

PRESIDENT'S MESSAGE



Diane Brossart

The year was 1969: Yasser Arafat became president of the Palestine Liberation Organization; Golda Mier became prime minister of Israel; Neil Armstrong

landed on the moon; we began withdrawing troops from Vietnam; and the Woodstock Music Festival reigned for four days.

It was a time of unrest on the global and national front. Arizona was among the fastest growing states in the nation, even then. Nobody was talking about sustainability, and conversations about the environment centered on regulatory issues targeting business and industry.

But a group of visionaries came together that year – one year before the nation's first Earth Day – to form Valley Forward Association, an

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LIGHT RAIL IS LEAVING THE STATION

Valley Forward members and guests board the train for a VIP preview ride prior to the scheduled opening of light rail transit in the Valley on December 27, 2008. More than 200 attended VFA's October 22 Board of Directors/General Membership Luncheon at the Tempe Mission Palms. They heard about the 20-mile starter segment and future expansion plans, as well as challenges and opportunities for the system.

Shown in the photo (L-R) are: Tempe Mayor Hugh Hallman, Richard Simonetta, CEO of Valley Metro Rail, Mesa Vice Mayor Kyle Jones, Diane Brossart, President of Valley Forward, Roger Baele, Managing Principal of David Evans and Associates/Phoenix, Joan Eisenhower, Environmental Marketing Manager of STMicroelectronics, and Christopher Schmaltz, Partner of Gust Rosenfeld.



VFA UPDATE GOES ALL GREEN IN 2009

In response to our recent Member Survey, VFA's *UPDATE* will go completely electronic next year. Sponsorships will become even more prominent with this new format.

Our e-newsletter distribution list will also be larger than the print format, potentially doubling in size.

In exchange for your \$500 sponsorship contribution, you will receive a 75-word story, including logo identification, photos and a live link to your website!

Reserve your space today by emailing info@valleyforward.org or calling (602) 240-2408.

39TH ANNUAL LUNCHEON STRIVES TO BUILD BRIDGES AND FIND COMMON GROUND

Following results of the 2008 presidential election, Valley Forward will host *USA Today* political columnists from Common Ground, liberal Bob Beckel and conservative Cal Thomas, at its 39th Annual Luncheon from 11:30 a.m. to 1:30 p.m. on Thursday, December 18, at the JW Marriott at Desert Ridge in Phoenix.

Each year this signature event features notable speakers who address broad-based topics relating to sustainability and livability on local, national and global fronts.

Well-known for their syndicated column, Beckel and Thomas show audiences that bridges can be forged between political differences and agreements can be made. They understand that contentiousness and partisanship govern Washington

D.C., but hope to create a paradigm change in political discourse. Like Valley Forward, which is a convener of public dialogue on regional issues, the pair recognizes the validity of every viewpoint and bridges differences to achieve "common ground."

We appreciate our Annual Lunch partners: Allied Waste, Ballard Spahr Andrews & Ingersoll, LLP, David Evans and Associates, Gammage & Burnham, Hoskin Ryan Consultants, Inc. and Jennings Strouss & Salmon.

The event is open to the public. For table reservations or sponsorship information, visit www.valleyforward.org or call (602) 240-2408.

VFA MEMBERS REPRESENT DIVERSE INTERESTS

WELLS FARGO announces that its newly-built banking stores will use about 20 percent less energy and 40 percent less water than conventional buildings of the same type. The financial institution also said it's one of the first to be pre-certified for Leadership in Energy and Environmental Design New Construction by the U.S. Green Building Council. Wells Fargo has been a large supporter of the green building movement throughout the years and was a pioneer participant in the USGBC Portfolio Pilot Program. Case studies show that LEED buildings are consuming half the energy of conventional buildings. For more information, visit www.wellsfargo.com/about/csr.

ARIZONA STATE UNIVERSITY researchers will help create a framework for re-engineering the nation's power grid to make it adaptable to renewable electric-energy technologies such as solar and wind power. A team of faculty members in ASU's Ira A. Fulton School of Engineering and School of Sustainability are part of a new National Science Foundation (NSF) Engineering Research Center formed to develop technology to transform the United States' centralized power grid into a "smart grid" that will be able to store and distribute energy produced from wind farms, solar photovoltaic panels, fuel cells and other alternative energy sources. For more information, call (480) 965-8122.

WESTECH RECYCLERS is finishing a donation of 1,000 computers to schools in rural areas of northern Mexico. All computers have been loaded with Spanish

operating systems, and the Mexican Consul to Phoenix has helped in identifying the schools and sending the computers across the border. Westech Recyclers assists companies and organizations in disposing of unused or unneeded computers and electronic equipment, limiting waste and recycling all that is possible, to maximize income to those disposing of equipment. For more information, call (602) 256-7626 or visit www.westechrecyclers.com.

SUPPORT SKY HARBOR COALITION is an organization dedicated to promoting economic vitality and quality of life in Arizona. Comprised of prominent Valley business leaders who support the continued development of Sky Harbor International Airport and the enhancement of its existing operations, the coalition's mission is to educate the community on how the airport benefits the region. On a typical day at Sky Harbor, one of the 10 busiest airports in the world: 1,477 aircraft arrive and depart; 115,570 passengers arrive and depart; 760 tons of air cargo is handled; and a \$90 million daily economic impact is generated. For more information, visit www.SupportSkyHarbor.com or call (602) 277-0911.

THE ARIZONA MUNICIPAL WATER USERS ASSOCIATION (AMWUA) has launched Landscape Plants for the Arizona Desert Online at www.amwua.org. The online companion to the booklet, a Valley Forward Award of Merit recipient, offers searchable information and photos of low-water-use plants. AMWUA

is partnering with cities throughout Arizona as well as the Arizona Nursery Association, to offer discounts on plants to celebrate the new effort.

PBS&J has begun a Kidsclass Program as part of a nationwide initiative to become more involved in the communities in which we live and work. PBS&J will offer a six-week in-house computer training program for 12 Dysart Elementary students. Weekly sessions, held at PBS&J's Phoenix office, will introduce students to various computer applications and basic consulting services such as roadway design, environmental sciences, water treatment, construction management, and renewable energy. Upon the program's completion, students will receive a new desktop computer. For more information, visit www.pbsj.com.

GLOBAL WATER RESOURCES, LLC announced that it has partnered with the University of Arizona's National Science Foundation Water Quality Center. The newly formed partnership will provide a unique opportunity to collectively develop research activities that will have both short and long-term benefits for the water industry. The water resource management company has also entered into a Memorandum of Understanding with the City of Eloy for the provision of water, wastewater and recycled water infrastructure for the eastern portion of Eloy's planning area to provide maximum coordination and conservation of water resources. Visit www.gwresources.com for more information.

WELCOME NEW MEMBERS!

CORPORATE:

ASU F.A.R. (Future Arts Research)
Arts Institution
Project Design Consultants
Multi-Discipline Design Firm
Westech Recyclers, Inc.
Electronic Equipment Recycler

SMALL BUSINESS:

Altrade Supplies, Inc.
Biodegradable Wholesaler/Distributor
Barclay Legal, PLC
Law Firm

INDIVIDUAL:

Debra Duerr
Ivy Beller Sakansky
Steve Thompson



CELEBRATING ENVIRONMENTAL EXCELLENCE

ASU's GLOBAL INSTITUTE OF SUSTAINABILITY took top honors at Valley Forward's 28th Annual Environmental Excellence Awards competition. Accepting the Presidents Award are (L-R) Charles Redman, director of the ASU School of Sustainability, and Jonathan Fink, director of the Global Institute of Sustainability at ASU. Richard Hayslip, associate general manager of SRP, and Diane Brossart, president of Valley Forward, presented the award.

MEMBER FEATURE:

VALLEY METRO

By David A. Boggs
Executive Director, Valley Metro RPTA



Over the next 18 years, the \$7.7 billion dollars (2006 dollars) from the extension of the half-cent countywide sales tax (Proposition 400) will be providing Valley residents with a regional transit investment that will change how the Valley travels.

The Regional Public Transportation Authority is building a regional and integrated transit system that will provide consistent levels of bus service instead of a less effective system where buses turned around at city borders.

Changes to transit include new buses, new express bus routes and funds for new park-and-rides and bus stops.

Many of the new METRO light rail vehicles that you will board are being paid for out of Proposition 400 funds. The METRO operations and maintenance facility where the trains are maintained has been funded by Proposition 400, as



well as the Tempe Town Lake Bridge that you will travel on.

With the opening of METRO, be sure to catch the sleek purple and silver buses named Valley Metro LINK, as they travel from Mesa Sycamore Transit Center to extend light rail service.

As you can see, your half of a penny is traveling a long way and will help ease the stress of fluctuating gas prices.

RPTA's goal is to provide the best overall regional transit service for Valley residents while utilizing available resources. In December, we will give you more options to travel in the Valley. And, as those transit connections build, we hope your excitement does too.

For a complete listing of what new services will be in your neighborhood, go to www.ValleyMetro.org.

ON THE MOVE

DR. THERESA RAMSEY has been named Health and Wellness Medical Director of **CAHAVA SPRINGS**, a private retreat and developed community that embraces conservation ... **MORAN ARCHITECTS** has received **LEED TENANT IMPROVEMENT-SILVER CERTIFICATION** from the **US GREEN BUILDING COUNCIL** for its headquarters in Downtown Scottsdale ... **GLOBAL WATER RESOURCES** has received the **2008 AWARD OF MERIT** from the **WateReuse ASSOCIATION** for its commitment to water reuse and outstanding educational programs ... **TARGET COMMERCIAL INTERIORS** purchased **WALSH BROS.** and **U.S. BUSINESS INTERIORS**, two commercial interiors businesses located in Phoenix, expanding its professional-grade office products and services division into the Southwest region ... **EARL D. STARBOARD, P.E.** joined **GANNETT FLEMING** as Project Manager ... **ENGINEERING AND ENVIRONMENTAL CONSULTANTS, INC.** has promoted **GARY MILLER, JR.** to Director of Urban Development and added **RICK SALCIDO** to serve as Senior Designer of Urban Development for the Phoenix office ... **AYERS/SAINT/GROSS** announced the appointment of **DAVID DUFFY, AICP**, and **MARK MAVES, AIA, LEED AP**, to the position of Associate Principal ... **JIM NEUMANN** joined **THE WEITZ COMPANY** as Business Development Manager for the Southwest Business Unit in Phoenix ... **CHARLES M. RITTER, PE** has joined **ENGINEERING AND ENVIRONMENTAL CONSULTANTS, INC.** as the Senior Project Manager for the Phoenix office.

EARTHFEST EDUCATORS NIGHT



Joan Eisenhauer of STMicroelectronics and Jenn McCall of Freescale Semiconductor, Chair and Vice Chair of VFA's EarthFest Educators Night Committee, greeted teachers at the event held on October 30 at the Phoenix Zoo.



Teachers networked with exhibitors at Valley Forward's EarthFest Educators Night.

MEMBER FEATURE:

HOSKIN • RYAN

PROFESSIONALS CREATING SUCCESSFUL ENVIRONMENTS THROUGH INNOVATION, TECHNOLOGY AND TEAMWORK



Hoskin•Ryan Consultants, Inc.
creative engineering solutions

Hoskin•Ryan Consultants, Inc. has been providing a wide array of civil engineering services statewide for more than 13 years. The firm's reputation and success can be attributed to the two principals, Paul W.R. Hoskin, P.E. and Thomas B. Ryan, both with 25-plus years of local experience. Among projects that exemplify their experience are Tramonto and 4020 North Scottsdale.

The Tramonto Master Planned Community is a highly successful development located in north Phoenix. Hoskin•Ryan provided full

engineering services, including a successful submittal to FEMA, which removed more than 90 acres of land from the 100-year floodplain.

The 4020 North Scottsdale condominium project features a mixed-use retail and residential development in the heart of Scottsdale. Hoskin•Ryan provided engineering, surveying and final plat preparation.

Hoskin•Ryan also provides specialty expertise in drainage master planning and storm drainage design. The firm is currently working on projects for the city of Phoenix and Flood Control District of



Maricopa County.

The firm is located at 201 W. Indian School Road in the recently renovated Valley National Bank building. This building, which is a mid-century modern classic, was recently presented an award of

merit by Valley Forward for "Buildings and Structures: Historic Preservation."

For a tour the facility or more information, contact Hoskin•Ryan at (602) 252-8384 or visit www.hoskinryan.com.



Submitted by Olson Communications

Valley Forward's 39th Annual Luncheon featuring *USA Today's* political columnists, "Common Ground," is fast approaching and brings to mind another important date – the presidential inauguration. Throughout campaigning, both parties relied on social media communications more than any other election ever before.

Social media allows transparent public interaction with a company or brand thus providing far easier to measure and increasingly viral public relations campaigns. Leveraging your organization's green campaign through social media is no exception to this innovative approach. This rapidly growing online audience is consistently diversifying while providing increasing options for spreading information. Take a page out of the presidential candidates' communications playbooks

to bring awareness and leverage your organization's position as an environmental steward.

Implementing unfamiliar technology can be a daunting task; however, the tools used in the 2008 campaigns are easy to learn and employ:

1 YouTube was the most utilized form of digital media during the election. Political ads were repeatedly viewed and responses after both conventions were posted in minutes. Having a presence on video share sites equates to potentially more than 79 million viewers. Post videos that tour your company's LEED certified space, showcase innovative recycling practices and support unique environmental efforts to inspire others.

2 Social networking forums, such as Facebook, MySpace and LinkedIn, are another high-impact tool that target online communities of people who share common interests. These sites create enthusiasm, drive traffic and during the election, translated into fundraising and voter support. In one

month, Obama and McCain accumulated 120,000 and 40,000 friends on MySpace and received online donations of \$66 million and \$47 million, respectively. Social networking includes useful applications, such as Facebook's "groups" or "causes," which support specific companies or initiatives. The "Stop Global Warming" cause contains more than two million members alone. Start a Facebook group that supports your organization's environmental platforms and distribute it to clients, vendors and employees.

3 Wikis are a fun, fresh approach to providing third party facts about an organization. Wikis are a collection of Web pages designed to enable public contribution to modifiable content. Both presidential nominees utilized Wikis to increase awareness, posting biographies, work history and political positions in one convenient location. Learn to create your own Wiki at www.wikipedia.org/wiki/wikipedia:tutorial to educate the public about your company's sustainability practices.

ARIZONA NAMED THIRD MOST BIKE-FRIENDLY STATE

In its first-ever national ranking, The League of American Bicyclists has named Arizona the third best state to bike in the country, behind first-place Washington and second-place Wisconsin. Along with planning, states were judged based on the five E's: engineering, education, encouragement, enforcement and evaluation. Arizona also received its high ranking due to a law that gives cyclists a three-foot minimum space to ride at the right edge of the road.



COMMUNITY CALENDAR

VALLEY FORWARD is pleased to support the **ARIZONA FACILITIES & SUSTAINABLE BUILDING EXPO & CONFERENCE** on **NOVEMBER 12 & 13**, at University of Phoenix Stadium in Glendale. The event targets facility, property, project and operations managers in charge of commercial, industrial and institutional buildings throughout Arizona. Conference Sessions and Exhibit Floor are free to attend. For more information contact National Expositions at (925) 701-0225 ext. 213 or visit www.arizona.sustainableexpos.com.

CityCenter of **CITYNORTH®** is taking shape in Northeast Phoenix with a focus on sustainability. The project is pursuing Silver LEED® certification and the first phase, High Street, opens on **THURSDAY, NOVEMBER 13** with a Block Party from 5-9 p.m. For more information, visit www.CityCenterofCityNorth.com.

ASU'S PLANNING + DESIGN ACADEMY will host "Financing Real Estate: How to structure and process the deal," a one-day course that provides an understanding of the real estate industry, decision making and financing. The course is scheduled from 8 a.m. – 3 p.m. on **FRIDAY, NOVEMBER 14** at the Planning + Design Academy at PURL, 234 N. Central, 8th Floor, Phoenix, AZ. Visit www.design.asu.edu/pdacademy/registration.php to register or to receive more information.

The staff at **RIO SALADO HABITAT RESTORATION AREA** has been busy creating new and fun programs for this fall. To register for classes, go to www.phoenix.gov/RIOSALADO, click Browse and register for Rio Salado Programs by scrolling down the location tab until you reach Rio Salado. Listed is the complete schedule of classes, programs, and events, **THROUGH DECEMBER 2008**.

VALLEY FORWARD is partnering with **AZRE MAGAZINE & SRP** to present the first annual Southwest Build-it-Green Expo and Conference on **MARCH 13 & 14, 2009** at the Phoenix Convention Center. It will be Arizona's largest event on sustainability for both the commercial and residential marketplace with a mission to educate consumers and businesses on ways to transition into sustainable construction, development and planning. Exhibitors will be comprised of builders and vendors with "green" products and services, along with new businesses moving into the "green" arena. For more information, visit <http://arizona.sustainableexpos.com/> or call (925) 701-0225 ext. 213.



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City of Phoenix
PUBLIC WORKS DEPARTMENT



PRESIDENT'S MESSAGE

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organization that would advocate for environmental and quality of life issues in Greater Phoenix for 40 years and beyond.

Initiated with a focus on how the Valley should grow and develop, Valley Forward was established through a merger of four existing organizations, including the Valley Beautiful Citizens Council, Phoenix Development Association, Mid-Town Improvement Association and Maricopa County Taxpayers Association.

The group's early issues included transportation planning, carpooling, sign control measures, recycling, formation of the capitol mall and development of Rio Salado. Today's big issues are state trust land reform, transportation, air quality, water management and energy.

Valley Forward is unique – it is the only civic organization in our region with an exclusive focus on the balance between economic growth and environmental quality. Our focus is regional in scope and encourages cooperation among cities and government agencies. And, through our diverse membership, we have demonstrated the strength of public and private partnerships in enhancing the livability and sustainability of our region.

We look forward to celebrating our milestone 40th anniversary with you in 2009!

EDITOR'S NOTE

Sponsorship opportunities are available for the 2009 issues 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, public interest 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:

HOSKIN•RYAN CONSULTANTS
CITY OF PHOENIX
VALLEY METRO

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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