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On the Road to Greatness: How Our Region Compares

PHOENIX (January 20, 2005) – Elected officials and business leaders will join together on Tuesday to examine how the Maricopa region is doing compared to its peer regions, review the economic development strategy for the region, and discuss bold initiatives for the future.

The Maricopa Association of Governments and the Business Coalition will present a regional forum, “On the Road to Greatness: Facts. Focus. Future,” which will explore how the region compares to nine peer U.S. regions in seven major issue areas.

The event will be held on Tuesday, January 25, 2005 from 8:00-10:30 a.m. (with a continental breakfast at 7:30) at the Arizona Club in the Bank One Center, 201 North Central Avenue, 37th Floor, Phoenix.

A Regional Report will be unveiled at the forum, which will examine how our region compares to similar regions in the areas of regional governance, growth, urban form, regional transportation, air quality, economic quality and social well-being. Peer regions include Atlanta, Austin, Dallas, Denver, Portland, Sacramento, San Diego, San Jose, and Seattle. A video summarizing highlights of the report will be presented.

MAG Regional Council Chair **Keno Hawker**, mayor of the city of Mesa, will serve as moderator for the event. The forum will also include presentations by **Bruce Hernandez**, senior vice president of Behavior Research Center, who will reveal recent survey results on why people move to the Valley; **Paul Ringer**, interim president and CEO of the Greater Phoenix Economic Council, who will discuss the business development strategy for the region; and by **Dr. Lattie Coor**, chairman and CEO of the Center for the Future of Arizona, who will reveal visioning efforts that are currently taking place in order for Arizona to become one of the best places in the nation to live.

Forum participants will wrap up the day with a dialogue on how the region can develop bold initiatives for the future.

Registrations are still being accepted. The cost of the event is \$35. To register, please call (602) 254-6300. To arrange for media coverage, please contact Kelly Taft, MAG communications manager, (602) 452-5020.

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