

June 2026 – Media Tip Sheet

Beat	Story	Source
Business Operations	The GLP-1 gold rush is straining employer health plans: The weight-loss drug boom is creating a benefits crisis behind the scenes, with 41% of employers citing GLP-1s as a top cost driver. As use expands beyond diabetes into broader treatment areas, how can employers manage escalating costs while still supporting employee health?	An expert from Marsh McLennan Agency Arizona can speak to strategies employers can use to balance access and affordability for GLP-1s.
	AI governance is becoming a business insurance priority: As companies race to adopt AI tools, they are also creating new exposures around data privacy, cyber risk, employment practices, intellectual property and regulatory compliance. With AI use spreading across HR, customer service and operations, how can businesses capture the benefits of automation while reducing risk?	An expert from Marsh McLennan Agency Arizona can speak to how businesses can align insurance coverage to protect against emerging AI-related risks.
	What entrepreneurs and business leaders tend to get wrong about M&A: The fine print of an M&A deal can shape an entrepreneur’s future long after closing. How can entrepreneurs avoid costly surprises, protect their leverage and better understand the terms that matter before they sign?	Anthony Casarona , partner at Rusing Lopez Lizardi & Saffer , can speak to the key deal terms business leaders often overlook in M&A transactions.
	AI is changing due diligence faster than most companies realize: AI is helping buyers organize data, review contracts and spot risks faster in M&A deals. How can sellers prepare before these tools put their companies under the microscope?	Anthony Casarona , partner at Rusing Lopez Lizardi & Saffer can speak to how sellers can get ahead of AI-driven due diligence by addressing legal risks before a buyer’s tools find them first.
Real Estate	Should you take your home off the market this summer? Why some sellers are doing the opposite. Many Phoenix homeowners assume summer is the wrong time to sell, prompting some sellers — particularly in the luxury market — to pull listings until temperatures cool. But with fewer homes competing for buyer attention, sellers who need to move may find unexpected opportunities. Is summer really a season to avoid, or can reduced competition work in a seller's favor? What should homeowners realistically expect when listing during the Valley's hottest months, and how does buyer behavior change?	Phoenix REALTORS® Board President Sammy Glassman can discuss what homeowners should realistically expect when listing a home this summer, what today’s buyers are prioritizing, and strategies sellers can use to position their properties.

	Why more buyers are prioritizing lifestyle over square footage: For many homebuyers, access to dining, entertainment, outdoor recreation and mixed-use developments is becoming a key deciding factor alongside the home itself. As communities across the Valley continue to evolve with new retail and residential projects, how are these amenities influencing where people choose to live? What features and neighborhood characteristics are driving demand, and how are priorities changing across generations?	Phoenix REALTORS® Board President Sammy Glassman can discuss the unique dynamics of the Phoenix summer market and what opportunities exist for those who list in now and how buyers and sellers can navigate a slower but potentially less competitive season.
Construction	What companies risk when workplace culture takes a backseat in the race to hire: As competition for skilled labor continues, construction companies are being forced to look beyond pay and benefits to attract workers. Younger employees increasingly want strong leadership, growth opportunities and a workplace culture they connect with. What happens when companies ignore those priorities? How is culture becoming a differentiator in construction hiring? And what are employers doing to build workplaces people actually want to be part of?	A representative from Nox Group , a large-scale industrial contractor, can speak to why culture is playing a bigger role in construction recruitment, what younger workers are looking for and the risks companies face when culture becomes an afterthought.
Marketing	How AI is reshaping brand discovery: People are increasingly turning to AI platforms to research companies, products and services, fundamentally changing how brands are discovered and evaluated. As AI-generated recommendations become more influential, organizations are rethinking their approaches to visibility, credibility and thought leadership. This trend is creating new opportunities and challenges for businesses while raising important questions about the evolving relationship between search and brand reputation.	Andrea Aker , CEO of Aker Ink , can discuss how AI is changing the way organizations build visibility, credibility and trust with key audiences and what businesses should be doing now to ensure their expertise is accurately represented.

Contact	Media Resource Center View Previous Tip Sheets
Niamh Sutton Media Relations Strategist (602) 363-5887 niamh.sutton@akerink.com	
Malory Knutson Senior Account Executive (480) 773-3651 malory.knutson@akerink.com	