



UPDATE

The Arizona Association for Economic Development is the leading advocate for responsible economic development for all of Arizona.

AAED Members Offered Discounted Rate For IEDC Conference in Phoenix September 16 – 19

Rachel Busch, City of Scottsdale

The International Economic Development Council’s 2007 Annual Conference is being held in Phoenix September 16 – 19 and the organization has made a special offer. AAED members can attend this highly focused economic development event at the IEDC member rate of \$695 for a savings of \$150. To take advantage of the offer, AAED members need to register before August 17.

IEDC is dedicated to helping economic development professionals improve the quality of life in their communities. With more than 4,400 members, it is the largest membership organization serving the economic development field.

The conference program will be showcased in four tracks:

- The World of Options: How Can Communities Compete?
- The New Workforce and Entrepreneurship: Opportunities and Challenges
- New Models and New Leaders for Economic Development
- 20th Century Mainstays in the 21st Century Economy

Leading experts in the industry will lead sessions over four days on cutting edge trends, best practices and replicable models.



WESTIN KIERLAND

The conference will be held at the Westin Kierland Resort & Spa in Phoenix. IEDC has arranged a conference room rate with the resort of \$199 single and double occupancy until Friday, August 17, 2007. To make a reservation, please call 480-624-1000 and ask for the IEDC room block.

Further information and registration forms for the conference can be obtained on the IEDC website: <http://www.iedconline.org/AnnualConference/index.html>.

See related event on page 3.

Next month, IEDC will bring economic developers from around the world to Phoenix to learn new strategies, discuss hot topics in economic development, and make important connections.

This year’s conference theme is “Economic Development in the 21st Century: New Leadership, New Models,” and stresses the need for communities of all types to adjust their models and leadership to meet the challenges posed by globalization and technology.

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ON THE COVER: Tucson landscape, courtesy of Metropolitan Tucson Convention & Visitors Bureau

Committee Spotlight: Membership

Amanda Elliott, Barton Malow

The Membership Committee, chaired by Tammy Carr of Deutsch Associates, meets every month at 9 a.m. on the first Wednesday following the Phoenix luncheon. Its primary function involves developing programs which expand and broaden the AAED membership. In particular, the Committee focuses on maximizing retention of existing members, assisting new members through briefing sessions and mentor program as well as recruiting potential members who share AAED's interests, objectives and principles.

At the beginning of each meeting, a guest from another committee speaks to the group on ways to improve membership. The next agenda item includes reviewing the list of new members and assigning a committee person with the responsibility of facilitating

the new member's involvement in AAED through initial mentoring and formal orientation programs. The Committee then reviews the list of guests who have attended an AAED event and follows up regarding interest in membership. Finally, the group discusses retention efforts and assigns greeters for the Phoenix luncheon.

If you are looking for a fun way to get involved, look no further. The Membership Committee presents a great opportunity to network and have fun with other AAED members. If you are interested in joining, please contact Chairperson Tammy Carr, 602-840-2929, tcarr@2929.com, or Vice Chair Dean Sheppard, 602-343-3203, dsheppard@concertai.com.

New Members

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Spotlight: A'kos Kovach

Joyce Grossman, City of Phoenix

Born in a displaced persons camp in Germany, he came through Ellis Island in November 1951 with a wave of Hungarian immigrants. He attended the University of Oklahoma where he met the love of his life but didn't reconnect with her until 27 years later.

His professional career started off as a manager of a "pizza joint" where he supervised 24 college employees at the age of 16. He then signed up for the U.S. Army after receiving a draft number of 90. His previous position before joining the City of Holbrook as the Economic Development Director in February 2006 was as owner of a mortgage brokerage in Stillwater, OK, and President of the Oklahoma Association of Mortgage Brokers. Please meet A'kos Kovach:



Holbrook over the past year than has happened in the last 15 years.

What challenges does Holbrook face in the next five years?

Lack of water and wastewater infrastructure in areas we need to grow. The plus is that we have four exits off of Interstate 40 and we plan to build around these.

What do you like about your job?

The opportunity to interact with many cultures. We have Navajo, Hopi, Apaches and Zuni in and around Holbrook. I am proud of the cultural center where we are planning to showcase their crafts.

we are planning to showcase their crafts.

What are the benefits of being a part of AAED?

It has helped me to network with the business sector in the four corners of our state.

What is your greatest economic development accomplishment to date?

Starting the campaign to value Holbrook and not to give it away. I held four summits with developers and real estate people to show them what we have. This has resulted in more real estate transactions in

What is a little known fact about you?

I love to play Frisbee golf. I just need to build a course in Holbrook.

AAED Presents AZEDI Preview



Thirty selected state and local officials from throughout Arizona have been invited to a preview presentation of the Arizona Economic Development Institute (AZEDI). The all-day session, which has been organized by AAED, is designed to provide Arizona's elected and appointed leaders a deeper understanding of economic development so that sustainable and impactful economic development policies are created. It will be held on Wednesday, September 19, at the Westin Kierland and will feature presentations by economic development experts from around the country who are participating in the IEDC Conference there (see page 1). Attendees at the preview will be asked to complete an evaluation which will be used to fine tune it before AAED takes the program statewide. More details about the Economic Development Institute will be presented in the September issue of AAED Update.



NEWSWORTHY

Bridgette Walker, AAED

Brian Dalke, long time member of AAED and a Past President, is currently the acting City Manager of Goodyear.

Harry Paxton, AAED Board Member and Industry Forum Chair, has accepted the position of Economic Development Director for the City of Goodyear. He fills the vacancy left by Holly Childs.

AAED's Economic Developer of the Year for 2006 and Chair of the 2006 Spring Conference **Katherine Hutton** has been named Director of Economic Vitality for the City of Scottsdale. Previously she was Scottsdale's Manager of Economic Development.



Moving from the Greater Yuma Economic Development Corporation, **Mike Paredes** has joined the staff of the City of Mesa. He replaces Teri Killgore as Program Manager.

Jennifer Graves has joined the City of Scottsdale as the Economic Vitality Specialist and replaces the vacancy left by Scott Cooper. She moves from the Greater Flagstaff Economic Council, Inc.

Former AAED member, **Corri Spiegel** has left the City of Goodyear to join the City of Centennial in Colorado. She will take the position as the Economic Development Manager.



Megan Griego has moved from Fountain Hills to the City of Surprise. She has accepted the position of Economic Development Coordinator.

Congratulations to **Rick Dircks** who was recently appointed to the Board of the Better Business Bureau (BBB).

Previous AAED member and new recent member **Tim Kanavel** is now President of the Wickenburg Partnership for Economic Development.

The City of Scottsdale Economic Vitality Office moved into their new space located at 4021 N. 75th Street, Suite 102, Scottsdale, AZ 85251. Please update your records with the new address.

The Flagstaff City Council recently decided to terminate its contract with the Greater Flagstaff Economic Council a year early in favor of moving the function in-house. As a result the GFEC board has decided to cease operations as a functioning economic development agency. The GFEC office will be closed and the staff laid off over the next 45 days. The board has also decided to remain intact as a volunteer organization with a mission of monitoring and assessing the economic vitality of the area.

Golf Tournament Sponsorships Still Available

Sponsorship opportunities are still available for the AAED High Noon Shootout in the Desert set for Friday, September 28, at the Foothills Golf Club. To get in on the fun and be recognized at the event as well as in this newsletter, call Dee Dee Bark, Sponsorship Coordinator, at 480-998-1489 or contact her by email at deedeb7@cox.net.

Update an Official

The 90 members of the Arizona Legislature and several members of the Governor's staff were recently added to a special email list and will receive links from AAED to the monthly Update newsletter. If you would like to add your officials to this list so they may receive a link to the monthly newsletter online, please contact Bridgett Walker in the AAED office. Her email address is Bridgette@AAED.com.

LATEST DIRT

Amanda Elliott, Barton Malow

Gilbert Gilbert welcomes its first mid-rise office building to the community this fall with the opening of the Rome Towers project. The first of many employment centers coming online in Gilbert over the next two years, the 5-story building and adjacent parking garage will host 20,000 square feet of retail space on the ground floor with 88,000 square feet of class A office condos on the remaining floors above. *Submitted by Kelly Patton, Business Development Specialist, Town of Gilbert*

Surprise Crescent Crown Distributing has purchased 60 acres at the Surprise Pointe commercial complex located at Litchfield and Waddell roads. The company plans to build a 150,000-square-foot distribution center and hire 250 people upon opening with the potential to expand the facility to 250,000 square feet and 500 employees. Surprise officials say that this distribution center is likely to become the city's largest private employer.



CALENDAR OF EVENTS

AUGUST

August 15 – 17
Governor's Rural Development Conference, Hilton El Conquistador, Oro Valley
August 29
AAED Southern Arizona Mixer at the BLUEPOINT Restaurant at La Encantada, 2905 E. Skyline Drive, Tucson

SEPTEMBER

September 4
Dr. Michael Crowe, President of Arizona State University, will speak at the Phoenix Luncheon
September 12
Northern Arizona luncheon will be held in Flagstaff; Martin Shultz will speak on "Transportation Issues in Northern Arizona"
September 26
Southern Arizona Luncheon at the DoubleTree Hotel in Tucson, Arizona. A representative from MAG will speak on the Statewide Transportation Crisis, "What's Next and What Can You Do!"
September 28
AAED Annual Golf Classic at the Foothills Golf Club; High Noon Shoot out in the Desert; Shotgun start at High Noon:30

An Impromptu Mixer was held Thursday, August 2, at the Half Moon Sports Grill in Phoenix. As this photo by Amanda Elliott illustrates, members and guests had an enjoyable time.

Want to Trip Out?

There has been some discussion recently about the possibility of AAED organizing a bus tour of some of our rural and/or suburban communities so that participants can experience first hand some of the development projects underway throughout the state. We'd like to know if you would be interested in participating in such an event and if so, what areas/regions you would be interested in visiting, and/or if you would be interested in hosting such a visit to your area or project. Please send an email to the editor with your thoughts. Our address for this informal survey is pr@klutecomcommunications.com.

Information and Photos Needed

WANT TO SEE YOUR NAME AND PROJECTS IN PRINT? We're always looking for the latest dirt and other newsworthy items about developments around the state to include in AAED Update. Please send your news releases or just the facts to the editor at peteklute@klutecomcommunications.com. And remember that a picture is worth a thousand words so send us your photos too – TIF or high resolution JPG formats are preferred.

So Many Abbreviations, So Little Time –

YOUR CHEAT-SHEET FOR THE LEED RATING SYSTEM

Jessie McCaskill, Deutsch Associates

LEEDers are sprouting up everywhere! The U. S. Green Building Council’s (USGBC®) Leadership in Energy and Environmental Design (LEED®) program has become a standard for many municipalities from the General Services Administration of the Federal Government to San Jose, California. But the USGBC is branching out with its LEED Rating System as a response to the building industry.

In the past, a building that was LEED certified could only refer to new buildings, additions, and major renovations. This is achieved with the LEED-NC (New Construction) Rating System which until recently was the only type of LEED Rating System that was available. Today, LEED-CI (Commercial Interiors), LEED-EB (Existing Building Operations and Maintenance), and LEED-CS (Core and Shell Development) have been rolled out making it possible on almost all project types to achieve LEED certification. The LEED-NC Rating System is broken into five categories with a total of 69 possible points. The five categories are Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, and Indoor Environmental Quality. To achieve the Basic Certification, a minimum of 26 points and all prerequisites must be achieved and properly documented. More points lead to a higher level of certification. The new versions of LEED maintain the same five categories while redistributing the point allocation and the requirements.

LEED-CI (Commercial Interiors) and LEED-CS (Core and Shell) were created in tandem to provide opportunities for developers to build sustainable

buildings. This allows a Core or Shell structure to achieve LEED certification with no interior finishes. It opens the door for easier achievement of LEED certified Commercial Interiors. When combined, LEED-CI and LEED-CS create a building that equates to LEED-NC as if the entire structure were designed and planned by one owner, one design team, and one contractor. LEED-CI was released Fall 2004 with LEED-CS following in 2005.

LEED-EB (Existing Building Operations and Maintenance) has been developed to provide building owners with third party verification that the O&M activities occurring in their building are conducted in an environmentally responsible manner. LEED-EB certification is not limited to buildings that have pursued and achieved LEED-NC certification. Because LEED-EB focuses on building operations and maintenance issues (rather than building design and construction issues as in LEED-NC) all buildings that comply with LEED-EB prerequisites and minimum number of credits are eligible for LEED-EB certification. As an example of LEED-EB’s O&M focus, up to 7 credits are available for green housekeeping. LEED-EB buildings are required to periodically (at least 5 years) recertify to document that they are continuing to deliver a high level of environmental performance. LEED-EB was released Fall 2004.

The USGBC has truly covered all the bases and potential project types. For more information, visit their website at www.usgbc.org or call Jaime Kurry, AIA, LEED AP, at Deutsch Associates Architects at 602-840-2929.

AAED Update

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