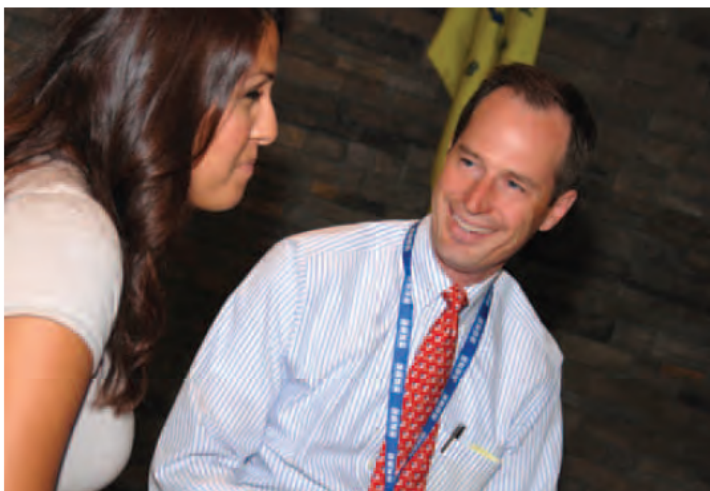


Executive Q & A



A youth spent on a farm planted the seeds for a successful career for TriWest's Scott Celley.

Our bimonthly series of Q & A sessions that will help you get to know prominent Valley business people continues with Scott Celley, vice president of external affairs for TriWest Healthcare Alliance in Phoenix.

What was your first real job?

I grew up on a farm about 30 miles south of Portland, Oregon. My parents were schoolteachers and my dad wanted us to have the farm experience, because he had grown up on a farm. My first job was at about 13 or 14, hoeing rows of onions and harvesting lettuce and spinach on a vegetable farm a mile or so from where we lived. I'd bike down there early in the morning and we'd get done unloading the truck at the vegetable market in Portland about 11 at night.

Your company administers medical benefits to members of the military and their families, and you worked in Washington, DC for many years as an advisor on armed services issues.

What business lessons does the military teach?

This has been true of many if not most of the successful military commanders I've come across and it's also true in the business context: those individuals that that respect, appreciate and value the effort and service of those that work for them tend to be successful.

What's the best part of your job?

Giving back by helping support the men and women in uniform who are out in dangerous places defending our country.

What do you do outside of work?

I like to run. I still try to get out most days and part of that is it does energize me and bring stress relief. We are in the health care business, so we try to get our people to be involved in activities. That, and spend time with my wife and two teenage daughters. They get to be involved in some of the things we do and learn about the military history of our country, which is nice.

What's the best business advice you've ever received?

Appreciating and honoring the people that work for you and with you is the way to be successful yourself. If you don't have the benefit of good people – sometimes even good competitors – you can't succeed.

Did the farm experience pay off for you?

If you ask my wife, yes. I definitely learned how to work and work hard. My wife thinks I work too much. One of the things it helped me understand was I needed to keep learning and developing skills so I wouldn't be in the mud and the rain carrying heavy crates of lettuce and spinach for very long. It was a great experience, but it was good to be able to move on to other things.

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TriWest Healthcare Alliance
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MarCom Corner

Your Answers to Marketing & Communication



Topic: High-Impact Results for Low-Budget Events

Many companies that host an event don't realize there are numerous free resources to help promote it. Ashley Oakes of Zion & Zion in Tempe has some tips on how to turn your low-budget event into a press-worthy function.

- **Create a list** of local event calendars from different media outlets (print, TV, radio, online) on which to post your event's information. These posts are seen not only by people looking for events to attend but also editors seeking good stories to run.
- When creating the name and description of your event, think of what will **grab people's attention**. Is there going to be someone important there? Something free for the public? If your event doesn't have this component, think of different organizations you could team up with that could also benefit from the publicity.
- **Viral** is the way to go these days and with so many bloggers on the web, there is a good chance a few locals will share your event information. Also, interacting through social media can get you in touch with many people you would not normally have access to, including the media.

The old saying "you have to stand out to stand a chance" may be even more meaningful in this day and age of media clutter. The good news is there are a variety of options for publicizing your event at little or no cost, potentially giving you big return for a small investment.

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www.zionandzion.com