

PHOENIX Business Journal

Sound Off: Arizona's Economy

Erin Kennedy

Editor's note: More than 850 people turned out for the 2012 SRP Economic Forecast earlier this month to hear about the future of Arizona's economy. Phoenix Business Journal editorial intern Erin Kennedy talked to several attendees about how economic conditions have affected them, what they hope to see happen in the future and what they think will be some of the key industries in Arizona going forward.

1. What industries will help Arizona thrive in the future?
2. How have economic conditions affected you?
3. What's your biggest concern about the economy today?
4. What industries will help Arizona thrive in the future?

Bryan Hawthorne, senior project manager, Burns & McDonnell

Biggest concern: Mainly jobs, because the economy is driven by them. Also, when unemployment is as high as it is, that's a concern for the economy today.

Gabriel Gasca, senior account executive, Gate 6

Biggest concern: My biggest concern would be wondering where business is headed and how much businesses are opening to hire and utilize outside resources. A lot of companies are holding on to money right now because they don't know what the future holds. There are strong ramifications out there for small businesses. When small firms do well, they put money into the economy and it trickles down. My other concern is where the government is headed and what leaders are doing to make the economy better. They must put arguing aside and remember that we're all in this together to move the economy forward.

Mary Palomino, senior key account manager, Salt River Project

Help Arizona: Manufacturing and high-tech design storage will thrive. Everyone is supporting energy delivery and infrastructure these days. I'm sure a lot of companies also will bring in more highly skilled workers. As you get more high-tech, you need that reliability; otherwise, your company is down in millions of dollars. It is important for companies to put out more money because we are in need of skilled workers.

Richard Jordan, site manager, Air Products and Chemicals Inc.

What industries: Manufacturing will help Arizona thrive. Fifty percent of manufacturing is outside the U.S. right now, so we will see the success when more manufacturing comes to the U.S. We will see Intel expand by \$7 billion in Arizona during the next year. Manufacturing offers sustainable jobs at companies such as Intel and Motorola.

Ashley Oakes, public relations and social media strategist, Zion and Zion

Affected you: My experiences have not been with the norm of the economy. Zion and Zion has grown four times with the downturn, and we were able to bring more people onto the team. Our company is growing strategically while other full-service agencies have been shrinking.

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