

UPDATE



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

Innovation Frontier Arizona Receives \$5 Million WIRED Grant

Dorothee Harmon, Pima County One Stop Career Center

Innovation Frontier Arizona is a transformational initiative to align workforce development, education, and economic development assets around a unified vision for Southern Arizona's prosperity. The region includes Cochise, Pima, Santa Cruz and Yuma Counties, which share a constellation of key military installations, one of the nation's premier aerospace-defense clusters, and 370 miles of the nation's border with Mexico.

In Spring 2007, the State of Arizona sponsored Innovation Frontier Arizona in a successful proposal to the U.S. Department of Labor's Employment & Training Administration (ETA) to participate in the Department's flagship initiative, Workforce Innovation in Regional Economic Development (WIRED).

Innovation Frontier Arizona envisions southern Arizona as a center of excellence for Homeland Security and advanced technology, capitalizing on its border proximity and the shared economic strength of one of the nation's premier aerospace/defense clusters. A home-grown talent base meets the demands of the aerospace-defense sector and supports the emergence of other advanced industries.

Educational institutions, economic development entities, workforce systems and government agencies from all four counties are participating in Innovation Frontier Arizona. The mission is to drive innovation-based economic prosperity that is shared and sustainable and continuously improves quality of life in the region.



The WIRED funding, totaling \$5,000,000 over three years, will be used as seed capital to attract larger investments focused on the following goals:

TALENT: Create a home-grown talent pipeline for emerging and existing high-technology industries.

ENTREPRENEURSHIP: Develop entrepreneurial culture, infrastructure, and pipelines to foster innovation and diversify the regional economy and career opportunities.

COLLABORATION: Establish a regional knowledge exchange, maximizing learning, assets, and transformation capacity across all four counties.

Innovation Frontier Arizona is currently developing its implementation plan for the WIRED initiative. Further details will be reported in *AAED Update* when they become available.

GOVERNOR JANET NAPOLITANO JOINED U.S. ASSISTANT SECRETARY OF LABOR EMILY STOVER DEROCO (LEFT) AND CONGRESSWOMAN GABRIELLE GIFFORDS ALONG WITH REPRESENTATIVES OF THE FOUR COUNTIES PARTICIPATING AT THE INNOVATION FRONTIER ARIZONA KICKOFF EVENT IN TUCSON.

INSIDE THIS ISSUE

President's Message.....	2	Latest Dirt	5
Measure of Greatness.....	2	Rural Community Spotlight.....	5
Spotlight.....	3	Scholarship Winners.....	6
Newsworthy.....	4	Calendar of Events.....	7
New Members.....	4		

ON THE COVER: The University of Arizona is where the Ben Warren Scholarship winners will attend the Arizona Economic Development course later this month (see page 6).

President's Message

Garrett Newland, Westcor



2008 – ANOTHER GREAT YEAR FOR AAED?

Here we are at the beginning of another year. It's time to really evaluate where we are headed in our personal life, professional life and the organizations where we spend our time and resources.

Before I move into this year, I'd like to thank the Board, our Committee

Chairs and Staff for a wonderful 2007 – your leadership has made the past year a resounding success.

As I look at AAED into 2008, I'm optimistic. For me, and for all the organizations that I participate in, whether it be for personal or professional reasons, it's a value proposition. Am I getting true value out of being a member, sponsor, leader, etc?

AAED has grown significantly in the past five years, and we've definitely experienced some growing pains. But when I consider our core mission – to be the voice for responsible economic development statewide – I believe that we are right on target.

Our educational programs continue to be excellent, and offer significant value to both practitioners and providers. The recent Workforce and Economic Development Summit was a great example of learning about and connecting with successful programs from one of our neighboring states.

Efforts in advocacy also continue to be outstanding – the Governmental Affairs Committee is working hard on our legislative agenda for the upcoming session, and I look forward to the annual Legislative Luncheon.

Networking – perhaps the best (and often overlooked) value that AAED provides is networking opportunities. From spending time before and after luncheons, to attending mixers, to our educational programs and conferences, the value of spending time with one another is incredible.

I can say that AAED is a truly rewarding organization for me and for Westcor, and I believe that 2008 will be a banner year – and I hope that you will commit to participating in making it a great one!

Your Care For Others is the True Measure of Greatness

The subject of this article was the theme of a leadership presentation I gave last October to the AAED Membership Committee and it is a topic near and dear to my heart!

The essence of leadership is the desire to serve one another and to serve something beyond ourselves for a higher purpose. Leadership is communicating to people their own worth and potential so clearly that they come to see it in themselves. I think one reason for AAED's rise in recognition, both within and outside the organization, is the fact that as individuals and as a group we genuinely care about people. Our mentoring of new members speaks to this concept, as does our mission of educating our membership and outside entities to the idea of the need for responsible economic development. Simply put, as a group we have a tendency to look after the needs of one another!

Nick Davis, The Beck Group



This notion is the cornerstone of a concept known as "servant leadership." Essentially, it is the idea that the more you give, the more

you will receive in return. However, it is not done for vane or selfish reasons, but rather for altruistic ones! In an article by Harvey Mackay I referenced in my presentation, it was stated that "What we have done for ourselves alone dies with us. What we have done for others lasts forever."

So, dare to be great in your personal and professional lives! It was Dr. Martin Luther King, Jr. who best summed up this concept by stating "You cannot live a perfect day unless you do something for someone who can never repay you." After all, life is all about people!

Spotlight: William Jabjiniak

Joyce Grossman, City of Phoenix

With the presidential election season upon us, it is with interest that this month's spotlight candidate has shaken numerous hands of presidential candidates during his time in Manchester, New Hampshire. After living in New Hampshire for 25 years, he moved on to Virginia where he spent two years as Economic Development Director in Richmond. In October 2007, he found his way to Mesa, Arizona, as the city's new Economic Development Director. Please meet Mr. William Jabjiniak:

What attracted you to the Mesa position?

Mesa has a tremendous economic upside. It is a growing community with a vision to be a world-class city. The opportunity to be part of the growth and the accomplishments over the next 20 years is extremely enjoyable and challenging.

What projects are you working on that might have a regional/statewide impact?

The development of the Mesa Gateway area will have a significant regional and statewide impact. This area is more than just Phoenix-Mesa Gateway Airport. The area also includes the ASU Polytechnic Campus and significant opportunities for manufacturing and aerospace. It is our goal to create 100,000 quality jobs in the area by 2030.

What do you see as being the major economic development issues facing us in the next five years?

The issues we face are diverse and plentiful, but it was quite noticeable to me upon arriving in Arizona that additional economic development tools are needed so that all communities in the state can compete on a national and global level.

What do you enjoy about your job?

I am bullish on the opportunity of sustaining growth and I am pleased with the commitment of our existing leadership in Mesa to allow me to pursue this challenge. I define sustainable growth as an economy not just built on sales tax, but one where a wide variety of high quality, well paying jobs are offered.



What is a little known fact about you?

I grew up in small a town where I bought the elementary school I attended as a child and converted it into eighteen apartments, while still maintaining the building's significant historical features.

AAED Website Continues to Attract Readers

AAED.COM

The AAED website (aaed.com) continues to attract readers throughout the year according to AAED's webmaster Eric Dahl. The site attracted more than 1,000 visits per day and averaged 33,919 visits per month in 2007. The month of June recorded the highest number of visits – 37,808 – and September the lowest – 23,762. Detailed information about members seemed to be the most popular pages followed by the calendar of events, job postings and committee information. The top search engines bringing visitors to the site were Google, Microsoft Network and Yahoo! The top search phrases were: AAED, arizona economic development, and Arizona Association for Economic Development. The website is a valuable tool not only for AAED members but for those interested in economic development in Arizona.



NEWSWORTHY

Amanda Elliott, Barton Malow Company

NTDSTICHLER Architecture has changed its name back to the parent company name of **NTD Architecture**. The firm had operated under the name NTDSTICHLER since 2003 when NTD Architects and The Stichler Group combined to form a national architectural entity. NTD office locations include San Diego, Los Angeles, Visalia, and Auburn, California, and Phoenix and Tucson.

The City of Maricopa's branding process has been moving forward, and in addition to the focus groups participating in this process, the City is asking for community input. Utilizing public input, the final brand, including the logo, will be selected at a City Council meeting in February.

Barbra Coffee, Senior Development Manager for the City of Goodyear Economic Development Department, became a recent graduate of the University of Oklahoma's Economic Development Institute (OU/EDI) on December 13, 2007, at the session held in Oklahoma City, Okla. Accredited by the International Economic Development Council, OU/EDI is a three-session program which provides a broad spectrum of advanced education for the economic development professional.

The City of Prescott has approved an agreement with Ponderosa Hotel Management Services for the development of Resort at the Ranch, a four-star quality hotel and conference center. As a part of the deal, the



**THE RESORT AT
THE RANCH
PRESCOTT, AZ**
SEPTEMBER 01, 2007

city will pay the developers \$5 million within a month after the completion of the center. The \$5 million incentive will help with the cost of the 20,000-square-foot conference center that will come along with the 200-room hotel.

Thomas Reprographics, Inc. is taking a number of green initiatives including printing on recycled bond paper, using recycled binding materials along with the use of recycled and reduced packaging. The firm encourages customers to take advantage of online viewing, ordering, digital distribution and printing plans only that are needed. The company has installed motion-sensing light controls, uses Energy Star compliant equipment and purchased hybrid cars for deliveries. It is working to become LEED certified in some facilities.

New Members

Paul Magallanez
City of Tolleson
9555 W. Van Buren St.
Tolleson, AZ 85353
(623) 474-4998
pmagallanez@tollesonaz.org

Cheryl Covert
Town of Buckeye
1101 East Ash Avenue
Buckeye, AZ 85326
(623) 349-6155
ccovert@buckeyeaz.gov



Lara Houston
Helix Electric
2414 W. 12th St.
Ste. #4
Tempe, AZ 85281
(480) 557-6677
lhouston@helixelectric.com

Kim Stine
Southwestern Business Financing
5055 E. Broadway Ste. C-214
Tucson, AZ 85711
(520) 297-3232, kstine@swbf.org

Marc Traina
Aerotek
1850 N. 95th Ave. Ste. 180
Phoenix, AZ 85037
(623) 518-1359, mtraina@aerotek.com

Gary Wilkinson
Helix Electric, Inc.
2414 W. 12th Street Ste. #4
Tempe, AZ 85281
(480) 557-6677, gwilkinson@helixelectric.com

LATEST DIRT

Amanda Elliott, Barton Malow Company

Goodyear The University of the Incarnate World has signed a long-term lease agreement with the City of Goodyear for a 20-acre tract. The University plans to develop a campus that would support up to 3,000 students. This will be the first Catholic University which is fully committed to the State of Arizona.

Oro Valley Sanofi-aventis, a leading international pharmaceutical company, held a groundbreaking ceremony for its new 110,350-square-foot facility. The addition of the new state-of-the-art research facility doubles the space at the company's current facility. Construction is scheduled for completion in June 2009.

Scottsdale - SRPMIC Construction has begun on the Salt River Pima-Maricopa Indian Community Casino Arizona Resort and Spa. The 492-room resort will feature luxury suites, conference space, meeting rooms and a ballroom. Additionally, the resort will include a 13,000-square-foot spa and restaurant with 360-degree views of the Valley.

Tucson Stanley, Inc., announced that it will build and manage a secure passport production center in Tucson for the U.S. Department of State. Stanley, a leading provider of systems integration and professional services to the U.S. Federal Government, will oversee the printing, quality control and mailing of U.S. passports at the facility. Over the next 12 to 18 months, Stanley will hire more than 150 full-time and part-time employees for the center.

Rural Community Spotlight: Prescott, Arizona

Karen Greenspoon, City of Prescott

Beautiful Prescott, Arizona was in the middle of its Christmas celebrations as this was written. As Arizona's Christmas City, there were multiple activities throughout the month of December and hundreds of people visited here to experience the traditional Christmas holiday.

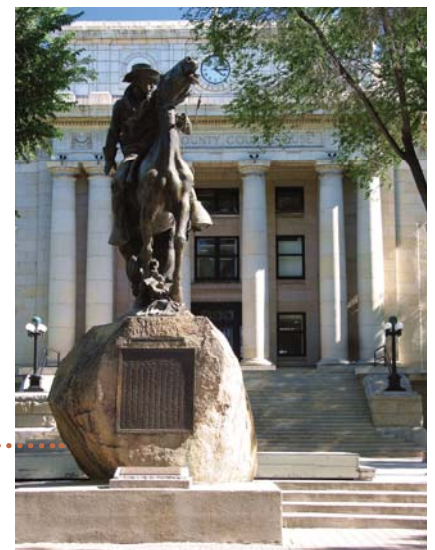
To accommodate those visitors in the future, a new four-star, quality hotel and spa will begin construction in 2008. The hotel will feature banquet facilities for up to 1,000 people, a world-class spa and approximately 200 hotel rooms. The second phase will have casitas for purchase.

In other development, Lowe's Home Improvement Store has just opened to record crowds of people.

In addition to now having service to Las Vegas as well as Phoenix, the airport is selling its fixed-base operations and leasing back space for this service.

The City Council has just approved a 1,100-acre annexation between Prescott proper and the airport in the Dells area for mixed uses. The plan is not only to have housing, but commercial uses, open space and a portion of land for affordable housing.

The County has just reported that, even though there is a slow down in housing sales, property values in Prescott have remained strong.



COURTHOUSE

AAED Professional Development Committee Selects Scholarship Winners

Rachel Busch, City of Scottsdale



BEN WARREN
1939 - 2004

The AAED Professional Education Committee is pleased to announce the recipients of the 2008 Ben Warren Memorial Scholarship, which covers tuition costs for the Arizona Economic Development course at the University of Arizona.

This year, four scholarships were awarded which were made possible by the generous support of AAED members – Arizona Public Service Company, the Arizona Department of Commerce, Tucson Regional Economic Opportunities and the Yuma Private Industry Council.

Ben Warren worked as an economic developer in Arizona for more than 34 years. He was one of AAED’s founding fathers, a charter member, and has been credited as being a pioneer in the formation of Arizona’s economic development industry. Ben passed away in August 2004. In 2006 AAED created the Ben Warren Memorial Scholarship to honor his memory.

More than 20 applications were received this year. AAED congratulates the 2008 Ben Warren Memorial Scholarship Recipients:

Greg LaVann (*pictured, left*)
Economic Development Specialist
Greater Yuma Economic Development

Jim Ferguson (*not pictured*)
City Administrator
City of Winslow

Joni Lindsey (*pictured, center*)
Project Management Assistant
City of Phoenix

Jeanne Bosarge (*pictured, right*)
Downtown Assistant
City of Chandler

The 2008 Arizona Economic Development course will be held January 20-24, 2008 in Tucson. The course provides intensive training in economic development basics, and is designed for individuals who are new to the economic development profession including workforce developers, urban planners, chambers of commerce, community development agencies and Native American tribes. Each year the scholarships, which cover the full \$625 course tuition fee, are awarded to economic development practitioners in Arizona with less than five years of experience.



Greg LaVann: *“The Ben Warren Memorial Scholarship is a tribute to all of the economic development organizations around the state that are working tirelessly to make our communities economically viable for future generations. To receive this*

award is an honor and a privilege that I will utilize to expand my depth of knowledge about economic development and apply those principles to help my great community.”

Joni Lindsey: *“I hope to learn and comprehend the principles and strategies to help grow our economy that may be applicable while serving the needs of my community. I am also looking forward to meeting other professionals that are new to Economic Development.”*

Here are some comments from this year’s winners:

Jeanne Bosarge: *“I hope to learn about the professional standards and tools in Economic Development to utilize in my current position. In addition, I would like to improve upon my leadership and management skills to enhance my current responsibilities of marketing, recruitment and development agreement implementation.”*

CALENDAR OF EVENTS

JANUARY+

January 8

Phoenix Luncheon
A development update on Phoenix Sky Harbor International Airport.
Speaker: Paul Blue
Phoenix Country Club
11:30 a.m. – 1:00 p.m.

January 10

AAED Phoenix Mixer
Chelsea's Kitchen, Phoenix
4:30 p.m. – 7:30 p.m.

January 23

Southern Arizona Luncheon – Westcor Presentation
Speaker: Mitch Stallard
DoubleTree at Reid Park
11:30 a.m. – 1:30 p.m.

January 29

Northern Arizona Luncheon
Green Power & Energy
Speakers: Robin Boudreaux & Amanda Ormond, Bullhead City

February 5

Phoenix Luncheon, TBA

February 7

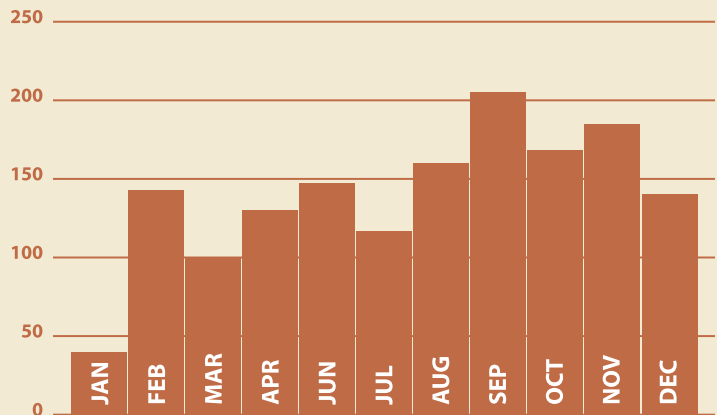
AAED Phoenix Mixer

February 26

Legislative Luncheon

Plan to Participate More in 2008

Here's a New Year's Resolution for AAED members: Plan to attend and participate in more AAED meetings and events this year. AAED committees are working on outstanding programs to be presented throughout the year, not only in Phoenix but also in Southern Arizona and Northern Arizona as well as at the Spring Conference in Prescott. In 2007, attendance at meetings at the Phoenix Country Club totaled 1,635, according to the Club's banquet department. Here is the attendance breakdown by month:



AAED Update

PUBLISHER.....Bruce Coomer
EDITOR.....Pete Klute

REPORTERS

Rachel Busch
Nick Davis
Amanda Elliott
Karen Greenspoon
Joyce Grossman
Pete Klute
Barbara Pizzarello
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