

# UPDATE



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

## An AAED Success Story

*Tammy Carr, Deutsch Associates*

*The following project was an alliance created by the relationship between Sue Sylvester of Adolfson & Peterson Construction and Tammy Carr of Deutsch Associates Architects. Their relationship was built on the foundation of AAED. The results are something that not only the firms can be proud of but also the association and the community of Maricopa – another proud AAED member. It also benefits the entire state through environmental stewardship.*

### THE PROJECT: GLOBAL WATER ADMINISTRATIVE CENTER OF EXCELLENCE

To say that the new Global Water Center in Maricopa, Arizona, is a water reclamation and reuse facility is an understatement. To say Global Water is an organization pushing the boundaries of water conservation with innovative reclamation engineering doesn't tell the whole story. Global Water is a private utility company producing high quality reclaimed water. In short, they clean and treat wastewater and make it useful again. Last month they celebrated the opening of the Global Water Center in Maricopa. The administrative component of this new facility, designed by Deutsch Associates Architecture, embodies Global Water's corporate philosophy that good water resource policy, while grounded in innovative engineering, is dictated by public perception.



### PUSHING BOUNDARIES

The administrative building at Global Water Center, like many buildings designed within LEED standards, appears conventional on the surface but many components are actually part of an overall energy-conservation/awareness system. Such components as

the roofing system, insulation, and exterior walls are made from recycled household products like Styrofoam trays and aluminum cans. Effective natural lighting serves to decrease electricity use and provide occupant comfort and flexibility. Additional energy savings will be realized through innovative HVAC design. In designing this building however, Global Water and Deutsch Associates went far beyond the anticipated Silver LEED certification. The two organizations partnered to design a facility destined to become a leader in environmental stewardship.

Perhaps the most exciting engineering innovation at this facility is its unique distinction of being the first dual-plumbing commercial facility operating in Arizona. Exploiting the administrative facility's adjacency to one of Global Water's treatment sites, both the reclaimed water service to plumbing fixtures in the building, as well as the wastewater leaving the building, are piped directly to the treatment plant. Even beyond this investment, Global Water has chosen

this building to serve as an example of what is possible in water reuse and conservation by investing in similar dual plumbing systems for newly developed subdivisions in the Maricopa area.

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## President-Elect's Message



Surprise! Our President Garrett Newland has asked that I step in for him this month and compose a message to the membership for this issue of the Update. I'm honored to take up this challenge and share with you some of my thoughts for the coming year.

We are all facing challenges in our communities and businesses now that require innovative thinking, creativity, and taking risks. Working all of my career in rural Arizona, this is nothing new to me and indeed most practitioners can relate to the crazy way we get hit with challenging projects, difficult development issues, staffing or funding concerns, and so on. We are inherently good at thinking on our feet and running from one project to the next while trying to have a life!

The best place to turn in times like these is to your professional association. AAED is most of all to me an amazing resource – the diversity of organizations, the professionalism of the membership, and the commitment of our staff set this group above any other organization with which I am affiliated. Take advantage of these resources – they give incredible value to your membership in AAED.

Stepping in where needed is something our members have done repeatedly and another reason why I love this organization. I can call on any of you for assistance and I know someone will answer the call. In 2008, I'll be doing just that as I begin to work on committee chairs and membership.

But, I'm getting ahead of myself ... Your 2007-08 Board and Committee Chairs will spend a lot of time together at the Board Retreat in mid-June. Luckily our organization is very strong and we can turn our attention to offering quality programs and conferences, influencing legislation, and working with tribal and workforce development practitioners that will make us even more effective. We welcome your input at any time and suggestions for improvement. Your involvement—in any shape or form—is what makes us the great organization we are.

This issue of the Update is packed with interesting and useful information for all of us. Take a moment from your busy schedule to take a breath and catch up on the latest news from around our great state. I hope to hear from you if you have any suggestions for improving AAED and look forward to seeing all of you at the Governor's Rural Development Conference in Oro Valley in August.

*Jane Bristol, CEC&D*

## From the Editor

Since this is the first issue of AAED Update for which I've had the responsibility, I wanted to take a moment to thank all of those who contributed to this issue and all who have offered their advice and counsel (and condolences) to this new kid on the block. I know I have big shoes to fill (which previously were filled by very petite feet) and I hope to be able to grow into them. But I and the other members of the PR Committee need your help. Every member of AAED has a story to tell and we'd like to share those stories with our members. Please send your news tips to the AAED office or directly to me. My email is [peteklute@klutecommunications.com](mailto:peteklute@klutecommunications.com) and my office phone is 480-951-6525. You can also log in as a member to [AAED.com](http://AAED.com) and submit your story suggestion there. We also want your photos to go along with those news items. And speaking of photography, I apologize to those whose pictures I took at the Spring Conference and promised to send copies. My camera crashed. After some internet research, I discovered that Sony had some problems with a number of camera models – including mine. The good news is they fixed it – including shipping – for free (which doesn't happen often these days). I mention this because some of you may have experienced similar issues with your cameras and you may want to check out the Sony website.



# Why is LEED *Like Beef?*

## *What is Green All About?*

*Michael Apostolos, AIA, Faithful + Gould*

LEED Buildings—like beef—are certified. Like for beef, this is a good thing for buildings, also. One owner claims “I have a Green Building!” Another owner claims “Yes, but I have a Sustainable Building!” Yet another owner claims “Ah, but I have a High-Performance Building!” Why do each of these owner’s claim their building is better than the others? Which of them has the better building?

They all do! A Green Building is also called “Sustainable” and/or “High-Performance” which means that it has a greater impact in reducing the toll on Earth’s resources when compared to a typical building. These processes also contribute to a more comfortable and healthier building environment on the building and its interior, which, in turn, has been shown to increase occupant productivity.

**What is LEED?** Leadership in Energy and Environmental Design was developed by the United States Green Building Council (USGBC) as a 3rd party, self-certifying rating system designed for classifying new and existing buildings and their interiors. This rating system evaluates several categories, including: the building site, material resources, energy, indoor environmental quality and water. A “sustainable” or “high-performance” reference to a building is for one that has followed guidelines and principles. An LEED Certified building is the only one that has an objective 3rd party certification process that is documented in detail and authenticated and certified.

**What is Sustainability?** This is the practice that helps ensure the continued viability of a product, process or practice well into the future generations to come. Sustainable Development is that approach to progress that will meet the needs of the present we are in, without compromising the ability of the future generations to meet their needs. Sustainable design and buildings take into account and address seven environmental topics: Site, Water, Energy, Indoor Environmental Quality, Materials, Waste/ Recycling and Transportation. By addressing and minimizing and maximizing each of these topics, a building and development can make a positive

contribution to the built environment and the future inhabitants of our world.

**What is High-Performance?** No, Virginia, to the contrary, it is not the team of ringers that wins the AAED Golf Tournament year after year – but is it sustainability? Hmm – interesting thought – keep it, or not. Actually, high-performance is the term for technologies and processes that provide increased efficiency and require less energy, water or other inputs to operate. This includes high performance glazing, energy efficient mechanical units, heat recovery units, heat exchangers, high efficiency lighting, natural lighting as opposed to energy demanding and water-use reducing fixtures, etc.

Well, it’s closing in on dinner time and as the belly bellows for attention, I am going to provide for my sustainability with a high-performance meal that hopefully won’t make me green! For more information on these topics visit the USGBC at [www.usgbc.org](http://www.usgbc.org) and the Office of Energy Efficiency and Renewable Energy at [www.eere.energy.gov](http://www.eere.energy.gov).

## AAED’s Summer Special

\$15!

Link to your company website from your listing on the AAED website Membership Directory page as well as your own membership profile for only \$15 for the remainder of 2007 (normal annual fee is \$25). To set up the link you can log on as a member and pay online through PayPal or you can fax or email the form you received to AAED. If you have any questions call Bridgette in the AAED office at 602-240-2233.

# SPOTLIGHT: Tammy Carr

*Joyce Grossman, City of Phoenix*

*She was voted “best smile” by her high school graduating class. She left the small town of Sturgis, SD, home of the annual Harley Davidson Rally, for the Phoenix metropolitan area. She has worked for the past four years as the Business Development Director for Deutsch Associates. Please meet this month’s member in the Spotlight, Tammy Carr.*

*What is Deutsch Associates’ specialty?*

Our architectural firm is known for its expertise with Leadership in Energy and Environmental Design (LEED®) and Sustainable Design. LEED® Green Building Rating System was created by the U.S. Green Building Council to establish a “common standard of measurement” for “green” buildings.

Not as well known is that Deutsch Associates is a national leader in public aquarium projects.

*What would you consider your firm’s greatest “green building” accomplishment?*

Our first LEED® certified project was Fire Station 50 for the City

of Phoenix. The project, completed in November 2003, uses 30 percent less energy than other fire stations of its size.

Our most recent LEED® project, the Global Water Administration Building in the City of Maricopa, is the first dual plumbed building in Arizona. This project uses 80 percent less water compared to standard conventional office buildings.

Both of the facilities mentioned above can be viewed at [www.2929.com](http://www.2929.com).

*What has been your involvement with AAED?*

I have been chair of the membership committee since 2006. I have also chaired the Development Task Force in 2006 which set up the strategic alliance between AAED and the Arizona Planning Association.

*What have you yet to personally accomplish?*

I have a goal of becoming a vice president of an architectural firm by the age of 35.



*An AAED Success Story, continued from page 1*

## PUBLIC PERCEPTION STARTS WITH EDUCATION

Since an overarching mission of the Global Water Center is to affect long-term water resource policy through education, public education is integral to the architectural design of the building. As part of its overall philosophy to teach children about the importance of sustainability and water recycling, Global Water has invested in the belief that children will take knowledge and ideas to their families, leading the charge towards responsible water use at home. Water resource education is a major portion of the educational experience.

Public areas dedicated to showcasing the building itself reveal the dual plumbing lines within a lobby wall. An educational video reports on the construction of the building, and interactive displays feature recycled building materials.

Because they expect this building to stand for future generations as a model of good environmental stewardship, Global Water, Deutsch Associates Architects and Adolphson & Peterson Construction will seek LEED Silver Certification on the completed project in summer 2007 under Version 2.1.

# AAED & Marana Chamber Partner at Luncheon

Bruce Coomer, AAED

The AAED Southern Arizona Committee joined with the Marana Chamber of Commerce for a very successful joint luncheon on May 17. The event took place at the Bar Circle K ranch in Marana. A crowd of 80-plus heard Dr. Robert Shelton, University of Arizona President, deliver a stimulating and thought-provoking keynote address.

Dr. Shelton reminded the attendees of the importance of economic development planning at the grass roots level and beyond. He urged communities to engage in a careful and long-range planning process to insure a sustainable, strong economy and the quality of life we now enjoy. Specifically, he praised the insight of the recently released TREO economic blueprint. This 10-year plan was created by AAED officer Joe Snell, TREO stakeholders and TREO staff.

The TREO plan emphasizes “the power of five” – five constants to sustain a competitive economy:

- Livable Communities
- Educational Excellence
- Collaborative Governance & Stewardship
- Urban Renaissance
- High-Skilled/High Wage Jobs

Dr. Shelton believes strongly in cooperative efforts within local communities, regions, and statewide. Old paradigms must be rethought to take advantage of resources not considered in old models, he said.

AAED hopes to continue to partner with other organizations throughout Arizona, who in the past may have been considered competitors, but upon closer evaluation are in fact endeavoring to accomplish many of the same goals as AAED.

## New Members



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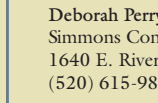
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# Record Crowd Hears About Sports & Entertainment in Glendale

The largest AAED luncheon crowd on record, totaling 147 members and guests, learned all about how the new University of Phoenix Stadium, Jobing.com Arena and adjacent Westgate mixed use complex in Glendale are contributing to the economic development of the Valley's Westside at the June 5 Phoenix luncheon meeting. Glendale Economic Development Director Karen Thoreson moderated the event which contained so much information that it actually went into overtime. Speakers included Steve Weinreich with the Phoenix Coyotes, Chuck Foley with the Arizona Tourism and Sports Authority and Dave Groff with Westgate. Prior to their presentations, Jeanine Jerkovic, Economic Development Manager for Surprise gave an overview of her Westside city's rapid growth. Shelley Bade of SL Bade & Associates, the luncheon sponsor, shared some interesting facts and figures about growth on the Westside, as well as other information of interest to the AAED audience.

GLENDALE ECONOMIC DEVELOPMENT DIRECTOR KAREN THORESON MODERATED THE AAED LUNCHEON



## CALENDAR OF EVENTS

### JUNE

#### June 15 & 16

Leadership retreat in Sedona

### JULY

#### July 3

Phoenix Luncheon – Hunter White, Vice President for Southeastern Arizona for Phelps Dodge Mining Company, will discuss the impact of mining on the Arizona economy. Safford will be the featured community.

#### July 25

The Southern Arizona luncheon will be at the Double Tree Inn in Tucson.

### AUGUST

#### August 15, 16, 17

Governor's Rural Development Conference, Hilton El Conquistador, Oro Valley. Make your hotel reservations NOW.

### SEPTEMBER

#### September 4

Dr. Michael Crowe will speak at the Phoenix Luncheon.

#### September 12

Northern Arizona luncheon will be held in Flagstaff.

#### September 28

AAED Annual Golf Classic at the Foothills Golf Club. High Noon Shootout in the Desert. Four-person scramble. Box lunch and BBQ included. Shotgun start at High Noon:30.

*Have a story idea?*

We want to hear from you!

Write the editor at [PeteKlute@KluteCommunications.com](mailto:PeteKlute@KluteCommunications.com).



## NEWSWORTHY

*Bridgette Walker, AAED*

Ted Mullikin and Terracon Consultants, Inc. sponsored the Foundation for Senior Living's second annual golf fundraiser on Friday, May 11, at the Vistal Golf Club. More than 100 golfers participated in the event whose proceeds will be used to support the operation of the FSL Caregiver House.



THE CHARITY TOURNAMENT PLAYERS ARE: (L-R) PAT DRYER, DEE DEE BARK AND TED MULLIKIN

Bill Pupo, Town Manager for Chino Valley, recently announced that the Town had reached a groundbreaking agreement with Chino Grande LLC, the owner of the Chino Grande Ranch, to assure a sustainable water supply and achieve safe yield for future residents.

Len Becker, who recently rejoined AAED after returning to the Valley from the Chicago area, and previously worked with the Downtown Phoenix Partnership and the Greater Phoenix Chamber of Commerce, has been selected by the Town of Buckeye to be the business development coordinator.

## Northern Arizona Steering Committee

*Gary Marks, Prescott Valley Economic Development*

The AAED Northern Arizona Steering committee had their first meeting on Wednesday, April 4, in Flagstaff. 12 AAED members from 10 communities attended. At this planning meeting four items were discussed: Program ideas were outlined, calendar for the year was established, meeting locations & host for the events, and discussion on specific committees for Northern Arizona events.

The event schedule for the year was established:

April ..... Healthcare .....Prescott Host

September.. Transportation .....Flagstaff Host  
Issues

October ..... Creating Political.....Holbrook Host  
Clout for  
Northern Arizona

January..... Energy & the.....Bullhead City Host  
Environment

The first luncheon event was held April 19 in Prescott and coordinated by Karen Greenspoon of the City of Prescott. The Rural Health Development event proved to be very popular, with more than 50 attending.

Cindy Mays, with APS, is chairing the September event on transportation issues in Flagstaff. A'kos Kovach chairs the October event in Holbrook, and Richard Adams is chairing the January event in Bullhead City.

Gary Marks, chair of the Steering Committee, says the Northern Arizona Committee is off to a very good start and anticipates several new events being presented in Northern Arizona, raising the presence of AAED in the region.

# LATEST DIRT

Amanda Elliott, Barton Malow

When examining the way buildings and communities are designed, built and operated, we consistently detect a growing trend in creating more sustainable buildings. In order to provide consistent, credible standards for measuring what constitutes a green building, the U.S. Green Building Council developed LEED (Leadership in Energy & Environmental Design) standards and certifications. So how does Arizona stack up to surrounding states in the number of projects registered for LEED certification through the US Green Building Council?

As of April 12, 2007, projects registered in:

Arizona .....	128	California .....	873
Nevada .....	78	Texas .....	300
New Mexico .....	62	Utah .....	42

In this month's 'Latest Dirt', we have decided to profile a few of the Arizona projects which have registered for LEED certification since January 2007:

## Chandler –

### Chandler Piazza Office Building:

Mixed Use, 77,000-square-foot building with 120-room Westin Element Hotel, 31,000 square feet of specialty retail and restaurant space, plus pads for a bank, restaurant and retailer.



Architect: RSP Architects  
 Developer: Momentum Commercial Real Estate of Scottsdale

## Mesa –

**ASU Polytechnic Building:** 280,000-square-foot building that will accommodate teaching laboratories, academic classrooms, faculty offices and related spaces. ASU will be seeking LEED Silver Certification.

Architect: RSP Architects  
 Contractor: DPR Inc.

**MCC Southwest Physical Sciences Building:** New 56,400-square-foot sciences facility including state-of-the-art labs, support spaces and classrooms for chemistry, engineering, geology, physics, physical science and astronomy. The project is chasing LEED Silver certification. The building's planetarium will be powered solely by photovoltaic panels.



Architect: SmithGroup  
 Contractor: Barton Malow

## Phoenix –

**ASU Cronkite School of Journalism:** 260,000-square-foot, multistory building that will house the new Walter Cronkite School of Journalism and Mass Communication and KAET.

Design Build Team: Sundt Construction and HDR Architecture

## Queen Creek –

### Queen Creek Public Library:

New 47,063-square-foot public library located at



the northwest corner of Ellsworth and Ocotillo Roads.

Architect: DFDG  
 Contractor: Core

## Tucson –

**Tucson Fire Department Headquarters—Fire Central:** 67,000-square-foot Fire Central building will co-locate three critical fire department functions: Administration, Fire Prevention and Fire Station #1. Project will seek LEED Silver Certification or higher.

**Tucson Water Dept. Eastside Satellite Facility:** New 25,000-square-foot facility with workspace for 55 field staff. The Project is seeking LEED Silver Certification.

Architect: ABA Architects

**University of Arizona Student Recreation Expansion:** 124,291-square-foot expansion for weight training and cardio spaces as well as outdoor recreational spaces.

Architect: M3 / Sakaski  
 Contractor: Sundt Construction Company

# ICSC Spring Convention

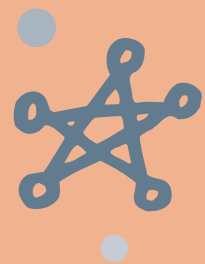
*Dina Serin, City of Avondale*

Las Vegas was the place to be for the 2007 International Council of Shopping Centers (ICSC) Spring Convention last month. This year, floor space at the Convention increased to 2 million square feet and participation increased from 45,000 in 2006 to more than 50,000! Attendees were able to join their colleagues from all corners of the world for networking, deal making and education. Leaders in the retail real estate industry were on hand to conduct business; the Trade Exposition was available to shop for the latest products and services available in the industry; the Leasing Mall allowed developers, retailers, and lenders to network and conduct business; and educational sessions and workshops were available to learn about the issues and trends affecting the industry by world-renowned keynote speakers.

For the first time at the Spring Convention, ICSC specifically highlighted sustainable sites, materials, resources and products along with energy efficiency, water conservation, indoor environmental quality

and other green-building practices. A wide range of vendors and environmental experts were on hand to display products and services for shopping centers and retail stores in the Green Zone. In addition, the Green Pavilion served as an educational exhibit area where examples and cutting-edge environmental efforts of ICSC members were on display. Both locations offered educational seminars throughout the convention.

There were several networking opportunities for participants to enjoy in the evening as well. One in particular, the 5th annual Next Generation reception, was held at the Palms Hotel and Casino, with over 3,000 in attendance! Next Generation is ICSC's educational, networking and mentoring program for retail real estate professionals seeking to develop their careers and to build relationships within the shopping center industry.



## AAED Update

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*AAED Update provides news and views of the Arizona Association for Economic Development and its members.*

### AAED Premier Partners



### AAED Partners



*Photo, top of page 1: Solar panels, an economic way of “going green” in sunny Arizona.*