

New Normal!

New:

1. Of recent origin, production, purchase, etc.; having but lately come or been brought into being
2. Of a kind now existing or appearing for the first time; novel

Normal

1. Conforming to the standard or the common type; usual; not abnormal; regular; natural
2. Serving to establish a standard

***Dictionary.com

New Normal: two words we hear constantly now but not so much a few short months ago. I looked up the meanings of these two words. What do those two words really mean: The answer is they will mean something different to every single person! As you work toward adjusting to your new normal the Chamber and staff are too. We are and always will be here to help you find resources you need to help your business thrive and succeed.

Like you, we are also struggling to re-invent & re-evaluate our goods and services. How do we best deliver them to you? How do you want to receive goods & services in the future?

As most of you were shut down so was the Chamber office. Our members and staff have not been able to attend events & visit with one another like we used to do. We will have a new normal in how we meet in person as we plan towards hosting monthly breakfasts and mixers again.

As you have been struggling to figure out how to make ends meet & pay your bills, so have we. We are all in the this together. We exist because of our members. The Chamber provides needed resources to help small business thrive and succeed. Your financial investment in the Chamber is an investment in yourself. The marketing that the Chamber provides your business can place 1,000,000 eyeballs on your business each year through our website, social media platforms, weekly e-blast, and annual printed community directory. As a bonus we advocate for your business at the state level to ensure that our elected officials have the best interest of businesses as they create bills. We also plan and provide you educational, supportive, and inspirational opportunities through our networking events. Without your financial investment we will not be able to provide the level of service you have enjoyed into the future. As a reminder, we do not receive any government funding. We exist because of you!

Chamber staff have spent countless hours the last couple of months or more on conference calls & webinars with Congressman, Senators, Governor Ducey's office, Arizona Commerce Authority, Arizona Office of Tourism, Small Business Association, Small Business Development Center & others to learn more & gather resources for you which resulted in the resource page you can find on the front page of our website.

Your Chamber worked along side eight other Chambers of Commerce (East Valley Chamber of Commerce Alliance) to provide guidance to our Governor to re-open our state when it did not seem like

he was in a hurry to do that. Some did not like that response, but we had to start somewhere. I am sorry if we offended you in the process.

We have issued three different surveys. Many of participated in filling out the survey. Thank you. We used that data as leverage as we held discussions with our various leaders regarding PPP & EIDL loans, the difficulty in the loan process, the lack of communication from some lenders, the defeat & sometimes rage you voiced to us when times felt overwhelming.

The Chamber will continue to advocate and fight for our business community. Business may have been interrupted for a bit, but it will not stop us from being here for you advocating and searching for additional resources as we rebuild together!

Patty Villeneuve, President/CEO

Carefree Cave Creek Chamber