

# Women IN BUSINESS

FEBRUARY 24, 2012

PHOENIX  
Business  
Journal

**Recognizing Phoenix-area  
women who are leading  
the way in business**

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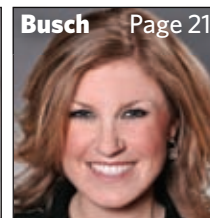
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## Honoring 2012 Women in Business

**C**ongratulations to the 25 Women in Business honorees in the Phoenix community! American Express is again proud to sponsor this year's Phoenix Women in Business initiative, and we are honored to salute them for their outstanding contributions.

Empowering women pays dividends on so many levels. As president of American Express OPEN, I co-chair our company's Women's Interest Network (WIN), which helps develop female talent at our company. With more than 60 percent of our company's workforce comprised of talented women, supporting women is not only gratifying, it is good business. Through American Express' "Pathways to Sponsorship" program, we continue to promote women to senior level positions and continue to be recognized around the world as an employer of choice for women. By empowering, coaching and giving women opportunities to accelerate their development, we are unlocking their talent and the impact they have on serving our customers and shareholders.

Today we celebrate 25 Phoenix women for their leadership, accomplishments and contributions to the community. You are among the talented women across the country who serve as mentors and role models. You are helping the next generation accelerate their career progress and inspiring them to succeed. I encourage you to continue to help them see what is possible and ultimately realize their potential.



Sincerely,

*Susan Sabbott*

**Susan Sabbott**  
President,  
American Express OPEN



**T**here are many women in the Valley who are making a difference in their workplaces and in the community every day. They are business leaders, mentors and community supporters. They do amazing things to make our community a better place to live.

This year's Women in Business honorees stand out for their many accomplishments and the ways they have influenced those around them.

The list is impressive, ranging from C-level executives to nonprofit leaders to lawyers and even one "head cheese."

Our honorees' stories this year provided an invaluable crash course in leadership and career development. Whether you are looking to become a stronger leader or a better communicator, you can learn a great deal from the 25 outstanding women who were selected for the *Phoenix Business Journal's* 2012 Women in Business awards.

Each story behind these 25 winners is unique, but there are common threads. These women understand compromise. They show up every day ready to work as hard as it takes to reach their goals. They are Grade A movers and shakers, with the power to make other people powerful. And they are not only leaders, but visionaries.

For all of their different backgrounds,



**Ilana Lowery**  
ilowery@  
bizjournals.com  
Twitter: @ilowery

all are exceptionally bright, dynamic and dedicated to their work. In many cases, they have overcome challenges — thriving in male-dominated fields, making career moves during the recession, and raising companies and children at the same time.

The 25 influential women profiled on these pages represent just some of the growing number of women business owners, founders, directors and CEOs in the Valley. They were chosen by an advisory panel along with *Phoenix Business Journal* reporters and myself.

As you learn about them and read their brief essays on the following pages, you also will see the importance of self-confidence, persistence and mentorship in their lives. This special section offers a snapshot of what makes these women tick. To read their full essays and profiles, go to our website, phoenix.bizjournals.com.

The 2012 Women in Business honorees were recognized Feb. 23 at a special awards reception held at the Arizona Biltmore Resort and Spa in Phoenix.

We hope you enjoy this special publication. Please contact us if you know an outstanding Valley businesswoman who should be considered for future Women in Business honors.

**Ilana Lowery** is editor of the *Phoenix Business Journal*.  
Contact her at ilowery@bizjournals.com or 602-308-6513.

**EDUCATION:** Bachelor's degree in telecommunications and business, Indiana University  
**FIRST JOB:** Making Dilly bars at Dairy Queen  
**WHAT MAKES AN EFFECTIVE LEADER:** There is no substitute for knowing your product inside and out. I really have my heart in the game. And I think because I love my job, I can work anyone under the table.  
**HOBBIES/INTERESTS:** Going to Suns games, reading, hiking, going to movies, or anything my 12-year-old son, Dominick, wants to do  
**FAVORITE CHARITY:** Fresh Start Women's Foundation  
**IMPORTANT BUSINESS DISCOVERY:** Change is the new normal.  
**WHAT OTHERS MAY NOT KNOW:** I played the piano for 10 years.

**VISION OF SUCCESS:** Early in life, I was taught that success in sales is a two-way street. When establishing any proposition and revenue goal, it is vital to understand these are not just numbers on a board; this is a strategy of thinking as well as a means of looking past the finish line and into the future with the customer, creating a long-term goal. I have taken this message and structured my life to fulfill this philosophy. Whether it's with a marketing partner or an employee, both parties should feel they have come out of the conversation with a positive experience and with a degree of success. Tailoring your efforts to the needs of the client and surpassing their expectations is necessary to accomplish this.

*'To be successful, it is about going above and beyond what is expected.'*



**Lynn**  
**AGNELLO**

**SENIOR VICE PRESIDENT OF MARKETING PARTNERSHIPS, SUITE SALES AND SERVICE**

**Phoenix Suns and Phoenix Mercury**

**HQ:** US Airways Center  
**TYPE OF BUSINESS:** Sports advertising

**2011 REVENUE:** N/A  
**2010 REVENUE:** N/A  
**EMPLOYEES:** 26

**FIRST JOB:** City of Tucson lifeguard  
**EDUCATION:** Bachelor's degree in business administration and marketing, University of Arizona Eller College of Management  
**WHAT MAKES AN EFFECTIVE LEADER:** Innovation, intuition, empathy and decisiveness  
**HOBBIES/INTERESTS:** Tennis, family, fitness, wine, food and fashion  
**FAVORITE CHARITY:** Red Cross  
**ONE THING YOU'LL NEVER DO AGAIN:** Buy anything off Craigslist  
**STAYING MOTIVATED:** My eldest brother is my employer.  
**WHAT OTHERS MAY NOT KNOW:** I have attempted stand-up comedy.

**MEANING OF EMPOWERMENT:** Empowerment is an ongoing cycle of maximum effort followed by maximum success. It is a process I can encourage in others and in myself. In both cases, the practice is very satisfying. Maximum effort includes taking on a challenge and honoring the unique commitment it requires. It might be preparation, legwork or creativity. It might be rigorous communication or learning a new skill. You can measure success in many ways, and in my experience maximum effort usually produces the desired outcome. Sometimes outcomes are unexpected and surprising, but successful in the final analysis. I have been fortunate in my professional and personal life to receive exposure and guidance from several gifted "empowerers."

*'I enjoy the challenge of seeking the path that will lead to growth.'*



**Molly**  
**BUSCH**

**VICE PRESIDENT**

**Thomas Title & Escrow**

**HQ:** Scottsdale  
**TYPE OF BUSINESS:** Title insurance and escrow services

**REVENUE:** WND  
**EMPLOYEES:** 15

**WHAT LEADERSHIP AND EMPOWERMENT MEANS TO YOU:** I was blessed to experience empowerment at an early age. My parents raised me to make my own choices. They were always ready to provide help and support, to catch me when I fell. The important lessons came through the consequences of my bad choices and the rewards of my good ones. I could only hold myself responsible for those choices, and it taught me not to fear making a decision, but to embrace it. As a business owner, I lead with this same philosophy. It begins by putting the right person in the right job and then trusting that each person has good intentions in their position; that they will do the right thing for the company and the customer, as well as for themselves and their families. I personally meet every person prior to their employment. We discuss their philosophy, their beliefs, their commitment to taking care of the customer, their ability to follow through on their commitments. Once they are hired, they know they have my trust from day one and that, as long as there are good intentions, a wrong decision only provides an opportunity to learn, grow and move forward. Our leaders are ready with their support and guidance. Empowerment is critical for those people who are on the front lines ... (it) gives them the freedom to be creative and make decisions on the spot, providing customers with instant feedback, instant communication and no red tape. If mistakes are made, we regroup and try again. Empowerment is at the root of our corporate culture and drives our destiny. I can tell you that great things happen when you have an entire team of employees that own their actions.

*'Find your passion and follow it; that in itself makes it easy to be effective.'*



**Tiffany**  
**BUCHER**

**PRESIDENT**

**Infincom**

**HQ:** Tempe  
**TYPE OF BUSINESS:** Office equipment and technology solutions

**2011 REVENUE:** \$7.6 million  
**2010 REVENUE:** \$8.5 million  
**EMPLOYEES:** 47

**EDUCATION:** Electronics degree, ITT Technical Institute  
**FIRST JOB:** Copier technician  
**FAMILY:** Husband, Jeff Bucher; children, Michael, David and Madison  
**HOBBIES/INTERESTS:** Business networking, shopping, spending time in Sedona with family and friends  
**FAVORITE CHARITY:** Purple Ribbon Council  
**ONE THING YOU'LL NEVER DO AGAIN:** Ignore my intuition.  
**EFFECTIVE BUSINESS LEADERSHIP:** Listening more than talking, tuning in to what is going on inside and outside the walls of the company. Find your passion and follow it; that in itself makes it easy to be effective.  
**STAYING MOTIVATED:** I am fortunate to have a natural passion and enthusiasm that drives me every day. I have set goals and know what I want to accomplish. The work environment we have established consists of people I care about, so I am eager to get into the office, watch them grow and experience that vibrant culture.  
**IMPORTANT BUSINESS DISCOVERY:** Trusting others is at the center of life's experiences — both personal and in business. There will be a time when your trust is tested, or even betrayed, and you cannot let a bad experience cause you not to trust again.  
**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** In business, I am so proud of what we have created: our team, our reputation, our loyal client relationships. The journey was not without serious challenges that tested our commitment and our ability to persevere. Being faced with such difficulties has made the experience extremely rewarding. In my personal life, I have watched my daughter blossom and become a very strong and independent young woman because she had to face and overcome her own adversity. I am extremely proud of her and all of our kids because they have good hearts and are good people.  
**WHAT OTHERS MAY NOT KNOW:** I did not wear makeup or put on a dress until I was nearly 20 years old. When I had my first job interview, my mother and I went to Goldwater's — I reluctantly gave in and bought a dress. I think many people who know me would find that hard to believe, but it is true.

**EDUCATION:** Juris Doctorate with Certificate of Emphasis in environmental law, University of Washington School of Law; BS, magna cum laude, ASU

**FIRST JOB:** Counsel for the National Oceanic and Atmospheric Administration

**WHAT MAKES AN EFFECTIVE LEADER:**

Communicating a clear vision and surrounding yourself with the right team

**STAYING MOTIVATED:** Helping my clients successfully attain their goals.

**IMPORTANT BUSINESS DISCOVERY:** It's not just about giving legal advice. My ability to counsel is my most valuable asset.

**WHAT IS LEADERSHIP:** Throughout my career, I've been fortunate to have been surrounded by amazing leaders who taught me the value of true leadership. To me, leadership means being driven by a clear vision of success and being able to accomplish that vision by inspiring others and focusing their efforts to find common ground. A leader must have thick skin and stick to her convictions while still being open to other viewpoints. She must be a good listener and surround herself with the right team. An effective leader must be willing to share credit and relinquish recognition to others. These traits are critical to being an effective — as opposed to just successful — leader. Being an effective leader is easier said than done. Often the uncertainty that results from implementing change or embarking on new territory creates pressure to maintain the status quo.

*'An effective leader must be willing to share credit and relinquish recognition to others.'*



**Michelle**  
DE BLASI

**PARTNER**

Quarles & Brady LLP

**HQ:** Milwaukee

**TYPE OF BUSINESS:** Law firm

**WHAT IS LEADERSHIP:** Leadership is about leading, following and being part of the team. It is about knowing your personal strengths and weaknesses and then taking on the right role, at the right time, for the right project. It's knowing when to coach, get on the field or sit on the bench. As a leader, it is important to lead, but it is just as important to listen and to delegate. Being a role model is important, but your organization needs to step out on its own, make its own mistakes and then evolve from those mistakes ... No organization or individual can develop, create and innovate without making mistakes. While this is a scary thought for senior leadership, it must be woven into the fabric and values of an organization. Leadership must be based on a sound set of values that are clear, understood by all and practiced daily.

*'A great leader supports informed risk-taking to challenge the status quo.'*

**EDUCATION:** MBA in science, innovation and commercialization, George Washington University; bachelor's degree in communications, Ohio State University

**FIRST JOB:** My first job where I received a paycheck was serving soft-serve ice cream at age 15 at Dairy Isle. I was a gift wrapper at Carlisle's Department Store at age 16.

**FAMILY:** Husband, Lee Evans; children, Joseph and Raleigh Guerra-Sacks; stepson, Alexander Evans

**HOBBIES:** Reading, tennis, working out at the gym, and learning to meditate and be silent (I seem to be a slow learner on this one!)

**FAVORITE CHARITY:** After BioAccel, Girl Scouts of America

**ONE THING YOU WILL NEVER DO AGAIN:** Start an independent nonprofit that focuses on new business creation at the start of a recession ... when it is more difficult for people to donate and there is less money to be invested. Nevertheless, it turned out to be a rewarding

experience — just very difficult.

**EFFECTIVE BUSINESS LEADERSHIP:**

An effective business leader is a person who is willing to take calculated risks to move the company forward and to take responsibility when things go wrong. It is a caring person who is willing to give credit to others when something is successful and cares about the needs of their staff. An effective business leader listens to and respects the differences and opinions of others. It is someone who is resourceful, creative and innovative, who always applies values, integrity and honesty in their daily business practices.

**STAYING MOTIVATED:** Reflecting on how blessed I am, and looking back on all I have accomplished in my life and career, help me to stay focused and motivated. Because of this feeling of gratitude, I believe I have a responsibility to give back to the community and to make a difference for others when possible.

**IMPORTANT BUSINESS DISCOVERY:** One of the biggest impacts I ever had was creating a new organizational model within the federal government. Revising the organizational "boxes" — physical location of staff to be side by side with those to whom they were providing support — and delegation of authority had a dramatic, positive impact on both scientific and business operations and created a culture of innovation. The new organization allowed the employees to believe everything was possible, even in a large government bureaucracy.

**ACCOMPLISHMENT YOU ARE MOST PROUD OF:**

Next to my children, it is founding BioAccel with Dr. Ron King. We had a vision, and we implemented that vision. We did it in awful economic times, with minimal community support and against great odds. The fact we are here, three years later, in a growth mode and making a difference in our community is unbelievably rewarding.

**WHAT OTHERS MAY NOT KNOW:** When I got out of college, I moved to Washington, lived in a mobile home and was a drug counselor at the VA Medical Center. This is a life experience that has definitely had a profound and lasting impact on my personal life and professional career.



**MaryAnn**  
GUERRA

**CEO**

BioAccel

**HQ:** Phoenix

**TYPE OF BUSINESS:** Helps companies move from discovery through development and into the marketplace.

**2011 REVENUE:** \$2.7 million

**2010 REVENUE:** \$4.0 million

**EMPLOYEES:** 6

*congratulations*

to our friend and colleague

**Ginger Lamb**

Vice President and Publisher

Arizona News Service

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for being recognized as one of this year's  
25 outstanding Women in Business.

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**WHAT IS LEADERSHIP:** Leadership is linked to bravery and the courage to envision a radically different future. Look around: So many people are afraid to venture beyond the norm. Leadership takes opening your heart and mind to the broader world and allowing yourself to be enlightened. I purposely open myself up to history, science, technology, world events, economics, psychology, sociology, pop culture, art, music ... along with business, because these varied perspectives provide me with insight and inspiration. I could narrow my focus to just business, but why? That's like trying to see the world by circling a tiny pond when the ocean is right there. Being a leader means bravely honoring who you are, standing up for what you passionately believe in, and putting it out there for the broader world to see and hear. It's about being solid enough in your beliefs and experiences to go toe-to-toe with the naysayers and take the heat. Leaders have earned this right because they have won and lost, succeeded and failed, and lived enough to confidently defend their positions. Finally, leadership means being brave enough to be vulnerable. I have found that when I am at my weakest, I am at my strongest. I regularly discuss my scars, but seldom my crowns, because my failures have shaped me far more than my successes. Leadership means being a whole person, a real person whose mission it is to bravely better the lives of those you serve.

*‘Leadership takes opening your heart and mind to the broader world and allowing yourself to be enlightened.’*



**Kathy**  
**HEASLEY**

**FOUNDER AND PRESIDENT**

**Heasley & Partners**

**HQ:** Scottsdale  
**TYPE OF BUSINESS:** Branding

**REVENUE:** \$1 million-plus  
**EMPLOYEES:** 6

**EDUCATION:** Bachelor's degree in advertising, Penn State University  
**FIRST JOB:** Greeter at Rustler Steak House. I was the girl who announced over the loudspeaker, "Ribeye medium, ribeye medium." I worked split shifts for a month and made a total of \$96. That was a dose of reality and motivation.  
**FAMILY:** Married to Mike for 24 years. No kids unless you count our dog, Pima, and our three rescue cats, Sierra, Rigby and Misty.  
**FAVORITE CHARITY:** Best Friends Animal Society  
**MOST CHALLENGING ASPECT OF YOUR JOB:** Patience. I can see the vision of better business and a better world, so I always want to move faster than I know is wise.  
**MOST FULFILLING ASPECT OF YOUR JOB:** When we help clients define and build their "Heart & Mind" brand. They feel it, their clients feel it, and so do we. It's very gratifying to everyone on our team.  
**BEST CAREER ADVICE YOU'VE EVER RECEIVED:** Five months after being laid off for the second time and feeling pretty worthless about myself, Mike (then my fiance) told me on my birthday at a restaurant to "stop feeling sorry for myself and get back in the game." Bad timing, great advice. I've been in the game ever since.  
**STRONGEST BUSINESS SKILL:** The ability to walk into a company, figure out who they are and what they stand for, and pull that essence together into a nicely packaged brand including messaging, images, actions and systems.  
**WHAT OTHERS MAY NOT KNOW:** I was voted "Best Sense of Humor" in my senior class. Guess I used to be funny.

**EDUCATION:** Master of Social Work, ASU  
**FIRST JOB:** Family counselor for Friendly House  
**WHAT MAKES AN EFFECTIVE LEADER:** Integrity, respect for others, motivation  
**FAMILY:** Husband, Melvin; children, Ere, 7, Daniel, 4, and Julian, 2  
**HOBBIES/INTERESTS:** Arts and crafts with my children, spending time with my family, traveling  
**FAVORITE CHARITY:** United Way  
**ONE THING YOU'LL NEVER DO AGAIN:** I live with no regrets.  
**STAYING MOTIVATED:** My children and husband keep me motivated to always do my best.  
**WHAT OTHERS MAY NOT KNOW:** I change my outfit three to four times every morning!



**MEDICAL SOCIAL WORKER**

**Arizona State Veteran Home**

**HQ:** Phoenix

**MEANING OF EMPOWERMENT:** Throughout my life, empowerment has meant making choices and decisions that would not only make me happy, but also a better person. From an early age, my mother always told me I could do and be whatever I wanted. Keeping in mind that it can only be attained once you set your mind and heart to it, empowerment can be achieved in many different aspects of life: spiritual, educational, professional, social, financial, etc. Empowerment can be as simple as being able to recognize that something in your life requires change and making that change occur. In my life, my own empowerment came from using available resources to accomplish my goals of finishing graduate school, increasing my awareness of my own wants and needs, and being able to initiate and accept the growth process of life and changes that will be never-ending.

*‘I have come to learn that the only limitations in life are the ones you put on yourself.’*

**Karen**  
**CRUZ**

**TYPE OF BUSINESS:** Nursing home for veterans

**Congratulations, Kerry!**

You make US fly...  
and you make US proud.



Kerry Hester, Senior Vice President Operations Planning & Support, was named one of the **2012 Top Women in Business** by Phoenix Business Journal for her strong record of innovation and outstanding business performance.

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**FUNNIEST MOMENT IN BUSINESS:** OK, I'm not entirely proud of how I acted on this one; but I don't feel it impugned my integrity, and I still laugh when I think about it. Almost 20 years ago, I needed some high-level intervention on my behalf at the office and went to see the executive vice president, whom I had worked with for almost 10 years. The minute I sat down, I realized he was going to take the easy way out and avoid any involvement. During our conversation, he sat behind his big desk and held his blue felt-tip pen close to his face. Each time I spoke, he very slowly nodded his head as if he was seriously contemplating what I was asking and would very smugly rub the pen's tip against his face. Unbeknownst to him, the cap was off. I never raised an eyebrow and never said a word as he drew blue ink all over his lips and face. I can still hear the scream his secretary let out when she walked into his office after I had left. To this day, I fight the good fight, get involved in the tough decisions and always double-check to be sure the cap is on tight.

*'If I can go home at night, put my head down on my pillow and go to sleep knowing that I acted with integrity and sagacity, it makes for a great night's sleep.'*

**EDUCATION:** Bachelor's degree in political science, Arizona State University; paralegal certificate, University of San Diego  
**FIRST JOB:** At the White House, as a volunteer for President Gerald Ford's election campaign. I was 14 years old and in charge of an entire group of college kids. I can still hear one of them asking me after I'd finished bossing him around, "Just how old are you?"  
**EFFECTIVE BUSINESS LEADERSHIP:** A well-nurtured Rolodex  
**HOBBIES/INTERESTS:** I'm an avid golfer, I enjoy skiing and, as one of the lead partners for SVP's investment at Camelback High School, I'm a loyal supporter of just about anything going on at the school.  
**FAVORITE CHARITY:** Social Venture Partners. SVP uses a hands-on philanthropic/venture capital model to fund nonprofit startups. As a partner, I not only invest my time and money, but also use my professional expertise to help drive innovation in the community. As a board member and past chair, I can say it is personally the best investment I have made for myself. I no longer give money charitably; instead, I invest it philanthropically.  
**ONE THING YOU'LL NEVER DO AGAIN:** Not go with my gut.  
**IMPORTANT BUSINESS DISCOVERY:** Don't burn a bridge as you're crossing it. I have had some really interesting and challenging positions in my career, and there is only one bridge I ever set on fire as I crossed it — and it involved calling my boss, who was president of the company, on his lack of integrity ... At some point we all have a business associate, client or teammate whose actions caused us to wonder how he or she sleeps at night. Those are the ones you keep an eye on. I prefer to have someone keeping an eye on me because they like what I've done.  
**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** When the FDIC approved my application to serve on a board of directors for a national bank when I was in my early 30s  
**WHAT OTHERS MAY NOT KNOW:** I own eight pairs of cowboy boots.



**Maurine**  
KARABATSOS

**PARTNER**

Social Venture Partners

**HQ:** Phoenix  
**TYPE OF BUSINESS:** Philanthropic  
**PARTNERS:** 60-plus

**EDUCATION:** Bachelor's degree in economics, Tulane University; MBA, University of Michigan Ross School of Business  
**FIRST JOB:** Ice cream scooper at Haagen-Dazs  
**WHAT MAKES AN EFFECTIVE LEADER:** The ability to attract, support and motivate a talented team  
**HOBBIES/INTERESTS:** Travel, wine, hiking, reading  
**FAVORITE CHARITIES:** Junior Achievement and Home-ward Bound  
**ONE THING YOU'LL NEVER DO AGAIN:** Probably skiing — too cold and dangerous to be recreational  
**STAYING MOTIVATED:** Creating a strong work-life balance — mixing things I need to do with things I love to do  
**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Helping a deployed soldier bring a puppy home from Afghanistan  
**WHAT OTHERS MAY NOT KNOW:** I've been to more than 20 Jimmy Buffett concerts.



**Kerry**  
HESTER

**SENIOR VICE PRESIDENT, OPERATIONS PLANNING AND SUPPORT**

US Airways Group Inc.

**HQ:** Tempe  
**TYPE OF BUSINESS:** Airline

**2011 REVENUE:** \$13M  
**2010 REVENUE:** \$12M

**WHAT IS SUCCESS:** To me, success is a journey rather than a destination, and my vision of it evolves as I grow and change. While the metrics and trappings of success may vary widely from one person to the next and will surely change over time, the keys to feeling successful and happy are to believe in what you're working toward, and to appreciate life for what it is rather than yearning for what you had hoped it would be. I don't yet know what my future success will entail, but I am immensely grateful for the many blessings in my life that allow me to feel satisfied when I go to bed at night and to wake with excitement for the day ahead. To me, that is success.

*'I have a career that challenges and interests me everyday.'*

**EDUCATION:** Bachelor's degree, University of California-Los Angeles  
**FIRST JOB:** Dressing troll dolls in a local toy store  
**FAMILY:** Married with three grown children, and two grandchildren on the way  
**FAVORITE CHARITY:** American Diabetes Association  
**MOST CHALLENGING ASPECT OF YOUR JOB:** Managing the wants and needs of a diverse constituency in a public-private partnership  
**MOST FULFILLING ASPECT OF YOUR JOB:** Being able to see the fruits of our labor  
**BEST CAREER ADVICE RECEIVED:** Find out what you like doing best, and get someone to pay you for it.

**WHAT IS LEADERSHIP:** Leadership is seizing the opportunity to steer or guide a vision and its constituency toward the intended goal. In the case of downtown organizations, a leader must direct smart, urban initiatives while understanding and representing the needs, desires and abilities of the stakeholders as well as the potential customers. Through experience and time, a leader will understand the points of all sides, learn to negotiate and compromise for the betterment of the goal. A leader's ability directly affects the performance of those working closest to them. This can include an organization's management and support staff, a board of directors or even a city council. In each of these cases, belief in the goal and the leader is essential.

*'Let the passion for what you do shine through in your day-to-day work ...'*



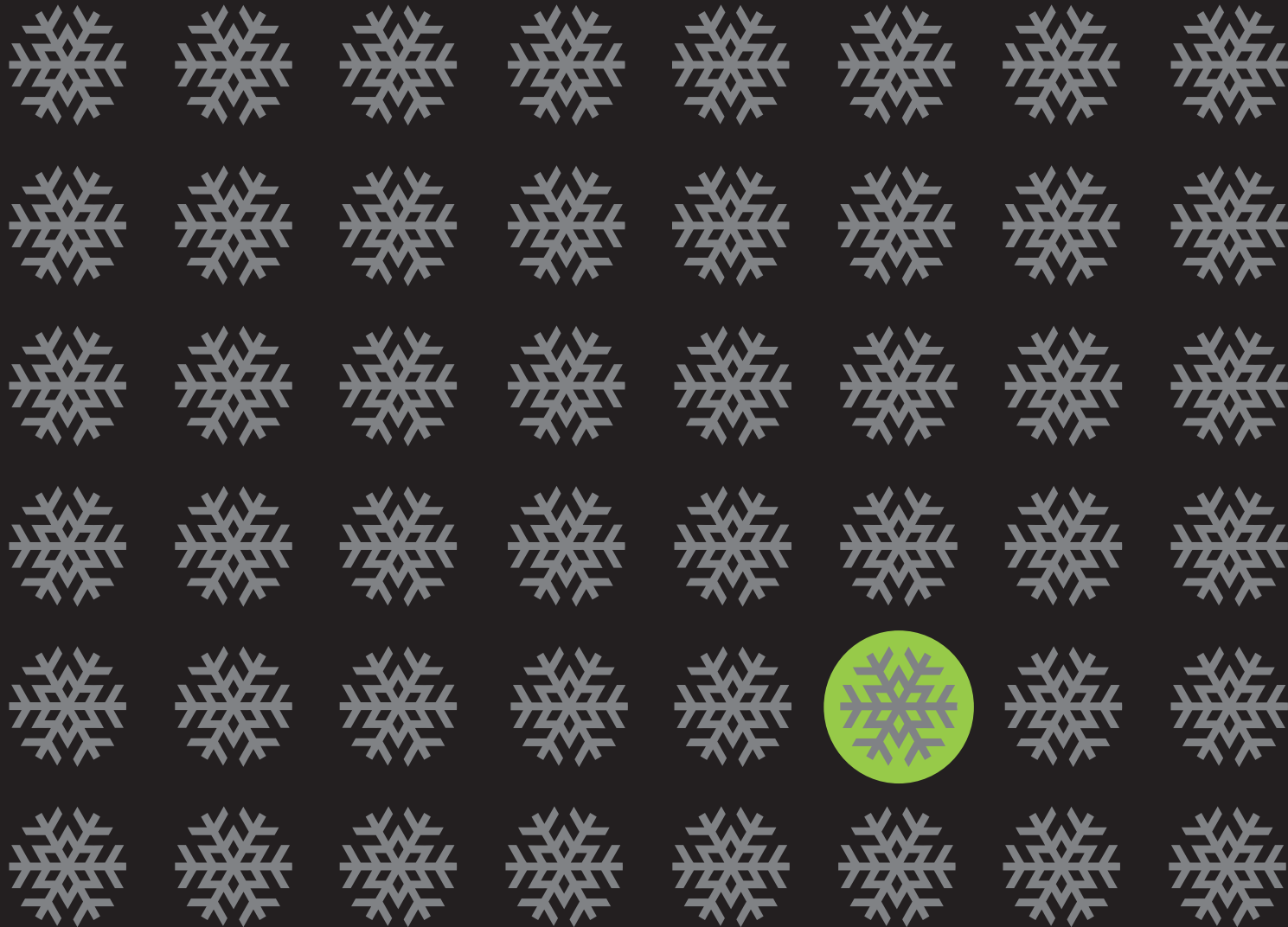
**Nancy**  
HORMANN

**PRESIDENT AND EXECUTIVE DIRECTOR**

Downtown Tempe Community

**HQ:** Tempe  
**TYPE OF BUSINESS:** Downtown revitalization and enhanced services district

**REVENUE:** \$4.6 million  
**EMPLOYEES:** 53



## It's not how many. It's who

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# Deloitte.

**CLIMBING THE CORPORATE LADDER:** A twist of fate led me to pursue a career in the news business, a different path than anticipated, after being mistaken for a newsroom intern. It all began with a one-week high school internship — intended for the business office at the local metro daily in Western New York. Luckily, being asked to wait in the newsroom proved to be a case of being in the wrong place at the right time. The editor put me to work, and for five days I had the time of my life shadowing reporters, editors and photographers. The internship was extended, and at the end of my senior year the editor offered me a paid, full-time job as family-page editor — beating out many college graduates. After college, I dabbled in news for a talk radio station, but ink was in my blood and I missed working at a newspaper. I landed a job as a reporter with a daily trade publication for lawyers and was later promoted to editor. My goal was to work on the editorial side, but during the next few years I developed an interest in the business side. After the newspaper was acquired by the Dolan Co. (based in Minneapolis), they asked me to join the publisher ranks with a position in Kansas City, Mo. In 2005, Dolan purchased Arizona News Service, and this time I had the opportunity to relocate to Phoenix. It was an offer too good to refuse — a chance to run a platform and savvy business model that revolves around the latest political news and information from Arizona's state Capitol. There are many other details, but as I look back, I can see this was the perfect storm. My current role combines my training as a reporter and editor with the business side as a publisher.

*'The best thing you can do is to always have integrity and honesty in what you're doing. And if you believe in something, be persistent and go after it.'*

**EDUCATION:** Bachelor's degree in communications, State University of New York-College at Brockport; associate degree in communications, Niagara County Community College

**FIRST JOB:** A pick-your-own-fruit farm in Gasport, N.Y. It was a great job — met interesting people and learned a solid work ethic.

**WHAT MAKES AN EFFECTIVE BUSINESS LEADER:** Believing in others and helping them become the best they can be.

**FAMILY:** Husband, David; and our Sheltie, Chip

**HOBBIES/INTERESTS:** Shopping, golf, gardening, cooking

**ONE THING YOU'LL NEVER DO AGAIN:** Shovel snow (I hope)

**BEST ADVICE YOU EVER RECEIVED:** Believe in others and help them become the best they can be. Without the support of that teacher in high-school, my guidance counselor and my editor at the *Lockport Union-Sun & Journal*, I wouldn't be here today doing what I do. When I see talent in someone and passion to grow with a company, I try to foster that as much as possible

**BEST PART OF YOUR JOB TODAY:** The political landscape changes every single day, which makes my job fun, interesting and unique. No two days are ever the same.

**STAYING MOTIVATED:** By focusing on the goal, working out, and having family and friends to lean on

**IMPORTANT BUSINESS DISCOVERY:** To think of our customers as our business partners and involve them in new innovations or plans. They depend on us for them to be successful at the Capitol.

**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Having built a great team at ANS, and all of the wonderful work we have done together over the past seven years.

**WHAT OTHERS MAY NOT KNOW:** I loved accounting and applied for an accounting scholarship, but came in second. Thankfully, I won another scholarship and pursued a degree in journalism.

**Ginger**  
LAMB

VICE PRESIDENT/PUBLISHER

Arizona News Service/Arizona Capitol Times

HQ: Phoenix

TYPE OF BUSINESS: Capitol news organization

EMPLOYEES: 25

**EDUCATION:** Bachelor's degree in broadcast journalism and communications, University of Washington

**FIRST JOB:** Picking cherries and packing nectarines

**FAMILY:** Husband, Kip; daughter, Lauren

**HOBBIES/INTERESTS:** Spending time with family and friends, sports, power shopping, watching TV, working out and playing with our puppies

**FAVORITE CHARITY:** Helping Hands for Single Moms

**ONE THING YOU'LL NEVER DO AGAIN:** Wear shoulder pads, even if they come back in style. They're just wrong.

**WHAT OTHERS MAY NOT KNOW:** I would like to be the voice of a fun animated character.



**Anita**  
HELT

VICE PRESIDENT AND GENERAL MANAGER

KNXV-TV Channel 15 (owned by E.W. Scripps Co.)

HQ: Cincinnati

TYPE OF BUSINESS: Media

EMPLOYEES: 150-plus

**MY VISION OF LEADERSHIP AND SUCCESS:** I believe leadership begins with every individual by setting a standard of excellence. My vision for success, simply put, is to be the best at what we do as a team and making our community a better place to live as a result of our team being here. I am fortunate to be a part of an organization that truly believes in the betterment of our local communities, and by doing just that our business will grow and thrive. It is my passion, a part of my own core values and what I believe a leader should be. The most important thing I've learned over many more years in this business than I care to admit is the importance of teamwork. There's virtually nothing at a television station you can do alone. From our multimedia journalists in the field to our producers, technical staff and engineers, simply getting on the air takes a team to do what we do each day.

*'Finding joy in working with people who respect and appreciate one another is really the key and my vision for success.'*

**EDUCATION:** Bachelor's degree in fashion merchandising, Arizona State University

**FIRST JOB:** Face painter at Chuck E. Cheese's

**WHAT MAKES AN EFFECTIVE LEADER:** Building a strong team to accomplish the goals of the organization, and leading by example

**FAMILY:** Husband, Jon Dolgaard; stepdaughter, Shelby Dolgaard

**HOBBIES/INTERESTS:** I love spending time with my friends and family, including our two dogs. Also, I enjoy traveling and spending time outdoors golfing, hiking or relaxing by the pool.

**FAVORITE CHARITY:** Gabriel's Angels

**ONE THING YOU'LL NEVER DO AGAIN:** Volunteer for too many organizations at one time.

**WHAT OTHERS MAY NOT KNOW:** My major at ASU was fashion merchandising.

**WHAT IS LEADERSHIP:** I have continually welcomed and overcome challenges in my leadership roles. One example was starting my own business 15 years ago. After proving myself one client at a time, I have built a business that provides for my family and my employees' families while delivering an invaluable service to our clients. The industry is facing the biggest changes in history with health care reform, and I take the opportunity to share knowledge with my clients and peers to both guide them and encourage them to make a difference in the legislative process.

*'The busier you are, the more you can accomplish.'*



**Kristine**  
KASSEL

PRESIDENT

Benefits by Design Inc.

HQ: Tempe

TYPE OF BUSINESS: Insurance

2011 REVENUE: \$422,000

2010 REVENUE: \$393,000

EMPLOYEES: 4





*‘Success to me is not a matter of money or material things, but a matter of people.’*

# Lauri LEADLEY

**PRESIDENT**

**Valley Sleep Center**

**HQ:** Mesa

**TYPE OF BUSINESS:** Sleep disorder testing, diagnosis and treatment

**2011 REVENUE:** \$4.7 million

**2010 REVENUE:** \$3.9 million

**EMPLOYEES:** 48

**EDUCATION:** Registered Polysomnographic Technologist (RSPGT) and Respiratory Care Practitioner/Respiratory Therapist (RCP) credentials, Collins College

**FIRST JOB:** “Skinny dipper” (ice-cream scooper) at Baskin-Robbins

**WHAT MAKES AN EFFECTIVE LEADER:** Surround yourself with people who have the qualities you lack.

**FAMILY:** Husband, Glenn; three adult children

**HOBBIES/INTERESTS:** Travel, skiing, yoga, mentoring people, volunteering, speaking

**FAVORITE CHARITY:** United Food Bank

**ONE THING YOU’LL NEVER DO AGAIN:** Go through chemotherapy while pregnant

**HOW DO YOU STAY MOTIVATED:** Hearing from those whose lives have been changed for the better as a result of our work

**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Phoenix Chamber of Commerce Impact Award, Business of the Year 2011

**DEFINE SUCCESS:** In 1992, just two years after the launch of what now is Valley Sleep Center, and pregnant with my third child, I was diagnosed with a rare and aggressive type of cancer. Doctors told me I needed immediate treatment or else I would die. It was the most frightening time of my life, and I had a lot of decisions to make. Fortunately, it has always been my philosophy that success begins and ends with people. I had surrounded myself in business and in life with smart and caring people. When I called upon them to help me, they came through. Because of them, my business was able to survive. Several chemotherapy treatments later, I gave birth to a healthy baby boy. Today I am cancer-free. I’m often asked about how I got to be so “successful.” Success to me is not a matter of money or material things, but a matter of people. From the start of Valley Sleep Center, it has been my goal to help people, because at the time when I needed it most, other people helped me.

**EDUCATION:** Bachelor’s degree in human biology, master’s degree in biology and MBA, Stanford University

**FIRST JOB:** Scuba instructor

**FAMILY:** Husband of 21 years, Conrad; children, Matthew, 19, Kylie, 17, and Annelise, 10

**HOBBIES/INTERESTS:** International travel, photography and cooking

**IMPORTANT BUSINESS DISCOVERY:** Delegate what you hate doing to someone who loves it (in my case, my accountant).

**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Starting and running a successful multimillion-dollar business with my husband while starting and running a successful multichild family

**WHAT IS LEADERSHIP:** I have found effective leadership to depend on the same principles:

- Time is the most valuable currency.
- Schedule meetings and assignments with work-life balance in mind.
- Match talents to tasks when hiring.
- Align mission, vision and values, and communicate it often.
- Be a thought leader and demonstrate the distinction between strategy and tactics.
- Focus on results, not process.
- Create a fun and respectful environment.
- Listen more; lead better.
- Leave preconceptions at the door.
- Be accountable.
- Be confident; gracious; and evolve.

*‘True leaders in our world are not always the ones with the formal title.’*



# Julie PRUSAK

**CO-FOUNDER**

**Ethos Consulting LLC**

**HQ:** Phoenix

**TYPE OF BUSINESS:** Management consulting

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**CLIMBING THE CORPORATE LADDER:** As fulfilling and rewarding as my 23-year-and-counting career at USAA has been, it hasn't always been a smooth ride. At a crossroads several years ago, I had to make a decision to apply for a demotion. It was a humbling experience, but in the end was exactly what I needed, setting into motion subsequent career moves that prepared me for my current role. That example also illustrates the first of six principles I feel have been key in my personal success:

1. Chase experience, not titles. Success doesn't always mean a forward or upward path. It comes with steps forward, backward and sideways, and maybe even a few stumbles.
2. Be a go-giver. We've all heard of go-getters, but I subscribe to the belief that taking care of and giving to others — in personal life as well as career — will ultimately impact your own success.
3. Practice "servant leadership" and mentor others. I have benefited greatly from tremendous mentors who shared advice and encouragement. In turn, some of my most rewarding moments have been when people tell me I helped inspire their achievements.
4. Have clarity in core values. USAA's values of service, loyalty, honesty and integrity are clear to our 24,000-plus employees and align with the values of the community we serve.
5. Never underestimate importance of perseverance. When I applied with USAA as a new college graduate, I was shocked that my first two applications were turned down. My third try finally succeeded.
6. Remember expressions of gratitude. Always make a point of deliberately thanking those who helped in the journey — no matter how big or small. Handwritten cards, phone calls, notes and other kind gestures mean a lot, and we typically don't do enough of it.

**EDUCATION:** Bachelor's degree in business administration, Liberty University

**FIRST JOB:** Entry-level phone representative for USAA

**WHAT MAKES AN EFFECTIVE BUSINESS LEADER:** Practicing "servant leadership," and taking care of team members to make sure they stay engaged and happy. In turn, engaged team members will take good care of customers.

**FAMILY:** Very close to my mom, dad and four siblings

**HOBBIES/INTERESTS:** Live music, theater, reading, travel, and quiet time on the balcony of my Central Phoenix condo

**FAVORITE CHARITY:** Any organization dedicated to the betterment of our wonderful senior citizens

**ONE THING YOU'LL NEVER DO AGAIN:** Fall asleep while reading a book at high noon in mid-July on my west-facing balcony

**STAYING MOTIVATED:** Family, friends, health, career and fellow team members at USAA — just thinking about the magnitude of the good fortune I've been given keeps me motivated.

**IMPORTANT BUSINESS DISCOVERY:** I learned early on that the principle of karma applies at work just as it does in life. Taking care of and giving to others ultimately will impact your own success.

**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Two things stand out: Hearing my parents tell me they are proud of me, and having team members thank me for the part I've played in them fulfilling professional or personal goals.

**WHAT OTHERS MAY NOT KNOW:** Because of my highly visible role and responsibility, I appear to be extroverted; in reality, I am an introvert.

*'Success doesn't always mean a forward or upward path. It comes with steps forward, backward and sideways, and maybe even a few stumbles.'*

**Harriet**  
MARTIN

VICE PRESIDENT AND GENERAL MANAGER, PHOENIX OPERATIONS

USAA

HQ: Phoenix  
TYPE OF BUSINESS: Financial services  
2011 REVENUE: N/A

2010 REVENUE: \$17.9 billion  
EMPLOYEES: 3,000 in Phoenix, 24,000 companywide

**EDUCATION:** Bachelor's degree in economics, Utah State University

**FIRST JOB:** Margin clerk at Merrill Lynch  
**FAMILY:** Husband, Marty; sons, M.J. (wife, Julie) and John (wife, Susan); grandchildren, Avery, Case and Phoenix

**WHAT MAKES AN EFFECTIVE LEADER:** Having a long-term vision for the company and its business strategy. Bringing together leaders who have the diverse but complementary skills necessary to accomplish goals.

**FAVORITE CHARITY:** WellCare Foundation

**SOMETHING I WILL NEVER AGAIN:** Go hiking — my knees are not up to it.

**WHAT OTHERS MAY NOT KNOW:** I was in a ballet operetta in Bremerhaven, Germany, when I was 12.



CEO AND PORTFOLIO MANAGER

Pathlight Investors LLC

HQ: Phoenix

**DEFINITION OF SUCCESS:** My vision of success has evolved. When I first started working and learning about investing, success was gaining as much knowledge as possible. It was never being satisfied with a minimum effort, but always doing my very best. It was absorbing as much information as possible from people I admired. From the beginning, it has always been about using what I learn to make a positive difference in the lives of others. Today, after 35 years in the investment business, success means being able to help my clients reach their goals while accomplishing my own and adhering to my values. ... It is the ability to use my energy, knowledge, talent, experience and commitment to my chosen field for the benefit of those we serve. I like to think we lead with our experience and perspective, which contributes to our success. Having the opportunity to mentor and be a positive influence on others has also shaped my vision of success.

*'Truly being able to give back — that is the final true measure of success.'*

**Patsy**  
NODILO

REVENUE: \$1 million-plus

**EDUCATION:** Bachelor's degree in accounting, Thomas College; enrolled in Executive MBA program, ASU

**FIRST JOB:** Retail associate

**HOBBIES/INTERESTS:** I love to ski, hike, mountain bike and golf.

**MOST CHALLENGING ASPECT OF YOUR JOB:** Resource allocation in a growing, dynamic social enterprise

**MOST FULFILLING ASPECT OF YOUR JOB:** Knowing we've helped thousands of Arizonans in need each year, and that I've had a small hand in that

**BEST CAREER ADVICE:** Be authentic.

**WHAT OTHERS MAY NOT KNOW:** Being born and raised in New England, I'm passionate about the outdoors.

**CLIMBING THE CORPORATE LADDER:** I started my career in public accounting, where I spent 10 years focusing mainly on audits of nonprofit organizations. I left public accounting to diversify my skills and experiences, and transitioned into the private sector. I worked in internal audit for a large health care provider and a publicly traded company, and have spent the past 10 years in various financial management roles for nonprofits. I came to Goodwill of Central Arizona in September 2007 as the controller. I worked hard and was satisfied in my role with no real aspirations for moving up the corporate ladder. Our CEO, Jim Teter, had different plans. When the CFO position became open in 2010, he encouraged me, supported me and took a chance on me.

*'I am humbled, blessed, and do not for one day take for granted the opportunities and responsibilities that are part of my role.'*



SENIOR VICE PRESIDENT AND CFO

Goodwill of Central Arizona

HQ: Phoenix  
TYPE OF BUSINESS: Nonprofit

2011 REVENUE: \$90 million  
2010: \$77.8 million  
EMPLOYEES: 1,800-plus

**EDUCATION:** Monroe (Iowa) High School  
**FIRST JOB:** Working on my parents' farm  
**WHAT MAKES AN EFFECTIVE LEADER:** Be involved in the community; surround yourself with good leaders; and walk the talk  
**FAMILY:** Husband, Daniel; son, Shannon; daughter-in-law, Kirsten; grandchildren, Braden, Cameron and Keegan  
**FAVORITE CHARITY:** United Way  
**ONE THING YOU'LL NEVER DO AGAIN:** Relocate to a new city to start another bank office  
**STAYING MOTIVATED:** I'm very competitive and want to succeed.  
**WHAT OTHERS MAY NOT KNOW:** That I went to work for a bank right out of high school

**CLIMBING THE CORPORATE LADDER:** Growing up on an Iowa farm in a loving and caring family, I learned responsibility and accountability at an early age. In a household of seven, everyone worked; it didn't matter your age or gender. My brothers and sisters and I were taught to get the job done right and on time. Back then, "climbing the ladder" meant climbing to the loft in our barn to get hay for the dairy cows. In addition to a strong work ethic, my parents encouraged us to get involved in a variety of activities, from sports to church events. We were raised not only to work hard but to give back, and that we would be rewarded in many ways. I've carried this solid foundation into my professional career. I entered the banking industry immediately after graduating high school and knew I had to prove myself more than those with a college education. Consequently, I set out to gain as much experience, knowledge and confidence as possible.

*'Timeliness is the respect you show to others.'*



**Patricia ROURKE**

**MARKET PRESIDENT, PHOENIX**

**Bankers Trust**

**HQ:** Des Moines, Iowa  
**TYPE OF BUSINESS:** Banking and financial services

**2011 REVENUE:** \$18.6 million  
**2010 REVENUE:** \$15.4 million  
**EMPLOYEES:** 404

**EDUCATION:** Bachelor's degree, political science, cum laude, ASU  
**FIRST JOB:** Slathering bagels with cream cheese at Lox, Stock and Bagel in Scottsdale  
**FAMILY:** Husband, Eric Butruff; Nancy, the cat  
**HOBBIES/INTERESTS:** Reading, cooking, fine dining, travel, shopping, tennis, arguing about politics  
**FAVORITE CHARITY:** Share Our Strength  
**MY PHILOSOPHY:** Self-awareness is the key to enlightenment.  
**WHAT OTHERS MAY NOT KNOW:** I've lived in Arizona for 20 years, and I've never been to the Grand Canyon.

**VISION OF SUCCESS:** For many people, success is defined by money, accolades, job titles, and in general climbing up the corporate ladder. My vision of success includes some of these elements, certainly; but mostly, success to me is a keen sense of awareness of my strengths and weaknesses leading to a focus on honing my talents and gifts, while constantly striving to improve my areas of weakness. If I can accomplish this in any situation, relationship or business transaction, I am successful. I find that defining success only in monetary terms or through the accolades the world bestows upon us can be ultimately shallow, selfish and, frankly, short-lived. Self-awareness and self-worth go hand in hand, and once we as individuals cease to define our successes and ourselves by the words and actions of those around us, we can truly maximize our effect on our world.

*'We are empowered as leaders when we have a strong grasp of how we see ourselves and how others perceive us.'*



**Susie TIMM**

**OWNER AND HEAD CHEESE**

**Girl Meets Fork Marketing & Media**

**HQ:** Scottsdale  
**TYPE OF BUSINESS:** Boutique marketing firm

**REVENUE:** WND  
**EMPLOYEES:** 2

**WHAT IS LEADERSHIP:** A leader's shadow is a long one, and our essence can make or break the institution. The example that we set, be it ethically, behaviorally or otherwise, is reflected back to us daily by others inside and outside the organization. Know what reflection you want to see, and live it. Over the years, I have learned from others' mistakes by observing the wrong behaviors and failures in business strategy and people management. I have accepted that true leadership is quite lonely, sometimes frightening. It requires a good deal of courage, as the business decisions we make affect the livelihood of many other individuals and the perpetuation of the organization. The higher we go in the organization, the more the role is 24/7 and needs constant attention and refreshing. The leadership role is all about getting things done through other people, so trust and support of others are crucial. Being a CEO is much like being the captain of a ship: holding firm at the helm, during good and bad seas; demonstrating to the team that I know where we are headed; deploying the resources (people, financial capital and technology) to match priorities to keep us heading toward our agreed destination; and constantly communicating with the crew so they know what to do, and what challenges or rewards are up ahead. Most leaders say, "Follow me." I say, "Let's go!"

*'I have accepted that true leadership is quite lonely, sometimes frightening.'*



**Anne RUDDY**

**PRESIDENT AND CEO**

**WorldatWork**

**HQ:** Scottsdale  
**TYPE OF BUSINESS:** Professional human resources association

**2011 REVENUE:** \$21.5 million  
**2010 REVENUE:** \$21.0 million  
**EMPLOYEES:** 135

**EDUCATION:** Bachelor's degree in political science and economics, University of Pittsburgh; Executive Education Program, Wharton School of Business, University of Pennsylvania  
**FIRST JOB:** Cleaning horse stalls at the local stable in exchange for free riding lessons  
**WHAT MAKES AN EFFECTIVE BUSINESS LEADER:** A high degree of self-awareness mixed with humility, respect, focus, curiosity, courage and humor  
**HOBBIES/INTERESTS:** Global travel; studying history and other cultures  
**FAVORITE CHARITY:** St. Mary's Food Bank  
**ONE THING YOU'LL NEVER DO AGAIN:** Accept any job with a title that starts with "co-"  
**STAYING MOTIVATED:** I am pathologically positive, so there is a constant source of inner energy that keeps me going.  
**IMPORTANT BUSINESS DISCOVERY:** Though usually very decisive, I have learned that sitting on the fence isn't always a bad thing. When I do fence-sit, it is usually because that one piece of critical data needed to make the right call on a market or strategy hasn't appeared. When I wait, it eventually comes, and big mistakes are avoided.  
**PREVIOUS JOB:** Prior to joining WorldatWork in 1999, I held senior executive positions at Travelers, Aetna Life & Casualty and Alexander & Alexander Inc.  
**AWARDS & ACCOLADES:** In 2011, WorldatWork won the *Workplace Leader in Financial Education* award from the American Institute of Certified Public Accountants and the Society for Human Resource Management.  
**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Steering WorldatWork through an incredibly challenging decade to become the globally recognized organization it is today: relevant, sustainable, resourceful and fun  
**WHAT OTHERS MAY NOT KNOW:** I played a mean accordion throughout grade school.

**DEFINE SUCCESS:** Initially, as a 16-year-old businesswoman, my vision of success was to earn the same salary as the successful men in my neighborhood. I interviewed my friends' fathers regarding their annual incomes, and those figures seemed to be the magic numbers. For years, I worked toward earning these magic numbers. When that monetary success finally was mine, I realized that while my company's balance sheets certainly could be viewed as a sound business accomplishment, the magic really wasn't in the money at all. What did matter were the adventures and challenges of seeing a dream flourish day in and day out. I realized that my success was measured by the jobs I created for others and the joy I could infuse into their daily tasks. As I coached my team to bring their best into each situation, I grew by watching this happen. Each day, we give our employees our best support and a positive and creative working environment. Consequently, our team members embrace our company's passion to take exceptional care of our customers by offering exceptional products. Being exceptional is our mantra, and we stand behind our words by offering a lifetime guarantee on every one of our products. We founded our company with my late mom's favorite motto: "We must do good while we are doing well." This became my compass in all aspects of my business. If I were faced with a choice, I would select the course that did the most good. It was my mission to spread the joy within my small company to all of our customers, one headcover at a time. I knew that while I was only making golf club covers and not curing brain cancer, I could still have a positive effect on everyone I touched. When we treat people with respect, joy and honesty, we are spreading good karma and increasing both their and our bottom line. As I visualize the next decade of my business, I will measure my success by the people I have helped. My job really isn't to build a big company; it is to serve my customers, my staff and my community.

**EDUCATION:** Fine arts degree, Northern Arizona University  
**FIRST JOB:** Graphic design for a ski shop  
**WHAT MAKES AN EFFECTIVE BUSINESS LEADER:** Tenacity, vision, integrity and joy  
**FAMILY:** Husband, Steve; children, Jack, 16, and Sarah, 10; and golden retrievers, Aspen, 8, and Zeus, 1  
**HOBBIES/INTERESTS:** Hiking, mountain biking, skiing, reading and golf  
**FAVORITE CHARITY:** Gabriel's Angels  
**ONE THING YOU'LL NEVER DO AGAIN:** Allow a big customer to bully me  
**STAYING MOTIVATED:** I love that my work can make people smile and improve their lifestyle.  
**IMPORTANT BUSINESS DISCOVERY:** That my business could help make the community a better place, and through that I realized my capacity to help others.  
**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Continuing the legacy that my mom and I started three decades earlier  
**WHAT OTHERS MAY NOT KNOW:** I started my first business when I was in fifth grade, and I spent the proceeds on cheese.

*'I realized that ... the magic really wasn't in the money at all. What did matter were the adventures and challenges of seeing a dream flourish day in and day out.'*



**Jane**  
SPICER

**PRESIDENT**

**Daphne's Headcovers**

**HQ:** Phoenix  
**TYPE OF BUSINESS:** Manufacturer of specialized golf club covers

**2011 REVENUE:** \$2.3 million  
**2010 REVENUE:** \$2.0 million  
**EMPLOYEES:** 15

**EDUCATION:** MBA, Nova University; Bachelor of Arts, University of Florida  
**FIRST JOB:** Water girl at a deli in Florida  
**WHAT MAKES AN EFFECTIVE LEADER:** A good business leader recognizes talent and helps employees seize opportunities and build upon their strengths.  
**FAMILY:** Husband, Dan; children, Jake, Justin and Jordan  
**FAVORITE CHARITY:** Valley of the Sun United Way  
**ONE THING YOU'LL NEVER DO AGAIN:** Use Visa or MasterCard  
**IMPORTANT BUSINESS DISCOVERY:** Every single interaction you have creates your leadership brand.  
**WHAT OTHERS MAY NOT KNOW:** I don't know how to read a map. Good thing I have an iPhone!



**Tammy**  
WEINBAUM

**SENIOR VICE PRESIDENT AND GENERAL MANAGER**

**American Express Co.**

**TYPE OF BUSINESS:** Financial services  
**2011 REVENUE:** Not yet released

**2010 REVENUE:** \$27.8 million  
**EMPLOYEES:** 7,600 in Phoenix

**CLIMBING THE CORPORATE LADDER:** I started my first job out of college at American Express 22 years ago as a customer service representative. While hard work and talent will take you far, I learned very early on that sponsorship and advocacy would be key in my career. One of my first leaders was willing to go to bat for me and sponsor me for my first leadership position. He believed in me and knew I would be successful, and convinced the vice president at the time that I was the right person for the job. I've done everything from telephone servicing, merchant servicing and risk management, to customer acquisitions. The great thing about a company like American Express is you never know who you will work with and how important the reputations you will build are. Our business is built on relationships, and climbing the corporate ladder is about relationships.

*'You never know who you will work with and how important the reputations you will build are.'*

**EDUCATION:** BA in elementary education, University of Wisconsin-Madison; master's in organizational management, University of Phoenix; master's in educational leadership, Northern Arizona University  
**FIRST JOB:** Busing tables at Ponderosa Steakhouse  
**WHAT MAKES AN EFFECTIVE LEADER:** Vision and execution  
**FAMILY:** Son, Bill; daughters, Molly and Colleen  
**HOBBIES/INTERESTS:** Sudokus and crossword puzzles  
**FAVORITE CHARITY:** United Methodist Outreach Ministries  
**WHAT OTHERS MAY NOT KNOW:** I was a coxswain on the crew team in college — yelling out the orders and steering the shell.

**CLIMBING THE CAREER LADDER:** Tenacity is my trademark, which has served me well over the past three years, the most challenging of my adult life. The recession left me financially downsized and emotionally drained from the impact of unemployment, an empty nest and divorce. During this time, however, I have had the honor of working among amazing professionals inside and outside of Phoenix moving toward economic recovery. Gathering and sharing business intelligence, creating the Y.O.B. (Your Own Business) Fair, and giving birth to the Arizona Energy Consortium were labors of love, laughter and relentless pursuit of a better life for my family, my community and the state of Arizona. Leading these efforts has now launched me into a new role as community liaison for Dirt Environmental Solutions.

*'Tenacity is my trademark, which has served me well.'*



**Mary**  
WOLF-FRANCIS

**COMMUNITY LIAISON**

**Dirt Environmental Solutions**

**HQ:** Calgary, Alberta  
**TYPE OF BUSINESS:** Modular interior construction

**2011 REVENUE:** \$115.3 million  
**2010 REVENUE:** \$98.5 million  
**EMPLOYEES:** 702

**DEFINE SUCCESS:** Leaders have both a passion to excel and the ability to motivate others. Leaders are found at all levels of any organization. A true leader has the courage necessary to assume risks, especially when that person is responsible for producing significant results. Nimbleness is required as well as a balanced mix of candor, certitude and the ability to inspire teamwork. Leadership is about investing time and energy in people. The best results come from a strong desire to collaborate. Being true to oneself is the ultimate responsibility — doing the right thing. It requires looking at all sides, remaining unbiased and a having the willingness to make unpopular decisions. Demonstrating by example, trusting others, providing growth opportunities and motivation, and the willingness to take calculated, educated risks are required ingredients for any good leader. Our statewide business community is robust with incredible talent from diverse backgrounds; a network of leaders who are generous with their time and energy, and interested in producing the best results. I am grateful to have so many peers and mentors who inspire me to strive to do my best.

*‘Leadership is about investing time and energy in people. The best results come from a strong desire to collaborate.’*



**Sandra**  
WATSON

**EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER**

**Arizona Commerce Authority (formerly Arizona Department of Commerce)**

**HQ:** Phoenix  
**TYPE OF BUSINESS:** Economic development  
**2011 REVENUE:** \$35 million (fiscal year ended June 30, 2011)

**2010 REVENUE:** \$5.5 million (fiscal year ended June 30, 2010)  
**EMPLOYEES:** 48

**EDUCATION:** Honors Bachelor of Commerce, Laurentian University; Global Leadership Certification, Thunderbird School of Management

**FIRST JOB:** Business development manager, Ministry of Economic Development and Trade, Ontario, Canada

**EFFECTIVE BUSINESS LEADERSHIP:** Someone who has a focused vision and is open to new ideas and approaches, but always is aware of the end goal.

**FAMILY:** Husband, Sandy; children, Alex, 15, Taylor, 13, and Madison, 10

**HOBBIES/INTERESTS:** Watching my daughters dance and son play hockey; traveling with my family; and decorating our home.

**FAVORITE CHARITY:** Charities related to children

**AWARDS & ACCOLADES:** Founding editor of the *Tech Connect* magazine. Recipient of the Arizona Technology Council Chairman’s Award: named a Phoenix Business Journal’s “Forty Under 40” as an up and coming Arizona leader.

**AFFILIATIONS:** Member of the National Association of Industrial and Office Parks Arizona Chapter, the Phoenix Community Alliance; and the U.S. Women’s Chamber of Commerce Arizona Chapter.

**STAYING MOTIVATED:** Chocolate and lots of candy (sweet and sour)! Seriously, working with incredibly talented people and knowing that the work we do helps to advance Arizona’s economy and provides quality jobs for Arizonans.

**IMPORTANT BUSINESS DISCOVERY:** A model that sparked the creation of a new funding approach to support our state’s economic development efforts.

**ACCOMPLISHMENT YOU ARE MOST PROUD OF:** Being the mother of three children who are talented, responsible and independent. I am proud of what each of them has achieved.

# Bankers Trust Congratulates Pat Rourke on being named to the Phoenix Business Journal “2012 Women You Should Know”



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# Female execs moving to women financial advisers

BY MATTHEW PHILLIPS  
Contributing Writer

More professional women are migrating to female wealth advisers, and they are attaching core values to their financial portfolios — something rarely seen prior to the economic meltdown.

Many female investment counselors already were targeting career women when the markets began to tumble, but pressures of an erratic economy expedited that shift to advisers with similar backgrounds and values.

## BALANCING WORK, FLEXIBILITY

Recognition of women as stewards of wealth is undergoing a bit of an evolution, although their role as the primary family caretaker has remained constant.

Empathetic guidance for female clients is natural for Candace Wiest, president and CEO of West Valley National Bank in Avondale.

“I think back on my career and being a single mom during most of that time,” she said. “One thing I can always say is my career was rarely about ambition or titles, but always about doing what I felt I needed to do for my kids. (For) women, that is still true today.”

The delicate balance of career and family isn't void of fallout. Women's careers are in limbo an average of 12 years, according

to the Social Security Administration. Breaks in employment, typically a result of family demands, can cause a savings hiatus and result in depressed wages when returning to work.

But today's economic environment could change this pattern. Wiest sees an immediate impact and uncertain future.

“The blessing and curse of this economy is there is a whole generation of women who can't afford to be out of the workforce for extended periods,” she said. “I'm guessing if we looked at these numbers in 10 years, we might note a big change.”

Women seeking guidance from female financial advisers is becoming more common, experts say.

“High-level professional women do seek female wealth advisers to support them,” said Deborah Bateman, executive vice president and director of wealth strategies at National Bank of Arizona.

Because higher-income women investors face unique issues, an adviser who shares similar life experiences



FILE PHOTO

Candace Wiest, CEO of West Valley National Bank, said for many women, financial success isn't based solely on ambition, but doing what they need to do to help their family.



FILE PHOTO

2011 Women in Business honoree Deborah Bateman, executive vice president and director of wealth strategies for National Bank of Arizona, said women executives often seek out the advice of female wealth advisers.

becomes valuable, she said. Beyond the portfolio there are also distinct traits more common among female investors.

“I do believe there are some core values that are truly appreciated by women,” Bateman said. “Women are more willing to admit what they don't know, while many men tend to think they know more than they do.”

Bateman said the intrinsic value of money is regarded in different ways: “Women tend to equate wealth with lifestyle, and men tend to use wealth to define or validate their success, or keep score.”

Bateman and Wiest view time as a significant factor when advising women. Frequently, women in the caretaker role already are seeing the clock as a precious commodity. Add the demands of a high-level career, and time management becomes problematic.

## LIVING LONGER, LIVING LEANER

In a twist of actuarial fate, living longer also may mean living leaner, at least financially. According to the Centers for Disease Control and Prevention, a 65-year-old woman typically can expect to live for 20 more years. Females dominate the nation's retired population, composing 68 percent of that demographic. With every passing decade, women become increasingly vulnerable to an eroding economic terrain.

Investing from a risk-averse position partially is a result of influences outside the financial world. Women face a compressed investing window and do so with fewer resources, two factors that make developing solid financial strategies more difficult. The decision to put family before career and the loss of time in the workforce has changed all of the rules.

“If you are 12 years behind in your retirement account, most folks would be inclined to take fewer risks,” Wiest said.

Women are considered cautious portfolio managers with a low threshold for risk, but their measured style

and deliberate approach often are byproducts of a highly engaged individual, financial industry professionals say. Even after a financial adviser takes charge of a portfolio, 52 percent of high-income women remain part of the process, according to a 2011 MetLife/Harris Interactive study of female investors.

The women surveyed, with annual incomes of more than \$200,000, said a combination of instinct and education provides guidance.

## THE FINANCIAL MOVING TARGET

For highly successful women, the same personal assets that resulted in accomplished careers also are keys to investing.

“(Women use) the same or similar skill sets and core values that led (them) to their own personal success,” Bateman said.

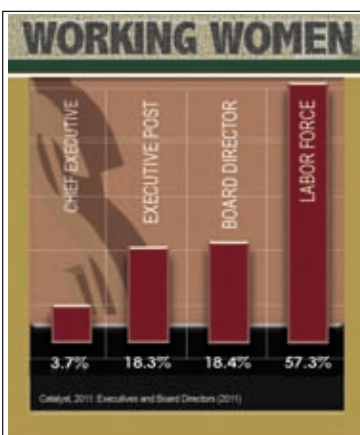
Despite an economy that dealt blows across every demographic, opportunity can be found in its wake. An optimistic Wiest sees promise for business as the cost of borrowing dips into record territory.

A Small Business Administration loan hovers below 6 percent and favorable terms on conventional paper make fresh capital more attainable. With real estate firmly a buyers' market, businesses can move from renter to owner.

The end result in investing isn't always about money, either. Wiest finds that her clients' portfolio often is less about percentages and more about preservation.

“I believe it is more about security — being able to afford a home they love and are proud to live in, and good schools for their kids,” she said.

Altruism remains a character trait for women investors. “Many women take care of themselves last,” said Wiest, emphasizing that active wealth management often is defined by perception. “Investing in your future is a habit, not an event.”



# Attorney turns her youthful struggles into job successes

BY LINDA OBELE  
Contributing Writer

Cynthia Estrella, a lawyer in the Phoenix office of Polsinelli Shughart PC, specializes in insurance recovery and construction litigation. She has a mechanical engineering degree from the Massachusetts Institute of Technology and a law degree from the University of Iowa, and she is active in the community.

But that's only part of her story.

To fully comprehend where she is and where she's going, you have to understand where she's been. Then, it becomes clear why Estrella believes so passionately in the next generation of Latina lawyers, and why she works so hard to see them succeed.

Estrella, 42, was born in San Diego. She was the only child of working-class parents who met in Mexico while her mother, a San Diego native, was living in Tijuana. Her father, a Mexican national, spoke no English.

They married over the objections of Estrella's maternal grandparents and divorced shortly after she was born. With her father gone, Estrella and her mother plunged into years-long struggles with poverty.

"I attended 12 elementary schools because we were always getting evicted," she said. "We lived in government housing, used food stamps and stood in lines for government food. My mom did the best she could, but she struggled to put food on the table."

Despite her family's economic challenges and the stress of constantly changing schools, Estrella was a bright student who excelled academically. She thrived on the attention and praise from her teachers and realizes now that their encouragement was a major factor in her success.

**'I knew school was my ticket out.'**

**Cynthia Estrella**  
Polsinelli  
Shughart PC

"I knew school was my ticket out," she said. "There was always a teacher who believed in me."

Estrella's good grades paved the way for her to pursue college after high school. She decided to apply to MIT.

"I didn't even know what MIT was, but they waived the application fee for me, so I applied," she said, adding that she was the first person on either side of her family to attend college. "Everybody made a big deal about it when I was accepted."

She finished her undergraduate degree and landed a job as a test engineer at Hughes Aircraft Co. After three years there, she was ready for a new challenge. She accepted a voluntary layoff and applied to law school.

At the University of Iowa, Estrella began identifying more actively with her Hispanic heritage. As she did so, she noticed a dearth of Latina role models and even fewer Latina lawyers.



JIM POULIN | PHOENIX BUSINESS JOURNAL

**Polsinelli Shughart PC attorney Cynthia Estrella is passionate about the next generation of Latina lawyers.**

She decided to build on the mentoring practices she had begun in elementary school by reaching out to young Latina lawyers coming up through the ranks.

Today, Estrella mentors at least 15 law students and young lawyers each semester, volunteering through the Sandra Day O'Connor College of Law at Arizona State University, the Phoenix School of Law, the Arizona Women Lawyers Association and Los Abogados, Arizona's Hispanic bar association.

"I can tell kids in law school, 'I did this. You can do this. You belong here,'" Estrella said. "They can ask me dumb questions because I can say I asked that question, too."

Daryl Gonzalez, a second-year law student at ASU, has been meeting monthly with Estrella for almost a year. They connected at a mentoring event sponsored by the Arizona Women Lawyers Association.

"Cynthia has really helped guide me with in-depth conversation," she said. "She invited me to her firm for a mock interview with associates from her firm and arranged lunch for me with one of her firm's bankruptcy attorneys. It was way more than I was expecting."

Perhaps even better, said Gonzalez, is that "she believed in me, maybe even before I deserved to be believed in. I really appreciate that."

Estrella's boss, Polsinelli shareholder Troy Froderman, uses words such as "creative" and "appropriately aggressive" to describe Estrella.

"Her life story, where she's been and how far she's come, is really inspiring," Froderman said. "She easily could have gone down the wrong path, but she didn't. She's a good example for young women, for Latinas. She's pretty remarkable."

## The Valley's Top Wealth Managers 2012

The *Phoenix Business Journal* is proud to partner with NABCAP, a national nonprofit, to once again share the region's top wealth managers with our subscribers. If you haven't done so already, we urge all wealth managers to participate in NABCAP's evaluation process to identify quality practitioners.

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# WOMEN-OWNED BUSINESSES

Ranking: 2011 local gross revenue

## Another look...

### Just missed the list, 52-100

Rank	Name	Revenue
52.	Desert Fleet-Serv	\$3.6 M
53.	R.O.I. Properties	\$3.5 M
53.	Elontec LLC	\$3.5 M
53.	Holiday Cruises and Tours	\$3.5 M
53.	ADM Group Inc.	\$3.5 M
57.	Nibblers Catering	\$3.4 M
58.	Compass Cleaning Solutions	\$3.1 M
58.	Specialized Services Co.	\$3.1 M
60.	Decision Consultants Inc.	\$3 M
60.	Magic Touch Mechanical	\$3 M
60.	W&W Structural Inc.	\$3 M
63.	HB Design	\$2.8 M
64.	Martz Agency	\$2.5 M
65.	Archaeological Consulting Services Ltd.	\$2.3 M
66.	Benjamin Franklin Plumbing	\$2.2 M
66.	Duffy Group Inc.	\$2.2 M
68.	Abalos & Associates PLLC	\$2.1 M
69.	Diversified Transportation Inc.	\$2 M
69.	All-Tel Data & Fiber Inc.	\$2 M
69.	Broadband Holdings LLC	\$2 M
69.	Cruise Holidays of Arrowhead	\$2 M
69.	Grand Canyon Business Solutions	\$2 M
69.	I-ology	\$2 M
69.	International Insurance-Seguros	\$2 M
69.	Ownby Design	\$2 M
69.	Sigrist, Cheek & Potter PLLC	\$2 M
69.	Sue Sinclair Travel Center	\$2 M
69.	Urias Communications	\$2 M
80.	AWE Corporate Interiors	\$1.9 M
80.	Renaissance Personnel Group	\$1.9 M
82.	Axis Employment Services LLC	\$1.8 M
83.	Factors Southwest LLC	\$1.7 M
83.	Hanson, Ayala & Associates	\$1.7 M
85.	Kinetik I.T. Inc.	\$1.6 M
86.	Premier Graphics Inc.	\$1.5 M
86.	Phoenix Institute of Herbal Medicine & Acupuncture	\$1.5 M
88.	Dad's Catering Service	\$1.4 M
88.	PHX Architecture	\$1.4 M
90.	Horizon Travel Inc. of Arizona	\$1.3 M
90.	Jesse Owens Urgent Care	\$1.3 M
90.	Michaels & Associates Docntrain Ltd.	\$1.3 M
93.	Mane Attraction Salon	\$1.2 M
93.	Marlene Imirzian & Associates Architects	\$1.2 M
93.	Sun Valley Interiors	\$1.2 M
96.	Accurate Placement	\$1.1 M
96.	Blade Editorial	\$1.1 M
96.	Fisher Shotcrete Inc.	\$1.1 M
96.	The James Agency	\$1.1 M
100.	Donna Decker Design Inc.	\$1 M
100.	Especially 4-U Tours & Travel	\$1 M
100.	KDA Creative	\$1 M
100.	Kirsch-Goodwin & Kirsch PLLC	\$1 M
100.	Plaza Travel	\$1 M
100.	Thrive Marketing	\$1 M

Rank 2012	Company name	Telephone	Local gross revenue:	# of Valley employees:	Primary business	Top local executive
2011	Address	Web	2011	2012		Year estab. locally
			2010	2011		
<b>1</b>	<b>International Cruise &amp; Excursions Inc.</b>		\$438 M	820	independent and branded travel services and pre-paid vacation package sales.	Marcia Rowley 1997
1	15501 N. Dial Blvd. Scottsdale 85260	602-395-1995 www.iceenterprise.com	\$351 M	945		
<b>2</b>	<b>Auction Systems Auctioneers &amp; Appraisers Inc.</b>		\$119 M	92	auctions and appraisals	Deb Weidenhamer deb@auctionandappraise.com 1995
2	951 W. Watkins St. Phoenix 85007	602-252-4842 www.auctionandappraise.com	\$97 M	190		
<b>3</b>	<b>Brown Evans Distributing Co.</b>		\$86 M	45	Arizona marketer of petroleum products, including Chevron branded lubricants, wholesale fuel and Pacific Pride commercial fueling franchisee (cardlocks)	Kathye Brown kathye.brown@brownevans.com 1941
NL	306 S. Country Club Drive, P.O. Box 5840 Mesa 85211	480-962-6111 www.brownevans.com	\$66 M	48		
<b>4</b>	<b>Mach 1 Global Services Inc.</b>		\$85 M	57	international and domestic freight forwarder offering a full portfolio of transportation and logistics services via air, ocean and ground worldwide	Jamie Fletcher jentzinger@mach1global.com 1988
3	1530 W. Broadway Road Tempe 85282	480-921-3900 www.mach1global.com	\$74 M	58		
<b>5</b>	<b>Southwest Human Development</b>		\$45.2 M	721	providing programs and support for more than 135,000 children ages birth to five years, and their families	Ginger Ward 1981
NL	2850 N. 24th St. Phoenix 85008	602-266-5976 www.swhd.org	\$35.2 M	721		
<b>6</b>	<b>Caliente Construction Inc.</b>		\$40 M	55	commercial general contractor, construction management, design-build, JOC contractor	Lorraine Bergman lbergman@calienteconstruction.com 1991
4	242 S. El Dorado Circle Mesa 85202	480-894-5500 www.calienteconstruction.com	\$38.6 M	60		
<b>7</b>	<b>Spirit Electronics Inc.</b>		\$32.9 M	14	providing supply-chain solutions and electronic component distribution for global technology leaders in aerospace, defense and communication industries	Vickie Wessel 1979
6	23910 N. 19th Ave., Ste. 26 Phoenix 85085	480-998-1533 www.spiritelectronics.com	\$32.5 M	15		
<b>8</b>	<b>Corporate Interior Systems</b>		\$27 M	27	procurement and installation of commercial office furniture	Lisa Johnson ljohanson@cisiphx.com 1985
7	3311 E. Broadway Road Phoenix 85040	602-304-0100 www.cisiphx.com	\$25 M	30		
<b>9</b>	<b>Consolidated Resources Inc.</b>		\$24 M	60	industrial recycling all grades of metals, paper, glass, plastic, wood; custom programs designed, with services inclusive of containers and transportation	Linda Rockwell lsr@consolidatedresources.com 1990
8	4849 W. Missouri Ave. Glendale 85301	623-931-5009 www.consolidatedresources.com	\$22 M	62		
<b>10</b>	<b>Serenity Hospice &amp; Palliative Care LLC/R&amp;H LLC</b>		\$23 M	125	hospice and facility property ownership	Ruth Siegel ruthsiegel@cox.net 2005
18	7227 N. 16th St., Ste. 170 Phoenix 85020	602-216-2273 www.serenityhospiceaz.com	\$23 M	125		
<b>11</b>	<b>Hospice Family Care Inc.</b>		\$20 M	250	hospice	Rhonda Huffman rhuffman@hfc-az.com 1992
11	1550 S. Alma School Road, Ste. 280 Mesa 85210	480-889-1113 www.hfc-az.com	\$20 M	250		
<b>12</b>	<b>Media Buying Services Inc.</b>		\$19.4 M	11	advertising media planning and buying, target audience research, national/regional/local TV, radio, print, out-of-home and digital media	Kathy Munson kmunson@mediabuyingservices.com 1986
12	4545 E. Shea Blvd., Ste. 162 Phoenix 85028	602-996-2232 www.mediabuyingservices.com	\$19.2 M	11		
<b>13</b>	<b>Jani-King Southwest</b>		\$18.8 M	35	commercial cleaning franchisor and service provider	Julie Robinson jrobinson@janikingaz.com 1987
13	7250 N. 16th St., Ste. 302 Phoenix 85020	602-433-0550 www.janiking.com/southwest	\$18.1 M	40		
<b>14</b>	<b>Eco-Chic Consignments Inc.</b>		\$16.5 M	170	high-end designer women's, men's and furniture consignments	Ann Siner annsiner@aol.com 1991
15	4015 N. 44th St. Phoenix 85018	602-952-9616 www.mysisterscloset.com	\$15.6 M	195		
<b>15</b>	<b>Camelback Odyssey Travel</b>		\$15.5 M	30	custom designed travel for high-net worth individuals and families	Shelby Donley 1955
19	4518 N. 32nd St., Second Floor Phoenix 85018	602-266-4000 www.camelbacktravel.com	\$12 M	30		
<b>16</b>	<b>Alliance Financial Resources LLC</b>		\$15.3 M	107	providing residential mortgage lending for homeowners in 11 states	Jamie Korus jamie@afrrhomeloans.com 2003
17	2155 W. Pinnacle Peak Road, Ste. 201 Phoenix 85027	602-867-6000 www.afrrhomeloans.com	\$12.5 M	100		
<b>17</b>	<b>Autohaus Arizona Inc.</b>		\$14.6 M	28	e-retailer of OEM parts for European and Asian cars, selling to customers in more than 115 countries.	Carolyn Lefebvre 1979
NL	2850 S. Roosevelt St., Ste. 102 Tempe 85282	602-243-4295 www.autohausaz.com	\$14.2 M	30		
<b>18</b>	<b>Casa de la Luz Hospice</b>		\$13.7 M	180	hospice care	Lynette Jaramillo lynette@casahospice.com Agnes Poore 1998
NL	7740 N. Oracle Road Tucson 85704	520-544-9890 www.casahospice.com	NA	180		
<b>18</b>	<b>Cochise Cos.</b>		\$13.7 M	70	construction, maintenance, service and sales equipment for fuel-dispensing systems and gas stations	Apryl Erekson apryl@cochise-az.com 1986
NL	333 N. Black Canyon Hwy. Phoenix 85009	602-272-0911 www.cochisecompanies.com	\$13.1 M	70		
<b>20</b>	<b>Document Technologies</b>		\$13 M	34	copier, printer, IT sales, service and supply	Jason Parks jparks@doctechaz.com Michelle Parks 2008
26	1350 W. 23rd St. Tempe 85282	480-237-7901 www.doctechaz.com	\$9 M	42		
<b>21</b>	<b>d.b.a. Media Group LLC</b>		\$12 M	10	strategic media research, planning and buying; integration of off- and online media	Renee duPlessis Bestor, Liz Scott, Diana Trujillo Fliger 2009
NL	1475 N. Scottsdale Road, Ste. 200 Scottsdale 85257	602-790-2041 www.dbamediagroup.com	\$4 M	10		
<b>21</b>	<b>Pantheon Enterprises</b>		\$12 M	20	providing environmentally safe cleaning, lubricating and prepainting solutions	Laura Roberts 1995
22	225 W. Deer Valley Road Phoenix 85027	623-780-2296 www.pantheonchemical.com	\$10 M	24		
<b>21</b>	<b>Synergy Seven</b>		\$12 M	12	providing IT staffing on a contract and permanent basis, plus HR consulting services	Cay Cowie ccowie@synergyseven.com 2002
23	3200 E. Camelback Road, Ste. 390 Phoenix 85018	602-977-7777 www.synergyseven.com	\$10 M	12		
<b>21</b>	<b>Welch Electric Inc.</b>		\$12 M	67	electrical contracting and service, data solutions; Native American-owned	Deborah Welch 1998
NL	2447 W. 12th St., Ste. 2 Tempe 85281	480-446-9700 www.welchcompanies.com	\$2 M	46		
<b>25</b>	<b>Evans Newton Inc.</b>		\$11.9 M	66	comprehensive educational service provider	Jamie Piotti jpiotti@evansnewton.com Tami Zale, tzale@evansnewton.com 1973
16	15721 N. Greenway Hayden Loop, Ste. 100 Scottsdale 85260	480-998-2777 www.evansnewton.com	\$14.2 M	49		

Continued on page 36



# Centennial project to honor 48 women enhancing lives

The Arizona Centennial Legacy Project has chosen honorees hailing from all walks of life as Arizona's 48 Most Intriguing Women, ranging from a jail minister to a bullfighter to a municipal judge.

Partnering with the Arizona Historical Society and Arizona Community Foundation, the project was created to honor women from diverse backgrounds whose leadership and commitment contribute in a positive way to the future of Arizona during its centennial year as the nation's 48th state.

The 48 honorees, by city, are:

**BULLHEAD CITY:** Olivia Brusso McCormick



**CHANDLER:** Nadine Basha

**GLENDALE:** Elaine Scruggs

**GLOBE:** Delphine Rodriguez

**LAVEEN:** Isola Jones and Leah Landrum Taylor

**MESA:** Diana Yazzie Devine

**NOGALES:** Anna Maria Coppola

**PARADISE VALLEY:** Lonnie Ali, Barbara Barrett, Jacquie Dorrance, Diane Halle, Jeanne Herberger, Susan Levine, Barbara Mundell, Cheryl



Basha



Devine



Dorrance

Najafi, Dr. Coral Quiet and Mary Schroeder

**PHOENIX:** Mary Black, Virginia Counts, Diane Humetewa, Cindy McCain, Rose Mofford, Ioanna Morfessis, Margaret Mullen, Roxanne Song Ong, Andrea Pursley, Judy



Quiet

**INDIAN COMMUNITY:** Diane Enos



Morfessis

**SCOTTSDALE:** Gladys Johnston, Gerda Weissmann Klein, Carole Machiz, Virgilia Singh and Julie Sullivan



Taurasi

Schubert, Diana Taurasi, Mary Rose Wilcox, Jeri Williams, Nicola Winkel and Kimberly Yee

**PINETOP/LAKESIDE:** Jane Dee Hull

**SALT RIVER PIMA-MARICOPA:** Diane Enos

**SEDONA:** Constance Stratton Coble and Martha Mertz

**SUN CITY:** Pat Mathiesen

**TEMPE:** Christine Kajikawa Wilkinson

**TUCSON:** Carmen Bermudez, Susan Claassen, Ann Day and Cindy Parseghian

In addition, four women will be recognized in a special "Legacy Legends" category for their significant national influence and global impact: former U.S. Rep. Gabrielle Giffords of Tucson; U.S. Homeland Security Secretary Janet Napolitano, Washington; retired U.S. Supreme Court Justice Sandra Day O'Connor, Phoenix; and Grammy-winning recording artist Linda Ronstadt, Tucson.



Levine



Sullivan



Mullen

In the Institutional category, the Sisters of Mercy will be honored. This religious order of Catholic women is dedicated to a merciful life and a just world.

"Individually, the 48 Women governing board knew there were many Arizona women who are working hard every day to enhance the lives of others and to make Arizona the best state it can be," said Connie Robinson, who chairs the 48 Women project.

"The level of statewide involvement and the number and quality of the nominations confirmed that. In fact, the scope of their work and commitment is remarkable," she said.

Hundreds of nominations



Williams



Hull



Klein



Wilcox



Winkel



Enos

came in to the group's Scottsdale office, she said.

A luncheon to honor Arizona's 48 Most Intriguing Women will be held March 26 at the Phoenixian Resort & Spa. Guest speakers will pay tribute to the honorees, and those attending will have an opportunity to meet them.

A coffee-table book titled "Arizona's 48 Most Intriguing Women," which tells the honorees' stories in words and photos, may be purchased during the luncheon for \$65.

After that, the books will be available at select bookstores and other locations throughout the state.

To place an advance order, call 602-896-9000 or email cbrobinson@cox.net.

Table sponsorships for the luncheon range from \$5,000 to \$25,000 may be purchased by calling 602-896-9000. Individual tickets are \$500. Checks payable to Arizona Community Foundation/48 Women should be mailed to: 48 Women of Arizona, 7904 E. Chaparral Road, PMB 196, Scottsdale, 85250. The deadline to purchase tickets is 5 p.m. March 25.



Wilkinson



O'Connor



Mofford

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INVESTORS

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Chief Executive Officer,  
for being recognized as one of  
Phoenix's Top Women in Business!



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FOUNDER

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## Congratulations, Michelle!

The attorneys and staff of Quarles & Brady congratulate our colleague and friend **Michelle De Blasi** on her selection as one of the Valley's 25 Most Successful Business Women.



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

## Another look...

### Just missed the list, 106-150

106.	OPTIM Property Solutions	\$985,000
107.	SanTan Sun News	\$980,000
108.	Churchill Commercial Capital Inc.	\$952,000
109.	Executive Training Solutions	\$900,000
110.	Dependable Solar Products	\$852,000
111.	RB Balch & Associates Inc.	\$826,000
112.	Meetings Etc. LLC	\$760,000
113.	EBX	\$635,000
114.	Capitol Consulting LLC	\$633,398
115.	ArtGecko Productions	\$626,000
116.	Arizona Governmental Affairs	\$625,000
117.	Serendipit Consulting	\$600,000
117.	Travel Masters	\$600,000
119.	The Solar Store LLC	\$575,000
120.	Gauge Construction Inc.	\$528,000
121.	Logan Simpson Design Inc.	\$514,000
122.	Tax Goddess Business Services PC	\$431,000
123.	International Search Consultants	\$400,000
124.	Integrity First Property Management	\$380,000
125.	Etak Events	\$350,000
126.	The Country Register	\$330,000
127.	Accounting Options Inc.	\$307,000
128.	Schick Design Group	\$300,000
129.	Thinking Caps	\$280,000
130.	Amanda Vega Consulting	\$250,000
130.	Envida Group	\$250,000
130.	Goldwater's Foods of Ariz.	\$250,000
133.	Meetings & Concierges Source LLC	\$225,000
134.	DesignLink Architecture and Planning	\$200,000
134.	Girl Meets Fork Marketing & Media	\$200,000
136.	Recruiting Connection	\$170,000
137.	Home Appraisals Inc.	\$150,000
137.	Primo Promos LLC	\$150,000
139.	Elite Ideas LLC	\$142,000
140.	Miss Details Design	\$110,000
141.	SLW Realty Group LLC	\$60,000
142.	Clean Scene AZ LLC	\$50,000
143.	Craig Specialty Advertising	\$47,000
144.	Artistic Designs LLC	\$36,000
145.	McFall Blackburn LLC	\$32,000
146.	The Space You're In	\$28,000
147.	KioKom LLC	\$25,000
147.	MeetingWise LLC	\$25,000
149.	Paisley Consulting	\$13,000
150.	Scottsdale Society of Women Writers	\$5,000

## About this list

**SOURCE:** Representatives of the women-owned businesses. To be included in future surveys for this list, please send an email with contact information to Research Director Dale Brown at [dbrown@bizjournals.com](mailto:dbrown@bizjournals.com).

**NOTES:** In case of ties, companies are listed alphabetically. NL - not listed in 2011 DND - did not disclose NA - not available M - million

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Research by  
**DALE BROWN**

[dbrown@bizjournals.com](mailto:dbrown@bizjournals.com) | 602-308-6511

Rank 2012	Company name	Telephone	Local gross revenue: 2011	# of Valley employees: 2012	Primary business	Top local executive
2011	Address	Web	2010	2011		Year estab. locally
<b>26</b>	<b>W.J. Maloney Plumbing Co. Inc.</b> 9119 N. Seventh St. Phoenix 85020	602-944-5516 <a href="http://www.wjmaloney.com">www.wjmaloney.com</a>	\$11.6 M \$8.6 M	86 74	commercial, industrial, design-build, plumbing and piping, commercial and residential plumbing and HVAC service.	Kathryn Langmade <a href="mailto:klangmade@wjmaloney.com">klangmade@wjmaloney.com</a> 1964
<b>27</b>	<b>Global Cynergies LLC</b> 8080 E. Gelding Drive, Ste. 110 Scottsdale 85260	480-513-0827 <a href="http://www.globalcynergies.com">www.globalcynergies.com</a>	\$11 M \$10 M	9 8	hotel and venue selection brokers for companies planning offsite meetings in hotels, resorts and conference centers anywhere in the world	Patricia M. Durocher <a href="mailto:pdurocher@globalcynergies.com">pdurocher@globalcynergies.com</a> 2008
<b>28</b>	<b>Rural Electric</b> 9502 E. Main St. Mesa 85207	480-986-1488 <a href="http://www.ruralelectric.com">www.ruralelectric.com</a>	\$10.4 M \$12.6 M	100 95	industrial, heavy commercial, heavy highway, airport, manufacturing of instrumentation and controls	Ann Fogerty <a href="mailto:annf@ruralelectric.com">annf@ruralelectric.com</a> Brett Bieberdorf 1964
<b>29</b>	<b>Commotion Promotions</b> 2999 N. 44th St., Ste. 340 Phoenix 85018	602-996-0006 <a href="http://www.commotionpromotions.com">www.commotionpromotions.com</a>	\$10.2 M \$9.9 M	15 15	promotional branded merchandise	Karen Kravitz <a href="mailto:karen@commotionpromotions.com">karen@commotionpromotions.com</a> 1984
<b>30</b>	<b>Harmon Electric Inc.</b> 21410 N. 15th Lane, Ste. 112 Phoenix 85027	623-879-0010 <a href="http://www.harmonelectriccorp.com">www.harmonelectriccorp.com</a>	\$10 M \$7 M	45 75	commercial/residential electrical and solar contractor	Julie King <a href="mailto:julieking@harmonelectric.net">julieking@harmonelectric.net</a> Dan King 1975
<b>31</b>	<b>Knoodle</b> 4450 N. 12th St., Ste. 120 Phoenix 85014	602-530-9900 <a href="http://www.useyourknoodle.com">www.useyourknoodle.com</a>	\$9 M \$9 M	15 15	advertising, public relations, media buying and social media, digital media	Rosaria Cain <a href="mailto:rosariag@useyourknoodle.com">rosariag@useyourknoodle.com</a> 1999
<b>31</b>	<b>PerfectPower Solar</b> 20601 N. 19th Ave., Ste. 150 Phoenix 85027	623-581-1700 <a href="http://www.perfectpowersolar.com">www.perfectpowersolar.com</a>	\$9 M \$8 M	30 32	residential and commercial solar electric design and install	Lynn Paige <a href="mailto:lynnpaige@perfectpowersolar.com">lynnpaige@perfectpowersolar.com</a> 1978
<b>33</b>	<b>MDI Group</b> 1275 W. Washington St., Ste. 111 Tempe 85281	602-393-2900 <a href="http://www.mdigroup.com">www.mdigroup.com</a>	\$8.6 M \$8.5 M	65 84	IT work force solutions, technical staffing and IT staff augmentation, managed service programs	Allan Dunn <a href="mailto:adunn@mdigroup.com">adunn@mdigroup.com</a> 1999
<b>34</b>	<b>Skyline Builders &amp; Restoration Inc.</b> 2401 N. 24th Ave., Phoenix 85009	602-404-0842 <a href="http://www.azsbr.com">www.azsbr.com</a>	\$8 M \$6.9 M	60 48	contractor	Sally Cohill <a href="mailto:sally@azsbr.com">sally@azsbr.com</a> 1981
<b>35</b>	<b>Infincom</b> 2720 S. Hardy Drive, Ste. 1 Tempe 85282	602-648-3000 <a href="http://www.infincom.com">www.infincom.com</a>	\$7.6 M \$8.5 M	43 52	provider of Toshiba, Konica Minolta and Lexmark office technology products; managed IT Services; MPS and PrintRight copy center services	Tiffany Bucher <a href="mailto:tiffany@infincom.com">tiffany@infincom.com</a> Jeff Bucher 2006
<b>36</b>	<b>AIR Marketing</b> 3419 E. University Drive Phoenix 85034	480-921-3220 <a href="http://www.airmarketing.com">www.airmarketing.com</a>	\$7.5 M \$8.3 M	38 40	advertising, branding, traditional/new media, creative, analytics, digital/interactive, social, B2B/B2C	Elaine Ralls <a href="mailto:eralls@airmarketing.com">eralls@airmarketing.com</a> David Ralls 1987
<b>37</b>	<b>Phoenix Pipelines Inc.</b> 3401 E. Illini St. Phoenix 85040	602-470-8210 <a href="http://www.phoenixpipelines.com">www.phoenixpipelines.com</a>	\$7.3 M \$7 M	45 52	underground utilities	Crystal Castrogiovanni <a href="mailto:crystal@phoenixpipelines.com">crystal@phoenixpipelines.com</a> 1988
<b>38</b>	<b>Daniel's Moving and Storage Inc.</b> 6131 W. Van Buren St. Phoenix 85043	602-278-6110 <a href="http://www.danielsmoving.com">www.danielsmoving.com</a>	\$7.2 M NA	110 110	local, Interstate and International transportation, storage and distribution services of household and industrial goods	Denise Ozbun <a href="mailto:dense@danielsmoving.com">dense@danielsmoving.com</a> Tiffany Ozbun 1989
<b>39</b>	<b>A World of Travel</b> 3426 E. Baseline Road, Ste. 110 Mesa 85204	480-892-4992 <a href="http://www.awottravel.com">www.awottravel.com</a>	\$7 M \$7 M	7 7	travel consulting agency specializing in all-inclusive resorts, cruises and river cruises worldwide	Pam Carter <a href="mailto:aworldoftravel@awottravel.com">aworldoftravel@awottravel.com</a> 1979
<b>40</b>	<b>Coppersmith Schermer &amp; Brockelman PLC</b> 2800 N. Central Ave., Ste. 1200 Phoenix 85004	602-224-0999 <a href="http://www.csblaw.com">www.csblaw.com</a>	\$6.2 M \$8 M	29 29	law firm	Kent Brockelman <a href="mailto:kbrockelman@csblaw.com">kbrockelman@csblaw.com</a> 1995
<b>40</b>	<b>Jimenez Consulting Solutions</b> 10450 N. 74th St., Ste. 160 Scottsdale 85258	480-237-9200 <a href="http://www.jimenezconsulting.com">www.jimenezconsulting.com</a>	\$6.2 M \$5.6 M	27 27	management consulting: portfolio, program, and project management services	Susan Jimenez <a href="mailto:susan.jimenez@jimenezconsulting.com">susan.jimenez@jimenezconsulting.com</a> 2003
<b>42</b>	<b>Professional Employment Solutions</b> 14350 N. 87th St., Ste. 165 Scottsdale 85260	480-315-8600 <a href="http://www.pesinc.com">www.pesinc.com</a>	\$6 M \$5.6 M	17 15	staffing firm specializing in placing accounting/finance, IT, administrative and non-clinical healthcare professionals	Erin Graham <a href="mailto:egramham@pesinc.com">egramham@pesinc.com</a> 2003
<b>43</b>	<b>Invision Auto Body</b> 4134 E. Valley Auto Drive Mesa 85206	480-503-1414 <a href="http://www.invisionautobody.com">www.invisionautobody.com</a>	\$5.7 M \$5.5 M	37 40	auto body repair	Leslie Danielson 1975
<b>44</b>	<b>Canyon Communications Inc.</b> 1955 S. Val Vista Drive, Ste. 101 Mesa 85204	480-775-8880 <a href="http://www.canyoncomm.com">www.canyoncomm.com</a>	\$5.5 M \$3.5 M	23 50	business-to-business integrated marketing communications firm specializing in digital marketing, advertising, public relations, Web design, sales, and demand generation	Nancy Landl <a href="mailto:nlandl@canyoncomm.com">nlandl@canyoncomm.com</a> 1999
<b>45</b>	<b>The Producers Inc.</b> 4742 N. 24th St., Ste. 340 Phoenix 85016	602-264-7100 <a href="http://www.theproducersinc.com">www.theproducersinc.com</a>	\$5.4 M \$9.3 M	13 11	business-to-business marketing services for the aerospace, medical device, secure telecommunications, hearing health care, oil, petroleum and chemicals industries	Judi Victor 1977
<b>46</b>	<b>RCD Cleaning Service Inc.</b> 3131 W. Lewis Ave., Ste. 100 Phoenix 85009	602-278-0045 <a href="http://www.rcdserviceinc.com">www.rcdserviceinc.com</a>	\$5 M \$4.5 M	440 340	facility services	Rose Doyle <a href="mailto:rdoyle@rcdserviceinc.com">rdoyle@rcdserviceinc.com</a> 1993
<b>46</b>	<b>Santa Barbara Catering Co.</b> 1090 W. Fifth St. Tempe 85281	480-921-3150 <a href="http://www.santabarbaracatering.com">www.santabarbaracatering.com</a>	\$5 M \$5.9 M	160 150	catering and restaurants	Patricia Christofolo 1993
<b>48</b>	<b>Accounting &amp; Finance Professionals Inc.</b> 426 N. 44th St., Ste. 115 Phoenix 85008	602-306-4473 <a href="http://www.afprofessionals.com">www.afprofessionals.com</a>	\$4.2 M \$4.5 M	5 5	staffing and recruiting firm specializing in the placement of administrative, accounting, health care, IT and executive-level candidates	Deanne Desautels <a href="mailto:deanne@afprofessionals.com">deanne@afprofessionals.com</a> 1999
<b>48</b>	<b>Arizona Best Real Estate</b> 11333 N. Scottsdale Road, Ste. 100 Scottsdale 85254	480-948-4711 <a href="http://www.arizonabest.com">www.arizonabest.com</a>	\$4.2 M \$4 M	8 6	residential real estate, relocation, corporate transfers, real estate investments	Charmayne MacIntyre <a href="mailto:charmayne@cox.net">charmayne@cox.net</a> David MacIntyre 1988
<b>50</b>	<b>Above and Beyond Delivery Inc.</b> 106 S. 54th St. Chandler 85226	480-705-5555 <a href="http://www.aboveandbeyonddelivery.com">www.aboveandbeyonddelivery.com</a>	\$3.8 M \$3.6 M	38 40	provider of outsourced transportation services, partnering with clients to provide solutions specifically tailored to their needs	MJ Hill <a href="mailto:mjhill@aboveandbeyonddelivery.com">mjhill@aboveandbeyonddelivery.com</a> 2003
<b>50</b>	<b>Advantage Urgent Care</b> 5410 W. Thunderbird Road, Ste. 101 Glendale 85306	602-530-6189 <a href="http://www.advantageurgentcare.com">www.advantageurgentcare.com</a>	\$3.8 M \$3.8 M	65 70	urgent care medicine	Karen Watts-Edwards <a href="mailto:kwatts@advantageurgentcare.com">kwatts@advantageurgentcare.com</a> 1997



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