

# Chamber Voice

## at a **GLANCE**

**Page 2:**  
Events and Meetings

**Page 3:**  
2014 NWA Business Expo | Arkansas Sales  
Tax Holiday

**Page 4:**  
Create a Well-Designed Employee Handbook

**Page 5:**  
Compass Report – Northwest Arkansas Economy  
in Expansion Mode

**Page 6:**  
What is the Small Business Council?

**Page 7:**  
Member Business Statistics – Know More About  
Your Chamber Member Businesses

**Page 8:**  
Focus on Industry – Tyson Foods, Inc. Plays Pivotal  
Role in Strong Northwest Arkansas Economy

**Page 9:**  
2014 Teacher Education Fair & Appreciation  
Breakfast | 2014 Fall Golf Tournament

**Page 10:**  
Chamber to Host Third Congressional District  
Luncheon on August 25

**Page 11:**  
Focus on the Community

**Page 12:**  
Welcome New Members

**Page 13:**  
Ribbon Cuttings - June 2014 | 2014 Leaders  
Conference & Vision 2030

**Page 14:**  
Chamber Membership Renewals

**Page 15:**  
Chamber Networking & Educational Events

## 2014 **NWA Business Expo** Offers Members Business Development Opportunities



**NWA BUSINESS EXPO**

**TUESDAY** August 12 | 2014  
10:00 a.m. - 7:00 p.m.  
John Q. Hammons Convention Center  
in Rogers

**LEARN. CONNECT. ENERGIZE.**

The region's largest business expo kicks off at the John Q. Hammons Convention Center on Tuesday, August 12 at 10:00 a.m. and concludes with fun networking and delicious hors d'oeuvres at a special *Business After Hours* from 5:00 p.m. - 7:00 p.m. This first class event is an opportunity for your business to affordably showcase its products and services to thousands of attendees including business decision-makers and consumers. Participants may learn best practices and insights at free technology seminars held from 1:00 p.m. - 5:00 p.m., connect with new customers and contacts at hundreds of exhibit booths, and energize themselves and their business team with new ideas and perspectives gained throughout the day. At noon, and back by popular demand, the *Gone in 60 Seconds* competition will feature local entrepreneurs facing off in a fun format to present their best new business ideas to potential investors.

### **Cost Effective Trade Marketing for Businesses of All Sizes**

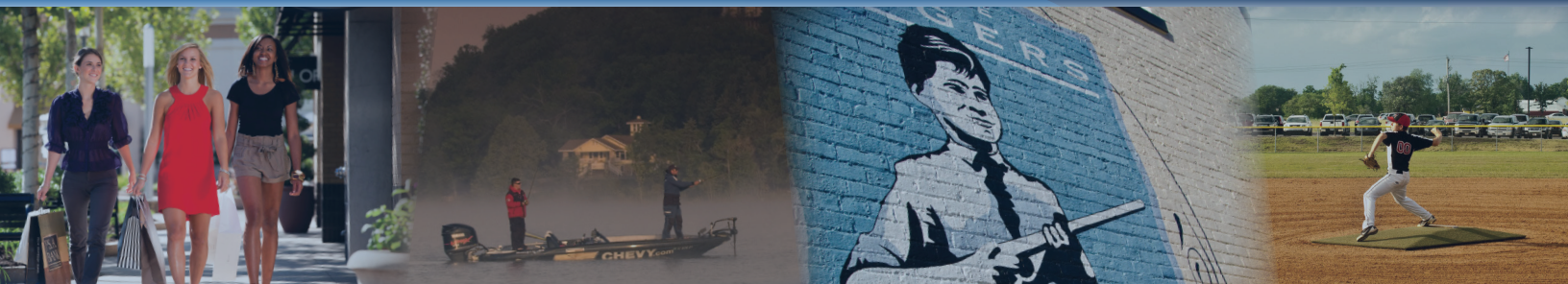
For as little as \$175 (\$50 for non-profits) you can demonstrate and sell your products and services to

new customers, increase awareness of your business, learn about local businesses to build new partnerships and source new vendors, network for new contacts and generate new leads. There will also be non-profit organizations represented sharing their missions and providing community involvement opportunities for your business. Exhibit space has been selling fast and Class A booths (\$500), Class B booths (\$375), Class C booths (\$175) and Non-Profit booths (\$50) are still available for members. Think about it. Generating just one lead that converts into a sale in many cases will provide an immediate return on your investment. Increasing your awareness so that buyers know who you are and what you offer when they have a need is priceless. There's good reason why the Expo Hall has expanded the last two years and exhibit space sold out.

### **Exposure for Sponsors | It's Not Too Late**

There are a limited number of sponsorships still available at various price points. Show your support for the business community while also promoting your business

Continued on Page 3... ►►





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Membership Services – Vicki Vasser  
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#### AUDIT COMMITTEE

Guy Cable  
Greg Lindley  
David Hale

## business-building events designed for you

#### 8.1

##### FYI Brown Bag Lunch - Strategic Networking

Noon – 1:00 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 8.12

##### 2014 NWA Business Expo

10:00 a.m. – 7:00 p.m.  
John Q. Hammons Convention Center

#### 8.15

##### 2014 Teacher Education Fair & Appreciation Breakfast

7:00 a.m. – 9:00 a.m.  
Rogers High School

#### 8.21

##### Business After Hours Block Party

5:00 p.m. – 6:30 p.m.  
Shoppes at Pinnacle Hills

#### 8.26

##### Coffee Connection

7:30 a.m. – 8:30 a.m.  
Back Yard Burgers

**Special Date due to  
NWA Business Expo**

For information on other upcoming events visit the  
complete calendar online at [RogersLowell.com](http://RogersLowell.com)

## upcoming meetings

#### 8.7

##### Small Business Council Meeting

8:30 a.m.  
Rogers-Lowell Area Chamber of Commerce

#### 8.13

##### Rogers Advertising & Promotion Commission

4:00 p.m. – 5:15 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 8.14

##### Ambassadors Committee Meeting

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

#### 8.15

##### Government Affairs Committee Meeting

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

#### 8.25

##### Ambassadors About Town

11:30 a.m. – 1:30 p.m.  
Location TBD

#### 8.28

##### Executive Committee Meeting

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

For information on other meetings including the Northwest  
Arkansas Emerging Leaders and Leadership Benton County  
go to the complete calendar online at [RogersLowell.com](http://RogersLowell.com)

*View complete calendar  
at [RogersLowell.com](http://RogersLowell.com)*

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...Continued from Page 1

to influential business people in Northwest Arkansas. It's a perfect forum to establish your credibility in the region and gain exposure to decision-makers - last year's attendance drew over 1,000+ attendees throughout the day. Sponsors receive added exposure in post event advertising placed in the *Northwest Arkansas Business Journal*, *Celebrate Arkansas Magazine* and *Chamber Voice*.

**Register Online Now | Download Free Expo Hall Passes**

Register and purchase your sponsorship and exhibit space now at [RogersLowell.com](http://RogersLowell.com) - just click the banner on the home page to easily find the event page. Expo tickets are \$5 at the door. Inside this August issue of the *Chamber Voice* is an insert with your free Expo passes. You may also download additional free passes for your employees and customers at [RogersLowell.com](http://RogersLowell.com).

\*Sponsors as of 7/16/2014

**Networking Host Sponsors |**



**Media Sponsors |**



**Thank You to Our Current Sponsors\* |**

**Expo Sponsors |**



**Expo Pavillion Sponsor |**



**Business After Hours Sponsor |**



**Exhibitor's Lounge Sponsors |**



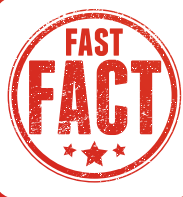
**Gold Sponsors |**



**Silver Sponsors |**



**Expo Bag Sponsors |**



# Arkansas Sales Tax Holiday August 2-3

**F**or the fourth year in a row, the Department of Finance and Administration (DFA) has announced that Arkansans will be able to shop locally and take advantage of a back-to-school sales tax holiday starting August 2 at 12:01 a.m. and ending August 3 at 11:59 p.m. During the first Saturday and Sunday in August, consumers will not be required to pay state or local sales tax on clothing items valued less than \$100, clothing accessories valued at less than \$50 and all school supplies and instructional materials. Retailers are required to participate if selling merchandise eligible for the holiday exemption and may not charge tax on items that are legally tax exempt during the sales tax holiday period.

For more information, visit [DFA.Arkansas.gov](http://DFA.Arkansas.gov).





# If You Have More Than a Few Employees, It's a Good Idea to Create a **Well-Designed Employee Handbook**

Guest Columnist, Corry Hull  
Employee Benefits Consultant



**T**he purpose of an employee handbook is to define the relationship and responsibilities between an employee and employer, as well as provide effective and clear communication on a variety of employment topics. A well-designed employee handbook should establish guides for the workplace and protect the employer from liability.

A comprehensive employee handbook will include information about an employer's policies and procedures, such as; employee benefits, human resources issues, time off, dress code, workers' compensation, employee performance, discipline and rewards, discrimination, social media usage, drug and alcohol policies, safety guidelines and other behavioral and procedural expectations.

## **A Handbook Can Protect You in Court**

Another primary purpose of an employee handbook is to protect the employer from legal issues. It is essential that you are aware of federal, state and local laws that may apply and adhere to these rules. An employee handbook should clearly define all applicable legal obligations, rights and responsibilities of both the employer and employee. In many employment lawsuits, the employee handbook is a key piece of evidence that can either protect an employer or provide powerful ammunition for the employee or former employee to make their case. You can drastically reduce your liability by clearly defining all employee expectations and prohibited behavior.

## **Use the Handbook as a Communication Tool**

Employers should make sure a current copy of their employee handbook is easily accessible to employees and have them sign a form stating that they have received and reviewed the

document. Make it clear in the language of your handbook that this handbook is a guide for your employees to understand their jobs, but that

thorough, up-to-date, legally compliant, understandable and readily available. You should use your employee handbook as a tool to build work-

place morale, communicate important employment policies and answer questions from employees. It should be a resource for both you and your employees to reference for questions and uncertainties. Get started on design-



ing your handbook now. Visit the Small Business Toolkit at [RogersLowell.com/live\\_and\\_work/small\\_business\\_toolkit.aspx](http://RogersLowell.com/live_and_work/small_business_toolkit.aspx) and download your free employee handbook resources including a helpful checklist and template in the OFFICE & HR FREE DOWNLOADS section.

they should come to you with any questions or any clarifications. This will prevent an employee from claiming that they were unaware of any of the policies and procedures outlined in the employee handbook.

## **Consult An Employment Attorney Once You Have a Final Draft**

Employers should also make sure to have an employment lawyer review their handbook prior to making it available to employees and update the document on a regular basis to ensure that it complies with constantly changing federal and state laws.

## **Get Started | Visit the Small Business Toolkit on RogersLowell.com**

A well-designed and effective employee handbook is essential for creating a strong relationship with your employees. It is an excellent resource to train new employees and should be

## **For Additional Reading | Rogers-Lowell Area Chamber Blog**

[RogersLowellChamberBlogspot.com](http://RogersLowellChamberBlogspot.com)

**Article:** "Does Your Workplace Need an Employee Handbook?" | Published January 27, 2014

By: Janine Springer, IOM  
Chief Financial Officer

Rogers-Lowell Area Chamber of Commerce



**"At the very least, an employee handbook should specify expectations, rules and compensation."**



# 2014 Teacher Education Fair & Appreciation Breakfast | Welcoming Teachers Back to School August 15

**J**oin 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 15 from 7:00 a.m. to 9:00 a.m. at Rogers High School. A delicious breakfast for all teachers and vendors will be provided by McDonald's.

## Teachers Appreciate Your Support

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

## Door Prizes Needed

Show your support by donating a door prize for a lucky teacher to take back to the classroom.

Contact Erin Jernigan if you would like to participate at (479) 619-3190 or Erin@RogersLowell.com.

## Reserve Your Exhibit Booth Space

The Teacher 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. Booth space is affordable for all businesses (\$100 for nonprofits and \$125 for member businesses). To register and purchase exhibit booth space, visit RogersLowell.com.

## Sponsorship Opportunities

Sponsor exhibit booths are also available with added benefits. To learn more about sponsorship opportunities, contact Sales@RogersLowell.com.



## Teacher Education Fair & Appreciation Breakfast

Presenting Sponsor |

**Hight-Jackson Associates PA**   
architecture • engineering • planning • interior design

Gold Sponsors |



Silver Sponsors |



Bronze Sponsors |



# 2014 Fall Golf Tournament September 12

**P**ut your foursome together, practice your putts and swing into action at Lost Springs Golf & Athletic Club for our annual Fall Golf Tournament. Treat clients to a round of golf to help seal the deal, say thank you for their business or invite your employees to show them how much they are appreciated. It's a great event for networking for contacts and building your relationships in a relaxed and fun atmosphere, for only \$500 per team.

## Enjoy a Day on the Course | Contests, Photos, Goodies, Snacks, Beverages & Delicious Food

Players may test their skills in the hole-in-one contest, longest drive, closest-to-the-pin and putting contests to win prizes. Prizes will also be awarded for top finishing teams. All teams will enjoy complimentary photos taken by Bedford Camera & Video. Each golfer will receive goodies, complimentary snacks and beverages. Morning golfers will enjoy a complimentary breakfast. All players will enjoy lunch sponsored by Big Heart Pet Brands & Del Monte Foods, and Golden Corral of Rogers.

## Don't Miss the 19th Hole Celebration

The 19th Hole Party begins around 5:00 p.m. and features delicious food from our sponsor

K-Mac Catering. This is a fun celebration to end the day where tournament winners are announced. We'll serve up lots of refreshing beverages and fun.

## Increase Your Company's Exposure | Affordable Tournament Sponsorships Still Available

Sponsorships provide your company recognition and visibility as well as a tournament team and are available at a variety of price points to suit your budget. For sponsorship details, contact a member of the sales team at (479) 636-1240 or Sales@RogersLowell.com.

Register your team online at RogersLowell.com or contact Ashley Matsumura at (479) 636-1240 or Ashley@RogersLowell.com for more details.

Special Thanks to Our Current Sponsors |





## What is the **Small Business Council**?

**T**he Small Business Council (SBC) of the Rogers-Lowell Area Chamber of Commerce was formed in 2005. It is made up of volunteers who either own their own business or work for small businesses in the area. The purpose of the Small Business Council (SBC) is to be the voice of the small business community and provide guidance to Chamber staff on the needs of the small business community within Northwest Arkansas. The SBC's mission statement is: Promoting sustainable growth for small business through awareness, diversity, and education.

The twenty member council meets on the first Thursday of each month to talk about the

needs of the small business community, nominate and select a small business of the month, develop business education programming for Chamber University, and discuss and help implement small business programs for the Chamber. Members also help facilitate and run the bi-monthly Member Orientations held at the Chamber offices. This gives the SBC opportunities to get to know new members and help share the vision of the Chamber.

Those wishing to serve on the SBC must fill out an application and be approved by a combination of Chamber staff and the executive committee of the SBC. The term of service starts in October 2014 and goes through

December 2015. If you are interested in learning more about the SBC or want to serve contact Steve Cox at [Steve@RogersLowell.com](mailto:Steve@RogersLowell.com) for an application.



a program of  ROGERS-LOWELL AREA Chamber of Commerce

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**"Promoting sustainable growth for small business through awareness, diversity, and education."**

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## Congratulations to Brown's Collision Center

Small businesses are the backbone of America's economy, representing more than 99 percent of all employers, creating three-fourths of all new jobs and accounting for more than one-half of the nation's gross domestic product. Our Small Business Council recognizes exceptional small business owners for their tireless work, contribution to the community and their embodiment of the spirit of enterprise. For guidelines or to nominate a business, go to:

[www.RogersLowell.com/live\\_and\\_work/small\\_business\\_of\\_the\\_month\\_awards.aspx](http://www.RogersLowell.com/live_and_work/small_business_of_the_month_awards.aspx).

**August 2014 Winner |**

**BROWN'S**  
**COLLISION CENTER**

**Presented By |**



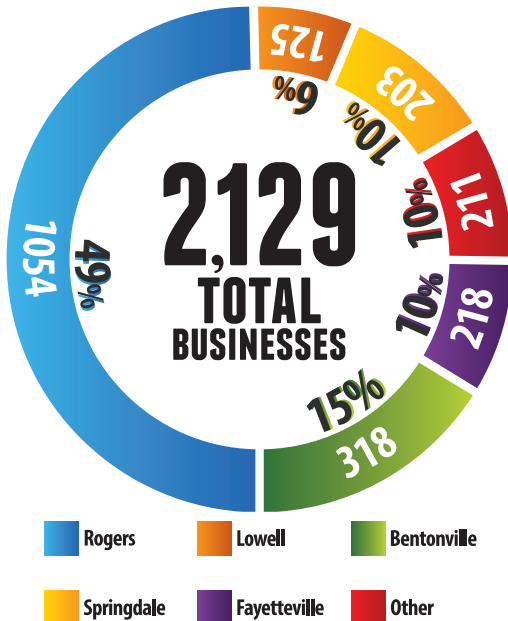


**DID YOU  
KNOW?**

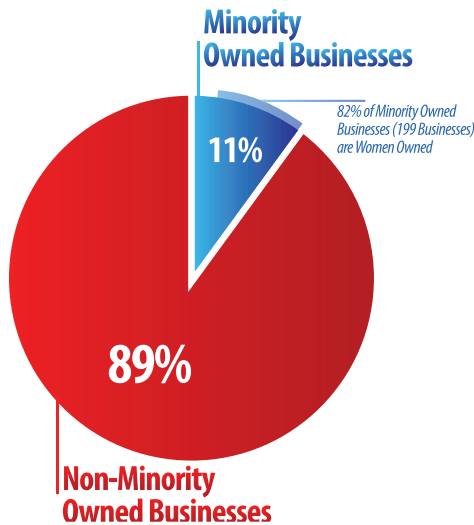
# Member Business Statistics |

Know More About Your Chamber  
Member Businesses

## Members by City |



## Minority-Owned Businesses |



## Top 3 Reasons Why Members Join |

*Member Survey, 921 Responses*



*Source: Rogers-Lowell Area Chamber of Commerce Membership Services*

# PROUDLY SERVING NORTHWEST ARKANSAS.



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AARON  
PETERS



## WATCH WEEKNIGHTS AT 5, 6, AND 10.

# Tyson Foods, Inc.

## Plays Pivotal Role in Strong Northwest Arkansas Economy

**M**ore than half a million people now call Northwest Arkansas home, and more are arriving every month to take advantage of the unique opportunities here in the pristine Ozarks. Northwest Arkansas was recently ranked one of the *Top 100 Best Places to Live* by *Money* magazine. Most were drawn here for employment opportunities at some of the world's biggest and best companies, such as the world's largest protein company, Tyson Foods, Inc. (ranked #93 in the Fortune 500).

### Tyson Foods and Hillshire Brands Merger Creates Diverse Product and Brand Offerings for Consumers

Tyson Foods, Inc. and The Hillshire Brands Company announced July 2 that they have entered into a definitive agreement under which Tyson Foods will acquire all outstanding shares of Hillshire Brands, formerly known as Sara Lee Corporation, for \$63 per share. The all-cash transaction is valued at approximately \$8.55 billion, including Hillshire Brands' outstanding net debt. "By investing in Hillshire Brands and its collection of leading brands, we have a unique opportunity to transform an important segment of our business, and position Tyson Foods to meet American consumers' growing demand for protein at breakfast and throughout the day," said Donnie Smith, president and chief executive officer of Tyson Foods. "We operate in a competitive and complex marketplace that demands bold steps to remain an industry leader. I am confident that together Tyson Foods and Hillshire Brands have the right products and the right people to create years of enhanced shareholder value and ensure more choices for our customers and consumers." The combination of Tyson Foods and Hillshire Brands will reposition Tyson as a clear leader in the retail sale of prepared foods, with a complementary portfolio of well-recognized brands, including Tyson®, Wright®, Jimmy Dean®, Ball Park®, State Fair® and Hillshire Farm®. In particular, the strength of Hillshire Brands' products in the breakfast category will allow Tyson Foods to capture opportunities in this attractive and fast-growing day part. The transaction has been unanimously approved by the boards of directors of both companies and is anticipated

to close by September 27, 2014, the last day of Tyson Foods' fiscal year.

### About Tyson Foods

Tyson Foods, Inc., headquartered in Springdale, is one of the world's largest processors and marketers of chicken, beef and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company was founded in 1935 by John W. Tyson, whose family has continued to be involved with son Don Tyson leading the company for many years and grandson, John H. Tyson, serving as the current chairman of the board of directors. Tyson Foods produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. The company provides products and services to customers throughout the United States and approximately 130 countries. It has approximately 115,000 Team Members employed

at more than 400 facilities and offices in the United States and around the world.

### About The Hillshire Brands Company

The Hillshire Brands Company is a leader in branded, convenient foods. The company generated approximately \$4 billion in annual sales in fiscal 2013, has more than 9,000 employees, and is based in Chicago. Hillshire Brands' portfolio includes iconic brands such as Jimmy Dean, Ball Park, Hillshire Farm, State Fair, Sara Lee frozen bakery and Chef Pierre pies, as well as artisanal brands Aidells, Gallo Salame, Van's Natural Foods and Golden Island premium jerky.



Tyson Foods, Inc.



Hillshire  
BRANDS

## A snapshot of Tyson Foods, Inc.

Here's a snapshot of Tyson Foods, Inc., one of the world's largest producers of meat and poultry, as well as a leader in hunger and disaster relief.

### FISCAL 2013 SALES

**\$34.4 Billion**

### 2013 AVERAGE WEEKLY PRODUCTION

**41,000,000** Head per Week

**135,000** Head per Week

**391,000** Head per Week

**41,000,000** Pounds per Week

### TEAM MEMBERS

**115,000**

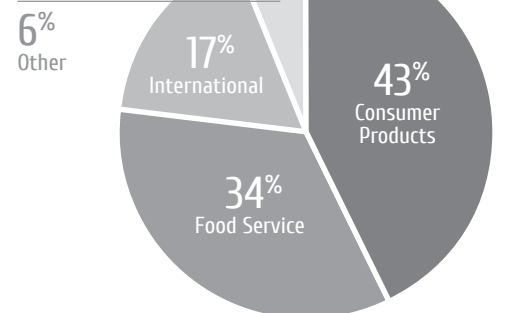
### INDEPENDENT FAMILY FARMERS

**More than 11,000**

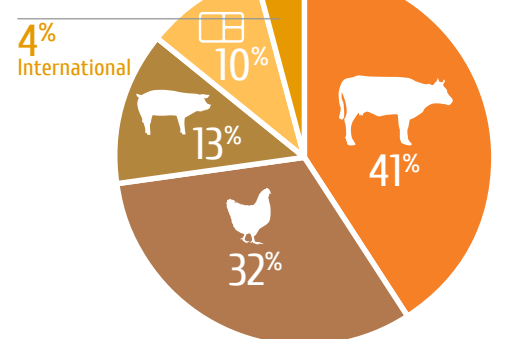
### NUMBER OF PRODUCTION PLANTS



### FISCAL 2013 SALES By Distribution Channel



### FISCAL 2013 SALES By Segment





# COMPASS REPORT | Northwest Arkansas Economy in Expansion Mode

**E**conomic conditions in two of Arkansas' three largest metro areas continue to be stable or improving, with Central Arkansas – the state's largest metro – continuing to show signs of weakness that began in the first quarter of 2013, according to The Compass Report's analysis of first quarter 2014 data. The quarterly Compass Report is managed by The City Wire. The report is the only independent analysis of economic conditions in Arkansas' three largest metro areas.

## **Northwest Arkansas Economy Outpacing State's Largest Metro Economy**

Continued gains in key employment sectors and building activity helped the Northwest Arkansas economy begin 2014 with a strong quarter. The first quarter 2014 grade of B- was slightly off compared to the first quarter 2013 grade of B and reflected a slight decline from the fourth quarter of 2014. However, while the regional economy

Economist Jeff Collins, who conducts data collection and analysis for The Compass Report, said the Northwest Arkansas economy may have slowed but the pace of growth continues to outpace the state's largest metro economy. "Despite being roughly two-thirds the size of the Central Arkansas economy, nonfarm employment grew at three times the rate of the state's largest MSA," Collins noted in the analysis. "Looking at the real estate data for the two regions, building permits in the third quarter for Northwest Arkansas were roughly 87 percent of the total for Central Arkansas. However, the value of the permits during the period was roughly 151 percent of that for Central Arkansas."

A potential problem on the horizon is the connection between regional employment and housing sector growth. "There has been considerable development of residential real estate in the last two quarters which may cause disequilibrium in the housing market given slowing employment growth rates," Collins wrote.

For more information visit [TheCityWire.com](http://TheCityWire.com) and click on the **COMPASS REPORTS** link.



To underscore the impact of the three largest metro areas, for March of this year the unemployment rate for the rest of the state was 8 percent, down 0.5 percent from March 2013 to March 2014. The statewide unemployment rate with the three largest metros added back in was 7 percent, down 0.5 percent March-on-March.

slowed compared to the first quarter of 2013, the grade reflects an economy in expansion mode. For example, non-farm employment in the region was 217,400 in March, well ahead of the 213,600 in March 2013. Building permit values in the region totaled \$126.551 million in the first quarter, up over the \$100.803 million in the first quarter of 2013.

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Bentonville location



# Chamber to Host Third Congressional District Luncheon on August 25

**T**he Government Affairs division will welcome Congressman Steve Womack and staff for a luncheon in Little Rock on Monday, August 25. The luncheon is being held in conjunction with the State Chamber of Commerce's Reverse Fly-In and reception scheduled for that evening at the Governor's Mansion.

## **Meet & Dine with Congressman Womack**

"We are thrilled to be able to extend to our members the opportunity to meet and have

lunch with Congressman Womack while he is in the state during the Congressional recess," said Vice President of Government Affairs, Sarah Collins. The Chamber typically sponsors a dinner in Washington, D.C. during the traditional D.C. fly-in each year. Due to the nature of this election season, the State Chamber opted for a reverse fly-in, bringing elected officials to Little Rock.

## **Luncheon Tickets & Sponsorships Now Available**

"By planning the luncheon in Little Rock we hope to have made it possible for members to

also attend the State Chamber's reception that evening," Collins said. "Although it's not in Rogers, it's certainly more accessible than a trip to D.C." The luncheon will be held from 11:30 a.m. – 1:00 p.m. at Little Rock's new Cache Restaurant in the River Market District. Luncheon tickets and sponsorships are now available. Luncheon tickets are \$50 each.

For more information on luncheon tickets and sponsorships, contact Sarah Collins at (479) 619-3193. The State Chamber's dinner tickets may be purchased by contacting Deb Mathis at (501) 210-4212 or Sarah may also help you get registered.



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# focus on the COMMUNITY

## Arkansas Small Business and Technology Development Center Announces Employee Excellence Awards

**May 1 | 2014** – Three staff members from the Arkansas Small Business and Technology Development Center (ASBTDC) in the University of Arkansas Sam M. Walton College of Business were honored with Employee Excellence Awards at ASBTDC's statewide meeting May 1 in Little Rock. The awards honored the top performers among the seven ASBTDC offices in the state for achievements in 2013. "I commend our Fayetteville team for their service to Northwest Arkansas small businesses and entrepreneurs," said Janet Roderick, ASBTDC state director, pictured left with the award winners including Martha Londagin member of the Rogers-Lowell Area Chamber of Commerce Small Business Council (winner of the Pound the Pavement Award for outstanding individual effort in marketing and outreach for ASBTDC).



## Mother Nature Reveals Her Story Reading Times Announced at Hobbs State Park for Second Half of 2014

**July 2014** – Mother Nature herself has become a permanent fixture at Hobbs State Park –Conservation Area. Every second Saturday at 10:30 a.m. she visits the Park's visitor center to excite the imaginations of all the children around her by reading stories of the forest and the animals that live there. Those who visit her always remember an educational, memorable, and fun time.

**Aug. 9 – Our Streams & River Life**

**Sept. 13 – Who...oo Loves the Night?**

**Oct. 11 – Three Cheers for Trees!**

**Nov. 8 – Gobble, Bobble! Wild turkeys at Hobbs**

**Dec. 13 – Our Winter Wildlife**

Story time will be followed by "hands-on" nature-craft activities. Children of all ages are welcome, however most stories will target children 3-6 years of age. Meet Mother Nature in the lobby of the Hobbs State Park – Conservation Area visitor center at 10:30 a.m. Cost: FREE Length – one hour. For more information call: (479) 789-5000.



## Burch Named Operations Supervisor at Beaver Water District

**July 8 | 2014** – Beaver Water District promoted Jesse Burch of Bella Vista (pictured) to the Operations Supervisor position for the drinking water plant. In his new role, Burch supervises the Operations Department which includes eight Operators, three Relief Operators, and two Solids Handling Facility Operators.

He is responsible for filing reports with the Arkansas Department of Health (ADH), the U.S. Army Corps of Engineers, and District officials. Burch holds a B.S. in Environmental Soil and Water Science from the University of Arkansas. Beaver Water District supplies drinking water to more than 300,000 people and industries in Fayetteville, Springdale, Rogers, Bentonville and surrounding areas. These cities then resell the water to surrounding towns and communities.



## Ronald McDonald Family Room at Mercy NWA featured on KNWA's "Doing Good"

**June 9 | 2014** – KNWA featured the Ronald McDonald Family Room at Mercy NWA, a program of the Ronald McDonald House Charities of Arkoma, on its weekly "Doing Good" segment in June. The TV station interviewed past family, Michael and Cara Upton, who spent time in the Family Room when their daughter, Amelia, was born prematurely. Michael Upton said, "It was coming time for us to get discharged but they were going to need to keep our daughter here." "The first thought is panic of even being in a different building," mentioned Cara Upton. But that's where the family room made a difference. Cara explains, "I had suddenly all the things I needed, right here and I didn't have to leave the hospital." With everything from snacks and regular meals, to a place just to take it easy, the facility offers it all in a home-like setting.



## Walmart To Highlight Women-owned Businesses With New Label

**July 2014** – Walmart is the first of what could be seven or eight other retailers to partner with the Women's Business Enterprise National Council (WBENC), committing to sell merchandise featuring a new logo identifying the goods as produced by women-owned businesses. This label collaboration is part of Walmart's Global Women's Economic Empowerment initiative, launched in September 2011. At the time, Walmart committed to source \$20 billion from women for its U.S. business and to double sourcing from women internationally by the end of 2016. WBENC reports that women owned businesses contribute more than \$1.3 trillion dollars to the U.S. economy and women are responsible for more than 80 percent of the consumer decisions globally.

**WBENC** Women's Business Enterprise National Council

**Join Forces. Succeed Together.**

# Welcome NEW MEMBERS | June 2014

## Aiello Communications

**Joe Aiello**  
Rogers, AR 72758  
(512) 517-7557 | [aiellocommunications.com](http://aiellocommunications.com)  
*Leadership Consulting*

## American National Insurance

**Seth Livingston**  
7058 W. Sunset Ave., Ste. 8  
Springdale, AR 72762  
(479) 751-2009 | [myamericannational.com](http://myamericannational.com)  
*Insurance*

## ARBONNE International

**Christina Melo**  
Bella Vista, AR 72715  
(479) 381-9607 | [CleanEatingLifestyle.myarbonne.com](http://CleanEatingLifestyle.myarbonne.com)  
*Cosmetics*

## Aurora Digital Signage

**Brent Robinson**  
525 S. School Ave., Ste. 110  
Fayetteville, AR 72701  
(855) 742-9039 | [auroradigitalsignage.com](http://auroradigitalsignage.com)  
*Computer Products & Services*

## Aurora Tactical

**Tanya Pelt**  
2270 Worth Ln., Ste. A  
Springdale, AR 72764  
(479) 751-8136 | [auroratactical.com](http://auroratactical.com)  
*Gun Dealer*

## Capital Abstract & Title Co., LLC

**Jonathan Leudloff**  
2603 W. Pleasant Grove Rd., Ste. 102  
Rogers, AR 72758  
(479) 633-8771 | [capitalabstracttitle.com/](http://capitalabstracttitle.com/)  
*Title Companies*

## Casey's General Store

1037 E. Henri De Tonti Blvd.  
Springdale, AR 72762  
(479) 306-4090 | [caseys.com](http://caseys.com)  
2720 W. Wedington Dr.  
Fayetteville, AR 72701  
(479) 251-1634 | [caseys.com](http://caseys.com)  
1800 W. Hudson Rd.  
Rogers, AR 72756  
(479) 621-0150 | [caseys.com](http://caseys.com)

## Casey's General Store

2 Riordan Rd.  
Bella Vista, AR 72714  
(479) 876-2838 | [caseys.com](http://caseys.com)  
3704 S. Thompson St.  
Springdale, AR 72764  
(479) 750-2499 | [caseys.com](http://caseys.com)  
2655 Hwy. 412 E.  
Siloam Springs, AR 72761  
(479) 459-3150 | [caseys.com](http://caseys.com)  
*Convenience Stores*

## Club Tan Inc.

**Randy Burleson**  
2004B Promenade Blvd., Ste. 2  
Rogers, AR 72758  
(479) 903-7124 | [clubtan.com](http://clubtan.com)  
*Tanning Salons*

## Del Monte Foods, Inc.

**Michael Clawson**  
Rogers, AR 72758  
(479) 254-1612 | [delmonte.com](http://delmonte.com)  
*Consumer Packaged Goods*

## Direct Auto Insurance

**Michelle Fancher**  
2810 W. Walnut St., Ste. E  
Rogers, AR 72756  
(479) 631-6474 | [directgeneral.com](http://directgeneral.com)  
*Insurance*

## Edafo Technology Partners

**Brian Taylor**  
5414 Pinnacle Point Dr., Ste. 400  
Rogers, AR 72758  
(501) 221-4144 | [edafo.com](http://edafo.com)  
*Computer Services*

## Edward Jones

**Allison Hayes, Financial Advisor**  
605 N. Walton Blvd.  
Bentonville, AR 72712  
(479) 273-9058 | [edwardjones.com](http://edwardjones.com)  
*Financial & Financial Advisors*

## Grand Savings Bank

**Nicole Marheineke**  
1303 W. Hudson Rd.  
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(479) 715-6622 | [grandsavingsbank.com](http://grandsavingsbank.com)  
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## Great Southern Bank

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## Green Bean, Inc.

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(479) 621-2312 | [itsagreenbeanworld.com](http://itsagreenbeanworld.com)  
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## Hank's Fine Furniture - Hanks 1/2 Price

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*Furniture*

## Hopes & Dreams Gymnastics

**Gidgett Hagenburger**  
3735 Treat Ln.  
Springdale, AR 72762  
(479) 751-8844 | [hopesdreamsgym.com/](http://hopesdreamsgym.com/)  
*Gymnastics*

## Las Palmas Corporation

**Emilio Santanilla**  
301 N. Walton Blvd.  
Bentonville, AR 72712  
(479) 254-8801  
*Restaurants*

## Modern Mission, LLC

**Travis Fink**  
3484 E. Joyce Blvd.  
Fayetteville, AR 72703  
(479) 595-0055 | [modernmission.com](http://modernmission.com)  
*Tourist Attractions*

## MS Event Group

**Marc Sparks**  
Fort Smith, AR 72902  
(479) 242-4235 | [mseventgroup.com](http://mseventgroup.com)  
*Rentals - Party Supplies, Equipment*

## Party Place Depot

**Pepper Sanford**  
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Rogers, AR 72758  
(479) 230-2466 | [PartyPlaceAR.com](http://PartyPlaceAR.com)  
*Retail Specialty Stores*

## Phone Guys

**Brandon Norrell**  
3329 W. Sunset Ave.  
Springdale, AR 72764  
(479) 422-6044 | [thephoneguysnwa.com](http://thephoneguysnwa.com)  
*Cell Phone Repair*

## Plexus Worldwide

**Kelli Declerk**  
Springdale, AR 72762  
(501) 681-5320 | [kdeclerk.myplexusproducts.com](http://kdeclerk.myplexusproducts.com)  
*Health Food Products & Supplements*

## Red Feather Productions, LLC

**Mike Graham**  
P.O. Box 108  
Springdale, AR 72766  
(479) 751-2114 | [redfeatherproductions.net](http://redfeatherproductions.net)  
*Audio-Visual-Equipment & Production*

## Simplemachine

**Sean Morrison**  
P.O. Box 141  
Bentonville, AR 72712  
(479) 802-0166 | [simplemachinedesigns.com/](http://simplemachinedesigns.com/)  
*Web Design Services*

## Skinny Fiber

**Myra Wagoner**  
Farmington, AR 72701  
(479) 366-6501 | [myawagoner.EatLessFeelFull.com/?SOURCE=BS](http://myawagoner.EatLessFeelFull.com/?SOURCE=BS)  
*Weight Control*

## Somthin Borrowed - Southern Luxe Events

**Lisa Dawson**  
216 N. 2nd St.  
Rogers, AR 72756  
(479) 586-1548 | [somthinborrowed.com](http://somthinborrowed.com)  
*Rentals - Party Supplies, Equipment*

## Stargate Business Solutions

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(682) 587-9822  
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## UFC Gym Fayetteville

**Wes Sharp**  
380 Main Dr., Ste. C  
Fayetteville, AR 72704  
(479) 249-8899 | [ufcgym.com/fayetteville/](http://ufcgym.com/fayetteville/)  
*Fitness*

## Valere Rene Handbags & Totes

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210 S. 1st St.  
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(479) 531-7589 | [facebook.com/valererehandbagsandtotes](http://facebook.com/valererehandbagsandtotes)  
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# Ribbon Cuttings June 2014



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**THE YOGA STUDIO**  
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## MEMBER ORIENTATION



Savings Made Simple

**SAVE THE DATE** - Member Orientation is September 17. This orientation is beneficial for new members, members that would like a refresher on what the Chamber has to offer and new company representatives that would like to learn more about how the Chamber helps grow your business.

## LEADERS CONFERENCE

September 25 | 2014

### SAVE THE DATE | 2014 Leaders Conference | Vision 2030

**DATE** | September 25, 2014 – 11:00a.m. - 1:00 p.m.

**LOCATION** | John Q. Hammons Convention Center | 3303 Pinnacle Hills Pkwy. | Rogers

**JOIN US** | Leaders Conference Held During the 2015 Board of Directors Planning Retreat

**REGISTER ONLINE** | RogersLowell.com > Events > September 25 > Leaders Conference | Vision 2030

**CONFERENCE REGISTRATION FEE** | \$40 per Person (Includes Lunch)

**2014 Leaders Conference | Vision 2030** – Open to Steering Committee, Board of Directors & Community Leaders

## BACKGROUND | VISION 2030: Community Action Plan

The Chamber along with City Government and Community Leaders started the Rogers-Lowell Area Visioning Process in 1989. Since then, the community's vision has been updated five times, most recently in 2008 with the development of Vision 2025. Acknowledging that many initiatives from Vision 2025 have been completed or are underway, a process of updating the vision via stakeholder input and community assessment has been completed to create a holistic, consensus-based **Community Action Plan** and guide collaborative economic development and community improvement initiatives in Rogers-Lowell in the years to come.

## STRATEGIC PLANNING GUIDANCE | STEERING COMMITTEE

The strategic planning process is guided by a diverse Steering Committee of leaders from the public, private, and non-profit sectors who oversee the entire planning effort and help identify priorities for the Rogers-Lowell Area. They help build consensus and serve as public advocates.

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# MEMBERSHIP RENEWALS | June 2014

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Rogers - 56 years  
Beall Barclay & Company - 54 years  
Glad Manufacturing Company - 43 years  
Matthews, Campbell, Rhoads, McClure &  
Thompson, P.A. - 34 years

## 21-30 years

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George & Jan Skopecek  
My Other Mother Child Care Centers  
Northwest Arkansas Head Start  
Open Avenues  
Pea Ridge National Military Park  
Walton Arts Center

## 11-20 years

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Lindsey & Associates - Bill McClard  
Mathias Properties, Inc.  
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Ozark Natural Science Center  
Peace Lutheran Church  
SC Johnson A Family Company  
SCORE Chapter 0511  
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## 6-10 years

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Brashears Furniture  
CDI Contractors, LLC  
Centennial Bank  
Central Research, Inc.  
Domino's Pizza  
Dr. Les Carmine  
Faithful Friends Animal Clinic  
First Bank of Arkansas  
The Glen at Polo Park  
Golden Corral  
Holiday Inn & Suites  
Homewood Suites by Hilton

Innovative Business Furniture, Inc.  
Keypoint Church  
Kimberly-Clark  
Marmic Fire and Safety  
McGaugh RV Center  
Paychex, Inc.  
PremierCare Northwest  
Providence Classical Christian Academy  
Reckitt Benckiser  
Robert Half International  
Slim Chickens Restaurant #2, LLC  
Specialized Real Estate Group  
State Farm Insurance - Bryan Lewis  
WealthPath Investment Advisors  
Wright, Lindsey & Jennings LLP

## 2-5 years

3E Software, Inc.  
American Leak Detection  
Catering Unlimited  
CBRE Northwest Arkansas  
City Title & Closing, LLC  
Daniels & Flynt  
Deffenbaugh Industries  
The Equestrian Connection Inc.  
Five Guys Burgers and Fries  
The Gomez Group, LLC  
Jerry Hudlow  
Jamestown Nursing & Rehabilitation  
Jason's Deli  
Johnny Brusco's New York Style Pizza

Keller Williams Market Pro Realty -  
Christy Fournier  
Lowell Chiropractic & Health  
Mount Sequoyah Retreat &  
Conference Center  
Museum of Native American History  
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Select Staff  
Souls Harbor of Rogers, Inc.  
SPMI - My HR Professionals  
Terra Studios  
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TUV Rheinland of North America  
United Cerebral Palsy of Arkansas  
White's Jewelry  
Zaxby's

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# Chamber **Networking & Educational** Events

The Rogers-Lowell Area Chamber of Commerce hosts a variety of events to help build your network and learn.  
For more event details and to register, visit us online at [RogersLowell.com](http://RogersLowell.com).



*Presenting Sponsors:*  
Names and Numbers  
Arvest Bank

August 26, 2014  
September 9, 2014

*Hosted by:*

Back Yard Burgers  
Chick-fil-A

*Location:*

4301 Pleasant Crossing Blvd., Rogers  
4001 W. Walnut St., Rogers



*Presenting Sponsor:*  
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September 18

*Hosted by:*

SOHO Clothiers

*Location:*

5204 Village Pkwy., Ste. 9, Rogers



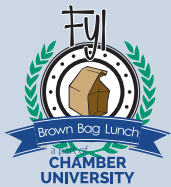
*Presenting Sponsor:*  
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Crain Automotive Group

August 21, 2014

*Hosted By:*

The Shoppes at Pinnacle Hills 3300 Market St., Rogers

*Location:*



*FYI Brown Bag  
Presenting Sponsor:*  
Big Heart Pet Brands  
Del Monte Foods

August 1  
*Session Sponsor | Cox Business*

*Speaker:*

Angela Belford  
The Belford Group

*Topic:*

Strategic Networking:  
You Are Not Here for the Free Food

*FYI Brown Bag  
Series Sponsor:*  
KNWA | Fox 24 KFTA

September 5

Bill Oliver  
Chi Performance Group

The Buyer-Seller Dance



*Presenting Sponsor:*  
Crain Automotive Team  
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KFSM TV-5 | KXNW TV-34

September 24, 2014

*Host Sponsor:*

Cox Business

*Location:*

John Q. Hammons  
Convention Center  
3303 Pinnacle Hills Pkwy., Rogers



*Presenting Sponsor:*  
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September 17, 2014  
November 19, 2014

*Hosted at:*

Rogers-Lowell Area Chamber  
Rogers-Lowell Area Chamber

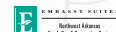
*Location:*

317 W. Walnut, Rogers  
317 W. Walnut, Rogers



**Pinnacle Hills Pkwy. & Market St. | Rogers**  
**Free to Members**  
**Registration Not Required**

**SAVE THE DATE |**  
**AUGUST 21 | 5:00 - 6:30 P.M.**  
**The Shoppes at Pinnacle Hills**





317 West Walnut Street  
Rogers, Arkansas 72756

[RogersLowell.com](http://RogersLowell.com)

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