

# STRATEGIC PLAN 2023-2029



*15 Communities... One Voice*



## LETTER FROM THE CEO



Dear Friends,

The West Valley of Greater Phoenix continues to be one of the fastest growing regions in the country. The West Valley is comprised of 15 communities encompassing 3000 square miles west of Interstate 17. The region is home to 1.8 million residents ranging from established corporate executives to an up-and-coming millennial workforce. The median age is 34.6 years old with 64% of residents being workforce age. The West Valley is also one of the most culturally diverse regions in Arizona and well known for our minority-majority population. Over the past two decades, this region has attracted young families, an experienced work force, fortune 500 companies, luxury housing communities, world-class sports and entertainment amenities, all adding to a high quality of life for residents. The West Valley's secret sauce is having open and actively engaged residents who support each other, their community and local businesses.

WESTMARC, a coalition of public, private and education leaders is committed to the West Valley's economic vitality and enhanced quality of life. It is a place for stakeholders to connect, collaborate and take-action to promote the West Valley within the state and country.

WESTMARC is governed by a Board of Directors, representing business, education, government and non-profit leaders who set the strategic direction for the organization. The main priorities of promoting the West Valley, enhancing economic development, and increasing member value drive our daily work. As the President and CEO, my team and I work with members of the WESTMARC Issue Committees to implement the goals of the Board of Directors. These priorities will guide the organization's strategies over the next several years.

I would like to thank the WESTMARC Board of Directors and all members for their active participation, community involvement, financial investment, and strong passion for moving the West Valley forward.

Sincerely,

*Sintra Hoffman*

Sintra Hoffman  
President and CEO

## EXECUTIVE COMMITTEE

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Partner  
Quarles

**Chair Elect**

Bridget Schwartz Manock  
Director, Public Affairs  
Central Arizona Project

**Secretary**

Courtney Ophaug  
CEO  
Banner Estrella

**Treasurer**

Sebastian Porchini  
Senior Vice President  
FirstBank

**Officers**

Chair – Jonathan Howard, Partner – Quarles  
Chair Elect – Bridget Schwartz Manock, Director, Public Affairs– Central Arizona Project  
Secretary - Courtney Ophaug, CEO - Banner Estrella  
Treasurer – Sebastian Porchini, Senior Vice President, FirstBank

**Members**

Dr. Joshua Baker, Senior Vice President and Chief Academic Officer - Northwestern University  
Ron Castro, West Valley Bank President - BNC National Bank  
Latasha Causey, President - Phoenix Raceway  
Rick Dircks, Executive Vice President - Dircks Moving & Logistics  
Hans Driessnack, CEO - Abrazo West Campus  
The Honorable Ann Donahue, Councilmember - City of Litchfield Park  
The Honorable Patrick Duffy, Councilmember - City of Surprise  
The Honorable Betty Guardado, Councilmember - City of Phoenix  
Bobbi Magdaleno, Executive Director, Government & Community Engagement - ASU  
The Honorable Ray Malnar, Councilmember– City of Glendale  
Michael Martin, Director of Economic Development, - APS  
The Honorable Joe Pizzillo, Mayor - City of Goodyear  
Neil Terry, Partner - Orcutt | Winslow

**Executive Advisory Committee**

Joe La Rue, President & CEO - Sun Health  
Herman Orcutt, Founder - Orcutt | Winslow (Retired)



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## INTRODUCTION & PURPOSE

WESTMARC was created in 1990 as a coalition of the public, private and education sectors to address important issues facing the West Valley - Transportation; Education; and preservation of Luke Air Force Base. Through the success of the region's leaders, those issues are now the foundation for current economic activity. Today, the West Valley is keenly focused on economic development growth and job creation. To accomplish this, WESTMARC is focused on demonstrating the region's workforce, increased buying power and high quality of life. Successful communication of this transformation means reversing outdated perceptions and re-branding the West Valley.

Economic forecasts and growth projections show that the economic opportunity for the future of Arizona lies within Western Maricopa County. Over the next 25 years, 49.5% of the growth in Maricopa County will occur in the West Valley. WESTMARC continues to work with regional stakeholders to ensure this community is ready to meet the associated demands.

The WESTMARC Board of Directors held a Strategic Planning Retreat in November of 2022, and confirmed WESTMARC's continued role, as the regional organization, to promote the West Valley as a place of quality communities, economic vitality and job creation. In doing so, strategies are being developed to enable all communities and sectors of WESTMARC to speak with one united voice.

### WESTMARC MISSION

WESTMARC serves the West Valley of the Greater Phoenix Metro to position the region for economic development, job growth and quality of life.

### WESTMARC GOALS

- Promote the West Valley with one united voice for economic growth
- Position the West Valley for economic vitality and strategic business attraction
- Engage in and support growth related infrastructure investments
- Promote and engage in enhancing the West Valley quality of life and education growth
- Enhance member value and engagement

### OUR IMPACT

The work that WESTMARC and our members do daily impacts almost every industry in this country, which in turn benefits both your business and the community at large. We hope you join our team and invest in our organization because you are not just investing in another non-profit, you are strengthening the economy, creating jobs and shaping our region's future.



## PROMOTE THE WEST VALLEY

The WESTMARC Board of Directors identified promotion of the West Valley with one united voice, as a strategic goal and important pillar. Given the number of unique communities that make up the West Valley, WESTMARC will employ various methods to communicate and promote the region's united message.

### **Regional and Statewide Media**

WESTMARC continues to strengthen relationships with the Phoenix Business Journal, Arizona Business Magazine, AZ Big Media, Times Publications, the Arizona Republic and other print, podcast and radio media partners for strategic promotional opportunities and increased exposure.

### **Social media**

WESTMARC has a strong presence on Facebook, Linked-In, Twitter, and Instagram to promote our special events, West Valley assets, members and sponsors. These powerful platforms have increased the visibility and exposure of the West Valley as our following increases. We actively track analytics to guide strategic marketing decisions.

### **Data Driven Marketing**

WESTMARC continues to update and distribute timely and consistently updated data driven marketing materials, quality of life brochure, regional asset map, GMFTZ brochure and other key materials that promote the West Valley's key assets, economic drivers, ongoing growth, and quality development.

### **WESTMARC Website**

WESTMARC's website is designed to focus on promoting the West Valley and providing timely and useful information for members and potential business locates. The website serves as a resource for stakeholders seeking information on regional data, opportunities for engagement, updates on the regional workforce development strategy, special events, and programs.

### **West Valley Marketing Collaborations**

West Valley community, business, and education sector partners who have vested interest in positive and coordinated messaging about West Valley assets and growth. The Committee has created a regional marketing strategy to implement with consistent messages to external audiences. The business and local media are often incorporated into these discussions.

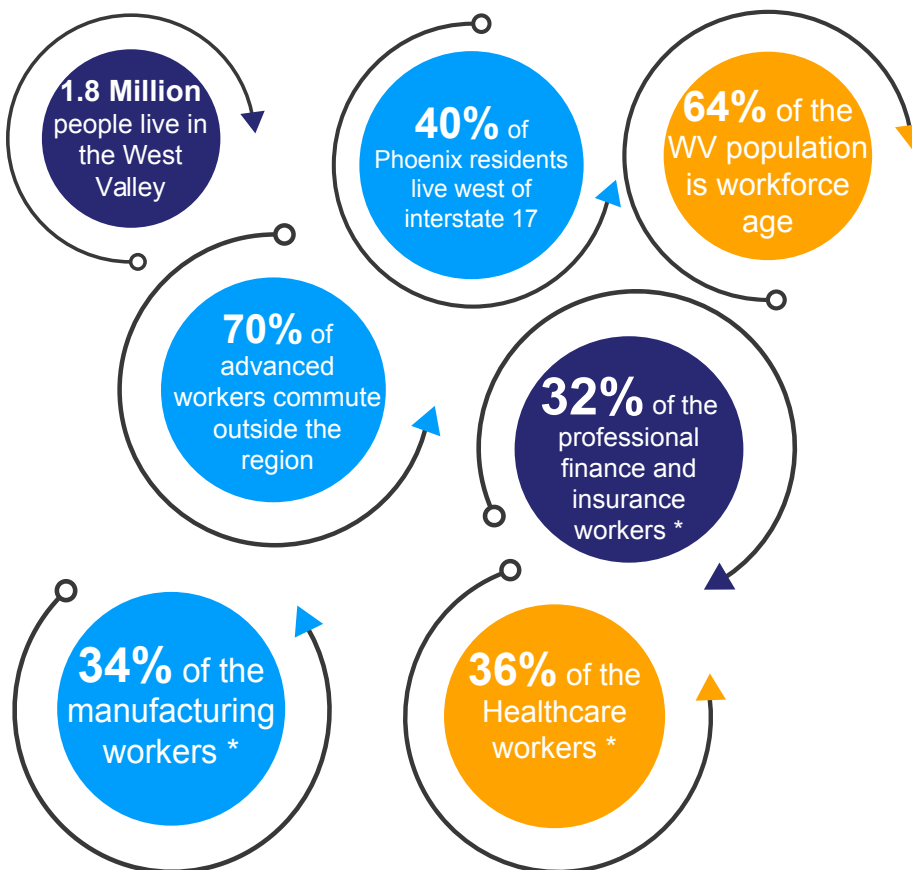
### **West Valley Asset Tours**

WESTMARC's West Valley Asset Tours have proven to be an effective mechanism to promote assets that enhance the quality of life, work, education, etc. in this region. These tours are also very valuable as they provide opportunities for members to showcase their operations to larger, diverse audiences.

# PROMOTE THE WEST VALLEY

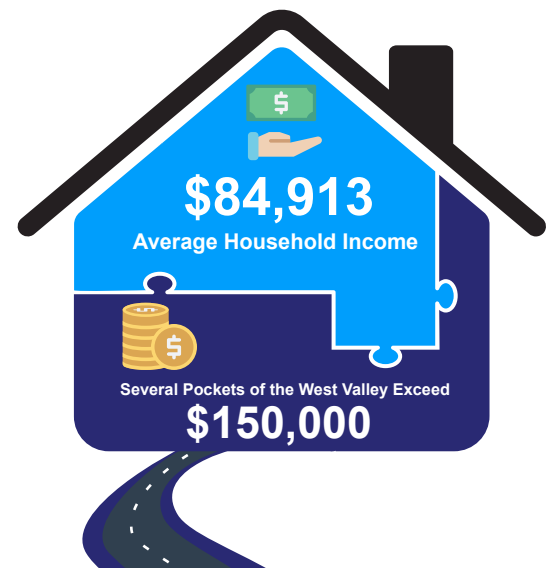
## PERFORMANCE MEASURES

1. Provide current demographic and workforce data on the West Valley.
2. Implement regional marketing strategy with consistent messaging from all West Valley stakeholders.
3. Track social media analytics and increase by 20% annually.



Projected Population Growth

Year	Population
2020	1,740,200
2025	1,917,700
2035	2,374,400



\* % of Maricopa County Workforce live in the West Valley

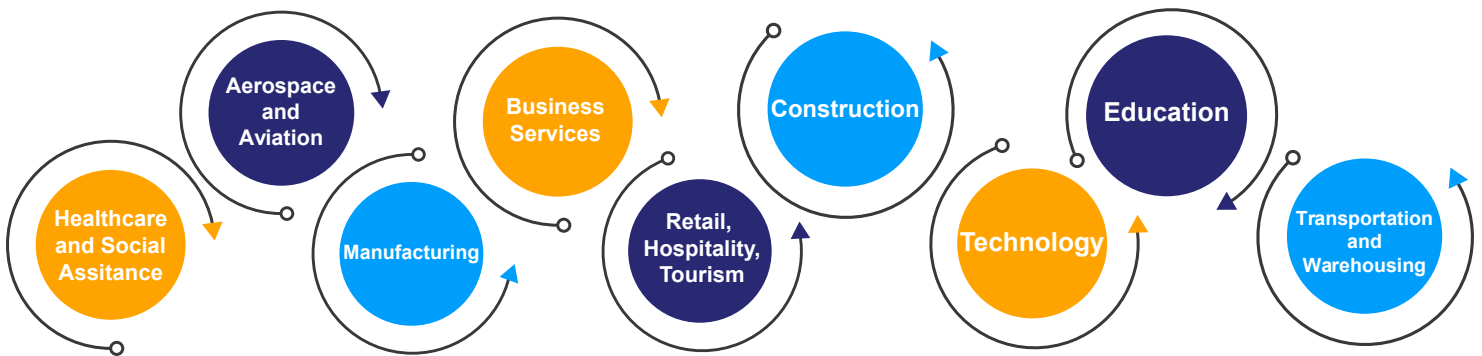
Source: 2021 American Community Survey/ Maricopa Association of Governments

# ENHANCE ECONOMIC DEVELOPMENT

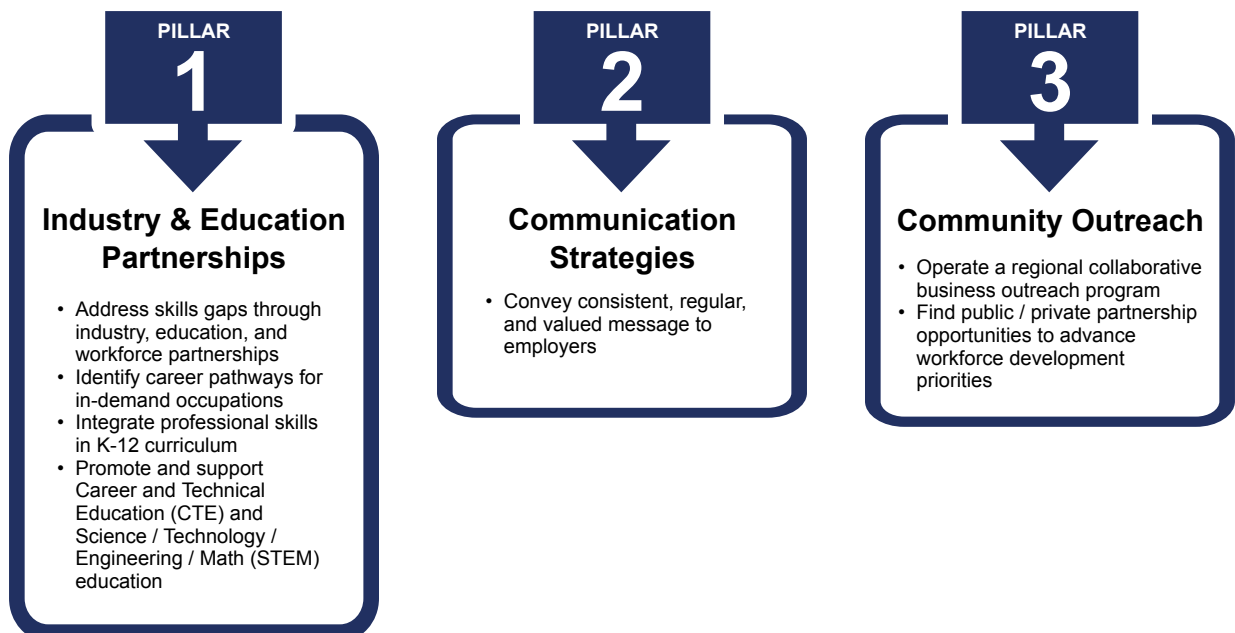
## Growing the West Valley's Workforce

The leading conversation in business attraction and expansion is the availability of a talented, skilled and educated workforce. The West Valley is meeting workforce development head on with the implementation of our coordinated, regional strategy, West Valley Pipeline (WVP). Now in year five of implementation, WVP provides near and long-term strategies to strengthen connections between industry and education to build a workforce pipeline based on occupational demands and required skills. West Valley Pipeline 2.0 (next 5-year plan) will be completed by the end of 2023, in collaboration with regional stakeholders including elected officials, economic developers, commercial brokers, education, industry and workforce development professionals.

### 9 TARGET INDUSTRIES



### WEST VALLEY PIPELINE 2.0 STRATEGIES & GOALS





# ECONOMIC DEVELOPMENT PARTNERS

## Director of Regional Workforce Development

WESTMARC created a new, full-time permanent position, the Director of Regional Workforce Development, to further implement the goals and strategies of WVP. Current initiatives include:

- Regular meetings with stakeholder groups to understand current and emerging workflow needs and capacities
- Developing a Workforce Workgroup to coordinate regional workforce development efforts
- Holding Industry Employer Collaborative discussions with businesses in target industries
- Launching a Workforce Success webinar series
- Creating a Business Resource Guide and updating the West Valley Workforce webpage on the WESTMARC website
- Providing regularly updated data reports on economic, industry, and occupation trends

## Center for the Future of Arizona Pathways to Prosperity Program

The Center for the Future of Arizona (CFA) Pathways to Prosperity program reimagines how education and workforce systems meet state and regional talent needs and prepare young people for careers. WESTMARC works closely with CFA to explore how employers, leaders in K-12 and postsecondary education, and policymakers can better connect to build a future that works for Arizona. Additionally, CFA provided the infrastructure for the WESTMARC Quality of Life scorecard.

## Pipeline AZ

Pipeline AZ is a collaborative public platform where job seekers can be matched to jobs based on current skills, explore career pathways and find education and training pathways and connect with local businesses - and employers can locate potential candidates in real time by specifying the skills most important to them. A first-of-its-kind platform, Pipeline AZ aligns programs, partners and practices by using skills as the connection to enhance our community's ability to connect our workforce ecosystem. WESTMARC worked closely with Pipeline AZ to develop a landing page for West Valley talent and employers in the regional target industry sectors, to connect with one another via [westmarc.pipelineaz.com](http://westmarc.pipelineaz.com)

## Greater Maricopa Foreign Trade Zone (GMFTZ)

The Greater Maricopa Foreign Trade Zone (GMFTZ) is an economic development tool for business attraction in the manufacturing and logistics space. The GMFTZ enables the West Valley to compete for projects that entail a significant amount of foreign import-export activity. West Valley communities benefit from the job creation, increased economic and business development that results from GMFTZ projects. West Valley cities are keenly aware of the benefit of this business attraction tool and the employment opportunities for their residents. For these reasons, WESTMARC is dedicated to the success of this program. Zone #277 is Governed by its independent GMFTZ board of directors. [www.GMFTZ.org](http://www.GMFTZ.org)

## GMFTZ Companies

Andersen Windows & Doors, Ball, Conn Inc, Cookson, Dicks Sporting Goods, Five Below, KorePower, Mark Anthony Brewing, Michael Lewis Company, Nestle, Quetico, Rauch, Red Bull, REI, Ross, SubZero, and UPS.



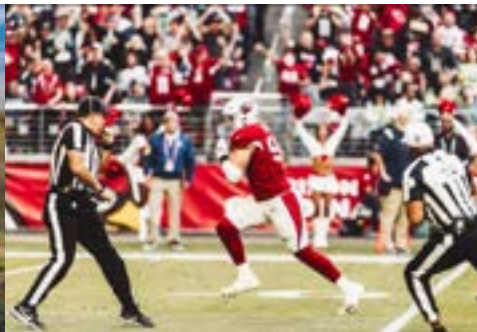
# ENHANCE ECONOMIC DEVELOPMENT

## Promoting a Quality West Valley Lifestyle

Quality of life is a key factor in the site selection process. WESTMARC convened a Quality of Life committee to define the elements of a quality lifestyle, inventory regional assets and promote this information on a regional basis. Family oriented amenities, nightlife options, world-class entertainment, sporting events and outdoor recreation opportunities make the West Valley a high-quality community for residents and new businesses. WESTMARC promotes these lifestyle offerings through the delivery of a Quality of Life brochure, video messaging, website, etc. to market the region both in-state and to business locates. Through partnership with Phoenix Relocation Source, we will continue to highlight the West Valley's unique characteristics, diversity, amenities' and opportunities.



Hiking



Cardinals Football



Lake Pleasant

## Economic and Tourism Decision Influencer's

WESTMARC is aligned with organizations whose primary focus is to reach economic and tourism opportunities on a national level for economic development and tourism purposes. This includes the Arizona Commerce Authority (ACA) and the Greater Phoenix Economic Council (GPEC), the commercial and residential real estate community, and convention and visitors' bureaus. The primary goal is to deliver a strong and united message providing current data and information to those partners to ensure they have the most up-to-date and accurate tools to promote the region.

## Policy Advocacy

Policies and programs created for our region and state directly affect opportunities for the West Valley. Active engagement with policy-makers ensures they are provided with information on the West Valley's legislative priorities related to the economic vitality of this region. A clear and focused Legislative Agenda is paramount as our policy representatives make decisions that impact the West Valley's economy.

## Pursuing Infrastructure Programs

Well planned infrastructure (energy, transportation, technology, water) is essential in order for West Valley communities to capture immediate business expansion and attraction opportunities, and pro-actively plan for the best economic opportunities for residents. WESTMARC convenes conversations on changing technologies and their impact on business and residential services to create a smart region. WESTMARC works hand in hand with GPEC to support the implementation of the Connected Place and development of a smart region. Additionally, WESTMARC works with MAG and other regional stakeholders to support programs addressing the need to develop new, and replace aging, infrastructure. WESTMARC is the regional support network for Proposition 400E and Interstate 11.

# ENHANCE ECONOMIC DEVELOPMENT

## PERFORMANCE MEASURES:

1. Collect, organize and communicate data and information that demonstrates the West Valley's workforce for business attraction.
2. Create West Valley Pipeline Workforce Development Strategy 2.0 to keep pace with current, changing and future workforce needs.
3. Increase partnerships and connections between industry and education.
4. Promote the West Valley quality of life by marketing and highlighting regional entertainment, sports, arts/ culture and natural environment assets.
5. Actively engage in conversations and groups to support and facilitate infrastructure investments to meet the needs of the growing community.
6. Increase West Valley presence in statewide and regional economic development activities through partnerships with the ACA and GPEC.
7. Increase media exposure by 20% through new partnerships and mediums.
8. Develop and engage in legislative initiatives (Annual Legislative Agenda) that supports the region's growth and members success. Build and sustain relationships with state and federal elected officials.
9. Demonstrate the necessity of workforce support for in-demand, high wage employment.



Vai Resort



## INCREASE MEMBER VALUE

WESTMARC is fortunate to have a strong, connected, engaged and passionate membership who share the common goal of improving the business climate, economic vitality and quality of life in the West Valley. This is the only organization representing West Valley interests by connecting three important and interrelated sectors: Business; Education; and Government.

Member value and partnership engagement is the main focus of WESTMARC. All organizational initiatives are member driven, and with teamwork, successfully executed. WESTMARC is the place for conversations, coalitions and action to advance the West Valley's economic agenda.

### **Member Engagement:**

#### **West Valley's Legislative Voice**

WESTMARC has reconstituted an Annual Legislative Agenda that is intended to guide conversation and position statements affecting the economic vitality of this region, the organization's mission and membership. Key areas include:

- **Economic Development**
- **Education**
- **Fiscal Responsibility and Taxation**
- **Healthcare**
- **Infrastructure**
- **Land and Regulatory Affairs**
- **Military Preservation**
- **Quality of Life**

#### **Communications**

Communicating with our investors and providing platforms for greater exposure and business connections is WESTMARC's best method for member engagement. Communication tools include weekly newsletters, social media such as Facebook, Twitter, Instagram and LinkedIn. These popular options allow for timely dissemination of information to members.

#### **Innovative Informational Summit, Forums, and Webinars**

WESTMARC will organize more educational opportunities for its members to interact with one another through activities which promote the West Valley. This will include topic specific summits, workshops, and other forums for members to learn about key issues and solutions for improving member business operations.



## INCREASE MEMBER VALUE

### **Informational Sessions and Asset Tours**

Through its committees and activities, WESTMARC holds information sessions and asset tours, open to all members to promote business as well as educate members on important services and programs in the West Valley. Additionally, Board meetings and other convening discussions rotate to key sites around the West Valley for greater exposure of those assets.

### **Ambassador Program**

WESTMARC membership embodies a variety of dynamic leaders across membership sectors. The Ambassador Program provides a framework for members to approach and educate others about the work of the organization and the value of involvement and membership. This program educates members on key messages focused on the mission and goals of the organization. This will ensure consistency of messaging and increase the fluency of Ambassadors' they share WESTMARC information which will facilitate new/increased membership and engagement.

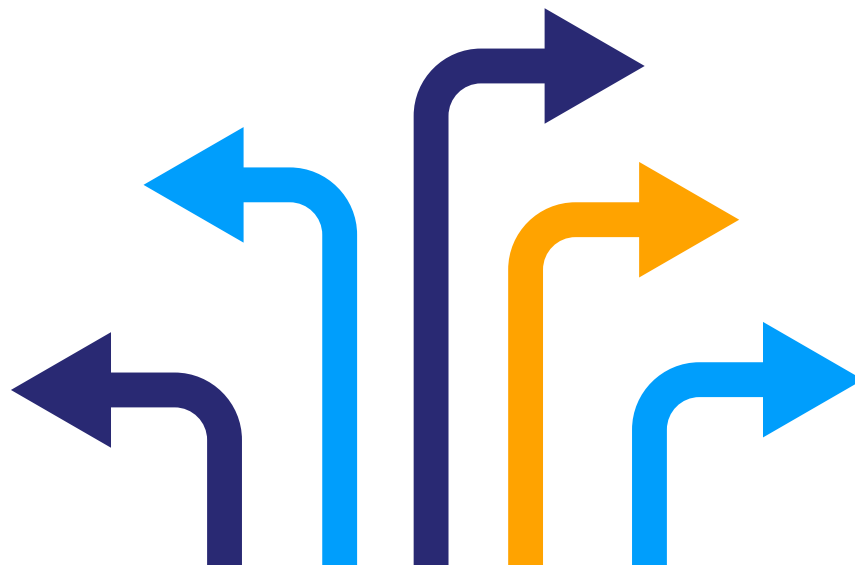
### **Key Issue Committees**

WESTMARC regularly convenes seven committees each focused on issues of importance to the West Valley and relevant to the organization's mission. These committees create an environment for relationship-building while working on issues and projects that improve the quality of life in the West Valley. WESTMARC members are encouraged to participate in one or more Issue Committees. Committee participation has many points of value for members:

- **Learn what's happening in the West Valley from guest speakers and subject-matter experts.**
- **Be an active participant in shaping the region.**
- **Build relationships with other members with similar interests.**
- **Develop new business opportunities.**

### **Special Events - Networking & Learning**

WESTMARC holds nine signature events each year. The WESTMARC signature events provide opportunities to educate, recognize, and promote what is happening in the West Valley. Events include luncheons, receptions, golf tournaments, award dinners and more! For a listing, please see page 14.



# INCREASE MEMBER VALUE

## ISSUE COMMITTEES

### **Economic Development**

The Economic Development Committee is focused on regional strategies to enhance the West Valley's economic development capabilities. The key priority of this Committee has been the development and now implementation of the workforce development strategy - West Valley Pipeline. The Committee works to inform members about business attraction tools, such as the Greater Maricopa Foreign Trade Zone, and other West Valley economic drivers and assets. This Committee also leads the planning for the Annual Economic Development Summit. A subcommittee has been formed to work on the attraction and development of Class A office space to position the region to attract projects, companies and employment opportunities for our diverse, skilled advanced business workforce.

### **Education and Workforce Development**

The Education and Workforce Development Committee addresses issues affecting the quality of education in the West Valley at all levels (P-20, preschool, K-12, CTE and post-secondary). The committee is keenly aware of and coordinated to enhance and implement the work of the Economic Development Committee in their efforts to support the growth of a talented workforce. Work has begun to collect West Valley education data that is demonstrative of progress, successes and best practices. The data is critical to appropriately message the regional education system for the purpose of business attraction. This Committee works to create and strengthen connections between the business membership/community and education. They have done so through the creation of an Education Asset inventory, as well as introducing expert speakers to the conversation, leading to further committee action.

### **Healthcare**

Representing the leading industry in the West Valley, the Healthcare Committee is instrumental in addressing issues and providing solutions in key areas including; workforce development, physician recruitment and regional needs assessment and gap analysis. The committee also oversees the planning and implementation of the annual West Valley Healthcare Summit, focused on issues and innovations, shaping healthcare today.

### **Infrastructure**

The Infrastructure Committee addresses long-term planning issues that affect this key component for economic development growth. The Committee focuses on transportation, water, energy, and technology impacts to ensure the West Valley has a regional voice in this space. The Committee brings industry leaders in to share their knowledge with members. The committee has forged a new partnership with the West Valley Water Association. Engagement has increased in the supra-regional work surrounding smart cities and regions to ensure regional collaboration and communication to solve local problems with technology solutions.

### **Public Affairs**

The Public Affairs Committee in coordination with all other WESTMARC Issue Committees, develops the organization's Annual Legislative Agenda. This Agenda gives members a vehicle to discuss, form and advocate official positions on public policy issues facing the membership as related to the mission of WESTMARC.

### **West Valley Quality of Life**

The West Valley Quality of Life Committee is focused on promoting the high quality of life and strong buying power of this region. The Committee has inventoried West Valley assets that enhance the quality of life for residents and visitors to the state. They are highly aware of the importance of the impact this topic has for decision makers when locating new businesses or expanding existing ones. In 2023 the committee developed and implemented the interactive tool: West Valley Quality of Life Scorecard.

### **Marketing Committee**

The Marketing Committee is focused on promoting the West Valley with one united voice. Composed of the West Valley's top communication professionals and stakeholders, the priority of the Committee is to develop and execute messaging that promotes our fifteen communities through all available resources. The Committee works to inform members about West Valley's talented and diverse workforce, economic development and the growing population of the West Valley.

# INCREASE MEMBER VALUE

## WESTMARC SIGNATURE EVENTS

### **West Valley State of the State Luncheon - January**

WESTMARC hosts the Annual State of the State Address each year, this luncheon provides a forum for Governor Hobbs to share her Annual Legislative Agenda with the West Valley community.

### **Annual Business Meeting - February**

WESTMARC holds its Annual Business Meeting in February each year to elect the Board of Directors. The event is combined with a special speaker or panel to address the economy or other issues of importance to the West Valley and WESTMARC members.

### **Annual Topgolf Event - April**

WESTMARC holds its Annual Top Golf Par-Tee in April of each year. The event is held to eat, drink, golf and most importantly, network!

### **Economic Development Summit - May**

WESTMARC's Economic Development Summit provides members and the community with timely updates on plans for economic development in Western Maricopa County. The event features speakers and/or panels addressing current issues and opportunities for economic success.

### **Annual Healthcare Summit - June**

The WESTMARC Healthcare Summit is designed for key decision makers, influencers, and thought leaders that operate in the health care space.

### **Annual Legislative Breakfast - July**

WESTMARC's Legislative Breakfast provides an opportunity to meet with Arizona state representatives. Join us as we recap and tackle key upcoming legislative priorities for our state and region. This is your opportunity to share more about your needs as a West Valley stakeholder.

### **Annual Golf Classic - September**

WESTMARC's Golf Classic provides an opportunity to golf with government and business leaders from the West Valley. The event is pure fun and includes a raffle and tournament prizes at the player reception immediately following the tournament.

### **Best of the West Awards Dinner - October**

WESTMARC's Best of the West Awards has been the signature event of the West Valley for more than twenty-five years. The event is designed to celebrate the best of Western Maricopa County, and recognize outstanding contributions to the quality of life, economic development, and innovation in the West Valley.

### **Annual Technology Summit - November**

Technology has always been transformational in our daily lives. Following the pandemic. It's important for us to find innovative ways to do business. The West Valley continues to thrive and find innovative ways to support modern economy growth.



## INCREASE MEMBER VALUE

### PERFORMANCE MEASURES:

1. Increase awareness of available demographic data tools and make available relevant reports for members to enhance their business attraction efforts.
2. Increase member profile and exposure through the Ambassador Program.
3. Organize more opportunities for members to interact, learn, and network through activities that elevate the West Valley.
4. Engage in policy issues to support members and improve the state and region's economic profile.
5. Provide opportunities for members to share their knowledge, expertise, and value at informational forums and summit.
6. Revise WESTMARC website for improved member and community exposure.

### We Bring Key Information to You:

West Valley Hot Topics Webinar Series  
West Valley Workforce Success Webinar Series

### Data is the New Currency:

JobsEQ - Labor Market Research  
Lightcast - Labor Market Analytics  
Why West Valley Report

### Ambassador Program:

Become a WESTMARC Ambassador - Share the benefits of the West Valley Network



**REGISTER TODAY!**

**West Valley Workforce Wins, Next Steps & Ongoing Regional Collaboration**

As we head toward the end of year 5 of implementation of our five-year regional workforce strategy, West Valley Pipelines, join us to learn about key wins and next steps for the 2.0 plan.

June 21 - 12:00pm - 1:00pm  
Via Zoom

**West Valley Success Series**

**Untapped Talent: Expanding the Labor Pool**

WESTMARC

March 15, 2023  
12:00pm - 1:00pm  
Via Zoom

Sponsored by SURPRISE and GMETZ



## PARTNERS



*“Strong partnerships build resilient communities. We’re fortunate to have great leadership organizations working together with a common vision to grow the West Valley’s economic vitality.”*

Sintra Hoffman, WESTMARC



# BOARD OF DIRECTORS

**Board of Directors**

**Jonathan Howard**, Partner - Quarles

**Bridget Schwartz Manock**, Director, Public Affairs - Central Arizona Project

**Courtney Ophaug**, CEO - Banner Estrella

**Sebastian Porchini**, Senior Vice President - FirstBank

**Dr. Joshua Baker**, Sr. Vice President and CAO - Midwestern University

**Ron Castro**, West Valley Bank President - BNC National Bank

**Latasha Causey**, President - Phoenix Raceway

**Rick Dircks**, Executive Vice President - Dircks Moving & Logistics

**Hans Driessnack**, CEO - Abrazo West Campus

**Honorable Ann Donahue**, Councilmember - City of Litchfield Park

**Honorable Patrick Duffy**, Councilmember - City of Surprise

**Honorable Betty Guardado**, Councilmember - City of Phoenix

**Bobbi Magdaleno**, Executive Director Government. & Community Engagement - Arizona State University

**Honorable Ray Malnar**, Councilmember - City of Glendale

**Mike Martin**, Director of Economic Development - APS

**Honorable Joe Pizzillo**, Mayor - City of Goodyear

**Neil Terry**, Partner - Orcutt | Winslow

**Joe La Rue**, President & CEO - Sun Health

**Herman Orcutt**, Founder - Orcutt | Winslow (Retired)

**Claire Agnew**, Chief Financial Officer - Valleywise Health

**Jackie Aragon**, Division V. P., Quality and Patient Safety - Dignity Health

**Mike Bean**, CEO - Desert Diamond Casino

**Honorable Jason Beck**, Mayor - City of Peoria

**Freddie Bracamonte**, Partner - H&B Builders

**Marsha Brown**, V.P. Distribution, SW Region - Copperpoint Insurance Companies

**Ron Campbell**, Sr. Director of Ticket Sales - Arizona Cardinals

**Matt Clark**, Director of State & Local Government Affairs - Verizon

**Jessica Dresang**, Vice President - Carollo Engineers

**Diego Espinoza**, Government Relations - SRP

**Haley Fagerlie**, AVP, Industry Relations & Strategic Planning Partnerships - Grand Canyon University

**Stephanie Fogelson**, Vice President Account Manager - First American

**Dr. Roger Freeman**, Superintendent - Littleton Elementary School District

**Parker Froehlich**, Sr. Project Manager - Coe & Van Loo

**Bobby Ghisolfo**, SVP Mission Services - Goodwill of Central and Northern Arizona

**Jill Hegardt**, Senior V.P. Entitlements, Legal Compliance, Public Affairs - DMB

**Honorable Clay Goodman**, Councilmember - City of Buckeye

**John Graham**, Chairman & CEO - Sunbelt Holdings

**Alberto Guardado**, General Manager - Republic Services

**Honorable Alexis Hermosillo**, Mayor - City of El Mirage

**Honorable Michael LeVault**, Mayor - Town of Youngtown

**Cole Libera**, Director City & County Government Relations - Dorn Policy Group, Inc.

**Lourdes Peña**, Public Affairs Advisor - TriAdvocates

**Honorable Mike Pineda**, Vice Mayor - City of Avondale

**Michele Pino**, Commercial, Site Selection & Industrial Specialist - Land Advisors Organization

**Dr. Rey Rivera**, President - Estrella Mountain Community College

**Honorable Juan Rodriguez**, Mayor - City of Tolleson

**Honorable Rebecca Rovey**, Councilmember - Town of Wickenburg

**Honorable Tommy Lee Sikes**, Mayor - Town of Gila Bend

**Jeff Stuck**, Vice President of Operations - EPCOR

**Eric Swart**, Regional Enterprise Sales Director - Lumen

**Mike Theile**, Managing Director Commercial Banking - CrossFirst Bank

**Roger Theis**, Director of Development - Brookfield Properties Development

**Stephen Weltsch**, Assistant Superintendent West-MEC

**Ex-Officio Board Members**

**Honorable Michelle Hess**, Executive Director - Leadership West

**Honorable Clint Hickman**, Supervisor - Maricopa County

**Kevin Knight**, District Director - Congressman David Schweikert

**Penny Pew**, District Director - Congressman Paul Gosar

**Tom Sadler**, President and CEO - Arizona Sports and Tourism Authority

**Ron Sites**, Executive Director - Fighter Country Partnership

**Director Emeritus**

**The Honorable Janice K. Brewer**, Past-Governor - State of Arizona

# WESTMARC MEMBERS

**Business Community**

Abrazo Health  
Agate Construction Inc.  
APS  
Ardura  
Arizona Cardinals  
Arizona Coyotes  
Arizona Gateway Logistics  
Arizona Sports & Tourism Authority  
Banner Health  
Bell Bank  
Blue Cross Blue Shield of AZ  
BNC National Bank  
BNSF Railway Company  
Bowman Consulting Group  
Brightworks Consulting  
Brookfield Residential (Arizona) LLC  
Carefree Partners Investments  
Carollo Engineers, Inc.  
CBRE  
Chase Bank  
Cigna Healthcare  
City of Hope  
CivTech  
CLAYCO  
Coe & Van Loo Consultants, Inc  
Colliers International  
Commerce Bank of Arizona  
Copper Springs Hospital  
Copperpoint Mutual Insurance Co.  
CORE Construction  
Corporate Interior Systems  
Credit Union West  
CrossFirst Bank  
DeRito Partners, Inc.  
Desert Diamond Casino & Entertainment  
Deutsch Architecture Group  
DEVHAWK LLC  
Dignity Health  
Dircks Moving and Logistics  
DMB  
Dominium, Inc.  
Dorn Policy Group  
DPR Construction  
Economic Incentives Advisory Group  
El Dorado Holdings, Inc.  
EPCOR Water  
EPS Group Inc.  
Estrella Development Company, LLC  
Evolve Ventures, LLC  
FCI Constructors, Inc.  
Fenagh Engineering  
First American Title Insurance Company  
FirstBank

Globe Corporation & Subsidiaries  
GMFTZ  
Greenberg Traurig, LLP  
H & B Builders, LLC  
Haydon Building Corp.  
HDR  
Heart & Soul Marketing  
Hensley  
HighGround, Inc.  
HILGARTWILSON, LLC  
Horizon Strategies  
HyRel Technologies  
Invenergy LLC  
IRIS USA, Inc.  
JLL  
KwiKom  
Land Advisors Organization  
Law Enforcement Specialists  
LeBaron & Carroll, LLC  
Lincoln Property Company  
Lumen  
Mangat Investment, LLC  
Merit Partners  
Microsoft  
Mortenson  
MSS Business Transformation Advisory  
Nathan & Associates  
National Bank of Arizona  
Opus Development Company, LLC  
Orcutt Winslow Partnership  
Pacific Office Automation  
Paloma Ready Mix  
PHOENIX INTERNET  
Phoenix Raceway  
Phoenix West Commercial  
Piper Sandler & Co  
Public Square  
Quarles  
Reliance Management  
Republic Services  
Residence Inn Phoenix West/Avondale  
Rexco, LLC  
SimonCRE  
Skanska USA Building  
State Farm Stadium - SMG  
Stifel, Nicolaus & Co. Inc.  
Sun Health  
Sunbelt Holdings  
Sunbelt Investment Holdings Inc.  
Sundt Construction, Inc.  
Sunflower Bank  
Swire Coca-Cola, USA  
The Howard Hughes Corporation  
Topgolf Glendale

Tract Manger Company, LP  
Triadvocates LLC  
TSMC AZ Corp.  
Universal Health Services  
USAA  
Valleywise Health  
Venn Companies  
Verizon  
Vistancia Development LLC  
Weis Builders, Inc.  
Weitz  
WeSERV  
Wigwam Arizona  
Wildlife World Zoo, Aquarium & Safari Park  
Wyyerd Fiber

**Education**

Agua Fria Union High School District  
Arizona State University  
Avondale Elementary School District  
Buckeye Elementary School District #33  
Buckeye Union High School District  
Dysart Unified School District  
Estrella Mountain Community College  
Frist Things First  
Franklin Pierce University  
Glendale Community College  
Glendale Elementary School District #40  
Grand Canyon University  
Great Hearts Academies  
Litchfield Elementary School District  
Littleton Elementary School District  
Maricopa Community College District  
Midwestern University  
Northern Arizona University  
Ottawa University  
Pendergast Elementary School District  
Peoria Unified School District  
Phoenix College  
Saddle Mountain Unified School District #90  
University of Arizona  
University of Arizona Global Campus  
University of Phoenix  
Valley Schools Management Group  
Washington Elementary School District  
- Glendale  
West-MEC

**Government**

AZ Commerce Authority  
Central Arizona Project  
City of Avondale  
City of Buckeye  
City of El Mirage

City of Glendale  
City of Goodyear  
City of Litchfield Park  
City of Peoria  
City of Phoenix  
City of Surprise  
City of Tolleson  
Maricopa Association of Governments  
Maricopa County  
SRP  
Town of Gila Bend  
Town of Wickenburg  
Town of Youngtown  
Valley Metro

**Champions (Individual Members)**

Bill Vandembosch  
Herman Orcutt  
Kathy Knecht  
Lisa Atkins

**Non-Profits**

A New Leaf  
American Council of Engineering  
Companies of Arizona  
Arizona Board of Regents  
Arizona Broadway Theatre  
Benevilla  
Big Brothers Big Sisters of Central AZ  
Boys & Girls Clubs of the Valley  
Cactus League Baseball Association  
Career Connectors  
Center for the Future of Arizona  
Chicanos Por La Causa, Inc.  
Goodwill of Central & Northern Arizona  
Homeless Youth Connection  
HonorHealth Foundation  
Hope Community Services  
HOT Community Foundation  
Mission of Mercy  
Mother's Against Drunk Driving-MADD AZ  
New Pathways for Youth  
Northwest Valley Connect  
Northwest Valley YMCA  
Phoenix Children's Hospital (2020)  
Phoenix Children's Hospital Foundation  
Royal Oaks Retirement Community  
Southwest Lending Closet  
Vitalyst Health Foundation  
West Valley Arts Council  
WHAM Art Association  
White Tank Mountains Conservancy



*15 Communities... One Voice*

**15 Communities... One Voice**

WESTMARC, a public/private partnership of 15 communities, the business and education sectors, provides opportunities for members to interact and communicate on issues vital to moving the West Valley forward. WESTMARC is committed to our members' success and our mission of enhancing economic development and quality of life in the West Valley.

Avondale  
Buckeye  
El Mirage  
Gila Bend  
Glendale  
Goodyear  
Litchfield Park  
Peoria  
Phoenix  
Sun City  
Sun City West  
Surprise  
Tolleson  
Wickenburg  
Youngtown



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**Western Maricopa Coalition**

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