

AzBusiness
LEADERS

Advertising & PR

BUSINESS SERVICES

Louie Moses

Creative director and president
Moses
mosesanshell.com

Fast Company called Moses the "Poster child for creativity in Phoenix." Creativity Magazine listed Moses as one of the 20 most creative small agencies in America. Moses' creative awards include Clios, Emmys, Addys, and London International Awards. He has been selected Ad Person of the Year and Tourism Person of the Year.

Biggest challenge: "The biggest obstacle is still negativity and finding reasons not to do something. We overcome that by constantly coming up with creative ideas that move businesses forward. Creativity is freedom."

Best advice to offer: "Let love win over fear. Love what you do and don't fear failure."

Greatest accomplishment: "I am most proud of what I'm about to do next, and I don't know what that is."

Surprising fact: "I know that in every episode of 'Seinfeld,' there's a Superman somewhere."



Tim Riester

President and CEO
RIESTER
riester.com

Riester is founder and CEO of one of the largest, privately held advertising and public relations firms in the western United States. Advertising Age's Creativity Magazine

listed RIESTER among the "20 Hottest Creative Shops in America" and Forbes included RIESTER in its 2012 list of "Top 100 Global Ad Agencies That Know Social Media and Google."

Biggest challenge: "I started RIESTER over 24 years ago with \$8,000 ... my entire savings. None of the banks would give me a business loan or line of credit. To overcome that obstacle, I had to generate immediate cash-flow and maintain enough income to keep vendor payables current. It forced me to be incredibly disciplined with finances. As a result, RIESTER has been profitable for 24 consecutive years."

Best advice to offer: "If you want people to appreciate, value and use your advice, charge them something for it."



Matt Silverman

Vice president and managing director
R&R Partners
rrpartners.com

Silverman manages the Arizona office of R&R Partners, one of the top 10 independently owned marketing and advertising firms in the United States. He is a business-savvy communications executive who knows how to plan strategically, calm troubled waters and stay one step ahead of the competition. With more than 25 years of experience, Silverman has honed the art of communication from every possible angle.

Biggest challenge: "Survived the recession by doing the little thing right, staying true to our values and being patient."

Best advice received: "Take the high road and the rest falls into place."

Best advice to offer: "Keep delivering the unexpected to your clients."

Surprising fact: "Back in my days in the TV news business, I was the producer of newscasts that featured Jerry Springer as the main news anchor."



Aric Zion

CEO
Zion & Zion
zionandzion.com

Zion has both MBA[®] training and a master's in computer engineering. His career has spanned three continents, including several years in Tokyo and London. As CEO of Zion & Zion, Arizona's top PR and social media firm and one of Arizona's top two ad agencies, Zion's technology and business experience gives Zion

Zion its edge when it comes to campaign integration.

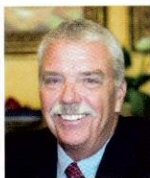
Biggest challenge: "The dawn of the down economy. However, we stuck to our core value proposition of 'business meets creative,' and our firm prospered through it, growing month over month since the beginning of 2007. When times get tough, clients care even more about the 'business' part."

Best advice received: "Do the right thing, and everything else will follow."

Best advice to offer: "If a client sees you as a vendor as opposed to partner, you're doing something wrong."



Impact Players



Gordon James

President
Gordon C. James Public Relations
gcjpr.com

Best advice received: "Trust your instincts. They are almost always the right answer."

Best advice to offer: "Take as many creative writing classes as you can. It all boils down to being able to communicate in writing."



Denise Resnik

President
DRA Strategic Communications
dracomunications.com

Best advice received: "Cast a big vision, develop a thoughtful strategic plan, connect the dots then pursue what's attainable as you build toward realizing your dream."