



THE 4-1-1

## Regional NEWS

After 20 years on West Ray Road, Sir Speedy of Chandler has relocated to 3344 North Delaware Street. The company can be easily reached off Chilton, north of Elliot and east of Arizona Ave. Sir Speedy of Chandler is owned by Betsy Powell and Lori Pierce.



**Detail Design and Fabrication (DD&F)**, a local creative fabrication studio, teamed up with Phoenix

**International Raceway (PIR)** to enhance the venue experience. DD&F brought a new concession concept to life, the **SPEED Cantina**. The concept, a one-of-a-kind sports bar and grill located just outside Turn 2, is the result of a partnership between PIR and the SPEED Channel.



**Canyon Communications**, a Mesa-based marketing communications agency, announces the addition of two team members and the promotion of one. Canyon welcomes **Larry Winward** as vice president of client relations. **Mandi Hansen** joins Canyon as office assistant, and **Ryan Cowan** has been promoted to design team leader.

**Crosby/Wright**, a Scottsdale-based luxury-brand public relations and advertising agency, announced the addition of five new companies to its client roster: W Scottsdale Hotel & Residences, Triyar Companies, Honest-1 Auto Care, Lendability.com and The Cove Trattoria. The agency has been enlisted to initiate local, regional and national marketing campaigns to include public relations, advertising, interactive and grassroots marketing services for each company.

**Spectrum Video & Film** has hired two editors and a visual effects coordinator at its full-service production facility. **Robert Treub** joins the team as a nonlinear editor. **Antonio Chang** provides sophisticated motion graphics and compositing for the company. **Richard Rivera** joins Spectrum as a 3D modeler, motion graphics artist and editor.

**Estudio Ray** has just launched a new Web site for a very meaningful organization whose goal is to inspire kids to give. **Owen's Toy Drive**, a 501(c)(3), is about starting a movement among children to work as a team with their friends to collect toys for children who are sick, homeless, underprivileged, lonely or terminally ill. The kids do this by having their birthday parties benefit children in need, rather than themselves. In other words, guests bring presents specifically for kids in need, not just the birthday boy or girl. What a concept.

**DICE**, the Digital Imaging Customer Exchange, announced that **Blue Moon Solutions, Inc.** has accepted the role of Management Company for DICE. Blue Moon provides management, consulting and education services to the digital printing industry. Currently Blue Moon manages or moderates DICE, the iWay Users Forum (PressSense) and the Mindfire: Online User Forum.



Phoenix-based **RIPE Creative** has launched its [re-freshed, re-juvenated, re-worked] Web site, www.ripecreative.com. The re-amped site includes an expanded portfolio showcasing even more fresh creative solutions and information to keep up on the latest RIPE happenings.

**R and R Images, Inc.** announces the purchase of a new HP Indigo 7000 Digital Press. The company is the first in Arizona to acquire the HP Indigo 7000, and to date, one of only a handful of companies in the western United States to purchase this new, state-of-the-art technology from HP.

**West Press** announced that the Board unanimously approved a long-planned succession plan for executive management of the Tucson-based print communication company. Effective January 1, 2009, **Kristy Scharf** was promoted to president of the company and treasurer of the Board. She was previously general manager and succeeds **Joel M. Levine**, the founder and principal owner of the company, who became chairman of the Board.



**Well Lifestyle, LLC** announced that **Karen Kallet** has been promoted to chief managing officer of the company. Well Lifestyle is an organization

founded with the mandate of providing an ethical funding platform to support the Well Foundation. Kallet also currently serves as the president of the American Marketing Association (AMA) - Phoenix chapter.



**Applied Creative, Inc. of Scottsdale** has hired two new employees. **Traci Williams**, account executive, moved from R&R Partners to Applied Creative and **Alana Marxen**, web developer, relocated from the Twelve Horses Web development firm in Reno, Nevada.



**Detail Design and Fabrication (DD&F)**, a local creative fabrication studio, has just hired **Rich Starr** as director of business development. Starr is a graduate of the University of Arizona, and has more than 18 years of sales experience. DD&F selected Starr for his successful sales resume, great work ethic and his strong networking skills.



The Valley's own **Imaginology** creative technology announces 10 successful years in the multimedia business and the launch of its new logo. Developed as a small startup Web site design company, Imaginology has grown into an established and experienced production company offering a wide array of services.



**Buzz Marketing Inc.** is a full-service marketing agency with a strong emphasis in Public Relations. "Creating the BUZZ" about a product, service or business is the company's specialty. Buzz Marketing is owned by **Leslie Sonnenklar** and has been in business since 2001.



**Canyon Communications**, a Mesa-based full-service marketing communications agency, announces that **Sabrina Sherrell** has joined Canyon as account executive. In her position, Sabrina will be responsible for overseeing the day-to-day operations of several of Canyon's accounts, creating strategic communications plans, serving as the liaison between clients and the agency, and providing excellent customer service to the agency's clients.

**Brian Drake Design Illustration**, a Scottsdale, Arizona, design firm, just finished the online

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