

Monthly Media Tip Sheet

Beat	Story	Source
Healthcare	<p>How to make Halloween friendlier to children with autism: Many of the 1 in 40 Arizona children with autism want to join the fun of Halloween, but the season poses difficulties for kids with sensory processing issues or who struggle with social communication. How can parents plan a fun evening, and what can households do to make their homes a more inclusive haven?</p>	<p>Axis for Autism can share ideas and alternatives to make the holiday more enjoyable for kids of all ages.</p>
	<p>Accommodations for neurodivergent employees in the workplace – With an increasing number of neurodivergent adults (autism, ADHD, dyslexia, mental health conditions, etc.) in the workforce, companies need to be more inclusive and accommodating. What are some employers doing to make it easier for them to thrive?</p>	<p>A clinical neuropsychologist with Axis for Autism can discuss signs of neurodivergence as well as accommodations employers should consider granting.</p>
	<p>How to cut the wait for autism evaluations in Arizona: More than 15,000 Arizona children are on a waitlist for an autism evaluation, often waiting more than a year for a diagnosis. Yet the earlier children receive intervention, the better chance they have at reducing autism’s challenging effects. What contributes to this backlog, and what can be done to rectify it?</p>	<p>A source from Axis for Autism can discuss a groundbreaking approach for streamlining autism diagnosis to less than 60 days.</p>
Personal Finance	<p>Break these bad habits when using credit: Credit card use has surged across the country as Americans face higher prices in recent months. With more individuals turning to credit for everyday purchases, the potential grows to develop bad habits that can negatively impact their finances. What habits should individuals avoid when using credit? What are some good habits people should pursue when using and managing their credit?</p>	<p>A source from Take Charge America can discuss the state of credit use today, the bad habits people should avoid when using credit cards and the differences among debt management, debt consolidation, debt settlement and other debt relief options.</p>
	<p>Differences between relief options for consumers struggling with debt: Inflation has pushed consumers to credit cards to make ends meet, resulting in more people falling into debt. Numerous debt relief solutions are available but determining the right one can be confusing. Although debt management, debt settlement and debt consolidation sound similar, they require drastically different actions and have markedly different effects on consumers’ credit. How can consumers make the best choice as to which option to pursue?</p>	

<p>Public Works & Infrastructure</p>	<p>Business opportunities from trash and waste – Sustainable management of municipal solid waste is more than just ensuring public health from a sanitation perspective; there is also an expectation by the communities to manage these materials as resources in a manner that fully recognizes their value. Many public works agencies, including the City of Phoenix, are collaborating with local businesses to remanufacture organic waste materials (yard trimmings, food scraps, agricultural, commercial and industrial organic scraps) into new products, while others are generating clean, renewable natural gas from brewery or dairy waste. What opportunities are there for Arizona businesses, and where do they get started?</p>	<p>A source from the City of Phoenix Public Works can discuss the Resource Innovation Campus, an economic development program that identifies land development parcels for companies to develop circular economy business operations, while the American Public Works Association can provide context for how other cities have successfully involved businesses in the circular economy and share tips for businesses interested in exploring the potential.</p>
	<p>Business opportunities from IJA: How much of the \$1.2 trillion being invested in infrastructure projects around the country over the next five years through the Infrastructure Investment and Jobs Act will Arizona cities and counties receive? What kind of improvements in transportation, water, energy and broadband will the funding enable? What kind of job opportunities will these projects create for Arizona businesses?</p>	<p>Members of the Arizona chapter of the American Public Works Association can discuss the business opportunities for engineering/design, construction, finance, IT and human resources IJA funding brings to Arizona.</p>
	<p>How cities prepare for natural disasters and times of crisis: As Florida recovers from Hurricane Ian, public works first responders have kicked into high gear to keep the city's infrastructure working. From monsoon flooding to threats of fire, how do Arizona's public works first responders keep us safe? What are the wider-scale preparations cities undertake to safeguard communities? How are hazards assessed?</p>	<p>American Public Works Association can provide a behind-the-scenes tour of what it takes to prepare for a crisis and keep the city running.</p>

<p>Risk Management/ Labor Market/ Employee Benefits</p>	<p>How employee perks are changing in a hybrid work world: As the pandemic lingers and virtual happy hours dry up, the hybrid workplace has shown it's here to stay. In this new environment, companies have had to adjust their popular perks and policies to meet employees where they are. What are businesses changing about their perk programs? What perks are employees looking for and engaging with in a hybrid world?</p> <p>What risk management strategy looks like for businesses in a post-COVID world: The pandemic changed everything for businesses' risk management. From cybersecurity risks and general liability questions, what does a robust risk management strategy look like in a post-COVID world? What types of coverages and considerations must businesses explore now that they didn't before the pandemic? How has risk management's role changed?</p>	<p>A source from insurance broker Lovitt & Touché can discuss the changes to employee perks programs as hybrid work models become the norm, as well as changes to risk management in the past two years and what insurance coverages businesses must have going forward.</p>
<p>Accounting/Biz Finance</p>	<p>Entrepreneurs' most common tax mistakes: Tax planning, compliance, filings and even bookkeeping can be complex and often take a specialized expert to navigate. What are the most common mistakes that end up costing startups and small businesses? How can they creatively avoid these pitfalls?</p>	<p>A source from eeCPA can help entrepreneurs identify tax pitfalls before they occur, saving them serious money.</p>
<p>Legal</p>	<p>Disclosing gender pronouns in email signatures: With gender identity, gender fluidity and transgender rights gaining more public attention in recent years, more employers are weighing whether pronouns should be specified in email signatures. What are the reasons why some require it, and what are the reasons some prohibit it or leave it to employees to decide?</p> <p>Why parents shouldn't put adult children on their bank accounts or house titles: Some people put their children on their accounts/titles thinking it will be easier for the children to take care of paying bills or handling matters after they pass away. What liabilities do the parents face for this, and what capital gains problems does this create for the children? What are the alternatives, and why are they advantageous?</p> <p>How Arizonans can recover up to \$30,000 to repair poor workmanship on new homes and remodels: The Arizona Registrar of Contractors' Recovery fund protects customers who used licensed contractors. However, it's important to understand the statute of limitations and eligibility requirements.</p>	<p>A source from Coppersmith Brockelman can share business reasons for and against the practice, as well as the importance of uniformity.</p> <p>An attorney at Guidant Law can discuss beneficiary deeds, revocable trusts, powers of attorney and other estate planning options that save people money and headaches, while another can explain the ROC Recovery Fund, as well as other recourses homeowners have after suffering bad experiences with contractors.</p>

<p>Multifamily Real Estate</p>	<p>How multifamily properties can limit the effects of inflation: With inflationary pressures pushing up costs for maintenance parts, products and supplies, multifamily property managers seek to keep properties updated while maintaining overall value. How can they mitigate inflationary effects? What are some relatively low-cost upgrades to make that will add immediate value? How can streamlined maintenance processes and strategies help keep costs low?</p> <p>The apartment of the future: Remote work. Smart home tech. On-demand services. The way people live and work has changed dramatically in the past two years. With these changes come new wants and demands from people for the places they call home. What will the apartment of the future look like to meet these new demands? What types of spaces, features and amenities must multifamily property managers offer to cater to discerning renters?</p>	<p>Experts with AZP Multifamily can discuss lesser-known strategies and tactics for multifamily properties to limit the effects of inflation and maintain value, along with what the apartment of the future will look like — from amenities to layouts.</p>
<p>Residential Real Estate</p>	<p>What does a right-sizing market mean for the average seller and buyer? As the chaotic seller’s market eases from the fever pitch felt earlier this year, the Valley’s real estate market is right-sizing itself. What opportunities does this present for buyers? How can first-time buyers take advantage of the changing landscape? What does it mean for sellers? Will there be a role for investors looking to enter the market or expand their footprint? How is this new normal affecting iBuyers who have previously profoundly impacted the marketplace?</p> <p>What does 2023 hold for Arizona’s real estate market? As interest rates rise and data reflects a much-needed cooling down, many home sellers, buyers and investors find themselves wondering what the Arizona real estate market will look like as we head into 2023.</p>	<p>A source from Phoenix REALTORS® can provide insights on the latest figures and offer up tips on how sellers and buyers can continue to take advantage of the current environment.</p>
<p>Commercial Cleaning</p>	<p>How businesses can outsmart cold and flu season: As cooler weather returns to the Valley, more people will be out and about, and with them, the cold and flu germs that will kick off sniffles season. How can businesses keep germs at bay? What are general tips everyone should be incorporating into their cleaning regimen? What ways can individuals protect themselves?</p>	<p>Office maintenance company OMEX can share sanitation and disinfection tips, as well as a checklist, that will make a difference for high-traffic locations.</p>

Executive Profiles

Company	Executive	Background
Axis for Autism	Christine Ehrich, CEO	<ul style="list-style-type: none"> • Arcadia resident • Founded Axis for Autism to slash exorbitant wait times for autism evaluations. Can discuss the shortage of psychologists, high costs of evaluations and other hurdles that contribute to the waitlists, as well as how she is overcoming them. • 20+ years at the helm of Industrial Solutions Network, which she grew to 600 clinics in three states before selling in 2015 • Played basketball for Ball State University
AZP Multifamily	Darren Rawson, President & CEO	<ul style="list-style-type: none"> • Overseen sales growth of more than 69% at AZP since joining in 2020. • Reputation for delivering value and growing businesses in new and emerging markets, having managed successful transitions, turnarounds and business expansion throughout his career. • Can delve into his strategies for growth and navigating supply chain and technology issues.
BMO	Mike Blanton, Managing Director	<ul style="list-style-type: none"> • Scottsdale resident • One of Arizona's largest money managers for high-net-worth/ultra-high-net-worth individuals • MBA, law degree, licensed CPA and Chartered Financial Analyst • Six years in the U.S. Air Force Reserve, where he received the National Defense Medal
Coppersmith Brockelman	Jill Chasson, Chair of Governance Committee (Managing Partner)	<ul style="list-style-type: none"> • Ahwatukee resident • Olympic swimmer (Barcelona, 1992) • Arizona Interscholastic Association swimming judge • Nationally recognized employment law attorney • Can address how companies can minimize risks associated with personnel decisions, prevent unlawful discrimination and harassment, among other employment issues
eeCPA	Elizabeth Hale, CEO & Founder	<ul style="list-style-type: none"> • Scottsdale resident • CPA, Certified Tax Coach and author of <i>Protect Your Profit</i> • Partnered with 400+ business leaders and collectively saved them more than \$50 million through high income tax strategies and strategic accounting solutions

Guidant	Sam Saks, Partner	<ul style="list-style-type: none"> • Phoenix resident • Commercial litigation and personal injury attorney • Can discuss business law issues including partnership agreements and dissolution and breach of contract, as well as consumer issues like insurance denial of coverage and bad faith delays • Secretary-Treasurer, State Bar of Arizona Board of Governors (2022 – present) • Founder, Legal Aid of Arizona
Guidant	Gary Smith, Partner	<ul style="list-style-type: none"> • Cave Creek resident • One of AZ's leading cannabis attorneys and nation's foremost authorities on psychedelics law • Founder and current president of Arizona Cannabis Bar Association • General counsel to nation's oldest multi-racial peyote church • Author of <i>Psychedelica Lex</i>, preeminent legal manual on psychedelics and entheogens • Host of popular <i>Psychedelica Lex</i> podcast
OMEX	Ivan Royal, President	<ul style="list-style-type: none"> • Tempe resident (BIPOC) • Entrepreneur who built a commercial cleaning company serving 1.4 million sf of space • U.S. Army Veteran with 21-year career
Phoenix REALTORS®	Andy Fegley, CEO	<ul style="list-style-type: none"> • Peoria resident • Led Phoenix REALTORS through a period of cultural and operational transformation • Modernized the association, evolved some past negative perceptions, increased membership. • Boosted membership by 2,000 members in three years. • Offers insights on lessons in modernization, organizational change and tough decision-making.

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Media Resource Center

