

PRESIDENT'S MESSAGE:

**ACTION, NOT WORDS,
IS WHAT MAKES BIG
IMPACT**



Diane Brossart

No doubt about it, green has become everybody's favorite color and the idea du jour of our time. Whether its "going green," "living green" or "building green," everyone wants to be a part of the sweeping green movement. Now that environmentalism is mainstream and sustainability has become the buzzword of the day, we're also inundated with information and opinions.

Valley Forward has been at the forefront of the issue, serving for nearly four decades as the Valley's voice for balance between economic growth and environmental quality. Our Association will continue to advocate for the environment and take steps to rise above the "green noise" that is permeating the media and just about everywhere else.

Those who have made stewardship of the Earth and its natural resources a way of life long before it became in vogue will continue to embrace the principles of sustainability well into the future, even as others who attempt to capitalize on a trend fall by the wayside.

"Quiet environmentalism" can send a loud message with a big impact. In fact, you don't have to say anything at all to make a difference. It's what you do that matters.

VFA TO CELEBRATE 28TH ANNUAL ENVIRONMENTAL EXCELLENCE AWARDS

With a record number of entries, a new Mistress of Ceremonies and a reformatted post event celebration, Valley Forward's 28th annual Environmental Excellence Awards program promises an extraordinary gala September 6 at the Westin Kierland Resort.

Arizona's oldest and largest competition of its kind is presented in partnership with SRP for the seventh consecutive year and will recognize significant contributions to the environment.

Kari Lake, Anchor, FOX 10 News will serve as Mistress of Ceremonies for the event, known as the "Academy Awards" of the environmental community.

A post-event celebration will feature dessert and coffee bars, entertainment and a

photo booth facilitating instant souvenir pictures of award winners and guests.

"These awards set standards for the exceptional physical, technical and social developments in our metropolitan area," said Lori Singleton, of SRP and Chair of VFA's Environmental Excellence Awards Steering Committee.

For table reservations or information call (602) 240-2408 or visit www.valleyforward.org.



SPEAKERS TURN BATTLEGROUND TO 'COMMON GROUND' AT VFA'S 39TH ANNUAL LUNCHEON



Two of the highest regarded voices of the political scene, "liberal" Bob Beckel and "conservative" Cal Thomas, will headline Valley Forward's 39th Annual Luncheon from 11:30 a.m. to 1:30 p.m., Thursday, December 18, at the JW Marriott at Desert Ridge in Scottsdale.

The duo authors the syndicated *USA Today* column, *Common Ground*, which is also the name of their live political analyst program. Despite differing opinions on almost every subject imaginable, the goal of *Common Ground* is to show audiences and Americans that bridges can be forged between differences, and armaments can be made. By openly discussing their differences, respecting each other's opinions and thoughtfully recognizing the validity of every view and opinion, they open up the doors for civil disclosure and hope to usher in a new era of American politics.

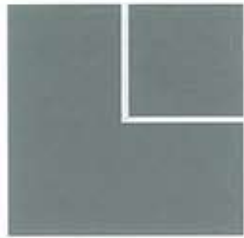
The pair will facilitate a signing of their newest book, *Common Ground: How to Stop the Partisan War That is Destroying America*, following their presentation, which will be especially timely given the national election in November.

The event will commemorate Valley Forward's 39 years of bringing business and civic leaders together to improve the environment and quality of life in Valley communities. It will also facilitate the election of the organization's 2009 Board of Directors and the presentation of its annual Leadership Awards for outstanding member contributions in 2008.

For table reservations or information, call (602) 240-2408 or visit www.valleyforward.org.

MEMBER FEATURE:

LINTHICUM HAS BEEN BUILDING GREEN FOR OVER A DECADE



Linthicum

Linthicum, a Scottsdale headquartered general contractor, has been a leader in the implementation of the principles of environmentally sensitive design and construction methods in building several commercial and residential projects.

Provided the opportunity to develop its own corporate headquarters over 10 years ago, Linthicum built green. The firm utilized its knowledge of site

orientation, shaded courtyards, day lighting, low-water usage landscaping and energy conservation to earn a Gold Nugget Grand Award for its signature building.

The firm's legacy has been rich with notable LEED projects and municipal green-building compliant luxury homes. Desert Broom Public Library, LEED certified, was awarded two Gold Nugget Grand Awards, one for design and one as the top sustainable commercial project in the Western U.S.; it also received a 2005 Crescordia award from Valley Forward. Last year, Cesar Chavez Library, LEED registered, received a Crescordia award and was then selected as an



AIA 2008 COTE Top Ten Green Project in the entire United States.

"Building Green is a process that relies on a solid foundation that starts in pre-construction planning and carries through post project documentation – we have the experience and people who have done it," says Eric Linthicum,

president and managing partner of Linthicum.

To earn certification as a Green Building, a general contractor must develop building interior air quality management plans to utilize during and after construction, employ low-emitting paints, sealants, and adhesives, schedule critical path

activities to protect the building environment.

For information about Linthicum's Green Building services, contact Art Jordan, AIA LEED AP, Vice President of Project Development at (480) 515-1700 or email art@linthicum-corp.com. Visit the firm's website at: www.linthicumcorp.com.

COMMUNITY CALENDAR

THE ARIZONA PARKS AND RECREATION ASSOCIATION will host its 58th Annual "Leave No Child Inside" Conference and Tradeshow, which brings together professionals and adults to learn how to aid today's children as they reconnect with nature. The conference is scheduled from **MONDAY, AUGUST 25 – FRIDAY, AUGUST 29** at the Camelback Inn of Scottsdale. To register or to receive more information, visit www.azpra.org.

Phoenix residents voted in May to approve the **PHOENIX PARKS AND PRESERVE INITIATIVE** by nearly 83%. The **CITY OF PHOENIX** is now inviting residents and members of community groups to participate in a public input process, which will help prioritize projects and programs funded by the initiative. All meetings are from 6 p.m. – 8 p.m. The dates and locations to attend are as follows: **TUESDAY, AUGUST 5** at Cesar Chavez Library, 3635 West Baseline Road;

WEDNESDAY, AUGUST 6 at Paradise Valley Community Center, 17402 N 40th Street; **TUESDAY, AUGUST 12** at Longview Neighborhood Recreation Center, 4040 North 14th Street; **WEDNESDAY, AUGUST 13** at the Washington Activity Center, 2240 West Citrus Way; and **WEDNESDAY, AUGUST 27** at Burton Barr Library, 1221 North Central Avenue. For more information, visit www.phoenix.gov/parks.

The **ARIZONA TECHNOLOGY COUNCIL** and **SEOUL SEMICONDUCTOR** will host the first-annual Arizona Light Emitting Diode (LED) Awareness Conference. The one-day event will gather leading LED experts to discuss emerging technology and provide an educational and networking opportunity for technology professionals. The conference will be held from 7 a.m. – 5 p.m., **THURSDAY, AUGUST 21**. For more information regarding the agenda and cost, visit www.aztechcouncil.org.

VFA ENDORSES STATE TRUST LAND REFORM INITIATIVE

Valley Forward encourages voter support of the citizen's initiative on State Trust Land reform to be on the ballot in November. The measure would designate approximately 570,000 acres of State Trust Land (out of the 9.3 million acres currently held in the Trust), to be managed by the Arizona State Land Department for conservation; allow approximately 40,000 additional acres of conservation lands to be sold to counties, cities, towns and state agencies for appraised value but without an auction; and modernize the methods for planning and disposition of state trust lands by providing for planning in consultation with local communities.