

SUMMER/FALL 2026
TUCSON BUSINESS NETWORKING
RESOURCE MAGAZINE
NINTH ISSUE



Business Networking

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Welcome to **Tucson Business Networking, LLC**

where connections come naturally. We bring together business professionals, entrepreneurs, and anyone looking to meet new people and build meaningful relationships.

Our events make it easy to create conversations, build meaningful relationships, and discover opportunities you likely won't find anywhere else. People join us for many reasons: to grow their business, develop new friendships, explore local restaurants and venues, get social, or simply connect after relocating to Tucson.

Whatever brings you here, everyone is welcome, and invited to be part of the experience. From luncheons and mixers, to sponsor breakfasts and special events, there's always something happening, and always someone new to meet.

LET'S STAY CONNECTED!

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Stacy Fowler

CEO/Founder

Tucson Business Networking LLC

WE'LL BE THERE FOR YOU.



As Tucson Business Networking celebrates the beginning of its 9th year as Southern Arizona's largest privately owned business networking organization, I want to start with one simple message: **THANK YOU.**

What started as a vision officially launched on July 1, 2017, and it has grown into an incredible community because of the support, connections, and relationships we've built together along the way.

To our advertisers, contributors, members, and everyone who continues to show up and support what we're building, thank you for helping make this first-of-its-kind business networking magazine a true success.

What started in 2023 as an idea has grown into something much bigger than a publication. This magazine is an extension of Tucson Business Networking, bringing the connections, conversations, and opportunities from our events to life in both print and digital form.

Each issue has carried a theme inspired by classic rock songs, a movie, and now, a television favorite into a meaningful way to reflect the spirit of connection that drives everything we do.

And with this 9th issue, we're growing again.

We are doubling our print distribution, expanding into new locations, and reaching more businesses and professionals than ever before. At the same time, our membership and sponsorship community continues to grow because people believe in what we're creating.

From the very beginning, Steven and I have said the same thing: **We'll Be There for You.**

We've also always said – Everyone is Welcome.

You don't have to be a member or know anyone in the room. You just have to walk in. That's how connections begin, and relationships are built.

This issue's theme, inspired by Friends, reflects the importance of showing up, supporting one another, and building lasting relationships.

We are a community built on trust, consistency, and real support.

To our members and advertisers, thank you for investing in your business through this magazine and our events, and for supporting one another. That's what makes this work.

This magazine exists because of you.

As we continue to grow, our mission remains the same: to build relationships, create opportunities, and connect people in ways that lead to real business and lasting partnerships. Growth isn't just about numbers; it's about expanding impact.

As you go through this issue, take a moment to engage.

Get to know our advertisers.

Reach out to our members.

Start a conversation.

Make a connection.

And when the opportunity presents itself, consider doing business with those featured in this publication. When you support them, you strengthen everything we're building together.

We'll keep creating the space.

We'll keep making the introductions.

We'll keep opening the doors.

And most importantly, **We'll Be There for You.**

Stacy Fowler
Keeping Tucson Connected®

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Source: AZ Daily Star Readers' Choice

AWARDS

The Harsh Truth About Business Security: IT'S TIME TO DO MORE THAN JUST TALK



Alex Liebeskind

Every business owner claims they care about security, but there's a big difference between talking about it and actually implementing the necessary products and services to protect their environment.

Too many rely on a single tool, like antivirus or a firewall, thinking that's enough.

This approach is dangerous and negligent.

The Cybersecurity Onion: Layers That Keep Your Business Safe

As I wrote in my last article, cybersecurity should be viewed as an onion: the more layers you add, the harder it is for attackers to get through. A password alone isn't enough. When you add multi-factor authentication (MFA), DNS filtering, application whitelisting, threat detection, email filtering, and regular backups, you create solid protection. Each layer backs up the other, reducing the chances of a breach.

Why Layers Matter

Relying on one tool is like expecting one lock to protect all your doors. It's not enough. Layers of security ensure that if one fails, others take over.

This layered approach creates friction for attackers, significantly reducing risk.

Key Layers to Protect Your Business : The Physical Layer

- Implement an access control system (e.g., keycard or pin) for areas with sensitive equipment.

The Digital Layer

- Anti-Virus & Anti-Malware: Keep these updated to fight evolving threats. Without regular updates, even the best software becomes ineffective.
- DNS Filtering & Browser Protection:

Block malicious domains and prevent phishing, drive-by downloads, and malicious scripts.

- Application Whitelisting: Only trusted applications should run on your network. Unauthorized software causes harm before it's detected.
- Email Filtering: Advanced filtering solutions block malicious attachments, phishing attempts, and malware.
- Multi-Factor Authentication (MFA): MFA adds a second layer of security, even if passwords are compromised.
- Encryption: Encrypt sensitive data on devices (BitLocker for Windows, FileVault for Macs) to ensure it's unreadable if lost or stolen.

The Human Layer

- User Training: Employees are often the weakest link. Regular training helps recognize phishing attempts and social engineering tactics, preventing breaches before they start.



Backup & Recovery

While not strictly a cybersecurity layer, backup testing and recovery planning are critical.

If one of the layers fails, backups minimize the impact of an event, ensuring business continuity.

Why It's Worth the Investment

Implementing these layers doesn't have to drain your budget. As mentioned before, we design enterprise-grade solutions that are affordable for small to medium-sized businesses. Protecting your data is minimal compared to the cost of a breach—whether it's legal fees, lost revenue, or reputational damage.

Businesses face higher risks than ever. Insurance carriers are tightening rules and denying claims if proper protections aren't in place. Security isn't just about compliance; it's about doing the right thing to protect your clients' sensitive information.

FINAL THOUGHTS

A little bit of tough love...
Don't become a statistic.
Take action today.

Begin implementing a plan to protect your business so that you don't just claim to care about security, you're demonstrating that level of care.

If you'd like assistance putting a plan together and then implementing it, call 520-284-2802.

Business Spotlights by Steven Fowler

ALEX & TINA WESTERHOLM

Owners

Building Strength, Community, and Legacy

Community-driven, wellness-centered, and performance-focused, Tina Kim Westerholm and Alex Westerholm are redefining personal training in Tucson as the owners of Alloy Personal Training Tucson.

As a husband-and-wife team, the Westerholm's have built their business on a foundation of service and purpose, alongside a dedicated team that shares their vision. Alex currently serves in the United States Marine Corps, while Tina, a Korean-American entrepreneur, leads day-to-day operations with a clear goal: to create an inclusive, high-standard fitness experience that helps people build strength for life.

With backgrounds in personal training and strategic planning, they are focused on launching a strong studio and building a scalable future, with plans to expand to additional locations across Tucson in the coming years.

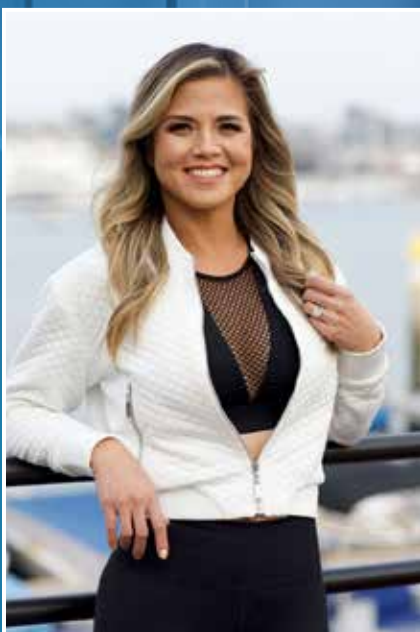
At the core of Alloy's approach is a simple but powerful belief: strength changes everything. For Tina, it's not just about physical transformation. It's about improving how people show up in their daily lives, manage stress, and maintain long-term health. She is especially passionate about helping adults ages 40 and above build sustainable strength, increase longevity, and stay active for decades to come.

"Service is at the heart of our family," says Alex. "While I continue my commitment in the Marine Corps, Tina and our coaching team are dedicated to helping our

members live healthier, stronger lives."

Tina's leadership is grounded in grit, growth, and purpose. She emphasizes consistency over quick results and meaningful relationships over surface-level connections. These values shape both the culture of the studio and the experience of every member.

As Alloy Personal Training Tucson continues to grow toward the shared goal of more than 100 members, the team remains focused on building more than just a business. Their vision is to create a lasting impact by supporting families, strengthening the community, and helping others redefine what is possible for their health and future, while protecting what matters most: health, family, and time.



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The Relationship That Shapes Every Other Relationship

What if the most important relationship in your life isn't the one with your partner... but the one you have with yourself?

As a relationship coach, that's the question I build my work around.

For over 13 years, I've worked with individuals and couples who want more than just "less conflict." They want connection that feels steady. Communication that feels clear. Intimacy that feels safe instead of stressful.

And what I've learned is this: most relationship struggles aren't about love. They're about self-relationship.

See, I truly believe that every relationship you have has the capacity to be deeply connected, profoundly emotionally intimate, highly communicative, and a heck of a lot of fun. It starts with you!

When you don't feel secure within yourself, it shows up in subtle ways. You second-guess your needs. You avoid difficult conversations. You shrink to keep the peace. Or you react quickly and regret it later.

But when you feel grounded and confident internally, everything shifts.

You communicate differently.

You listen differently.

You choose differently.

Whether someone is single and navigating dating patterns, or part of a couple wanting to reconnect, the foundation is the same: healthy relationships begin within.

Through individual coaching, couples coaching, and my **Women's Sustainable JoyCircle** here in Tucson, I support clients by strengthening awareness, communication, and self-trust rather than over-analyzing or assigning blame.

Because healthy relationships aren't built by perfect people.

They're built by people who know how to stay connected to themselves while connecting to each other.

If you've ever found yourself wondering, "Why does this keep happening in my relationships?" — that question is often an invitation inward.

And that's where real change begins.

To learn more about my work or connect, visit my website or email me. I'd love to support you in moving from ordinary connection to extraordinary.



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Banking should feel Personal

At WaFd Bank, we believe banking should feel personal. From the moment you walk through our doors, our goal is to build a relationship rooted in trust, understanding, and genuine care.

Whether you're opening your first account, growing a small business, or managing complex commercial needs, we want every interaction to feel meaningful. Our hope is that you leave each experience confident and knowing your needs were met and expectations exceeded.

In today's fast-paced world, banking can often feel rushed and impersonal. Too many people feel like just another number. At WaFd Bank, we create a welcoming environment where customers

are recognized, valued, and greeted by name. That connection is what truly sets a community bank apart.

With over 25 years of banking experience, nearly 15 at WaFd Bank, I've seen our organization grow and evolve. We've expanded from being known as a dependable residential mortgage lender into a trusted partner for small businesses and commercial clients.

Despite that growth, one thing has never changed: our commitment to putting people first. We believe personal service should be the standard.

At its core, banking is about relationships. It's about having someone in your corner who understands your goals and supports you every step of the way.



So when someone asks, "Who's your banker?" you can confidently say, "Terri Mosman at WaFd Bank!"


I'd love the opportunity to work with you. Give me a call—because, as my favorite FRIENDS would say, "I'LL BE THERE FOR YOU!"

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NOTARIZING your life needs

Some business names are chosen for marketing. Mine tells a story. Native Tucson Notary reflects who I am as a true Tucson native. I built my business around the community I have always called home. My name is not just a label, it represents my roots, my familiarity with the area, and my commitment to serving the people of Tucson with reliability, professionalism, and care.

Much of my work centers around loan signings for the real estate industry. I partner with title and mortgage companies to make sure documents are completed accurately and efficiently so transactions can move forward and close smoothly. I understand how important timing and attention to detail are in these situations, and I take pride in helping each closing stay

on track. I also work with attorneys on legal documents such as trusts, estate planning paperwork, and powers of attorney.

One of the most important parts of what I do is providing mobile service. I travel throughout Tucson to meet clients where they are, including assisted living communities, hospitals, hospice, and rehabilitation facilities. Being able to bring this service directly to people, especially during important or sensitive times, is something I take seriously and approach with patience and respect.

In addition to notary services, I provide fingerprinting, both digital and ink, for individuals and businesses who need documentation for employment or volunteer work. Offering multiple services allows me to be a reliable resource for a variety of needs in one place.

I also serve as an Apostille Agent Facilitator, helping clients navigate the process of

obtaining authentication for international documents. It can feel overwhelming, and I work to make it simple, clear, and manageable every step of the way.

Native Tucson Notary is more than my business name. It reflects my commitment to this community and the people I serve every day.



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LA HACIENDA
A Family Mexican Restaurant & Cantina

LA HACIENDA

Family Mexican Restaurant:

When you talk to Lorena Sahagun-Perez, owner of La Hacienda in Oro Valley, one thing becomes clear very quickly, this is not just a restaurant, it is a family legacy.



That legacy began with her father, Ruben Sahagun, who immigrated to the United States at 17 years old. Starting as a dishwasher, he worked his way through every position in the restaurant industry, eventually becoming a manager. After years of learning and growing, he opened his own restaurant in Washington State in 1990, a business that continues to operate today.

Lorena grew up in that environment, starting work at just 14 years old. While she did not always envision herself in the industry, it became part of who she is.

The move to Arizona came in 2012 after a friend recognized the growth

happening in Oro Valley. The family took a leap of faith, opening locations in Tucson and Oro Valley. By 2014, La Hacienda was established and quickly embraced by the community.

Rooted in Tradition, Built for Today

La Hacienda's menu reflects its deep roots in Jalisco, Mexico, particularly Guadalajara. Known for its cattle and rich culinary traditions, the region inspires the restaurant's focus on high quality beef dishes, especially their signature carne asada.

Prepared using a carefully sourced outside skirt steak and grilled over charcoal, the dish has become a customer favorite. Seafood also plays a major role, influenced by coastal regions like Puerto Vallarta. Their seafood enchiladas, along with newer additions like crab enchiladas, continue to draw attention.

While the menu remains consistent, new items are occasionally introduced based on customer feedback, reinforcing

a strong connection between the restaurant and its guests.

The "Dynamic Trio" Behind the Success

What truly sets La Hacienda apart is its leadership structure. Lorena refers to it as the dynamic trio.

Her husband, Gil, leads the kitchen, her father, Ruben, manages the bar, and Lorena oversees the front of the house.

This hands on approach ensures consistency across every aspect of the business. From food quality to customer service, nothing is left to chance.

That consistency is a major reason customers return again and again.



Ruben (founder/owner)
Lorena (GM/Owner)
Gil (Chef)

A FAMILY LEGACY SERVING ORO VALLEY

A Culture of Care

As a family run business, La Hacienda places a strong emphasis on culture. Passion and pride are evident not only among the owners but throughout the staff.



Employees are trained to prioritize respect, attentiveness, and positivity, values that are not always easy to find in today's workforce. Staffing has been one of the restaurant's biggest challenges, but Lorena has found success by hiring through referrals and focusing on attitude as much as experience.

The result is a team that genuinely enjoys what they do, and it shows.

Thoughtful Food, Thoughtful Service
Another detail that sets La Hacienda apart is its approach to food preparation. Dishes are intentionally balanced, allowing guests to customize flavors to their liking, whether that



means adding more seasoning or enjoying it as prepared.

This approach not only enhances the dining experience but also

accommodates a wide range of dietary preferences, something especially important for many of their regular customers.

Growing Beyond the Dining Room

La Hacienda's catering business has also seen significant growth. Serving events ranging from 20 to 250 guests, the team provides a full service experience, including setup.

While still a smaller portion of the overall business, catering continues to expand, thanks to strong word of mouth, consistent positive feedback, and a great addition to the team, catering coordinator Jamie Seedall. She adds her personal touch to each event. Her radiant personality and attention to detail have a huge impact on the success of their catering department.

Looking Ahead: Expansion on the Horizon

With a current seating capacity of 105, La Hacienda often operates at full capacity, with wait times reaching up to an hour during peak periods.

To meet demand, a long awaited expansion is now underway. Originally planned before the pandemic, the project was delayed but has recently moved forward thanks to collaboration

with their new landlord.

The expansion will add about 50 additional seats, enhance the bar area, and create space for private events. Designed to blend seamlessly with the existing restaurant, the new space will maintain the same warm, inviting atmosphere while improving overall flow and functionality.

Completion is anticipated for the larger restaurant and will happen before September 2026.



The Secret to Success

When asked what keeps customers coming back, Lorena's answer is simple, *presence*.

The owners are always there, engaged, attentive, and committed to maintaining the standards they have built over the years.

That, combined with quality food, strong values, and a genuine appreciation for their customers, has turned La Hacienda into more than just a restaurant.

It is a place where people feel welcome, and where they keep coming back.

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MERIDIAN'S "PLAN 2026"



Our next venture

PLAN is focused on individuals who are within 10 years of retirement or already retired. Our next event this fall will be geared toward younger investors in their first 10 years of investing, typically in their 20s and 30s. Everyone wants to reach a point where they can retire with confidence and feel ready to step away from work—but how do you take the right steps to get there smoothly and as early as possible? That's exactly what we'll be covering, sharing tips and insights from our advisors and carefully selected guest speakers. Stay tuned!



First Annual Retirement Resource Fair

In the first quarter of 2026, Natalie and Jake hosted their inaugural Retirement Resource Fair, designed to educate, inform, and guide clients and friends on what to consider and PLAN for in retirement. The goal was to create a comprehensive, all-in-one experience covering the most important aspects of the retirement journey. The event featured six experts from various industries in a fireside chat-style format, sharing valuable insights and addressing common misconceptions. In just a half-day, attendees were introduced to the core components of retirement planning, leaving with greater confidence, knowledge, and peace of mind.



Our featured guest speakers shared their expertise on the following core topics:

- Dividend Investing - Retirement Income
- Tax Planning - OBBBA Changes
- Social Security - How Does It work and When Should I Turn It On?
- Long-Term Care - How Do I Know If I Need It?
- Annuities - Explaining The Use Cases of This Financial Tool
- Estate Planning - Trusts vs. Wills

We were thrilled and honored to see how many attendees spent the morning with us, learning and preparing for a seamless retirement. Participants were engaged throughout, asking thoughtful questions of our guest speakers and making the morning fly by. We look forward to "PLAN 2027" with inspiration to create an even more memorable and worthwhile Resource Fair—mark your calendars!



"Our business is firmly built on the unwavering trust of the clients we serve. Whether you are an individual or family, business owner or non-profit organization, Meridian prides itself on the fiduciary role we play in planning for our client's financial wellness. Our priority is simple... Our clients come first." - Natalie Fernandez

BUILDING CONNECTIONS: HOW MELISSA CAMPBELL IS LEADING A&M PERSONNEL INTO THE FUTURE

Tucson native Melissa Campbell is the newest member of the leadership team at A&M Personnel, the family staffing business founded by her grandmother, Alice Campbell, and carried forward by her father, Tom Campbell. Growing up around the company, Melissa learned firsthand the value of hard work, cultivating strong relationships, and supporting the local business community.

After earning her degree from Arizona State University, Melissa returned to Tucson with fresh perspectives and a commitment

to building on her family’s legacy. Now, as she steps into a larger leadership role, she is focused on fostering meaningful connections—between employers, job seekers, and the community at large.

“Networking isn’t just about exchanging business cards,” Melissa says. “It’s about building trust, understanding needs, and creating opportunities that benefit everyone involved.”

Under her guidance, A&M Personnel continues to provide personalized staffing solutions while embracing innovation to meet the evolving needs of local businesses. Melissa emphasizes collaboration, mentorship, and relationship-building as key drivers for the company’s growth.

Looking ahead, Melissa is dedicated to expanding opportunities for both



businesses and workers, ensuring that A&M Personnel remains a trusted partner in Tucson’s thriving business landscape. Whether connecting job seekers with the right roles or helping companies find the talent they need, Melissa Campbell is leading with purpose, vision, and a commitment to community.

Melissa Campbell | A&M Personnel | (520) 323-8778 | AMPersonnel.com



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ROMANCING THE ART:

THE VIBRANT WORLD OF DIANA MADARAS

Diana Madaras speaks of her artistic life with gratitude and wonder. “I live a romantic lifestyle,” she says, “turning my passion for Southwest living into art.”

In a chaotic world, true serenity can often feel elusive. Standing before a Madaras painting feels like hearing your favorite song begin—a sudden energy shift into a moment of happiness. Madaras has made it her life’s work to share these fleeting glimpses of respite and beauty. Her signature style is instantly recognizable and defined by bold, joyful color.

Forty years ago, Madaras arrived in Tucson, Arizona, intending only to pass through. She had been accepted into graduate school at the University of Arizona and came west from New Jersey with no plans beyond the academic. But the unique charm of the Sonoran Desert made an unforgettable impression on her.

What followed was a decades-long devotion to artistic exploration, shaping Madaras into a nationally recognized and beloved figure in the art world. Today, her work is held in private collections, resorts, and public spaces, including Tucson International Airport. Her work has been the subject of more than 25 solo exhibitions and has graced the covers of numerous publications. Yet most would agree the allure of Madaras lies in something deeper than acclaim.

It’s the creative spark she continues to carry, the sense of limitless possibility alive in every piece she creates. “Variety keeps me interested,” says Madaras. “After all these years, I still get excited about the possibilities when standing before a blank canvas.” She draws inspiration from a

dynamic range of subjects, including expressive florals, serene courtyards, vibrant landscapes, and soulful animal portraits.

“I have always had a deep connection to animals,” she reflects. As a child, she helped care for sick and injured creatures in her father’s veterinary office, which was attached to their family home. In her paintings, Madaras is especially drawn to capturing the soul of an animal through the expression in its eyes. “When I paint an animal’s eyes, I feel like I’m getting a glimpse into their soul.”

Her remarkable empathy continues to guide her beyond the canvas. In 1999, when Madaras opened her gallery, she also founded the nonprofit Art for Animals with a dual mission: to share art and to help sick, abused, or injured animals in need. Since its founding, the organization has raised over \$200,000 in support of animal causes. In 2019, the Tucson Wildlife Center named Madaras the Benefit Honoree for her exceptional dedication to its mission.

Each year, Madaras trades city streets for dusty trails, returning to a family-run ranch just outside Tucson, where generations have preserved a way of life rooted in Western tradition. White Stallion Ranch is a rare gem, an authentic gateway into the past.



Diana Madaras

“The romance of the authentic West lives on,” says Madaras. “Not just in history books or old films. I find restoration, peace, and inspiration on my annual treks to White Stallion Ranch.”

The cowboy guitarist sits by the evening campfire. Wranglers flip flapjacks in the desert during the morning breakfast ride. Guests on horseback squeal with delight as they fly like the wind on rides to the mountain pass. To gaze upon 3,000 acres of sprawling open range and commune with the horse beneath me centers my world. It feeds the soul in a way nothing else can.”

Whether it’s in a quiet moment in a sunlit courtyard or experiencing the gentle gaze of a horse, Diana Madaras reminds us that joy is not a luxury—it’s essential. Her art offers viewers an invitation to see the world with more color and more heart.

madaras Gallery



THE WALL THAT WELCOMES TUCSON

If you've ever arrived at the Tucson International Airport and made your way toward baggage claim, there's a good chance you've heard it called simply "the wall."

It's not just a wall.

It's Tucson's first handshake.

Behind it is a story that began more than five decades ago—one built on hospitality, vision, and a deep love for connecting people to place. Today, that legacy is carried forward by Viki Hult, who has transformed a simple idea into one of the most quietly powerful marketing and community connection tools in Southern Arizona.

A Vision Born from Welcome

The story begins in the late 1960s, when Luanne Koepke launched a business called Welcome Newcomers, inspired by the old Welcome Wagon concept. At a time when Tucson was growing rapidly, newcomers needed guidance about where to go, what to do, and how to feel at home.

Soon after, Koepke partnered with her close friend, Geri TenBrink. Together, they saw an opportunity no one else had yet realized: reaching people the moment they arrived.

In 1971, that vision became reality with the opening of the first airport information center at Tucson International Airport.

At the time, there were no greeters, no centralized resources, and very little guidance for visitors or families arriving, especially those connected to the University of Arizona. What started as a simple idea

quickly grew into two airport locations, laying the foundation for what would become a lasting Tucson institution.

More Than Information—A Connection Point

Today, that original concept has evolved, but its purpose remains the same.

Located near baggage claim areas, the airport's information centers are instantly recognizable: large, fully stocked displays filled with magazines, brochures, and local resources. Travelers often ask airport staff,



"Where's the wall?" This is a testament to how well-known and relied upon it has become.

But what makes it so effective in the digital world?

"People still want something they can hold," Viki explains. "They want to take it with them, look at it later, share it with family, and plan their time here."

With over 3.9 million travelers passing through the airport each year, plus countless locals picking up visitors, the

reach is far greater than most realize. Visitors gather materials for weddings, reunions, vacations, and future trips, often taking multiple pieces at a time.

And it's not just passive distribution.

"We help them," Viki says. "We talk to them one-on-one. We help them plan where to go, what to see, where to eat. It's personal."

A Family Legacy Continues

Viki officially took over the business around 2010, after her mother, Geri, stepped back due to illness. But in truth, she had already spent decades immersed in it working alongside her mother and learning the business from the inside out.

Today, it remains a true family operation.

Her daughters have worked in the business since high school, and now even her granddaughters help stock brochures at the airport continuing a multi-generational tradition that began more than 55 years ago.

"I'm most proud that it's still a family business," Viki shares. "My mother would love that we're still doing this together."

Expanding Beyond the Airport

While the airport remains the hub, the reach extends far beyond it.

Through partnerships with Visit Tucson, local communities, and the Davis-Monthan Air Force Base, Viki and her team connect directly with new residents, visitors, and military families.

One of the most impactful programs is the Right Start Program at Davis-Monthan, where every incoming service member and their family receives a personal introduction



HOW *Viki Hult* is carrying forward a 55-year legacy of connection, community, and discovery.

to Tucson. Unlike most resources, this interaction is face-to-face allowing for real conversations, tailored recommendations, and immediate connection.

In addition, Welcome Newcomers continues to send customized relocation packets to individuals and families, ensuring that even before they fully settle in, they feel informed and supported.

Blending Tradition with Innovation

While print remains a cornerstone, Viki has embraced modern tools to meet evolving needs.

QR codes are now integrated alongside printed materials, giving businesses flexible, cost-effective ways to share information without the burden of constant reprinting. This hybrid approach allows the centers to stay both accessible and sustainable.

Still, the demand for physical materials hasn't slowed.

At any given time, the airport displays feature:

- 20+ magazines
- 75 to 100+ brochures
- A constantly rotating selection of local attractions, restaurants, hotels, and services

And the need continues to grow.

An Open Invitation to Tucson Businesses

What many local businesses don't realize is just how powerful this platform is.

From first-time visitors to long-time residents planning events, people actively seek out information, and they trust what they find there.

"There's a huge need for more sightseeing, restaurants, and local

attractions," Viki says. "People think travelers already have everything planned, but they don't. They're still looking."

With high visibility, constant foot traffic, and direct engagement, the airport information centers function as a one-stop marketing hub connecting businesses with people at the exact moment they're ready to explore.

Always Stocked. Always Ready.

Unlike many marketing channels, this one never turns off.

Viki and her team maintain the displays seven days a week, including holidays. Whether it's Christmas, Thanksgiving, or a busy travel weekend, the racks are continually restocked because a single full flight can clear them out in no time.

And beyond the main "wall," additional racks in rental car areas and private terminals ensure that visitors have multiple opportunities to discover what Tucson has to offer.

A Legacy That Welcomes the Future

What began as a simple idea, to welcome people, has become something much bigger.

It's a bridge between visitors and community.

A resource for discovery.

A platform for local business growth.

And above all, it's a legacy of connection that continues to evolve while staying true to its roots.

For Viki Hult, it's not just about brochures or information.



It's about making sure that every person who arrives in Tucson feels like they've already been welcomed.



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- Social Media Spotlight - For new members
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- Unlimited website listings in the Classifieds and Local Events Calendar
- Member Exclusive Pricing for lunches and special events
- Customized name badge and “Proud Member” or “Proud Sponsor” custom-made metal sign to showcase at your workplace.
- YouTube: Members are promoted in event videos featured on the Tucson Business Networking YouTube channel.
- **AND MORE!**

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Your Social Security Strategy Matters More Than You Think

WHY WORK WITH AN RSSA®

For most Americans, Social Security is not just another government program. It is the foundation of their retirement income. Despite its importance, it remains one of the most misunderstood and underused financial resources. The impact can be significant. The average household can lose more than \$110,000 in lifetime income simply by making the wrong claiming decisions. Planning early and planning correctly makes a real difference.

How an RSSA® Helps You Protect What You've Earned

As a Registered Social Security Analyst (RSSA®), I work with individuals, couples, and business owners to navigate the rules, exceptions, and timing strategies that determine how much they ultimately receive. My goal is simple. I help people understand their options so they can maximize the benefits they have earned with clarity and confidence.

Why Social Security Planning Is More Complicated Than It Seems

Many people believe claiming Social Security is as simple as picking an age. In reality, it is far more involved. There are thousands of rules and countless combinations to consider. Life circumstances such as marriage, divorce, self-employment, disability, pensions, and dependent children all play a role.

Every situation is different, and the decisions you make can have a lasting impact.

Your Personalized Social Security Plan

A comprehensive RSSA® analysis takes the guesswork out of the process and focuses on strategies that maximize your lifetime benefits. Your personalized plan includes:

- A clear and easy to understand breakdown of your Social Security options
- Side by side comparisons of different claiming ages and their long term impact
- Identification of all benefits you may qualify for, including retirement, spousal, divorced spouse, survivor, disability, and dependent benefits
- Strategies to help avoid early claiming penalties, reduce taxation, and coordinate benefits with other income
- Guidance on eligibility dates, application timing, and next steps
- Ongoing support as your situation changes

Claiming Social Security is not a one time decision. It is a series of decisions that should be made with intention.

Who Benefits from an RSSA® Analysis

Social Security affects everyone differently. For example:

- Married couples can coordinate benefits to increase household income
- Divorced individuals may still qualify for benefits based on a former spouse
- Widows and widowers may be eligible for higher survivor benefits
- Self employed individuals can structure



Allen Manderson, RSSA®

income to support future benefits

- Parents with minor children may qualify for additional dependent benefits
- Individuals with disabilities may be eligible for Social Security Disability Insurance

Missed opportunities can cost thousands over time, but with the right plan, those losses can be avoided.

After more than a decade of helping individuals and business owners protect their financial futures, becoming an RSSA® was a natural next step. Social Security is something people have paid into for years, and they deserve to make informed decisions based on facts.

I see Social Security planning as a way to strengthen families and support long term financial stability. Whether someone is planning ahead, nearing retirement, already receiving benefits, or simply looking for answers, I am here to help.

If you or someone you know has questions, I would be glad to connect.



LET'S TALK!

Thriving into our 100's: Longevity, Health, & Wellness

I've heard this phrase all too much while helping patients. **"Maybe I'm JUST GETTING OLD."**

It's frustrating. I often explain to people that our brain and body functions off of "Use it, or Lose it."

If you haven't heard of the Blue Zones, these are 5 locations in the world where people commonly live to 90 or 100 years of age and thrive.

Movement, breath, healthy relationships, food from the Earth, and emotional release/regulation all help to improve your health and live longer. We do not "just get old" and feel pain. I am grateful to share bits of this information with each patient I meet.

Graduating from chiropractic school, the stigma was simple: "Chiropractors adjust your joints to improve your health."

I found that this model of care is only one way to support the human body. "If your only tool is a hammer, you end up seeing every problem as a nail."

As I continued to treat more patients with low back pain, neck pain, hip pain, foot pain, migraines, stroke,

vertigo, and other conditions, results displayed that the human body system responds well to therapies other than adjustments.

So, you may be thinking, "If you're a chiropractor and don't adjust often, how do you help patients then?"

This is what gives me excitement. Each patient is a unique puzzle. I test and combine whatever works best to help them move more easily, hike more comfortably, or play with their kids or grandkids with more presence and less pain.

Each patient under my care receives a combination of these therapies:

- Chiropractic Adjustments
- Muscle / Trigger Point Release
- Dry Needling / Myofascial Cupping
- Neurological Therapy (vision and balance therapy for globalized body tension)
- Functional or Sports Rehabilitation
- Nutritional Guidance or Education



Dr. Nate Kinnison

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From the Beginning – A BIRTHDAY NIGHT at the FOX TUCSON THEATRE

by Stacy Fowler

Welcome back, my friends...

Every magazine has a story,
and mine started with a song.

My very first issue was inspired
by “From the Beginning” by
Emerson, Lake & Palmer. It
just felt right. Not only have I
always loved their music, but
the title couldn’t have been
more fitting. I was launching
my very first magazine while
sharing how Tucson Business
Networking came to life.
It truly was a beginning in
every sense.

I realized that Fox Tucson
Theatre was hosting Emerson,
Lake & Palmer... on my
birthday, April 12, 2026.



Carl Palmer
Photographer, Fred Kuhlman

I reached out to Jonathon
Crider at the Fox Tucson
Theatre, and asked if there
was any way he could help
me get my magazine signed
if I attended the concert.
What I didn’t expect was
how it would all come
together.

Before the event even
started, my magazine
had already made its
way backstage... into the
dressing room.

Not only did he make that
happen, but I was also
seated in the fourth row,
right in the middle of it all.
And yes... I walked out of that
night with my very first magazine
signed. Still one of those “did that
really just happen?”
moments.

And being at the Fox
made it even more
meaningful. This
beautiful, historic
venue has been part
of Tucson’s story since
1930, bringing people
together for everything
from films to live
performances.



You can feel that history the
moment you walk through the
doors.

For me, it became part of my
story too.

Sometimes the best moments
aren’t the ones you plan perfectly...
they’re the ones that come together
when passion, timing, and a big
help from my friend.

And sometimes, the best stories
really do start from the beginning
and to a show that never ends.

Thank you, Jonathon Crider

How to choose a BUSINESS NETWORKING GROUP

There are hundreds of networking groups, clubs, some national, some local. How do you know which is best for you?

Each group has a different goal, a different structure, and different rules and regulations. Whatever your personal criteria, don't overlook the role of the NETWORKING FACILITATOR in the group.

A facilitator is a person who helps a group work together more effectively, guiding them through processes to achieve common goals, improve communication, and reach decisions. They manage meeting structure, encourage engagement, and handle group dynamics to ensure productive outcomes.

What is a facilitator's value to a networking organization?

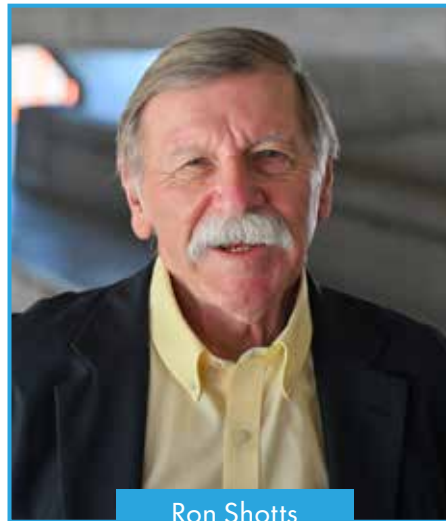
Yes, a networking facilitator can make a profound difference in a networking organization, often being the deciding factor between a group that is a "chore to attend" and one that is a "powerhouse for growth."

At its core, a facilitator is the "engine oil" of a networking organization—they ensure that the many moving parts of a group work together without grinding to a halt. While many people confuse them with traditional leaders, their value lies in process management rather than just directing content.

In a networking context, where the goal is to build relationships and exchange value, a skilled facilitator provides several critical benefits:

Introducing Stacy Fowler and Steven Fowler—Tucson Business Networking

While many organizations rely on organic interaction, Stacy and Steven provide a strategic framework that maximizes the ROI for every member. Here are four points about how they fundamentally change the dynamics of a networking organization.



Ron Shotts

1) "Passive Attendance" to "Active Engagement"

In many networking groups, the same 3-4 people dominate the conversation while others sit quietly.

- OVERVIEW: Stacy uses specific techniques to equalize the room. They ensure that the "quiet experts" are heard and that the "over-talkers" are redirected, ensuring a much broader exchange of ideas and leads.

2) High-Speed "Trust Building"

Trust is the currency of networking, but it usually takes months to build.

- OVERVIEW: Steven speeds up this process by using curated

prompts and structured vulnerability. Instead of asking "What do you do?", they might ask, "What is the biggest challenge your industry is facing this month?"

3) Precision Matchmaking

In a self-managed group, you might never realize that the person sitting across from you has exactly what you need.

- OVERVIEW: Stacy and Steven keep a "mental map" (or a literal database) of every member's needs and offerings. They act as a human router, making introductions that are surgically precise:

4) Overcoming the "Awkwardness Barrier"

The biggest deterrent to networking is the fear of awkward silences or not knowing how to enter a conversation.

- OVERVIEW: They take the "social risk" on themselves. They are the ones who walk up to the person standing alone and guide them into a group.

The Bottom Line: Stacy and Steven are the difference between a "social club" and a "networking powerhouse." They turn a collection of individuals into a high-functioning system that produces tangible business results.



Stacy's FRIENDS Lego Set



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WE’LL BE THERE FOR YOU: How Habitat Tucson Builds More than Homes

“I’ll be there for you” isn’t just a theme—it’s a promise.

Habitat for Humanity Tucson keeps that promise every day: for a veteran’s family waiting on an affordable mortgage, for a volunteer swinging a hammer on a Saturday morning, or for a shopper at the HabiStore whose purchase builds someone’s future. Being there means partnering with homebuyers through their journey to first time homeowner.

For over four decades, Habitat for Humanity Tucson has been a cornerstone for affordable housing in Southern Arizona. Through our Home Ownership Program, we partner with families, veterans, and individuals to build safe, stable homes such as the energy-efficient homes built to meet ENERGY STAR standards.

This is not a free-housing initiative. Instead, families purchase their homes through an affordable mortgage with predictable monthly payments. In partnership with the community, these homeowner families also contribute through “sweat equity,” working alongside volunteers to build their own and other homes. This model doesn’t just build

houses—it builds generational wealth, long-term financial security, and stronger communities.

Behind every home built is an army of volunteers. Our Volunteer Services program offers opportunities ranging from construction and site work to non-construction roles in the office and at the HabiStore. With over 12,000 volunteers lending their time last year, this collective effort ensures that building dreams is a community-wide endeavor.

The HabiStore is where our community literally builds homes with every purchase. Last year alone, what you bought and donated helped us build six homes for Tucson families. Walk in any day and find furniture, appliances, and building materials at real bargain prices. Every dollar stays local, building affordable homes. Donate your gently used items instead of tossing them—you keep good stuff out of landfills while swinging a hammer for a great cause. That’s not just shopping. That’s community.

Building hope for a home takes all of us. Visit HabitatTucson.org today to make a difference with a donation.



Habitat For Humanity Tucson | (520) 326-1217 | HabitatTucson.org



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Not long ago, my family was trying to care for someone we love. We weren't looking for a service. We were looking for guidance. We were looking for someone we could trust.

And that's harder to find than it should be.

Like a lot of families here in Tucson, we felt overwhelmed. Not because we didn't care... but because we didn't know where to start, who to call, or if we were making the right decisions.

That experience is why I opened A Place At Home – North Tucson.

Now, I sit with families every week who are carrying that same weight. They're doing their best to hold everything together... and then life asks them to take on one more thing: **caring for someone they love.**

Most ask the same question: *"Where do we even start?"*

We help them answer that.

Not with a script. Not with a one-size-fits-all plan. But with real support that meets people where they are... whether that's a few hours of companionship or more hands-on care.

Because this work is personal. It's about trust, dignity, and showing up the right way when families need it most.

If you're navigating care for someone you love, you don't have to do it alone.

— Gerardo Valenzuela
Owner, A Place At Home - North Tucson



If you ever need a starting point, I'm always open to a conversation.



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HUMBERTO S. LOPEZ

Founder - Center of Opportunity

Tucson, Arizona

LETTER

from Humberto S. Lopez to Lisa Chastain, CEO
at Gospel Rescue Mission - Tucson, AZ

Lisa,

I want to thank you, sincerely and from the bottom of my heart, for taking the initiative to write this story about my life and, most importantly, about what I consider my greatest accomplishment and deepest source of pride—the Center of Opportunity. Your willingness to tell this story means more to me than I can properly express, because the truth is that without you, none of this would have ever been possible.

While I may have started with a vision, it was your passion, your unwavering commitment, and your extraordinary love for those who are less fortunate that transformed that vision into something real, something living, and something that is changing lives every single day. You have an incredible ability to see dignity where others may not, and to extend compassion where it is needed most. That is a rare gift.

Every day, countless individuals struggle simply to survive—people who have been overlooked, forgotten, or left behind. Yet you never turn away from them. Instead, you meet them with kindness, patience, and understanding. You have given a voice and hope to those who often feel invisible, and in doing so, you have helped build something that will endure far beyond any of us.

I truly believe that God brought us together for a reason. I came with an idea and a desire to make a difference, but it was you who gave that idea its heart and soul. You carried it forward with strength and determination, and because of that, the Center of Opportunity stands today as a place of hope, restoration, and second chances.

What you have done is not just meaningful—it is extraordinary. The impact of your work will be felt for generations, and the lives you have touched will continue to ripple outward in ways we may never fully see.

Please know how deeply grateful I am—not only for your work, but for who you are as a person. Your compassion, your integrity, and your love for what I often call “God’s forgotten children” inspire me every day.

I love you for all that you do, for all that you represent, and for the difference you continue to make in this world.

With my deepest appreciation and respect,

Bert



What shapes a life of purpose—and what compels someone to use that life to change the trajectory of others?

For **Humberto Lopez, Founder and President of HSL Properties**, the answer begins not with success, but with loss, responsibility, and a defining moment that would influence every decision that followed. His is a story built on contrast—of knowing comfort and then knowing hardship, and of choosing to let that experience forge something far deeper than personal ambition.

At just 12 years old, Lopez lost his father unexpectedly. In a single moment, the life he had known in Ciudad Obregon, Sonora, Mexico—one of stability and provision as the son of a successful rancher—was gone. What followed was not just grief, but a complete and disorienting shift in reality. Security gave way to uncertainty. Childhood gave way to responsibility. The steady foundation that had once held his family's life together had been pulled away without warning.

His family moved to Nogales, Arizona, to live with their grandmother. As the oldest of six children, Lopez stepped into a role far beyond his years. He worked

wherever he could—washing dishes, digging ditches, working in the fields, bagging groceries—doing whatever was necessary to help support his family. There was no room for self-pity. There was only the work in front of him, and the understanding that his younger siblings were depending on him.

Those early experiences shaped more than his work ethic. They shaped his entire perspective on life, opportunity, and what it truly means to be responsible for others.

“I probably would not have been so driven to succeed if I had not experienced both a good life and then poverty,” he reflects. That duality became one of the most powerful forces in his life. It gave him a clear, lived-in understanding of what stability meant—and how quickly it could disappear. For Lopez, success was never an abstraction. It was something concrete and necessary, something he

had seen exist and then watched vanish, and something he was determined to rebuild.

He often points to a Spanish proverb that reflects that season: *Hay que aprender a perder antes de saber jugar*—you must first learn how to lose before you can learn how to play.

For Lopez, learning to “lose” was not about defeat. It was about preparation—instilling resilience, discipline, and the quiet determination to keep moving forward no matter the circumstance.

Out of that season came a realization that would redirect everything: education would be the key to changing his future.

“I realized early on that without an education, my opportunities would be very limited,” Lopez has shared. “That became something I was not willing to accept.”



He pursued his studies with the same resolve he had brought to every job before it—earning an associate's degree from Cochise College and later a bachelor's degree in accounting from the University of Arizona. It was more than a credential. It was the fulfillment of a promise he had made to himself in the hardest years of his life.

His choice of accounting was straightforward. “It was the first course I took, and I liked it,” he says. That honest, practical mindset would become a defining trait—one that guided his approach to business, community investment, and philanthropy alike. He followed what made sense, what he understood, and what he could build upon.

After graduating, Lopez moved to Los Angeles and joined the audit department at Deloitte. There, he developed expertise in finance and gained meaningful exposure to real estate investment—a combination that would shape the course of his career.

He didn’t wait long to act on it.

With just \$1,000 in borrowed capital, he made his first real estate investment. The profit was modest, but the process was sound. He reinvested those earnings, then reinvested again—building his portfolio gradually and consistently, one deliberate step at a time.

“There were no shortcuts,” Lopez has said. “You build step by step, and you learn as you go.”

That measured approach—born from necessity and refined through experience—became the foundation of everything that followed.

In 1975, Lopez co-founded HSL Properties. Within a few short years, the company expanded across multiple states, building a diverse and growing portfolio of residential and commercial real estate. By 1980, with the business thriving, Lopez and his wife, Czarina, made a decision that reflected their values as much as their success—they chose to move their family to Tucson, Arizona.

It was not simply a business decision.

It was a life decision. A deliberate choice about the kind of community they wanted to be part of and the kind of future they wanted to build together.

“We wanted to be in a community where relationships mattered,” Lopez has said. “A place where you knew the people around you and where your family could grow in the right environment.”

Over the years that followed, HSL Properties grew into the largest apartment ownership group in Southern Arizona, with additional investments in hotels and commercial properties. Lopez’s success continued to expand—but so did his sense of obligation to the community that had become his home.

He became deeply involved in community life, serving on numerous boards and contributing to organizations focused on education, healthcare, and economic development.



Yet through all of it, his perspective remained grounded. The boardroom never eclipsed the memory of the fields in Nogales.

He never forgot where he started.

“I never forgot what it felt like to struggle,” Lopez says. “And I never forgot how important it is to have someone believe in you and give you an opportunity.”

That belief—in the power of a single opportunity offered at the right moment—would eventually take shape through The H.S. Lopez Family Foundation.

The Foundation was established with a clear mission: to seek and fund both

traditional and innovative programs that improve quality of life. Its vision is rooted in compassion and purpose—to significantly change the lives of those in need, with particular focus on individuals facing their most desperate moments with little or no resources to draw upon.

“For me, philanthropy is not just about giving money,” Lopez has said. “It’s about giving people a chance.”

The Foundation concentrates its work across three primary areas: education, health, and welfare—pillars that Lopez views not as separate concerns, but as deeply interconnected dimensions of human flourishing. Each one matters. And none of them work in isolation.

Education remains central.

Lopez’s own life is a testament to what it can unlock, and the Foundation invests in programs that create pathways across every stage—from early childhood development to higher education scholarships to vocational and trade programs for those who may not follow a traditional academic route.

Health is equally essential. The Foundation supports programs that address both physical and mental well-being, recognizing that a person who is not well

cannot learn, cannot work, and cannot build toward a better future.

And in the area of welfare, the Foundation provides support for immediate needs—food, shelter, essential resources—while also connecting individuals and families to services that can help them begin to move forward.

“All three areas are connected,” Lopez explains. “If someone doesn’t have health, or education, or basic needs met, it’s very difficult for them to move forward.” That integrated philosophy would later become the defining logic behind one of his most consequential undertakings.



“I think it goes back to about 15 years ago,” Lopez says, reflecting on the origin of what would become the Center of Opportunity. During a tour of a multi-service campus, he witnessed something that never left him: multiple non-profits working side by side in one shared place, each doing its own important work—but doing it together. Coordinated, efficient, and far more effective than any single organization could be alone. “I thought, wow, what a great idea to get all these nonprofits into one campus.”

The idea stayed with him for years. It grew. And it waited.

Then the opportunity came.

When a large property in Tucson became available, Lopez acted immediately—making an all-cash offer and closing in just ten days.

“When the property came up, I knew right away,” he says. “This was the opportunity to bring that vision to life.”

What he saw was not just a building. He saw a solution.

“I wanted to create something where people didn’t have to go from place to place to get help,” Lopez explains. “A place where everything could come together, and where people could truly begin to rebuild their lives.”

To bring that vision to life, he invited nonprofit leaders from across the community to tour the property.

One by one, they declined.

“I was turned down by every single one of them,” he says. But his confidence never wavered. “I was not disappointed, because I knew God had somebody else out there waiting.”

The right partner emerged in Gospel Rescue Mission.

“When I accepted the GRM position, none of it made sense to me,” recalls Lisa

Chastain. “My first natural response was absolutely not—but my heart response was that I knew God was calling me to do it.”

When she toured the property with Lopez, doubt gave way to conviction.

“That day, everything came together,” she says. “I knew this was what we were called to do.”

That partnership—built on shared faith, complementary strengths, and a common commitment to the people of Tucson—proved to be the right foundation. Over the next six years, it grew into what is now the Center of Opportunity—a campus of more than 220,000 square feet, with eight buildings and over 50 partner organizations working in coordination to serve more than 10,000 individuals each year.

Rather than asking someone in crisis to navigate a fragmented network of services scattered across the city, the Center brings everything together under one roof—shelter, food assistance, addiction recovery, mental health support, job training, housing resources, and more. “That’s what makes this model different,” Lopez says. “It’s coordinated care.”

The result is not just efficiency. It is dignity, respect and love.

For Lopez, the Center represents **more than a project he funded or a building he acquired.** It is a

philosophy made visible—a life’s worth of conviction translated into something people can walk through, be seen in, and begin again within.

“It’s not just about providing food and shelter,” he says. “It’s about preparing people to go back out into the world and be self-sufficient.”

“You get to see life transformation in front of your eyes every single day,” Chastain adds.

That is the measure Lopez cares about most. Not the balance sheet. Not the accolades. The moment someone’s life turns in a new direction.

“My dream was that we would have these Centers of Opportunity throughout the country,” he says.

“Communities helping their own people, with the support of those who have the ability to give back.”

That dream continues to grow, carried forward by the same values that shaped him as a boy in Nogales—values forged in hardship and refined into purpose.

A life shaped by loss. A life driven by determination. A life devoted to creating the opportunities he once had to fight for himself.

“I’ve always believed that if you have the ability to help, you have the responsibility to do so,” Lopez says.

And through that belief—held quietly and acted upon across decades—he has created something far greater than success.

He has created opportunity.

Because in the end, the true measure of a life is not found in what is built—but in what is made possible for others.

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Hello, My Name Is – I HAVE NO IDEA WHAT TO SAY

I'm standing at the event table outside Casa Pita, scanning the laminated badges and "Hello, my name is" stickers, when the organizer looks up and smiles.

Stacy greets me with a warm, two-handed handshake. "What do you do, Suzanne?"

I knew this question would be coming all night long and here was the first one – the first time my business would have to make sense outside my own head.

I spat out, "brand strategy."

Stacy asked, "what's brand strategy?"

I'm already slipping.

"I help... healing practices... get clear on their messaging and... attract the right..."

Without losing eye contact, Stacy mercifully

interrupted and smiled as she replied, "I know what that is. So you have a niche." My job is to help build brands that speak for themselves. Mine just went mute.

"Yes," I say. "I have a niche." She handed me a name sticker and a Sharpie and said, "Don't be afraid. The people here are wonderful. And make sure you eat something – Mama Amna's food is amazing."

I stepped aside to let the person behind me check in and wrote my name on the blank. I slapped the sticker on my right pec, exhaled, and entered the restaurant.

Though that moment was humbling, it was clarifying.

If I can't say what I do, when it matters, I don't know it well enough yet.

Clarity isn't something you rise to in the moment. It's where you arrive after deliberate discovery—through questions,



reflection, and collaborative dialogue.

That moment showed me something bigger than a poorly articulated answer. It showed me what happens when your brand isn't fully formed.

Your brand isn't what you know about your business—it's what holds up everywhere your business shows up, especially in a conversation.

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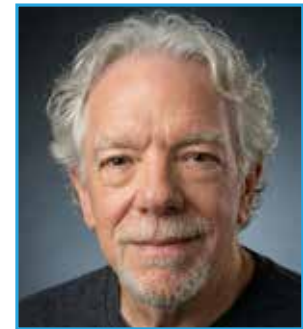
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You're Already Using AI. You Just Haven't Called It That.



It didn't arrive with a memo. It didn't show up on a purchase order or come up in a staff meeting. For most Tucson businesses, AI arrived the same way a lot of things do — quietly, inside a software update, tucked into a tool you were already using. Your scheduling platform got smarter. Your customer service software started drafting responses. Your point-of-sale system began making recommendations. Nobody decided to adopt AI. It was just suddenly there.

It came from the vendors you already trusted, and it's here because it works. The efficiency is real. The productivity gain is

real. Businesses that embrace these tools early move faster and serve customers better than competitors still doing things manually. And because it's working, nobody stops to ask the question that matters most.

Who is governing it? In most small and mid-sized businesses, the honest answer is: no one, yet. Not because anyone is careless, but because the question was never asked. Now it's being asked — by insurance underwriters at renewal, by enterprise clients evaluating vendors, by employees who have been using public AI tools on customer data because no one told them not to. The gap between how fast AI moves and how slowly governance catches up is where real business risk lives.

Closing that gap doesn't require a federal compliance program or an enterprise IT budget. It requires curiosity — the willingness to ask what your AI tools are actually doing and build a defensible set of practices your team can follow. Through LeverAI Consulting, I help Tucson businesses do exactly that in focused sprint engagements under 60 days.



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Students go to work one day a week, including a Friday rotation, to Corporate Partners throughout the school year; the payment from those Corporate Partners

help offset the tuition costs for our families to an affordable cost. We provide transportation to and from the workplace as well as support-services for supervisors.

The large majority of our students are first time high school graduates from their families, as well as first time attendees at a university. Our seniors have a 100% acceptance rate to college. Not only are they graduating with their degree but they are also leaving with corporate work listed on their resume and soft office skills that are essential in today's workforce. We partner with a multitude of workplace opportunities including banks, engineering firms, hospitals, and non-profits around Tucson, Sahuarita and Marana.



If you are interested in changing lives through providing a work experience for a student or sponsoring a student to work at one of our many non-profit partners, please contact **Kevin Brady** at bradyke@sanmiguelhigh.org for more information.

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More Than Collision Repair — RESTORING CONFIDENCE EVERY STEP OF THE WAY

When it comes to collision repair, most people aren't just looking for a shop; they're looking for trust, guidance, and someone who will take the stress out of an already difficult situation. That's exactly what Xavier, the owner of Big Sky Collision Centers, has built his reputation on—creating a space where precision repairs and genuine customer care go hand in hand.

With over 47 years of experience, Xavier leads a team that brings both technical expertise and a people-first approach to every repair. His journey began in his teenage years, working hands-on with vehicles and developing a deep understanding of the craft. Over the years, he has owned and managed multiple collision centers, gaining not only industry knowledge but a clear vision of what customers truly need during the repair process.

What makes Xavier's approach unique goes beyond the shop floor. His background in radio, insurance, and event production has shaped his ability to communicate clearly, think creatively, and connect with people in a meaningful way. That combination has helped create an environment where customers feel informed, supported, and confident from start to finish.

A memorable project early on, working alongside his brothers, turned heads and sparked conversations—a fully customized 1986 Nissan known as the

“Insane Nissan.” This one-of-a-kind show vehicle featured custom seating, mystic-style murals, and a removable fish tank with a functioning fountain



system. It was bold, unconventional, and impossible to ignore. That same mindset continues to influence the work done at Big Sky today, approaching every vehicle with care, precision, and pride, while never settling for ordinary.

Big Sky Collision Centers specializes in manufacturer-standard repairs, working



closely with all insurance companies as well as self-paying clients. Every repair is handled with attention to detail and a commitment to restoring vehicles to their proper condition. Just as important, the team understands that behind every repair is a person who needs reassurance and clarity.

The goal is simple: make a stressful situation feel manageable and deliver results that exceed expectations. Clear communication, consistent updates, and full transparency are at the core of every interaction. Clients are guided step by step through the process so they understand what's happening with their vehicle and why it matters.

That level of service is consistently reflected in the company's Google reviews, where customers frequently highlight the team's professionalism, communication, and quality of work. Those experiences, shared directly by clients, reinforce the trust Big Sky Collision Centers has worked hard to build.

Xavier is the first to say that Big Sky Collision Centers is the result of a collective effort, giving special recognition to his wife Rosa, as well as mentors, coworkers, and team members who have contributed to the company's growth over the years.

At Big Sky Collision Centers, it's not just about fixing cars; it's about building confidence, restoring peace of mind, and creating an experience people can trust.

THE BELLA GROUP:

A Boutique Approach Redefining Property Management in Tucson



With more than three decades of proven excellence across Arizona, The Bella Group is bringing its signature boutique-style property management approach to Tucson—marking an exciting expansion into the market in 2023. Built on a foundation of experience, integrity, and personalized service, the company has earned a reputation for doing things differently—and doing them exceptionally well.

At the core of The Bella Group’s philosophy is a simple but powerful belief: great property management starts with people. Unlike traditional firms that focus primarily on assets, Bella prioritizes the individuals who bring properties to life—its team members and residents. By investing in a strong, supported workforce, the company creates an environment where employees are empowered to deliver exceptional service. In turn, residents benefit from a higher standard of care, responsiveness, and community engagement.

This people-first approach is what truly sets The Bella Group apart in a competitive industry. With carefully curated portfolios and a hands-on management style, the

company embraces a boutique model—offering tailored solutions, attention to detail, and meaningful relationships with property owners and residents alike. The result is well-rounded, high-performing communities where both business objectives and resident satisfaction are achieved.

Now with a solid footprint in the Tucson market, The Bella Group brings not only its extensive experience but also a fresh perspective—one rooted in collaboration, innovation, and service excellence. As the company continues to grow, its mission remains unchanged: to elevate property management by putting people first and delivering lasting value to every community it serves.

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A LOVE LETTER to Startups & Nonprofits

Most of us start our business because of one of the biggest promises of entrepreneurship: **FREEDOM**. Freedom of purpose, freedom of time, freedom of relationships, freedom of creativity, and freedom of finances.

If you're a solopreneur, a startup, or a nonprofit founder, you're an entrepreneur. You're a go-getter. You're a risk-taker. You're on a mission. You're chasing after your dream.

Unfortunately, this dream becomes a nightmare for so many. I've personally seen entrepreneurs shut down the businesses they've worked so hard for. I know the founders of two non-profits – one that serves veterans and one that serves the homeless – who closed their doors because they ran out of cash. It's heartbreaking.

As the founder and owner of Love IT Services, I made it a personal mission to help startups and nonprofits succeed. Our full-service IT company can help you reach your revenue goals by leveraging the right systems and technology.

Here are two surprisingly common mistakes that business owners make: they don't use a CRM, and they don't market themselves well enough. It doesn't matter if you offer the best product or service – if people don't know about you, they can't do business with you.

To bridge the gap, I purchased a premium all-in-one software solution. It functions as a CRM, a digital marketing platform, and a website builder, among many other things. We license that same software to solopreneurs for \$50/month and free to qualified non-profits.



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Designing HOMES

For nearly three decades, Randy Davidson has helped Tucson homeowners create spaces that feel welcoming, personal, and timeless. Her work goes far beyond selecting furnishings or choosing paint colors. At the heart of every project is something much more important: understanding how her clients want to live.

“The relationship always comes first,” Randy says. “If you are listening to your clients and understanding their lifestyle, the design naturally follows.”

That philosophy has guided her career since transitioning into interior design in the late 1990s after years in fashion, retail buying, and owning her own business. Looking back, Randy says the move into design felt surprisingly natural.

“I made a list of the things I loved doing, the things I was passionate about, and the things I felt strongest in,” she explains. “Interior design was really a natural segue from everything I had done before.”

Those earlier experiences helped shape the way she works with clients today. Whether designing a luxury custom home, remodeling a kitchen, or simply helping a homeowner select paint colors and lighting, Randy approaches every project with the same focus on relationships, communication, and trust.

Designing With Feeling

When Randy first enters a home, she is not immediately focused on furniture layouts or finishes. Instead, she pays attention to something less obvious.

“I walk into a home with an open sensory reception,” she says. “I notice the light, the flow, the atmosphere, and how the home emotionally feels when you first walk in.”

That instinctive approach allows her to create interiors that feel both beautiful and comfortable, tailored specifically to the people living there.

“Most people in Tucson want to experience the outdoors as part of the home,” Randy explains. “Lighting becomes very important, along with how we bring the outside in.”



Randy Davidson

It is this balance between beauty and livability that has earned Randy a loyal following throughout Southern Arizona. Many of her clients have worked with her through multiple homes over the years, often referring family members and friends along the way.

“I’m truly a referral based business,” she says. “I love when clients already trust me before we even begin. That allows all the energy to go into creating something wonderful for them.”

Respecting the Architecture

One of the most meaningful projects of Randy’s career came early on when she was hired to redesign the interiors of one of Tucson’s most historically significant luxury estates, an iconic 11 Arches property overlooking Hacienda Del Sol.

Originally designed by renowned architect Josias Joesler, the home required thoughtful preservation while still bringing new life to the interiors.

“We were very respectful to the integrity of the architecture,” Randy says. “Whether I’m working on a historic property or a new build, the architecture always guides the design.”

That philosophy continues to shape her work today. Rather than imposing a signature style onto every project, Randy believes each home should reflect the personality and lifestyle of the homeowner.

“None of my homes look alike,” she says. “I want the finished home to feel like a reflection of the client, not the designer.”

Form and Function

Over the years, Randy has seen homeowners make costly remodeling mistakes when trying to manage projects themselves. One of the most common issues, she says, is focusing on individual pieces instead of seeing the home as a complete environment.

“People often look at one small area at a time instead of understanding how everything works together,” she explains.

Scale and proportion are another common challenge.

“A rug should never look like a postage stamp in front of the sofa,” she laughs. “Sizing is one of the biggest mistakes homeowners make.”

That Feel as Beautiful as THEY LOOK

Most importantly, Randy believes successful interiors must balance both form and function.

“The two most important things in design are form and function,” she says. “A home should absolutely look beautiful, but it also has to function for the way people truly live.”

Design Trends She Loves

While Randy tends to avoid trends that quickly feel dated, there are several design features she especially enjoys right now.

One is the growing popularity of the scullery, essentially a secondary kitchen or oversized butler’s pantry designed to support entertaining while keeping the main kitchen clean and organized.

Another favorite is the continued movement toward open concept living and indoor outdoor design.

“Nano doors completely transform a home,” she explains. “They open entire walls to the outdoors and make everything feel connected.”

Lighting technology has also dramatically changed the design industry over the years.

“Lighting can completely change the environment of a home,” Randy says. “Today’s LED systems allow you to adjust warmth, brightness, and mood in ways we never could before.”

For homeowners not ready for a major remodel, she says the easiest updates are often the simplest.

“Paint and lighting can completely refresh a home without a huge investment,” she explains.

Helping Clients Bring a Home Together

Randy’s work ranges from small consultations to full scale remodels and custom home projects. Some clients want to be involved in every detail, while others prefer to hand over the process entirely and trust her vision.

“When I work with clients, they can be one hundred percent involved or not involved at all,” she says. “My role is to guide them and make the process enjoyable.”

Her services include:

- Full interior design
- Kitchen and bath remodels
- Space planning
- Paint color consultation
- Flooring and finish selections
- Furniture sourcing and custom furnishings
- Lighting design
- Hunter Douglas window coverings
- Custom drapery and Roman shades
- Cabinetry and built ins
- New construction selections
- Remodeling coordination
- Interior and exterior redesign
- Wholesale purchasing through design centers

Randy also works closely with a trusted network of contractors, cabinet makers,

installers, and tradespeople she has partnered with for decades.

“Many of my trades have worked with me for more than twenty years,” she says. “They know my standards, they know how I communicate, and they work incredibly well together.”

That consistency helps create a smoother experience for clients and a stronger final result.

Creating Something Special

After nearly thirty years in design, Randy still approaches every project the same way she did in the beginning: by listening first.

For her, great design is never about creating a showroom or chasing trends. It is about understanding how people live, what brings them comfort, and how a home can support the life happening inside it.

“When clients trust you, you can create something that truly reflects them,” she says.

That may be why so many of her clients return again and again through the years, inviting her into new homes, new projects, and new chapters of their lives.

And somewhere within every project, whether it is a dramatic remodel or a simple refresh, Randy believes there should always be one memorable detail that brings joy.

“Every project should have a little wow factor,” she says with a smile.

“Something unexpected. Something special. Just a little sparkle.”

Trust and good communication between client and designer always allows for the best project results.



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What separates Bio-One from other companies is our commitment to the community. We partner with local organizations, property managers, first responders, and families to restore safe spaces and provide support when it matters most. For us, the job is never only about cleaning. It is about helping people take the next step forward.



Tucson is built on strong communities and strong relationships. Bio-One is proud to stand beside those communities every day. No matter the situation, no one should feel alone. Friends. We will be there for you.



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WHY TUCSON Keeps Calling People Back

Some cities are visited once. Tucson tends to become a tradition.

Maybe it's the sunshine. With more than 300 days of sun each year, Tucson has long been a favorite escape for snowbirds looking to trade icy mornings for desert warmth and mountain views.

But Tucson's appeal goes far beyond the weather.

This is a city where outdoor living is woven into everyday life. Cyclists from around the world train here year-round on scenic desert roads and mountain climbs. Hikers, golfers, and nature lovers are drawn to the nearby trails, saguaros, and dramatic sunsets that make even an ordinary evening feel memorable.

Then there's the food.

Tucson was the first city in the United States named a UNESCO City of Gastronomy – recognized for its rich culinary heritage and unique Sonoran Desert flavors. From authentic Sonoran Mexican cuisine to vibrant local restaurants and outdoor patios, food here is part of the experience itself.

People also come to Tucson for medical stays, university programs, military assignments, remote work, relocation, and extended visits with family. What they often discover is a city with a pace that feels calmer, more grounded, and unexpectedly welcoming.

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The Selective Networker: Transforming High-Energy Chaos into Meaningful Alliances

Standing before a packed room hosting an anime game show or running improv scenes teaches you much about human behavior. For years, I did it all—breaking down storytelling tropes, cosplaying, and working as a butler in maid cafés. But after a long tenure in that high-energy world, meeting thousands of faces leads to a specific kind of exhaustion. It's not social anxiety; it's the natural jadedness of an introvert who's simply seen and met too many people.

Surprisingly, that exact boundary is what refined my approach to professional networking.

Managing the chaos of live crowds taught me how to read a room instantly and pivot when dynamics shift. However, stepping back from the constant noise made me realize that true networking isn't a numbers game. It's not about collecting a stack of transactional business cards or shaking every hand in the room.

In both pop-culture communities and corporate circles, real value lies in selective, meaningful engagement.



As an introvert, I no longer look to entertain the entire crowd. Instead, I focus on finding the individuals who value substance over noise. Whether I'm collaborating with local business peers or navigating professional spaces, my philosophy remains unchanged. It's about cutting through the superficial fluff, building immediate trust, and proving that you're a dependable ally who'll genuinely be there to support their growth.

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My conviction isn't just professional; it's deeply personal. As a cancer survivor, I know the physical and financial toll of a diagnosis. I watched my mother battle colon cancer twice, witnessed my father endure a heart attack, and saw my grandmother require 24/7 care after a stroke. Through those trials, the missing piece was always the same: a financial safety net that triggers during a chronic, critical, or terminal illness.

Living Benefits allow policyholders to access their death benefit while they are alive to cover medical bills, mortgage payments, or specialized care. Seeing the "how" and "why" behind this product made me realize that education is the most vital tool we have. People need to know that they

don't have to "die to win" with their policy. Driven by this mission, we moved to Tucson with a dual purpose: to build our home and to build an agency dedicated to this growing industry. It has been the best decision of our lives so far. We are planting roots in a community we love, helping families protect their futures against the unexpected. I am incredibly proud of the work we've done and cannot wait to see the impact we will continue to make.



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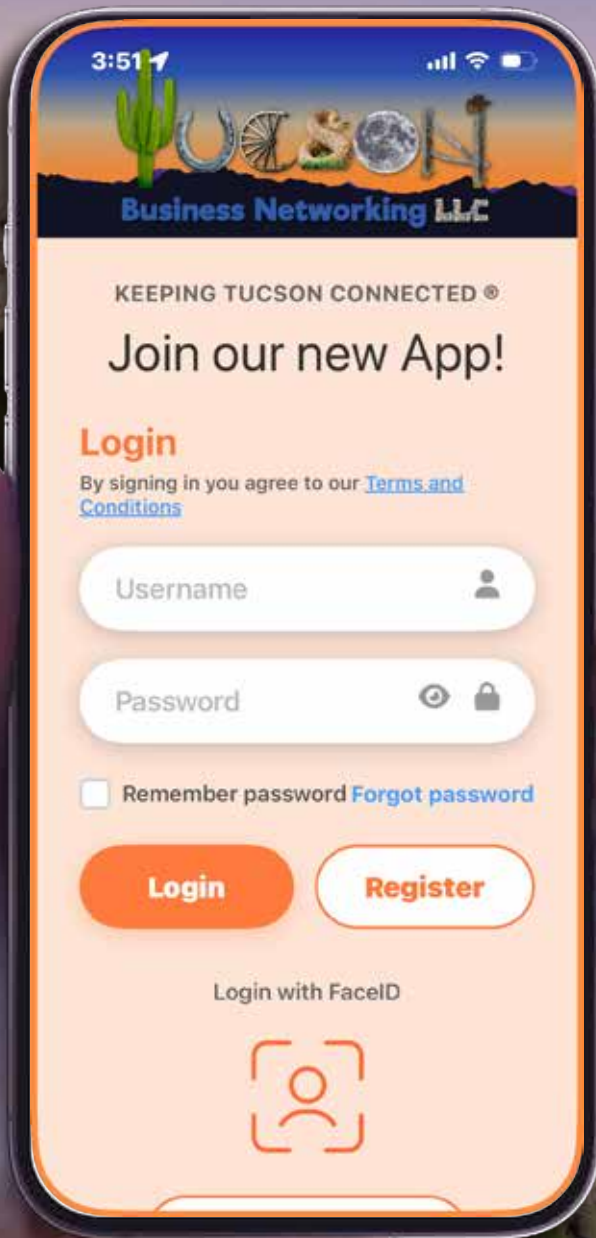
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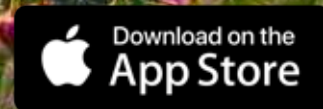
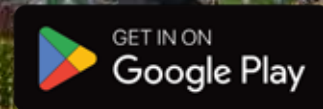



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