

## PCA COMMITTEES TAKE PHOENIX INTO THE FUTURE...

As Phoenix's population grows, PCA members play a vital role in determining the future of the area. PCA committees work with the stakeholders, public and private, to nurture mutual interests and grow the investment in our urban core, including downtown Phoenix, Central Avenue Corridor, Capitol Mall area and their gateways. PCA members provide a wealth of resources and talent. In addition, they commit countless hours to assure that Phoenix remains a strong competitor in the marketplace; no matter what that takes, at a local, regional and global level.

PCA members are proactive and serve on our several standing committees take on the task of defining specific goals and achieving significant outcomes.

PCA also forms ad hoc committees, advisory and task force teams and collaborates with other non-profits. PCA has and, if necessary, will create other organizations with a supporting mission and scope to advance the progress of our growing Central City.

Our committee chairs invite you to join one of PCA's standing committees to participate in the important work of moving Phoenix forward and maintaining the momentum of progress that has been achieved in downtown and central Phoenix.

See our Calendar of Events to find out when committees meet.

### MEMBERSHIP & COMMUNICATIONS



*PCA Membership & Communications Committee Chair  
Kyla Turner, District Marketing Manager, Southwest Airlines*

PCA's Membership & Communication Committee connects established and potential members through personal outreach, meetings and special events, and information sharing. Our goal is to grow and diversify our membership base and position PCA as the number one outlet for

meaningful business connections that add value to our organization and toward the fulfillment of our mission for quality development in downtown and central Phoenix." *Kyla Turner*

#### ARIZONA CAPITOL MALL



*PCA Capitol Mall Committee Chairman  
Steve Gervais, Title, Pinnacle West Capital Corp./APS*

"PCA's Arizona Capitol Mall Committee has a long standing history and I'm delighted to share my development expertise to further the mission to revitalize and improve the Capitol Mall in Arizona. Phoenix is the largest capitol city in America yet we have some of the least desirable facilities. We can do better even in tough economic times. The Human Services Campus is an excellent example of a public-private partnership working together to help people and make this a better place. With Arizona's Centennial around the corner, we hope to shine a light on the Capitol (maybe solar powered) and restore the pride of Arizona." *Steve Gervais*

#### ANTI-GRAFFITI HOTLINE



*PCA Anti Graffiti Hotline Committee Chairman*

*Robert Shcolnik,*

"PCA's Anti Graffiti Hotline is patterned after the Silent Witness program. Committee members meet monthly with the Phoenix Police Department and Neighborhood Services staff, Maricopa County Attorney's staff and others to review and evaluate cases and provide awards to anonymous tipsters about graffiti vandals. The committee advocates for tougher laws and punishment by the courts for acts of graffiti vandalism and works with private businesses to help mitigate vandalism. The committee also coordinates efforts with surrounding communities throughout Maricopa County for maximum effectiveness." *Bob Shcolnik*

## CENTRAL AVENUE



*PCA Central Avenue Committee Chairman  
Kurt Schneider, L. D. Schneider & Associates*

"PCA's Central Avenue Committee works with property owners and the City of Phoenix to maintain Central Avenue as a premiere address within the central city. Past projects have included light rail routes and station locations, comprehensive streetscape design and lighting. In the future the Central Avenue Committee's focus will be to build upon recent successes to continue Central Avenue's transformation into a true urban core within the City of Phoenix." *Kurt Schneider*

## EDUCATION



*PCA Education Committee Chairman  
Larry Lazarus, Lazarus & Associates*

"PCA's Education committee works with the education community, both K through 12 as well as the Universities and higher education, to promote opportunities for our community to access the highest and best education to as many of our citizens as possible." *Larry Lazarus*

#### HEALTH & BIOSCIENCE



*PCA Health & Bioscience Committee Chairman  
Robert Atwell, Senior Vice President, AON Risk Services of Arizona, Inc.*

"The PCA Health & Bioscience Committee supports the growth of Arizona's Health & Bioscience industry in Phoenix. Though the projects at times seem daunting, the importance of our support for growing this critical economic vertical cannot be overstated.

The committee's members considered many elements and focused upon five fundamental ideas: Communication/Education, Workforce Development, Identification of Stakeholders, Phoenix Biomedical Campus and the Flinn Foundation/Battelle Roadmap

Most recently, the committee advocated with the legislature to secure approved funding for the continued development of the PBC as well as several other critical programs. Committee members are active stakeholders and/or individuals with interest and foresight to support continued funding development of Health and Bioscience.

We welcome and urge anyone who has an interest in this area to join the committee." *Bob Atwell*

#### HOUSING, INFILL & RETAIL



*PCA Housing, Infill & Retail Committee Chairman  
Mo Stein, President, HKS/The Stein-Cox Group*

Over the years PCA has been active in creating opportunities for development of affordable and market-rate housing. The Housing & Neighborhood Revitalization Committee will continue to be a catalyst for a full range of quality residential alternatives in the Central City.

High priority will be given to seeking out and supporting quality developers, creating new retail and amenities for residents and visitor.

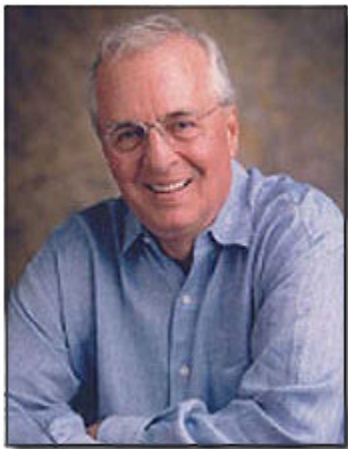
#### HOTELS & PHOENIX CONVENTION CENTER



*PCA Hotel & Convention Center Committee Chairman  
Murray Burnett, General Manager, Hyatt Regency Phoenix*

Phoenix Convention Center is a major economic engine for the entire state of Arizona.. The Hotel & Convention Center committee will continue to work with the City of Phoenix and focus on issues related to the success and development of hotels in downtown Phoenix.

#### TRANSPORTATION & INFRASTRUCTURE



*PCA Transportation Committee Chairman  
Paul B. Smith, President, Allstaff Services Inc.*

"The Transportation Committee informs the membership of activity in all phases of transportation that has a direct effect on the business core of the City of Phoenix." *Paul Smith*