

PHOENIX Business Journal

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SWITCHING ROLES: Entrepreneur Bob Brilon joins 4SmartPhone as chief of finance, operations. 9

INFILL PLANS: Joseph Carl Homes is filling in the blanks. 5

RETHINKING: Companies evaluating cost of perks. 7

INFORM. CONNECT. SUCCEED.



Valley workers leaving for greener pastures

Many relocating to areas where they think job prospects are better

Maria Gonzalez grew up in Arizona, but left to find a job in Washington state. She says the Valley is losing talent to greener pastures. Many workers are leaving for better job prospects in other parts of the country. The Arizona Chamber of Commerce reports that many workers are leaving for greener pastures in other parts of the country. The Arizona Chamber of Commerce reports that many workers are leaving for greener pastures in other parts of the country.



THE LIST: Highest-paid athletes, 14; Treatment advisors, 14; Stockbrokers, 18

PROFILE: Vince Pappalardo, general manager, Four Seasons Resort Scottsdale, 21

PHOTO: [Photo of Vince Pappalardo]

Budget raid could shut down nursing homes

Arizona's 234 nursing homes may have to lay off 8,000 workers and close 100 beds by 2015, according to a report by the Arizona Health Care Cost Containment Council. The report says that the state's budget cuts could have a significant impact on the nursing home industry.

Mill Ave. faces uncertain future

Mill Avenue in Tempe, south of the Valley, has been the site of much speculation in the past few years. Local residents and investors are looking for ways to revitalize the area.



THE VALLEY'S TOP RELATIONS AWARDS

COMMUNITY: [Photo of community member]

MARKETING & MEDIA: [Photo of marketing professional]

HOSPITALITY: [Photo of hospitality professional]

ON THE MOVE

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ASSOCIATIONS: Robert Devita, president of Devita Moving, Logistics and Real Estate, Phoenix, was elected to the board of Unifony Inc. Dr. Shelly Friedman of Scottsdale was elected to the board of the Foundation for Hair Restoration and Plastic Surgery.

AWARDS: The Scottsdale Area Chamber of Commerce gave the Legacy Award to Tom Salsbery, Scottsdale Healthcare president and CEO. The chairman of the board is Mark E. Dierke of Henry & Homer, the Segner Award to Steve Helm of Scottsdale Fashion Square, and the Rising Star Award to Helly Scher of Outspacings.com.

BANKING & FINANCE: Rick Walsh Management, Phoenix, hired Mark Dewane as senior vice president and financial consultant. Security Mortgage Corp., Scottsdale, awarded Rachel Owen to branch manager and vice president.

COMMUNITY: KATHLEEN Phoenix, hired Karen Ollar as an assistant to the president.

HOSPITALITY: Oliver Reschauer was hired as executive chef at the JW Marriott Scottsdale.

CONSTRUCTION: Hi, Suter Construction Inc., Phoenix, hired Kevin Small as business development manager.

SPOTLIGHT: BROOKE McFEE

NEW POSITION: Sgs director, Scottsdale Plaza Resort

FAMILY: Husband, Myles; son, Max

EDUCATION: Bachelor's degree in communications with a minor in travel and tourism, Arizona State University; aesthetic license, National Aesthetics Institute

HOBBIES: Hiking, traveling or anything to do with the beach

WHAT ATTRACTED YOU TO YOUR NEW OPPORTUNITY? Initially, I was drawn to the Plaza because it is a privately owned resort. When interviewed, I was impressed with the length of time many of the employees had been with the company.

MOST EXCITING BUSINESS EXPERIENCE: Seeing business travelers walk into the spa every week and leave revitalized

CAREER ADVICE: Deal with the task at hand, and find ways to de-stress (luckily, I work in a spa)

FIRST JOB: Live mannequin

MARKETING & MEDIA: Amy Linert was hired as an account executive at McMurry, Phoenix. Crosby/Wright, Scottsdale, hired Josh Rossman as senior graphic designer. Canyon Communications, Mesa, hired Matt Ollar.

REAL ESTATE: SRS Real Estate Partners, Phoenix, hired Mike Polach as executive vice president. Alfred Hackbart III is vice president. Brian Polach and Ryan Kestler are senior associates. Ryan Babits is associate and Sam Carrozza is marketing specialist.

SERVICES: WPM Management Inc., Phoenix, hired Jerry Rollins as senior human resources manager for Arizona and New Mexico.

SPORTS & ENTERTAINMENT: Celebrity Theatre, Phoenix, promoted Alycia Kline to talent buyer.

TECHNOLOGY: Bob Brilon was hired as chief operating officer and chief financial officer of 4SmartPhone Inc., Scottsdale.

CALENDAR

All calendar events should be submitted to phoenixcalendar@bizjournals.com. Please send items at least two weeks prior to the event date. For questions regarding our calendar, contact Lisa Poulis, research reporter, at 602-308-6522 or lpoulis@bizjournals.com.

MONDAY, JUNE 8

"Freelancing and Financing," Society of Professional Journalists and Public Relations Society of America, 6 p.m., The Arizona Republic, 200 E. Van Buren St., Phoenix, \$20 members, \$30 non-members. Reservations: www.sjpr.org/arizona.

TUESDAY, JUNE 9

Women in Insurance & Financial Services meeting, 7 a.m., Morley's Steak House, 2302 Camelback Road, Phoenix, \$15 members, \$20 non-members. Reservations: www.womenininsurance.com.

WEDNESDAY, JUNE 10

Public Relations Society of America Business Conference, 10:30 a.m.-5 p.m., Phoenix, \$25 members, \$30 non-members. Register: www.prsociety.org.

THURSDAY, JUNE 11

"How to Win Your Business New Media," American Marketing Association, 7 p.m., ASU SkySong, 1475 N. Scottsdale Road, Ste. 305, Scottsdale, \$20 members, \$30 non-members. Register: www.amaphoenix.org or 482-884-0282.

FRIDAY, JUNE 12

"Start-Up News," 9:30 a.m., Factory, 1095 W. Rio Salado Parkway, Tempe, Free. Register: start-upnewsworkshop.com or 602-914-2478.

"Real Estate," Tempe Chamber of Commerce, 7:30 a.m., Rio Salado College, Main Building, Room 58, 2222 W. Mill St., Tempe, \$20 members, \$25 non-members. Register: Tempe Chamber, 480-794-4285 or www.tempechamber.org.

"Sovereign Business Consulting," 9 a.m., Arizona Small Business Association, 4302 E. Van Buren St., Ste. 100, Phoenix, Free. Register: www.asbca.com or 602-308-4000.

SATURDAY, JUNE 13

Executive MBA International session, Thunderbird School of Global Management, 9:30 a.m., Global Plaza, Glendale, Free. wwwThunderbird.edu.

"Standards of the Service Industry," Phoenix Business Builders, 2 p.m., Glendale Public Library, 9959 W. Brown St., Glendale, Free. Register: 623-930-3552.

SUNDAY, JUNE 14

Nine and Wine, Golf for Cause, 6 p.m., Continental Golf Club, 7002 E. O'Fallon Road, Scottsdale, \$40. Reservations: www.golfcause.com/home.html or 602-840-0607.

"New Biz," Free. No. Socially Acceptable, 9 a.m., Gang 199 small business. Register: www.arysonociallyacceptable.com.

MONDAY, JUNE 15

Women I Should Know meeting, 11:30 a.m., University Club, 391 E. Monroe Vista Road, Phoenix, \$24 advance, \$27 at the door. www.wicaz.com or 602-877-8270.

"Hands-on Twitter, Facebook and LinkedIn Workshops," Arvo Socially Acceptable, 9 a.m., Jobing.com Offices, 4147 N. 24th St., Ste. 100, Phoenix, \$24 workshops, \$39 small business. Register: www.arysonociallyacceptable.com.

"PR, Marketing and Social Media Marketing for Nonprofit," Arvo Socially Acceptable, 9 a.m., Jobing.com, 4147 N. 24th St., Ste. 100, Phoenix, \$49 workshops, \$99 small business. Register: www.arysonociallyacceptable.com.

TUESDAY, JUNE 16

"Important Legal Issues for Small Business," Arizona Small Business Association, 9 a.m., 4302 E. Van Buren St., Ste. 100, Phoenix, \$25 members, \$30 non-members. Register: www.asbca.com.

"How to Hire a Construction Relationship Manager to Manage Business Relationships," Arizona Small Business Association, 11:30 a.m., 4302 E. Van Buren St., Ste. 100, Phoenix, \$25 members, \$30 non-members. Register: www.asbca.com.

WEDNESDAY, JUNE 17

Gilbert Chamber of Commerce Annual Awards Luncheon, 11 a.m., Mt. Vista Lakes Clubhouse, 1600 E. Lakeside Drive, Gilbert, \$25 members, \$40 non-members. Reservations: www.gilbertchamber.com or 482-892-0056.

"Interview Skills," University of Phoenix, 6 p.m., West Valley Learning Center, 6520 W. Paul Lane, Phoenix, Free, 482-957-3000.

"Qualitative Training: Intermediate Level," Phoenix Small Business Association, 8:30 a.m., 4302 E. Van Buren St., Ste. 100, Phoenix, \$10 members, \$25 non-members. Register: www.asbca.com.

MARKETING & MEDIA

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