

 **VALLEY
FORWARD**
3 5 Y E A R S

2004 ANNUAL REPORT



VALLEY FORWARD ASSOCIATION

OUR MISSION & FOCUS

Valley Forward brings business and civic leaders together to convene thoughtful public dialogue on regional issues and to facilitate cooperative efforts to improve the environment and livability of Valley communities.

Our two-part agenda is focused around sustainability and livability to keep our region competitive in the new economy. We feel strongly that it's not enough just to be among the fastest growing metropolitan areas in the country. In order for our region to reach its full potential, Greater Phoenix must also be among the most livable places in the nation.

If we are to achieve success in creating a knowledge-based economy that embraces cutting-edge science and technology, we must offer a living environment comparable or superior to the most appealing cities in the country. Our members take seriously an inherent responsibility to build and promote healthy, livable communities to sustain future generations.

To achieve the elusive balance between economic development and environmental quality, we must find ways to sustain growth into the future without overwhelming our natural resources – air, water, open space and desert vistas. We must also create livable communities and neighborhoods.

Our membership is uniquely positioned for these tasks. We represent a diverse mix of large and small companies, as well as various jurisdictions of government, working collaboratively. Together, we are facilitating public education and awareness of innovative technologies, sustainable development, resource conservation and environmental initiatives.

OUR RICH 35-YEAR HISTORY IS A TESTAMENT TO THE UNIQUE VALUE WE PROVIDE.



2004 Board of Directors – Valley Forward's Board of Directors assemble for an annual retreat in November to discuss a successful 35th anniversary year and how to continue the momentum through newly created programs and organizational changes.

A RECORD BREAKING 35TH ANNIVERSARY YEAR

WHAT A YEAR! NOT ONLY DID VALLEY FORWARD SPORT A NEW LOOK WITH ITS 35TH ANNIVERSARY LOGO AND PRESENT ITS INAUGURAL LIVABILITY SUMMIT, BUT VIRTUALLY EVERY PROGRAM AND EVENT WE UNDERTOOK BROKE SOME RECORD.

It was a 35th year that will have a lasting impact. We re-branded Valley Forward, re-organized our dues structure and created a vision for our region that connects communities and landmark destinations through trails and open space, which our members will advocate for long into the future.

BUT THAT'S NOT ALL. OTHER NOTEWORTHY ACCOMPLISHMENTS INCLUDE:

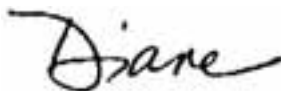
- Successful advocacy of Proposition 400, the regional transportation plan approved by voters. Helped educate legislators, business leaders and the general public. Served as a leading advocate of light rail transit.
- Published *Making the Grade – the Valley's 2004 Environmental Report Card*, our fourth installment on how Valley communities are responding to growth issues in five subject areas including: air, land use, open space/recreation, transportation and water.
- Presented Valley Forward's inaugural EarthFest Educators Night, enabling 200 Arizona teachers to preview more than 50 exhibits on environmental education resources. Created and distributed 1,000 environmental education posters for use in the classroom.
- Attracted 250 community leaders to Valley Forward's Livability Summit, an inaugural event promoting healthy communities. The event featured nationally recognized speakers, nearly 50 displays on local livability initiatives and the presentation of our EarthFest Eco Contest award in partnership with the Future City Competition.
- Presented our 24th annual Environmental Excellence Awards, the most successful ever.
- Presented our most highly attended Annual Luncheon, with 600 community leaders, including more than half of Valley Forward's past Chairs, turning out to hear environmental activist Erin Brockovich in commemoration of our milestone year.
- Created *The Valley's Pedestrian Freeway – A Priceless Necklace of Trails and Gems*, a four-color poster that depicts our vision for linking Valley communities and public destinations through multi-use recreational corridors. Generated support for the regional trails system through a proclamation endorsing the concept signed by virtually every Valley mayor plus the Maricopa County Board of Supervisors.

We commend and thank Valley Forward members and friends who helped make our 35th anniversary year such a success. Let's continue the momentum!

Sincerely,



Carla Consoli
2004 Chair of the Board



Diane Brossart
President



Carla Consoli



Diane Brossart

SPOTLIGHTING LOCAL ISSUES



A LOOK BACK, AND A GLIMPSE AHEAD – In honor of our 35th year of operation, Valley Forward presented thoughts about the Valley's past, present and future in a powerful January Board of Directors/General Membership Luncheon presentation. Speakers included (L-R) Vernon Swaback of Swaback Partners, Maria Baier of the Trust for Public Land, and Lattie Coor, Ph.D. of the Center for the Future of Arizona.

MAKING THE GRADE – (L) Stephen Anderson of Gammage & Burnham moderated a panel discussion on Valley Forward's 2004 Environmental Report Card grading 18 Valley communities, as well as Maricopa and Pinal Counties, on how they are responding to growth issues. Panelists at the March luncheon included (L-R) Phoenix Mayor Phil Gordon, Queen Creek Mayor Wendy Feldman-Kerr and Maricopa County Supervisor Andrew Kunasek, all of who represented entities that scored among the highest.



SAVING ARIZONA'S FORESTS – (L-R) Jim Paxon, fire expert and national crisis spokesperson, receives thanks from Carla Consoli, VFA Chair, for an enlightening presentation at VFA's May luncheon on fire ecology, fire-wise principles and forest management.

ADVOCATING FOR SUSTAINABILITY



ELECTION SPECIAL – Valley Forward successfully advocated for the passage of Prop. 400, a regional transportation plan passed by voters in November, and also supported a package for State Trust Land reform, which failed to make it to the ballot. Shown (L-R) Grady Gammage of Gammage & Burnham educated members on State Trust Land issues at our October luncheon, which also featured Glendale Mayor Elaine Scruggs and Mesa Mayor Keno Hawker on the transportation initiative.



CELEBRATING 35 YEARS – Our 35th birthday party at Desert Botanical Garden attracted Valley Forward leaders past and present to a reception hosted by Ten Eyck Landscape Architects. (L-R) 1993 Chair R. Bruce Scott, 1990-1991 Chair Larry Lazarus, 2004 Chair Carla Consoli, 1979-1980 Chair Bill Meek, VFA President Diane Brossart and 1985 Chair Jim Elmore.

MAKING A DIFFERENCE FOR FUTURE GENERATIONS



GUBERNATORIAL PROCLAMATION –
(L-R) Diane Brossart, president of Valley Forward, accepted an Earth Day (April 22) proclamation from Lori Faeth, environmental policy advisor to Governor Napolitano, thanking Valley Forward for its efforts to improve the environment in the Valley over the past 35 years.

EARTHFEST EDUCATORS NIGHT – *More than 200 teachers attended Valley Forward’s EarthFest Educators Night featuring 50 displays on environmental education resources. They networked, enjoyed complimentary refreshments and received an environmental education poster created by Valley Forward for use in classrooms. The poster was distributed to 1,000 teachers throughout Arizona.*



CREATING A PEDESTRIAN FREEWAY – *In celebration of National Trails Day (June 6) Valley Forward produced and distributed a poster illustrating the need to link Valley communities and landmark destinations. Called “The Valley’s Pedestrian Freeway – A Priceless Necklace of Trails and Gems,” the project was unveiled at a public hiking event in partnership with the City of Phoenix and was supported in a proclamation signed by virtually all Valley mayors and the Maricopa County Board of Supervisors. VFA also created and distributed a set of regional trails design principles.*

MENTORING FUTURE STEWARDS – Phoenix City Councilman Greg Stanton recognizes students from Saint Theresa Catholic School in Phoenix for winning Valley Forward's EarthFest Eco Contest.



FRIENDS OF TRANSIT – An historic advocate of transit, Valley Forward extolled the virtues of light rail in a panel discussion at the Friends of Transit second annual conference in February. (L-R) Ken Driggs, director of Valley Metro, Tempe Mayor Neil Giuliano, chair of the Maricopa Association of Governments, Transportation Policy Committee, David Martin of the Arizona General Contractors Association; and Diane Brossart of Valley Forward.

GOVERNOR'S SIGNING – Governor Janet Napolitano signs House Bill 2456, sending a half-cent sales tax extension for transportation proposal to Maricopa County voters in November. Valley Forward President Diane Brossart (fourth from left, bottom row) celebrates along with other transportation advocates. Photo by Bob Rink.



VALLEY FORWARD'S LIVABILITY SUMMIT

VALLEY FORWARD'S LIVABILITY SUMMIT ON APRIL 22 (EARTH DAY) PROMOTED HEALTHY COMMUNITIES THROUGH EDUCATION AND AWARENESS OF INNOVATIVE TECHNOLOGIES, SUSTAINABLE DEVELOPMENT, RESOURCE CONSERVATION AND ENVIRONMENTAL INITIATIVES.



ENERGY TOP ISSUE – Morning keynote speaker and renowned nanotechnology expert Richard Smalley, Ph.D. told attendees that food, water, the environment, poverty and terrorism are leading the list of humanity's top 10 problems for the next 50 years. He noted that all of these issues are linked in some way to energy and that our challenge is to provide enough clean, cheap energy to support 8-10 billion people on Earth. To do this, we need to nearly double our energy production by 2050.

INSPIRING IDEAS – Hundreds of business and civic leaders attended Valley Forward's Livability Summit, a daylong event held at the Phoenix Civic Plaza and Convention Center.



GROWTH PATTERNS SHIFT – Urban planner Peter Calthorpe, recognized as one of the country's top 25 innovators by Newsweek, told attendees at lunch that there is a critical need for a new paradigm of growth in undeveloped sites that complements urban infill and revitalization. He stressed that the new transportation network in livable communities is diverse and complex, mixing differing types of auto uses with transit, biking and walking.

PROMOTES HEALTHY COMMUNITIES



LEARNING & SHARING – Valley Forward’s Livability Summit Exhibit Hall featured nearly 50 interactive booths focusing on local initiatives to promote sustainability and new technologies.

LOCAL ISSUES – Panel discussions by Valley leaders examined livability issues and new technologies globally while providing a local perspective on sustainable development. (L-R) Don Henninger, publisher of The Business Journal moderated panelists: Lattie Coor, Ph.D., director, Center for the Future of Arizona; Arizona Attorney General Terry Goddard, former Phoenix mayor; Steve Owens, director, Arizona Department of Environmental Quality; and Jon Talton, columnist, The Arizona Republic.



VALLEY FORWARD & SRP HONOR ENVIRONMENTAL EXCELLENCE AWARD WINNERS

Valley Forward and SRP recognized 34 projects submitted by Valley businesses, government agencies and non-profit organizations for their significant contributions to the environment at Valley Forward's 24th annual Environmental Excellence Awards program in September. In addition to the President's Award, 16 first-place Crescordia awards (a Greek term meaning, "To Grow in Harmony") and 18 awards of merit were presented in the 2004 competition.



PREVIEWING FINALISTS – More than 600 business and civic leaders, including state legislators, Valley mayors and corporate executives, attended our awards banquet at the Hyatt Regency Scottsdale at Gainey Ranch. Prior to the awards ceremony, they previewed finalist entries featured in a museum-quality display that is exhibited in high-traffic locations following the event.

LEAD JUDGE: Pat Graham, executive director of The Nature Conservancy's Arizona chapter, led a diverse panel of judges in evaluating entries in the EEA competition.



FARMERS STUDIO – An urban infill project designed by the Tempe-based architectural firm, Architekton, to house its own offices, received top honors – the President's Award – in the 2004 competition. The project team, led by John Kane, (fourth from right) toasts their success.



THE HOSTS – (L-R) Lori Singleton and Richard Hayslip, of SRP and co-chairs of Valley Forward's Environmental Excellence Awards Steering Committee enjoy the evening with Diane Brossart, VFA president.

REGIONAL TRAILS AWARD – Valley Forward announced a new category for trails and open space to premiere in the 2005 competition. (L-R) Maricopa County Supervisor Andrew Kunasek receives a plaque from VFA Chair Elect Scott Davis, recognizing the county's efforts to build a regional trails system for the Valley, a prime example of environmental excellence.



POST EVENT CELEBRATION – Valley Forward hosted a post event cocktail reception following the banquet to enable attendees to personally congratulate award winners.

ONE PERSON CAN MAKE A DIFFERENCE: 35TH ANNUAL LUNCHEON FEATURES ERIN BROCKOVICH

Renowned environmental advocate Erin Brockovich spoke to a sold out crowd at Valley Forward Association's 35th Annual Luncheon in December. Nearly 550 members and guests attended the event at The Arizona Biltmore Resort.

Director of environmental research at the Westlake Village, CA, law firm of Masry and Vititoe, where she started as a file clerk 10 years ago, Brockovich has received numerous awards and honors for her environmental work. She is best known for her solo investigation into the health conditions of countless people who lived in the Hinkley, CA, area from the early 1960s through the '80s that were affected by exposure to toxic Chromium 6. That investigation was the subject of the acclaimed 2000 film *Erin Brockovich*, starring Julia Roberts.



THE POWER OF ONE – Erin Brockovich told her audience, “We think we can’t do something because we don’t have the degree or the money. But when I was doing my work in Hinkley, I didn’t have the degree or the training whatsoever to be in a major toxic case like that -- I was persistent, I was determined and I was just human.”



MAKING IT HAPPEN – Valley Forward event organizers enjoy the moment (L-R) Stephen W. Thompson, of Wells Fargo and chair of the 35th Annual Luncheon Committee; Scott Davis of APS and VFA 2004 Chair Elect; Diane Brossart, president of VFA; Erin Brockovich; and Carla Consoli of Bryan Cave and 2004 Chair.



LEADERSHIP AWARDS – Valley Forward presented six Leadership Awards to individuals and organizations that provided exemplary service to the association in 2004. Recipients included (L-R) Stephen Anderson of Gammage & Burnham; Lyn Marquis of University of Phoenix; Michael Moffitt, Ph.D. of Western Technologies, Inc.; Diana Kaminski of the City of Tempe; Chris Schmaltz of Gust Rosenfeld; Michelle Olson and Zenobia Mertel (not shown) of Olson Communications. VFA Chair Carla Consoli and Diane Brossart, president, presented the awards.



CAPTIVATING – Erin Brockovich captivated her audience with stories both humorous and tragic about her life, the movie that bears her name and what’s keeping her busy currently.

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VISIONARY MEMBERS: \$20,000 & ABOVE

VFA APPRECIATES THE ONGOING GENEROSITY OF OUR VISIONARY MEMBERS, WHOSE FINANCIAL CONTRIBUTIONS IN EXCESS OF \$20,000 ANNUALLY ENABLE US TO PRESENT A MAGNITUDE OF PROGRAMS DEDICATED TO IMPROVING THE LIVABILITY OF VALLEY COMMUNITIES.



Honeywell



2004 PATRON: \$2,500 & ABOVE



2004 LEADER: \$2,000 & ABOVE

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