



FIBA Flash!

The newsletter of the
Flagstaff Independent Business Alliance...

JULY 2007
VOLUME I ~ ISSUE 2

FIBA ♥ JULY

July is a fun and exciting time for FIBA.

First of all, July 1 marks FIBA's first anniversary. It's been a successful year and we've accomplished many milestones. One of the biggest accomplishments was welcoming our 60th member this month. We thank you for your support!

In lieu of all the paper anniversary gifts*, though, let's focus on celebrating another July occasion ~ Independents Week.

Independents Week is a spin on our nation's Independence Day holiday. It gives us an opportunity to remind our friends, family and neighbors about the importance of shopping at locally owned, independent businesses. FIBA joins our parent organization, the American Independent Business Alliance, and all the affiliated IBAs across the nation in celebrating Independents Week.

One thing we and other IBAs are promoting, as part of the occasion, is for you to take the *Indie Challenge!* We want you to use Independents Week as an opportunity to explore Flagstaff's locally owned, independent businesses. So, go ahead, get out and visit your neighbors ~ and help celebrate your Independents. Remember: be vocal, shop local!

DID YOU NOTICE THE ASTERISK?

There is a kind of paper gift that we welcome anytime! In addition to member dues, we always welcome generous donations of any denomination.

This year we netted \$1,151 in contributions from individuals and businesses alike. Donations ranged from \$1 to \$400. So, next time you have a dollar (or four hundred) to spare, think of us, your voluntary, cooperative effort of locally owned, independent businesses!

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Information about the
American Independent
Business Alliance can
be found at

www.amiba.net

WELCOME ABOARD!

FIBA's Initial Members:

The following members joined FIBA in July 2006, during the organization's first official month in business.

Thank you for your support!

Full Business Members

- ★ Movies at the Mall - Kyle & Cindy Mitchell
- ★ Joan Carstensen Design - Joan Carstensen
- ★ Sage Brush Traders - John VanLandingham
- ★ Old Town Shops - John VanLandingham
- ★ Favorites to Wear - Julie Barlett
- ★ Gold Wolff Jewelers - Pete Wolff
- ★ Intrinsic Consulting - Dexter Albert & Susan Springer

Associate Supporters

- ★ Flagstaff Map Co. - Leslie Connell

Citizen Supporters

- ★ Michael French

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 members.

GOLD WOLFF JEWELERS



Gold Wolff Jewelers, which opened its doors in May 1996, is a cozy jewelry store that offers a casual buying environment.

Owned and operated by master jeweler Pete Wolff, a resident of Flagstaff for more than 20 years, Gold Wolff strives to provide the finest quality jewelry sales and service; create custom jewelry from any material and for any occasion; and to have the work completed in time.

Gold Wolff believe in "Quality First," not being small on

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PEAK EDUCATIONAL SERVICE

Established in 2000, Peak Educational Service has been promoting learning and development for Flagstaff's youth and families for more than six years.

As a multidisciplinary organization owned by Joel Axler and Krista Branch, Peak provides school psychology, speech-language therapy, physical and occupational therapy, special education instruction and counseling services.

According to their mission, "Peak is dedicated to the provision of a variety of high quality services designed to enrich the

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service, service after the sale and providing honesty and education for its customers.

According to its website, "Gold Wolff Jewelers specializes in custom made jewelry for those looking for that original and unique piece," and their work is always "exquisite, unique and reasonably priced."

As the winner of numerous awards and accolades, Pete challenges shoppers to "[not] settle for the same old thing that you could buy at any jewelry shop at your local mall" and asks "Why pay more for the same old thing, when you could have your own work of art?"

In addition to sales of fine jewelry that are made of titanium, sterling silver, gold and platinum (including watches), Gold Wolff offers repairs, appraisals and custom designs. In fact, Pete says, "The creation of custom jewelry is the cornerstone of what we do at Gold Wolff Jewelers."

Gold Wolff Jewelers is located in the Pine Grove Shopping Center at 1926 N. 4th Street, Suite 2.

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

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lives of children and promote their learning and development."

The Peak Team strives to serve the individual needs of the child and family through professional, caring relationships. Plus, associates have training and experience in both clinical and school settings. Other services include:

- ♦ Training
- ♦ Consulting (program and compliance assessments, strategic planning, grant writing and development)
- ♦ Meeting facilitation (school-family conflict resolution)
- ♦ Serving as a resource for families (advocacy, information, evaluation and referrals)

In fact, according to its website, the Peak Team considers themselves "to be, first and foremost, advocates for children and their families."

Peak Educational Services is located at 15 W. Cherry Avenue, Suite 301.

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

Join Today!

Join a cooperative organization that promotes and supports your business and provides:

- ★ Strength in Numbers ★
- ★ National Affiliation and Resources ★
- ★ Web Presence with Linking Opportunities ★
- ★ Educational Workshops and Seminars ★
 - ★ Networking Events ★
 - ★ Mentoring Program ★
- ★ Member-to-Member Discounts ★

Full Business Membership also includes:

- ★ Printed Membership Directory ★
- ★ A Recognizable FIBA Branding Network ★
- ★ Cooperative Marketing, Advertising and Public Relations Efforts ★

FIBA will be adding additional benefits as we explore the needs of the membership and receive input regarding value-added programs.

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

Thank you!

- To non-profit supporter Friends of Flagstaff's Future for gratuitously donating ad space to FIBA in its monthly newsletters.
- To Will Ott at the Flagstaff Business and Technology Incubator group for being a guest speaker at one of FIBA's initial events and speaking about the importance of branding.
- To Kyle & Cindy Mitchell at the former Movies at the Mall theatre for their generous support of FIBA. We wish them well in their new endeavors in Streator, Illinois.
- To the following members for their generous financial donations:
 - ★ James Jay at Uptown Billiards
 - ★ Susie Garretson
 - ★ Donna Cassano

Calendar of Events

- ◆ July 1-7, 2007 - Independents Week
- ◆ July 4, 2007 - Members-only Cocktail Hour
- ◆ July 10, 2007 - FIBA Board Meeting
- ◆ Upcoming - General Membership Meeting; Board Retreat

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@flagstafffiba.com or call the Executive Director, Dexter Albert, at 928-814-8221.

Thank you!



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independent
BUSINESS
ALLIANCE

WWW.FLAGSTAFFFIBA.COM