



# COMMUNITY DEVELOPMENTS

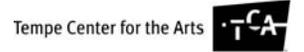
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## GROUNDSWELL @ TCA

On Thursday the 18th, the City of Tempe Community Development Department, with Tempe technology company **Sitewire**, sponsored a sold-out lecture and book signing event by *New York Times* bestselling author **Charlene Li** in the Lakeside Room at the **Tempe Center for the Arts**. Li, author of "Groundswell", is an expert on social media. The engaging discussion served to help over 220 local-based business community members learn how to make the most of the new media tools including blogs, YouTube, MySpace, FaceBook, and Twitter, to name a few. Li explained that social media is currently used by over 50% of people online, and is best thought of in terms of any relationship -- "control is an illusion", and "you never know exactly how the relationship is going to evolve." Proposed tips included putting a public face [literally] to your organization, and not hesitating to speak openly about trouble-shooting problems.

For book details: [www.forrester.com/Groundswell/book.html](http://www.forrester.com/Groundswell/book.html)



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## BizSanDiego

The Economic Development team continues its San Diego marketing efforts. For the next three months, *BizSanDiego's* Daily Dialogue e-blast will feature an ad linking to [www.tempe.gov/business](http://www.tempe.gov/business). The blast goes out to thousands of San Diego business leaders each work day. A special Arizona section is published annually in the November issue. San Diego is an important market to Tempe, as the cities are similar in demographics and lifestyle and are in close proximity, making the two cities perfect for business expansions.

[www.bizsandiego.com](http://www.bizsandiego.com)



## HARKINS @ 75

Harkins Theatres will celebrate 75 years of business in Arizona on Sept. 22. **Harkins Theatres** is the largest family owned theatre chain in the country, operating more than 400 screens. Founded by renowned showman, inventor, and community leader **Dwight "Red" Harkins** here in Tempe, Harkins Theatres has historically been a trailblazer for advancements in the motion picture exhibition industry. The **Valley Art [College] Theatre** on Mill Avenue is the state's oldest theater. As a thank you to moviegoers, from Sept. 26-28, all guests will receive a scratch and win game card, with the chance to win collectible movie items, iPods, movie tickets, free concession coupons and one lucky winner will receive a year's worth of free movies. "Arizona has always been supportive of Harkins Theatres and the people of this state have been instrumental in our tremendous growth," says owner **Dan Harkins**. "We are grateful for the support and the love this community has shown us and are very proud to have been given the opportunity to entertain Arizona for 75 years – and hopefully 75 more."

## WAFFLE OFF

Community Development hosted a **Waffle Off** this week, and no -- we aren't talking about national politics. You just have to love grandmas, especially those that have great recipes, like Code Inspector **Chantz Tieman's** grandmother has. Chantz tells everyone how wonderful these waffles are, and so the staff in Community Development decided to put them to the test this week on Waffle Thursday. We'd have to agree, these were truly great waffles, especially when topped with homemade Vinson Apple Orchard syrup. So you can enjoy too, grandma Tieman is willing to share her recipe - now if we can just get **Mark Vinson** to do the same...

**THE BEST WAFFLES EVER**, by Nelda Tieman: ½ cup Warm Water, 2 ½ tsp Yeast, 2 cups of Milk, 1 tsp Salt, 1 tsp Sugar, ½ cup Butter, 2 cups Flour. Mix all of these ingredients in a large mixing bowl. Cover and put in the refrigerator over night. In the morning before you start to cook mix in the following: 2 lg. Eggs, ¼ tsp Baking Powder  
If extras store in bag in the freezer. Pull out later and put in toaster and enjoy again!

