



# TOTAL NEWS

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## HISTORY OF TOLLESON

The town of Tolleson was founded in 1912 by W.G. Tolleson, on the site of an old railroad stop known as "Ten Mile Store". It goes without saying that the area was also previously inhabited, by the Hohokam, but they had departed by the 1400's. Mr. Tolleson, a land developer, arrived in the area, built a ranch and bought land; he then enticed prospective residents to come out from Phoenix on the railroad, sold them lots at \$50 each, and so the town was born. The first post office was established in 1913.

The town was incorporated in 1929, and comprises about 6 square miles. The town is landlocked, so it cannot become larger. It originally depended almost entirely on agriculture, but that changed in the early 1960's, when the labor intensive form of agriculture began fading away. Tolleson embarked on a somewhat different path than most cities; instead of seeking residents, it actively recruited industry and commerce.

Tolleson is strategically located along the I-10, a perfect spot for companies wanting to distribute throughout the Southwest and California. It has large facilities for Sun Land Beef, Sysco Food Systems, Fry's and Albertson's food distribution networks, the American Italian Pasta Company, as well as the Greater Phoenix Auto Auction. Due to its limited space, Tolleson is careful about whom it invites to set up shop, but thinks this game plan has served the town well, and it plans to continue along this path for quite some time to come.



### What We Can Learn from Sony:

In recent news, you may have heard that Playstation Network was hacked, subsequently exposing members (such as myself) to possible theft of information, including credit card information. While reading about this quite unfortunate turn of events in my Game Informer magazine, I realized that they made a very good point. It states that people may be tempted to spend the minimum amount on security as possible, because bonuses sometimes depend on keeping the budget low. Security is something that money is put into, but it doesn't give any additional money in return. It is like preventative maintenance most of the time. You spend the money to avoid having to pay even larger amounts of money from theft, property damage, and the like in the future, instead of waiting for something to happen before you do anything. It's actually a very proactive measure. Furthermore, for events, it helps ensure that your liquor or event license is protected and reduces your liability exposure. A reputable security company can assist you in making a threat and liability assessment, as well as properly documenting any incidents, greatly reducing frivolous lawsuits and diminishing your overall risk exposure. Whether it be physical security, deterrent devices, or technological IT precautions, security is always a good investment. Don't learn the hard way like Sony did! They expect the infamous breach to cost over \$170 million!

## Upcoming Events

DATE	VENUE	EVENT
July 1	Maryvale Stadium	Light Up the Sky
July 3	Salt River Fields	Independence Day Celebration
July 3	Ahwatukee Country Club	Red, White & Boom
July 4	Steele Indian School Park	Phoenix 4th
July 4	Tempe Beach Park	Tempe 4th
July 4	Tolleson Veterans Park	Independence Day Celebration
July 8	Comerica Theatre	Banda El Recodo
July 8-12	Phoenix Convention Center	Fanfest
July 10	Chase Field	All Star Sunday
July 11	Chase Field	Home Run Derby
July 12	Chase Field	82nd MLB All Star Game
July 15	Ashley Furniture Pavilion	Rockstar Mayhem Festival
July 18	Comerica Theatre	Bob Dylan
July 24	Ashley Furniture Pavilion	Journey w/ Foreigner & Night Ranger
July 25	Comerica Theatre	A Perfect Circle
July 29	Comerica Theatre	Powerhouse feat. T-Pain

Are you ready for the 82nd Major League Baseball All-Star Game? We are, and we're super excited that we get to partner with our friends over at Chase Field, and take part in this incredible event! Congrats to AZ Diamondbacks Chief Executive Derrick Hall for finally getting them to come here - your persistence paid off in a huge way! There will be lots of activities going on, as you can see on the calendar above. The festivities will kick off at the Convention Center with Fanfest, which is considered the world's largest interactive baseball fan event. It starts on July 8th and lasts through the 12th. Then on Sunday the 10th, the XM All-Star Futures Game and the Taco Bell All Stars Legends and Celebrity game will take place at Chase Field. Monday the 11th, you can partake in the Gatorade All-Star workout day and watch the Home Run Derby later that night at Chase. Then of course on the 12th is the actual All-Star Game itself! There are lots of activities going on, so you should check out [this website](#) with all the information you should need. We can't wait to see you out there!

*I took the pictures below after getting off the plane from Georgia, at Sky Harbor Airport. Pretty awesome to see as you arrive!*



## Help Yourself

**Value** is defined as relative worth, merit, or importance. So how do you give your customers more value? You figure out what is important to them, and then give them what they want. Lower prices do not necessarily constitute value, so what steps can you take? Read [this article](#) for advice.

Are you a member of LinkedIn? It's a great tool to use for networking and allows you to make new connections while also keeping in touch with existing connections. There is some etiquette to it though. Read [here](#) about 3 deadly mistakes to avoid while using this site. Oh, and feel free to add me (Ashleigh Gaylord)!

I recently returned home to Georgia to visit my parents and gained a lot of inspiration from them. They are eating healthy with the South Beach diet, in addition to exercising, and they looked great. If you are looking for some healthy yet delicious recipes, visit this [website](#)!



***FREEDOM IS NEVER FREE***

# Happy 4th of July!



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