

October 2026 – Media Tip Sheet

Beat	Story	Source
Business Operations	Is your open enrollment process helping or hurting employee engagement? As open enrollment season begins, employers have an opportunity to assess more than plan options and premiums. Communication, technology and the enrollment experience itself can influence how well employees understand and value their benefits, while also affecting HR workload and administrative efficiency. Are employers doing enough to make open enrollment work better for both their people and their business?	An employee benefits expert at Marsh McLennan Agency Arizona can speak to how employers can improve open enrollment practices to increase employee understanding, reduce administrative burden and get more value from their benefits investment.
	The purchase price isn't the true price: What business buyers miss when evaluating a deal: The headline valuation tells only part of the story – working capital requirements, debt, liabilities, purchase price adjustments, earnouts and other provisions ultimately determine what a buyer pays or a seller receives. How can dealmakers look beyond the headline number to understand the true economics of a transaction?	Gregory Goldsand , an attorney from Weiss Brown , can explain how deal terms beyond the headline valuation can materially affect the true purchase price and the economics for both buyers and sellers.
	The next acquisition red flag is AI governance: As businesses ramp up scrutiny of artificial intelligence, companies may face tougher questions about their own AI use during M&A due diligence. Buyers will want to know how AI is being used, what data is involved and whether policies are in place to address IP, privacy and compliance risks. Are Arizona companies prepared before a deal is on the table?	Anthony Casarona , partner at Rusing Lopez Lizardi & Saffer , can speak to the AI governance issues that may surface during due diligence and the steps businesses can take now to reduce risks before pursuing a transaction.
Real Estate	MEDIA ALERT: Water, energy and economic development experts gather Oct. 21: Phoenix REALTORS is bringing together five influential voices for its second annual forecasting event: Water, Power and the Valley's Future on Wednesday, Oct. 21 from 11 a.m.-3 p.m. at Copper Blues Desert Ridge, to offer insight into the foremost issues shaping Greater Phoenix residential real estate in the year ahead.	In addition to the presenters, Phoenix REALTORS® Board President Sammy Glassman can explain how water availability, energy infrastructure and economic development are shaping the Valley's housing market in 2027.
Wellness	MEDIA ALERT: Goat yoga brings a playful twist to healthy aging on Nov. 4: Westminster Village, Scottsdale's only nonprofit continuum care retirement community, will host a "goat yoga" session for residents on Wednesday, Nov. 4 at 10:30 a.m. The event is part of the community's approach to healthy aging, incorporating principles of the Blue Zones	Brad Edmunds , LNHA, Vice President of Health Services and Christina Tayles at Westminster Village can discuss the goat yoga session and

	Project®, which aims to replicate lifestyles of the world’s longest-living populations.	other initiatives designed to support healthy aging and resident well-being.
Wealth	Can you afford a private plane? For those who travel frequently for business or leisure, a private plane can offer flexibility and convenience. But even for buyers with substantial wealth, answering that question requires looking beyond the purchase price. How do financing, maintenance and ongoing operating costs factor into the decision, and when might chartering or fractional ownership make more sense?	Andrew Wojciak , managing director, Arizona for BMO Wealth Management , can offer a behind-the-curtains look at the financial considerations of private aircraft ownership.

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