

The  
education  
puzzle...  
let's put it together!



[TucsonChamber.org](http://TucsonChamber.org)

#### **WHAT'S INSIDE:**

Feature Article:  
The Education Puzzle



Higher Education Adapting  
to Meet Today's Needs



10 IT Topics Businesses  
Can't Ignore





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## chairman's message

Bruce Dusenberry  
Chairman of the Board  
*President, Horizon Moving Systems, Inc.*

# Our Success is Your Success

Our children are our future. Giving every child a healthy start in life and the opportunity to receive an effective education is our foremost responsibility. As my one-year term comes to an end, this is my final Chairman's Message and the topic of education is one of the five priorities of the Tucson Metro Chamber. Education fuels our economy and our ability to compete in the global marketplace. It ensures that our local businesses, large and small, will have the workforce needed for success and that outside companies will want to relocate here. A well-educated community has a higher standard of living, a better quality of life and the capacity to grow and prosper. The Tucson region can point with pride to many outstanding schools but, more broadly, it is imperative that educational outcomes in Tucson be raised.

The Tucson Metro Chamber is doing its part to support parents, teachers and students in their quest for improvement. The Chamber's Education Committee is focused on three key business and community partner connections:

- United Way of Tucson & Southern Arizona's Read On Tucson – Third grade literacy program
- Junior Achievement – High school mentoring
- Blue Marble's Champions for Change – Middle school business mentoring for science, technology, engineering and math (STEM)

Schools are actively seeking meaningful business engagement. Not necessarily money, but investments of time and energy by employees at neighborhood schools. Addressing Arizona's continued deficiencies in funding education, improving early childhood education programs, stimulating interest in STEM disciplines, replacing the Department of Education data system and implementing the national Common Core Standards – are some of the major challenges we face. The Chamber will be at the forefront of finding sustainable solutions. To learn about the opportunities that lie ahead, don't miss our annual State of Education luncheon on May 15.

It's hard to believe that my year as board chair has already come and gone. The year began with a plan to improve the financial stability of the organization and this was accomplished with focus and determination by the board of directors and professional staff under the strong leadership of Chamber President and CEO Mike Varney. As many of our member businesses have done, the Chamber had to restructure and downsize. Accomplishing more with less, our staff members have done an incredible job and we are extremely grateful for their talent and effort.

There has been a relentless effort to advocate for business interests in Southern Arizona and our members recognize that we are making a difference. County and municipal leaders are working collaboratively with the Tucson Metro Chamber to pursue economic development in Downtown Tucson and throughout the region. We are beginning to see alignment among business, neighborhoods and government on major issues such as education, transportation and regional planning.

Chamber events were also evaluated and restructured to provide members a more relevant program and meaningful experience.

When we asked for additional support, our existing membership responded and the number of new members is growing. The Chamber is in good hands with Kurt Wadlington from Sundt Construction taking charge as our new board chair. We've accomplished a lot in 2012-13 and the coming year promises to be even better.

Bruce Dusenberry  
Chairman of the Board  
*President, Horizon Moving Systems, Inc.*

## Executive Committee

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**Bruce Dusenberry**  
*Horizon Moving Systems, Inc.*

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**Kurt Wadlington**  
*Sundt Construction*

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**Colleen Edwards**  
*TWS Premium Appliance Center*

Treasurer  
**Brian Sonleitner**  
*BBVA Compass*

Immediate Past Chairman  
**Wendell Long**  
*Casino Del Sol*

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**James Beckmann, Jr.**  
*Carondelet Health Network*

**Jim Burns**  
*Casino Del Sol Resort*

**Gary Clark**  
*Southwest Gas Corporation*

**Philip Dion**  
*UNS Energy Corporation*

**John Gibson**  
*Wells Fargo*

**Guy Gunther**  
*CenturyLink*

**Stephanie Healy**  
*Cox Communications*

**Robert Lenhard**  
*Hallmark Business Consultants, Inc.*

**John Low**  
*ASARCO*

**Colleen Niccum**  
*Raytheon Missile Systems*

**R. Tony Penn**  
*United Way of Tucson and Southern Arizona*

**Mike Proctor**  
*The University of Arizona*

**Robert Ramirez**  
*Vantage West Credit Union*

**Cody Ritchie**  
*Crest Insurance*

**Steve Rosenberg**  
*BizTucson Magazine*

**Richard Underwood**  
*AAA Landscape*

**Cyndy Valdez**  
*Golden Eagle Distributors, Inc.*

**Wendy West**  
*IBM*

**Judy Wood**  
*Contact One Call Center*

## The Chamber Edge

Tucson Metro Chamber  
PO Box 991 | 465 W. St. Mary's Road  
Tucson, AZ 85702  
P 520.792.1212 | F 520.882.5704

## The Chamber Staff

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Michael V. Varney

Executive Assistant  
Shirley Wilka, CPS

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Lori Banzhaf

Senior Account Executive  
Edgar Martinez

Account Executive  
Jamie Trevillyan

Business Development  
Coordinator  
Rebeka Kasle

### Government Affairs

Vice President of  
Government Affairs  
Robert Medler

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Communications Director  
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Manager  
Tammy Jensen

Member Services  
Coordinator  
Emily Grace Newkirk

Member Services  
Administrative Assistant  
Regina Thomas

### Finance

Finance and Operations  
Director  
Laura Nagore



## president's message

Michael V. Varney  
President & CEO

# It's Time for Reinvention

I just finished reading a book called *The Reinventors* by Jason Jennings. It is a very thought-provoking book about the need for constant reinvention of companies and organizations. I highly recommend it.

In the chapter titled, "Who Stays, Who Leads and Who Goes", the author recounts an interview he did with the CEO of a company that prints bags and labels in the Cleveland area. Despite double digit unemployment in the region, the CEO said his most serious problem was "finding the right people". The CEO explained that, "There's no shortage of people applying for jobs. The problem is the quality of the people who are looking for jobs..."

To illustrate his point, the CEO described one of the questions in the application process. The question is, "There are one thousand labels on a roll and four rolls in a case. How many labels are in a case?" The CEO said that out of his previous 20 applicants, almost all had the wrong answer to the question."

I frequently hear from business executives here in the Tucson metro area. One of **their** biggest challenges is finding the right people for the jobs they have available, too. One company said that for every 100 applicants they have for reading and recording utility meters, only five will qualify for an interview once candidates take a basic math test, a basic reading comprehension test, a drug test and the company completes a background check.

### What the heck is happening?

The problem, I am afraid, is that large sectors of our society are growing up without the knowledge they need to be productive participants in our economy. Of course there are social issues affecting education outcomes, too. Problems are obvious and serious. Solutions are the subject of debate and guaranteed to be complex. But we must find those solutions.

I believe there are two principal pathways to upward mobility in America. One is personal initiative. The other is education. Both, I would suggest, are in short supply.

The board of directors of the Tucson Metro Chamber and the Chamber's Education Committee are committed to making a difference. Details of what the Chamber is doing to reform and improve education can be found in the pages of this publication.

I hope you will consider helping turn things around in Southern Arizona. We need a qualified workforce for many reasons. First, there is the moral imperative. But let's remember that the quality of our workforce will play a major role in determining what kind of local economy we will enjoy in the years to come.

Michael V. Varney  
President & CEO

Charlotte Beecher  
Executive Director  
Institute for Better Education



Robert Medler  
Vice President of  
Government Affairs



## When it Comes to Education Reform, The Job is Not Done – *But Arizona is Well on the Way!*

In an age where politics often hinders progress, many elected officials in Arizona have come together in support of education reform. Everyone acknowledges there is a problem in education, but the rub comes in as to what to do. For this, our lawmakers are to be commended. Well-crafted policy is the foundation upon which all good governance takes place.

Over the past few years, Arizona has instituted a number of policies to make progress. From grading our schools (A-F), to evaluating our teachers and principals and increasing professional development for them, to ensuring that districts use resources appropriately, Arizona has demonstrated it is willing to make hard policy decisions in order to reform our educational system.

While much is being accomplished, it is important to put these efforts (and results) in context. We need to realize what we are up against in order to support the kind of legislation that will continue to move Arizona's educational system forward.

America's students are not keeping pace, let alone leading their international peers in math, language or science. Every three years, beginning in 2000, the Program for International Student Assessment (PISA) has tested 15 year-old students from across the globe. Over the years, our scores have steadily slipped. The latest scores available from 2009 (the 2012 testing will be released December 3, 2013) places the United States at the median. We were slightly higher in reading and mathematics and slightly lower in science. However, don't be fooled by how the median sounds – those scores place us at #17 in reading, #27 in mathematics and #23 in science. Who placed #1 in each category? Korea, China and Finland respectively.

There is more than pride at stake here. Resources, both financial and political, have been invested in recent years to close the PISA gap. Most notably, the Common Core Standards (CCS), which are being instituted in 45 states including Arizona, are intended to increase academic outcomes and improve accountability. CCS is not a perfect program, but it offers a depth of learning without sacrificing the cultural norms of the community. Combined with the advances made over the past fifteen years, Arizona has much to be proud of. Be it school choice, private school tax credit scholarships, magnet and charter schools, online or home-based learning, Arizona is on the right path.

This year the legislature is considering increased funding for JTEDs (HB 2499), increased tax credits for extracurricular activities (SB1192), focusing on STEM programs (HB2262) and implementing a new testing policy to support the implementation of Common Core Standards (HB2047). These changes are not the end, but will further Arizona's progress.

An interesting side note: Students First, a coalition to transform public education, just released their 2013 State Policy Report Card. States were graded based on three policy topics and assessed on a four point scale: elevate teaching; empower parents; and spend wisely. With an overall score of 1.85, that's a C-, Arizona ranks eighth in the nation. You can read the full report at: <https://reportcard.studentsfirst.org/state-detail?state=Arizona>

America has a long way to go; Arizona does too. Each of us as citizens of this great country owes it to our children and grandchildren to be as supportive of the hard road ahead as possible. To do less, places their competitive edge in peril.

Charlotte Beecher  
Executive Director, Institute for Better Education

Robert Medler  
Vice President of Government Affairs

## VALUE PROPOSITION

The Tucson Metro Chamber provides area business owners and executives with a unique mix of products, services and advocacy to help them grow their businesses and build a better community.

## CORE FUNDAMENTALS

1. Promote a strong local economy
2. Provide opportunities to help you build relationships and increase access
3. Deliver programs to help your business grow
4. Represent and advocate on behalf of business
5. Enhance commerce through community stewardship
6. Increase public awareness of your business
7. Provide symbols of credibility

## TOP FIVE PRIORITIES PROGRAM OF WORK SUMMARY

1. Super-Serve Small Business
2. Government Affairs
3. Economic Development
4. Education
5. Community Affairs

“At the International School of Tucson we applaud the Tucson Metro Chamber for recognizing that education, quality of life and economic development go hand in hand.”

– Jeffrey Taylor,  
head of admissions,  
International School of Tucson

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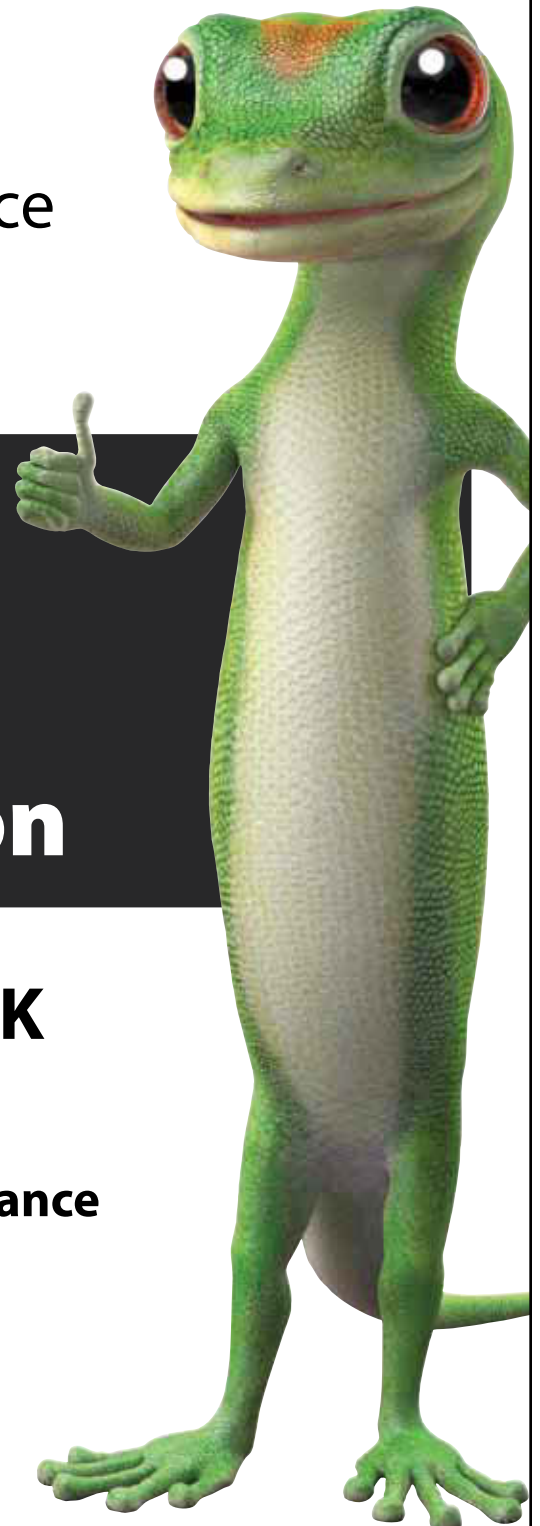
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## 296-JOBS





# Working Together is Success

Carmine DeBonis Jr.  
Pima County Development  
Services Director



Automobile pioneer Henry Ford said, “Coming together is a beginning; keeping together is progress; working together is success.” This statement is as appropriate today as it was when originally spoken by the famous auto maker nearly 90 years ago. Clearly, the recent economic collapse has left its mark on the private and public sectors alike; however, within every challenge lies opportunity. As signs of economic activity begin to surface, an opportunity exists for the business community and Pima County Development Services to work together.

For Development Services, and other departments involved in the development approval processes, this means shifting from a “policing” role to partnering with the business and development community to ensure projects meet adopted regulations and achieve timely project approval; a transformation that is underway. A key aspect of partnering is continuous communication. For Pima County this includes understanding how businesses are conceived, what it takes to get them started and how to keep them operating successfully. Through ongoing interaction with business and development groups, the processes for project approval are continually being realigned to better accommodate the business development life cycle.

In fact, improvements to the building permitting process where various levels of review have been combined are showing remarkable results. Over the last two years, more than 80% of all building permits have been **approved within five business days**, with an average review time of 1.79 days, which far surpasses the typical 20 business day target of other plan reviewing agencies. The building permit results have become the benchmark for other County development related processes. The county administrator, in his Economic Development Plan, has committed to reduce the time frames for other development approval processes to match that of building permitting.

Already underway are efforts to streamline the commercial development approval process by combining approval instruments and shortening time frames. Involved are the currently separately managed development plan, paving and grading improvement plan and building permit processes. When completed, applicants will have the option to submit a combined single plan package for consolidated review and approval. The review time frame target for this package will be five business days.

As part of this effort, outreach and coordination is occurring with the other development approval related departments to ensure a common vision in partnership and commitment to shortening overall project approval time frames. Likewise, review of plan submittal requirements across the various departments is being conducted to eliminate items that are not essential to reviewing plans. It is expected that submittal checklists for the streamlined development approval processes will be reformatted and the content significantly reduced to focus on those items most necessary to achieve plan approval.

The restructured process is on track to be launched within the next 90 days, and will supplement the already streamlined certificate of occupancy process which eliminates the need for a new certificate in all instances except where new permitted construction or tenant improvements are involved. As the progress continues over the next several months, communication and outreach to the business and development community for the proposed process changes will be critical. By working together, and building on the recently adopted Tucson Metro Chamber/Pima County Joint Business Objectives, we can ensure success in achieving the common objective of timely project approval.

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“Coming together is a beginning;  
keeping together is progress;  
working together is success.”  
– Henry Ford

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# Higher Education Adapting to Meet Today's Needs

Gregg Johnson  
University of Phoenix  
Southern Arizona Campus Director



**F**or the first time in our nation's history, a generation of Americans will be less educated than their parents and grandparents. There are more than three million jobs available in our country today, and yet there are millions of unemployed American workers. The problem is that the available workers are not qualified to fill the available jobs. The nation is faced with a growing skills gap, and a failure to properly equip workers with the skills required to match current and future employment opportunities. Roughly half of employers now say they're having a hard time finding qualified workers to hire, particularly in technical fields.<sup>1</sup>

In a competitive global economy, America's economic strength depends on the education and skills of its workers. President Obama recently reinforced this truth and set a goal for the country to reach the highest proportion of college graduates in the world by 2020. However, the President also noted that jobs must be the outcome of education.

Why is the country's workforce struggling to obtain education that is required to secure the jobs available? In part, it is due to an archaic higher education structure. Traditional students (those who go directly from high school to college, attend full-time and are financially supported by their parents) make up only 27 percent of today's undergraduate population. Traditional colleges and universities were built to meet the needs of a different era of careers and students, yet still remain the backbone of the U.S. higher education system. They alone cannot meet the country's needs.

More than 70 percent of today's learners are non-traditional, displaying characteristics including delayed enrollment into post-secondary education, being employed full-time and having children. To close the skills gap we must offer education solutions to meet the needs of these students who require new levels of flexibility in their learning.

However, merely increasing the flexibility of our education delivery won't solve the skills gap alone. We also need to re-evaluate the content of our nation's education. The traditional college education is steeped in theory. Consequently, students are often graduating without the real-world skills employers are seeking. As a country and as educators, we must support students by establishing a clear pathway from an education to a career. We must work with employers to align curriculum with industry needs. Further, education must draw on the expertise of successful members of the business community to mentor students and provide critical job-preparation advice to our work force.

The success of the nation's economy is dependent on the talent of its workforce. Educators must continue to adapt and evolve, bringing together business and government to ensure that students are graduating with the right skills to succeed in the market. This is a time of transformation in business, education and society and the key to success lies in collaboration.

<sup>1</sup><http://www.jobs-council.com/recommendations/prepare-the-american-workforce-to-compete-in-the-global-economy/>



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# Member Anniversaries

## February 2013

### 51 YEARS

R E Lee Mechanical Contracting, Inc.

### 50 YEARS

Arizona Daily Star  
ASARCO, LLC  
Coca-Cola Refreshments

### 40 YEARS

Pinnacle Peak Restaurant

### 37 YEARS

Arizona Restaurant Association  
Rincon Air Conditioning & Heating Co., Inc.

### 35 YEARS

IBM

### 34 YEARS

Cox Communications, Inc.

### 33 YEARS

First American Title Insurance Co.  
Young Block Company

### 32 YEARS

Blue Cross Blue Shield of Arizona

### 31 YEARS

Northern Trust  
W.E. O'Neil Construction Company, Inc.

### 30 YEARS

Spray Master Auto Body, Inc.  
Tomdra Vending & Coffee Service  
Toshiba Business Solutions

### 29 YEARS

El Corral Steakhouse

### 28 YEARS

For Rent Magazine  
Radisson Suites Tucson

### 26 YEARS

Dataforth Corp.

### 22 YEARS

Action Communications, Inc.  
HSL Properties, Inc.

### 21 YEARS

Bedmart

### 20 YEARS

Pima County One-Stop Career Center  
Southern Arizona Home Builders Association  
Tucson Aeroservice Center, Inc.

### 19 YEARS

Handmaker Jewish Services for the Aging  
Tucson Country Club  
tw telecom

### 18 YEARS

Arby's Restaurant (Marglen, Inc.)  
Vantage Bowling Centers

### 16 YEARS

Bank of the West  
Marriott University Park Hotel

### 15 YEARS

Physician's Hair Institute  
Prescription Lab Pharmacy

### 14 YEARS

Financial Associates, Inc./Gem & Jewelry Exchange, LLC

### 13 YEARS

Tygiel Physical Therapy

### 12 YEARS

Iron Mountain  
Lexus of Tucson  
Sol Casinos - Casino of the Sun

### 11 YEARS

Pima County Fair  
TM Building Damage Restoration, Inc.

### 10 YEARS

La Baguette Parisienne  
Presidio Distribution

### 9 YEARS

Ajo-Kinney Super Storage  
Sprouts Farmers Market

### 8 YEARS

Hospice Family Care

### 7 YEARS

Meridian Moving Systems  
Sonoran Science Academy - Tucson

### 6 YEARS

BBVA Compass  
22nd/Wilmot  
Broadway/Pantano  
Broadway/Rosemont  
Campbell/Glenn  
Crossroads  
Broadway/Harrison  
Foothills Mall  
Northwest  
Park/Grant  
River/LaCanada  
Skyline/Campbell  
Speedway/Silverbell  
Speedway/Wilmot  
Tanque Verde/Grant  
Tucson Main  
Wells Fargo Bank  
Green Valley  
Sahuarita Branch  
1st/Tangerine  
22nd/Craycroft  
Ajo Way/16th Avenue  
Broadway/Camino Seco  
Broadway/Swan  
Camp Lowell/Swan  
Campbell Plaza  
Catalina/Bear Canyon  
Continental Ranch  
Cortaro Center  
Eastside  
First /Roger  
Flowing Wells  
Golder Ranch  
Grant/Silverbell  
Grant/Swan  
Grant Road  
Irvington/I-19  
Kolb/E. 22nd  
Manzanita Plaza  
Midvale Park  
Oracle/Orange Grove  
Oro Valley  
Rincon  
Sabino Canyon  
Southside  
Speedway/Silverbell  
Swan/Sunrise  
Tucson Medical Center  
University Medical

University of Arizona  
Cyberbank  
Ventana Village  
Dove Mountain

### 4 YEARS

Dismas Charities  
Los Betos Mexican Food  
Maynards Market and Kitchen

### 3 YEARS

AutoGo Transport  
Crest Insurance Group, LLC  
Graffiti Protective Coatings, Inc.  
Long Realty Southwest Commercial Management, LLC

### 2 YEARS

Allstate Insurance  
ARS - Rescue Rooter  
Berry Good Cars and Trucks, LLC  
Firestone Complete Auto Care  
Broadway Boulevard  
First Avenue  
Speedway Boulevard  
Wetmore Road  
Funtasticks Family Fun Park  
Lori Carroll & Associates, LLC  
Professional Development Strategies

### 1 YEAR

Arizona Shuttle  
Big Brothers Big Sisters of Tucson  
Class Commercial Furnishings & Interiors  
GeoGrafx & Moonlite Enterprises, LLC  
Involta  
James Leos Financial Services  
Long Realty - Patsy Sable  
Old Pueblo Community Services  
Organizing Works! LLC  
R & A CPAs  
Rider Levett Bucknall  
Sahara Mechanical, Inc.  
SCL Automotive  
Sparefoot.com  
Verizon Wireless  
Wellness Employee Benefits

## January 2013

### 51 YEARS

Horizon Moving Systems, Inc.  
Hotel Tucson City Center  
Trico Electric Cooperative  
Tucson Electric Power Co.

### 48 YEARS

Holmes Tuttle Ford

### 34 YEARS

Arizona Builders' Alliance  
Keller Williams  
Western Emulsions

### 33 YEARS

VisionQuest

### 31 YEARS

Hilton Tucson El Conquistador Golf & Tennis Resort  
Tucson Shopper

### 30 YEARS

AAA Yellow Cab  
Honeywell  
Monrad Engineering, Inc.  
Research Corporation Technologies, Inc.

### 29 YEARS

KMSB-TV/KTTU-TV  
Sabino Electric, Inc.

### 28 YEARS

R & R Products, Inc.

### 26 YEARS

AAA Landscape  
Peter Piper Pizza - Corporate Office  
Red Robin Restaurant

### 24 YEARS

Clear Channel Broadcasting  
Snell & Wilmer, LLP

### 23 YEARS

Biff Baker Fence Co., Inc.  
Competitive Engineering, Inc.  
IKON Office Solutions  
Unicom Grafex, Inc.

### 22 YEARS

Gordon-Darby

## 20 YEARS

Aqua Star International  
Lake Investment Group

## 19 YEARS

Arizona Highways  
Magazine  
Brick by Bryck Guibor  
Building Inspections,  
Inc.

## 18 YEARS

Arizona's Children  
Association  
March of Dimes  
MAS Real Estate Services

## 17 YEARS

Artistic Pool & Spas, Inc.  
Sweet Tomatoes

## 16 YEARS

Office Depot, Inc.  
Tierra Rica Apartments

## 15 YEARS

Bourn Companies  
Devon Gables Healthcare  
Center  
Hill Brothers Chemical  
Jacobs Engineering  
Pacific Vet Group  
Perfection Plastic Surgery

## 14 YEARS

Far Horizons Tucson  
Village  
Kivel Realty Investments

## 13 YEARS

Golder Ranch Fire District  
PPEP TEC Charter High  
Schools  
S. Silverberg & Sons

## 12 YEARS

Casa de los Ninos  
TMM Family Services, Inc.  
Villa Maria Care Center

## 11 YEARS

B & C Paving, Inc.  
Dorn Homes  
DOWL HKM  
Hospice Family Care  
Pre-Ventronics

## 10 YEARS

Arizona Party Rental  
Cemex  
Comcast  
Cox Media  
Discount Cab

## 9 YEARS

Apartment Finder  
VIP Taxi

## 8 YEARS

Humana, Inc.  
Pima Association of  
Governments  
Ronin  
Standard Capital  
Wildcat Storage

## 7 YEARS

Drexel Heights Fire  
District  
Presidio Group Wealth  
Management  
SunWest Federal Credit  
Union  
Wood, Patel & Associates,  
Inc.

## 6 YEARS

Great Productions, Inc.  
National Self Storage  
Spanish Trail Dental

## 5 YEARS

Office Smart  
ServiceMaster All Care  
Restoration

## 4 YEARS

ADOSH  
Hensel Phelps  
Construction Company  
Picture Rocks Fire District  
The Ritz-Carlton, Dove  
Mountain

## 3 YEARS

Country Inn & Suites  
Tucson City Center

## 2 YEARS

Color Me Mine  
Commercial Real Estate  
Group of Tucson  
Dorado Personnel  
McGeorge Accounting  
Services, LLC  
MetLife  
Prehistoric Journey  
Pure Aesthetics, LLC  
Xochimilco Flowers

## 1 YEAR

Air Products and  
Chemicals, Inc.  
Ben's Bells Project  
BFL Construction  
Campos-Fleenor Allstate  
Agency  
Cintas Corporation #445

CODAC Behavioral Health  
Services, Inc.  
Design Definitions II, LLC  
Focus on Flowers  
Fulton Distributing, LLC  
Gap Ministries  
Gecko Pest Management  
Lonely Street Productions,  
Inc.  
Ludwig, Klewer & Co.,  
PLLC  
Manor at Midvale  
Paragon Space  
Development  
Corporation  
Pima County Attorney's  
Office Community  
Justice Unit  
Saguaro Business  
Associates, LLC  
Sundown Builders Inc.  
The Synthetic Grass Store  
Tierra Antigua Realty -  
Downtown  
Tucson Audio Visual  
Services  
UA College of Science

## December 2012

## 49 YEARS

Rite-Way Ventilating Co.

## 44 YEARS

Colossal Cave Mountain  
Park

## 42 YEARS

Goodmans Interior  
Structures

## 39 YEARS

Territorial Newspapers

## 36 YEARS

University of Arizona  
Athletic Department

## 33 YEARS

Carondelet St. Joseph's  
Hospital

## 25 YEARS

Rick Engineering  
Company

## 20 YEARS

Jacob C. Fruchthendler  
Company

## 19 YEARS

Spectrum Printing  
Company

## 15 YEARS

Carondelet Heart &  
Vascular Institute

## 13 YEARS

Country Inn & Suites  
Tucson Airport  
InTegriLogic Corporation  
Sam Levitz Furniture  
Company, Inc.

## 12 YEARS

Cline Masonry  
Southern Arizona  
Community Academy  
Yesco Custom Electric  
Signs

## 11 YEARS

D and S Air  
Society of St. Vincent de  
Paul Tucson Diocesan  
Council

## 10 YEARS

Hampton Inn - Airport

## 9 YEARS

1st Choice Termite & Pest,  
Inc.  
Protection One

## 8 YEARS

Bank of the West -  
Speedway/  
Camino Seco  
Broadway/Williams  
Creative Communications  
Emerge! Center Against  
Domestic Abuse  
Interstate Battery System  
of Tucson  
Paul Davis Restoration &  
Remodeling

## 7 YEARS

Heather Mortuary  
Montecito Realty, Inc.  
Nova Home Loans  
Saunders Amos, LLC  
Tucson Greyhound Park

## 5 YEARS

Rosemont Copper  
Company

## 4 YEARS

Christian Family Care  
Tuff Shed

## 3 YEARS

Carondelet Health  
Network  
Rita Ranch Dental Group  
St. Mary's Hospital

## 2 YEARS

Air Filtration Specialists  
Fleming's Prime  
Steakhouse  
IP Vision, Inc.  
On Top of I.T.  
Retro City Apartments  
Solar City  
Toscana Cove Apartments  
Walgreens  
River/LaCanada  
Grant/Silverbell  
Ajo/12 Ave.  
Ina/Thornycroft  
Broadway/  
Camino Seco  
Broadway/Jessica  
Campbell/Fort Lowell  
Golf Links/Kolb  
Wells Fargo Home  
Mortgage

## 1 YEAR

Best Buy Store 123  
CDO Ranching and  
Development, LP  
Constant Contact  
Fennemore Craig  
Genghis Grill  
Good Steward Capital  
Management  
IronHawk Elevator, LLC  
Long Realty  
LP&G, Inc.  
Nextrio  
Rossetti Consulting  
Group, Inc.  
Solar Plus, LLC  
Southwest Print and  
Promotions  
Tiko Tiko Professional  
Organizer  
Total Wine & More  
Valley Protective Services  
of Tucson



# New Members

Visit [TucsonChamber.org](http://TucsonChamber.org) for additional new member information.

## February 2013

### BuzzTown.com

P (970) 403-1240

### CareMore

P (520) 721-5777

### CyraCom International, Inc.

P (520) 232-1658

### Fred G. Acosta Job Corps Center

P (520) 792-3015

### Golf Cars of Arizona

P (520) 790-2400

### Grindstone Property Management

P (520) 838-0562

### Hobby Lobby

P (520) 512-0242

### Just Smile Orthodontics

P (520) 889-1100

### La Posada Lodge & Casitas

P (520) 887-4800

### MetroMedia, Inc.

P (913) 951-8441

### Southwest Couriers Hot Shots Express

P (520) 248-0192

### Special Carbide Tools, Inc.

P (520) 624-0007

## January 2013

### Ascension Lutheran School

P (520) 742-6229

### Aviva Children's Services

P (520) 327-6779

### Barker Morrissey Contracting, Inc.

P (520) 323-3831

### Culver's on River

P (952) 240-6154

### Guadalajara Fiesta Grill

P (520) 296-1122

### imortgage

P (520) 618-8500

### Journal Broadcast Group

P (520) 722-5486

### Legacy Label, Inc.

P (520) 790-4422

### Legacy Suites - Casa Grande

P (520) 509-1700

### Martinez Insurance Group

P (520) 202-7354

### New York Life Robert Campbell

P (520) 620-5358

### Oracle Modern Dentistry

P (520) 887-2000

### Prototypes

P (520) 409-3039

### Rao Plastic Surgery

P (520) 209-2500

### The Centers for Habilitation TCH

P (520) 850-1639

## December 2012

### Abco Solar

P (520) 222-6520

### Abracadabra Restoration

P (520) 323-3261

### Allstaff Services, Inc.

P (520) 296-1666

### American Recycling & Liquidation, A Division of Hank Winter & Associates

P (520) 888-3850

### BestComm

P 618-4771

### Century Park Properties, LLC

P (520) 623-1411

### Copper State Bolt & Nut Co.

P (520) 882-0611

### Easter Seals Blake Foundation

P (520) 327-1529

### Employment Hotline

P (520) 795-1907

### MDVIP

P (520) 544-7644

### Moneytree Merchant Services

P (317) 203-0221

### Planet Fitness

Oracle/Wetmore

P (520) 293-4200

### Oracle/Pusch View

P (520) 544-4200

### Southern Arizona National Electrical Contractors Association

P (520) 323-1622

### The Krazee Chef

P (520) 971-6906

### Tierra Right of Way Services, Ltd.

P (520) 319-2106

### TreeHouse Farm

P (520) 576-0066

### Trident Commercial Real Estate Company

P (520) 320-9311

## Tucson Dermatology AND Dermaesthetics Skin Care Center

B. H. LYNN, M.D. E. P. RATHER, M.D. T. L. THOMAS, M.D.



Tucson Dermatology was the first practice to perform Mohs Surgery for Cancer in Tucson. We're always keeping abreast of the latest dermatological medical advancements for skin, hair and nails including laser surgery. Our board-certified doctors are aware of each patient and extensive knowledge of the latest treatments, combined with our dedicated staff, insure that each patient will receive the best care.

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Mohs Surgery  
Pre Cancerous Removal  
Atypical Mole Removal  
Total Body Skin Exam  
Dermatitis Treatment  
Eczema & Psoriasis  
Mole Evaluations  
Acne & Warts  
Rash & Rosacea  
Pigmentation/Melasma  
Shingles Treatment  
Hair Loss and Conditions  
Facial/Dermal Fillers

### DERMAESTHETICS

Chemical Peels  
Microdermabrasion  
Skin Rejuvenation (IPL™)  
Hair Removal (IPL™)  
Photodynamic Therapy (PDT)  
Super Photofacial (PDT/IPL™)  
ND: YAG Laser Treatment  
Acne & Scar Revision  
Brown/Age Spot Removal  
Physician Supervised Skin Care  
Dermaesthetic Products  
Obagi® Medical Products  
SkinCeuticals  
Gló-Minerals & Latisse®



### Tucson Dermatology, Ltd.

SAN RAFAEL PROFESSIONAL OFFICES

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DESERT LIFE MEDICAL PLAZA

2001 W. Orange Grove Road, Suite 406 • 520-742-4126

Tucson Dermaesthetics A Division of Tucson Dermatology, Ltd.

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6640 E. Carondelet Drive, Suite 100 • 520-886-0377

[www.TucsonDermatology.com](http://www.TucsonDermatology.com)

## THE AURORA FOUNDATION of SOUTHERN ARIZONA

*Celebrates Our Partnerships, Strengthens Our Community*

April 10, 2013 - Aurora and the YWCA Present:

Dr. Jonathan Weisbuch,

*"Obamacare (Affordable Care Act) and How It Affects Us"*

Free admission. Seating limited to 100. Register March 8 - April 8.

May 1, 2013 - Aurora and the UA Disability Resource Center,

Sonoran UCEDD, and Primavera Foundation Present:

Dr. John McKnight, Northwestern University,

*"Building a Village that Can Raise its Children"*

Free admission. Seating limited to 200. Register March 28 - April 28.

October 1, 2013 - Aurora and The Loft Cinema and Tucson

Jewish Community Center Arts and Culture Present:

Emily Bazelon,

*"Sticks and Stones: Defeating the Culture of Bullying and Rediscovering the Power of Character and Empathy"*

Register August 28 - September 28.

Register for events @ <http://aurorafoundation.eventbrite.com>

# The education puzzle... let's put it together!







I wrote an editorial essay recently about “Classroom Notes I Have Taken About Education”. The essay was a compendium of the informed opinions of others, independent research and just plain paying attention. I have never received the volume of positive feedback for any Chamber communication as I did with this one. (You may find the complete essay at [www.tucsonchamber.org/one-to-one](http://www.tucsonchamber.org/one-to-one).)

**The education riddle is complex. As I wrote in the essay, there are many parts to the solution. All will have to be addressed to see real improvements. The essay identified the following components of education improvement:**

- Families and society have important roles.
- Solutions are out there.
- Money matters, but it’s not all that matters.
- There is a “poverty correlation”.
- Choice is good.
- Common Core Standards (CCS) are here and you need to know how they change the game.

The message to me is clear: we aren’t doing very well in educating our young people and we simply **MUST** turn this dire situation around.

**The Tucson Metro Chamber is involved in improving education outcomes in Southern Arizona for two reasons:**

1. We have a moral imperative to our young people. Going into adult life ill-prepared to contribute to society and earn a decent living is a life sentence. High school dropouts almost invariably find their way onto the social roles in the form of public assistance, unemployment, Medicaid – or, worst of all, incarceration.
2. Southern Arizona needs a trained workforce to compete in the global economy. More than a dozen countries around the world are educating their young people at a rate superior to the U.S. Unless we regain a leadership role in creative thinking, problem solving and innovation, Southern Arizona will not be much of a player in the world economy in the future.

The Chamber has put the focus of this edition of *The Chamber Edge* on education to help you understand the enormity and the complexity of the challenge. We want you to look at education from a variety of perspectives. We want you to understand that the beast can be wrestled to the ground, but not with old ideas.

Reforming our education system and producing a better workforce are vital to our future as a community and as a country. At a minimum, I encourage you to become conversant in this important topic. Better yet, get involved and help the Tucson Metro Chamber make a difference!

## Arizona Common Core Standards, Impacting Academic Achievement

**T**he Arizona State Board of Education adopted the Arizona Common Core Standards (ACCS) in 2010 and approved a transition plan in December 2012. The standards are scheduled to be implemented during the 2014-15 school year.

During my many years working on education policy at the local and state levels, I have researched various standards movements. Initially, I was skeptical that this might be just another passing fad in education that would have no lasting impact on educational achievement. Today, many parents, teachers and education advocates have some of these same concerns.

I have carefully researched these new standards. I am convinced that for the English Language Arts and mathematics standards, the ACCS can significantly impact academic achievement and improve outcomes for our students. ACCS sets a standard but it does not mandate how teachers get to that standard. Each district will make those determinations. However, standards alone will not improve education. They must be met with fidelity and embraced with sound strategies to achieve them or they will not improve outcomes.

There are several aspects of ACCS that hold promise of improving outcomes for students. There is more focus on phonics rather than a whole-language approach to reading instruction. There is a shift from fiction to non-fiction materials, so students who lack content vocabulary have greater opportunity to catch up to their peers. There is a greater interdisciplinary emphasis, requiring teachers to form cross-disciplinary teams. Math teachers must work with language arts teachers, history teachers and science teachers (and in some cases, career and technical education teachers), so math, language and content are all integrated into the overall learning experience. There is greater emphasis on collaborative and project-based learning, along with real-world applications and experiential learning. This approach is designed to prepare our students for successful college and career pathways.

For more in-depth information about the ACCS, please visit: [www.azed.gov/azcommoncore](http://www.azed.gov/azcommoncore).



John Huppenthal  
*State Superintendent of Public Instruction  
Arizona Department of Education*

## The Role of Public Education in America

**T**he role of public education in America has transformed from preparing a privileged few for college to becoming the opportunity for our children to access the American dream.

Yet, it is no secret that public education has been surviving in crisis mode. How we set priorities speaks loudly about what we value. Our nation has led the world in industry and innovation, but arguably, we are not preparing our children for the jobs of today and the future. In many ways, we are growing 21st century children in a 1950s educational system.

We have an obligation to ensure education is viewed as an asset. A quality education can greatly influence quality of life. While an effective teacher is the strongest predictor of student achievement, technology and innovation must be the tools teachers can access to provide the highest quality student engagement.

We hear that a strong K-12 public education system is an economic issue. The truth is that a strong K-12 system is tied directly to economic issues, both in terms of what it will take to ensure that all students achieve and in terms of the desired workforce objectives. The relationship between the socio-economic status of children and achievement is irrefutable. That is not to say all children cannot succeed, rather, we must invest resources for less-advantaged students to help make it happen. We must have the moral courage to invest resources that will make a difference when focused on the right things.

One of the biggest obstacles to improving public education is a level of civic apathy that is crippling the reform movement. To assume the role of silent observer is not an option. Citizens must partner with educators to solve the education crisis. It is truly a community investment issue. Generations to come need this reprioritization to begin today.



Dr. John Pedicone  
*Superintendent,  
Tucson Unified School District*

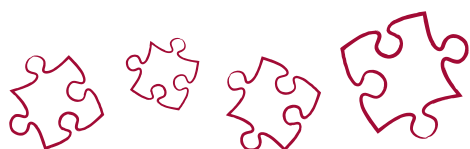
## Solutions to Education's Biggest Challenges

**R**esearch shows that students who are not reading proficiently by fourth grade are four times more likely to drop out of school. Outcomes are markedly worse for children in poverty.

In Pima County, one in four third graders are not reading at grade level – a critical



Tony Penn  
*President & CEO,  
United Way of Tucson and Southern Arizona*





milestone where children shift from learning to read to reading to learn. This is not just an education issue – it is an economic and workforce development crisis. Students who do not succeed in school create massive challenges for businesses looking for qualified workers.

To respond, United Way formed **Read on Tucson**, a community partnership with the Tucson Metro Chamber, Tucson, Flowing Wells and Sahuarita Unified School Districts, Literacy Connects, the University of Arizona, Helios Education Foundation, Diamond Family Foundation and many others. Involvement from the business community is an essential part of the solution.

One critical strategy to increase school readiness is Quality First (QF), the First Things First statewide quality improvement and rating system for early education programs. United Way works with Child & Family Resources and Easter Seals Blake Foundation to implement QF.

Child care programs in QF receive an assessment, coaching and consultation, access to scholarships, and incentives to help increase star ratings (on a 1 to 5 star scale). Preliminary findings show encouraging positive trends.

The time to act is now. Arizona will enact Move on When Reading in 2014 which mandates that third graders reading far below grade level will not advance. The most in-need schools require help to intervene with these children. If action is not taken, a backlog in the education to career pipeline will create serious problems for our children and economy.

United Way has raised \$350,000 for **Read on Tucson** and is seeking additional resources. We invite the business community to join us in helping children succeed.

## The Role of Public Charter Schools in K-12 Education

**T**he role of public charter schools in K-12 education is that of a viable, substantive, specialized alternative to traditional schools. Where a traditional school may fail, the public charter may succeed and in many cases, excel. The public charter fills the ever-widening gap left by traditional schools that struggle to find the appropriate balance between student-to-teacher ratio and, in general, have become the jack-of-all trades and master of none. Most public charter schools are able to focus on the varied needs of the students they cater to and provide smaller class sizes for more personalized relationships. Teaching strategies can be tailored



Joseph McKnight  
*Assistant Principal,  
Skyview High School*

to the way a student learns and individual goals served by a quality education. The whole student concept is embraced in an effort to prepare each student not only for continuing education pursuits but for the life-long learning beyond the walls of the school setting.

The biggest challenge for public charter schools is that most offer programs of equal or greater rigor than that of traditional options but tend to lack the credibility given to their counterparts. Public charters are able to face this challenge through proper accreditation and community outreach. AdvancEd is a nationally recognized agency whose accreditation process is utilized to ensure student performance and continuous improvement within schools. Community outreach may be accomplished through school involvement in community gatherings, such as fairs, and by holding open houses or cottage meetings to engage the surrounding neighborhoods. Public charters can also require students to complete service at local organizations, bringing awareness not only to the specific school, but charters in general. Education of the public regarding the role of a public charter is paramount to its success. The ultimate goal is to provide a quality education as a platform for students to excel in the future.

## Preparing our Kids for the Workforce of Tomorrow



Aaron Ball  
*Executive Director of Program Development, JTED*

**I**t is a proven fact that not all high school students seek (or need) a four-year degree to enter the workforce successfully. There are also many unfilled positions in local companies that require skilled labor. It is for this reason that the state created the Joint Technical Education District (JTED) concept. For many students, JTED is a springboard into a fulfilling career in positions already in demand in our local economy.

Since its first official day of operations July 1, 2007, the popularity of the Pima County Joint Technical Education District (JTED) program has grown rapidly among local students. The JTED program includes 13 member districts representing each of the unified districts in Pima County as well as Santa Cruz Valley Unified School District (Rio Rico) and Mammoth-San Manuel District. JTED provides opportunities to more than 12,000 students enrolled in Satellite (member district high schools) and Central Campus Career and Technical Education (CTE) programs.

continued on 18

Students in JTED/CTE programs have access to state of the art equipment made available through additional funding, industry certifications, internships and curriculum. Additionally, CTE teachers receive training and the JTED has instituted biennial program reviews to ensure high quality programs. Countywide JTED advisory committees for each of the program areas bring together teachers, administrators, parents, students and the business community to constantly improve JTED programs and are exemplary collaborations between schools and the business community.

The JTED and Freeport-McMoRan Copper & Gold Inc. are exploring a partnership to provide mining operations training to juniors and seniors. HB 2499 is currently working its way through the legislature to make this opportunity possible by allowing JTED to lease facilities and operate programs. This program will provide industry level training without the investment of millions of dollars in facilities and equipment. This is the kind of opportunity the JTED hopes to continue to capitalize on in the future.

## Education Report... What Is Arizona's Grade?

One of the missions of the Tucson Metro Chamber's Education Committee is to ensure that information about education performance in Southern Arizona is accurate and current. With all of the statistics and metrics about education swirling around, the Education Committee strives to make sure members of the business community are well informed and accurately informed.



Thomas Redicks  
*President  
and Founder,  
TutorLink*

### Arizona Department of Education (AZDOE) Resource

The recently upgraded Arizona State Department of Education web site [www.azed.gov/public/](http://www.azed.gov/public/) is easy to use, contains information about individual school districts, test scores, Common Core Standards and resources for schools, teachers and parents.

### Best Schools:

Four Tucson high schools are ranked in the 2012 US News and World Report Top Ten High Schools in Arizona.

- University High School ranks first in the state and fourth best in the nation.
- BASIS High School ranks second in the state and sixth nationally.

- Sonoran Science Academy ranks fourth in the state.
- Catalina Foothills High School ranks seventh in the state.

### AIMS Test Scores

- In 2011, 77% of Arizona third grade students passed the AIMS Reading Test.
- In 2012, 76% attained a passing score.
- Both years represent a significant gain compared with a 63% passing rate in 2010.

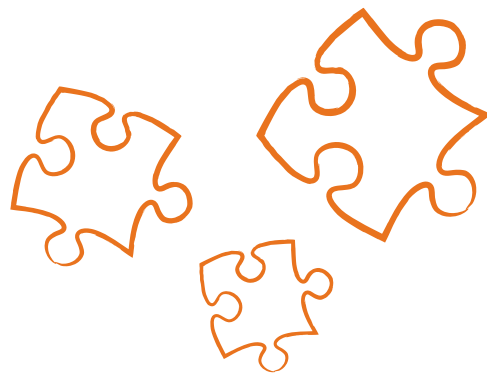
### School District Spending:

In February, The Arizona Office of the Auditor General released the *Arizona School District Spending Fiscal Year 2011 Report*. Some conclusions:

- Arizona continues to trail the national average both in total and in the classroom dollar percentage, reaching a record low 54.7 percentage points below the national average of 61%.
- Additional findings show that Arizona spends a lower percentage on administration costs (salaries and benefits) and a higher percentage on plant operations and student support (counselors and social workers).

### Pima County Educational Comparisons: Drop Out Rate:

- The January 2013 US Census Bureau report shows that 87% of Pima County residents have a high school education compared to 85.2% of Arizona state residents.
- 29.5% of Pima County residents have a bachelor's degree or higher compared with 26.4% in the state.
- According to the January 2012 National Center for Education Statistics report released by the US Department of Education, Arizona's public high school drop out rate is 7.8%, highest in the nation compared with the national average of 3.4%.
- AZDOE reports that the Pima County 2011-12 school year dropout rate was 4.7% (3,928 of 83,661 total students).



## Tucson Metro Chamber Education Committee, Working to Improve Education



Vaughn Croft  
*Senior Program Coordinator,  
Business Education Partnerships,  
Office of the Pima County School Superintendent*

The 2013 Tucson Metro Chamber's foundation, the Center for Cultural Enrichment, will host the State of Education (SOE) luncheon on Wednesday, May 15. The event highlights student and school accomplishments and will award scholarships to local high school graduates who are continuing their higher education in the Tucson area. Local schools that have excelled in student and school accomplishments will also be recognized.

Guests will also receive information on the third grade literacy requirements and the new Common Core standards for K-12. Third grade literacy standards require holding students who do not meet standards back from moving on to fourth grade.

The Tucson Metro Chamber Education Committee has several committees working to make a difference in promoting higher education achievement.

- The Education Committee is recruiting volunteers to help the United Way of Southern Arizona carry out its new early childhood literacy initiative to increase reading speed and comprehension and raise literacy levels to meet the new third grade literacy standard in 2014.
- Volunteers are also supporting Blue Marble's Champions for Change effort to promote higher levels of learning in science, technology, engineering and math (STEM) subjects.
- To increase awareness of business operations and financial literacy, Chamber volunteers are also supporting the local Junior Achievement program.
- Scholarships are given to new high school graduates and past scholarship recipients who are continuing their education in the Tucson area.
- The Speakers Bureau is a cadre of executives who have expertise related to business, soft skills and communications.

The Chamber's Education Committee hopes you will join in the effort to make a difference in local education. For more information on how you can help, simply visit the Chamber's web site at [www.tucsonchamber.org](http://www.tucsonchamber.org) or call 792-1212.

## Connecting the Business Community with Education



Autumn Rentmeester  
*District Director, Junior Achievement of Arizona*

The Alignment Subcommittee of the Tucson Metro Chamber Education Committee connects the business community with education partners in Southern Arizona. Our mission is to help improve our workforce and increase graduation rates by acting as a connector for employers, educators and students in the Tucson community. Specifically, the Alignment Committee supports the following organizations:

### Blue Marble Institute, Champions for Change (C4C)

C4C uses role models to draw middle school students into the world of innovative science, technology, engineering and math (STEM). "Business Champions" are paired with a classroom, work collaboratively on STEM-related projects and have the opportunity to inspire students to pursue careers in similar professions.

### Junior Achievement (JA)

JA recruits and trains volunteers from the business community to teach lessons focusing on financial literacy, entrepreneurship and work skills to students in grades K – 12. Students who have participated in JA programs are more likely to graduate from high school (93%) and obtain a bachelor's degree or higher (69%).

### Read on Tucson

United Way formed the Read on Tucson partnership to increase third grade reading proficiency to at least 85% in targeted school districts by addressing the gaps in school readiness, school attendance and summer learning loss. Students who do not read at grade level often falter in later grades and drop out before completing high school. When the new Common Core Standards are implemented in Arizona schools, third graders reading well below grade level will not be promoted to the fourth grade.

Please help the chamber and your community by investing your time and money to these worthy non-profits. Find information on how to volunteer your time, resources or funds can be found at [tucsonchamber.org/educationalalignment](http://tucsonchamber.org/educationalalignment).





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information and intelligence  
about developments that affect  
every business in Pima County.

For more information contact Jackie Chambers Bond at  
[jchambersbond@tucsonchamber.org](mailto:jchambersbond@tucsonchamber.org) or call  
(520) 792-2250, Ext. 127.

[www.TucsonChamber.org](http://www.TucsonChamber.org)

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*Cristie Street is the Managing Partner of IT consulting firm, Nextrio. With more than 1000 business clients in Southern Arizona, she can't ignore these 10 topics and many more.*



# 10 IT Topics Businesses Can't Ignore

By Cristie Street

10. **Welcome Phablets!** Don't automatically replace your old desktop with a new desktop. Consider primarily using a mobile device and do all other work on a generic, kiosk-like terminal. Lots of the rest of the world does business this way.
9. **You STILL Need a Disaster Recovery Plan.** Start small – get a decent backup of your data. Think you already have one? Test the restoration of a file from that backup and keep testing. Next, define what "recovery" equals if you had to hobble along for a day, a week or a month. It's not always prudent to ensure for the worst case scenario, but you should at least know what the best case requires.
8. **Outlaw Internet Abuse.** Define what is allowed and not allowed on your Internet connection. Add this information to your HR handbooks and educate your users. Look into filtering and blocking technologies that prevent certain types of access. Watch the complaints about slow Internet speeds plummet after Netflix is disallowed.
7. **Cloud Computing Will Save the World.** The truth about cloud-based services (typically Internet-based services) is not as spectacular as the hype, but it is compelling. The real difference is the business model and the cashflow implications are huge for small business. With no up-front investment, you get "big company" technology that you can turn up or turn off at any moment. Big companies, look in your rear-view mirror; the little guys are catching up!
6. **Virtualization: It's Not Just for Sci-Fi Geeks Anymore.** I won't bore you with the magical technology that makes virtualization possible. Most of us don't even know how many virtualized servers run our world today. However, in 2013, you will start noticing how much of your desktop software can and should be virtualized.
5. **Social Intelligence.** If you don't know the value of your own social data, you're missing out on an entire currency exchange. Who you are, who you know, where you have been, where you are likely to go, which choices are presented and what prices you will pay are all being tracked, analyzed and sold online. My advice: start being private today.
4. **Patching & Protection.** Rule: every device needs anti-virus, anti-spyware and anti-malware software and eventually everything needs a patch or update. If you are behind on operating system, application and/or hardware updates, you risk undermining any security and stability measures you have put in place. You are only as protected as your latest update.
3. **Make Hard Passwords.** Stop using the same password everywhere. Make it a tough one – not a word, or clever version of a word (P@ssw0rd) – and use a password tool like LastPass or RoboForm to help you remember it.
2. **Vet Your Storage:** Take notice of where you are storing data and who can access it. Is it encrypted? Is it physically protected? If it's in the cloud, is the provider still in business? Know what happens to your data when you say you are done with it (e.g. wiped, destroyed, mailed to you, etc.).
1. **Losing Licenses:** Software licensing has grown so complex, you can get a master's degree in the legal details. Document and retain your ORIGINAL license information. The fines for violations are hefty enough to put a company out of business.



**Robert D. Ramirez**  
President/CEO  
Vantage West Credit Union



**Alan Madison**  
Vice President, Operations  
Coventry Workers' Comp Services

**EDUCATION:** BS in Accounting from The University of Arizona

**ORIGINALLY FROM:** Nogales, Ariz.

**IN TUCSON AREA SINCE:** 1979

**FAMILY:** Katharine A. Ramirez (wife); Gabriella K. Ramirez (daughter)

**PROUDEST ACCOMPLISHMENTS:**

Working at Vantage West Credit Union more than 28 years. I started off as the assistant controller when the credit union was only \$99M in total assets, became president/CEO over 13 years ago when the credit union was about \$250M in total assets. I have worked with a dynamic team of highly motivated executives and highly committed and passionate board of directors to grow our credit union to over \$1.2B as of today.

**BIGGEST PROFESSIONAL CHALLENGE:**

Continuously providing relevant solutions to more than 118,000 members at Vantage West Credit Union while remaining an employer of choice for more than 400 highly motivated and dedicated employees.

**WHAT I WOULD SAY IN TWO MINUTES IF I COULD  
SPEAK TO EVERYONE IN GREATER TUCSON:**

My favorite quote "We are all faced with a series of great opportunities – brilliantly disguised as insoluble problems."  
– John W. Gardner

**TOP THREE THINGS ON MY BUCKET LIST:**

1. Travel with my wife and daughter to Europe and visit Spain, Italy and France.
2. Patent my tie invention.
3. Grow my credit union to more than \$5B in total assets, becoming the largest credit union in Arizona.

**EDUCATION:** Graduate Certificate in International Management from the University of Arizona, Bachelor degree in Business Administration, and an M.B.A. in Healthcare Administration from the University of Phoenix.

**ORIGINALLY FROM:** Oregon, then Kentucky, then Arizona

**IN TUCSON AREA SINCE:** January 1980

**FAMILY:** Dorothea (wife) of 28+ years and a huge extended family from five siblings and six brother/sisters-in-law.

**PROUDEST ACCOMPLISHMENTS:**

Being a part of the growth and success of others whom I have had the opportunity to work with over the past 32 years in Tucson.

**BIGGEST PROFESSIONAL CHALLENGE:**

Anybody can be successful in the short-term... AND anybody can be successful long-term... the challenge is simultaneously delivering profitable short-term growth, insuring long-term sustainability and profitable growth while making sure the people win.

**WHAT I WOULD SAY IN TWO MINUTES IF I COULD  
SPEAK TO EVERYONE IN GREATER TUCSON:**

Thank you Tucson for the many years of happiness and health. You (we) are a great community and can accomplish so much more together. Growth doesn't happen, it's a manifestation of your dreams which turn into design and execution. Too many people are struggling to make ends meet in Tucson. Our ability to thrive as a community requires that we serve the people in our community – not the self-serving interest of the few on both ends of the political spectrum. Let's dream together to define what Tucson can be and keep our focus on the greater community vs. the "few" on the ends of the spectrum.

**TOP THREE THINGS ON MY BUCKET LIST:**

1. See all 50 U.S. States with my wife from more than an airplane or hotel room window.
2. Spend more time with family and friends.
3. Get that elusive hole-in-one.





### **Guy Gunther**

VP/GM for  
Greater Arizona  
CenturyLink

**EDUCATION:** Bachelor's, University of Colorado;  
MBA, University of Chicago

**ORIGINALLY FROM:** Denver, Colo.

**IN TUCSON AREA SINCE:** February, 2011

**FAMILY:** Karen (wife); two children (7 and 9).

#### **PROUDEST ACCOMPLISHMENTS:**

Achieving Eagle Scout; representing the U.S. as a Junior Ambassador to Japan; launching the first mobile satellite communications company.

#### **BIGGEST PROFESSIONAL CHALLENGE:**

Transitioning a phone company into a broadband, entertainment and cloud hosting/data services company. We have made significant investment and progress, including here in Southern Arizona, and we continue to work on ways to deliver advanced technologies to improve lives, strengthen businesses and connect communities.

#### **WHAT I WOULD SAY IN TWO MINUTES IF I COULD SPEAK TO EVERYONE IN GREATER TUCSON:**

We need to grow local business and jobs, we need to invest in our local communities and we need to develop mentoring programs that keep our graduates in Southern Arizona. This will happen only if we can both embrace the challenges we face and seriously commit to real collaboration that allows us to attract and retain companies that are looking to relocate or expand.

#### **TOP THREE THINGS ON MY BUCKET LIST:**

1. Become fluent in Spanish.
2. Bike ride with my family through Southern France and Northern Italy.
3. Apparently watch Downtown Abbey.



### **Jonathan Litvack**

General Manager  
The Westin La Paloma

**EDUCATION:** AOS in Culinary Arts – Culinary Institute of America

**ORIGINALLY FROM:** New York

**IN TUCSON AREA SINCE:** May 2011

**FAMILY:** Theresa, wife of 30 years and 3 daughters: Jessica (22), Emily (20) and Hannah (17)

#### **PROUDEST ACCOMPLISHMENTS:**

Personally: being married 30 years. Professionally: being general manager of the best resort in Southern Arizona.

#### **BIGGEST PROFESSIONAL CHALLENGE:**

Working through the most significant rejuvenation since the resort was built throughout the most challenging economic times. Ultimately, we are poised and tasked with the goal of taking back the hill!

#### **WHAT I WOULD SAY IN TWO MINUTES IF I COULD SPEAK TO EVERYONE IN GREATER TUCSON:**

The business community, though vast in geographics, must align and engage in its efforts. Economic growth will be driven through the private sector's efforts which must be far in its reach. Business growth, tourism and airlift go hand in hand and are just a few key examples.

#### **TOP THREE THINGS ON MY BUCKET LIST:**

1. Visit Israel in a meaningful way.
2. Celebrate the growth of family through grandchildren.
3. Live a retirement that is as rewarding as my career.



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– Flynn Electric



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– Julie Sipe, AGM Container Controls, Inc.



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## Our Family Services



PATTI CALDWELL, MSW  
EXECUTIVE DIRECTOR

**Describe your organization and your organization's purpose.  
Who does your organization serve? How do you serve?**

Our Family Services is a Tucson-based non-profit providing a continuum of services to children, youth, families and seniors. Our New Beginnings division helps homeless children, youth and families into safe, stable housing and on to independent lives. Our Strong Communities division helps at-risk children to choose healthy behaviors, low-income seniors to remain independent, families in crisis to remain intact and our community to find peaceful resolutions to conflict. Last year, Our Family provided direct-care services to more than 9,400 people in Pima County.

**What are some of the challenges that your organization faces?**

One challenge is choosing how to focus our services to meet the greatest need and have sufficient long-term community impact. In addition, we are always working on diversifying our revenue streams to increase organizational stability and be able to weather downturns in various funding sectors. With the recent great recession, poverty and family instability increased at the same time funding for services decreased. We are very cognizant of using our investors' or funders' dollars in the most efficient and effective way possible.



**How would you like to interact with the business community on a higher level?**

The not-for-profit sector represents 11% of the Tucson economy, employing 30,000 people. The 800 active non-profit organizations in Tucson represent \$7.3 billion in total assets, with \$5.4 billion in yearly revenue. We are an important, integral and vibrant part of the small business community. It's critical that we are routinely at the table where business and public policy decisions are being assessed and made.

## Youth On Their Own



TERESA LIVERZANI-BAKER  
EXECUTIVE DIRECTOR

**Describe your organization and your organization's purpose.  
Who does your organization serve? How do you serve?**

Youth On Their Own (YOTO) supports the high school graduation and continued success of homeless and abandoned youth, ages 12-21, by providing financial assistance, basic human needs and guidance.

**The YOTO program provides support in three ways:**

1. Each student has the opportunity to earn up to \$125 monthly Student Living Expense for good grades and school attendance during the 10-month school year.
2. Emergency needs including special funds to assist with rent, utilities, medical needs, bus passes, as well as the YOTO Mini-Mall that provides basic food items, hygiene and school supplies.
3. Guidance and support through monthly meetings with a Student Advocate where grades are monitored and other needs assessed. YOTO also features the Student Success Drop In Center with an on-site computer lab; homework and tutoring support; assistance with job, scholarship and school applications; on-going life skill workshops on financial literacy, resume writing, dressing for success and more.

**What are some of the challenges that your organization faces?**

Despite Youth On Their Own's 27-year history in Tucson, most citizens have no knowledge of the huge homeless youth population in our community. Homeless, uneducated youth do not leave Tucson for better homeless opportunities in other cities. They remain in our community and become homeless, uneducated, unemployable adults, of which statistics show that over 70% become incarcerated at some time in our community. This population affects quality of life and results in tax dollars diverted to support increasing prison facilities.

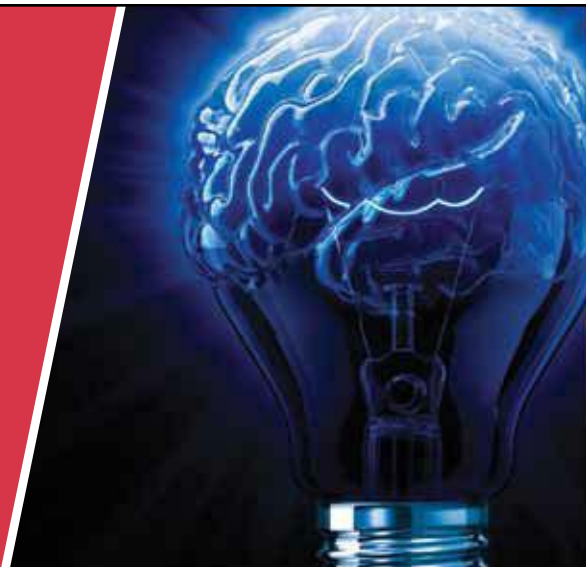


**How would you like to interact with the business community on a higher level?**

Many businesses recognize that community service and support are instrumental to the well-being of our citizens. The YOTO program is a great program to support because they offer numerous, diverse ways to get involved: from hands on volunteerism to food, hygiene or school supplies drives. Any business, regardless of how large or small can support YOTO in a variety of ways. Their mission is non-controversial, non-political and non-religious and it supports education and high school graduation in our community and state. YOTO graduates live and work in our community as productive members of our society.

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**For more information, contact one of the Tucson Office Co-Managing Partners:**

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Craig Kaufman, (520) 770-8707, [craig.kaufman@quarles.com](mailto:craig.kaufman@quarles.com)

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## EASTER SEALS BLAKE FOUNDATION 7750 E. Broadway Blvd. 520.327.1529

Easter Seals Blake Foundation celebrated their new building,

which consolidated several operations into a central campus. This consolidation provides significant long term cost savings to offer greater benefit to their programs. ESBF provides services to 9,000+ disabled and disadvantaged children, adults and families throughout Southern Arizona annually.



## THE KRAZEE CHEF 1012 E 6th St 520.207.4576

The Krazee Chef is a locally owned restaurant specializing in burgers and wings. Their establishment is BYOB (bring your own beer, wine and champagne). The Krazee Chef is located next to the U of A on 6th and Park.



## TEEN OUTREACH PREGNANCY SERVICES 3024 E. Fort Lowell Rd. • 520.888.2881

Teen Outreach Pregnancy Services (TOPS) is a local non-profit started in Tucson in 2001. TOPS provides both education and support to pregnant/parenting teens throughout Pima County. TOPS also provides services to teens in Maricopa, Gila and Yavapai Counties.

## COST PLUS WORLD MARKET 4380 N. Oracle Road

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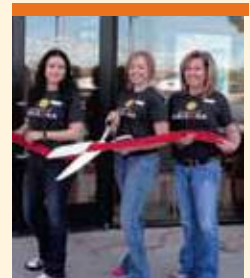


## HORSE TALES LITERACY PROJECT 520.870.2829

Horse Tales is a non-profit literacy project for elementary age children. They use the magic of horses to motivate children to read.

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## YOUTH ON THEIR OWN 1660 N. Alvernon Way 520.293.1136

Education is critical! Through your support, Youth On Their Own celebrated the grand-opening of its Student Success Center and new home at 1660 N. Alvernon Way. Your investment in the education of homeless teens is an investment for regional business growth! Your donation impacts lives forever!



# Chamber **X**Change



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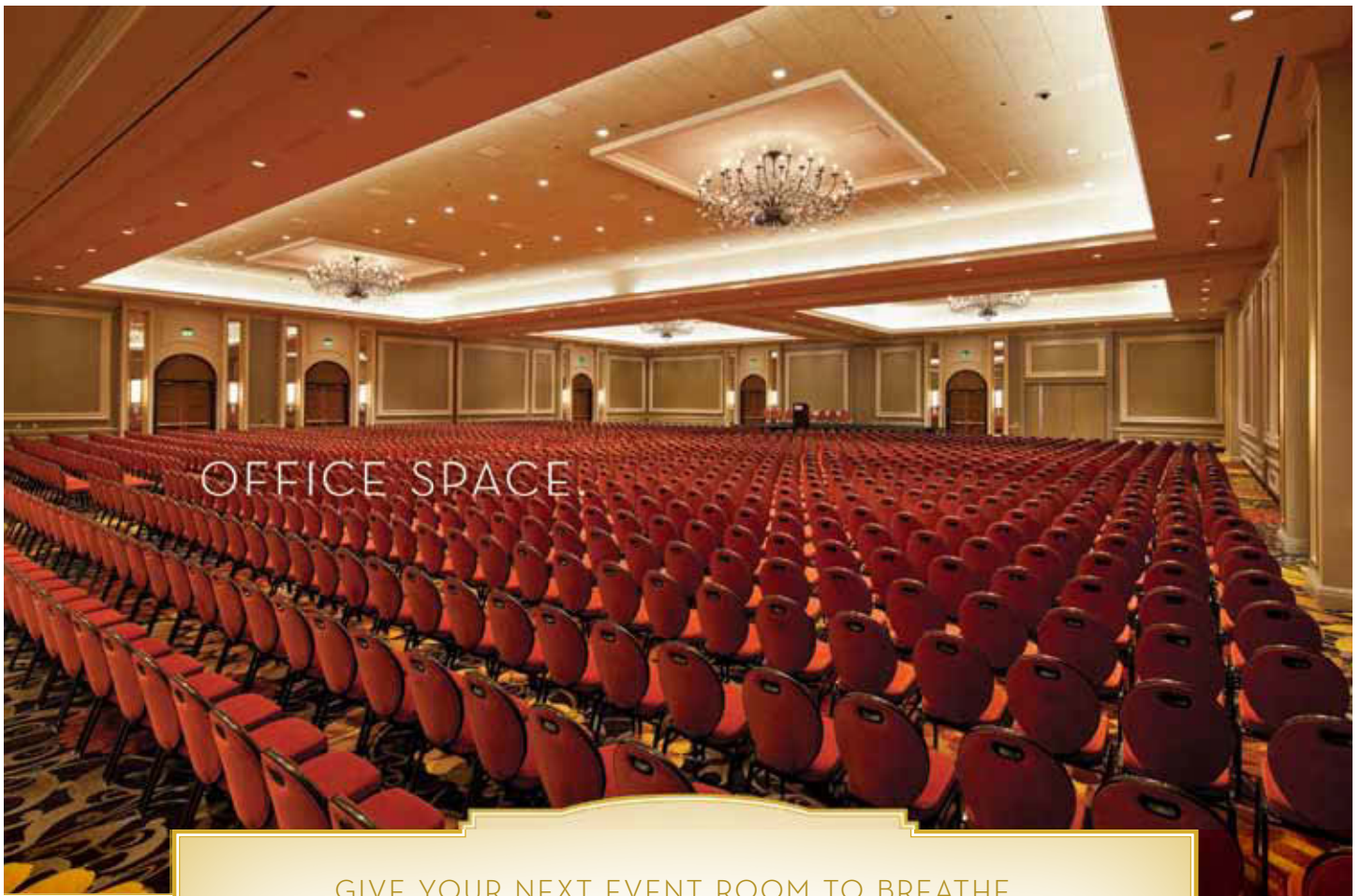


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