

VFA'S LIVABILITY SUMMIT PROMOTES 'HEALTHY LIVING IN THE DESERT'

How can we grow in a more sustainable manner? What makes a place livable? What is the impact of our environment on public health?

These are some of the questions Valley Forward's fifth annual Livability Summit and our newly added Green Scene Bus Tour will address on April 22 (Earth Day). The theme for this year's event is "Healthy Living in the Desert."

The line-up of speakers is among our most impressive and includes a morning keynote by Dr. Richard Carmona, the 17th US Surgeon General and Tucson resident, who is uniquely qualified to talk about the impact of the environment on health and wellness.



Chicago Mayor Richard Daley to address Summit.

Chicago Metropolitan 2020, an Urban Land Institute visioning process similar to what will be undertaken in Phoenix through AZ One, a Reality Check for Central Arizona, this May.

In addition to Dr. Carmona, Chicago Mayor Richard Daley will share his city's success in creating innovative community-based programs; affordable housing initiatives; green spaces; and sustainability partnerships that helped transform the downtown area.

He'll also discuss Chicago Metropolitan 2020, an Urban Land Institute visioning process similar to what will be undertaken in Phoenix through AZ One, a Reality Check for Central Arizona, this May.

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By the year 2050, an additional six million people are expected to make the Valley their home. Where these new residents will live and work, and their impact on already congested roadways are critical issues facing our region.

AZ One, a Reality Check for Central Arizona, is a one-day exercise that will bring together over 300 diverse individuals to discuss, analyze and develop alternative growth scenarios for the rapidly growing Central Arizona Region. They'll gather at Phoenix

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PRESIDENT'S MESSAGE:

PARTNERSHIPS FOR SUCCESS



Diane Brossart

"Coming together is a beginning. Keeping together is progress. Working together is success."

— Henry Ford

And we've had many successes! In our 39-year history, Valley Forward has collaborated on countless large-scale community projects. Those that have been the most successful involved the most people. They also encompassed a variety of partners representing business and industry, municipalities and other government agencies, non-profits, educators and concerned individuals.

The power of collaboration is evident in such projects as Rio Salado, light rail transit and our multi-modal transportation system, The Valley's Pedestrian Freeway and desert preservation initiatives in local communities, the downtown Phoenix campus of Arizona State University, The Great Salt River Cleanup, Water - Use it Wisely and the Valleywide Recycling Project.

The list goes on. Without partnerships, none of these projects would have been possible. Just as each of us

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MAKING THE GRADE: THE VALLEY'S 2008 ENVIRONMENTAL REPORT CARD

Valley Forward will release "Making the Grade: The Valley's 2008 Environmental Report Card" this month. It will be the organization's fifth publication evaluating how local communities and government agencies are responding to growth issues in our region.

The goal of the Report Card is to examine how communities across the Valley are individually and collectively addressing common issues that impact the quality of life for residents here and those who will choose to make this their home in the future.

"We offer our Report Card as a tool to educate us on what is being done well and what can be improved to sustain and enhance our livability," said Christopher Schmaltz, of Gust Rosenfeld and Chair of VFA's Report Card Steering Committee. "We hope Valley communities will review the success stories so that local governments have the opportunity to take advantage of the most creative and workable ideas."

"Making the Grade: The Valley's 2008 Environmental Report Card" will be the focus of VFA's Board of Directors/General Membership Luncheon on March 26, 2008 from 11:30 a.m.-1 p.m., at the Wyndham Phoenix. To register for the luncheon, visit www.valleyforward.org or call (602) 240-2408.

VFA MEMBERS REPRESENT DIVERSE INTERESTS

In an effort to stimulate discussion regarding the use of recycled water and the economics associated with the broader deployment of purple pipes, **GLOBAL WATER RESOURCES, LLC** has published a white paper called "Total Water Management: Resource Conservation in the Face of Population Growth and Water Scarcity." The document discusses the future of the Southwest as water scarcity becomes more prevalent and how the role of water recycling becomes more critical to its continued economic development, growth and prosperity. For more information, visit www.gwresources.com.

APS has announced plans for one of the world's largest solar facilities — a 280-megawatt concentrating solar power 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. Spanish for "sunny place," Solana will not emit greenhouse gases and will provide APS with more solar electricity per customer than any utility in the U.S. The facility also would be the largest solar power plant in the world if in operation today. APS currently provides its customers with 131.5 MW of renewable energy, enough to power more than 37,000 homes. With the addition of Solana, the utility will provide enough renewable energy to serve 100,000 homes. As APS' largest source of renewable energy, Solana will more than triple the company's renewable energy resources. APS' green energy portfolio includes wind, geothermal and solar energy. For more information, visit www.aps.com.



VALLEY FORWARD ASSOCIATION PRESENTS 'LIVABLE COMMUNITIES AWARD' AT FUTURE CITY COMPETITION

Students from Veritas Homeschoolers in Chandler received Valley Forward's "Livable Communities Award" through the 2008 Future City Competition – Phoenix Region. Shown (Back Row, L-R): VFA Chair, Roger Baele of David Evans and Associates, who presented the honors; Mary Ann Ekstrom, teacher sponsor; and Ken Ekstrom, engineer mentor. Shown (Front Row, L-R): Student winners, Joshua Ekstrom, Zane Martin and Noah O'Connor.

NEWS YOU CAN REUSE • Submitted by Olson Communications, Inc.

LEAD BY EXAMPLE

Editor's Note: This is the first edition of an ongoing column by Olson Communications, Inc., the public relations firm that has represented Valley Forward since 2002. The purpose behind this column is to get Valley leaders thinking about environmental impact and what can be done to promote a sustainable future.

The idea of going green has finally gone mainstream, and it's about time. As a nation, we've been embarking on this movement for more than 30 years and it has officially hit its tipping point. Green issues are now gracing the covers of many pop culture magazines.

Not always, but often times, public perception follows media and celebrity endorsements. As business leaders, we can encourage our organization and others to do what's right for the environment, regardless of publicity opportunities, right? Maybe. More importantly, we can leverage what they're doing through our insight to build the sustainability movement into a new way of life for our country.

As part of the senior leadership team, we are already the moral police for our organizations. It's time we became the green police as well. Let's use our collective powers and

momentum to save the planet. Here are a few thoughts to sustain this movement.

1 Become the green expert in your company. Establish a green team internally to field information to employees. Attend conferences, read Web sites and blogs and become knowledgeable about what your competition is doing to impact sustainability.

2 Lead by example. As a senior leader, you should encourage your staff to become green do-gooders, but you have to walk the walk or you'll be caught.

3 Develop a "start somewhere" plan that works for your company. Little things

add up, and you're the perfect person to champion the cause.

4 You've heard it before, but it is still important - Reduce, Reuse, Recycle.

5 Support companies that demonstrate their commitment to the environment. Buy locally and select products that are environmentally preferred whenever possible.

As leaders, we are uniquely poised to make a difference in communicating the truth about climate change, human impacts on the environment and the probable future of our planet. How can what you're doing today lessen the footprint on the planet tomorrow?

MEMBER FEATURE:

APS SOLUTIONS FOR BUSINESS

The APS Solutions for Business program is funded by APS customers and approved by the Arizona Corporation Commission.



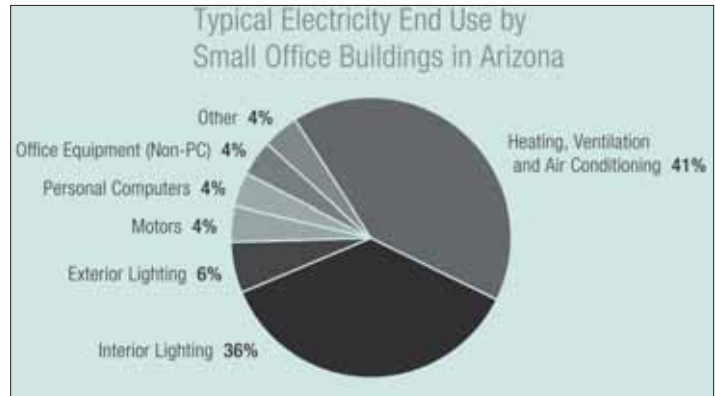
Solutions for Business

Are you thinking about your: carbon footprint, employee comfort, building resale value or energy bills? If you answered yes to any of these questions, APS can help. The Solutions for Business program provides rebates to APS business customers to reduce the initial costs of energy efficiency upgrades. And our Technical Training Series is open to all building owners and staff interested in reducing electricity use.

Projects implemented by APS customers through the end of 2007 will save enough

energy to power more than 72,000 Arizona homes for a year! Reducing this energy use will avoid more than 916 million tons of carbon dioxide emissions and save 232 million gallons of water. So these projects not only benefit your buildings, but also your communities! How much will your business save?

Installing energy efficient equipment in your building can return big savings. Many improvements pay for themselves in less than two years – and even faster with an APS incentive. After the payback period, it's money in your pocket.



Reducing energy use will also reduce your carbon footprint. This is particularly important if your company is tracking greenhouse gas emissions or will be in the future. If you have multiple buildings, the savings add up quickly!

Learn more about specific

energy-saving strategies at our Technical Training series, such as the upcoming classes on chillers or HVAC. These classes are open to the public and will guide you in making decisions about energy-efficient improvements. Call (866) 277-5605 or visit www.aps.com

GOING DARK SHEDS LIGHT ON CLIMATE CHANGE:

EARTH HOUR 2008



The skyline in Sydney, Australia went dark last year on March 31st. Some 2.2 million people and more than 2,000 businesses turned off their lights for one hour as part of Earth Hour, a massive collective effort that produced a drop in energy use by 10.2 percent. When local icons like the Harbour Bridge and Opera House turned their lights off, the world took notice.

Inspired by this effort, the city of Phoenix and many other major cities around the world are joining in Earth Hour 2008 to help transform a symbolic event into a global movement. Participants hope to demonstrate how a large unified group can make a positive impact on climate change – no matter who they are or where they live. As a sponsor of Earth Hour, Valley Forward is helping to promote the endeavor by encouraging our members and the general public to turn off their lights for one hour – Earth Hour – from 8 to 9 p.m., Saturday, March 29.

“Working together, we can help heighten awareness about climate change and encourage consumers and businesses to take practical actions in reducing their carbon footprints,” said Gerald DaRosa, chair of VFA’s Energy Committee and an attorney with Bryan Cave.

In addition to Phoenix, other US cities participating in Earth Hour include Atlanta, Chicago and San Francisco, representing one city in every time zone. Please turn off all your non-essential lights and encourage your co-workers, family members and friends to do the same. Register your participation in Earth Hour today by visiting www.earthhour.org.

COMMUNITY CALENDAR

The Maricopa Association of Governments’ **HOUSING AND TRANSPORTATION HUMAN SERVICES COORDINATION**

Conference will be held from 8:30 a.m. - 4:00 p.m., Tuesday, April 8. For more information, call (602) 452-5049 or visit www.mag.maricopa.gov.

LIVABILITY SUMMIT

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A Chicago native himself, Phoenix Mayor Phil Gordon will join in the dialogue on building healthy communities.

Other speakers include Steve Curwood, host and executive producer of “Living on Earth,” on National Public Radio and a Pulitzer Prize winner and Wellington Reiter, dean of the ASU College of Design.

In addition, a Green Scene Bus Tour has been added to this year’s program. Following lunch, attendees will visit Environmental Excellence Award winning sites and other exemplary green building projects.

Environmental Steward partners for Valley Forward’s Livability Summit include: APS, The Business Journal, City of Phoenix, Honeywell, Intel Corporation, Pyramid Community Developers, SRP, STMicroelectronics, University of Phoenix/Apollo Group and Wells Fargo. Ecologist partners, Colliers International and Freeport-McMoRan Copper & Gold, Inc. provided additional support.

Invitations will mail later this month; table reservations and individual seating are also available online at www.valleyforward.org.

MEMBER FEATURE :

ASU Partner to New Alliance for Innovation in Local Government

The Alliance for Innovation is a new partnership consisting of the International City/County Management Association (ICMA) based in Washington, The Innovation Groups (IG), and Arizona State University (ASU) School of Public Affairs. The Alliance, officially launched last year, is changing the definition of cooperation and exchange between the practitioner and academic communities.

The corporate office of the Alliance is located in the new ASU Downtown Phoenix campus with offices in the School of Public Affairs at 411 N. Central in University Center. It is linked to the Center for Urban Innovation and is one of the major research and outreach efforts of the College for Public Programs. The daily interaction of Alliance staff, university faculty, and students creates a standing conversation about urban governance and a shared enterprise to improve the performance of local government.

The Alliance is designed to bring together the perspectives of local government managers and academic researchers to identify major trends in local government and leading practices that can help local governments perform better. The Alliance will collect and disseminate information on innovative practices drawing on both public and private sector experience. The Alliance is interested in drawing information and exemplary cases from innovative governmental, nonprofit, and business organizations in the Valley and in Arizona to anchor its national and international search activities.

Contact Karen Thoreson, Deputy Director, Alliance for Innovation, kthoreson@transformgov.org, or James Svava, Director of the Center for Urban Innovation, james.svava@asu.edu. Additional information is available at www.transformgov.org.



GET ONBOARD THE METRO!

Valley Forward has long been a supporter of METRO light rail, and we're happy to say it will begin operations the weekend of Saturday, Dec. 27.

The 20-mile starter segment will connect Phoenix, Tempe and Mesa and provide a new way of moving along the region's most traveled routes. It will link downtown Phoenix with Mill Avenue in Tempe and Mesa's western border, with 28 stops in between.

METRO is offering a number of high-visibility, valuable sponsorships for its Grand Opening weekend, Dec. 26-28, from individual station sponsors to the Grand Opening Title Sponsor and many points in between. This will be the focal point for the Valley between Christmas and New Year's, with unique opportunities that will happen only once in this region's lifetime. For more information on how you or your company can gain visibility using this historical celebration, please contact Elissa Mullaney at (602) 505-2070.

ON THE MOVE

URBAN EARTH DESIGN helped construct the first Leadership in Energy and Environmental Design (LEED) certified remodel in Arizona, making this Phoenix home the first residential project to attain the distinguished Gold status ... The CITY OF SCOTTSDALE has been honored by America's Promise Alliance for the third consecutive time, as one of the 100 BEST COMMUNITIES FOR YOUNG PEOPLE ... The engineering building at Northern Arizona University designed by SMITHGROUP has received a Gold LEED rating from the U.S. GREEN BUILDING COUNCIL ... JENNINGS, STROUSS & SALMON, a 100-attorney law firm with offices in Arizona and Washington D.C. recently expanded into Las Vegas, Nevada ... Arizona based INTERMEDIA PUBLIC RELATIONS announced a multi-year deal that allows the firm to market and promote Cornerstone Television's published titles and all media publications into strategic markets covering all 50 states ... LANDFORM, a direct marketing firm, recently unveiled an all new look and re-designed website to strengthen its brand in the marketplace ... KENNETH W. CASWELL, AIA, LEED® AP, PMP, has joined GANNETT FLEMING, an international planning, design and construction management firm and will serve as managing architect for the PHOENIX SKY HARBOR INTERNATIONAL AIRPORT automated train project.



THE IMPACT OF SPORTS ON THE VALLEY

Direct influencers of the local multi-billion dollar sporting industry provided a behind-the-scenes look at orchestrating these events and how they are becoming more environmentally friendly at Valley Forward's January Board of Directors/General Membership Luncheon. Shown (L-R): J.P. de la Montaigne, president, Cactus League; VFA chair Roger Baele, senior vice-president and managing principal of David Evans and Associates; The Hon. Elaine Scruggs, mayor of Glendale; Mike McQuaid, special projects & sustainability chair of the FBR Open; and moderator Rich Dozer of CDK Partners and former president of the Arizona Diamondbacks.

MEMBER FEATURE:

RESOLUTION COPPER EARNS ISO 14001:2004 CERTIFICATION

Resolution Copper is pleased to announce it has earned ISO 14001:2004 certification of its Environmental Management System (EMS) by DNV, an internationally recognized auditing firm. The company's EMS includes the plans, policies and procedures it uses to manage and continually improve its approach to the environment. The certification was awarded in January 2008.

"We are taking important steps to reduce, reuse, recycle and efficiently use our natural resources to help meet our resource conservation and pollution reduction goals," says John Rickus, President of



Resolution Copper. "Independent certification of our Environmental Management System demonstrates our employee-wide commitment to achieve compliance and continually improve our environmental performance."

To earn certification, Resolution Copper employees took part in an extensive audit that included one-on-one interviews to test individual knowledge and application of the company's health, safety and environmental policy; a full review of the EMS to

determine legal and procedural requirements; independent measurement of company success in achieving stated objectives, such as progress on the cleanup at the Superior site as well as construction of a water treatment facility; and reduction of certain emissions to determine if the company is meeting objectives and continually improving its environmental performance.

The company will be subject to regular audits to maintain its certification. For more information about Resolution Copper, visit www.resolutioncopper.com or e-mail info@resolutioncopper.com.

■ PRESIDENT'S MESSAGE

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has it within our power to make a difference, collectively we can be much more effective.

Valley Forward is now collaborating with the city of Phoenix and several community organizations and businesses to present Earth Hour 2008, a symbolic event on March 29 that will make a visual statement about climate change and enhance awareness about this critical issue. Our Livability Summit on April 22 (Earth Day) involves more than 30 partners and over 50 volunteers in a program designed to promote "Healthy Living in the Desert." We are also working the Urban Land Institute and a host of alliances to facilitate AZ One, A Reality Check for Central Arizona, which will bring diverse stakeholders together on May 16 to discuss, analyze and develop alternative growth scenarios for Central Arizona.

As one of the fastest growing regions in the nation, collaboration will be key to ensuring the livability and sustainability of our unique desert environment for generations to come. We look forward to next year's 40th anniversary celebration of our coming together as an association – we have kept together well – and have much work ahead!

■ REALITY CHECK

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Convention Center on May 16 for a high stakes game of Legos®.

Participants selected through a nomination process will work in groups to envision future housing, job centers and transportation corridors and will allocate expected growth patterns using Legos® in a hands-on approach. The effort will visually depict challenges and opportunities facing Central Arizona. Maricopa County and the northern portion of Pinal County will be included.

Initiated by the Urban Land Institute, AZ One is a collaboration of the State of Arizona, the Governor's Growth Cabinet and an additional 18 public, private and civic alliances. In addition to Valley Forward, these alliances include: Arizona State University, Central Arizona Association of Governments, East Valley Partnership, Maricopa Association of Governments, The Nature Conservancy, WESTMARC and others.

The findings and consensual views that result from the exercise will be used to develop an implementation plan. AZ One is not intended to produce regional plans but rather provide alternative growth scenarios based on the views of where Arizona residents believe new growth should occur and what areas should be protected.

The general public is invited to a luncheon immediately following the Legos® exercise to preview preliminary results of the exercise and hear a perspective on growth by Michael Crowe, PhD., president of Arizona State University, as well as a panel presentation on how we can create a livable and sustainable future for the Valley.

For more information or to reserve seating, visit www.azOneFuture.com.

VFA WELCOMES NEW MEMBERS

CORPORATE:

Environmental Resolutions, Inc. – Environmental Consulting

Moran Architects, P.C.

Moss Wellness Spa – Eco-luxury, Yoga & Pilates

RIESTER – Brand Activists

Southwest Gas – Utility

SMALL BUSINESS:

Intermedia Public Relations

Liberty Property Trust

Magnus Title Agency

INDIVIDUAL:

Lisa Faiss

Bruce Tully

EDITOR'S NOTE

Sponsorship opportunities are available for the 2008 Aug/Sept issue of Valley Forward's *UPDATE*. To reserve space contact: Editor, *Update*, Valley Forward Association, 3800 N. Central Avenue, Suite 220, Phoenix, AZ 85012. **Telephone:** (602) 240-2408 **Fax:** (602) 240-2407 **E-mail:** info@valleyforward.org

MOVING THE VALLEY FORWARD

Founded in 1969, Valley Forward is a non-profit organization that brings business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote the environment and livability of Valley communities. For more information, call (602) 240-2408 or visit www.valleyforward.org.

THANKS TO OUR *UPDATE* SPONSORS:

APS SOLUTIONS FOR BUSINESS
ARIZONA STATE UNIVERSITY COLLEGE OF PUBLIC PROGRAMS
RESOLUTION COPPER

OUR VISIONARIES

Valley Forward appreciates the generous financial, in-kind and people support provided by our Visionary Members each year.



City of Phoenix

Honeywell



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