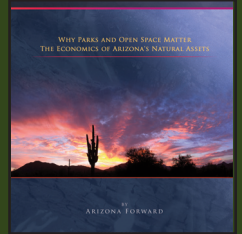




## VALLEY FORWARD 2011 PROGRAMS AND ACCOMPLISHMENTS

### ARIZONA FORWARD

- Took Valley Forward's mission statewide, launching **Arizona Forward**, a business-based coalition fostering economic growth and environmental quality in the Grand Canyon State; recruited nine Charter members and 22 founding members in year one; received an editorial endorsement from *The Arizona Republic*, along with a front-page story that was picked up by the Associated Press and released statewide, prompting interest from across Arizona.
- Released a primer titled, "**Why Parks and Open Space Matter – The Economics of Arizona's Natural Assets**," at the Arizona Parks and Recreation Association annual conference in Tucson, just prior to Labor Day when parks are at their busiest; provided unbiased facts, background information and answers to frequently asked questions about state and federal lands, as well as county and municipal parks; convened a parks and open space workshop for 30 stakeholders representing state, county and municipal agencies to foster collaboration and shared advocacy.
- Hosted a breakfast roundtable forum for **U.S. Rep. Ben Quayle** with 20 sustainability leaders in Arizona to showcase our collective interests and expertise as a resource to the newly elected congressman.
- Presented on Arizona Forward and Valley Forward at **Desde Lo Local**, an international sustainability conference hosted by the City of Hermosillo in partnership with the Governor of Sonora and the federal government of Mexico, which drew 500 mayors and 7,000 delegates from around the world.
- Conducted a strategic planning session for the Arizona Forward Advisory Board to outline a work program for 2012; applied for a **Nina Mason Pulliam Charitable Trust** grant.



### EDUCATION AND OUTREACH

- Produced and distributed "**Arizona's Guide to Electric Energy Choices**," a 32-page primer that facilitates education on alternative forms of energy to help opinion leaders and the public better understand this highly complicated topic; hosted an exhibit for Solar Day at the Legislature and met with individual lawmakers about Arizona's energy future.
- Forged collaborative partnerships to promote and advocate for **Canalscape**, an initiative to embrace the Valley's vast network of canals by facing communities towards them to create gathering spaces and recreational corridors; initiated plans for a demonstration project along the Grand Canal off Central Avenue in Phoenix; presented Canalscape at Phoenix Community Alliance, ASU's Water Forum and the Sustainable Communities Lecture Series; exhibited at the State Capitol Centennial Celebration.
- Advocated for the **Land and Water Conservation Fund**, sending support letters to President Barack Obama and Arizona's Congressional delegation.
- Provided input on **General Plan Updates** for the cities of Phoenix and Scottsdale.
- Enhanced awareness of our mission through a multitude of **presentations and exhibits** including: Arizona Association for Economic Development, ASU Tree and Shade Summit, Environment Day at the Capitol, The BIG Green Expo and Conference, Urban Land Institute Trends Day and GoGreen '11 Phoenix.

(continued on back page)

# 2011 PROGRAMS AND ACCOMPLISHMENTS (CONTINUED)

## EVENTS & ACTIVITIES

- Drew 300+ business and civic leaders to Valley Forward's **Livability Summit**, a half-day forum on building a green economy, featuring clean energy advocate Jerome Ringo of Green Port and Greg Peterson of the Urban Farm; partnered with the city of Phoenix to host 30 delegates from eight countries attending its International Business Symposium on Sustainability; formed an alliance with the Greater Phoenix Black Chamber of Commerce to co-promote; hosted winners of Valley Forward's Livable Communities award through the Future City 7-8th grade science competition.
- Presented the 31<sup>st</sup> **Annual Environmental Excellence Awards** program in partnership with SRP to 600 attendees, including most Valley mayors, the corporate community and local dignitaries; redesigned the coveted first-place Crescordia award; generated more than 130 entries and presented 19 Crescordias and 30 awards of merit showcasing environmental projects in a range of categories.
- Served as a resource to Arizona teachers through **EarthFest Educators Night**; updated and re-launched the EarthFest Online Resource Directory for teachers made possible by Central Arizona Project; announced a full-tuition scholarship opportunity from University of Phoenix/Apollo Group; recruited 60 environmental education exhibitors and drew nearly 400 teachers to the Phoenix Zoo for information sharing and networking; announced our EarthFest Education Grant for teachers made possible by the Helios Education Foundation; provided complimentary teacher workshops on sustainability for professional development credits.
- Presented a **Quarterly Luncheon Series** on environmental and quality of life issues impacting the region; commemorated the 10<sup>th</sup> anniversary of 9/11 at Valley Forward's **42<sup>nd</sup> Annual Luncheon** featuring Chief Richard Picciotto, the highest-ranking firefighter to survive the World Trade Center collapse.
- Hosted a series of **Issue Committee** presentations on: Transit-Oriented Design and the Sustainable Communities Working Group; Arizona State Land Department; Arizona Heritage Alliance; Arizona Centennial Celebration; Arizona Municipal Water Users Association; Arizona Water Protection Fund; Central Arizona Project; transmission line siting issues; funding renewable energy projects; smart grids; electric vehicle charging stations; graywater reuse; the Sun Corridor Legacy Program; and the water/energy nexus.
- Conducted **sustainability tours** of the Pinal Energy Ethanol Production Facility, Global Electronic Recycling and Courier Graphics.
- **Greened up** the Phoenix Rio Salado in partnership with Audubon Arizona involving 100 volunteers in tree planting and trash removal.

## ORGANIZATIONAL ACHIEVEMENTS

- Recruited First Solar as a *Visionary* member; hosted a private catered dinner for Visionary members, compliments of Heirloom; added 32 corporate members and 42 students despite a struggling economy.
- Hosted a breakfast for Past Chairs of Valley Forward to engage them in strategic planning.
- Partnered with Orcutt | Winslow to present Valley Forward's "Just for the Fun of it Mixer" in October.
- Served as a "Plugged In" contributor and was featured 12 times on the editorial pages of *The Arizona Republic* throughout the year; posted 16 blogs on websites hosted by *KTAR* and *AZ Big Media*; generated more than 300 placements in traditional media resulting in 43 billion media impressions and have 2,366 followers on Twitter and 603 friends on Facebook.
- Marked 20 years of service for Diane Brossart, president of Valley Forward, and Vicky White, director of operations; promoted Danielle Giannetti to events manager; celebrated Jhenifer Krutz earning "Volunteer of the Year" from Keep Phoenix Beautiful.

### VALLEY FORWARD ASSOCIATION

Office Location: 3800 North Central Ave., Suite 220, Phoenix, AZ 85012

Phone: (602) 240-2408 • Fax: (602) 240-2407

E-mail: [info@valleyforward.org](mailto:info@valleyforward.org)

Website: [valleyforward.org](http://valleyforward.org)

