



FIBA Flash!

*The newsletter of the
Flagstaff Independent Business Alliance...*

APRIL 2007
VOLUME I ~ ISSUE 1

HOT OFF THE PRESS!

Greetings, FIBA enthusiasts! Welcome to the inaugural edition of *FIBA Flash!*, the electronic newsletter of the Flagstaff Independent Business Alliance. FIBA was launched in July 2006 and is governed by a voluntary board of directors who aim to execute the mission and goals of FIBA.

Moreover, FIBA is your organization! Through the support and participation of members and supporters like you, we can continue to build and enhance the distinctive character of our community!

Please read through this publication and look forward to future editions. Also, don't hesitate to share this newsletter with your friends, family, colleagues and other businesses owners!

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FIBA TURNS 50!

Okay, while it isn't our golden anniversary, we are elated to celebrate a major milestone in the existence of FIBA. This month, we surpassed our 50th member!

This is a great feat for being in business for merely nine months! It's thanks to all of FIBA's wonderful supporters that our coalition of locally owned, independent businesses and community members has successfully launched, and we continue to grow.

It is through our members that FIBA continues to work on fulfilling its purpose to further develop the economic vitality of Flagstaff while enhancing and preserving its unique character. Flagstaff has a strong local business base and, with your help, we intend to help make it even stronger!

As of March 2007, FIBA has 35 full business members, nine citizen members, five non-profit members and four associate members. Plus, we continue to add more members each month. Thank you Flagstaff ~ there truly is strength in numbers!

A listing of all
current FIBA members
can be found at
www.FlagstaffIBA.com

WELCOME ABOARD!

FIBA's Charter Members:

The following members joined FIBA even before the official launch of the organization on July 1, 2006.

Thank you for your support!

Full Business Members

- ★ Flagstaff Athletic Club - Jim & Holly Garretson
- ★ Peaks Educational Services - Joel Axler & Krista Branch
- ★ The Old Mexican Methodist Church - Roger Fontanini
- ★ The Orpheum Presents - Chris Scully

Citizen Supporters

- ★ Debbie Leavitt
- ★ George Castleberry
- ★ Marc Mucatel
- ★ Nelia Mucatel
- ★ Susie Garretson

FIBA FLASHLIGHT:

In this section, we will feature full business members in each edition of FIBA Flash! This month, we flash the light on two of FIBA's charter members.

FLAGSTAFF ATHLETIC CLUB

After being in business under the same family ownership for almost 30 years, you are bound to become a Flagstaff institution.

That's precisely what longtime residents would say about Flagstaff Athletic Club. Its owner, Jim Garretson, first opened FAC's doors in 1979; ever since, FAC has provided generations of Flagstaff residents an opportunity to recreate, play sports and focus on health and fitness.

According to its website, FAC is a member-oriented,

Please see *FAC* on page 3



THE ORPHEUM PRESENTS

Defining the character of Flagstaff is incomplete without mentioning Flagstaff's premier performing arts center - the historic Orpheum theatre.

Located in the heart of Flagstaff, The Orpheum was first constructed in 1911. It continuously served as a theatre at its downtown location since 1917, delighting audiences for decades. However, it closed in the late 1990s when the movie company that owned it left Flagstaff.



Please see *Orpheum* on page 3

FAC, continued from page 2

service-driven independent, locally owned business whose goal is to be in the forefront of excellence in the athletic club industry and in the community.

FAC offers many fitness programs and sporting facilities. Some highlights include:

- ▲ Racquetball, basketball, sand volleyball and tennis courts
- ▲ Sports lessons, leagues and tournaments
- ▲ Personal training and group fitness classes
- ▲ Massage, physical therapy and CPR training
- ▲ Swimming pools, saunas, jacuzzis and steam rooms
- ▲ Indoor climbing, indoor cycling and cardio/weight rooms
- ▲ Tanning beds, gear shops and juice bars
- ▲ Childcare and kids fitness programs

More information
can be found at:
www.FlagstaffAthleticClub.com

FAC has two locations: on the westside at *1200 W. Historic Route 66* and on the eastside at *3200 N. Country Club Drive*.

Orpheum, continued from page 2

After a three year hiatus, The Orpheum was revived. In 2002, The Orpheum was entirely renovated. The same year, Chris Scully and some fellow business partners formed The Orpheum Presents, an independent, locally owned business with a goal to offer the best in local and national artists, as well as exciting and unique film screenings.

The Orpheum now features plush seating, an expansive balcony, state-of-the-art sound and lighting systems, a full-bar and a lounge. It also has full projection capabilities, as well as a stage, podium and snack bar. The theatre features the original McGaugh's Newstand popcorn machine and has a 700-seat capacity.

The Orpheum books various entertainment, and the theatre can be rented for other small- and large group functions. Events include major concerts, movie showings, live music shows, conventions, festivals, symphonies, poetry readings, theatrical shows and company parties.

The theatre is located at *15 W. Aspen Avenue*.

More information
can be found at:
www.OrpheumPresents.com

Join Today!

Membership in FIBA consists of two levels. You can either become a full business member or a supporter member.

Full business members must meet three main criteria:

- ✓ At least 51% of the ownership and the physical structure of the business must reside within a 20-mile radius of Flagstaff City Hall;
- ✓ Ownership must have full marketing, legal and operational authority over the business. Although, cooperative agreements don't violate this autonomy;
- ✓ Ownership must have no more than six (6) outlets/bases of operation with this business name in Arizona.

Supporters can sign up under three categories:

- ✓ Citizen Supporters - open to individuals
- ✓ Non-Profit Supporters - open to non-profit organizations
- ✓ Associate Supporters - open to businesses that do not fit the full membership qualifications, but wish to support the mission of FIBA.

For more information, visit the FIBA website at www.FlagstaffFIBA.com. Sign up today!

Thank you!

- To FIBA member Shawn Kurtchenbach at **SNS Printing** for printing FIBA's brochures and fliers, and for offering generous discounts.
- To FIBA member Ed and Brandy Wojciak at **Brandy's Restaurant** for hosting most of FIBA's initial monthly events.
- To FIBA citizen supporter **Annette Yurchak** at the Small Business Development Center for being a guest speaker at some of FIBA's initial events.
- To the following members for their generous financial donations to get FIBA started:
 - ★ Debbie Leavitt & George Castleberry
 - ★ Joel Axler at Peaks Educational Services
 - ★ Ted Dwyer at Dwyer Financial
 - ★ Roger Fontanini at The Old Mexican Methodist Church

Calendar of Events

- ◆ April 9, 2007 - FIBA Networking Event & Skills Workshop "What's the Cost Per Customer Coming Through Your Doors?" @ Brandy's Restaurant, 1500 E. Cedar Ave.
- ◆ April 24, 2007 - FIBA Board Meeting
- ◆ May 23, 2007 - FIBA Networking Event & Skills Workshop @ Fire on the Mountain Gallery and Studio, 324 W. Birch

FIBA Suggestion Box

Remember, FIBA is your organization!

Should you have a question, should you want to offer a suggestion or should you have a complaint, please let us know!

We want to hear from you.

Email the board at info@flagstaffiba.com or call Board Member and Membership Committee Liaison Dexter Albert at 928-522-6015.

Thank you!



FLAGSTAFF
independent
BUSINESS
ALLIANCE

WWW.FLAGSTAFFIBA.COM