

PHOENIX Business Journal

FORTY UNDER 40: Annual section honors Valley's up-and-coming leaders. **Inside**

UP IN LIGHTS: Ellman's Branded Cities Network strikes deal with Panasonic. **5**

BANKERS UNHAPPY: Proposed caps on debit-card fees prompting industry outcry. **14**



phoenix.bizjournals.com

INFORM. CONNECT. SUCCEED.

JUNE 17, 2011 \$3.95

Phoenix Mayor Phil Gordon in the model unit at Chateau on Central.
DARRYL WEBB | SPECIAL TO PHOENIX BUSINESS JOURNAL

Chateau sells first unit to Phoenix mayor

BY MIKE SUNNUCKS | Phoenix Business Journal

The Chateau on Central housing project has been a poster child for the ups and downs of Phoenix's housing market. The 21-unit upscale, Victorian-style brownstone development at Central Avenue and Palm Lane has hit construction delays since 2005 because of economic and financing problems; got caught up the Mortgages Ltd. debacle; and eventually was sold via bankruptcy proceedings to a Wisconsin food

SEE **CHATEAU** | 52

FILE PHOTO

Help wanted: Hospitals looking to hire 4,000

BY ANGELA GONZALES
Phoenix Business Journal

Valley hospitals have jobs aplenty, with about 4,000 openings currently available for qualified candidates.

Abrazo Health Care, which operates five local hospitals, is gearing up to hire nearly 500 people this year to support its growth. The hospital system hired more than 200 people in May and now is looking to fill about 150 nursing positions, said Guido de Koning, vice president of human resources for Abrazo.



de Koning

De Koning said it is difficult to find nurses with experience in the operating room and intensive care unit, as well as those who specialize in cardiology. Experienced physical therapists, occupational therapists and speech therapists also are in demand.

SEE **HOSPITALS** | 52

WHERE THE JOBS ARE

Some Valley hospitals that are hiring:

2,000: Scottsdale Healthcare's Shea, Osborn and Thompson Peak hospitals

1,100: Banner Health's Baywood, Boswell, Del E. Webb, Desert, Estrella, Gateway, Good Samaritan, Ironwood, Thunderbird and Cardon Children's medical centers; Banner Behavioral Health Hospital; and Banner Heart Hospital

480: Abrazo Health Care's Phoenix Baptist, Arrowhead, Paradise Valley and Arizona Heart hospitals, as well as West Valley Medical Center

250: Peoria Regional Medical Center (opening summer 2012)

200: Phoenix Children's Hospital

40: Orthopedic and Spine Inpatient Surgical Hospital

Source: Phoenix Business Journal research

Businesses step up in wake of Wallow fire's huge path of destruction

Owners, insurers preparing to handle fallout

BY JENNIFER A. JOHNSON
Phoenix Business Journal

Business has been picking up for Allan Johnson, co-owner of the Molly Butler Lodge in Greer. But as the Wallow fire consumes hundreds of thousands of acres in Apache, Navajo, Graham and Greenlee counties, he is



Johnson

worried that he will lose thousands of dollars during the peak tourism season.

While the lodge has been spared for now, Johnson still is concerned about smoke damage, the loss of food and beverages, exterior damage to the property, and cleanup costs.

Like other business and homeowners,

SEE **INSURANCE** | 51

INSIDE

More on the Wallow fire:

- Real-life stories of damage and loss. **8**
- Local lawyers help victims pro bono. **9**
- Arizona utility companies keep close watch. **9**
- Wallow vs. Rodeo fires: how they compare. **51**

Valley companies offer help to affected areas

BY LYNN DUCEY | Phoenix Business Journal

As firefighters continue their efforts to contain the Wallow fire in northeastern Arizona, Valley businesses and organizations are reaching out to help their neighbors in the high country.

The blaze was estimated at press time to have burned more than 478,000 acres and be about 20 percent contained. It is the largest wildfire in Arizona's recorded history.

"As this has progressed, the priority has been to get people out of the communities and out of the way of the fire," said David

SEE **HELP** | 51

THE LISTS:

Highest-paid CEOs. **41**

Directors' compensation. **42**



PROFILE:

Jerry Foster, principal, Resolute Commercial Services. **43**



THE VALLEY'S SOURCE FOR
BREAKING BUSINESS NEWS

phoenix.bizjournals.com

Startup

Golf outings tee up business idea

A Phoenix duo launched a new company after becoming casualties of the Great Recession. Greg Pierzchalski spent more than three decades in the home construction industry as an estimator and project engineer, while David Barnes was in the medical and health care fields for 25 years. Both men lost their jobs during the Great Recession and were introduced by their wives. "My wife, Cindy, sells Gold Canyon candles, and Dave's wife, Barbara, sells Cookie Lee jewelry. They were at a trade show, and their booths were next to each other," Pierzchalski said. The women introduced the two men, who bonded over their love of golf. Barnes is a former president of the Arizona Golf Association. As they hit the links, the men talked about how they wanted to take control of their own futures. They decided to go into business together. The result is No Slip Zone LLC, a venture based on their joint expertise in the medical and construction industries. The business offers a floor treatment for commercial, residential, medical and business offices that increases traction and decreases the likelihood of people slipping. Prices vary depending on the size and nature of each job, but generally are about \$2 per square foot, Pierzchalski said. "We basically can focus on any surface that gets wet, interior or exterior," he said. "We wanted to develop a type of business where we would help people." The two men are the sole employees. They have developed a website and joined the Chandler and Ahwatukee chambers of commerce and the Arizona Hotel & Lodging Association. "It's because of all the business contacts we have made and the networking opportunities. We have learned a lot from other business folks," Pierzchalski said. The men are self-financing the business and hope to provide services across the metro Phoenix region. "Ultimately, our goal is to have a number of work crews," Pierzchalski said. For more: www.thenoslipzone.com.



Pierzchalski



Barnes

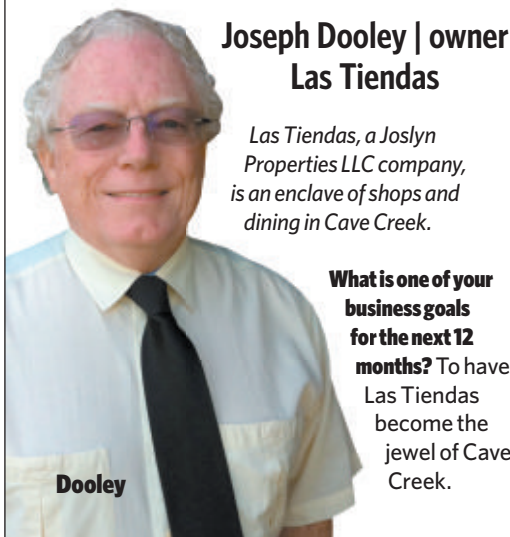
— Lynn Ducey



UNLEASHING THE ENTREPRENEUR INSIDE YOU



2.0 minutes with...



Dooley

Joseph Dooley | owner Las Tiendas

Las Tiendas, a Joslyn Properties LLC company, is an enclave of shops and dining in Cave Creek.

What is one of your business goals for the next 12 months? To have Las Tiendas become the jewel of Cave Creek.

Money matters

Seminars address biz financing

A handful of upcoming workshops are designed to give entrepreneurs a leg up in finding funding to build their businesses:

- Greater Phoenix Score will host "Financing Your Business" at 6 p.m. June 29 at the East Valley Institute of Technology, 1601 W. Main St., Portable J, Mesa. Cost is \$25. For more: www.scorephoenix.org.
- The U.S. Small Business Administration's Arizona office will host an SBA Loan Clinic at 9 a.m. July 6 at 2828 N. Central Ave., Ste. 800, Phoenix. This is a free event, but registration is required. Call 602-745-7200.



What is a significant goal you've achieved in the past 12 months? Restructuring our tenant base.

How have you changed your business strategy to reflect current economic conditions? Several ways, including tailoring monthly rent to business season and comparing tenants' sales numbers with rent requirements.

What resources did you use to help develop your business and marketing plans? Listening to consumer wants and using a public relations organization.

How do you use technology to promote your business? We have a website and use Twitter. Facebook is in the offing.

In what other ways do you market your business? Word of mouth and PR.

What advice do you have for entrepreneurs just starting out? Always have a business plan, go in with more money than you think you will need, and don't plan on living off proceeds for a few years.

Did you ever want to call it quits? Sure I've wanted to quit, but you keep going due to pride.

Do you have an exit strategy or a succession plan for when you retire? The plan is for our boys to take over all operations. Bryan handles the business when I'm not in town now; his brother, Gene, is a financial planner, so he can watch the business from many perspectives.

What do you know now that you wish you had known when you started your business? I am from the background and belief that your word is everything; it is your bond. But people have been my biggest disappointment. So, believing and trusting people now is a problem for me.

What's the best piece of business advice you ever received? When you develop your business plan and any contracts, they should be designed so that if all parties involved dropped dead at the same time, someone could walk in, take over and know exactly what to do.

Close-up

Urban Kidz sprang from fashionista's love of clothes, kids

A fashionista born and raised in Brooklyn, N.Y., turned her love of clothes and kids into a trendy Scottsdale business.

Lila Metcalf, owner of Urban Kidz, didn't always see clothes as her primary career. She started out in technology sales.

"But even in my Corporate America job I worked at the mall, too — not because I needed the money, but because I loved the customer experience," she said.

After her second child, Kaden, was born, she began to re-evaluate what she wanted to do.

"I was questioning: Do I work 16 hours a day for someone else, or do I work 16 hours a day for myself, build a business and be an entrepreneur?" Metcalf said. "Working in technology was a great experience and great money, but money isn't everything."

In May 2004, Urban Kidz opened its doors. The boutique, now in the Shops

at Gainey Village at 8787 N. Scottsdale Road, sells trendy clothing for infants to 16-year-old boys and girls.

After three moves, a recession, the launch of an online store and \$250,000 in charitable donations, Metcalf said her shop is starting to see a slow and steady upswing in business.

"I love challenges, so it worked," she said. "I was blessed with having a viewpoint of opportunity ... and I'm not stopped by being afraid."

The size of Urban Kidz is what she wants it to be, but she plans to expand the management team.

"I know there are certain things that I'm not the greatest at, and I need someone — a management-level person — who can patch those holes," Metcalf said. "We get to create and invent whatever we want this business to look like."



Metcalf

— Yvonne Gonzalez



PROVIDED BY URBAN KIDZ

Urban Kidz opened in May 2005 in Scottsdale's Shops at Gainey Village.