

# BUSINESS

## Bylines



A MONTHLY CALENDAR OF NEWS AND EVENTS

FEBRUARY 2014

**Mission statement for the Southwest Valley Chamber of Commerce:**  
*"To build and sustain an environment conducive to a good quality of life, sound economic growth and planned development."*



## Can You Text Me That?

**Text: SWVCMembers**

**to the #: 21777**

Stay in the know! We're entering the 21st Century with text message and you benefit!

Find out all the secrets by joining the system.

## Business After Hours

Nothing says "I love you" like fine jewelry! Osborne Jewelers invite you to their beautiful store for the February Business After Hours—just in time to find the perfect gift for that special someone! Not in the market for some jewelry? That's okay! You may just find something else you've been looking for—a great lead or a new business associate. Grab your business cards and join your fellow Chamber members, the Osborne's, and their staff for, what is sure to be, a sterling event!

WHERE: Osborne Jewelers

406 N. Litchfield Rd., #200, Goodyear

WHEN: Thursday, February 13, 2014

TIME: 5:30 p.m. to 7:30 p.m.

COST: FREE!

March – Yates Buick GMC

April – Dino's Greek & Italian Restaurant

May – All My Son's Moving

June – Available

July – Brunswick Tri-City Bowl

August - Available

## It's FanFest 2014!

We're celebrating baseball in the Southwest Valley with this first-ever, premiere community event. Hosted by the Cleveland Indians, Cincinnati Reds, and Southwest Valley Chamber of Commerce, everyone will have a great time!

FanFest gives fans (and anyone who wants to have fun) a chance to get a unique experience inside Goodyear Ballpark, on the field, and meeting the players. On Saturday March 22nd, the pre-event starts on the ballpark plaza around 4:00pm, right after game between the Cleveland Indians and Colorado Rockies. At 5:30pm, the official FanFest begins!

It's a chance to meet and get autographs from Indians and Reds players. There will be a Kids Fun Zone, on-field contests and giveaways, play catch in the outfield, run the bases, try to have a perfect pitch, use the batting cages, all you can eat buffet, face painters and more. This event will be open to the entire community and ticket information will be available soon. Of course, Chamber members will receive a discount.

Want to be part of the excitement? Volunteers are needed! There's a lot to do before, during, and after the event. Volunteers will get into the event for free and have some nifty other perks for helping. It'll be a lot of work and a lot of fun! Call the Chamber office (623-932-2260) and you can help make baseball history!



# Look at me

Got good news? Share it with the Chamber and we'll tell everyone! It's the perfect pat on the back!

**Avondale Councilmember Stephanie Karlin** has been appointed to serve on two National League of Cities (NLC) committees in 2014. For the fifth year in a row, Karlin was named to NLC International Council. She was also re-appointed to the Energy, Environment and Natural Resources Steering Committee, which she has served on for nine years.

**George Henderson, Senior Wealth Strategist, CSP Financial Group** (Common Sense Planning) is a supporting member of the National Association of Fixed Annuities (NAFA). NAFA is exclusively dedicated to promoting the awareness and understanding of fixed income and deferred annuities.

Congratulations to **Phoenix International Raceway** for being named the Grand Marshall of the Tale of Two Cities Parade in honor of their 50<sup>th</sup> Anniversary. Mark your calendars now for the February 22<sup>nd</sup> parade.

For the third year in a row, **Avondale Vice Mayor Frank Scott** has been appointed to serve on the National League of Cities (NLC) Public Safety and Crime Prevention Steering Committee. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

Movoto, a national online real estate brokerage company based in San Mateo, California, recently recognized the city of **Litchfield Park** as the best city in the state of Arizona. **Litchfield Park** also received a plaque from the Phoenix New Times naming "Old Litchfield Road – Best of Phoenix 2013 – Best Street Time Forgot" by the Phoenix New Times".

The Northwest Black History Committee honored **Tolleson Mayor Adolfo Gamez** at the 19th annual "An Evening with a King" event. Mayor Gamez received the MLK Empower the Community Award because he is committed to supporting King's vision of education, equality, diversity and justice for all people.

**Petz Place** has moved to 890 N. Estrella Parkway, Suite 100 in Goodyear, just south of Roosevelt St. They can still be reached at 623-344-0500. Stop in and check out the new full service grooming services or experience the pet food drive thru!

**Chamber President John Safin** was named one of the announcers for a Tale of Two Cities parade on February 22!

**Ribbon Cutting** on February 20 at 1 p.m. at **Catitude Gallery & Studio**, 404 E. Western Ave. in Avondale.



## Little Known Facts

Match the Little Known Fact with the correct Chamber member's name! The first person to guess correctly will win \$10 in Chamber Bucks! (Cheating is encouraged! Talk to the members to see if you can get the correct answers!)

**Think you know your fellow Chamber member?**

- A. Has a picture of their eyes in the Library of Congress
- B. Volunteer Chaplain for the Buckeye Police Department
- C. Played soccer all through college

1. Kelli Hernandez, New Life Center
2. Rob Lamb, Nationwide Insurance
3. Paul Brooke, Titan Alarm

Send your answers to [info@southwestvalleychamber.org](mailto:info@southwestvalleychamber.org).

There was no winner last month! Apparently, you don't know your Chamber staff as well as you could...

Played the Snare Drum – Beatrice Day

Is known as the Chamber's Mrs. Kravitz – Susan Evans

Lays out clothing for the week on Sundays – John Safin

A ballet dancer in the Nutcracker Suite – Danielle Brown



## Chairman's Circle Participant

Thank you to these companies for their assistance in building the Chamber.

Gold Sponsors



Interested in becoming part of the Chairman's Circle?  
Call the Chamber at 623.932.2260

## NEW MEMBERS

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Please welcome our new Chamber members and be sure to shop fellow Chamber members where possible. It just makes good cents!

### **Morrison Family Insurance**

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### **St. Joseph Hospital Medical Center**

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Phoenix, AZ 85013  
602-406-3000  
[www.stjosephs-phx.org](http://www.stjosephs-phx.org)  
Hospital

### **Peters Wellness Chiropractic, Inc.**

Troy Peters  
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Goodyear, AZ 85395  
Chiropractor

### **Catitude Gallery & Studio**

Bonnie Mostert  
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Avondale, AZ 85323  
623-388-3840  
[www.catitudегallery.org](http://www.catitudегallery.org)  
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### **ZenPunk Web Works**

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525 N. Central Avenue  
Avondale, AZ 85323  
602-828-2929  
[www.zenpunkwebworks.com](http://www.zenpunkwebworks.com)  
Web design.

### **Neal & Associates Business Consultants (NABC)**

Rick Howell  
5010 E. Warner Rd., Ste. 213  
Phoenix, AZ 85044  
[www.nealabc.com](http://www.nealabc.com)  
A sales optimization company that helps business owners, sales managers, and sales professionals sell more.



## A Time to Say Thanks...

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Thank you so much to the Homeless Youth Connection for hosting the January Business After Hours. Over 100 people attended and had a great time. Thanks also go to all those who donated door prizes: Brunswick Tri-City Bow, CSP Financial, David Gerard Salon, and Quail Run Realty.

## Member Milestones

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### **1 Year Anniversary**

Small Business Accounting & Tax Service  
Legacy Traditional School – Avondale  
DHI Title Agency  
Time & Money Services, LLC

### **5 Year Anniversary**

Litchfield Park Pool Service & Supply LLC  
Sparklin Clean Car Wash  
Joe Pizzillo

### **10 Year Anniversary**

Petstop School of Dog Grooming, LLC

### **15 Year Anniversary**

Buckeye Water Conservation & Drainage District

### **30 Year Anniversary**

Meridian Bank of Arizona, NA



## February UNPLUGGED

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### *6th - 7:30-9 AM - Coffee with the President*

Join Chamber President, John Safin, and other members for scintilating conversation. Super Secret Location! Watch your email for details.

### *19th - 4-6 PM - Happy Hour*

Dino's Greek & Italian Grill, 1550 N. Dysart Rd., B8

### *25th - 2:30-4 PM - Take a Break with the President*

Dream Swirls, 15570 W. Van Buren St., Ste. D101



**SOUTHWEST VALLEY  
CHAMBER OF COMMERCE**  
289 N. Litchfield Rd.  
Goodyear, AZ 85338

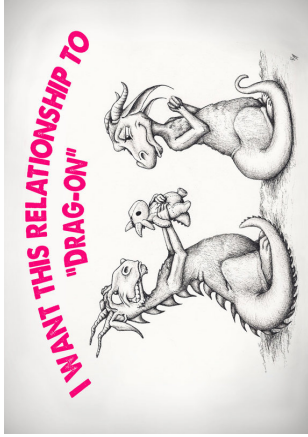
2013 – 2014 BOARD OF DIRECTORS

Phone: 623.932.2260  
Fax: 623.932.9057

Email: info@southwestvalleychamber.org  
Website: www.southwestvalleychamber.org

- Ed Gerak - Chair**
- Buckeye Water Conservation and Drainage District*
- Ryan Lantz - Chair Elect**
- Cleveland Indians*
- Kelli Hernandez - Secretary**
- New Life Center*
- Frederick Lake - Treasurer**
- Comerica Bank*
- J.J. Eggers - Past Chair**
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- Ray Corcoran**
- World Resources Company*
- Tom Cotner**
- Estrella Mountain Community College*
- \*Paul Faith**
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- Paul Fratella**
- Caballero Grill*
- Kathleen Frederick**
- La Loma Village*
- Patty Hannon**
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- City of Tolleson*
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- Joanne Osborne**
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- Osborne Jewelers**
- David Schwake**
- Kiwamis of Litchfield*
- Frank Scott**
- City of Avondale*
- Barbara Shaw Snyder**
- Arizona State University*
- Lesly Swanson**
- SRP*
- Sean Thompson**
- Thompson Funeral Chapel*
- John Safin - President/CEO**
- Southwest Valley Chamber of Commerce*

\* Legal Counsel to the Chamber



**BENEFITS**  
**Member Benefit: The Tourism Center  
Wants You (and Your Information)**

Your chamber is an official Tourist/Visitor Information Center as certified by the Arizona Office of Tourism. Why is this important to you? Thousands of people visit the Southwest Valley and make a point to stop at the Southwest Valley Chamber of Commerce because of our state designation. Residents and people moving to our community know we have the best information about services and local businesses. A recently completed study shows consumers are 80% more likely to buy from a business they know is a chamber member.

There's a member information rack available to all chamber members where you can place your flyers, tri-folds, or other information (as long as it fits neatly). Simply stop by to pick your spot or drop off your materials and we'll make it available. The results of the consumer chamber study can be picked up at the Chamber or send an email request to Chamber President John Safin (jsafin@southwestvalleychamber.org) for the electronic version.

**NEWSLETTER ROUTING SLIP**

When you are finished reading your Chamber Newsletter, please pass it around the office.

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Current Occupant or

# Networking Niche

## Networking At Noon

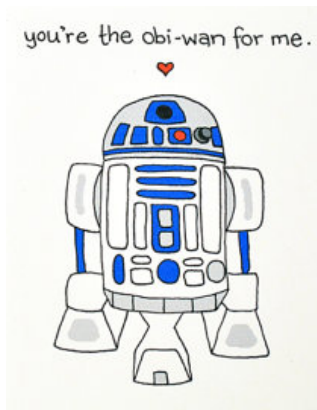
Hello! **Networking at Noon** is a satellite group of the Chamber, and we meet EVERY Wednesday at noon at Caballero's. At the end of 2013 our group had 78 members, with an average meeting attendance of 25 people. Many of our members have done business with, or were referred business by, other members! We're a fun and friendly group of people and we'd like to get to know you! So join us every Wednesday at 11:45am at Caballero's, bring your business cards, and your BEST 1-minute commercial!

And if that's not enough to convince you, all members get a "fun fact" in the weekly newsletter!

Jonathan Bourne  
Networking at Noon  
Coordinator



Jon and his  
Corgi pup, Mako



## Last Friday Group

It's always informative, inspirational, and insightful with the Last Friday Group. They meet from 7:30-8:30am on the last Friday of every month (thank you, Captain Obvious) at Bill Johnson's Big Apple on Dysart Road. In addition to all the amazing members from the Southwest Valley Chamber who attend, there's always a guest to share news and information important to your business success.

The next speaker:

February 28<sup>th</sup> – Efficiency Expert, Emily Schwartz – "The Time Diet"

So you're not surprised, everyone kicks in \$2.00 to give to the server. You're welcome to check out the group and join if you wish.

(CHAMBER NOTE: Eric Laubach, Last Friday Group coordinator, was in a very bad car accident in January. He was released from the hospital about a week ago, but it will be a very long time before he's fully recovered. We wish Eric and Joan, his wife, all the best and a speedy recovery.)



## The Dark Origins Of Valentine's Day

by ARNIE SEIPEL

Valentine's Day is a time to celebrate romance and love and kissy-face fealty. But the origins of this festival of candy and cupids are actually dark, bloody – and a bit muddled.

Though no one has pinpointed the exact origin of the holiday, one good place to start is ancient Rome, where men hit on women by, well, hitting them.

From Feb. 13 to 15, the Romans celebrated the feast of Lupercalia. The men sacrificed a goat and a dog, then whipped women with the hides of the animals they had just slain.

The Roman romantics "were drunk. They were naked," says Noel Lenski, a historian at the University of Colorado at Boulder. Young women would actually line up for the men to hit them, Lenski says. They believed this would make them fertile.

The ancient Romans may also be responsible for the name of our modern day of love. Emperor Claudius II executed two men – both named Valentine – on Feb. 14 of different years in the 3rd century A.D. Their martyrdom was honored by the Catholic Church with the celebration of St. Valentine's Day.

Later, Pope Gelasius I muddled things in the 5th century by combining St. Valentine's Day with Lupercalia to expel the pagan rituals. But the festival was more of a theatrical interpretation of what it had once been. Lenski adds, "It was a little more of a drunken revel, but the Christians put clothes back on it. That didn't stop it from being a day of fertility and love."

As the years went on, the holiday grew sweeter. Chaucer and Shakespeare romanticized it in their work, and it gained popularity throughout Britain and the rest of Europe. Handmade paper cards became the tokens-du-jour in the Middle Ages.

Eventually, the tradition made its way to the New World. The industrial revolution ushered in factory-made cards in the 19th century. And in 1913, Hallmark Cards of Kansas City, Mo., began mass producing valentines. February has not been the same since.

Today, the holiday is big business: According to market research firm IBIS World, Valentine's Day sales reached \$17.6 billion last year; this year's sales are expected to total \$18.6 billion.

And so the celebration of Valentine's Day goes on, in varied ways. Many will break the bank buying jewelry and flowers for their beloveds. Others will celebrate in a SAD (that's Single Awareness Day) way, dining alone and binging on self-gifted chocolates. A few may even be spending this day the same way the early Romans did. But let's not go there.

I'm so ducky to  
be your Valentine!



# “What I Learned about Business from a Board Game”

*Ed Gerak, Chairman of the Board*

For most of you, your minds have already been flooded by memories of the Monopoly game, but the board game I am talking about is Stratego. Stratego is a strategy game, which in Greek means, “Way of the General.”

The goal in Stratego is to capture your opponent’s flag. This is accomplished by laying out your army on a field of battle. Your army is structured hierarchically, with more pieces of lower ranks. There are bombs, spies, and inaccessible areas on the board. Now, is it starting to sound like the business world?

Stratego, like any business, takes practice to get good at it. But the most important lesson that I learned is to understand your opponent and adjust your strategy to combat theirs. For example, if your opponent likes to surround their flag with bombs, you will need to place your miners (bomb diffusers) throughout the board and be diligent to protect them so they can eventually diffuse the bombs.

In business, they would call this a pivot. Pivots can take many shapes and sizes, and often depends on the situation that businesses are confronted with and the desired outcome. There are many examples of business pivots; I have included one about Starbucks that I found on the Forbes website:

The coffee shop which now inhabits every street corner (and sometimes two on each street corner) did not always sell fresh-brewed coffee to customers. They started off in 1971 selling espresso makers and coffee beans, which Howard Schultz (current chairman, president and CEO) fell in love with on first taste. After his visit to Italy in 1983, Schultz was determined to actually brew and sell Starbucks coffee in a European-style coffeehouse, and transformed Starbucks into the nationwide java sensation it has become today. (Forbes.com, “14 Famous Business Pivots” by Jason Nazar)

I’ve had to pivot many times in my life, but the most memorable is from my experience playing Rummy with my wife. I won’t bore you with the details, but will summarize my experience of consistently losing as frustrating. It was so frustrating that I abandoned my style and adopted hers to counteract her strategy.

Pivoting (a.k.a. change) is hard and often is reactive. I would encourage everyone to take time to work on honing their strategy skills and set aside time quarterly/annually to develop a strategic vision for your business. The Chamber does this annually in April, and would invite anyone interested in seeing how the board sets the vision for the upcoming year to contact the Chamber for more details.

The Chamber is working on a professional development curriculum, with strategy a component of this curriculum. I would encourage you to attend the classes if possible or contact some of the great business consultants (if necessary) that are Chamber members for further help.

Remember what Alan Lakein said, “Failing to plan is planning to fail.”





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\*As seen on the Chamber Lawn!



## Board Elections Are Underway

Watch your mail for your ballot for your 2014 – 2015 Board of Directors! Be sure to return your ballot by Noon on March 11<sup>th</sup> to be counted. If you have any questions regarding the election process feel free to contact the Chamber office at 623.932.2260.



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*Our aim is to guide  
independent decision-making and  
assist our clients in  
achieving their business and  
personal goals.*

## Ambassador Chairman Joins NACA

Congratulations to Ambassador Chairman George Henderson, Senior Wealth Strategist for CSP Financial Group. He has recently been accepted into the National Association of Chamber Ambassadors (NACA).

NACA is an organization that offers various enrichment opportunities for all Chamber Ambassador groups, public relations and welcoming committees, and those who want to form an Ambassador group. They network by sharing ideas and programs from the various groups and Chambers of Commerce.

George has an MBA Degree, Bachelor of Science Degree in Accounting, is a Retired Lt Colonel-USAF, a Licensed Insurance Agent, and a member of the National Association of Insurance and Financial Advisors. His involvement with chamber ambassadors from around the country will benefit the entire Southwest Valley Chamber. Be sure to offer your congratulations to George!



## Did You Get Yours?

The 2014 Area Resource Guide & Directory has hit the streets! If you didn't receive one inside your West Valley View, stop by the Chamber office and pick up a copy. And one for your neighbor...and all the people in your office...you get the idea. Encourage everyone to learn about the resources in the area and, of course, to shop Chamber!



## Coming this Spring:

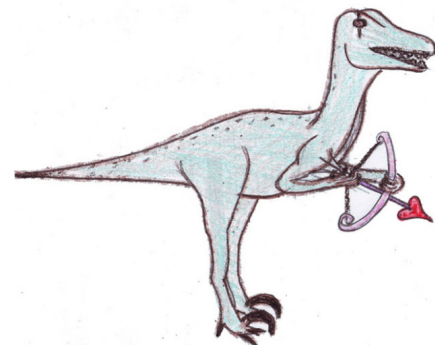
### Southwest Valley Home & Life Expo 2014

It's your chance to get up close and personal with the community! This table top exposition, exclusive for Southwest Valley Chamber members, is your chance to feature your business and speak directly to consumers. You might remember "Bright Ideas for Home & Life," previously held inside the Pebble Creek Community. The Southwest Valley Home & Life Expo will give you access to a much larger audience – the entire community! Expect to see more information about this premier event in the near future.

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*i'm raptor round  
your finger*

## Quarterly Lunch Rescheduled

Due to a change in the NFL schedule, the quarterly lunch featuring Arizona Cardinals President, Michael Bidwill, has been rescheduled to March 11, 2014 at the Wigwam. More details will be coming soon but mark your calendars so you don't miss out on this great event.



## West Valley State of the State

At the West Valley State of the State Luncheon, Governor Brewer showed she knows the West Valley well and emphasized some of the issues most critical to the civic, educational and business leaders in the West Valley.

In the up coming legislative session, Brewer said she plans to push for bills that could ease the way for business growth, stabilize college tuition rates and enhance protection for Luke Air Force Base.

## Luke Days 2014

Luke Days 2014, *Lightning in the Desert* is coming March 15 & 16! The Open House and Air Show is open to the public and admission is free. Headlining Luke Days 2014 are the U.S. Air Force Thunderbirds who perform precision aerial maneuvers demonstrating the capabilities of Air Force high performance aircraft to people throughout the world. Vendor information and more general information is coming soon but be sure to mark your calendars now!

Daily itinerary:

- 9 a.m. - Gates open
- 11 a.m. - Air Show Begins
- 4 p.m. - Air Show Ends
- 6 p.m. - Gates Closed



### What's Everyone Talking About? The Chamber Newsletter, of Course!



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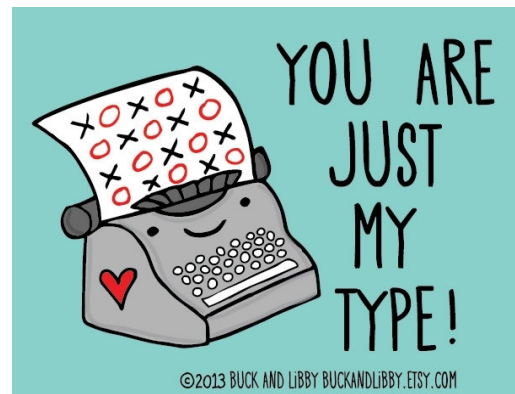
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### Business Resource Center: When You Need a Place to Work

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Joint Ribbon Cutting with the Southwest Valley and Peoria Chambers at Office Liquidators



Business After Hours at the Homeless Youth Connection

**Volunteer In Action!**

Sally Kiko of the Three Rivers Historical Society assisting Chamber staff in colating and stuffing the newsletter.



Litchfield Park State of the City



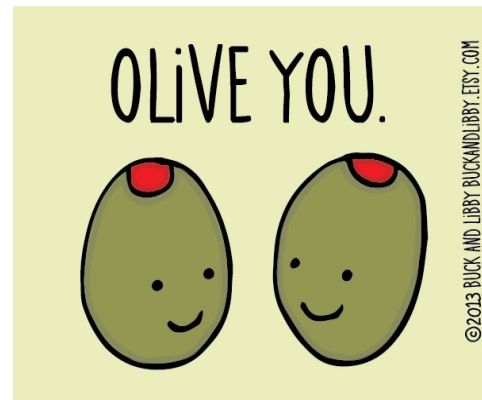
# Make Yourself Rich

So what do the rich do every day that the poor don't do? Tom Corley, founder of Rich Habits Institute, has discovered the differences between the habits of the rich and the poor. Below are habits Chamber members might want to remember:

- 79% of wealthy network five hours or more each month vs. 16% of poor.
- 86% of wealthy believe in lifelong educational self-improvement vs. 5% of poor.
- 80% of wealthy are focused on accomplishing some single goal. Only 12% of the poor do this.
- 81% of wealthy maintain a to-do list vs. 19% of poor.
- 67% of wealthy write down their goals vs. 17% of poor.

The entire "Habits of the Rich" list is available at the Southwest Valley Chamber. Many of the member benefits from the Chamber are designed to help you be part of the "wealthy" group.

WHALE YOU BE MINE?



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**Osborne Jewelers**  
takes Jewelry and  
a Good Time  
**SERIOUSLY!!**

Please join us as we host this month's

**Chamber  
Business After Hours –**

Our Theme:

**“Valentine’s Day with  
a Touch of Gatsby Class!!”**

Prizes, Food, and  
a Secret Jewelry Hunt!

**Thursday, February 13<sup>th</sup>**

**5:30 – 7:30pm**

**OSBORNE JEWELERS**

**Litchfield Road & Van Buren**

# Breaking News for Chamber Members

## Schapiro: "Credibility continues to grow for local chambers"

**National study:  
Consumers are 80%  
more likely to buy from  
chamber members**

WASHINGTON – A national survey of 2,000 adults reveals that a business that is a member of a local chamber of commerce is enjoying increasing favorability. In the second such survey in five years, The Schapiro Group, an Atlanta-based market research firm, found positive attitudes among adults in 2012 have actually increased over the very favorable findings of the first study in 2007. For example:

- When consumers know that a business is a member of the local chamber, there is now a **49%** increase in favorability toward that business (up from 44% in the 2007 study).
- When consumers perceive that a business is a chamber member, there is a **73%** increase in consumer awareness and a **68%** increase in local reputation (51% and 57% respectively in 2007).
- Consumers are **80%** more likely to patronize a business in the future that they believe is a member of the local chamber of commerce (63% in 2007).



The study also has more good news for chamber members that sell to other businesses.

- When business decision makers believe a business is a chamber member, favorability increases by **42%** (37% in 2007), perceived awareness and reputation grows to **78%** and **65%**, respectively, (51% and 58% in 2007), plus the likelihood of future patronage increases by **74%** (59% in 2007).



Supporting the previous findings, the study also reveals a positive perception for the local chamber itself.

- Regarding the chamber's impact on the local economy, **86%** of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development (82% in 2007).



The results of the 2007 and 2012 Schapiro studies are clear: **Positive perception increases among consumers and business owners when a business is known as a member of the local chamber of commerce, and now we know that positive perception is growing.** See vertical results on the other side.



**Learn All Your Benefits - Call the Southwest Valley Chamber Today!**



Southwest Valley Chamber of Commerce  
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## February 2014 Calendar

<i>Date</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
1	8am - 12pm	Goodyear Farmers Market	Goodyear Community Park
2	9am - 1:30pm	Wigwam Farmers Market	Wigwam Front Lawn
4	7:30am	Executive Committee Meeting	Chamber Office
5	Noon	Networking at Noon	Caballero Grill, 1800 N. Litchfield Rd.
6	7:30-9am	Coffee with the President	Super Secret Location, to be announced
8	8am - 12pm	Goodyear Farmers Market	Goodyear Community Park
8	8am	Heart & Sole 5K	Goodyear Ballpark, <a href="http://www.active.com">www.active.com</a>
9	9am - 1:30pm	Wigwam Farmers Market	Wigwam Front Lawn
9	3-5pm	Arts in the Park Concert Series	Wigwam, 623.935.9040
12	7:30am	Board Meeting	Chamber Office
12	Noon	Networking at Noon	Caballero Grill, 1800 N. Litchfield Rd.
13	10:45am	Ambassador's Meeting	Chamber Office
13	11:30am	Member Orientation Lunch	Chamber Office
13	5:30-7:30pm	Business After Hours	Osborne Jewelers, 406 N. Litchfield Rd., #200
14-16	10am-5pm	Wigwam Festival of Fine Arts	Wigwam, 623.935.3811
15	8am - 12pm	Goodyear Farmers Market	Goodyear Community Park
15	10am - 2pm	Estrella Mountain Farmer's Market	Starpointe Resident's Club
16	9am - 1:30pm	Wigwam Farmers Market	Wigwam Front Lawn
18	9am	Event Planning Committee Meeting	Chamber Office
19	Noon	Networking at Noon - Field Trip	
19	4-6pm	Chamber UNPLUGGED Happy Hour	Dino's Greek & Italian Grill, 1550 N. Dysart, B8
20	1pm	Ribbon Cutting	Catitude Gallery & Studio, 404 E. Western
22	10am	Tale of Two Cities Parade & Festival	Thomas Rd. between Litchfield and Dysart
22	8am - 12pm	Goodyear Farmers Market	Goodyear Community Park
23	9am - 1:30pm	Wigwam Farmers Market	Wigwam Front Lawn
23	12-6pm	Flavors of the West	Litchfield Park, 623.826.5552
25	2:30-4pm	Take a Break with the President	Dream Swirls, 15570 W. Van Buren, D101
26	Noon	Networking at Noon	Caballero Grill, 1800 N. Litchfield Rd.
26		Spring Training Begins	
28	7:35am	Last Friday Group	Bill Johnson's Big Apple, 1330 N. Dysart Rd.
28-March 2		MASCAR Subway Fresh Fit 500	PIR, <a href="http://www.phoenixraceway.com">www.phoenixraceway.com</a>

For more information on these and other events, be sure to check out the Chamber Calendar Online. You can find it at [www.southwestvalleychamber.org](http://www.southwestvalleychamber.org).