



Chamber Voice

AUGUST 2012 | Vol 7 Issue 8

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BUSINESS CONFERENCE & EXPO

Buy your tickets now for the 2012 NWA Business Conference & Expo presented by Sam's Club on September 6 at the John Q. Hammons Center in Rogers. This first-class conference and expo experience is packed with opportunities to learn about best practices and helpful insights, connect with new customers and contacts, and energize yourself and your business team with new ideas and fresh perspectives from dynamic speakers, presenters and peers from the local business community.

Learn.

As a small business owner, entrepreneur or business leader, your time is incredibly valuable. That's why the Rogers-Lowell Area Chamber of Commerce has partnered with the Arkansas World Trade Center and the Northwest Arkansas Business Journal to design a conference that fits your busy schedule and makes it worth your time to attend and learn. Each workshop and seminar is carefully selected to deliver immediate and practical tools and information that you can take back and apply to your business right away. Whether you attend for a couple of hours or the entire day, you'll learn valuable information and helpful insights to enhance your business success.

During the day-long conference, six breakout sessions are organized in two tracks: Track A (Business-To-Business) and Track B (Business-To-Consumer). Topics range from marketing strategies and technology to communications and customer service. Thought leaders have been carefully selected to deliver a best practices approach and focus on helping you learn how to make better decisions and be a better leader. Seminars will run concurrently giving participants choices for attending what's right for their learning needs.

Learn. Connect. Energize.

Connect.

The area's largest business expo is open between 10:00 a.m. and 7:00 p.m. Expo tickets are \$5 for entry. Free passes are available from the Rogers-Lowell Area Chamber of Commerce on page 3 of this issue.

With over 175 exhibit booths, it's the largest expo yet. By displaying your brand's products and services during the region's largest business-to-business and business-to-consumer trade show, you have opportunities to connect to over 1,000 people in the Northwest Arkansas area. You'll get to sample your products, hand out trial coupons and prospect face-to-face for new leads. It's the perfect environment to interact with businessmen and women from all

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Continued on Page 3





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business-building events designed for you

8.3

FYI Brown Bag Lunch
Advanced Quickbooks: How Do You Manage Your Books/Taxes/Accounting?
Noon - 1:00 p.m.
Rogers-Lowell Area Chamber of Commerce

8.7

Coffee Connection
7:30 a.m. – 8:30 a.m.
Apple Blossom Retirement Residence, Rogers

8.16

Business After Hours
5:00 p.m. – 6:30 p.m.
Planet Fitness, Rogers

8.17

Teachers Education Fair & Appreciation Breakfast
7:00-9:00 a.m.
Rogers High School, Rogers

8.22

Green Power Hour
Benefits of a Sustainable Business: "People, Planet, Profit"
11:30 a.m. – 1:00 p.m.
Rogers-Lowell Area Chamber of Commerce

View complete calendar at www.RogersLowell.com

UNITED STATES CHAMBER OF COMMERCE



Rogers-Lowell Area Chamber of Commerce
317 West Walnut Street
Rogers, Arkansas 72756
P: (479) 636-1240 F: (479) 636-5485

upcoming meetings

8.2

Small Business Council
8:30 a.m. – 9:30 a.m.
Rogers-Lowell Area Chamber of Commerce

8.8

Drug Free Rogers-Lowell Coalition
11:30 a.m. – 1:00 p.m.
Rogers-Lowell Area Chamber of Commerce

Rogers A&P Commission

4:00 pm
Rogers-Lowell Area Chamber of Commerce

8.9

Greenways & Trails Committee
4:00 p.m. – 5:00 p.m.
Rogers Parks Department

8.15

International Festival Committee
11:30 a.m.
Rogers-Lowell Area Chamber of Commerce

8.17

Government Affairs Committee
11:30 a.m. – 1:00 p.m.
Rogers-Lowell Area Chamber of Commerce

8.23

Ambassadors Committee
11:30 a.m. – 1:30 p.m.
Rogers-Lowell Area Chamber of Commerce

8.29

International Festival Committee
11:30 a.m.
Rogers-Lowell Area Chamber of Commerce

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2012 NWA Business Conference & Expo: Learn. Connect. Energize. Continued...

over the area.

The expo also features FREE technology seminars from 2:30 p.m. - 5:30 p.m. After these seminars, from 5:30 p.m. - 7:00 p.m., you'll want to stick around for one of our most popular networking events Business After Hours and connect with new contacts as well as peers. It's a networker's dream. And don't forget to join us from 7:00 p.m. - 9:00 p.m. for the newest addition to the event. Local entrepreneurs will face off with the best new business ideas in a fun and fast Gone in 60 Seconds format.

Energize.

Past participants have often said that attending this event is inspiring. Energize yourself and your entire team with new ideas and fresh perspectives presented by knowledgeable subject matter experts and business leaders. There's something at this year's event to inspire everybody.

For example, in addition to excellent presenters for the educational workshops and seminars, the conference features keynote speaker and President/CEO of America's Car-Mart, Inc., Hank Henderson. Hank knows first-hand how to run, operate and grow a business and delivers valuable insights on doing things the right way at the right time. America's Car-Mart, Inc. is the largest integrated finance auto retailer in the country with 113 locations in nine states across the south, over 50,000 active customers and revenues of \$400 million annually.

Come early for the Networking Breakfast so you can hear speaker Allyson Lewis, author of 7 Minute Solution, speak about ways to organize your life.

Plan now to attend what will be a world-class business conference and expo on September 6. Tickets are selling fast! Reserve your spot today and view the event schedule at www.nwabusiness.org.

Breakfast Speaker: Allyson Lewis



Allyson is a Time Strategist, Author and Speaker. She has authored four books. Her personal goal is to help people prioritize, organize and simplify their lives at work and home. Her last three published works include: The 7 Minute Solution: Creating a Life with Meaning 7 Minutes at a Time (Simon & Schuster); The 7 Minute Life Daily Planner (Andrews McMeel); and, The 7 Minute Difference: Small Steps to Big Changes (Kaplan). These are books and workbooks filled with stories and practical tools to help you rediscover your purpose, regain control over your time and accomplish your goals and dreams.

All breakfast seminar attendees receive one of Allyson's books for free.

Seminars to Help You and Your Business Succeed:

- B2B Marketing: How Businesses Talk To Each Other
- Communication and Personality: Understanding Behavioral Styles
- Closing the Sale
- Top Notch Member Service: How It Can Affect Your Bottom Line
- The 21st Century Consumer
- How To Leverage Social Media for Your Business

CONFERENCE TICKET PRICES:

Chamber members

Conference & Keynote Speaker \$50
Lunch & Keynote Speaker \$30

Non-Members

Conference & Keynote Speaker \$60
Lunch & Keynote Speaker \$40

EXPO TICKET PRICE:

\$5 for entry

* Special pass below valued at \$5 for free entry to expo.

NWA
BUSINESS
CONFERENCE & EXPO

THE AREAS LARGEST AND MOST UNIQUE
BUSINESS EXPOSITION

EXPO WILL BE OPEN
10:00 AM - 7:00 PM

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MUST PRESENT TICKET AT THE DOOR

\$**5**

THURSDAY, SEPTEMBER 6, 2012
ADMIT ONE | VALUE \$5

September 14 NWA Job Fair Partners with U.S. Chamber of Commerce and Walmart to Feature Hiring Our Heroes Program

The Rogers-Lowell Area Chamber of Commerce and Walmart will host the 2012 NWA Job Fair at the J.Q. Hammons Center in Rogers on September 14 from 10:00 a.m. to 4 p.m. The NWA Job Fair, presented by WorkSource NTS, is the largest and longest running job fair in Arkansas and features the popular Job Seekers' Lounge, complete with computers that provide job hunters easy access to online applications.

This year the Chamber will partner again with the U.S. Chamber of Commerce and Walmart to offer the Hiring Our Heroes program at the NWA Job Fair, part of a nationwide effort to help veterans and their spouses find meaningful employment. The program focuses on making a difference in local communities where veterans and their families are returning every day. Through these special job fairs, the public and private sector work together to help veterans and military spouses connect with employers. The NWA Job Fair will feature six free seminars for job seekers, veterans and their families.

Resume & Interview Workshop: "You Think You Know...But You Don't"

Don't miss the newest workshop this year from 8:00 a.m. to 2 p.m. brought to you by NOARK's Workforce Readiness Committee. You'll get free reviews of your resume, helpful tips and editing advice, and coaching on how to present your skills in the interview so employers will want to hire you. There will also be a computer lab for job seekers to take their edited resumes,

make updates and then distribute at the Job Fair to employers. The event is FREE and open to all job seekers in the Northwest Arkansas area.

Donations Welcome for the Business Clothing Closet

If you have business clothing items you would like to donate for the Business Clothing Closet, please drop off items at the Rogers or Lowell Chamber locations, or any other participating chamber.

Booth Space Available on a First Come, First Serve Basis

Reserve your booth space today to ensure your access to over 1,000 job seekers. Exhibitor Application Forms are now available from the Chamber and are due Friday, September 7. Premium booth locations not reserved by Sponsors are available for an additional fee of \$100.00.

Contact Courtney Backus Norton for more information about booth space and sponsorships at (479) 619-3190 or visit www.RogersLowell.com to register.

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Daren Bobb

NWA Recognized by Area Development Magazine as Highest Ranking Metropolitan Area in Arkansas

Area Development Magazine recently released its report on the top Metropolitan Statistical Areas (MSAs) for 2012. The Fayetteville-Springdale-Rogers MSA (often referred to as Northwest Arkansas) is defined by the United States Census Bureau as a four-county area including three Arkansas counties and one Missouri county. The MSA is anchored by the Arkansas cities of Fayetteville, Springdale, Rogers and Bentonville -- the state's third, fourth, eighth and 11th largest cities, respectively.

The Northwest Arkansas (NWA) MSA received both high ranking and special recognitions on this list. NWA is the highest ranking metropolitan area in Arkansas and is recognized as being the #8 best performing in the South Region and #20 best mid-sized metro areas for workforce growth.

The list is compiled by looking at 23 economic factors such as job growth and overall economic strength. Area Development took data from sources such as the Bureau of Labor Statistics and the Bureau of Economic Analysis and compared 365 different MSAs against each other to form the rankings.

Raymond Burns, President and CEO of the Rogers-Lowell Area Chamber of Commerce, said "The Chamber is very excited to see Northwest Arkansas achieve these rankings and receive recognition. This data confirms what we and others have been saying in recent years -- that NWA is among the nation's best metropolitan areas for job and economic growth."

For more information about this ranking or for any questions related to economic development in the area, contact Steve Cox at steve@rogerslowell.com.



New I-9 Form On The Horizon: What Employers Need To Know

On August 31, 2012, the current federal Form I-9 (OMB No. 1615-0047) will expire. Employers should be aware that there is a new form on the horizon.

What is an I-9 Form? The Form I-9, Employment Eligibility Verification is used to document that each new employee (both citizen and noncitizen) hired after November 6, 1986 is authorized to work in the United States.

Who is required to fill out the I-9 Form?

All employers in the United States are required to complete and retain the Form I-9 on each employee hired after November 6, 1986.

The rules surrounding this form are very specific, and one of the rules states that you must use the current version of the document available at the time of hire.

The new I-9 is currently available in draft form only. Should it become final and available for use beginning September 1, 2012, employers must begin using the latest form for all new hires and for the re-verification of expiring work authorization (Section 3, Updating and Re-verification).

While the current form totals five pages (including instructions), the draft form goes to nine pages. Currently only one page must be filled out; the draft form requires two pages. Regarding one of the key changes on the form, the Employee Signature area will now be a separate box instead of lines! Notoriously, employees sign above the appropriate line. Government auditors consider this a substantive error which could mean the possibility of increased fines if found during an audit.

What does this new form mean for Employers?

The new form means there will be increased chances for employers to commit an error in filling out the form. There are substantial penalties for the business and the business owner should the Government conduct an audit of your I-9 forms and find substantive errors.

Information Solutions is a consulting group dedicated to the employment eligibility process. We will come to your business and provide expert assistance and training in filling out the I-9 form correctly. We also will be conducting upcoming classes relating to I-9 forms and what employers need to know. Information for the classes can be found here http://globalcampus.uark.edu/Special_Programs_and_Professional_Studies/Professional_Development/I-9_Series.html

For further information or to schedule corporate training contact Sheila Moss by calling (479) 633-8566 or email smoss@infosolutionsteam.com.

Provided By

 **Information**
Solutions



Teacher Education Fair & Appreciation Breakfast

Welcome Teachers Back to School August 17

It's almost back to school time! Join us in welcoming area teachers back to a new school year and showing your appreciation for all they do for our community. The Education Committee of the Rogers-Lowell Area Chamber of Commerce will host its annual Teacher Education Fair and Appreciation Breakfast (presented by Hight-Jackson Associates, P.A.) on Friday, August 17 from 7-9 a.m. at Rogers High School. Breakfast for all teachers and vendors will be provided by McDonald's, Executive Coffee Service and Hiland Dairy.

The Rogers community of teachers is very thankful each year for the companies that participate in the Fair. Now, more than ever, they need your help. Teachers' budgets have been cut back and teachers now must buy basic classroom items from their own pocketbooks. So, if you are thinking of a promotional item with your company information imprinted, please consider these items that will be used year round in the classrooms: pencils, markers, pens, crayons, rulers, tape, Post-It notes, notepads, dry eraser board markers, hand sanitizer, spiral notebooks, and paper clips.

Registration Deadline for Education Fair Booth Space is August 13

The Education Fair is a great opportunity to showcase your products and services to more than 1,000 faculty and staff of the public schools, charter schools, private schools and the community college. Show your support by donating door prizes or having items to hand out at your booth. Booth space is affordable for all businesses, starting at \$100 for nonprofits and \$125 for businesses. Sponsor booths are also available with added benefits. For sponsorship opportunities contact Sales@RogersLowell.com. To purchase vendor booth space or to get more information about the event please contact Courtney Backus Norton at Courtney@RogersLowell.com.

Thank you to our current sponsors!

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SMALL BUSINESS

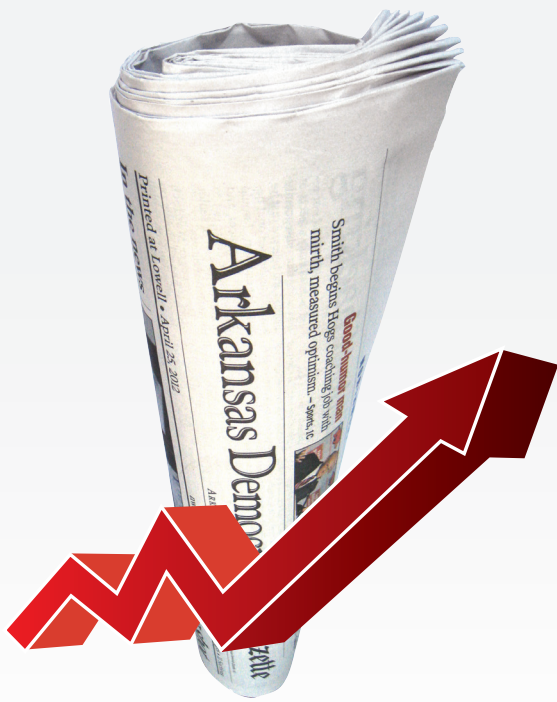
CORNER

Congratulations to our Small Business of the Month Winner!

August 2012 Winner:



For guidelines or to nominate a business, go to www.RogersLowell.com.



We're bucking the trend.

Maybe you've heard that newspapers are losing readers. But in Northwest Arkansas, we've seen a different trend.

Our mission at NWA Media is to provide strong local news coverage through the *Springdale Morning News*, *Rogers Morning News*, *Northwest Arkansas Times* and *The Benton County Daily Record*. We also provide quality reporting on regional, state, national and world news in the *Arkansas Democrat-Gazette*. Residents have responded to this commitment to quality journalism by reading the newspaper **MORE!**

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Time span: March 2010 to March 2012. Source: Audit Bureau of Circulations.



**Rogers-Lowell Area
Chamber of Commerce**

Presented By:



**PINNACLE HILLS
PROMENADE**

Time to Sign Up for the 2012 Fall Golf Tournament

Sign up your four-some today for the Fall Golf Tournament presented by the Pinnacle Hills Promenade on September 21 at Lost Springs Golf & Athletic Club in Rogers.

More than 20 teams have already signed up, so act fast to ensure your spot in the Tournament! You can choose the 8 a.m. or 1 p.m. tee time for the four-man scramble tournament. This is a fun way to network and build your business in a relaxed atmosphere for just \$500 per team.

Teams will enjoy complimentary photos taken by Bedford Camera & Video. Players can test their skills in the hole-in-one contest. Prizes will be awarded for top finishing teams and individual winners for the longest drive, closest-to-the-pin and putting contests. Each golfer will receive goodies, complimentary snacks and beverages. Morning golfers will be treated to a complimentary continental breakfast and all players will enjoy lunch from Golden Corral, sponsored by Del Monte Foods.

The 19th Hole Party will begin around 5 p.m. and feature food from our sponsor Golden Corral. Winners will also be announced during this party. For more information on the golf tournament, or to register, visit www.RogersLowell.com or contact Courtney Backus Norton at (479) 619-3190 or Courtney@RogersLowell.com.

Thank you to our current sponsors!



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Thank You for Joining Us at the Chamber Picnic

The annual Chamber Picnic was a huge success thanks to our sponsors and to everyone who came out in the heat to join us June 29 at Ward Nail Park in Lowell. Each year our members provide us hours of volunteer service, give discounts on goods needed for Chamber programs and donate everything from snack cakes to fishing lures for Chamber events.

We wanted to express our gratitude for all the little things (and big things too) by inviting our friends and family to a fun time together. We had a big turnout of over 250 members, family and friends who enjoyed visiting and cooking out together.

Thank you again to our members for all of the support you give to the Rogers-Lowell Chamber of Commerce!

"It was great! I think actually the best turnout we've had!"
- Pam Long (Mayor Long's Wife)



Chamber Membership Renewals: June 2012

30+ years

Arkansas Workforce Center of Rogers
- 54 years
Beall Barclay & Company - 52 years
AMO Electric Supply Company, Inc.
- 48 years
The RoArk Group - 37 years
Benchmark Group - 34 years
War Eagle Cavern on Beaver Lake
- 34 years
Norwalk Incorporated - 32 years

21-30 years

Braum's Ice Cream Store
Dolle Electric
MetroPark Dental Arts
PCI Advance Title
Vantine & Barrett CPA's
Wittenberg, Delony & Davidson

11-20 years

Allen, Summers, Simpson, Lillie & Gresham
Altrusa International Inc. of Rogers
Baldwin & Shell Construction Co.
Best Western Inn of the Ozarks
Clack Corporation
Family Foot Health
First Baptist Church of Lowell
J.B. Hunt Transport, Inc.
Lindsey & Associates - Bill McClard
Marvin's Food Store
Mathias Properties, Inc.
The Mullikin Advertising Agency, Inc.
New Image Dental
Northwest Communications
Old Town Dry Cleaners

SC Johnson A Family Company
Sonic Drive-In
Waco Title Company
Walker & Associates Realtors, Inc.

6-10 years

Ajac's Inc. DBA Cleaning Green
Andy's Frozen Custard
Arkansas Self Storage, LLC
Atlanta Bread Co.
Bare Metal Solutions, LLC
Benton County Fair Association, Inc.
Boomerang Carwash
CDI Contractors, LLC
Country Inn and Suites
First Bank of Arkansas
Homewood Suites by Hilton
Hull Dermatology
Image Builders
The Jones Trust
Legacy Village/Northwest Arkansas Senior Center
NOARK NWA Human Resource Associates
Paychex, Inc.
Shelter Insurance - Brenda Shipley
Take Us for Granite
TownePlace Suites by Marriott
TruGreen Lawn Care
West Termite & Pest Management Inc.
Wolfe Boat Works
Your Total Fitness Shop

2-5 years

Actors Journey Project - Frank Barrett
ALS Associate of Arkansas
Arkansas Automatic Sprinklers, Inc.

Arkansas Federal Credit Union
Brashears Furniture
Brent Manning's Credit Cars, Inc.
Brown's Collision Center
Car Solutions LLC
Cintas Corporation
Dickey's Barbecue Pit
Essential Kneads Massage
Eventures
Faithful Friends Animal Clinic
Fleming Electric, Inc.
Golden Corral
Innovatice Business Furniture, Inc.
John Brown University Rogers Center
Kimberly-Clark
Mazzio's Italian Eatery
NWA Chapter of the American Society for Training and Development
NWA Towing & Recovery, Inc.
Pathfinder NWA
PepsiCo
Pinnacle Chiropractic & Family Wellness
Providence Classical Christian Academy
Rogers-Lowell Big Print Phone Book
Rose of Sharon Event Florist
Samaritan Community Center
Saving Grace, Inc.
State Farm Insurance - Bryan Lewis
Upscale Office Cleaning
WealthPath Investment Advisors
Ed Wheeler

1 year

Northwest Physicians, LLC
Tropical Smoothie Café

August Chamber Networking Events

The Rogers-Lowell Area Chamber of Commerce hosts a variety of events to help build your network of business contacts.



(**August 7, 2012**
7:30-8:30 a.m.)

Presenting Sponsors:
Names and Numbers
Arvest Bank - Lowell

Host Sponsor:
Apple Blossom Retirement Residence
2501 N. 22nd St., Rogers

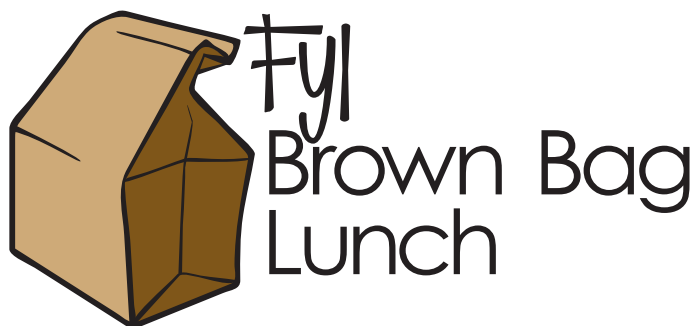


(**August 16, 2012**
5:00-6:30 p.m.)

Presenting Sponsor:
Our Community Directory

Host Sponsors:
Planet Fitness, Pit Masters BBQ and
Home Instead Senior Care.

Frisco Station Mall,
100 N. Dixieland Rd., Rogers



(**August 3, 2012**
Noon-1:00 p.m.)

Advanced QuickBooks - How Do You Manage Your Books/Taxes/Accounting

Register today for the August FYI Brown Bag lunch featuring Julio Rodriguez from LR Tax & Accounting.

QuickBooks, like any good accounting system, is designed to help business owners establish accounting control over their businesses. Well-designed management reports are key to evaluating profitability and focusing attention of opportunities and performance issues. Critical financial analysis allows us to dig into profit and balance sheet issues before they have a surprise impact on the business. There are various QuickBooks modules that allow users to manage profitability by profit centers, inventories, accounts receivable, accounts payable, and payroll. The quality of accounting and financial information generated by QuickBooks is obviously dependent on the technical training and experience level of users. Quality and reliability of accounting and financial information is also dependent on the system of internal controls. When combined with annual budgeting and forecasting, QuickBooks becomes a powerful tool for managing annual

performance and the income tax impact. This Advanced QuickBooks FYI Brown Bag Session goes beyond basic concepts and will focus on advanced applications and integration with other key business management tools and techniques that will help you manage the profitability and financial stability of your business.

For more information or to register go online to www.RogersLowell.com. This event is free and open to all members. Registration is required. For more information contact Courtney Backus Norton by calling (479) 636-1240 or Courtney@RogersLowell.com. Don't forget to bring your lunch!

Please note that this is not a technical or tutorial session on "How to Use QuickBooks". Rather, the approach of the session is from an "Advanced Level" which focuses on managing bookkeeping, accounting, and taxes to properly support the needs of the business.

Chamber Honors Lifetime Members on July 11

The Rogers-Lowell Area Chamber of Commerce hosted its focus group of past Chairmen and Presidents of the Board on July 11. Taking advantage of having this many past leaders together, the Chamber's CEO/President, Raymond Burns, and current Chairman, Cathy Foraker, recognized six past Chairmen and Presidents with Honorary Lifetime Membership for their many years of leadership, service and contributions. The honor is awarded when past Chairmen and Presidents retire from their business or plan upcoming retirement as Tom Spillyards recently announced.

Carl Baggett, Dr. Bob Matlock, Dick Barclay, Bob Crafton and Tom Spillyards were presented with distinguished Honorary Lifetime Memberships (pictured below with current Chairman Cathy Foraker presenting). Not pictured is Andy McCurdy who also received an Honorary Lifetime Membership.



Past 1997 Chair Carl Baggett



Past 1977 Chair Dr. Bob Matlock



Past 2005 Chair Dick Barclay



Past 1971-1972 Chair Bob Crafton



Past 2010 Chair Tom Spillyards

Arkansas State H.O.G. Rally is Back in Rogers August 23-25

Experience some of the most exciting motorcycle riding in the U.S., right here in Northwest Arkansas! The The Arkansas State H.O.G. Rally (Harley Owners Group) comes back to Rogers from August 23-25. The fun will take place at the Embassy Suites & John Q. Hammons Convention Center located in Rogers. The event will have morning rides, poker runs, biker games, entertainment every night, and vendor booths at Pig Trail Harley Davidson. Entertainment will be provided by the *George Brothers* Thursday night, *Guess Who* Friday night and *Mustang Sally* Saturday night. For additional information and the full schedule of events, go to www.arstatehogrally.com.





(August 22, 2012)
Noon-1:00 p.m.

Benefits of a Sustainable Business: People, Planet, Profit

Sustainability Series Session 3

Join us on Wednesday, August 22 for the third session of our four part series focusing on sustainability. A representative from HP Engineering, Inc. and Karen Stewart from EcoPotential will facilitate the program on Best Practices for Water. Lunch is provided and starts at 11:30 a.m. Please RSVP on www.RogersLowell.com to ensure we have plenty of food and a seat reserved.

Sustainability Series Session 3: Best Practices for Water

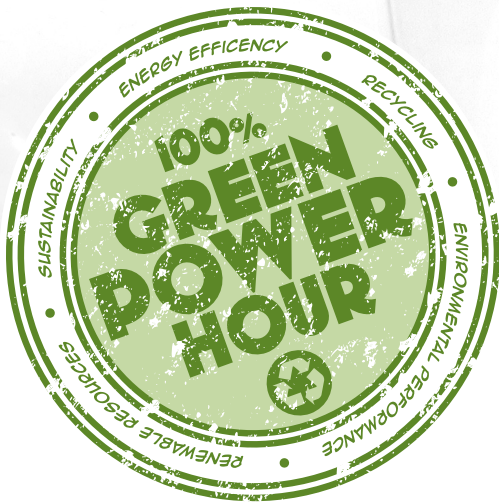
- Our Supply and Consumption of Water
- Reducing Your Overall Water Use
- Increasing the Efficiency of Your Water Use
- Using Alternative Sources for Water
- Your Personal Sustainability Plan Part 3 of 4

Green Power Hour seminars are available to Chamber members FREE.

Presented by:



HP ENGINEERING INC.



Arkansas Sales Tax Holiday is August 4-5

For the second year, Arkansans will be able to shop locally and take advantage of a back-to-school sales tax holiday. During the first Saturday and Sunday in August, consumers will not be required to pay state or local sales tax on clothing items priced less than \$100, accessories priced less than \$50, all school supplies and instructional materials. This equates to an almost 10% savings for most purchases!

The definition of clothing that will be exempt from sales taxes is very broad and includes: shoes, shirts, pants, costumes, diapers, wedding apparel, belts, socks, uniforms, neckties, hats, gloves and many other items. Accessories generally include briefcases, sunglasses, handbags, hair bows and accessories, wallets, watches and more. The definition of school supplies includes backpacks, calculators, writing and coloring tools, paper, lunchboxes and more.

Visit www.dfa.arkansas.gov/offices/exciseTax/salesanduse/Pages/taxHoliday.aspx to read the frequently asked questions for consumers and retailers, as well as other important information retailers need to know about this sales tax holiday.



GONE IN 60 SECONDS

September 6, 2012 | 7:00 - 9:00 pm
John Q. Hammons Convention Center

Do you or someone you know have an idea for a new business? Do you need start-up capital to fund your new business idea? If so, pitch your idea during Gone in 60 Seconds.

Contestants:

Open to Entrepreneurs or Aspiring Entrepreneurs

Rules:

Make the case for your value proposition. What problem do you solve? What is the solution? Who are you? What's the market size? Why will you succeed? How much money can be made for an investor? Be quantitative and crisp.

Prizes:

\$1,000 grand prize to the winning contestant. The top three contestants will receive prize money and the opportunity to make a ten minute presentation to a group of investors in September 2012. Innovate Arkansas will provide training, coaching and preparation for the presentation.

Networking:

Attendees will be angel investors, business leaders and entrepreneurs.

Don't miss your chance to present that big idea! For more information contact Steve Cox at (479) 619-3192 or Steve@RogersLowell.com.



Business2 Business2

BUSINESS LEADS • NETWORKING

Network for New Contacts at the Business-to-Business Luncheon September 12

Sign up before September 7 and Save on Registration Fees!

Join us for the next Business-to-Business Luncheon (B2B) on September 12 from 11:30 a.m. – 1:30 p.m. at Embassy Suites NWA in Rogers. Registration and networking start at 11:30 a.m. and the program kicks off at noon.

B2B is a great opportunity for you to represent, advertise, sell and network with other businesses over lunch. Each attendee will have two and a half minutes to market their business to other business professionals at the table during the round-robin event. Participants will then switch to another table of six providing even more opportunities to make new connections. There are usually 75 to 100 people in attendance.

Ticket prices include meal, speaker presentation, round-robin networking, company marketing and door prizes. Register before September 7 for a special rate of \$25 for members or \$30 for non-members. After this date registration is \$30 for members and \$35 for non-members.

Sponsorships Still Available

Sponsors have the opportunity to educate a captive audience about their business, attract new customers and encourage referrals. Host Sponsors for September 12 and November 7 are still available. For more information about sponsoring the next B2B Luncheon contact Sales@RogersLowell.com.





FRISCO FESTIVAL 2012

CHILI SALSAPENO

COMPETITION

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Gather your friends, family, co-workers and prepare your culinary masterpiece to compete for the title of "Best Chili in Rogers".

AUGUST 25, 2012

Reserve your booth space today!

Contact Zack Gray for more information
zgray@arvest.com or 621-1769.



June 2012 Ribbon Cuttings



Antrim's Pancake House
106 N. Bloomington St., Ste. 5, Lowell



Arthritis Foundation: Southeast Region – AR
10 Corporate Hill Dr., Ste. 340, Little Rock



Beaver Water District Water Education Center
301 N. Primrose Rd., Lowell



Blackbird Wool & Collectibles
109 W. Elm St., Rogers



Camping World RV Sales
317 N. 6th Pl., Lowell



Kruger Products
2309 S.E. B St., Ste. 1, Bentonville



Leon Cannon Logistics, LLC
117 Parkwood, Lowell



Oh Baby Foods Inc.
21 W. Mountain St., Ste. 120, Fayetteville



Outside The Box of NWA, LLC
1225 W. Hudson Rd., Rogers



Pinnacle Auto Detail
1212 S.E. Walton Blvd., Ste. 4, Bentonville

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BUSINESS SYSTEMS
Products, People, Savings, Solutions.

June 2012 Ribbon Cuttings Continued...



Quadrivium
120 W. Emma Ave., Springdale



Quality Pet Supplies
111 W. Chestnut St., Rogers



NWA Women's Shelter Thrift Store
1639 N. Arkansas St., Rogers



Build Your Business with The Mail-Out Program

Did you know that the Chamber mails relocation packets to individuals and companies who inquire about our area? Your promotional brochure/ flyer is mailed to individuals/families considering relocation and you get a list of people who have requested the packet (list includes recipient name, address and how the request was received, i.e., telephone, web, friend, etc.). This list is sent to you via email at the first of each month in an Excel spreadsheet. The cost is only \$500 per year and you supply us with 500 copies of your brochure/flyer. You'll also receive an online presence in the relocation section of the Chamber's website which features our popular relocation video showcasing Northwest Arkansas. Your online banner ad will be placed on the relocation page and a link activated to forward to your website. Contact Sales@RogersLowell.com for more information.

Members Mailing List Available Online for Members

Did you know that you can download the Chamber's Membership Directory from the Members Only section of the website? Go to www.RogersLowell.com Members Only section, enter your user name and password, look on Quick Links and click Download Membership Directory. If you need assistance, please contact Katie Wright at (479) 636-1240.



Viewing Your Members Only Referral Report on the Website

The Rogers-Lowell Area Chamber of Commerce website averages nearly 10,000 unique visitors each month and refers our members when visitors search for businesses by keywords in the Business Directory. To view your referral report just log on to the Members Only section. Click on Referral Report (Year To Date) and set your date range (defaults to the last 30 days). It's that easy! If you have questions or would like assistance, contact our Customer Service Representative, Marni Rogers, at (479) 619-3194.



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ROGERS-LOWELL AREA
Chamber of Commerce

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Rogers, Arkansas 72756

www.RogersLowell.com

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