

The Connection

Apache Junction Chamber of Commerce Newsletter

NEW YEAR – NEW CLIENTS?

THE MISSION OF THE APACHE JUNCTION CHAMBER OF COMMERCE IS TO PROMOTE, DEVELOP AND UNITE THE BUSINESS COMMUNITY IN AND AROUND APACHE JUNCTION, GOLD CANYON, AND EAST MESA TO ACCOMPLISH ECONOMIC GROWTH.



Stand OUT!

Develop & Strengthen Your
Current Customer Base

How are you rewarding your current client base? See Page 2

Meet the crew!

What can AJ CoC do for you?

Meet the Apache Junction Chamber of Commerce team! See page 2

Collaborate

Remix your business

Strengthen your brand and network by joining forces. See page 3

Get to Know Our Members

Member Spotlight

See page 4



Chamber chat:

Is there a topic you want to see in our newsletter? We also want and appreciate your feedback.

Email us! events@ajchamber.com

Stop by any time. We have an open-door policy and want to meet our members.

We are located at 567 W. Apache Trail, Apache Junction, AZ 85120 or call 480-982-3141



HOW DO YOU STAND OUT?

REWARDS & REFFERAL PROGRAMS

Are you rewarding your current customer base? Do you have a referral program? Referral & rewards programs are a great way to keep your current client base happy and it encourages them to do your marketing. Word of mouth and testimonials are still a powerful method of marketing. Use it to your advantage. Ask yourself some key questions as you establish your rewards & referral program such as the below.

- Who are my current customers? What types of prizes, discounts or incentives would they enjoy?
- Determine if you want to do a tier system in rewards. The more they purchase or the more referrals, should the incentive grow as well?
- Am I offering something to my current customer as well as to the new customer that is getting referred?
- For rewards programs, is it achievable for customers and easy to understand?
- Does it have a catchy name that promotes your brand?

Do you have a great referral/rewards success story? Tell us about it and we might add it to the newsletter.

Meet the crew! This is your Apache Junction Chamber of Commerce Team



Karyn Burwell: Office Manager



Rody Espanol: Sales Manager



Heidi Geldis-Young: Director of Marketing

Collaboration – Remix Your Business



Collaborate & Listen

I grew up in the 80's. When people say the word "collaborate" I typically think of music artists. One fascinating collaboration that comes to mind is Run-DMC & Aerosmith. They have 2 different genres, audience demographic, personas, and pretty much everything else you could name was opposite. However, they came together in 1986 to create a remix of the already popular song "Walk This Way." This was once already a hit song for Aerosmith in 1977. Adding a new flavor and twist exposed a whole new group of people & added longevity to both the rockers and rappers. This combination of personalities created a song that almost everyone recognizes and can sing along to till this day.

I have been thinking the same is possible for businesses both big and small. You can be complete opposites or even in the same market. I encourage our members this year to see what collaborations you can come up with. There are plenty of opportunities from Leads Groups to Mixers to make these connections. If you don't know where to start, please reach out to us. We want to help brainstorm with you and make these connections. The more we connect and collaborate, the more we can become an extension of each other. This is not only vial to our businesses but also to our community.

As you start think about partnering up, have a few key pieces in mind already. Who is current customer base? What keeps you up at night?

Face the good, the bad and the ugly with your new partner in your discussions. It should be an educational experience that may help you solve some of your issues. Too often when you are staring at the same problem it becomes blurry. A new set of eyes can help you gain a fresh perspective.

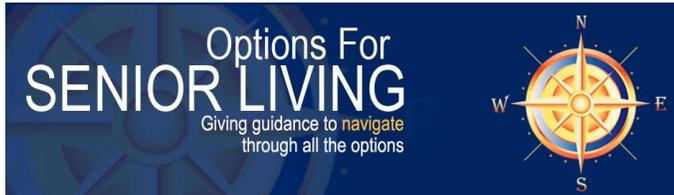
It does not have to be all about problems. Things could be good. Use this as a method of reaching a greater audience. When you join forces, you can help each other by promoting each other using social media, referrals & your website.

Go back to the song "Walk this Way." You knew when it was Run-DMC, you knew when it was Aerosmith singing. Don't lose your personality or voice when collaborating. Maintain your brand. The purpose is to strengthen. Let this be inspiring for both of you.

Remember, the Apache Junction Chamber of Commerce is here to help you flourish!

Member Spotlight

Each month we will randomly select a member to highlight. This month we have Options for Senior Living with Sandy Dyk.



What does Options for Senior Living with Sandy do?

Sandy supports, advocates and assists older adults as well as their adult children, locate the best options for Independent and Assisted Living as well as Memory Care options. She helps to coordinate areas that are directly impacted (i.e. resources for State assistance, down-sizing specialists, movers, Veteran's benefits, home health/hospice options, selling of home, mobile physician and medical services, etc.) She prides herself on being your one-stop shop.

Sandy does an assessment of the individuals' needs, wants and interests (both medically and socially). Based on that, narrows down options for them to consider. There is so much to consider when making such a move. With almost 25 years' experience in supporting older adults, Sandy can fine-tune the search to provide what they are looking for.

Sandy Dyk began her career in Milwaukee, WI where she was born and raised. She earned her Bachelor' of Fine Arts-Music Therapy. In 2010, Sandy decided she wanted to continue her education as well, to support her growing career and obtained her Master's in Health Care Administration. She went on to hold positions which included VP of Marketing for a local Hospice company, Administrator for a mobile physician practice and most recently, setting the stage for the opening of a brand-new hospice.

Sandy has always had a love for our Senior's and made the decision to ultimately leave the corporate world to focus on being a direct resource for our Senior's and their families. Although Sandy is a Territory Owner with Options for Senior Living, assisting our Senior's and families locate housing that best supports their needs. Sandy has a wealth of experience and knowledge in the overall Senior Living industry and is an all-around resource for our community members.

Sandy has lived in Gilbert, AZ since 2000 and when she is not immediately helping our Seniors, she is spending time with her husband and two boys, ages 14 and 16. When she has time, watching football (Green Bay Packers of course!) and finding her next DIY project are her two most favorite hobbies!

Contact Sandy Dyk 480-242- 5753 or email sandy@optionsfsl.com