.

Ideally, our personal and professional networks should operate like our own energy grid. We draw on them as needed and contribute when asked to achieve more than we ever could have accomplished alone. Extending our network further through new connections provides even greater growth potential, building



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resilience that offers alternate routes when an unexpected challenge blocks our intended path. And in the event of a personal power outage – we’ve all faced them – you’ll have plenty of connections capable of providing the energy you need to get going again.

That’s the power of connection. While the energy flowing through TEP’s local electric grid increases every year, it pales in comparison to the power we can generate by the collective expansion of our personal and professional networks. This power is renewable, restorative and potentially limitless, giving us the energy we need to transform our world for the better.

So, get out there and build some new connections. Each new link makes your energy grid stronger while supporting even greater capabilities across our entire community.

Networking in the wild, wild west

By Tyler Novy

Most know Old Tucson for its Wild West offerings, seasonal theatrical events, and historical tours, but in addition, and unbeknownst to many, we have a multitude of unique western spaces on offer for corporate and private events, inclusive of entertainment and attractions add-ons. B2B networking events, both those we host and those we attend, allow us the opportunity to share our offerings, raise awareness for all the growth and change we are experiencing at our historic park and film studio, but also to share a part of local history with our



friends and peers... a history which ultimately belongs to all of us living and working here in the Tucson community! Networking events provide a rare platform to explore opportunities on how we can continue to share, collaborate, and better support our partners on the other side of the mountain.

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Tyler Novy, Sales and Revenue Manager, Old Tucson



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The value of networking

By Jose Oliver

Did it wrong for the longest time. Do you remember the phrase “If I knew back then what I know now”? Well, trust me, I do!

My first approach to regular local networking events was when I started my business 3 years ago. In my company, we provide training on personal growth and leadership development. When I first attended events, I thought it was an open market where buyers were waiting for my pitch so they could request my services.

Now I know that networking is super important in today’s world. It’s not just about who you know; it’s about building relationships. Strong connections can open doors to new

opportunities. When you meet people, you learn from them. You share ideas and experiences. This is how teamwork works! Great leaders know the power of a strong network.

When we ask, “How can I help you?” We show our willingness to support others. Helping someone can create trust and respect, strengthening your network. Then it clicked: networking isn’t about taking; it’s about giving, too!

Until I met Stacy and Steven Fowler, I learned the best way to network is to introduce yourself, ask what the other person does for a living, ask them about their hobbies and the types of customers they take care of, and create an example of the organization or person who may need their

When you focus on building genuine relationships, amazing things happen.



products or services. Then, when you are with the organization you acknowledge as a potential customer, introduce one to each other.

When you focus on building genuine relationships, amazing things happen. You never know when a connection will lead to your next big break or a fantastic collaboration! So, get out there, meet new people, and let your network grow!

MEMBER PROFILE



Business Networking LLC

FAST FACTS

Jose Oliver, Productivity Enhancement Consultant, Awakening Minds, LLC

Arnold Montiel Opens New NOVA Home Loans Office in Nogales

NOVA Home Loans is excited to announce the opening of its newest office at 1859 N Grand Avenue in Nogales, Arizona, led by Arnold Montiel. Arnold is dedicated to serving both homebuyers and refinancing clients. He is known for building strong relationships and forging strategic alliances with community leaders to empower local residents in achieving their homeownership dreams. With a background in education and small business, Arnold is skilled at educating clients on the home-buying process, making him a trusted advisor, especially within the Spanish-speaking community.

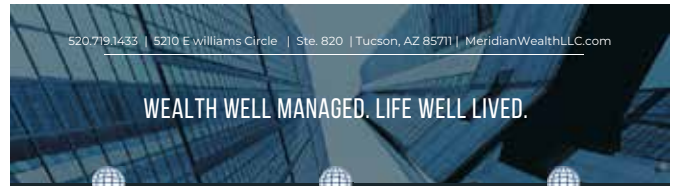
NOVA Home Loans has proudly served Arizona communities since 1980, focusing on delivering reliable mortgage services that support local homeownership goals. Arnold’s new office will continue this legacy by bringing expert, community-centered mortgage services to Nogales and surrounding areas.



Arnold Montiel Jr.



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Nurture your business through strategic networking

By Amber Lopez

My name is Amber Lopez and I'm with Country Financial. My insurance agency's doors opened in March 2024 in Benson, Arizona. As a new business owner and "from scratch" agency, I understand the challenges of building a strong client base. Networking has been instrumental in connecting me with potential clients at various stages of their entrepreneurial journey. From seasoned veterans to aspiring entrepreneurs, I've found that networking fosters an environment of learning, growth, and collaboration, in a "relaxed" atmosphere.

Networking isn't merely about exchanging business

MEMBER PROFILE



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Amber Lopez, Insurance
Agent - AZ, AL, ND,
Country Insurance



cards; it's about connecting with people who share your passion for providing exceptional service, achieving financial independence, and experiencing the pride of building a thriving enterprise.

By actively participating in your community and network, you'll position your business as a trusted partner

for professionals and individuals alike. I've personally benefited from attending industry events, joining local chambers of commerce, and leveraging social media to expand my reach. Every connec-

tion you make presents an opportunity for growth. Building strong relationships is truly the cornerstone of creating a successful business, because when we work together, we all gain more.



As seen on stage at the Arizona Business Networking Conference

Dr. Amanda Goodson's contagious energy, interactive methods, and engaging intellect come from an amazing background of more than 25 years of experiences leading and managing people and complex systems.

As an aerospace engineer at NASA, Amanda became the first female senior executive in Safety & Mission Assurance for Propulsion Systems. She also served as the first African-American woman appointed as Director of Safety & Mission Assurance with over 35 successful launches under her leadership at the NASA Kennedy Space Center Launch Facility.

Amanda is also an independent certified John Maxwell speaker, trainer, and coach, and has been a keynote speaker for clients such as NASA, the American Institute of Aeronautics and Aerospace Engineers, YWCA, and major Department of Defense contractors. She is also author of over 16 books including her latest book, *Astronomical Leadership*, as well as *Authority of a Leader* and *How to Unlock Your Full Potential: 11 Keys to Leader Success*.

Professional Speaker Coach

Using her wealth of experience as a groundbreaking aerospace engineer at NASA, an innovative director at a major engineering firm, and encouraging independent certified John Maxwell leadership coach, teacher, and speaker, Dr. Amanda H. Goodson will train and coach you as a professional speaker in support of your author or business platform using her detailed knowledge and innovative speaking methodology.

Author / Entrepreneur Coaching

Do you want to write a book? Start a business? Be a better leader?

Amanda's clients have completed published works, achieved personal short-term and long-term goals, launched and maintained businesses, and more. In her one-on-one *Unlock Your Full Potential* strategic coaching sessions, Amanda will supplement her five-step approach with her inspiring FRESH WILL methodology to develop a life strategy that will make your goals and dreams an achievable reality.

Training

Amanda's training series uses one-time or ongoing workshops or breakout sessions to facilitate your learning and growth using topics from her speaking presentations for first-time leaders, seasoned leaders, or student leaders, or materials you provide.

This interactive training will cover real-life scenarios, teachable moments, and a case study to talk through for each scenario and teachable moment. As a result, you will increase your knowledge, enhance your ability to think differently on the topic, and change your direction.

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The power of networking in business

By **Arnold Montiel**

Networking and business go hand in hand; one cannot truly thrive without the other. Since I first entered the business world in the early '90s, I saw the power of putting myself out there to network with like-minded individuals. Personal connections have a far greater impact than emails or phone calls alone. In a competitive business community, networking is what sets you apart and enables your business to flourish.

Effective networking is much more than simply attending events. It's about making a memorable impression with other professionals and competitors. The key focus should be on time and maximizing every networking op-

portunity to create meaningful, lasting connections. This starts with selecting the right events and understanding the audience. It's important to ask yourself: Will this investment of time yield a return? In our busy world, using your time wisely and networking with intention is crucial. For me, Senior Loan Officer at Nova Home Loans, these relationships have proven invaluable, leading to referrals, brand recognition, and meaningful community connections.

Every interaction is an opportunity to learn, grow, and build your business. Beyond business growth, networking also contributes to personal development. Listening to others, sharing insights, and thinking outside the box have been essential to my success



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Arnold Montiel, Senior
Loan Officer - NMLS
#1993072, NOVA Home
Loans

over the years. Embracing each interaction with an open mindset can inspire new ideas and strategies, fueling continued growth. Equally important is sharing your own expertise and becoming a resource to the group enhances your visibility and strengthens your business reputation.

This is why Tucson Business Networking has been such an integral part of my journey.

The connections I've made have enriched my skills as a Loan Officer, enabling me to provide even better service to my clients. I invite you to keep an open mind, embrace every networking opportunity, and join us at our next Tucson Business Networking event. I look forward to connecting with you and seeing how we can grow together.

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Your Path to Growth: Networking & Digital Marketing

By **David Ortega**

Networking and Digital Marketing are two avenues essential for fostering business growth and credibility. The Better Business Bureau (BBB) offers impactful resources to support both these areas. Through BBB's networking events, businesses have the opportunity to connect with a diverse range of local organizations and leaders, forming partnerships while gaining visibility within the community. These connections help businesses learn best practices and stay informed of industry trends.

In the digital realm, BBB Accreditation provides a significant advantage, as the

BBB seal is a recognized symbol of trust for consumers. Accredited Businesses can boost their digital marketing with enhanced visibility on BBB's high-authority site, known for quality and integrity. Additional digital marketing products, such as priority listings and promotional features, can further elevate and fortify a business's online presence. Positive consumer reviews and BBB ratings strengthen a business's reputation, building trust with potential clients. BBB's social media resources also offer Accredited Businesses the chance to reach wider audiences, while its educational materials support businesses

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David Ortega, Strategic Projects Specialist, Better Business Bureau Serving Southern Arizona



in optimizing their online presence responsibly.

By combining networking opportunities with robust digital marketing support, BBB helps businesses grow their reputations, reach new customers, and build lasting connections in the marketplace.





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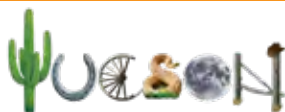
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Don't be shy, come say hi!



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Jake Blumenthal, Wealth Management Advisor & Portfolio Analyst, Meridian Wealth Management, LLC

By **Jake Blumenthal**

I used to wonder why so many people valued networking events and attended them so often. What was the purpose? I assumed networking was just a lot of schmoozing and people gathering for happy hour. But once I gave it a real try — more than just a single visit — I realized the power and importance of networking and finding the right group.

Maybe you're looking for friends, new business opportunities, or like-minded

individuals to relate to and exchange ideas with. All of this becomes possible with the right networking group and your willingness to take a chance on yourself and others. Not every group will feel extremely welcoming at first, but that doesn't mean it's the wrong fit. Be yourself, embrace your uniqueness, and stay true to what makes you, you. That's how you'll stand out and make networking worthwhile.

Tucson Business Networking is the premier place to connect, grow, and suc-

ceed — both personally and professionally — alongside others dedicated to building a thriving community. Running a business, working late hours, or tackling tough mornings can be challenging, but you don't have to do it alone. Success isn't a solo effort; it's about the team and support system you build around yourself. If you're still searching for the right people, taking that first step to try something new could make all the difference. Remember, growth happens outside your comfort zone. So, don't be shy — come say hi!

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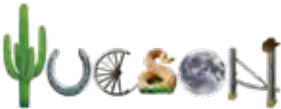
The many benefits of networking for professionals

By **Jessie Leal**

Networking offers numerous advantages for any professional looking to grow their business, enhance their skills, and stay competitive. By building a strong network of industry contacts, other repair shop owners, suppliers, and even customers, networking has opened many doors to new opportunities, knowledge, and resources for us at Integrity Automotive & Diesel that would otherwise be inaccessible.

One of the primary benefits of networking for us as an automotive repair shop is the ability to share knowledge and best practices. Conversations with other professionals have taught us new tools, diagnostic tech-

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Jessie Leal, Shop Manager,
Integrity Automotive &
Diesel

niques, and emerging technologies, which have improved service quality and efficiency. Networking with other experts also helps us stay updated on industry trends, which is crucial in an industry constantly evolving with new vehicle technologies and repair methods.

Moreover, networking can lead to valuable customer referrals. A strong



reputation within the local community can encourage others to recommend our services to potential customers or business partners. Collaborations with suppliers and other service providers can also result in better pricing on parts or exclusive deals, helping repair shops

cut costs and increase profitability.

Networking also plays a role in professional development. Attending industry events and joining associations, such as the Tucson Business Network, has been very valuable in growing our business. In an industry where the financial landscape is continuously changing, staying connected and educated is essential for long-term success.

In conclusion, networking within our community has kept us at Integrity Automotive & Diesel up to date with the latest industry trends, attracted a solid foundation of valued customers, and provided cost-saving relationships with vendors.



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Bet on someone's character based on the character of their network

By Philip Williams

The light turned green, and my buddy and I hit our gas pedals. There was about a quarter mile to the turn-in for the school parking lot. After winning, I backed my '79 Bandit Trans Am into my usual parking spot just in time for the police officer to block me in...

He had me dead to rites.

I handed over my license, registration, and insurance while asking myself how I was going to talk my way out of

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 Phillip Williams, Business Partner, BBSI

this with Dad. 65 in a 15 isn't a trivial matter...

When he returned to my car, the Officer asked if my Dad was a Barber. I said "Yes". This Officer knew exactly



it would, and we need the grace of another person to get through it. Sometimes we need to borrow that trust through relationships we didn't even know existed.

We all know about the intentional gains we try to make through networking. But I'd say the most enjoyable benefits for me have been the relationships I've found when I wasn't looking and when I wasn't the one benefitting.

Over the years I've had that warm feeling you get when you connect two people and you know you've just really helped someone out. Like that Officer, I've bet on someone's character simply because I knew the character of someone close to them.

If a distant someone in your network bungles something; that's your opportunity to help them "live to tell" if for no other reason than you have a strong connection with someone who's got a strong connection with them.

who he was talking to, and he knew my dad was a disciplinarian. He, half of T.P.D., and probably a third of the Border Patrol got their hair cut in my Dad's shop...

The Officer handed me my documents and promised me that if he ever saw me so much as fail to signal on a lane change he'd write me up for everything I'd done that day and anything else he could imagine.

Sometimes, something doesn't go how we thought



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How to rethink a great elevator pitch

By **Ken Cook**

The elevator pitch - that pressured packed 30 seconds to 1 minute where your future success lies in someone else's hands. What to say and how to say it so the other party is at least interested in continuing the conversation.

The assumption with most elevator pitches is that a compelling and exciting description of a business or opportunity is what makes the pitch interesting and engaging. This is important, but it is not the heart of a great elevator pitch.

I contend that the most engaging part of a conversation is the person themselves. If the person is not interesting or engaging, then what they are saying will be either half-heard or not heard at all.

Therefore, if you want your elevator pitch to be engaging, totally enwrap yourself into what you are saying. Show the passion behind the person, and the business. If the other party finds you interesting, then they will be motivated to continue talking. If the other person cannot connect with you, then what you

are offering is devalued to a commodity.

Sales people practice their elevator pitches because they frequently meet people at networking events or similar types of meetings. Think about the person on the receiving end of the elevator pitch. If you are at a networking meeting, would you buy from someone who immediately starts telling you how wonderful their product or service is?

The probable answer is no. People, when they first meet someone, are usually most interested in who they are meeting. Who is this person? Where are they from? What is interesting about them?

If you want a great elevator pitch, start with you. What can you say about yourself that is intriguing, reflects your personality, and is informative? For example:

- Sales person at a networking event, "Hi, I'm Ken. One thing most people don't know about me is that I am an introvert. These types of events are uncomfortable for me. How about you?" Break the ice with something personal, and in this case, shows a vulnerability.

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Ken Cook, Managing Director, How to Who



- Then maybe follow up with an easy question. For example, "What are you hoping for from this event?" This question engages the other person in terms of their goals and aspirations. Albeit, goals and aspirations on a small scale, but goals and aspirations nonetheless. At least it is not about products.

Bottom line - The conversation will eventually get

around to business. But the elevator pitch was the first step in that business relationship. Make the pitch a good one by personalizing it - give the other party a strong personal reason to continue the conversation.

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Prisma Tucson is new with Tucson Business Networking, but we have been involved with other networking opportunities. It's always great to attend these events and meet new people to get to know them and understand the needs of their business, to see where we can potentially help them grow.

As the general manager at Prisma Tucson, I oversee operations and the sales department. Our team works hard to see that our client base is well taken care of; we take pride in our client relations.

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Ron Gilson, General Manager, Prisma Tucson

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services for the blind

By **Reginald B. Laister Jr.**

Being a part of the Tucson Business Network has been a key factor in helping Saavi Services for the Blind build a stronger, more connected community. Through valuable partnerships with local businesses, Saavi is opening doors for our students, giving them access to opportunities that help them pursue higher education or start new careers that match their skills and interests.

Our impact goes beyond just creating job opportunities. Saavi's network also helps us secure important funding from donors, sponsors, and grant partners, which allows us to grow our programs and reach more students. Through these connections, we've also brought in passionate volunteers who support our mission and bring fresh ideas. Their diverse experiences help enrich our community and strengthen our work.

Community outreach and education are at the heart of what we do. By sharing the

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Reginald B. Laister Jr., Community Development Manager, SAAVI Services for the Blind

success stories of our students and raising awareness about Saavi's non-visual training methods, we challenge misconceptions about blindness. This helps empower our students and builds a more informed, inclusive community.

Through these combined efforts, Saavi is helping build a future where blind individuals are recognized as equal and capable members of the workforce and broader society. Our networking, advocacy, and education work together to bridge gaps in opportunity and understanding, proving that it's not what you can see—it's what you can do that matters!

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More or less...Having a whole health life is best

By Jasson Finney

As we continue to strive for more, we must remember at times less is more. For example, when you have less stress in your life, you can achieve more. When you have less doubt in your ability you can believe more. And when you are carrying less body fat, you can do more. What I have just outlined are the three areas that affect everything we do in life – physical, mental, and emotional. It is through creating a partnership between them that you can improve the quality of each of these crucial elements that affect every area of your life. This is what I consider to be your Whole Health life.

In other circumstances when we strive for more, we must remember that more is definitely more. For example, if you have more energy, you will achieve more. When you have more self-confidence, you will believe more. And when you are carrying more muscle, you will do more. Do you see how having less in some circumstances and more in others will give you the exact same desired results?

That's how the 50 Fit Whole Health System works – less of what you don't need and more of what you need to give you all you want.

The same can be said for networking as sometimes less is more while other times more is definitely more. For example, having less anxiety when you walk into the room will lead to

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Jasson Finney, Healthy Lifestyle Management Expert, 50 Fit Club

having a body and mind that will be at ease and ready to mingle and meet. Having less fear of going up to people will lead to more contacts and friendships. And having less self-defeating thoughts will lead to more positive exchanges.

On the flip side the “more is more” principle certainly applies in networking. Your Whole Health development can make the difference in how you network. For example, more whole health development leads to more energy which will lead to more lively conversations, which will lead to more interest from those with whom you exchange. This is how improving your Whole Health life can improve your networking results. And in the end that is all we are asking for – more contacts, more connections, and more results. Whole Health living is the answer to what you seek personally and professionally because more good health always leads to less health issues which leads to a healthier you to achieve more in your business. And that is more or less why living a Whole Health life will do more for you than you can imagine.



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Pictured: Steven Fowler volunteering for Habitat for Humanity.

Home Care Assistance of Tucson



By **Mark Schmidt**
Co-Owner, General Manager
Home Care Assistance of
Tucson

My sister, Patricia Payne, and I started Home Care Assistance of Tucson because we felt there was a dynamic need for older Americans to find care and wanted to help them remain safe and independent in their own homes.

Since the beginning we committed to establishing a business with consistent values and procedures yielding high quality service. We invest in training caregivers and provide extra levels of supervision. We insist on background checks, drug screening, and DMV background checks, in addition to Arizona's fingerprint card requirements.

I describe in-home care as dedicated care for an adult who needs help remaining independent in their home. This care is non-medical in nature and consists of tasks such as helping clients bathe, get dressed, make meals, transportation, light house-



keeping, and getting clients out into the community for fun or support.

Our team specializes in post hospitalization care and dementia care. Our proprietary balance care method ensures we work to monitor and provide good socialization, hydration, sleep, sense of purpose, and nutrition to every client. Further, our patented Cognitive Therapeutics method allows our care givers to provide exercise to the five main areas of cognitive domains.

Our business success has grown by word of mouth referrals from clients, direct sales, and networking. In fact, this past year, a good number of leads have come directly

from various types of networking. It has proven so successful that we are expanding this area of marketing and cutting back on other areas.

Networking allows us to get to know our fellow Tucsonans and offer solutions where we might be able to help them. Sometimes the most fulfilling networking is when you learn someone's need and you connect them with someone in the community who can help them. I find it rewarding to help others find information or services they need to move forward in business or life. If we are the solution that they are looking for, great; but if another solution is a better fit that's great too. I love to learn about others so that I can of-

fer solutions that make sense.

Home Care Assistance continues to win multiple awards through caring.com as well as Home Care Pulse. Further, the A+ rating and 5.0 score with the Better Business Bureau shows our dedication to providing service with integrity. As of December 2024, Home Care Assistance maintains a 5.0 score on Yelp.com and a 4.9 score on Google. We earn these accolades because of our staff and the level of Client Care Management included with the care all clients receive. If you would like more information or a free consultation, please contact us at 520-276-6555. Home Care Assistance of Tucson, we are changing the way Tucson ages.

OLD TUCSON

Old Tucson is Arizona's premier Wild West Entertainment Park, Historic Film Studio and Events Center. Originating in 1939, Old Tucson has been the production site for over 500 western films and TV shows. Located 25 mins from downtown Tucson, Old Tucson preserves the significance of the production studio, while offering its visitors guided tours, seasonal events, attractions, live stunt shows, musicals, restaurants, and retail outlets. With a multitude of unique spaces on offer, we are able to accommodate events for anywhere from 25-500 persons. Rich in film history and Wild West ambiance, Old Tucson offers a stunning desert setting to host your next Corporate Event, Team Building Workshop or Holiday Party.



HOST YOUR NEXT PRIVATE, GROUP OR CORPORATE EVENT AT OLD TUCSON

EMAIL: GROUPSALES@OLDTUCSON.COM FOR MORE INFORMATION

Old Tucson Entertainment | 201 S. Kinney Road | Tucson, AZ 85735 | 520.883.0100

A close-up photograph of a caregiver's hand gently holding an elderly person's hand. The caregiver is on the left, wearing a green top, and the elderly person is on the right, wearing a light-colored sweater. The background is softly blurred, showing other people in a warm, indoor setting.

HOME CARE ASSISTANCE

THE TRUSTED HOME CARE CHOICE THROUGHOUT TUCSON, ARIZONA

Seniors throughout Tucson, and their families, rely on the professionals at Home Care Assistance of Tucson.

We're proud to have a Care Management team that has won many awards and is dedicated to working closely with our clients to ensure each individual senior is well matched with their caregiver, and we base this criteria on personality, physical and mental health, and other important factors. We provide two proprietary programs — the Cognitive Therapeutics Method™ and the Balanced Care Method™ — that allow our caregivers to help the seniors they care for focus on healthy habits related to nutrition, exercise, calmness, socialization, and more.

Our trusted caregivers and Care Managers are available for you 24 hours a day, 7 days a week. If you'd like to know your options for in-home care Tucson, give us a call anytime at (520) 338-8531.

WE OFFER:

- Hourly Care
- Live-In or 24 Hour Care
- Alzheimer's Care
- Dementia Care
- Stroke Care
- Parkinson's Care
- Hospice Support
- Post-Hospital Care
- Care In Assisted Living Facilities

Speak With A Care Manager 24/7:

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Request a Free In-Home Consultation
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