



Connection Pros

HAPPY NEW YEAR!! Can you believe that it is 2003? It feels like just yesterday that people were talking about all the Y2K nonsense and all the horrible ways the world was going to end. Personally, I'm REALLY glad none of that terrible stuff happened.

As with every New Year, people always go out and make a HUGE list of things they are going to change in their lives. They're called resolutions. I believe they should be called "The list of broken promises." We take all this time to make the list, we spend the first two weeks of the year trying to keep to all of our resolutions then we decide to give up and begin to wallow in guilt for the remainder of the year. Doesn't sound like much fun, does it? Would you like to know how to overcome this evil and guilt filled trap? Keep reading

The greatest way to overcome "resolution failure" is to make your normal list but only work on one resolution per month. It is a known fact that it takes 21 days to create a new habit. If you spend an entire month on one resolution, your chances for success will skyrocket. Since this is a networking column, may I suggest that one of your first networking resolutions is to find some new places for you to go to network?

I am involved in many Chambers of Commerce. I am a member of the Phoenix, Scottsdale, Tempe, and Hispanic Chambers. I have worked with the Gilbert Chamber, the Northwest Valley Chamber, the Greater Phoenix Black Chamber and the Filipino-Asian Chamber. As you can see, I am a Chamber-holic.

Why am I involved with so many Chambers? I believe that Chambers of Commerce do more for small businesses than almost any other group. Their sole purpose is to help small businesses become big businesses. Chambers offer networking functions for breakfast, lunch, and dinner, educational seminars to help people learn the ways to grow their business and they even lobby our local, state and federal governments to make sure we are treated fairly.



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To start enjoying the benefits that a Chamber of Commerce can offer, pick the Chamber that is best suited for your needs, call them and sign up! But, REMEMBER!! After you sign up as a member, you have to attend the events. The Chambers offer you many opportunities. You need to meet them half way and GO!

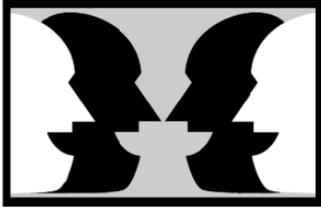
A new group in the Scottsdale Airpark called AZSNAP has started in the past few months. This group's focus is to facilitate business relationships between Airpark and neighboring businesses through monthly events with educational topics targeting concerns of the business owner and the Airpark business community in particular.

While I have not had the chance to attend an AZSNAP function yet, I understand they are getting very large crowds at their events. For more information, go to www.AZSNAP.com.

Another wonderful group dedicated to the betterment of small businesses is the Arizona Small Business Association. ASBA is a statewide group of small business owners organized together in a not-for-profit Arizona corporation whose mission is "to provide the best benefits available to our membership. They provide a forum for networking, offer many informative workshops, seminars and classroom training, actively represent their members regarding legislation affecting small businesses at the state and federal levels of government in an effort to support and foster small business development, retention and growth in Arizona."

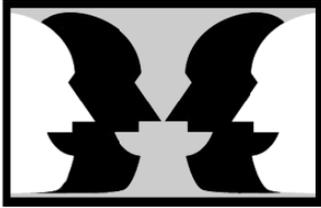
I have been a member of ASBA for years. Many of the people that attend ASBA function don't attend any other networking functions in the valley. What does this mean? You will always have a good chance to meet a lot of new people at their functions.

Want to know the best part? Their membership fee is only \$90 per year. It feel it is the best networking group for the money.



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I have focused this column primarily on the larger, better know networking organizations. However, there are so many more groups out there. I will continue this topic in next month's column but for those of you who want to find more networking options, please check out the Phoenix Business Journal and the Arizona Business Gazette. Both of these great publications list dozens of groups that might work for you. All you need to do is pick a group, show up and see what happens. Once again, HAPPY NEW YEAR and I'll see you next month!



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