

## ADVOCACY – L.H. Hamilton

### Governmental Affairs Committee

Dave Naugle, Chair

- GOAL:** Continue to establish AAED as a credible spokesperson on Economic development issues with State and local government officials
- ACTION:** Continue to establish Committee membership, subcommittee tasks and conduct regular meetings.
- ACTION:** Identify legislation affecting economic development and provide summaries to members
- ACTION:** Familiarize members with the legislative process at the local and state levels.
- ACTION:** Send the monthly AAED Update to State Legislators, either in electronic or print format.
- ACTION:** Continue to host a luncheon for the Legislators in conjunction with a key message from AAED.
- ACTION:** Identify two outlying regions in the State where briefings would be provided by AAED to both legislators and locally elected officials from those areas.
- ACTION:** Develop a plan for providing Economic Development briefings to Legislative Candidates for the 2006-2008 term.

### Public Relations/Communications Committee

Rachel Busch, Chair

- GOAL:** Establish AAED as a resource on economic development issues with the news media.
- ACTION:** Establish ongoing relationships and maintain communications with media representatives.
- GOAL:** Develop programs to more effectively communicate AAED's mission, programs and activities both internally and externally.
- ACTION:** Publish AAED UPDATE, four-page newsletter at least ten times a year. Distribute the newsletter electronically to all members, selected media, and prospective new members and post it on the AAED website.
- GOAL:** Enhance, refine, and grow the AAED website to be THE economic development resource for practitioners, stakeholders, constituents and the community as a whole for the state of Arizona.

- ACTION:** Assess new business opportunity uses of the website for individual members as well as the whole AAED association.

### EDDE Awards Committee

Lori Gary, Chair

- GOAL:** Recognize distinguished excellence to the organization and to the economic development profession through awards and recognition programs.
- ACTION:** Generate a maximum number of quality nominations for all EDDE Awards categories by producing and distributing marketing materials and nomination forms, updating the EDDE Awards website and conducting follow-up work on nominations received.
- ACTION:** Select EDDE Awards winners through a fair judging process conducted by a selected judging panel, appointed in consultation with the AAED Board of Directors.
- ACTION:** Develop and coordinate marketing and theme of EDDE Awards with the Awards Banquet Committee, and provide support to that Committee.

### Workforce Committee

John Morales, Chair

- GOAL:** Increase the participation of Arizona's Publicly Funded Workforce Directors in AAED activities, especially the Workforce Committee.
- ACTION:** Develop a schedule of meetings that will accommodate the needs for Directors of publicly funded workforce programs to deal with technical matters related to program administration in a separate meeting framework and provide an opportunity to attend and participate in the AAED Workforce Committee meetings on the same day.
- ACTION:** Establish AAED Workforce Committee program presentations that will focus on best practices employed by workforce and economic development professionals that highlight opportunities for integrating activities on a local or regional basis (e.g. APS B-3 Program as part of a lay-off aversion strategy, the Battelle studies identifying critical skill pathways in Maricopa County, Yuma County's Workforce and Economic Development Summit, the Commerce Department's AREP process, the merging of the City of Phoenix Economic Development and

Workforce Programs into one Department, NACOG's Economic Development District's ED/WD planning strategies).

**ACTION:** Aggressively market the AAED Spring Conference and Governor's Rural Development Conferences to the State's Workforce Directors and gain a commitment to have representatives at least 7 Workforce Investment Areas attend either conference.

**OUTCOME:** To better engage Workforce Development with Economic Development throughout the State's local areas. Also, to identify best practices and future feasible projects that can be implemented via the above noted level of engagement that will result in making resources available that will advantage both Workforce Development and Economic Development entities.

**Tribal Economic Development**  
**David Kash, Chair**

**GOAL:** Encourage full participation by Arizona's Native American tribes in AAED; promote AAED as a resource for tribal economic development organizations; develop Native American leadership for the Committee; and build economic relationships among AAED members and Native American communities.

**ACTION:** Develop programs to increase participation in AAED by Native American members, and to increase interaction among tribal and non-tribal AAED members, with the objectives of providing "two-way" educational and economic opportunities and building trust through participation. Hold Tribal Roundtables at AAED conferences. Plan workshops with topics of mutual interest and value. Conduct showcases in which leaders from individual tribes will present information on doing business with their tribes. Develop sessions at each Governor's Rural Development Conference/AAED Fall Conference on issues important to Native American members. Schedule periodic programs at regular Phoenix and Southern Arizona luncheon meetings on doing business on the Reservations. Organize teams of Committee members to meet with tribal officials at Reservation locations. Develop organizational relationships with Native American organizations, such as American Indian Chamber of Commerce Arizona Native American Economic Coalition Arizona American Indian Tourism Association Center for American Indian Economic Development at NAU Arizona Commission of Indian Affairs

**ACTION:** Publish a 2005-06 edition of the Tribal Resource Directory of products and services available to the tribes from AAED members.

**ACTION:** Initiate contacts with economic development officials of non-member Tribes for the purpose of

obtaining their membership and participation in AAED.

**ACTION:** Develop a plan to communicate the activities of the Committee to State Legislators.

**LONG-RANGE OBJECTIVE:** Plan and implement a State-wide Summit on economic issues relevant to the State's tribes.

**Board of Directors**  
**Stephanie Healy, President**

**GOAL:** The Board of Directors will provide overall leadership and direction for the Association, and will specifically organize and implement action to accomplish program objectives requiring policy-level involvement.

**ACTION:** Develop, and implement through the appropriate Committees, a program to enhance communications and working arrangements among Economic Development professionals, City and Town Managers and Planning professionals, and firms involved with developments in Arizona communities.

**ACTION:** Establish strategic partnerships with organizations or entities having common interests and objectives with AAED, with particular emphasis on organizations representing municipal and county governmental officials.

**ACTION:** Produce and distribute an Annual Report of 2004-05 accomplishments.

**EDUCATION – Garrett Newland**

**Educational Programs**  
**John Chan, Chair**

**GOAL:** Provide professional development and educational opportunities for AAED members.

**ACTION:** Coordinate with Events Committee Chair in developing educational topics for monthly luncheons and symposiums.

**ACTION:** Assist conference planning committees to include educational program topics relating to interests of practitioner members as needed.

**ACTION:** Work with IEDC to continue bringing professional development training courses to Arizona.

**ACTION:** Maintain IEDC recognition of AAED conferences as professional development events to count towards CEcD recertification.

**ACTION:** Work with U of A Economic Development Research program to identify cross promotional

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opportunities for the Arizona Basic Economic Development Course.  
**ACTION:** Develop a mentoring program for economic development and workforce development practitioners.

### **Spring Conference Committee** Katherine Hutton Raby, Chair

**GOAL:** Conduct a quality Spring Conference of value to both Practitioner and Provider members

**ACTION:** Conduct a Spring Conference focused on professional development, best practices and other content of value to members and non-members concerned with economic development. Select highly-qualified presenters for programs and provide extensive networking opportunities.

### **Fall Conference/GRDC Committee** Cass Rankin, Chair

**GOAL:** Conduct a quality Governor's Rural Development Conference in partnership with the AAED Fall Conference, of value to both Practitioner and Provider members as well as both Rural and Non-Rural Members.

**ACTION:** Work with the Arizona Department of Commerce to develop and present a program that appeals to both rural and metro elected officials, economic development professionals statewide, public officials, local business people and interested citizens.

### **Industry Forum** Harry Paxton and Rick Hansen, Co-Chairs

**GOAL:** Conduct a 2006 Industry Forum of value to AAED members, Industry groups and, if appropriate, to the general public.

**ACTION:** Partner with Arizona Electronics Association (AeA), other industry associations, and educational institutions to produce and present a Forum exploring the global competitiveness of Arizona industries in the Aerospace, Electronics, Semi-conductor, and General Manufacturing sectors.

### **Rural Committee** Vaughn Wilhelm, Chair

**GOAL:** To provide value to AAED's Rural Members and serve as an advocate on rural issues.

**ACTION:** Hold monthly conference calls for information and networking.

**ACTION:** Develop and implement programs to represent the interests of Rural Arizona Economic Developers on issues relating to State Trust Lands and Water Resources.

**ACTION:** Work to make Enterprise Zones a more effective tool for Rural Economic Developers.

**ACTION:** Explore AAED's role in improving telecommunications services in Rural Arizona.

## **NETWORKING – Rock Rickert**

### **Awards Banquet Committee** Patrick Dryer, Chair

**GOAL:** Honor individuals, organizations, and companies for excellence in up to nine EDDE categories, with the primary focus on the award winners. Acknowledge and honor the outgoing President and introduce (pass the gavel) the new President Elect. Acknowledge the work and accomplishments of Committee Chairs and outgoing members of the Board of Directors. Introduce Officers and Board Members for the upcoming year.

**ACTION:** Prepare a team of volunteers to Plan, create, and execute a semi-formal awards banquet.

**ACTION:** Work with EDDE Awards Committee and Spring Conference Committee to coordinate the efforts of all three Committees.

### **Events Committee** Ted Mullikin, Chair

**GOAL:** Create more effective ways to get Practitioners involved on the Events Committee and Sub-Committees. Develop a high level of interest in luncheon topics and speakers emphasizing Practitioner educational values. Get all Committee members more involved in program planning and mixer events. Set higher goals for more member participation to all events with attractive, interesting and informative topics.

**ACTION:** Plan economic development educational topics for monthly luncheons in Phoenix, including two 1/2 day educational symposiums. Work closely with the Educational Programs Committee in developing educational programs/symposiums and topics with a goal of attracting an average of 150 members and guests attending symposiums and luncheons.

**ACTION:** Plan and conduct the networking mixers at more central locations, and also advertise for hosted mixers in the monthly edition of the UPDATE for those firms who would like to showcase their or their client's property or project. Create a "want-to-go" atmosphere for everyone.

**ACTION:** Plan, organize and conduct AAED's annual golf fundraiser event through a sub-committee with a goal of 125 players and a net profit of \$13,000.

- ACTION:** Publicize all Events and Special Events in the UPDATE and notify the membership at least twice a month, via email, of upcoming events.
- ACTION:** Continue with the annual Holiday Charity fundraiser with a goal of \$2000 in donations to that charity.
- ACTION:** Recruit more committee members with an emphasis on adding more Practitioners while creating a high atmosphere for fun and production.
- ACTION:** Develop a plan to make sure we are giving our Luncheon and Special Event Sponsors the highest and best possible recognition and exposure.
- ACTION:** Implement regular "Sub-Committee Chairs" to effectively serve all event needs including; Community Spotlight, Mixers, Luncheon (dessert) Sponsors, the Annual Golf Classic, and the December Holiday Charity Fund Raiser.

### **Southern Arizona Membership Committee** **Roberto Rios, Chair**

- GOAL:** Provide programs of value to members in Tucson and Southern Arizona.
- ACTION:** Conduct bi-monthly interactive luncheons to provide value to the diverse membership base in Southern Arizona.
- ACTION:** Establish a positive working relationship between this Committee and the Southern Arizona media.
- GOAL:** Expand membership in Southern Arizona by 10%.

- ACTION:** Focus the committee's retention effort through: (1) continually measuring the "value added" for programs and events provided to members; and (2) ascertaining reasons for non-renewal of departing members by direct interview.
- ACTION:** Achieve increasing participation of current committee members while working to stabilize the number of active committee members.
- ACTION:** Continue to use the pre-paid guest luncheon program to expose new member prospects to the organization and follow-up with all guests who have attended an AAED event regarding interest in membership.
- ACTION:** Conduct a survey of economic development organizations to gather information on funding, funding sources, budget, staffing, salaries, population served, etc. Process the information to ensure anonymity and make it available to AAED members.

### **Grants & Funding** **Debra Raeder, Chair**

- GOAL:** Increase AAED funding by seeking and obtaining grants for programs that help to accomplish the Association's objectives and provide increased value to its members.
- ACTION:** Identify, by working closely with the various AAED Committees, key objectives and goals that may qualify for various grant opportunities.
- ACTION:** Keep AAED Committees apprised of grant opportunities that may exist or be available for future events, symposiums, or technical needs of the Association, from sources such as the Arizona Department of Commerce, Department of Labor, and USDA Rural Development.
- ACTION:** Establish relationships and connections with experienced and knowledgeable grant professionals and websites.

## **FINANCE – Jane Bristol**

### **Membership Committee** **Eric Larson, Chair**

- GOAL:** Maximize retention of current AAED members and recruit new members who share AAED's interests, objectives, and principles.
- ACTION:** Continue to focus new member solicitation toward Economic Development practitioners, and add special focus on City Planner/Town Planners and City Managers/Town Managers by: (1) creating and using defined prospect lists; (2) mailing of AAED introductory material including personalized letters; (3) follow-up calls; (4) invitations to monthly luncheons and events; and finally (5) secure the identified prospects' commitment and membership.
- ACTION:** Strive to quickly facilitate each new member's meaningful involvement in AAED through both initial mentoring and the formal orientation program.

### **Board of Directors**

#### **Stephanie Healy, President**

- GOAL:** Conduct the operations and activities of AAED in a financially responsible manner.
- ACTION:** Produce and monitor an annual budget and monthly financial statements.
- ACTION:** Assist in recruiting new members and collection of membership accounts more than 30 days past due.

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