

TOTAL NEWS



Property Patrol...CCTV Monitoring...Facility Protection...Equipment Rental...Fire Watch..

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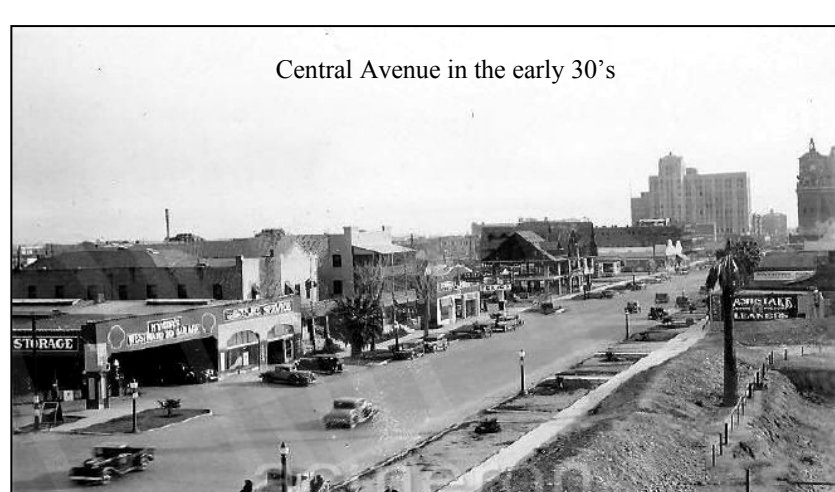
History of Phoenix

The advent of the automobile had a major impact on the way Phoenix developed. Ever since the introduction of the street car system in 1887, real estate development had traditionally taken place mostly in proximity to the railway tracks. In fact, real estate owners and investors mostly financed the expansion of the railway, since it was such a proven value adder to their properties. The arrival of the automobile, however, allowed infill development within the city, away from railway tracks, and development beyond the city limits.

WWI had boosted manufacturing in the Phoenix area, and towns continued to grow during the 20's and 30's. Agriculture, cattle ranching, and mining also grew, and the Phoenix area population rose rapidly. Tourism was well established with many visitors coming from all over, but predominantly the Midwest. Once having visited, they often wanted a permanent place to stay.

All of these influences worked to move boundaries outward. The boom in the area did not escape the attention of investors and developers, primarily from California, an area where larger subdivision development was coming into fashion. The developers bought larger tracts, mostly outside city limits, and put in all the utilities and roads, landscaping and parks, and built the homes with a place to park the car! The Midwestern visitors also tended to build homes on the edges of the city, where they could have larger properties.

And then came the Depression...



Central Avenue in the early 30's

Equipment Spotlight

Most people do not realize that we own a fire truck, and more importantly, why? We often get asked who in the company is trying to fulfill a childhood fantasy. The true reason we own it is simpler than one would think. We work a lot of concerts, and in the summer, it is very hot in Arizona. At many rock shows, the kids will build large fires and then dance or "mosh" around these fires. If you have never been in a mosh pit or attended a concert that had them, that concept, as well as the desire to build a bon fire when it is 115 degrees might elude you. These kids are not happy when we come to put out their fires, and for the safety of the



crowd and our employees, we acquired a pumper truck, with which we can safely put out fires from great distances as well as cool the crowd down. As you can see from the picture above, the kids get hot and the mist coming down is refreshing. It cools them off after all of that moshing around.

We have used our pumper truck for summer festivals, children's events, concerts and even as a static display. It is a real attention getter in every way we use it



In the Community

This past Easter, we got some volunteers together to help put the cross up on A Mountain. As you can see from the picture on the right, it's quite tall. After putting it together and checking to make sure all the lights worked, we had to hoist it up, under those wires, so that we could stand it up against the pole. It's kind of scary on the edge of that mountain. I want to say thank you to Alan Gillis, Karl Evans, Sandra Montgomery, and the warehouse crew for volunteering their time. It means a lot to us that you all are helping us to continue this long-standing tradition that so many people in Tempe look forward to every year. If any of you would be interested in helping with our 3 Wise Men in December please shoot me an email.



UPCOMING EVENTS

May 1	City Center	Viva Las Vegas
May 2	Cricket Pavilion	Sugarland
May 5	Devil's Advocate	Cinco De Mayo
May 15 & 16	Dodge Theatre	Glee Live
May 18	US Airways	Tom Petty
May 18	Jobing.com Arena	Stars on Ice
May 19	Jobing.com Arena	Carole King
May 21	Cricket Pavilion	Brooks & Dunn
May 21	Dodge Theatre	Foreigner/Styx
May 23	Dodge Theatre	Happy Together Tour
May 29	Dodge Theatre	Crosby Stills & Nash
May 7, 14, 21	Jazz on the Promenade	Scottsdale Promenade



Heidi's Events & Catering

"Making the good times easy since 1992"

Heidi's has been "Making the good times easy since 1992" We are a full service event planning company and caterer. Our menus are tailored to suit every pallet and occasion. Our creative design team can assist with every aspect of your event. Our culinary experts will create and prepare the menu you desire. The professional team of food servers, banquet captains and scullery staff will ensure an effortless event. We emphasize exceptional service and dazzling presentation: from simple events to sophisticated affairs. Heidi's does it all...

...started in 1991. As with so many companies, it was an idea long before that. The weekly home meal program was the first to thrive. One busy family led to another; then the first party, the first wedding, and so on. Today, HEIDI'S CATERING AND EVENTS is incorporated with over 11,000 square feet of kitchen, corporate offices, and the rental division in Tempe, Arizona.

Construction started with a state-of-the-art kitchen in October of 1995. Heidi physically did 80% of the work herself with help from family and friends. Since construction was not her area of expertise, it presented her with a challenge. "If you can read, you can learn to do anything, with a little help from Home Depot," Heidi says. "How-to-do-books" and a desire to know everything took a great part in the development of Heidi's success. The kitchen opened officially in April 1996 with a grand opening party: over 200 guests attended. In March 2001, Heidi's expanded by opening its corporate offices and Rental division. In 2004, Heidi purchased an 11,000 square foot building in Tempe and has over 50 employees. Heidi attributes her success to "hard work; as much as it takes, no debt; don't buy until you can afford it, and to have something to do it all for."

Heidi's Home catering is a member of the Ahwatukee, Tempe, and Chandler Chambers, the Better Business Bureau, the Better Wedding Bureau, as well as being an active member in the Women Owned Business Association, Minority Business Owners Association, Entrepreneurial Mothers' Association, and the Small Business Enterprise Association. Heidi also has the honor of being one of the top 100 women in business named by Arizona Woman's Magazine. Heidi's passion is the creative side, the event planning and coordinating side of the business. Heidi does the marketing and continues to oversee most aspects of the business.

Click on the logo at the top to visit Heidi's Website!



The picture above is from our Networking Event that we hosted in August 2009. The food was delicious and there was plenty of room to mingle and meet everyone!

Help Yourself

Clients You Should Consider Canning

Have you ever experienced one of those needy, energy-sucking clients? A client who needs everything RIGHT NOW and makes all kind of demands because they can? If you have, maybe you need to reconsider the relationship. [Read here.](#)

Is Your Website Mobile Friendly?

In today's ever-expanding world of technology, it's hard to keep up with all the new changes. As phones start taking on more online applications and functions, people are starting to use their phones a lot to access internet and websites. [Read here](#) for some tips to make it mobile friendly.

How to Create Fiercely Loyal Customers

Recently, Anita Campbell hosted an online "webinar" and questioned 11 small business experts on how to get loyal customers close to you and your business. Each expert contributed several important tips and suggestions, which you can read about [here](#).



Heroism...is endurance for one moment more. -George F. Kennan

WE THANK OUR MILITARY!



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