



Greetings from the Greater Yuma EDC Staff,

Just a reminder that the annual report is available for those who have not received their copy, please contact GYEDC at (928) 782-7774 for a copy or visit our website - [www.greateryuma.org](http://www.greateryuma.org) and click on the link on the bottom right of the home page.

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## UPCOMING EVENTS

October 20, 2011  
Board of Directors  
Meeting - GYEDC  
Boardroom

October 24, 2011  
BTA Briefing Luncheon at  
the Radisson

### **Message from the President**

Greetings GYEDC partners, we have some important news to share with you this month. First I would like to extend our sincerest gratitude to Ken Rosevear and the Chamber of Commerce. Through personal connections Ken brought the region a great Manufacturing Lead from California. Ken was able to bring all the necessary partners together to make a very good impression on this client. We are very excited about the potential of having this quality company locate in Yuma County.

A Big Thank You to Ken.

GYEDC is currently working on a very important client from the East Coast. We have brought together several partners and have approached this project with a collaborative effort that is sure to land this company in Yuma. The City and County have been extremely helpful in selling this company on the merits of locating in Yuma County. We are working with Union Pacific on this project as well. We have the potential to create a large section of industrial opportunities with rail service. This project has the capacity to be a significant catalyst for several more projects to follow. We will keep you posted on the progress.

The Arizona Commerce Authority has relocated to their new headquarters and with this move, rolled out major initiatives for Arizona in the coming months. Rural Arizona will have the opportunity to compete for another \$2million grant to support direct business creation and expansion in rural Arizona. The U.S. Department of Treasury's State Small Business Credit Initiative awarded the ACA \$18.2 Million for the Arizona Innovation Accelerator Fund Program. This will help spur lending to Arizona's small businesses. This is a five year program and will provide small businesses (less than 500 employees) anywhere from \$50,000 to \$2 million for working capital, inventory, equipment purchases and property improvements. The goal is to have implementation by the first quarter of 2012. The ACA received \$656,000 from the U. S. Small Business Administration's State Trade and Export Promotion grant program. The grant will be used to bolster export services and address small business export education, training, international marketing, finance, and compliance. These are just a few of the opportunities that exist for Rural Arizona (Yuma County). We will be aggressively pursuing both grant opportunities and we will direct new clients to the lending opportunities that now exist through the Accelerator Program.

**October 25, 2011**

Yuma Community  
Foundation 2011 Heart of  
Yuma Awards Ceremony  
Yuma Civic Center

**October 26 - 28, 2011**

GYEDC President/CEO  
and Senior Project  
Manager attending the  
Governors' Statewide  
Development Conference  
in Oro Valley, AZ

**November 2, 2011**

Arizona Chamber of  
Commerce & Industry  
Luncheon at  
Julieanna's Patio Cafe

**November 7 - 11, 2011**

President/CEO and  
Senior Project Manager  
attending So. Cal  
Bio/Opportunity Green  
Conference  
Los Angeles, California

### **Congratulations YPIC, Johnson Controls and GYEDC:**

The U.S. Department of Labor has awarded a \$1.3 million grant to a consortium of Southern Arizona organizations to train 200 U.S. citizens to move into high-tech jobs currently held by foreign workers.

The \$1,318,326 grant was awarded to Southern Arizona Technical Career Pathways - a partnership of colleges, the University of Arizona and private organizations and companies. It will be used to train workers in Tucson, Sierra Vista, Nogales and Yuma.

The grant will be used to provide education to U.S. citizens so they can move into jobs currently held by people in the United States under H-1B visas. Such visas allow employers to temporarily hire workers in specialty occupations in which a qualified U.S. citizen is not available. Training provided by the grant will allow the U.S. citizens to move up into high-tech jobs at the Southern Arizona companies where they are currently employed. *(This grant can be leveraged with the State Trade and Export Grant. We can use both to augment small business here in Yuma County.)*

Key partners in the grant are the Arizona Technology Council, Arizona Western College, Cochise College, Pima Community College, the University of Arizona South, the UA College of Engineering, Pima County OneStop, Cochise County Workforce Development, the Yuma Private Industry Council, Tucson Regional Economic Opportunities, Greater Yuma Economic Development Corp., Infrared Laboratories, Meti Corp., NetCentrics, L3 Communications, Johnson Controls and EDSI.

To read the entire article please click on the following link: [Announcement from Gabby Giffords' Office](#)

Nurturing the businesses we have is the greatest way can enhance our economic vitality. All these programs will create tools that will provide assistance to our existing job producers. GYEDC will be contacting each of you to schedule an interview to review these programs and also conduct our 2012 Business Retention/Expansion Survey.

Thanks to all our partners, for your continued investment in GYEDC.

Julie Engel  
President/CEO

**November 16, 2011**

YRMC Sunrise from the Tower

Breakfast  
5th Floor YRMC Tower

Senior Project Manager  
attending APS B3 Forum  
Prescott, Arizona

**November 17, 2011**

Board of Directors  
Meeting - GYEDC  
Boardroom

### **GREATER YUMA EDC BOARDROOM**

Just a reminder...the GYEDC conference room is available to silver, gold and platinum level investors. Many investors are already taking advantage of the meeting space. The conference room is available from 8am-5pm, Monday-Friday by appointment only. Please call Melissa at 782-7774 if you would like to reserve the space.

## Changes at the Yuma Visitors Bureau

### Yuma Visitors Bureau reveals new plan to allow for future growth

The Yuma Visitors Bureau has announced important changes in their executive team with the underlying goal of sustaining the positive momentum the YVB has experienced in the past year. Executive Director Susan Sternitzke and Director of Agritourism Kristan Sheppard will be stepping down in their respective roles, but will continue to work with the YVB as independent contractors.

“In the past eighteen months, the staff has worked extraordinarily hard, demonstrating strong strategic thinking and great creativity. This has had a positive impact on our marketing efforts. We plan to continue down this path. A long-term plan to sustain the program of work while balancing daily operations needed to be evaluated,” stated YVB Board of Directors Chair Lori Stofft.

“Susan and Kristan believe that placing a new Executive Director at the helm of the agency to manage daily operations is in the best interest of the YVB. We have faith in them and want to ensure that the creative, marketing efforts continue so that Yuma can continue to shine as a tourist destination,” stated Stofft.

The YVB Board of Directors will be restructuring an agreement with Sternitzke and Sheppard that would fulfill current as well as future programs including marketing, advertising, agritourism and public relations. This win-win move will save money in terms of wages and benefits that can be used directly for marketing purposes. The YVB is a 501c6 non-profit agency who is funded in part by the City of Yuma.

“We are very pleased by the support of the Board of the Directors and we pledge to continue creating memorable campaigns, working with strategic partners and most importantly, the talented staff at the YVB”, stated Sternitzke. Sheppard and Sternitzke spearheaded and managed many programs that have resulted in international media attention and an increased, positive awareness about Yuma. However, they are quick to point out that the talented, committed staff at the Yuma Visitors Bureau played an integral role and also shaped the vision of the agency. “We are marketers at heart. This new plan will allow us to use our creativity and public relations strengths, to continue to put Yuma in the forefront, and offer a bit more flexibility in managing our time,” stated Sheppard.

The YVB will begin recruiting immediately to hire a new Executive Director. Stofft added, “It’s vital for our organization to continue down the same path with a clear mission. The new

Executive Director we will be looking for will have a passion for this community and have strengths to complements the talents of Sternitzke and Sheppard. The perfect candidate will have experience in the hospitality industry, with experience managing finances, employees and daily operations.”

The timing of the changes is part of the strategy. “We want a new Executive Director to be in place to experience the Christmas Village, the influx of the winter visitors and the extreme highs of the tourism industry, rather than start in the middle of the summer when planning takes place for the following year. It’s hard to plan when you haven’t personally experienced the high season.” Sternitzke will play an integral part in training the new E.D. and working side-by-side with the new hire for the first few months.

City Administrator Greg Wilkinson responded to the news. “Susan and Kristan have revitalized and brought the YVB to a new level in a short period of time. The energy, exuberance, and creativity have been contagious in the community. After talking with Susan I feel they will be able to continue to direct the same energy and creativity in their new roles supporting the YVB and the City.”

“At the end of the day, our clients (visitors) will never know the difference. Our job has always been to promote Yuma’s unique and authentic qualities, which in turn brings visitors to Yuma. That is what we will continue to do,” added Sheppard.

A nominating committee has been created to recruit a new Executive Director. Questions can be directed to Susan Sternitzke at 928-376-0100 or [susan@visityuma.com](mailto:susan@visityuma.com) or to Board Chair Lori Stofft at 928-346-4834

### **BTA Briefing Luncheon at the Radisson**

BTA is teaming up with SAT/Aduanas and CBP officials on October 24, 2011 at the Radisson Hotel - 1501 South Redondo Center Drive - to discuss Nuevo Esquema De Empresas Certificadas (NEEC) - Mexico's new voluntary trusted shipper program that will offer participating companies inspections and faster clearances for meeting specified requirements at the US-Mexico border. Additional topics will also be presented by PREDICT and READY LANE.

## Rolle Air Field Open Ready for Aviation Activity

Joyce Lobeck  
Sun Staff Writer The Sun  
Oct. 1st, 2011

Rolle Air Field is now open for aviators, whether local private pilots or defense contractors and government agencies looking to operate out of a more isolated and less restricted location than Yuma's main airport. The air field was reopened in September after completion of a massive construction project that included rebuilding the runway, adding an aircraft parking apron, building a new hangar and installing a new security system with new fencing. A daytime-use-only, general aviation airport, Rolle Air Field is 11 miles southwest of Yuma International Airport within the city of San Luis, Ariz. Both airports are managed and operated by the Yuma County Airport Authority. Gen Grosse, airport spokeswoman, said the Rolle project was made possible through two state grants: \$225,000 from the Arizona Department of Transportation for all of the pavement work, such as the runway, taxiway and aircraft parking apron; and in a partnership effort with Greater Yuma Economic Development Corp., \$285,000 from the Governor's Office of Economic Recovery that "bought us new security, new fencing and a brand-new hangar." CORE Engineering, a local civil engineering firm, did the project's engineering work. The paving contract went to CEMEX Construction of Yuma. The hangar and fencing portion was through a design/build contract with CORE and LPC Construction, also of Yuma. "We had a very short timeline to use the grant funding, and the entire construction project needed to be complete by Sept. 15," said Bill Gresser, airport authority president. "But our great local contractors and engineers were up for the challenge, and they did not disappoint – as we're open for business. "We are very pleased to make Rolle Field a better facility for the entire Yuma region." The new first-class runway will support the growing industrial activity in San Luis and offer a safe practice field for local private pilots, he said. Rolle Air Field is on land owned by the U.S. Bureau of Reclamation, which leases the 640 acres around the air field to the airport authority. The current 25-year lease was renewed in October 2009 through Oct. 22, 2034.

## Investor Campaign



Expanding economic activity, attracting commerce and industry, creating jobs, retaining & expanding business.

To become an investor please contact Julie Engel or Melissa Wagner.

Join the other 130 Businesses who realize the benefits of Economic Development.



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