



**5th Annual
PUBLIC
POLICY
SUMMIT**

**Transportation and Transit
Issues in Scottsdale:
The Perfect Ride or the
Perfect Storm?**

Thursday, February 23
7:30-9:30 a.m.

Monterra at WestWorld
16601 N. Pima Road
Scottsdale, AZ

Presented By

SCOTTSDALE
Tribune

Members \$40
All Others \$55

Corporate Sponsorships \$650

Register Online:

www.scottsdalechamber.com

Register by Phone:

480.949.6299

Questions:

Dawn DuBry, 480.429.2243

Sponsorship Opportunities:

Dean Sheppard, 480.429.2250

Committed and Ready!

Introducing the Scottsdale Chamber's New President & CEO



As of January 1, 2006 the Scottsdale Area Chamber of Commerce welcomed a very 'familiar face' to lead the organization. You may have known Rick Kidder from the political arena where he was part of Governor Symington's administration; or you may know Rick from his work in education, where he was assistant headmaster of Phoenix Country Day School for eight years in addition to serving as headmaster for the Tesseract Group.

Most of you, however, probably know him in his most recent position as Director of Public Policy here at the Chamber, a position he has held for the past five years. During those past five years, Rick has been involved with every aspect of the Chamber. His credentials and experience are exceptional and his knowledge of our community is immeasurable. Rick brings an important and unique perspective to the organization. "While my background at the Chamber is primarily in the Public Policy arena, I have always been a part of a team working to make certain that the business community of Scottsdale has the programs and services necessary to improve their bottom lines," says Rick. Officially onboard and already moving full speed ahead with new plans and programs, Rick is excited about the opportunity and looks forward to serving Chamber members and the greater business community.

Rick's career has allowed him to build upon the strength and commitment of his relationships—essential qualities for this position. As he takes on his new role, Rick is confident in the organization that he serves. He is committed to representing the business community, and to improving and enhancing the quality of life where we live, work and play. "We cannot afford to be simply a business organization. The Chamber is one of a handful of community stewards, each of which accepts the burden of working to improve the lives of every person in our city," says Rick. "Promoting businesses, enhancing economic development and recognizing and responding to the needs of the entire Scottsdale community will guide the future successes of the Chamber.

As we look forward to the joint efforts and shared visions of the Chamber and our members, we equally look forward to Rick's innovative, creative and energetic guidance. His passion for leadership and service, along with his commitment to the members and to the organization, will give the organization a new level of richness and diversity; and ensure a strong and recognizable business community.

On congratulating Rick, we also want to recognize the unwavering efforts of Virginia Korte, who has spent the last three years leading the Chamber to its current success. Thank you for your dedication and tireless commitment to the Chamber's mission, to its members and to the Scottsdale community. We wish you the best of luck in your future endeavors even though we know "you're not really going away."

*Editor's Note** Virginia will continue working at the Chamber as 'President Emeritus!'



Our new address: (effective April 1st)

Scottsdale Area Chamber
of Commerce
4725 N. Scottsdale Rd., #210
Scottsdale, AZ 85251-7622

Who is moving? WE ARE! The Scottsdale Area Chamber of Commerce!

Where are we MOVING to? To a new office building in Downtown Scottsdale. The new offices will be located in the Highland Park Office Building on the east side of Scottsdale Road between Camelback and Chaparral Roads.

When are we MOVING? The move date is scheduled for April 1st.

Why are we MOVING?

We are relocating to a building offering greater visibility, quality, and the sense of place that our business members and the community have come to expect.

And that's not all!

As part of the move, the Chamber will be offering naming opportunities for selected areas of the new office. Member businesses interested in this opportunity should contact Virginia Korte, 480.949.2168.

We'll keep you posted with additional details as the move gets closer!

Connect • Learn • Grow • Influence

FOUR STRATEGIES FOR YOUR SUCCESS



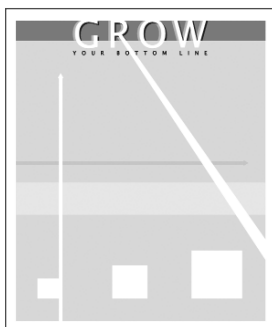
CONNECT with Customers and Colleagues

- B2B Tradeshows
- Business After Hour Mixers
- Champions Breakfast
- ProWomen Luncheon
- On-Line Membership Directory



LEARN New Skills

- Business Smartz Workshops
- Leadership Roundtable
- PivotPoint™
- Recipe for Success



GROW Your Bottom Line

- Advertising and Exposure
- Chamber Rewards
- Chamber Website
- Direct Mail Promotion
- Event Sponsorship
- Referral Program
- Ribbon Cuttings



INFLUENCE Decisions & Decision Makers

- Business Advisory Council
- Economic Development Advisory Council
- Membership Advisory Council
- Partners Advancing Students Success (PASS)
- Partner Council
- Public Policy Advisory Council

—Committed to Your Business Success!—

Calendar of Events

FEBRUARY 2006

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Tuesday, February 7th, 7:30-8:30 a.m.
Ambassador Committee Meeting
 Borders Books & Music
 7000 E. Mayo Blvd. (S of the 101)
 By Invitation only.

Wednesday, February 8th, 8:00-10:00 a.m.
Business Smartz Workshop
 "MARKETING ON THE CHEAP!"
 Presented by Raymond Hirsh, Synergy Business Associates, LLC
 Scottsdale Area Chamber Board Room
 7343 Scottsdale Mall (just north of the public parking garage on Wells Fargo Ave., off 2nd Street in downtown Scottsdale)
 Chamber Members admitted free / All others \$20
 Advanced registration required.

Wednesday, February 15th, 11:45 a.m.-1:15 p.m.
ProWomen Luncheon
 Featured guest: Terri Bowersock, Terri's Consign & Design Furnishings
 Orange Tree Golf Resort
 10601 N. 56th Street, Scottsdale (on 56th St. N of Shea Blvd.)
 Chamber Members \$25 / Non-members \$35
 Advanced registration required.

Wednesday, February 22nd, 8:00-10:00 a.m.
Business Smartz Workshop
 "Can you make money on the web?"
 Presented by Bruno Novi, Graphics & Website Magic
 Scottsdale Area Chamber Board Room
 7343 Scottsdale Mall (just north of the public parking garage on Wells Fargo Ave., off 2nd Street in downtown Scottsdale)
 Chamber Members admitted free / All others \$20
 Advanced registration required.

Wednesday, February 22nd, 4:30-6:30 p.m.
Business After Hours Mixer
 Arabian Horseshow at Monterra at Westworld
 16601 Pima Road
 (N of Frank Lloyd Wright Blvd. off access road)
 Chamber Members Free / Non-Members \$10

Thursday, February 23rd, 7:30-9:30am
5th Annual Public Policy Summit
Transportation and Transit Issues in Scottsdale:
 The Perfect Ride or the Perfect Storm?
 Monterra at WestWorld, 16601 N. Pima Road
 Presented by the Scottsdale Tribune
 Chamber members \$40 / All others \$55
 Corporate table sponsorship \$650

MARCH 2006

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Tuesday, March 7th, 7:30-8:30 a.m.
Ambassador Committee Meeting
 Hotel Waterfront Ivy
 7445 E. Chaparral (E of Scottsdale Rd.)
 By Invitation only.

Wednesday, March 8th, 8:00-10:00 a.m.
Business Smartz Workshop
 "Selling Successfully with Integrity"
 Presented by Michael O'Neill, Salesteam
 Scottsdale Area Chamber Board Room,
 7343 Scottsdale Mall (just north of the public parking garage on Wells Fargo Ave., off 2nd Street in downtown Scottsdale)
 Chamber Members admitted free / All others \$20
 Advanced registration required.

Wednesday, March 22, 8:00-10:00 a.m.
Business Smartz Workshop
 "Leverage: The Game of Business"
 Presented by Jen Ciosek, Action International
 Scottsdale Area Chamber Board Room,
 7343 Scottsdale Mall (just north of the public parking garage on Wells Fargo Ave., off 2nd Street in downtown Scottsdale)
 Chamber Members admitted free / All others \$20
 Advanced registration required.

Wednesday, March 22, 11:45 a.m.-1:15 p.m.
ProWomen Luncheon
 Featured guest: Julia Patrick, Publisher
 Frontdoors Lifestyle News
 Orange Tree Golf Resort
 10601 N. 56th Street, Scottsdale (on 56th St. N of Shea Blvd.)
 Chamber Members \$25 / Non-members \$35
 Advanced registration required.

Thursday, March 30, 5:00-7:00 p.m.
Business After Hours Mixer
 Four Seasons Resort @ Troon North
 10600 E. Crescent Moon Dr.
 (N of Happy Valley off Alma School Rd.)
 Chamber Members Free / Non-Members \$10
 (All event details are subject to change.)



GOT GAME? BRING IT ON!

5 NETWORKING PROGRAMS.
 100+ PROSPECTS.
ENDLESS OPPORTUNITIES.
7:15 a.m.-9:00 a.m.

Thursday, February 2nd
 30-Second Claim to Fame
 Scottsdale Fashion Square Mall
 7014 E. Camelback Rd.
 Located in the food court area
 (E of Scottsdale Rd.)

Thursday, February 16th
 Business Exchange
 Civic Center Library catered by Artisan Catering
 3839 N. Drinkwater Blvd.
 (S of Indian School Rd.)

Thursday, March 2nd
 30-Second Claim to Fame
 Scottsdale Fashion Square Mall
 7014 E. Camelback Rd.
 Located in the food court area
 (E of Scottsdale Rd.)

Thursday, March 16th
 Business Exchange
 Valley of the Sun Jewish Comm. Ctr.
 12701 N. Scottsdale Rd., Ste 203
 (between Cactus & Sweetwater)

Chamber Members FREE / Guests \$10
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 or kmorey@scottsdalechamber.com

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By appointment only – For more information and appointment contact Leslie Nyquist at 480.949.2174 or lnyquist@scottsdalechamber.com

Small Business Loan Clinic

Wednesday, February 15
1:00-3:00 p.m.

Wednesday, March 15
1:00-3:00 p.m.

Presented by SCORE
 Scottsdale Area Chamber Board Room
 7343 Scottsdale Mall
 (Just north of the public parking garage on Wells Fargo Ave., off 2nd Street in downtown Scottsdale)
 Chamber Members admitted free.
 Advanced registration required.

REGISTER FOR EVENTS ONLINE @ www.scottsdalechamber.com REGISTER BY PHONE 480.949.6299

SAVE THE DATE! April Spring Spotlight!

Event Lineup

Expo B2B Tradeshow & Procurement Fair

Thursday, April 13
3:00-7:00 p.m.
Chaparral Suites Resort
and Conference Center
5001 N. Scottsdale Road, Scottsdale

Executive Breakfast & Insider's Bus Tour

Tuesday, April 18
7:30-11:00 a.m.
Scottsdale Marriott at McDowell Mtns
16770 N. Perimeter Drive, Scottsdale

Golf Tournament

Thursday, April 27
12:00-5:30 p.m.
1:00pm Shotgun!
McCormick Ranch Golf Club
7505 E. McCormick Parkway, Scottsdale

Questions? Dawn DuBry, 480.429.2243
or ddubry@scottsdalechamber.com
Look for more information coming to
your mailbox soon!

SAVE THE DATE! History Hall of Fame Dinner



13th Annual History Hall of Fame Dinner

Wednesday, May 10, 2006
5:30-9:00 p.m.
Chaparral Suites Resort
and Conference Center
5001 N. Scottsdale Road.

Cost for the dinner and program is \$60
per person, with corporate and group tables
available at \$1,200. Proceeds benefit the
Scottsdale Historical Society.

Questions? Leslie Nyquist, 480.949.2174
or lnyquist@scottsdalechamber.com

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Why not let the Scottsdale Chamber help save you money?

- No cost to join
- No change to your current SCF Dividends
- Chance to earn up to 40% in bonus dividends
- Save money by earning credits towards your annual SCF fee

What have you got to lose? Absolutely nothing. What do you have to
gain? Extra money in your pocket.

In 2005, Chamber members received over \$125,500 in dividends and
credits. **WANT IN ON THE ACTION?** Contact Debra Kuffner at
480.949.2169 or email dkuffner@scottsdalechamber.com

New Member Profiles

1st Metropolitan Mortgage

Keith Berkson
15230 N. 75th St., #1012
Scottsdale, AZ 85260-2439
480.315.1720

AAMCO

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2727 N. Scottsdale Rd., #C
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www.bordersstores.com

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(continued)

New Member Profiles *(continued)*

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Scottsdale, AZ 85252-2033
480.228.1089

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480.209.5052

Kaboodle Ventures

Christopher Conlan
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Scottsdale, AZ 85260-6799
480.343.0506
www.kaboodleventures.com

Kathy Goeld

Kathy Goeld
9500 E. Ironwood Sq. Dr., #101
Scottsdale, AZ 85258-4582
480.703.3253

Lee Scher Financial LLC

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New Member Profiles *(continued)*

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Phoenix One Realty-Roberta Gonzalez

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(continued)

New Member Profiles *(continued)*

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MESSAGE FROM **The Chair**

Kurt Brueckner, Chairman of the Board



As the newly elected Chairman of the Scottsdale Area Chamber, I look forward to sharing with you the exciting events and services offered to our Chamber members. We shall also recognize the outstanding efforts of both volunteers and staff. Since this is my first column, it is appropriate that we recognize and thank Virginia Korte for her heroic efforts to lead this Chamber to the success it enjoys today.

One only needs to think back a few short years ago when the Chamber elected to become an independent entity by not relying on the financial support from the City of Scottsdale for its survival. Virginia changed hats as only Virginia can do (see Korte Chevrolet commercials in the 1990's), and went from volunteer chairman to president and CEO. The challenges faced by Virginia were monumental.

As a true steward of our community, Virginia attacked the issues with the enthusiasm and vigor that we have all come to know and love. As Virginia leaves the Chamber to pursue other personal endeavors, the Chamber stands on a strong foundation with new blocks being added each day. Virginia is the first to acknowledge the significant contributions of the entire Chamber personnel. As Virginia rides to another place and time, the Chamber is fortunate to have Rick Kidder to take over the reins as President and CEO of the Chamber effective as of January 1. While Virginia will be pursuing other passions, she will continue to provide her expertise to the Chamber and the community.

It is people like Virginia Korte, who through their zealous commitment and tireless efforts make Scottsdale the place we call home. Virginia, don't ride far away as you need to be within earshot to hear the Scottsdale community say, "Lend me your ear, wise sage." Good luck in pursuing your passions and don't make a stranger of yourself. You will be missed, but never forgotten.

Committed to your success,

A handwritten signature in black ink, appearing to read "Kurt Brueckner". The signature is fluid and cursive, written over a white background.

Kurt Brueckner, Board Chair,
Scottsdale Chamber of Commerce
Titus, Brueckner & Berry P.C.

2005 Highlights



Throughout the past year, the Scottsdale Area Chamber of Commerce has initiated and actively participated in a number of important programs and activities that have directly enhanced the business community and economic health of the city. As the 2nd largest chamber in the state, we are a well respected voice in the business community and committed to the success of our members. The following is a highlight of our 2005 successes:

MEMBER SERVICES

- Held over 70 networking, educational and social events
- Welcomed over 2000 attendees and sold out 215 exhibitor booths at our B2B tradeshows
- Expanded our Chamber Rewards incentive program to include over \$2,900 worth of savings to chamber members and \$19,000 and \$2,000+ worth of savings to our renewing members
- Welcomed 738 new members
- Launched two new programs: Recipe for Success, a free monthly "best practices" newsletter and PivotPoint, a 10 week targeted marketing program for independent professionals
- Launched a brand new networking event, Business in the Park, attracting over 500 business professionals
- Recognized 12 local businesses to a sold out crowd at our 20th Annual Sterling Awards Celebration

MARKETING AND ADVERTISING

- Recognized over 150 members and promoted their news and hot deals in our bi-monthly e-newsletter sent to over 4,800 email addresses
- Provided over \$2,900 in discounted marketing opportunities to our members
- Added a new opportunity for members to promote their business through our official relocation map
- Distributed an average of 100 Business and Relocation Guides per month to office walk-ins, phone inquires and new members

- Received over \$300,000 worth of media publicity for our signature events and member programs
- Averaged 15,000 unique page views per month on our website, www.scottsdalechamber.com

ECONOMIC DEVELOPMENT

- Hosted a panel discussion on downtown development and led 80 participants on a Trolley Tour of Downtown
- Worked directly with E-Funds and McKesson to consolidate their operations and bring more employees to the Downtown Scottsdale area
- Worked directly with Medicis and Mercer Advisors to keep their businesses located in the Scottsdale Airpark Area contributing thousands of dollars in property and sales taxes to the local economy
- Maintained active involvement in the Arizona Association for Economic Development (AAED), Valley Partnership and the Greater Phoenix Economic Council (GPEC)
- Instrumental in driving the dialogue about the current and future transportation challenges faced by Scottsdale businesses

COMMUNITY STEWARDSHIP

- Raised more than \$26,000 through our Chamber Foundation for Hurricane Katrina relief
- No candidate for Scottsdale City Council in 2004 reached office without our endorsement
- Helped guide the redevelopment and reinvestment of South Scottsdale and Downtown Scottsdale

Sponsorship Opportunities

Chamber sponsorships offer a unique marketing opportunity to be a part of the community where you live, work and play. Gain valuable exposure to member businesses while investing in your community.

2006 Signature Events & Sponsorship Opportunities

FEBRUARY

Public Policy Summit

Informative annual breakfast tackling issues before the City and the region.

APRIL

April Spring Spotlight

B2B Tradeshow & Procurement Fair
Executive Breakfast & Insider's Bus Tour
Golf Tournament

JUNE

Business Volunteer Awards

Honoring individuals in our community and who have helped move the Chamber forward.

SEPTEMBER

Downtown Week

Scottsdale Business Showcase B2B Tradeshow
Executive Breakfast and Guided Trolley Tour

OCTOBER

Business in the Park

Bring your appetite for fabulous food and business networking to Business in the Park—a Scottsdale Area Chamber Business After Hours special event!

NOVEMBER

The Sterling Awards

Recognizing excellence, innovation and community stewardship.

Questions?

Dean Sheppard, 480.949.2250
or dsheppard@scottsdalechamber.com

Bottom Line Benefits

When you renew your membership...

IT'S ALL YOURS!

BUSINESS RESOURCES & ADVERTISING	\$1,200+
Annual advertising package on AZBonline	\$200
Listing in <i>Business Relocation Guide</i> (30,000 copies)	\$100
Year subscription to <i>bizAZ Magazine</i>	\$15
Onsite 1hr PC technical support.....	\$210
500 4-color business cards.....	\$200
Year subscription to <i>Arizona Business Magazine</i>	\$30
Services from Best Buy's Geek Squad	\$129
EDUCATION & ENTERTAINMENT	\$900+
Zig Ziglar Performance Package	\$250
1/2 day TeamPlayer Workshop	\$200
Sales training with USSalesforce.....	\$100
Bi-weekly marketing & sales workshops.....	\$300
Dining gift certificate to Don & Charlie's	\$25
Two meal deals at Subway.....	\$13
Cantina Laredo dining certificate	\$25

Total Renewal Package Value \$2000+

This renewal package—valued at more than \$2,000—is our way of saying thank you. It's also tangible evidence of our commitment to your success. Now that's a bottom line benefit! **Questions?** Kyle Morey, 480.949.2165 or kmorey@scottsdalechamber.com

Referrals...It's Money in the Bank!

Every time you refer a business to us that joins the Chamber, we will pay you \$25. It's that simple! **E-mail your referrals to:** kmorey@scottsdalechamber.com or 480.949.2165.

Communication Corner

Keeping you updated with the latest!

Check out this new edition of *Scottsdale@Work!* More information, more news...including Member Highlights, Bottom Line Benefits, Membership Renewals and more!

Looking for an affordable way to reach influential decision-makers? Inserts—Your direct connection to 5,000 business professionals

Coming soon to www.scottsdalechamber.com
New design, look and feel to website!

Coming soon to your email!
The Chamber Connect—Connecting you to over 4000 people with Member-to-Member Discounts, Member Recognition, New Members and Events!

And soon we will be introducing Chamber enews, a monthly e-newsletter keeping you posted with Events, Programs, Sponsorship Opportunities and Membership News!

Questions: Dawn DuBry, 480.429.2243 or ddubry@scottsdalechamber.com

Membership Renewals

Please join us in recognizing our Chamber Members Renewing in December.
Thank you for your continued support, we appreciate you very much!

Member Since 1956

Arizona Public Service
General Dynamics C4 Systems

Member Since 1958

Our Lady of Perpetual Help
Paul's ACE Hardware
Rural/Metro Fire Department

Member Since 1966

Maurice's Galleries

Member Since 1971

Fairfield Inn-Downtown Scottsdale

Member Since 1974

Deamma, Inc./Midas
Auto Service Experts

Member Since 1978

Village Locksmith

Member Since 1984

J.H. Armer Company Inc.
Santerre & Vande Krol Ltd.
The Boulders Resort & Golden Door Spa

Member Since 1985

The Business Journal

Member Since 1986

Kyoto Japanese Restaurant

Member Since 1987

Coulter Cadillac
New Way Learning Academy

Member Since 1988

Monterey Homes
Scottsdale Marriott Suites Old Town

Member Since 1990

Arizona Cardinals
Jewelry by Gauthier
Ruth's Chris Steak House

Member Since 1991

Ollie the Trolley

Member Since 1993

B.J. Communications Inc.
The Blue Moose

Member Since 1994

Equitable Real Estate Co-R Gerdes
Foam Fabricators Inc.
Martin Peterson CPA P.C.

Member Since 1996

Arizona Rail Passenger Association
Rio Verde Sales & Rental-
Dwight Futrelle, Storage Now!

Member Since 1997

Epstein Weber & Conover, PLC
Real Estate Bk/Mature Living Choices

Member Since 1998

Morton's, The Steakhouse-Scottsdale
Parker Appraisals Inc.

Member Since 1999

Biltmore Meetings & Incentives
Sam's Club
Sanctuary & Divine Events
Sanctuary Golf Course

Member Since 2000

AccentCare
Village Tavern

Member Since 2001

Life Care Scottsdale Heritage Court

Member Since 2002

Eddie V's Edgewater Grille
Greenberg & Traurig
Marketing Associates
Michael Phillips Black
Pete & Mac's Pet Resort
Robert Ciancola
The Landmark

Member Since 2003

Arlington Custom Builders, Inc.
Burns & Wilcox Ltd
Diamond Showcase

Member Since 2004

Famous Dave's Legendary
Pit Bar-B-Que
GC Tech, LLC
Judy Fox Interiors
LFP Personal Training
Trammell Crow Company

Member Since 2005

Abuelo's Mexican Food Embassy
Admiral Pools
AIM Mail Centers
Amendola Communications, LLC
Arizona DECA
Baskets With An Attitude
Capital Group Companies, Inc.
Colors on Parade
Diamondback Drugs
Epstein Studios Photography
Estrella del Mar MX
Global Mobility Solutions
Hyde Mortgage & Investments
KBM Agency
Sonoran Oasis Pool Co.
The Talon Group
Urban Forest Tree Care, Inc.
Wild Oats Market

Member Since 2005

Alexander Homes
Canyon Falls Spa & Salon
Cook N' Jack's Restaurant
Douglas Seide Insurance Agency Inc.
Southwest Motor Programs
STI Physical Therapy

The 'Wow Factor'



The 'WOW' Criteria:

- Do you give back to the community? Tell us how.
- Have you and/or your business received award recognition(s)?
- Do you have employees who have gone 'above and beyond'? Who are they and what did they do to get there?

Submit your 'WOW' Factor to ddubry@scottsdalechamber.com
and you just may be selected to be 'Spotlighted' in
the next issue of *Scottsdale@Work!*



*Arabian Horseshow
at Monterra at Westworld*

Wednesday, February 22nd

4:30–6:30 p.m.

16601 Pima Road

*(N of Frank Lloyd Wright Blvd.
off access road)*

Chamber Members Free / Non-Members \$10



FOUR SEASONS RESORT
Scottsdale at Troon North

Thursday, March 30th

5:00–7:00 p.m.

10600 E. Crescent Moon Dr.

(N of Happy Valley off Alma School Rd.)

Chamber Members Free / Non-Members \$10

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Kurt Brueckner
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