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**July 2026 – Media Tip Sheet**

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| Business Operations | **Employers explore health insurance alternatives amid rising costs:** As healthcare costs continue to pressure employers, some are considering alternatives to the traditional health insurance model. According to a recent Marsh McLennan Agency report, three strategies are gaining attention: captives, reference-based pricing and Individual Coverage Health Reimbursement Arrangements (ICHRAs). How can employers determine options based on their workforce, budget and risk tolerance? | **Mike Cody**, senior vice president at **Marsh McLennan Agency Arizona**, can explain which employers may be best suited for these alternative approaches and what trade-offs to consider. |
| | **The biggest intellectual property red flags in the age of AI:** As businesses increasingly use artificial intelligence to create content, develop products and streamline operations, questions around ownership, licensing and infringement are becoming harder to navigate. Who owns AI-generated work, what risks come with using third-party content and how can companies protect their intellectual property? | An IP attorney from **Weiss Brown** can explain the legal risks emerging from AI adoption and what businesses should consider when using AI-generated content. |
| | **Why every commercial lease deserves a second look:** Commercial leases are often viewed as standard agreements, but the fine print can have lasting financial and operational consequences. Rent escalation clauses, maintenance responsibilities, renewal options, personal guarantees and early termination provisions can all affect a business long after the lease is signed. Which terms deserve closer attention? | A commercial real estate attorney from **Weiss Brown** can speak to common commercial lease pitfalls, negotiable terms and how businesses can protect themselves before signing. |
| | **The fine print of startup funding:** As Arizona's startup ecosystem continues to grow, emerging tech companies need to understand not just how to attract capital, but how to structure financing in a way that supports long-term growth. What are the legal issues founders should understand before raising money? | **Anthony Casarona,** partner at **Rusing Lopez Lizardi & Saffer,** can speak to the legal terms, ownership implications and governance issues founders should evaluate before accepting outside investment. |
| Real Estate | **What does $1M buy you across Greater Phoenix today?** A $1M home can mean dramatically different things depending on the neighborhood. In some parts of the Valley, it still buys luxury with expansive space and amenities, whereas it's the entry point in other parts**.** As buyers gain more choices and inventory continues to grow, how should they evaluate where their money goes the furthest? Which communities offer value or command a premium? | **Phoenix REALTORS®** Board President Sammy Glassman can explain why pricing varies between communities, discuss how buyer expectations have evolved and share what today's market means for buyers shopping at this price point. |

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| Construction | **How construction companies can attract and retain skilled workers in a competitive labor market:** Recruiting is about more than filling new roles. Construction leaders need to create clear career pathways, invest in workforce development and build an environment where high performers want to stay. How can contractors differentiate themselves in a crowded hiring market? What role does training, leadership and culture play? | 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. |
| 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 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. |

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