



Greater Phoenix
Chamber of
Commerce



ECONOMIC OUTLOOK 2011

PROGRAM & SURVEY RESULTS

During August 2010, Cox aired a program exclusively on Cox7-AZ entitled "Doing More for Arizona: Economic Outlook 2011." With interactive technology, Cox Advanced TV subscribers used their remote control to answer questions about Arizona's economy. The results were analyzed, compared to previous results and included in this statistical handout.



WEDNESDAY, SEPTEMBER 8, 2010

REGISTRATION: 7 a.m. | ECONOMIC OUTLOOK 2011: 7:30 - 10:00 a.m.

Arizona Biltmore Resort & Spa

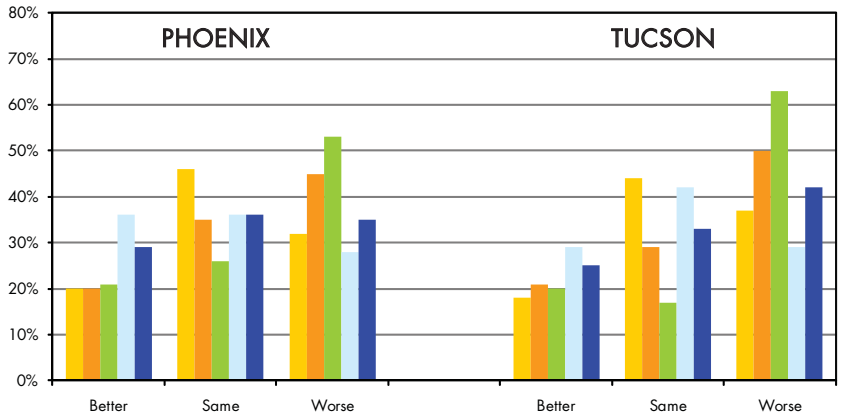
ECONOMIC OUTLOOK 2011

Visit www.phoenixchamber.com/EO2011 to download the Cox survey results, speaker powerpoint presentations and video from today's event.

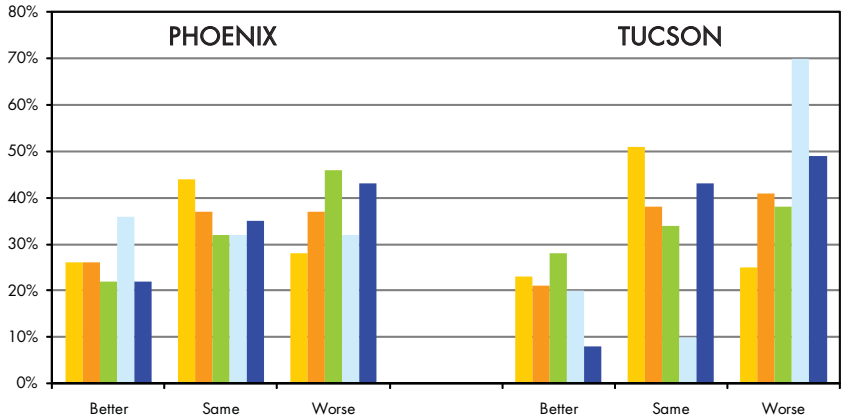
ECONOMIC OUTLOOK 2011 PROGRAM

- **Welcome** by Ned Foster, FM News/Talk 92.3 KTAR
- **Opening Remarks** by Todd Sanders, President & CEO, Greater Phoenix Chamber of Commerce
- **COX Survey Results** Presentation by Susan Anable, COX Communications
- Breakfast
- **International Perspective** by Dr. Ángel Cabrera, Thunderbird School of Global Management
- **National Perspective** by Dr. Beckie Holmes, COX Communications
- **APS Message** by Tammy McLeod, APS
- **Brand Arizona** - Panel Discussion moderated by David Anderson, President/CEO of Off Madison Avenue
 - Michael Bidwill, President, Arizona Cardinals
 - Judi Hand, President & General Manager, Direct Alliance
 - John Martinson, Founder & Co-Chairman, China Mist Brands, Inc.
- **Local Perspective** by Elliott Pollack, Elliott D. Pollack & Company

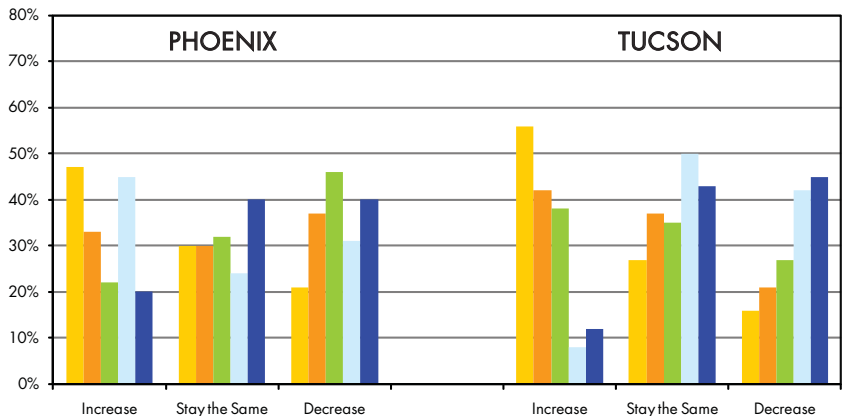
ECONOMY
 HOW DO YOU EXPECT THE ECONOMY TO PERFORM THIS YEAR COMPARED TO LAST?



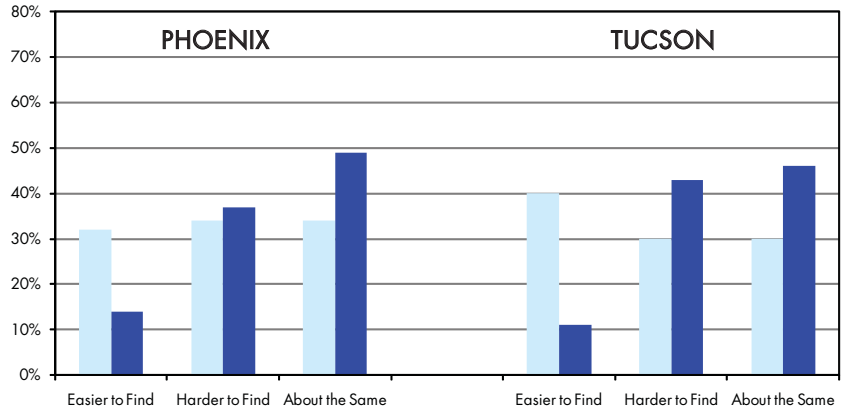
FINANCES
 HOW WELL OFF DO YOU EXPECT YOUR FAMILY'S FINANCES WILL BE THIS YEAR COMPARED TO LAST?



HOUSING
 IN THE NEXT YEAR, DO YOU EXPECT HOUSING PRICES IN YOUR METRO AREA TO...?

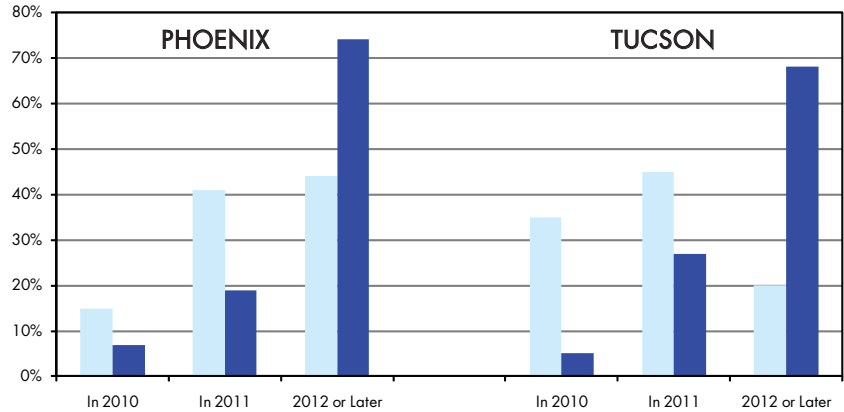


EMPLOYMENT
 IN THE NEXT
 YEAR, DO YOU
 EXPECT JOBS IN
 ARIZONA WILL
 BE...?*



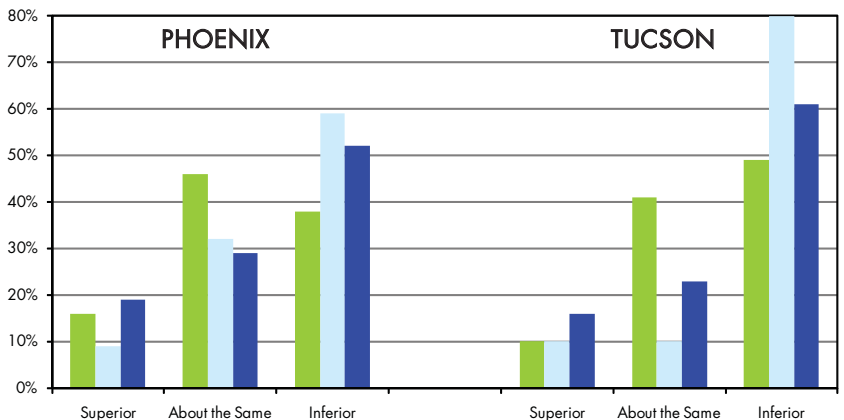
*Question was not asked in 2008

**LOCAL
 ECONOMY**
 WHEN DO
 YOU EXPECT
 THE ARIZONA
 ECONOMY
 TO BEGIN
 EXPANDING
 AGAIN?*



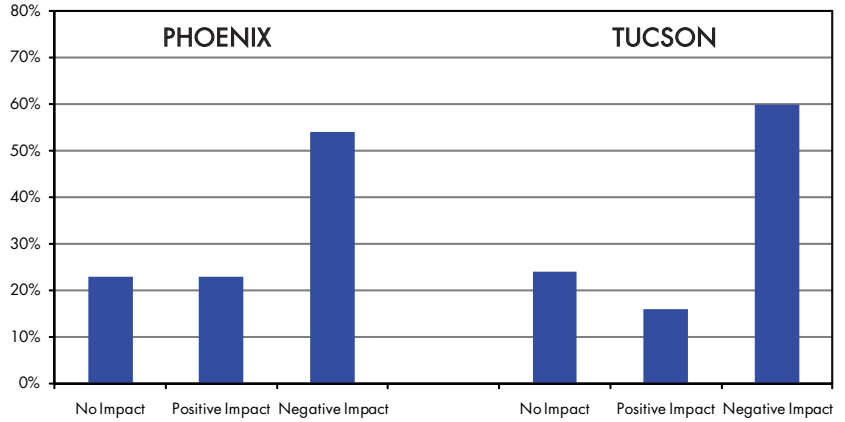
*Question was not asked in 2008

LEADERSHIP
 COMPARED TO
 MOST OTHER
 STATES, THE
 LEADERSHIP
 PROVIDED
 BY ARIZONA'S
 ELECTED
 OFFICIALS IS
 GENERALLY...





NATIONAL ATTENTION
 HOW HAS THE NATIONAL ATTENTION ARIZONA'S RECEIVED FOR RECENT LEGISLATION AFFECTED THE STATE'S ABILITY TO ATTRACT NEW BUSINESS AND RESIDENTS?



DOING MORE FOR ARIZONA: ECONOMIC OUTLOOK 2011
 AS SEEN ON COX7-AZ

Presented by:



To learn more about the Greater Phoenix Chamber of Commerce, visit us online at www.phoenixchamber.com or call 602.495.2195.



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