



The Chamber Vista

A monthly publication of the Sierra Vista Area Chamber

February 2012

Volume 2012, Issue #2

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"We Mean Business"

Health Industry Occupies the Mall at Sierra Vista

The 2012 Health Fair, presented by the Sierra Vista Area Chamber, gives the opportunity for businesses in the health industry to reach out into the community by providing health information, testing and demonstrations all under one roof.

This affordable event will take place at The Mall at Sierra Vista on Saturday, February 25, 10 a.m. to 3 p.m. Demonstrations already lined up include proper installation of vehicle child safety seats by the Sierra Vista Fire Department, tours of the AirEvac heli-



copter and information from Sierra Vista Regional Health Center's Wellness Depot. Many attendees will be searching for

information concerning health insurance, general health, and special care organizations. This is a great opportunity for all health related organizations in Cochise County to come together under one roof and promote their services.

This event is open to both Chamber and non-Chamber Members.

The Health Fair is sponsored by The Mall at Sierra Vista and Trans-World Network. For more information or for vendor registrations go to www.sierravistachamber.org or call 520.458.6940.

Registration deadline is Feb 17.

Southeastern Arizona Contractors Association Expo

Thousands of Sierra Vista and Cochise County residents are expected to attend the 2012 SACA Home & Garden Show held at Buena High School in search of contractors to help them with their remodeling and construction needs.

Don't miss this opportunity to participate in this premier event, which attracts many vendors. From specialty contractors to homebuilders to distributors, nearly every skilled trade will be represented.

During the day there will be "How To Presentations for Do-It-Yourselfers" with a Q&A following each presentation. There will also be raffles throughout the show with prizes from local businesses, with a grand prize of a gas grill from Southwest Gas on the last day of the show. Additionally, each day, the first 100 attendees will receive a Fry's gift card.

The SACA Home and Garden Show will be Friday, March 23 between 9am – 5 pm and Saturday,

March 24 between 9 am – 4 pm.

To register, go to www.sierravistachamber.org or call 520.458.6940

Thank you to our sponsors: Sulphur Springs Valley Electric Cooperative, Sierra Vista Herald, Cherry Creek Radio, KKYZ, Southwest Gas, Rosemont Copper, Fry's Food Stores, and R.L. Workman Homes, LLC.

For a list of our current vendors see page 2.

Chamber Update by Executive Director Amanda Baillie



“It is vitally important that our members have a voice in who they would like to see on their board, ”

As you are aware, the Chamber is overseen by a 15-member Board of Directors which meets on a monthly basis to discuss policies, procedures and important issues affecting our organization.

We hold elections annually to fill vacant seats on the Board and by now you should have received a ballot to participate in the 2012 voting process.

This year, we have six open positions – three current Board members are nearing the end of their first three-year terms and three directors have completed the maximum two consecutive terms.

I am delighted that we have nine

candidates – two of them incumbents – running in this year’s election, giving our members a real choice of quality business owners and leaders to give their votes to. It is vitally important that our members have a voice in who they would like to see on their board, which is what a membership based organization should be about. When you received your ballots, it will have been accompanied by photos and biographies of each of the nine candidates.

I hope you will agree that there is a wealth of business and community experience among the group and each and every one of these nominees would be a fine addition to our Board.

Ballots have to be returned by 5 p.m. on Wednesday, February 15, so please take a few moments to look over the candidate bios and mail or drop off your completed ballots to the Chamber before the deadline.

On February 16, the votes will be counted, and I will present the results to the Board at its February 17 meeting.

The membership will receive the results, which will also be posted on our website, in the weekly email blast on February 22.

The new look Board will be officially installed at the Annual Installation and Awards Dinner on April 19 before attending a one-day orientation and retreat on April 28.

2012 SACA Home & Garden Current Vendor List

Budget Blinds	R&R Express LLC
Cherry Creek Radio	R.L. Workman Home Builders
Clark Information Systems	Rosemont Copper
Cutco Cutlery	Sierra Vista Herald
Fry’s Food Stores of America	Sierra Vista Remodeling & Home Builders
Lowes Home Improvement	Southwest Gas
MIA’s Mexican Grille	SSVEC
Mountain View A/C	Truly Nolen Pest & Termite Control
My Big Fat Greek Restaurant	United Country Real Estate
NetZero Solar	Waddell & Reed
Nova Home Loans	Financial Advisors, David Burnett



Have you downloaded the Chamber’s FREE iPhone and iPad App yet? Get instant access to the member database, events and more!!! Go to the iTunes Store Now to DOWNLOAD!

Member Spotlight on AccentCare by Executive Director Amanda Baillie



Everyone needs a helping hand at one point or another, and AccentCare hopes to be there when you do.

The in-home, non-medical care company has been providing aid to the residents of Cochise County for 15 years and has seen the need for its services grow during that time.

The friendly face of the business is provided by staffing supervisor Chandi Russell and area operations manager Denise Borgstadt at AccentCare's offices on 328 E. Wilcox Drive.

They are regular attendees of the Chamber's monthly Business at Twilight networking event, where they enjoy talking to other members about what they do.

"We provide a wide variety of services, mainly to the elderly and disabled," explained Chandi. "Maybe mom needs help taking a bath, or with the shopping, some light housekeeping or the laundry. We can help with the daily living activities and allow people to remain independent in their own home."

The Sierra Vista office employs 60 caregivers and, along with a second location in Benson, covers the vast geographical area that makes up Cochise County.

All employees have to pass a background check and are trained in-house in CPR and first aid. They receive further training according to the Direct Care Workforce Standards.

Clients are assessed locally and then they pay for the services according to their needs, which can run from help preparing a meal to 24-hour live-in care.

AccentCare, a national company, also teams up with other agencies to ensure clients receive the most comprehensive care possible.

Having started in a small office in Bisbee, the business has gone from strength to strength over the years.

"We are always going to grow," said Chandi. "Life happens, and we all need help from time to time."

To find out more about AccentCare, contact 520-459-8333 or visit www.accentcare.com

Would you like to see your business featured in the Chamber Vista? Attend our monthly Business at Twilight networking events and enter your business card into our drawing for an interview, and other prizes.

Business of the Year

Nominations are now being sought for the Chamber's Business of the Year Awards. The Chamber has introduced a number of changes to this program, following the input of its new nominating committee which is made up of three members of the Ambassadors Committee (Judy Guentzler-Collins of Arch 4 ECO, Jill Broderick of Tee Sign Designs and Jason Patterson of American Family Insurance), Board member and past Small Business of the Year winner Joe Stroud of E.F. Edwards Financial, and Executive Director Amanda Baillie.

These changes and improvements include:

- Establishing a volunteer nominating committee, whose businesses will not be eligible for nomination
- Simplifying the criteria and nomination form
- Reducing the entry eligibility of pre-

vious winners from ten to five years

Introducing a new Home Based Business of the Year category

Changing the voting system to on-line and allowing one vote per person, to include Chamber members and the general public

Making paper ballots available at the Chamber only for those without Internet access – one vote per person

The awards are open to Chamber members in good standing only and nominations will be accepted in three ways – the nominating committee's recommendations, nominations from the membership and nominations from the general public. All nominees who wish to compete for the awards must complete a nomination form.

Awards will be given to the Small, Large and Home Based Businesses of the Year and the goal is to have three finalists in each category.

Each of the finalists will have their businesses featured in the Sierra Vista Herald and on the Chamber website, and will also receive recognition via the Vista newsletter, Facebook and the weekly email blast. The winners will be announced at the Chamber's Annual Installation and Awards Dinner on Thursday, April 19, at the Windemere Hotel & Conference Center.

Nomination forms are available at www.sierravistachamber.org or at the Chamber at 21 E. Wilcox Dr.

The nominations deadline is Friday, March 2, and voting will run from March 12-30.



GET NOTICED!

UPGRADE YOUR SMARTPHONE BUSINESS LISTING

ONLY \$25

Custom Logo Social Media Icons Your APP Icon (if available) One-Touch Email, Call & Driving Directions!

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9 <i>BAT</i>	10 <i>Installation</i>	11
12	13	14 <i>Valen- tines Day</i>	15 <i>Leader- ship & Ambassador</i>	16	17	18
19	20	21	22	23	24	25 <i>Health</i>
26	27	28	29	1 <i>Wake Up</i>	2	3

Schedule of Events

- Feb. 9 - Business at Twilight, Sierra Vista Insurance, 197 E. Fry Blvd. 5:00p.m. - 7:00 p.m.
- Feb. 10 - Installation Awards Ceremony, Thunder Mountain Activity Center, 5:30 p.m. - 9:00 p.m.
- Feb 15 - [Leadership](#), Ft. Huachuca Day
- Feb 15 - Ambassador Meeting, 5:30 p.m. @ My Big Fat Greek Restaurant
- Feb. 25 - [Health Fair](#), The Mall at Sierra Vista, 10:00 p.m.- 3:00 p.m.
- March 1 - [Wake Up Sierra Vista](#) , Pueblo del Sol Country Club, 7:30 a.m. - 8:30 a.m.

Save the Date:

**Thursday,
Saturday, February 25, 2012**

[Health Fair](#)
10:00 A.M. - 3:00 P.M.
The Mall at Sierra Vista

**Friday - Saturday,
March 23 - 24, 2012**

[Southeastern Arizona Contractors Association \(SACA\) Home and Garden Show](#)
Friday: 9:00 A.M. - 5:00 P.M.
Saturday: 9:00 A.M. - 4:00 P.M.
Buena High School

Business At Twilight

Thursday, February 9
5:00 p.m. - 7:00 p.m.
197 E. Fry Blvd.
Hosted by



SIERRA VISTA INSURANCE AGENCY, INC.
Insurance and Bonds Since 1954

Sierra Vista Insurance Agency, Inc.
Mix and mingle at this great networking event!!

Catered by Pizzeria Mimosa

Food, Fun, Prizes, and Networking!!!
Don't forget your business cards!

Did you know that you can text SVCHAMBER to 72727 to receive Chamber updates, events, and reminders?

You will never be left in the dark about another networking opportunity again!!

Mr. Fix It of Sierra Vista Ribbon Cutting



Mr. Fix it of Sierra Vista

celebrated its ribbon cutting on January 6. Mr. Fix It, LLC is experienced in all types of home and commercial repair, restoration and remodeling, to include plumbing, tile, roofing, painting, electrical and other areas. The company holds certifications in mold and water remediation from the Institution of Inspection, Cleaning and Restoration (IICRC) and is EPA Lead Paint Certified.

Mr. Fix It of Sierra Vista, 122 Sixth Street, (520) 227-8194

Business at Twilight at The Place at Savanna Springs

The Place at Savanna Springs hosted January’s Business at Twilight, which provided delicious refreshments from Buffalo Wild Wings and a scavenger hunt.

Pictured right are attendees taking advantage of the networking opportunities and food and drinks. The Place at Savanna Springs is located at 289 S. Hwy 92.



Annual Membership Meeting



The Annual Membership Meeting was held in January, where attendees were briefed on the Chamber’s 2011 accomplishments. These ranged from reaching membership goals six months in advance, a new investment structure and communications improvements. To read the 2011 Annual Report visit www.sierravistachamber.org



Did you know that you can place your business card size ad in the Vista for only \$50 per issue or your logo for \$25!!!

Sign up for 12 issues and save \$100 on a business card ad and \$50 on a logo placement.

“Out here, Phone and Internet companies act like you’re lucky to have them, instead of the other way around.”
We hear you.

Wi-Power® High-Speed Internet and Digital Phone
 More reliable service. More noticeable savings.



1-866-297-8906 | Wi-Power.com

* Services provided by TransWorld Network, Corp. Not available in all areas. With approved credit. Restrictions, terms, and conditions apply. Call for details or visit us at www.wi-power.com or www.twncorp.com for additional information.

Top 10 Social Media Benchmarks by SBA.gov

Sometimes it is hard to tell how your social media activity stacks up. Are you more active -- or less active -- than your peers? Is your target audience likely to be using certain social media over other social media -- say LinkedIn versus video? Are you taking the right steps to build your presence online, or would you get better results if you adjusted your steps?

This list of social media benchmarks may trigger some ideas to answer those and other questions:

If you use a social media site such as LinkedIn or Facebook, you are among the 46% of online adults in the United States who do.

Are you using video to market your small business? Not sure its worthwhile? Well, consider this: 62% of adult American Internet users watch videos on video-

sharing site such as YouTube.com.

If your Facebook business Fan page has more than 100 fans, you are in the top 65% of all users.

68% of business-to-business (B2B)* companies measure the success of social media based on how much traffic is sent to their websites.

This is the number one measurement that B2B companies use.

Those who exhibit social behavior on Twitter- through use of words like 'w' and 'yo' and relationship-oriented words' tend to have more followers. So if numbers of followers are important to you, get social!

The best time of day to tweet if you want to get retweets is 4 - 5 PM Eastern time.

51% of Facebook fans and 67% of Twitter followers are more likely to buy the brands they follow or

are a fan of.

LinkedIn users are older and more affluent than other social networks. Almost 70% have household income over \$60,000 annually. Some 38% are 35-49 years old. Another 31% are 50 years old and above. If older affluent businesspeople is your target, LinkedIn could be a good place to find them.

If you post at least one Twitter update per day, you are among the top 15% most active Twitter users.

- If you have 100 Twitter followers or more, you are among the top 7% of Twitter users as measured by number of followers.

Surprised by any of these numbers? Remember, these are not hard and fast rules -- just interesting statistics that may help guide the direction of your social media activities.

Cooperative Connections Card by SSVEC

In January, SSVEC members received a Co-op Connections Card. This card is free and provides discounts and other benefits at restaurants, motels, stores, and pharmacies.

The Card is part of a program from Touchstone Energy, an alliance of more than 700 electric cooperatives nationwide. Currently about 350 Touchstone Energy Cooperatives are participating in the Co-op Connections Card program, and their members are enjoying the benefits. And those benefits can be found at retail outlets in your own community, at pharmacies and with national brands!

Savings with Local Purchases

Local restaurants, stores, and companies that provide services have been invited to participate in the program.

Visit

www.sierravistachamber.org/news to view a list of participating local businesses, including Chamber members. Those businesses may offer a discount on certain merchandise, offer a "buy one and get a second one at a reduced price," honor a special offer for a particular day of the week or provide an upgrade when a cardholder makes a purchase.

Pharmacy Discounts

For co-op members who have no prescription coverage, this card will offer discounted savings in many cases. For others it can provide a discount for drugs not covered under a particular plan. Participating chains include Walgreen's and Wal-Mart.

National Discounts

There are several national chains participating in the program as well. These include motels, auto rental agencies, auto services, florists and pet services.

And There's More!!!

The Co-op Connection Card is valid in any cooperative area that is participating in the program. That means that in Arizona, your card can be used at participating businesses in Duncan, Thatcher, Safford, Marana, Pinetop-Lakeside, and Bullhead City.

And if your destination is in an out-of-state area served by an electric cooperative participating the program, you can put the Card to work.

For more information go to <http://www.ssvvec.org/>

A Special Welcome to our New Members!

Anything Workshop - 520.378.6577	520.439.9551	520.236.9828	United Country Real Estate - 520.378.2188
DD Gamble Guest Lodge - 520.558.1088	IHOP - 602.443.3408	Mountain View R.V. Park - 520.456.2860	University of Arizona South- 520.458.8278
Diamond Wireless - 520.452.9076	J. Campagne Agency of Farmers Insurance - 520.335.8790	Sierra Antigua Apartments - 520.458.4228	Vista Village Apartments - 520.458.5641
DMD Hearts & Hooves - 520.558.1088	Jones-Wilson Insurance & Investments, Inc.- 520.458.3835	Sierra Vista Woman's Club - 520.378.3348	Westwood Village Apartments - 520.458.0480
Horizon Health Care Insti- tute, LLC -	Miche Bag of Sierra Vista -	Team Nikken - 520.508.0323	Yaqui Hay and Feed - 520.227.2420
		Trash Talk - 520.366.5271	

Thank you to these members for renewing their commitment to the business community:

3 Canyons Transit Co, LLC	Buena Health Fitness Center	Exquisite Designs Origina- ls Gallery, LLC	ship Foundation	ciation of Realtor
Aeon Digital Arts	Campstone Transfer, Inc.	Garden Canyon U-Store	Monsoon PC Mobile	Stilwell's Learning Cen- ter, LLC
Allsource Global Man- agement, LLC	Cochise Collections	It, Pods, U-Haul	Computer Service	Sun Canyon Inn
Arizona Pest Control	Cochise Document De- struction	H&R Block	Payroll Express	Sundance Engravers
Bedrock Concrete, Inc.	Competition Tire	Healthy Essentials	Perrill Construction	Thunder Mountain Clean- ing Service, Inc.
Boy Scouts of America	Daystar Payroll, LLC	Jewelry Designs by Owen	Peruvian Delight	University of Arizona
Budget Blinds of Sierra Vista	Desert Thunder Gymnas- tics	Legal Shield and GoS- mallBiz	Pro Office Solutions	Cooperative
Budo Martial Arts for Life	Donovan Dodge- Chrysler-Jeep	Lowes	Reliable Safety Solutions, Inc.	Village Meadows Church of Christ
		M&R Auto Salvage	Sacred Stone Spa	Waddell & Reed Finan-
		Miss Sierra Vista Scholar-	Salvation Army	
			Southeast Arizona Asso-	

Executive Club Members

American Family Insurance	Huachuca Mountain Insurance Agency	Rosemont Copper Company
Arizona Water Company	KKYZ Radio	Salient Federal Solutions
Best Buy	Landmark Café	Sentrillion
Booz Allen Hamilton	Lawley Automotive Center	Sierra Vista Ace Hardware
BrightStar	Lawley's Team Ford	Sierra Vista Herald Bisbee Daily Review
CACI, Inc.	Life Care Center	Sierra Vista Regional Health Center
Campstone Transfer, Inc.	Long Realty Co.	SMPLFY IT
Castle & Cooke, Inc.	Longhorn Restaurant	Southeastern Arizona Contractors Association
Castle & Cooke Mortgage, LLC	Mall at Sierra Vista	Southern Arizona Media Productions
CGI	ManTech Telecommunications & Info Systems	Southwest Gas Corporation
Cherry Creek Radio	Mission Essential Personnel (MEP), LLC	Southwestern Eye Center
City of Sierra Vista	Mobile Marketing Blueprint	Stachel & Associates, P.C.
Coca-Cola Refreshments USA, Inc.	Nathan Williams, Law Office	STG Inc.
Cox	National Bank of Arizona	Stilwell's Learning Center, LLC
Data Systems & Technology, Inc.	New Frontier Animal Medical Center	Suburban Extended Stay Hotels
Dental Village	Northrop Grumman Corporation	Sulpher Springs Valley Electric Coop.
Fairfield Inn & Suites by Marriot	Patio Pools & Spas	Sun Canyon Inn
Farmers Insurance - Ginny Francis	Photography by Ty	TDY Housing, LLC
Garden Terrace Assisted Living Home	Pioneer Title Agency	TMS - Ty Media Services
General Dynamics Information Technol- ogy	Pueblo del Sol Country Club	TownePlace Suites by Marriott
Horizon Moving Systems of Sierra Vista, Inc.	Restless Wings Photography	University of Phoenix -Sierra Vista Cam- pus

The Chamber Vista is a publication of the Sierra Vista Area Chamber
21 E. Wilcox Drive, Sierra Vista, AZ 85635 (520) 458-6940, Fax: (520) 452-0878
www.sierravistachamber.org

Mission Statement

The Sierra Vista Area Chamber promotes business and provides leadership for the improvement of the community.

2011-12 Board of Directors

Executive Officers

Chairman - Frank Gonzalez, Lawley Automotive
Past Chairman - Tim Cervantes, Cerendipi Tees
Chair Elect - Dee Dee Hoeft, Wells Fargo Home Mortgage
Treasurer - Michael Benson, TDY Housing
Secretary - Jean Giuffrida, Long Realty

Board Members

Pamela Anderson - Landmark Café
Jack Blair - Sulphur Springs Valley Electric Cooperative
Anita Farrow - National Bank of Arizona
Wallace Ricks - ManTech Telecommunications & Info Systems
Rick Shelley - Horizon Moving Systems
Bradley Snyder - Sierra Vista Realty
Joe Stroud - Edwards Financial, Inc.
Susan Tawney - Pioneer Title Agency
Nancy Nash - Stuff 'N Baskets
Nathan Williams - Nathan Williams, Law Office

Chamber Staff

Executive Director -
Amanda Baillie, abaillie@sierravistachamber.org

Membership & Marketing Director -
John Hargraves III, jhargraves@sierravistachamber.org

Communications Director -
David Elkins, delkins@sierravistachamber.org

Office Manager -
Leah Hastings, officem@sierravistachamber.org

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Administrative Assistant -
Leah Barnes, info@sierravistachamber.org



Sierra Vista Area Chamber

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