

Creating our own economic boom here in *The Valley of the Sun* is the goal. A local sustainable economy is possible when we Phoenicians (all of us living in metro Phoenix) make the effort to remember to follow through on shopping locally.

All the products and services we need are found here locally.

Local...actually is all around us!

Green In The Valley, a Tempe eco-consulting company, is proud to bring you the 2nd issue of the **localactually** newsletter.

Each issue features three successful local business Stories.

Please share with your peers. They too can receive our free digital newsletter each month.

Opt in at localactually.com

Success Story #2: Smart Cookie

Israel Jimenez attended the Phoenix Public Market and witnessed a high school student set up with his own smoothie business. Israel had wanted to be a business owner, but thought maybe he needed a business degree or have a business handed down by family. The student, inspired the teacher in this case. Israel is a teacher at a charter school in downtown Phoenix.



Once he chose the cookie business, he was determined to stand out by being different. Israel had recently been prescribed glasses from his eye doctor and got to thinking "What was so bad about it...I am just going to embrace who I am!" Innovation took over after that realization! **Mention the Local Actually Newsletter on your first on-line order and receive 1 free Smart Cookie!**

Smart Cookie buys local ingredients (Hickman Eggs, local honey). He has 2 goals. The first is to include as many local vendors in his company as he grows Smart Cookie. "Just Smart business," Israel adds. The 2nd is to open his own store front to add to his farmer's market booth on Saturday mornings (8am-1pm, 721 N. Central Ave).

Smartcookieaz.com



Success Story #1: Gold Bar Espresso



The oldest running local coffee shop in Tempe: 18years! 3141 S. McClintock Dr (NE corner of Southern Ave/McClintock). Owners Karen and Dennis

Miller had been Gold Bar customers prior to taking over ownership. Their friends suggested they should own a coffee shop for as much time they spent at them. Dennis volunteered at Gold Bar to check out if serving the local community with a gathering place to start their day, or location for friends to meet for conversation and business would suit him. By the end of that first day Dennis had come up with an agreement with the owner at the time...written up on a napkin!

Ever since, the Gold Bar has been a special place for:

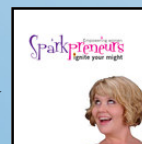
1. Great Coffee (Coffee Beans freshly roasted 2x per week by Allann Brothers, exclusive to Gold Bar in Arizona). Voted top 10 coffee houses in the Valley by AZ Central.
2. Friday night Jazz; Saturday game nights; Sunday mornings with classic guitar play; weekday specials.
3. Free Wifi.

Goldbaresspresso.org

Success Story #3: Sparkpreneurs

Jaime Murphy was at a crossroads: not getting the career fulfillment from corporate America she wanted, and overcoming adversity in her personal life really left her searching for answers. The call to serve people and leave them in a better situation than when they arrived was the path she kept coming back to. So, with a leap of faith she enrolled in the S.W. Institute of Healing Arts in Tempe. Although very scared doing something so different, for the first time in her life she loved every moment of class. That class sparked an idea, and after the 1st week of class Jaime was on her way towards her life's calling.

Sparkpreneurs help small businesses start up and grow, specifically women owned businesses.



"People from other countries come here and start new businesses, and for most English is not their 1st language and they are facing a new culture. Why can't local Americans do the same?" Jaime knows they can do the same. Jaime's goal is to take each client and help them develop a fully formed business idea, set up their LLC, have a 12 week action plan in place, have their URL, website/hosting, business cards, and social media all up and running.

Sparkpreneurs.com