



August 2013 E-Update

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Greater Yuma EDC

Greater Yuma EDC Mission Statement:

To expand economic activity within Yuma County by attracting commerce and industry to the region, and by assisting in developing the region's existing industry to its fullest potential.

Greater Yuma EDC Vision Statement:

Greater Yuma will be recognized as a globally competitive region— one that embraces advancing technology, attracts and retains human capital and continues to develop & foster the amenities that make the Yuma Region a great place to live and work.

MESSAGE FROM THE PRESIDENT



GYEDC Investor Spotlight

In July of 2013 The Yuma Sun ran an article outlining the budget situation for GYEDC. A funding gap of \$60,000 presented a challenge for GYEDC. The easiest thing to do would be to eliminate a position within the Corporation. The second easiest thing to do would be to eliminate all trade shows, travel and marketing from the expenses and hope we could get businesses to seek us out. The third option is to raise the money through Private Investment. This option was presented to the Board of Directors and approved in July. GYEDC has begun the process of meeting with current and potential investors in order to raise \$60,000 in new investment. To date the response from the Private Sector has been overwhelmingly positive.

I want to give a special thanks to the following:

Investors who have increased their commitment;

- Barkley Ag Enterprises – Increased from Bronze to Gold
- Booth Machinery – Increased from Bronze to Silver
- Datepac – Increased from Silver to Gold
- First Bank Yuma – Increased from Silver to Platinum
- Lines and Lundgreen – Increased from Bronze to Silver
- Mohave State Bank – Increased from Silver to Gold
- Union Pacific – Increased from Silver to Gold

New Investors to GYEDC:

- Arizona Commerce Authority – Platinum
- Crane Elementary School District #13 - Silver
- DC Logistics – Silver
- Hoppstetters – Gold
- McCarthy Construction - Bronze
- Yuma Union High School District – Silver

We are almost half way to our goal! We are grateful to all of our investors and we sincerely appreciate the trust you place in us.

As I mentioned we are scheduling meetings over the next couple of months with our existing and potential investors. If you wish to increase prior to being asked, please contact Julie Engel and I will schedule a time to meet with you in person. As an investor at the Silver, Gold, Platinum, and Partner levels you are placed into our Preferred Vendor Guide. We are updating the guide to reflect the new investors and increased investors. We will be contacting all Investors in the guide for your review of your existing ad in order to get the changes you require for the new guide. We have a deadline of September 30, 2013 for all updates to the Guide. We will go to print in October and distribution will immediately follow. We are placing the guide on our new website under the Site Selection tab for maximum exposure to potential new companies. Guides will be distributed locally to our hotels, hospital and YVB. The guides are shared with all clients of GYEDC and we strongly recommend the vendors represented within the guide are the vendors they use.

Thank you all for your investment in GYEDC and the region we represent. All ships rise with the tide.

Julie Engel

INVESTORS WHO HAVE INCREASED THEIR COMMITMENT

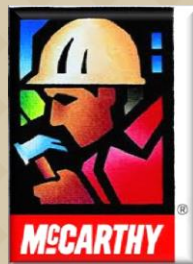
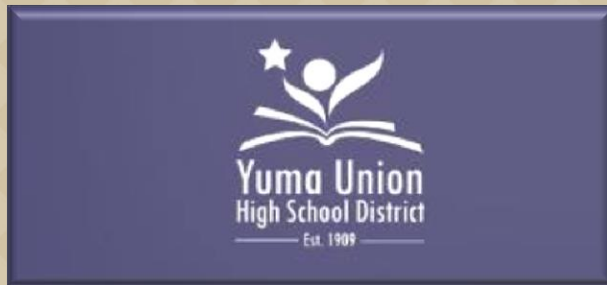


BARKLEY AG
Enterprises, LLP



THANK YOU FOR YOUR CONTINUED SUPPORT

NEW INVESTORS WITH GREATER YUMA EDC



THANK YOU FOR SUPPORTING THE GREATER
YUMA REGION

GOODWILL IS HERE TO SERVE THE JOB SEEKER TOO!

The New Goodwill of Central Arizona seeks to put job seekers back to work. In 2012, Goodwill's Workforce Development division executed several key strategic initiatives aimed at strengthening their capacity to serve. In that same year, Goodwill of Central Arizona set new records for the number of people served and the number of job placements achieved.

Led at the local level by Marco Garcia (Director of Yuma Workforce Development), Goodwill - Yuma is open to serve this community by putting individuals back to work through their Business Solutions team. In 2012, the team developed critical relationships with prominent local businesses, nonprofit organizations, and community leaders. Increases in staffing levels statewide have been instituted to enhance the level of services provided to job seekers within the Goodwill Career Centers.

GYEDC had the privilege to meet with the executive team of Goodwill of Central Arizona on July 29th. Dialog between both agencies centered on initiatives that would benefit the Yuma Community. We are excited to collaborate with a dynamic group of leaders that have a progressive outlook on workforce development and look forward to the new programs that will be implemented in the near future to put people back to work in Yuma.

If you have further questions or need assistance finding qualified applicants, Marco and his team can be reached at (928) 783-4190.

Good stuff.
Good work.
Goodwill.



CAREER
CENTER



ADVANCED PHENOTYPING CENTER MEETING



THE ARIZONA PHENOTYPING NETWORK A PRATICAL AND NOVEL APPROACH TO PLANT BREEDING

AUGUST 22, 2013
10:00 AM – 1:00 PM
(LUNCH PROVIDED)

THE UA-YUMA AGRICULTURAL CENTER
6425 W. 8TH STREET
YUMA, ARIZONA



Come and learn about how Yuma, Arizona can become a regional hub for collaborations with breeders across the US, establishing UA-Yuma as a national and international leader in translational genomics for both public and commercial plant breeding programs

FOR MORE INFORMATION CONTACT: DR. KURT NOLTE @ 928-503-4956

The University of Arizona is proposing to move the UA-Yuma Ag Center into a new and exciting direction by developing an Advanced Plant Phenotyping and Breeding Center. There will be a meeting about this concept on August 22, 2013. Dr. Rod Wing and his associates will be traveling over from Tucson to help coordinate the presentation. If you have time and are available, please attend. Sharing this information throughout your circle of contacts would be greatly appreciated. The proposal would build on the national and international collaborations within agricultural, and in particular, seed industries, advance learning opportunities for students within the sciences, and create jobs for Yuma County residents. This is in addition to the development of the, "UA-Yuma Center of Excellence" which will be formally announced to the public this fall.

NEW BACHELOR DEGREE IN INDUSTRIAL TECHNOLOGY MANAGEMENT TO BE OFFERED!



Northern Arizona University, in partnership with Arizona Western College, have announced a new Bachelor of Applied Science (BAS) degree program that will be launched this fall. The degree is in Industrial Technology Management (ITM). It will allow students to take and apply 75 credits earned in welding, automotive, industrial technology, mechanical and electrical engineering, CAD, construction, and HVAC repair & maintenance toward the BAS. The remaining credits to be earned will be focused on business administration and management, inclusive of an internship that will be sponsored by local businesses in these fields of study.

This opportunity has been made possible from a STEM Pipeline Grant that was applied for and awarded to AWC. The team has already conducted an ITM seminar on-campus, and already has possibly up to 20 students eager to pursue the BAS degree. NAU and AWC credit the success of the seminar to the leadership of Tom Norkiewicz (General Motors) and the Pipeline Team. Having secured the interest at the college level, there will be an immediate outreach program developed to focus on program awareness and readiness at the high school level, to create a sustainable pipeline for the program going forward.

This initiative and partnership is unprecedented in Arizona, and will be a role model for our community colleges and universities. It will demonstrate a unique strength in Yuma to have the business community, NAU, and AWC working hand in hand to provide the ability to attain a four-year Bachelor's Degree. Greater Yuma EDC is exceptionally proud of the work and opportunities that this collaborative team has provided, and we look forward to ensuring that the Yuma Manufacturing Association is partnered to support this effort.

YUMA COMMUNITY JOB FAIR

A partnership of Yuma-area career resource agencies will be holding a collaborative job fair on Wednesday, October 2nd, 2013 from 9 AM to 3 PM at the Yuma Civic Center, 1440 West Desert Hills Drive, Yuma, Arizona.



Registration invitations will be sent out within the next week. Our partnership's mission is to serve job seekers in our community, and to help them succeed in their education and job campaign efforts. Our agencies have a successful record of job fair sponsorship and event facilitation, and we are expecting:

- Active duty service members
- Veterans
- Military spouses and family members
- College students and alumni
- A diverse population of other Yuma-area job seekers



The job fair is free to participants and attendees. We request that employers registering have jobs available. If possible, please let us know what positions you are recruiting for so we can get the word out. Space will be available to do onsite interviews if needed. Computers and internet service will be available for job seekers to complete online/digital applications and other materials you may require. Space will also be available for job seekers to complete paper applications as well. The event will be widely promoted throughout the desert southwest and across the internet. We encourage you to bring plenty of applications and giveaways, since our job fairs routinely draw several thousands of job seekers.

We strongly recommended that military friendly employers register and/or become in sync with Hero 2 Hired, otherwise known as H2H. Employers can register at www.H2H.jobs, just click on the sign-up button. Please note that we only have space for 110 employers and educators.

Please contact Rebecca Drabent at Rebecca.Drapent@goodwillaz.org if you have any questions.

Sponsored by

Arizona Western College, DES, Employment & Veterans Services, Goodwill Job Preparation & Placement, Greater Yuma Economic Development Corporation, Marine Corps Air Station Yuma, Yuma Private Industry Council, and the US Army Garrison Yuma Proving Ground.



Greater Yuma
ECONOMIC DEVELOPMENT CORP



NEWS UPDATES



Arizona Commerce Authority Can Help You Expand

As an effort to support existing businesses from the state level, The Arizona Commerce Authority has launched their new Expansion Team. The department will be focused on supporting businesses in Arizona grow through workforce development, supply chain network connectivity and B2B networking throughout the state.

One of the first initiatives that will be released under the Expansion division will be the reintroduction of the AZ Manufacturing Extension Partnership (AZMEP). Once a very valuable resource to Yuma industrial companies, the program was suspended in 2011. Under the new leadership of ACA, the program will seek to “be a bridge that connects Small to Medium Sized Manufacturing Enterprises (SME’s), solution providers, and entrepreneurs to create a sustainable innovation ecosystem that fuels business transformation, growth, and job creation.”

GYEDC is focused on not only attracting new industry to Yuma but also nurturing our existing core as well. We will be working very closely with the ACA on their new measures which will serve to be a direct benefit to the entire community. If you have any further questions about the state’s programs as they pertain to existing industries, please contact Allison Morey (Project Manager-Business Retention and Expansion) for assistance @ 782-7774 or amorey@greateryuma.org.

Campus Research Corporation is awarded the Economic Development Administration Grant for Investing in Manufacturing Communities Partnership Initiative

The U.S. Economic Development Administration (EDA) awarded the Campus Research Corporation \$200,000 in funding towards an integrated program to link advanced manufacturing facilities with workforce development and strengthen the supply chain in the region. The proposed project is estimated to cost \$472,979 and Greater Yuma EDC will be a partner in this project to the tune of \$28,800 of in-kind salary. The Campus Research Corporation consists of Pima Community College, New Mexico State University, University of Arizona, New Mexico State MEP, Tucson Regional Economic Opportunities and Greater Yuma EDC. Efforts to build Arizona’s MEP and grow our Manufacturing Assets will be the goal for the initial project. If we are successful we will have the ability to apply for a second EDA Grant with awards up to \$2 million.

We will keep you apprised of this project.



Know Yuma INSIDE & OUT

Are you interested in **learning more** about the population, people, industries and visitors that contribute to the Yuma County economy and **impact your business**?

You're invited to a series of meetings for business people to learn more about Yuma, inside & out.

August topic:

Healthcare: What's right for your business?

Our speakers will be:



"Employee wellness: the value of shared ownership"

Presenter: Pat Walz, YRMC President/CEO

- Evolving healthcare: going from a "sick care system" to a "health care system"
- YRMC board and leadership make a bold change to incorporate wellness and community health into strategic vision

"The unsustainable costs of healthcare"

Presenter: Shawn Strandberg, YRMC Administrative Director of Community Health

- How healthcare costs effect business and the bottom line
- Making the change to shared ownership

"The benefits of an employee wellness program"

Presenter: Nicole Dallam, YRMC Wellness Coordinator

- YRMC's new employee wellness program
- Demonstrated cost reductions
- Value beyond the bottom line: Improving employee morale and engagement

Join us!

Thursday, August 15th

7 a.m. - 8 a.m.

City Council Chambers

1 City Plaza

Upcoming meetings will be held the third Thursday of each month.

Please join us for a continental breakfast and valuable information!

Hosted by the



in partnership with



Greater Yuma
ECONOMIC DEVELOPMENT CORP





August Central Region Meeting

Join us for inspiration and networking.

Where Arizona Community Foundation
2201 E. Camelback Road - 4th Floor
Phoenix, AZ 85016

When Monday, August 26
2:00-4:00pm
(Please note this month's earlier meeting time)

Agenda Includes:

Intercultural Competency Workshop

Presented by:

Luke Black, Arizona Community Action Association

Björn Peterson, ArcWorks Consulting

Description: This workshop will serve as an introduction to the cultural and socio-economic forces at play in our lives and communities. In order to create more justice and equitable processes, we examine the role that Social Narratives, Social Location, and Collective Values play in creating and/or sabotaging the mission of our organizations, community outreach, and our individual commitments to the common good. This is a great place to start for community members, leaders, staff, caseworkers, boards, and partnerships interested in creating sustainable, community-based, and transformative strategies that can bring all stakeholders and community members to the table.

We look forward to seeing you!

Questions???

Contact SpeakOut AZ Administrative Assistant Mindee Krymer
(mindee@oconnorhouse.org or 602-682-2019)

www.oconnorhouse.org

GREATER YUMA EDC 2013-2014 STRATEGIC PLAN



Greater Yuma
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New Realities for EDO's

- Increased global competition
- Restricted access to capital
- Budget cuts at local and state levels
- Business closures and downsizings;
- An urgent need to increase efficiency;
- More stringent accountability
- Demands from investors and stakeholders
- Shifting energy markets
- Multiple labor market challenges

NEW REALITIES FOR EDO'S

FY 2013-2014



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SHARED VALUES

According to Harvard professor Michael Porter, shared value is defined as “policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates- shared value is not social responsibility, philanthropy or even sustainability, but a new way to achieve economic success.”

NEW REALITIES FOR EDO'S

FY 2013-2014

GREATER YUMA EDC 2013-2014 STRATEGIC PLAN



Greater Yuma
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SHARED VALUES

Porter expounds on this concept by arguing that “A business needs a successful community, not only to create demand for its products but also to provide critical public assets and a supportive environment. A community needs successful businesses to provide jobs and wealth creation opportunities for its citizens.

NEW REALITIES FOR EDO'S

FY 2013-2014



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Action Plan

Increase the Private Sector Investment by \$60,000 in Year 2013/14

Combination #1

- Add 2 New Corporate Sponsor = \$20,000
- Add 2 New Platinum Level Investors = \$10,000
- Add 5 New Gold Level Investors - \$10,000
- Add 10 New Silver Level Investors - \$10,000
- Increase 20 Bronze Level Investors to Silver = \$10,000

Combination #2

- Add 1 New Corporate Sponsor = \$10,000
- Add 3 New Platinum Level Investors = \$15,000
- Add 5 New Gold Level Investors - \$10,000
- Add 15 New Silver Level Investors - \$15,000
- Increase 20 Bronze Level Investors to Silver = \$10,000

NEW REALITIES FOR EDO'S

FY 2013-2014

GREATER YUMA EDC 2013-2014 STRATEGIC PLAN



Greater Yuma
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Food Technology

- Conduct BRE Survey with targeted companies in Yuma
- Leverage partnerships with agriculture community to identify leads
- Identify workforce assets and resources
- Identify training opportunities and resources

Aviation & Defense Testing

- Conduct BRE Survey with targeted companies in Yuma
- Build active database of skilled avionics labor force to support high value industries

Manufacturing

- Conduct BRE Survey with targeted companies in Yuma
- Collect firearm industry intel
- Support local manufacturers in leveraging available federal and state grant opportunities

Action Plan

- Conduct BRE Survey with targeted sector companies
- Identify manufacturing sector support needs that translate to leads or expansion opportunities
- Create work-force data base for targeted industries
- Create accurate data base for building and land inventory utilizing GIS Planning Tools; strive to attain Certified Site/Building Status for featured properties
- Research and track grant opportunities for GYEDC investors

BUSINESS RETENTION & EXPANSION STRATEGY

FY 2013-2014



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Food Technology

- Identify companies that align with regional assets through BRE surveys and focus groups
- Focus marketing on users that fit available food processing site
- Directly target industries that are intensive water users

Aviation & Defense Testing

- Partner with YIA to market the AIC to tenants within the aviation and defense sectors
- Outbound promotion of UAS testing capabilities via YPG and YIA
- Identify and target MRO's

Manufacturing

- Market existing real estate inventory to industrial users seeking warehouse and light industrial zoning
- Continue California outreach campaign directed towards manufacturing companies with expansion plans
- Begin initial targeting & outreach to supply side firearm manufacturers

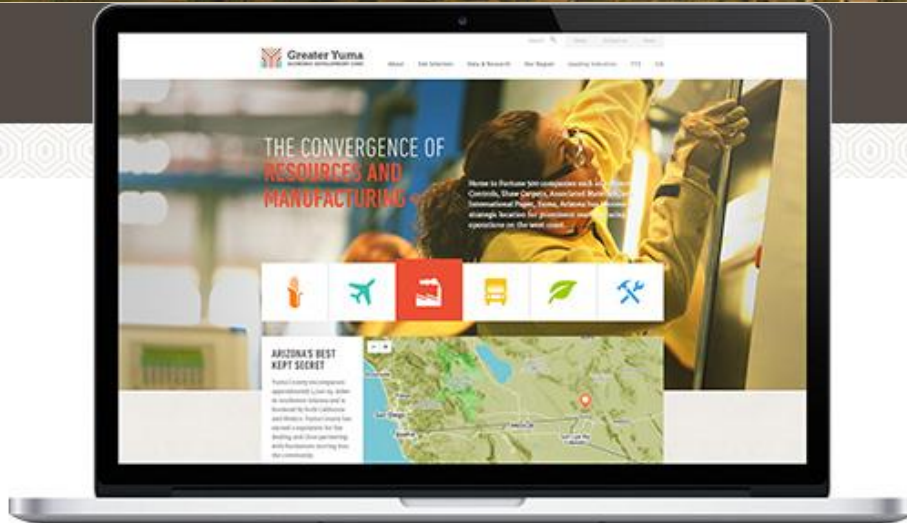
Action Plan

- Identify trade shows, conferences & industry association events to attend
- Leverage ACA presence in California & Mexico to meet with qualified prospects
- Utilize BRE findings to target sub-sectors that share resources with food producers in Yuma
- Partner with COPRESAN on tactical efforts that require regional collaboration

BUSINESS ATTRACTION STRATEGY

FY 2013-2014

GREATER YUMA EDC WEBSITE



Visit our new website at
www.greateryuma.org

GREATER YUMA EDC STAFF MEMBERS

JULIE ENGEL
PRESIDENT/CEO

GREG LAVANN
**SENIOR PROJECT
MANAGER**

ALISON MOREY
PROJECT MANAGER

STEPHANY TURNER
OFFICE MANAGER

OFFICE LOCATION
899 PLAZA CIRCLE
SUITE 2
YUMA, ARIZONA 85365

WWW.GREATERYUMA.ORG



[HTTPS://TWITTER.COM/GYEDC](https://twitter.com/GYEDC)

GREATER YUMA EDC BOARD OF DIRECTORS & OFFICERS

Jonathan Lines
Chairman of The Board

Dennis Booth
Vice Chair

Terry Frydenlund
Secretary/Treasurer

Doug Nicholls
Past Chair

Board Members

Joni Brooks, Yuma Sun

Shaun Cassidy, City of Somerton

James Deerner, Town of Wellton

Greg Ferguson, Yuma County

Stacy Gutierrez, Nicklaus Engineering

Bobbi Lewis, City of Yuma

Leslie McClendon, City of Yuma

Russell McCloud, Yuma County

Robert Pickels, Yuma, County

Victor Smith, Skyview Cooling

Phil Smithers, Arizona Public Service

Karin Jimenez, City of San Luis

Greg Wilkinson, City of Yuma

Frank West, General Motors