

SUBSCRIBER CONTENT: Jul 18, 2010, 9:00pm MST

## The Buzz: Scottsdale agency nets Air Canada

Lynn Ducey

Scottsdale-based Discover the World Marketing has signed a contract with Air Canada to market that airline's services in Singapore.

"It's been several years since Air Canada had its own office in Singapore," said Joe Ng, Air Canada's general manager for Hong Kong. "We recently decided the best course of action to take in Singapore would be to appoint a company to sell and market us through all distribution channels in the area. Discover the World Marketing was selected because it could provide us with the best solution for our offline sales."

Discover the World CEO Jenny Adams said the firm's Singapore office, led by Tony Lim, is ready to develop new streams of revenue for the airline.

The firm's local office is at 17470 N. Pacesetter Way, off Princess Drive in North Scottsdale.

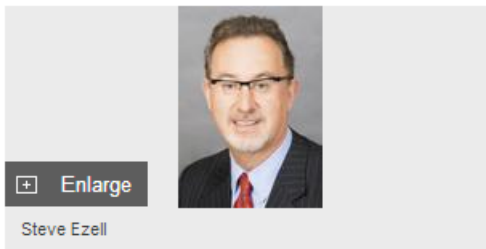
For more: [www.discovertheworld.com](http://www.discovertheworld.com).

### Zion & Zion grows

Tempe-based Zion & Zion has added five staffers to support the company's growth in social media, Web applications, creative development, and media planning and execution. The firm also has signed two new clients: Arizona Wild West Beef Jerky and the Leadership and Learning Center.

The full-service marketing strategy, advertising, public relations and interactive marketing firm is based at 464 S. Farmer Ave. in downtown Tempe.

For more: [www.zionandzion.com](http://www.zionandzion.com).



Of the 10 million business professionals reached by The Business Journals Jobs Network

82% are management



For your next great hire

Post A Job

Source: The Business Journals Subscriber Study, 2010

#### Sponsored Links

[SurveyMonkey®](#)

Get feedback from your customers and vendors. Send a free survey.

[www.SurveyMonkey.com/Business](http://www.SurveyMonkey.com/Business)

[Open an account with TD Ameritrade](#)

Trade free for 60 days and get up to \$600 cash. No platform or data fees.

[tdameritrade.com](http://tdameritrade.com)

[Get Listed Here](#)

## Cousins opens in Surprise

Valley businessman Garret Shank has opened a Cousins Subs restaurant at 15170 W. Bell Road — the first location in Surprise for the Milwaukee-based chain.

Cousins, founded in 1972, focuses on East Coast-style submarine sandwiches with salads, soups, chips and soft drinks. The company operates 15 company-owned units and 132 franchised locations in six states.

Shank, a former food and beverage manager in the hospitality industry, said the desire for business ownership prompted his decision to open a restaurant.

"I've been in this industry my whole life, and now I get the chance to run my own business selling a product I believe in," he said.

For more: [www.cousinssubs.com](http://www.cousinssubs.com).

## E-Z Messenger gets green


E-Z Messenger has begun testing environmentally friendly and efficient cars in its delivery fleet.

The company specializes in legal document delivery. It has offices across the state, including a Phoenix office at 1209 E. Washington St., led by Steve Ezell, managing member.

The firm is beginning to replace its fleet of delivery vehicles with electric hybrids and initially expects to have at least 40 of them in service.

Ezell said the company also is adopting other green practices, including paperless billing systems, recycling programs, building improvements and energy efficiency changes companywide.

For more: [www.e-zmessenger.com](http://www.e-zmessenger.com).

 Enlarge



Steve Ezell

Of the 10 million business professionals reached by  
**The Business Journals Jobs Network**

**82%** are  
management



For your next great hire

[Post A Job](#)

Source: The Business Journals Subscriber Study, 2011

### Sponsored Links

[Unified Communications Buyers Guide](#)

Download Unified Communications Buyers Guide and compare solutions now  
[www.shoretel.com](http://www.shoretel.com)

[Unified Communications Buyers Guide](#)

Download Unified Communications Buyers Guide and compare solutions now  
[www.shoretel.com](http://www.shoretel.com)

[Get Listed Here](#)

### **Glendale Sir Speedy Web-wise**

Business owners Doug and Bridget Nelke have added Web design to the portfolio of services at their Glendale Sir Speedy location.

The design services target small to midsize companies and can re-energize an existing site or create a new one from scratch.

"A good website is essential for every business today. It is the first place people go to learn about a company, and you have to be ready with a professional design, content and functionality," Doug Nelke said.

The new service is part of the company's printing and marketing services aimed at businesses. The store is located at 5310 W. Glendale Ave.

For more: 623-939-0092.

<http://www.bizjournals.com/phoenix/stories/2010/07/19/smallb1.html>