

# UPDATE



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

## AAED's 2008 Legislative Program

PRESENTED AT STATE CAPITOL LUNCHEON

More than 70 members from both houses of the Arizona State Legislature were hosted by AAED at the Fifth Annual Legislative Luncheon on Tuesday, Feb. 26. The event was coordinated by AAED's Government Affairs Committee and featured steak catered by Outback Steakhouse. The elected officials were joined by many AAED members at the informal event which was staged in a big white tent erected on the lawn at the State Capitol.

AAED President Garrett Newland made a brief presentation of our organization's Legislative Agenda for 2008. Informational handouts at each table gave these additional details:

- The Arizona Department of Commerce is a vital leader in the successful economic development of Arizona. The diverse programs that Commerce administers facilitate rural and urban business development through the provision of public infrastructure and investment that leverage substantial private investments and are essential to the overall economic success of the state. Of substantial importance during this economic cycle is the Business Attraction Program because recruiting new businesses and enabling them to be successful will ensure that our economy improves. We support providing the necessary funding for the Arizona Department of Commerce to continue its efforts to assist economic development throughout Arizona because these are the programs that stimulate the State's economy.



- Preserving state funds whose revenues are received through user-pays programs. State programs that are self-funded meaning they are funded solely through dedicated private employer taxes—at no cost to the General Fund—and whose beneficiaries are the same private employers who pay into the funds. Examples include:

*Job Training Fund* is funded through an employer's payroll tax and is administered via grant opportunities to employers across Arizona. This program has been very successful in providing customized training for employers and a review of the grant awards demonstrates its use statewide from all types of industries. It not only provides training for new high wage jobs, but also provides training for incumbent workers learning new skills.

*State Aviation Fund* is funded by airport users through flight property taxes and jet fuel taxes. These revenues are available to airports through a grant process administered by ADOT and are utilized by airports across the state to provide the core infrastructure

*Continued, page 3*

### INSIDE THIS ISSUE

President's Message .....	2	Rural Spotlight.....	6
New Members.....	2	Calendar of Events.....	6
Member Spotlight .....	3	AAED Spring Conference.....	7
Newsworthy.....	4	Team Arizona.....	8
Latest Dirt .....	5		

ON THE COVER: The State Capitol in Phoenix was the scene of AAED's Fifth Annual Legislative Luncheon last month.

# President's Message

Garrett Newland, Westcor



Despite a slowing economy, this has already been an exciting year for Arizona. Major sporting events have catapulted our national image as well as deposited critical tourism dollars into our market. As we look ahead at leaner economic times in the short term, let's take a look at the impact of major sporting events in the Valley and how they have and will springboard our

economy:

- Super Bowl XLII: \$450M estimated economic impact
- FBR, 2007: \$180M economic impact
- BCS National Championship Game, 2007: \$171.1M economic impact
- Fiesta Bowl, 2007: \$115.8M economic impact

This year's numbers for events such as the FBR will most likely shatter last year's record.

In addition to actual dollars, these events allow the state the opportunity to enhance our national image.

Watching Glendale, Scottsdale and many visuals of our beautiful state proudly displayed on ESPN every morning the week of the Super Bowl was exciting. I was proud to be a part of the promotion. Hopefully, Glendale will be put on the national rotation for the Super Bowl and we can take advantage of the timing with the FBR to leverage increased revenue and keep Arizona in the spotlight.

Other annual sporting events, such as Cactus League Spring Training, provide additional visitor influx throughout the late winter and spring months. And as more teams are lured away from the Grapefruit League, we will start to see the expansion into new communities, and can anticipate the fruits of those events.

All of this, and I haven't even mentioned the Suns, Coyotes, Cardinals, or Mercury; or any of the college sports from our three universities. Sports and sporting events definitely have a major economic impact on our State!

So, take some time this month to catch a baseball game and enjoy one of our most precious commodities: warm sun in March.

## New Members



(928) 782-7774, aberezna@greateryuma.org

**Andrea Berezna**  
Business Development  
Coordinator  
Greater Yuma  
Economic Development  
Corporation  
170 W. 16th Street,  
Suite 200  
Yuma, AZ 85364



**Hope Fry**  
Director of Business Development  
Wittco Construction  
4665 South Ash Avenue, Suite G-4  
Tempe, AZ 85282  
(480) 855-0562, hope@wittcoaz.com

**Clint Costley**  
Business Development  
R&O Construction  
933 Wall Avenue  
Ogden, UT 84404  
(801) 627-1403,  
clintc@randoco.com

**Tracey Gould**  
Marketing Director  
Breckenridge Group, Inc.  
700 N. Stone Ave.  
Tucson, AZ 85705  
(520) 882-9944, tgould@breckenridgearch.com

**Pamela Hilton**  
Commercial Escrow Manager  
Grand Canyon Title Agency  
2720 E. Camelback Rd., Suite 100  
Phoenix, AZ 85016  
(602) 343-3420, philton@gcta.com

**Robert Hooley**  
Vice President Emerging Technology  
Greater Phoenix Economic Council  
2 N. Central Avenue, Suite 2500  
Phoenix, AZ 85004-2322  
(602) 262-8606, rhooley@gpec.org

**Melissa Kantor**  
Director of Economic Development  
Town of Gila Bend  
PO Box A  
Gila Bend, AZ 85337  
(928) 683-2255, mkantor@gilabendaz.org

**Jason Mercer**  
General Manager-Tucson Office  
Morrison-Maierle, Inc.  
8710 N. Thornydale Rd., Suite 140  
Tucson, AZ 85742  
(520) 572-5400, jmercer@m-m.net

**Kamalesh Piniseti**  
Business Line Leader  
URS Corporation  
7720 N. 16th Street, Suite 100  
Phoenix, AZ 85020  
(602) 371-1100, kamalesh\_piniseti@urscorp.com

**Lori Quan**  
Economic Development Specialist  
City of Chandler  
215 E. Buffalo, MS 416  
Chandler, AZ 85225  
(480) 782-3034, lori.quan@chandleraz.gov

**Deb Thalasis**  
Assistant Town Manager  
Town of Marana  
11555 W. Civic Center Drive  
Tucson, AZ 85653  
(520) 382-1900, dthalasis@marana.com

**Joshua Wright**  
Interim Economic Development  
Administrator  
Town of Marana  
11555 W. Civic Center Drive  
Marana, AZ 85653  
(520) 382-1900, jwright@marana.com

# Spotlight: Michael Barnes, Northern Trust Bank

Joyce Grossman, City of Phoenix

*How does a Duck end up in banking? This question was posed to a University of Oregon graduate who is the subject of this month's Spotlight. "A friend of mine worked at First Interstate Bank in Portland as a Trust Administrator. Upon graduation he recommended me as an assistant and that is how I ended up in banking." Please meet Michael Barnes, Wealth Strategist from Northern Trust Bank, AAED's new Premiere Sponsor.*



*Michael has been in banking for 13 years having worked previously in trust and estate planning. When asked what a Wealth Strategist is, Michael responded "A relationship manager for the bank—one who is involved in business development, assisting clients, estate planning, investment management along with standard banking functions."*

## *What brought you to Arizona?*

My wife had family here so we would come to Arizona to vacation often. When the opportunity with Northern Trust Bank came along I grabbed it and moved my family here.

## *Tell us about Northern Trust Bank (NTB)?*

NTB is the world's leading asset management service and banking firm in the world. NTB caters to successful individuals and institutions. There are nine offices in Arizona and I work at the Pinnacle Peak Office. We specifically handle trust, custody and investment management along with banking services.

## *Why did NTB decide to become involved in AAED?*

NTB has always been a part of the community for the past 35 years. It is important for us to be part of AAED so we can be active in the economic development of Arizona. One element of NTB is the commercial side which assists businesses. We feel that our membership with AAED is one way for us to stay on top of recent economic development trends.

## *What is something that others may not know about you?*

At the age of 5, I raced one of my motorcycle heroes, Evil Knievel. I was on a mini bike and he was on his performance cycle. I continued to race motorcycles until the age of 12.

## AAED's 2008 Legislative Program, continued from page 1

including runways and taxiways that the private aviation businesses depend upon. This fund is also able to leverage federal dollars for Arizona airport projects.

Sweeps of both of these funds is absolutely unacceptable.

AAED members are urged to communicate with their elected representatives about these important issues.





## NEWSWORTHY

Almost 140 AAED members and guests attended the February 5 luncheon meeting in Phoenix. Debbie Johnson, President and CEO of the Valley Hotel and Resort Association, presented extensive statistics on the economic impact of sports and tourism in Arizona. A link to the graphics she used in her presentation is on the home page of the AAED website. Viewers can download either a PowerPoint format (17 mb) or an Adobe PDF (2 mb).

Information about AAED and its various committee activities was presented by board members and committee chairs to 20 new members at an orientation luncheon in Phoenix. All were encouraged to become active in the organization by participating with committees.

Courtney Lindley has joined the AAED team. Courtney is a North Carolina native and a graduate of the University of North Carolina at Chapel Hill where she earned a BA in Public Relations. Her title is Management Assistant. She is handling a number of assignments including member services for luncheon, event, and conference registrations, as well as marketing and promotions.



TOP:  
DEBBIE JOHNSON,  
PRESIDENT AND  
CEO OF THE VALLEY  
HOTEL AND RESORT  
ASSOCIATION

ABOVE:  
COURTNEY LINDLEY,  
AAED MANAGEMENT  
ASSISTANT

LEFT:  
AAED NEW MEMBER  
ORIENTATION

# LATEST DIRT

*Amanda Elliott, Barton Malow, Megan Griego, City of Surprise, Dana Overton, St. Johns, Danielle Casey, Maricopa*

**Casa Grande** Westcor is completing the second phase of the Promenade at Casa Grande. The facility, which will eventually total more than 1 million square feet, will be the largest mall in Pinal County. A grand opening was held in November 2007 for the opening of select stores. The remaining half of the mall, located on the I-10 and State Route 287 will open in May. The City of Casa Grande has estimated the facility will bring \$4 million annually in local city sales tax.



**Gila Bend** Arizona Public Service Co. has announced plans for one of the world's largest solar facilities – a 280-megawatt (MW) concentrating solar power (CSP) plant to be built 70 miles southwest of Phoenix, near Gila Bend. The Solana Generating Station will produce enough energy to serve 70,000 APS customers when operating at full capacity. The plant will be built by



Abengoa Solar Inc., and is scheduled to provide renewable energy beginning in 2011. The new facility will not emit greenhouse gases and will provide APS with

more solar electricity per customer than any other utility in the U.S. The facility also would be the largest solar power plant in the world, if in operation today.

**Maricopa** Pinal Energy, LLC, the City's first industrial facility, received its final certificate of occupancy last month. It is the first ethanol production facility in Arizona. The state-of-the-art plant has created 45 new jobs for the Maricopa area and, most importantly, makes a local source of ethanol available. Pinal Energy projects an annual ethanol production rate of 50 million gallons from roughly 18 million bushels of corn acquired from both local corn producers as well as from the Midwest. The fuel-grade ethanol can be used for

the blending of E85, a clean-burning blend of 85 percent ethanol and 15 percent gasoline for use in flex fuel vehicles.



**Phoenix** Abraxis Bioscience, a biotech company based in Los Angeles, plans to spend \$21.5 million on two TGen-related programs that seek to make Arizona the hub of a personalized-medicine initiative that will test and develop targeted cancer treatments. The deal between Abraxis and the Translational Genomics Research Institute is one of Arizona's largest private-sector investments in the bioscience industry. The investment will assist in the launching of Catapult Bio's life-science business which will focus on drugs, diagnostics and devices. Additionally, the funding will support the formation of a personalized health network that links several national clinical sites with the goal of delivering drug treatment to patients. Abraxis currently has a facility in Phoenix that was purchased from Watson Pharmaceutical. The company will outfit the nanotechnology plant through a 100-employee expansion by 2010.



**St. Johns** A ground breaking celebration was held recently for the the Hinkson Memorial Assisted Living Center. It will house up to 40 residents in a 13,000-square-foot assisted living facility to be completed by the end of the year. The project features property management living quarters, a beauty/barber shop, huge family-style dining area, covered porches, two solarium sitting areas, as well as a 1,600-square-foot living/entertainment area. The plans also include an on-site business office, laundry and commercial kitchen accommodations.



*Continued, page 6*

Latest Dirt, continued from page 5

**Scottsdale** ASU's Scottsdale Innovation Center, SkySong, recently opened its doors for business. The current 157,000-square-foot facility hosts more than 20 global startup and mid-sized companies from Canada, China, Germany, India, Mexico, Singapore and Turkey. The second building on-site is under construction and is scheduled for completion in May.

**Surprise** The City of Surprise announced a multi-million dollar sponsorship for the Outback Champion Tennis Series. Surprise City Council approved a contract with InsideOut Champion Series LLC which allows them to bring the tournament to their west side city in 2008, 2009 and 2010. Surprise has contracted to cover operating costs related to the events but will retain the revenue from the ticket sales, merchandise, parking as well as secondary sponsorships. It is estimated that the tournament, which will take place in the Valley for the first time in November, will generate \$700,000.

Glimcher Southwest Ventures has broken ground at its "Shoppes at Surprise." The development points out the growing value of commercial real estate in Surprise. The development will bring 500 jobs and \$37million in fiscal impact to Surprise in the next 15 years, not to mention a movie theater and bowling center.

Esterra Development hosted an open house recently to announce its development, Bell Mar, to tenant brokers, community leaders and the media. Bell Mar features 72,000 square feet of versatile high-end commercial, retail, restaurant, and office space. The project is located at 115th Avenue and Bell Road at the gateway to Surprise. Bell Mar's anticipated completion will be late 2008.

## Rural Spotlight: Maricopa

In 2000, the Maricopa area was home to 1,400 residents. Today, that has increased to approximately 35,000. Incorporated in 2003, Maricopa has worked vigorously to establish the highest quality of municipal services for its residents, including the establishment of a full-service Police Department. These residents, 46 percent of whom report holding a Bachelor's Degree or higher, value the community's small-town feel but look forward to the attraction of quality employment and the creation of a self-sustainable community.

To demonstrate commitment to sound economic growth, Maricopa has begun aggressively forming an economic development toolkit, which has included an organization-wide branding initiative, establishing an Industrial Development Authority, creating a Fast-Track Program, exploring the creation of a downtown redevelopment district and deploying an online site-selection database. If you can call an average monthly issuance of 206 new single family residential permits in 2007 a slow-down, then the slow-down in the City of Maricopa has created a welcome opportunity to focus on efforts that will ensure its competitiveness in an increasingly global economy.

As Maricopa continues to grow by hundreds of residents per month, you can visit in person or online at [maricopamatters.com](http://maricopamatters.com) to find out more about its proud history and prosperous future.

### CALENDAR OF EVENTS

MARCH - MAY



#### March 7

Spring Training Event  
AAED's Day at the Ball Park  
Chicago White Sox vs. Los Angeles  
Angels of Anaheim  
Tempe Diablo Stadium  
1:05 p.m.

#### March 28

Southern Arizona Luncheon  
Tim Bee, President of the State  
Senate will speak on legislative  
issues and how they relate to  
economic development.  
Doubletree Hotel, Tucson  
11:30 a.m. - 1:00 p.m.

#### April 1

Phoenix Luncheon  
Nancy Welch will discuss the  
Arizona Sun Corridor Megapolitan  
report.  
Phoenix Country Club  
11:30 a.m. - 1:30 p.m.

#### April 10

AAED Impromptu Mixer

#### May 14-16

AAED Spring Conference  
Prescott Resort  
Prescott, Arizona

#### May 6

Phoenix Luncheon  
Topic: TBA  
Phoenix Country Club  
11:30 a.m. - 1:00 p.m.

# AAED Spring Conference

Cathy Ji, City of Mesa

“UnSpun! Revealing Truths and Myths Behind Global and Local Trends and the Impact on Arizona” is the theme for this year’s AAED Spring Conference. It will be held May 14 – 16 in Prescott at the Prescott Resort.

The opening session on Thursday will feature the much-sought-after keynote speaker Dr. David Foot. Using an array of data from metro and rural cities in Arizona, he will explore how changing global demographics in the market and workplace will redefine Arizona’s place in the economy. Dr. Foot is the author of several bestselling books including “Boom, Bust & Echo: How to Profit from the Coming Demographic Shift.”

Other sessions will focus on brain drain, trends of our “intangible economy,” workforce, connectivity in rural areas, the cultural heart of a community and the importance of universities in recruiting leading-edge technology companies.

Chairperson Christine Mackay and Vice-chair Landis Elliott, along with their committee, designed an exceptional conference that will be original and insightful. The conference will begin with a golf tournament at the Prescott Lakes Golf and Country Club, a Hale Irwin Signature Golf Course that winds through 12 acres of scenic lakes and grasslands.

Bring your cowboy hat and polish up your boots for the Wednesday night Welcome Reception. Thursday night will feature the dressy or black-tie optional AAED Awards Banquet followed by a night of music from AAED favorites, Mogollon.

Registration packets will be sent at the beginning of April but make your hotel reservations as soon as possible.

GARRETT NEWLAND AND JANE BRISTOL PRESENT  
AAED'S 2008

"EDDE'S" ARE "FOREVER"  
ECONOMIC DEVELOPMENT DISTINGUISHED BY EXCELLENCE

ROCK RICKERT AS JAMES BOND 007\*  
AND NICK DAVIS AS GOLDFINGER

STARRING: MRS. JESSICA THEOBALD AS 'TIFFANY CASE' AND HAROLD X. STEWART  
ALSO STARRING: JAMIE CERVANTES AS 'PLENTY O'TOOLE', KELLY PATTON AS 'HONEY RYDER',  
DEE DEE BARK AS 'FIONA VOLPE', AJ AS 'O', AND LARA HOUSTON AS 'MARY GOODNIGHT'

SAVE THE DATE: EDDE AWARDS - AAED SPRING CONFERENCE  
RELEASE: MAY 15 6:00 PM LOCATION: PRESCOTT RESORT BALLROOM

HOSTED BY: PAT DRYER - MELISSA HILL - DEIRDRE BOOTH  
CHAIRPERSON: LINDA FLICK x THE MI-5 COMMITTEE  
VICE-CHAIR: TED MULLIKIN I JESSICA THEOBALD  
COCKTAIL ATTIRE - BLACK TIE-OPTIONAL  
MUSIC BY: MOGOLLON  
GRAPHIC DESIGN: JAMIE CERVANTES AND ARCHITECTURE

## SIGN UP NOW TO BE A SPRING CONFERENCE SPONSOR

If you are wondering how to better market your company, and how to get your name out to the right people around the state, sign up as a sponsor for the AAED 2008 Spring Conference. As a sponsor, you will be featured on all the registration materials, the program, and on signage throughout the Conference. These are the different levels of sponsorship. Each comes with an array of benefits:

Conference Partner	\$3,000
Gold Sponsor	\$1,000
Silver Sponsor	\$500
Friends of AAED	\$250 – \$500

Contact Dee Dee Bark, Sponsorship Coordinator, at 602-291-5756 or by email at [deedeb7@cox.net](mailto:deedeb7@cox.net) if you would like to sign up as a sponsor, or if you have any questions.

# Team Arizona Promotes Expansion Opportunities at the 2008 MD&M West Tradeshow

Miguel Bravo, APS

Economic Development professionals from all over the state participated at the 2008 Medical Design and Manufacturing Tradeshow in Anaheim, Calif., Feb. 10 – 12. MD&M is one of the nation’s largest advanced design and manufacturing tradeshows.

Economic Development professionals from APS, ADOC, GPEC, NAU, MCC, Avondale, Buckeye, Chandler, Cottonwood, Douglas, Flagstaff, Gila Bend, Gilbert, Goodyear, Prescott, Prescott Valley, Scottsdale, Tempe and Yuma demonstrated the team spirit that sets our state apart when it comes to Economic Development.

First time participant Casey Roomey, City of Cottonwood ED, said, “I appreciated being invited to represent my community at the MD&M show in Anaheim. The time spent marketing Arizona via site visits with other economic development professionals was invaluable. We were set up at a great location at the show, and our new booth caught the eye of a global audience.”



Arizona’s presence at the tradeshow was complemented by sales calls with companies in the Greater Los Angeles area that responded to the APS led “Expand in Arizona” direct mail, email and phone campaign that targeted companies from select industries based in the Greater Los Angeles area.

A major highlight of the three-day effort was the Arizona Night reception hosted by the Arizona delegation and sponsored by various cities and GPEC. Christine Mackay, City of Chandler, said, “We had 120 attendees representing many technologies, companies and countries throughout the world. Our largest turnout ever!” Most of the Arizona companies exhibiting at MD&M attended the reception and contributed to the event’s success.

Team Arizona is actively following up on the leads generated at the show. In fact, a few prospects are already looking at sites in Arizona.

## AAED Update

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

### CONTRIBUTORS

Miguel Bravo  
Amanda Elliot  
Danielle Casey  
Megan Griego  
Joyce Grossman  
Cathy Ji  
Pete Klute  
Garrett Newland  
Dana Overton  
Bridgette Walker

### EDITORIAL BOARD

Michael Apostolos  
Rachel Busch  
Bruce Coomer  
Amanda Elliott  
Megan Griego  
Joyce Grossman  
Dina Mathias  
Bridgette Walker  
Paul Zampini

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

## AAED Premier Partners



## AAED Partners

