

June 2014 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



Please help GYEDC welcome several NEW FACES to the organization. First I would like to say a sad farewell to a longtime advocate and partner to GYEDC.



Board Member Vic Smith will complete his term June 30. Vic served on the Board of Directors from July 2011 through June 2014. This wasn't Vic's first time serving GYEDC as a Board Member. Vic served previously from 1999 -2004, during which he held the position of Vice Chair and Chairman of the Board of Directors. We will sorely miss his contribution to the Board however Vic continues to be very involved in our recruitment efforts and is a true ambassador of Yuma County.

Now please help me welcome two new Board Members and one returning Board Member to the team! Frank West, Site Manager for General Motors Proving Ground Yuma, was elected for a second term serving as our returning board member. Chandra Olague, Sales Representative for Allied Waste/Republic Services and John Lewis, Senior Vice President, National Bank of Arizona will be serving on the Board from July 2014 through June of 2017. We are thrilled to have our returning and new Board Members joining us in our efforts to grow Yuma County's economy. Thank you to Danny Winter for running.



Frank West



Chandra Olague



John Lewis

You will see a new face, hear a new voice and receive emails from GYEDC's newest staff member, Jessica Ashcraft. Jessica joins us after supporting GYEDC through a Yuma Private Industry Council Internship.



Jessica spent nine months working very closely with the staff at GYEDC. In that time we recognized what a find we had. We are delighted Jessica accepted the offer of full time employment with GYEDC. Prior to her internship, Jessica worked in Newport Beach CA where she managed a staff of four as the Production Manager for a Title Company. *Heart felt appreciation extended to YPIC for providing GYEDC the opportunity, through your intern program, to vet our last two permanent hires.*

Jessica will serve in the capacity of Administrative Assistant therefore she will be corresponding with all of you. Please add Jessica's email to your address book; jashcraft@greateryuma.org.

We are humbled by the number of people who have served GYEDC and continue to serve GYEDC. The Yuma County Community has a stellar reputation for collaboration and effective partnering. Our Board is no exception. GYEDC is approaching a significant benchmark; in August of 2015 the Corporation will be 20 years old. We will be honoring all of you who have been the backbone of this organization and by default the backbone of the region. We will be asking you to share your experiences, stories and successes. Be on the lookout in the months ahead for our survey regarding the 20 year celebration.

The words **thank you** does not feel strong enough to express the gratitude the staff and I have for our investors. It is a privilege to be part of this great Corporation.
Sincerely,

Julie

INVESTOR SPOTLIGHT

SELLERS PETROLEUM



This month we are honored to highlight Seller's Petroleum. Seller's Petroleum has been a Gold Level Investor with Greater Yuma EDC since 2006. Their support and confidence in our organization has been substantial, and we would like you to get to know them better.

Greater Yuma EDC: Describe your company and how long it has been in operation. How many employees do you have?

Sellers Petroleum: Sellers Petroleum is a small, hard-working petroleum products distribution firm serving Southern California and Southwestern Arizona. Founded in 1954 by John D. Sellers, we now have 48 employees.

Greater Yuma EDC: What is your business philosophy?

Sellers Petroleum: Our business philosophy is "to give our customers more than they expect". We sell quality petroleum products at a competitive price and offer service and petroleum related products that are superior to anyone else in our marketing area. If our customer needs something, no matter what it is, we take whatever steps are necessary to make that happen.

Greater Yuma EDC: What is your vision for your company over the next two to three years?

Sellers Petroleum: Our vision is to continue doing what we do. We want to keep our customers not only happy with our products and service, but we want to keep our customers up to speed on information relating to our industry as we are a big part of our customers business

Greater Yuma EDC: What major challenges are you currently facing as a business owner?

Sellers Petroleum: There are way too many challenges to mention here, but a few of the big ones are: government regulation. Our government continues to over-regulate the petroleum industry. They continue to mandate product reformulation, which they think will help clean up the air, and this causes the price of all petroleum products to go. The public usually thinks prices go up because of the greedy oil companies wanting more profit, but most of the cost increases are because of new government regulations. Another challenge is, of course, the Affordable Healthcare Act. We are trying to continue to provide health insurance for our employees, but this year with a 30%-40% increase in premiums it is becoming impossible to provide this and still stay in business. We spend over \$200,000.00 right now for health care and it used to be half of that. The public thinks we just pass on these costs but we are in such a competitive market we cannot-ever! So these expenses come right off the bottom line. This is why you are seeing more and more companies closing their doors. Yet the government doesn't see this, or they don't care? Another government regulation that is really hurting us is diesel engine exhaust emission standards in CA. The only state to mandate these and it is costing us approximately \$20,000 per truck to retrofit, or you must buy new ones for \$150,000-\$175,000. How can a company pass that on? I guess in a nut shell our biggest challenges are the expenses associated with complying with government regulations.

Greater Yuma EDC: How has technology, such as computers and the internet, impacted how you conduct and market your business?

Sellers Petroleum: We are doing more and more transaction type business through the internet. We now have 4 trucks equipped with electronic log books and all their daily info is downloaded thru the internet. All of the transactions for our cardlocks (gas stations) are kept track of through the internet. We would be lost and probably out of business if we still did all our sales via a handwritten process instead of electronically. Our web page is very well put together, but most of our business is still done face to face. (The way I like it to be done.)

Greater Yuma EDC: Why do you invest in Greater Yuma EDC?

Sellers Petroleum: We invest in GYEDC because it is vital to the growth of Yuma and if Yuma grows so should my business. Growth creates jobs, hopefully better paying jobs, and Yuma needs better paying jobs to attract people from other regions (CA?)

Greater Yuma EDC: What other information would you like everyone to know?

Sellers Petroleum: Since our company is as old as it is, we have seen Yuma's growth from about 15,000 to over 100,000 people. If the street expansions had kept up, Yuma would definitely be a destination city. I'm sure we will get there someday. We have witnessed all of the industry and agricultural growth, and although AG is somewhat limited, there is plenty of room for industry and manufacturing. We want to be a part of that growth and we will help GYEDC in any way we are capable of.

Dave Sellers, President
Sellers Petroleum



ARIZONA'S MILITARY NEEDS YOUR SUPPORT, AND SIGNATURE

As an influential leader in our great state I invite you to join Governor Jan Brewer in her effort to protect and strengthen Arizona's military installations and operations for the future. Please consider adding your signature to the attached letter intended for Arizona's Congressional Delegation. This letter codifies Arizona's unified message on current issues that threaten to negatively impact our state's number one industry – national defense.

As you know, fiscal challenges imposed by the Budget Control Act are forcing Department of Defense leaders to make sweeping and drastic cuts that not only degrade military capability but place our state's installations, and countless jobs, at risk. The Air Force's divestment of the A-10 Thunderbolt II at Davis-Monthan Air Force Base, and the Army's decision to take away all Arizona National Guard AH-64 Apache attack helicopters in Marana are examples of current initiatives that must be curtailed. Your endorsement of this letter under the Governor will certainly lend it the power and influence it needs to affect positive action among our elected leaders and other decision makers in Washington, D.C.

Should you choose to support Arizona's military installations with an endorsement of Governor Brewer's letter, please scan and email your signature, along with your preferred signature block, to my designated point of contact for this project, Mr. Travis Schulte, Legislative Liaison for the Arizona Department of Emergency and Military Affairs, at travis.schulte@azdema.gov. Specific instructions are included at the end of the attached letter.

Your signature and signature block will be added to the letter electronically along with all other Arizona leaders who choose to sign. I give you my personal guarantee that your signature will be closely guarded and will only be used for this stated purpose. It will be placed on 11 identical letters addressed to each of Arizona's Congressional Delegates:

Senator John McCain
Congressman Ron Barber
Congressman Matt Salmon
Congressman Trent Franks

Senator Jeff Flake
Congressman Raul Grijalva
Congressman Paul Gosar

Congresswoman Ann Kirkpatrick
Congresswoman Kyrsten Sinema
Congressman Ed Pastor
Congressman David Schweikert

Our goal is to provide the endorsed letter to our Congressional Delegates by July 7, 2014; prior to Senate and House meetings to reconcile their respective versions of the National Defense Authorization Act. If you choose to co-sign the letter after this date, we will gladly add you to the letter. There will be other opportunities throughout the year to remind our Delegation of the growing support in Arizona for our military.

Lastly, we have made an effort to reach out to all of the community and organization leaders to show Arizona's unwavering support of our military, but please feel free to forward this invitation on to any of those community or organization leaders that you feel need to be a part of this effort. If you have any questions please feel free to contact Mr. Travis Schulte at travis.schulte@azdema.gov.

I thank you for your consideration in this matter, and I thank you for the service you provide the people of Arizona.

Sincerely,

//SIGNED//

Michael T. McGuire, Maj Gen, AZ NG
The Adjutant General
Office [\(602\) 267-2710](tel:602-267-2710)

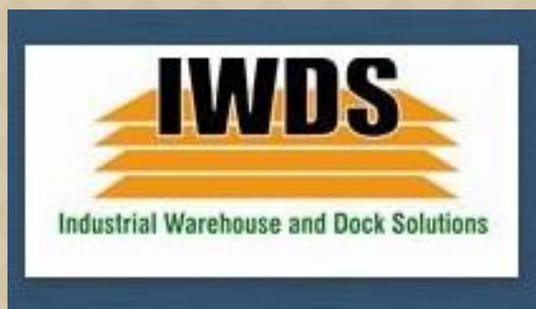
Click [here](#) for a copy of Governor Brewer's letter and the signature blocks.

NEW INVESTORS WITH GREATER YUMA EDC

Gold Investor



Silver Investor

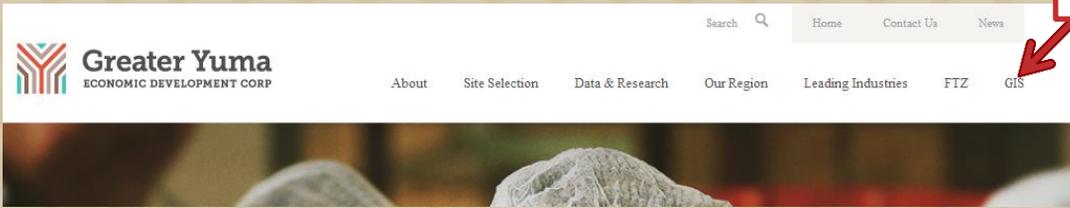


THANK YOU FOR INVESTING IN
GREATER YUMA EDC

USING THE GREATER YUMA EDC WEBSITE FOR YOUR BUSINESS:

Have you ever actually gone to the GYEDC website and clicked on the tab "GIS" on the toolbar?

CLICK HERE TO START YOUR SEARCH!



There is amazing information, updated on a quarterly basis that can help you understand more about our community in Yuma, your own business and competitors, and the availability of choice real estate and land sites that are offered by fellow investors.

GIS Planning (GIS is an acronym for Geographic Information System) patented technology is the nation's largest site selection website, in use by over 13,000 cities in 43 states. The actual search function to find information and properties in Yuma is called "ZoomProspector" and is used nationally and internationally by site selectors to take a look at communities without ever leaving their offices. Our website has the full edition of ZoomProspector, and is able to support all of the recent updates that GIS has offered.



There are so many cool things to see! Here are a couple of recent updates to the functions available on the system, which is free to use on the GYEDC website! If you ever have any questions, or would like to have the system demonstrated for you, please call Alison Morey at the GYEDC office: (928) 782-7774.

Quarterly Update of All Business Data

We've just updated our Business Report data. This is the data provided by InfoGroup that powers all the business searches — you'll see it when looking at a specific property, community, or other user-defined criteria. Along with being easy to use, this data is updated quarterly so you've got the most-recent information available. Check it out in the Business tab with properties or in the Business Search itself!



New! Keyword Search



In the past week, we've added a new way to find properties. The Keyword Search allows you to **search for any string of text or numbers in the property report**. So, you can search for "data," "data center," or any other combination to find out if a property specifically mentioned those words. This **new feature is in the More Filters options** for both Building and Site searches.

Other Recent ZoomProspector Improvements

We're still very excited about the **New Charts** in your ZoomProspector's reports. These allow you to hover over specific elements to see the exact value visualized in attractive, professional graphs and charts that can be easily **exported for use in reports or presentations**. Just click on the icon near the graph. If you haven't seen these, go check it out. We're confident you'll be impressed.

If you have a full edition ZoomProspector, **click on a data range or variable in your Labor Force, Demographics, or Consumer Spending reports to display the Heat Map** for that variable. It's instant and easy! We pride ourselves on making data accessible to the end user. No downloading multiple reports, clicking a million times, or hiding it in hard-to-find locations.



Have fun searching, and remember to call or come in and see us if you have any questions, or would like us to assist you with any research!

GREATER YUMA EDC FOCUSES ON UNMANNED AERIAL SYSTEMS



In May, Greater Yuma EDC attended the Association for Unmanned Vehicle International (AUVSI) Trade Show to promote the bevy of assets the Yuma region has to offer companies within this industry. The primary focus was placed on promoting Yuma Proving Ground and Yuma International Airport's infrastructure which caters specifically to users within all classes of UAV systems. Working in conjunction with the Arizona Commerce Authority, our organization was afforded the opportunity to be present on the trade show floor and meet some of the most influential decision makers advancing the industry.

As part of our attraction strategy, GYEDC remains devoted to targeting industry and operations within Aviation and Defense sectors that align with our community's strengths. As we move into our new fiscal year, the laser focused strategy will continue to leverage our partners (YIA and YPG) work as a key component in our marketing campaigns.

ARIZONA IS RANKED FIRST IN THE NATION

in projected job growth and economic growth prospects

"Arizona is expected to have the fastest job growth at 3% annually over the next five years, according to Moody's Analytics... The added jobs also go hand-in-hand with the state's economic growth, which Moody's forecasts to expand at a U.S.-best 4.6% annually."

- *Forbes, [2013 Best States for Business](#)*



The Arizona Commerce Authority is committed to keeping you up to date on business and value within the state. We look forward to providing you with information you'll find relevant, timely and useful, such as:

- Breaking News
- New Research
- Programs & Events
- Industry Reports
- ACA Activity
- Incentives & Funding Opportunities

Visit www.azcommerce.com to see everything the Arizona Commerce Authority has to offer

BRINGING IDEAS TO MARKET

Arizona Commerce
Authority helps create
programs designed to grow
successful companies

BLINDED BY THE LIGHT SUMMIT

BLINDED BY THE LIGHT A SUMMIT AND CALL TO ACTION TO PROTECT OUR NIGHT SKIES

HIGH COUNTRY CONFERENCE CENTER FLAGSTAFF, ARIZONA

AUGUST 18-20, 2014

Join us for a Summit to find common and innovative solutions to the growing threat from poorly filtered outdoor LED light proliferation in the Southwest including the loss of visual access to the universe of stars and galaxies above us and damage to life around us. Be part of a growing movement to protect the economic and scientific value of Dark Skies in the Southwest, where higher elevations, clear skies, and lower humidity provide World Class night sky viewing and where excessive night time glow interferes with biological cycles of humans and other living organisms. Gain a better understanding of the significance of Dark Skies to the region, nation and the world, and leave with a set of practical tools for protecting this invaluable resource in your communities.

In order to ensure a robust and balanced set of perspectives, the conference will include representation from astronomy, municipal government, and a variety of economic and public

GOALS

Shed light on the **value of Dark Skies** and **existing and emerging tools and technologies** supporting those values
Address issues over **safety, cost, and the ability to satisfy lighting standards**
Spark **demand for improved lighting technologies** that meet Dark Sky requirements
Learn what others are doing and the **challenges and opportunities** they face
Develop a **framework and commitment to collective action across the Southwest** and a **network of Dark Skies resources** to help meet the challenge

WHO SHOULD ATTEND?

- ✓ Local planners, traffic engineers and policy makers
- ✓ Astronomical, ecological and public health communities
- ✓ Outdoor lighting & advertising industries
- ✓ Outdoor recreation & tourism industry
- ✓ Public and tribal land managers
- ✓ Military base operators
- ✓ Commercial real estate developers
- ✓ Oil & gas and mining industries
- ✓ Community leaders and activists

Information:
Contact:

<http://keystone.org/darkskies>
Todd Bryan (tbryan@keystone.org)





JULY 4th CELEBRATION



7 PM to 11 PM

Friday - July 4

Council Avenue Park – Somerton

**Music - Dance – Entertainment - Waterslides
Fireworks – World Record Water Balloon Fight**

FREE ADMISSION - GREAT SOUTHWESTERN FOOD

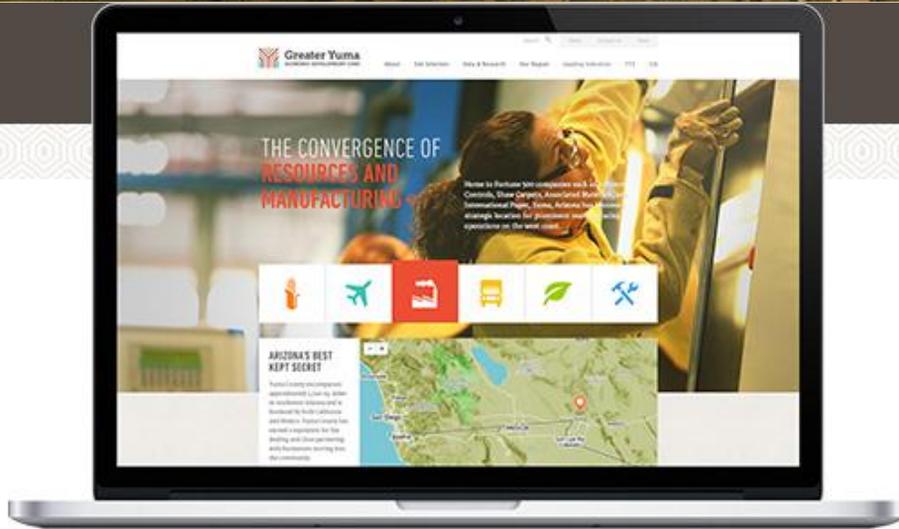
FREE WATERMELON - HOT DOG EATING CONTEST

For additional information call 627-2058

SPONSOR THE CELEBRATION!

[Click here for full sponsorship information](#)

GREATER YUMA EDC WEBSITE



Visit our 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

JESSICA ASHCRAFT
ADMINISTRATIVE ASSISTANT

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

Elizabeth Carpenter, Von Verde Development

James Deermmer, Town of Wellton

Greg Ferguson, Yuma County

Stacy Gutierrez, Nicklaus Engineering

Leslie McClendon, City of Yuma

Russell McCloud, Yuma County

Robert Pickels, Yuma, County

Martin Porchas, City of Somerton

Victor Smith, Skyview Cooling

Mathias Rosales, City of San Luis

Greg Wilkinson, City of Yuma

Frank West, General Motors

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