

April 2026 – Media Tip Sheet

Beat	Story	Source
Business Operations	<p>Should my company self-fund or fully fund our health insurance plan? As healthcare costs rise, more small and mid-sized businesses are evaluating whether to self-fund or remain fully insured. What factors determine when self-funding makes financial sense? What risks should leaders be aware of? And how can companies gain greater cost control and flexibility without overexposing themselves?</p>	<p>An expert from Marsh McLennan Agency Arizona can outline when each approach makes sense and shares how business leaders can better evaluate risk, control costs and design more flexible benefits programs.</p>
	<p>Helping employees recognize strengths they don't see in themselves: In high-pressure environments, stress, burnout and limited resources can distort how employees view their own abilities. Confidence gaps often emerge not because skills are lacking, but because they go unrecognized. How can leaders better identify untapped strengths within their teams? And what role does strength-based leadership play in improving morale, retention and performance in demanding sectors?</p>	<p>CEO Morgan Haynes of Tribal Health can share how leaders can identify and reinforce hidden strengths in high-stress environments.</p>
Real Estate	<p>How today's homebuyers are regaining negotiating power in a cooling Phoenix market: As inventory rises and homes sit on the market longer, buyers are finding themselves with more leverage than they've had in years. From price reductions to seller concessions and more flexible inspection terms, how is negotiating power shifting in today's market? And which opportunities are buyers missing with outdated mindsets?</p>	<p>Phoenix REALTORS® Board President Sammy Glassman can explain how increased inventory is changing the balance of power between buyers and sellers. She can share what types of concessions are becoming more common, where buyers have the most negotiating room and how successful buyers are adjusting their strategies.</p>
Construction	<p>How construction companies can attract and retain skilled workers in a competitive labor market: Recruiting is no longer just about filling roles — it's about creating clear career pathways, investing in workforce development and building an environment where high performers want to stay. How can contractors differentiate themselves in a crowded hiring market? And what role does training, leadership and culture play in long-term retention?</p>	<p>A representative from Nox Group, a large-scale industrial contractor, can speak to how construction firms can approach recruitment as a long-term strategy rather than a short-term fix in a tight labor market.</p>

Community Issues	<p>How Arizona families can prepare for higher utility bills as warm temperatures arrive early: With spring heat arriving weeks ahead of schedule, many households are feeling the financial squeeze earlier this year. As hotter days stack up, what steps can families take now to manage rising energy use – especially when living paycheck-to-paycheck? What assistance programs are available?</p>	<p>Kelly McGowan, executive director of anti-poverty nonprofit Wildfire, can discuss the resources available to help Arizonans manage energy costs, including utility assistance programs that many lower-income households may not realize they qualify for.</p>
	<p>Why first responder mental health is a business and community issue — not just a public safety concern: First responders regularly face high-stress situations, and access to appropriate mental health support can play an important role in maintaining a stable, effective workforce. When support systems are limited, it can place added strain on departments, families and the communities they serve. Why should business and community leaders pay attention? And how can broader support help strengthen the systems communities rely on every day?</p>	<p>Compassion Alliance is a local nonprofit providing free trauma therapy to first responders nationwide. Founder Tony Rodarte can speak to how unaddressed trauma impacts workforce stability and community systems, and why business and community involvement is critical to long-term support.</p>

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