

Phoenix Sister Cities 18th Annual

Global Links

BUSINESS OUTLOOK LUNCHEON

Challenges in the Sports Entertainment Industry

September 14, 2017 • Phoenix Convention Center





MISSION STATEMENT

Phoenix Sister Cities exists to develop people-to-people relationships between the residents of Phoenix and its sister cities through commercial, educational, cultural and artistic exchange programs and events that create and sustain global, long-term, international partnerships and business opportunities for the citizens of Phoenix.

www.phoenixsistercities.org

LUNCHEON PROGRAM

11:30 AM Opening & Introductions

PAULA WEST
President/CEO
Phoenix Sister Cities, Inc.

Welcome Remarks

GREG STANTON
Mayor of Phoenix

Mayor's Export Awards Presentation

Facilitator

HANK MARSHALL
Economic Development Executive Officer
City of Phoenix
Community and Economic Development Department

Panel Discussion: Challenges in the Sports Entertainment Industry

Facilitator

RALPH MARCHETTA
General Manager / Senior Vice President
Talking Stick Resort Arena / Phoenix Suns

Guest Panelists

JASON ROWLEY
President
Phoenix Suns

BOBBY DULLE
Chief Operating Officer
Phoenix Rising FC

JOSH RAWITCH
Senior Vice President, Content and Communications
Arizona Diamondbacks

1:00 PM: Closing Remarks

RALPH MARCHETTA
Chairman of the Board
Phoenix Sister Cities, Inc.

WELCOME



PHOENIX MAYOR GREG STANTON

Since taking office in 2012, Mayor Greg Stanton has worked tirelessly to build a modern economy that works for every Phoenix family. By boosting trade with Mexico, investing in the biosciences, and lifting up local small business, Stanton is leading the way to create an innovation-based, export economy built to last.

Stanton is committed to making our community a more welcoming and open place. Under his leadership, Phoenix became the first U.S. city to end chronic homelessness among veterans. Phoenix also earned national recognition as a leader on LGBT issues, and became the first Arizona city to earn a perfect score on the Human Rights Campaign's municipal equality index.

Stanton attended Marquette University on the Harry S. Truman Scholarship, and earned a law degree from the University of Michigan. Before he was elected to his first term mayor in 2011, Stanton served nine years on the City Council and as Arizona's Deputy Attorney General.

In 2015, Stanton won reelection and also successfully led one of the most ambitious transportation initiatives in the country – a plan that will triple Phoenix's light rail system over the next 35 years. In his second term, Stanton will continue to shape an economy that works for everyone – one rooted in innovation and focused on growing exports.

LUNCHEON FACILITATOR



RALPH MARCHETTA

General Manager / Senior Vice President
Talking Stick Resort Arena / Phoenix Suns

As General Manager and Senior Vice President, Ralph oversees all operations of the Talking Stick Resort Arena. In addition to servicing professional sports teams that include the Phoenix Suns, Phoenix Mercury, and the Arizona Rattlers, Ralph books all events at the Talking Stick Resort Arena including working with the NBA, WNBA, and AFL to schedule all regular season and pre season games. Ralph has booked hundreds of concerts including Adele, Barbra Streisand, U2, Eagles, Eric Clapton, Bruce Springsteen, George Strait, Lady Gaga, Madonna, Pink, Paul McCartney, Rolling Stones, Vicente Fernandez, Juan Gabriel, Andrea Bocelli and many others. Ralph has extensive relationships with Feld Entertainment (Disney on Ice and Ringling Brothers Barnum and Bailey Circus), World Wrestling Entertainment and many other family show and concert promoters. Ralph has been at the Talking Stick Resort Arena since prior to the venue's opening in 1992.

In managing the Talking Stick Resort Arena as a key asset to the community, Ralph works with the leadership of the City of Phoenix and other government agencies. In addition, Ralph serves as board member of various agencies including the Downtown Phoenix Partnership, Phoenix Police Department Reserve Foundation, the Arizona State Fair Foundation and the Phoenix Sports Commission. Ralph also services as President of the Phoenix Boys and Girls Club and as Chairman of the Board of Phoenix Sister Cities.

Ralph graduated from Arizona State University.

GUEST PANELISTS



JASON ROWLEY

President, Phoenix Suns

Jason Rowley is in his sixth season as the Suns' President and his 11th season overall with the team. As President, Rowley is responsible for managing all business operations of the Suns and oversees the club's interests in the management of Talking Stick Resort Arena, the WNBA Phoenix Mercury, the NBA Development League Northern Arizona Suns, the Legends Entertainment District, and affiliated entities. Rowley previously served as the team's Chief Operating Officer, as well as its Senior Vice

President and General Counsel.

Rowley began his career in 2001 with the law firm of Snell & Wilmer in Phoenix, and while there he represented the Suns' current ownership group in their acquisition of the club in 2004. At Snell, his practice included private and public mergers and acquisitions, complex real estate transactions, securities regulation, entity formation, commercial contracts and general business law.

Rowley earned his bachelor's degree in 1994 from the University of Arizona. After graduation, Rowley joined the United States Navy, an experience he considers one of the proudest and most formative of his life. He worked as an intelligence analyst with the Commander 3rd Fleet Intelligence Division until his honorable discharge in 1998. He then returned to the University of Arizona to pursue his law degree, graduating in 2001.

Rowley is involved in a number of charitable and civic organizations. He serves on Greater Phoenix Leadership, the ASU Walter Cronkite School of Journalism Endowment Board, the Thunderbirds, the Board of Phoenix Suns Charities, and the Board of Downtown Phoenix Inc. He also served as the 2015 American Heart Association Phoenix Heart Walk Chairman, and was named the 2011 Phoenix Father of the Year by the Phoenix Father's Day Council.



BOBBY DULLE

Chief Operating Officer, Phoenix Rising FC

Bobby Dulle is in his second season as Phoenix Rising FC's Chief Operating Officer. As Chief Operating Officer, Dulle is responsible for managing all business operations.

Prior to his time with Phoenix Rising FC, he previously spent nine seasons with the World Famous Harlem Globetrotters and while there, he oversaw Globetrotters global touring operations.

Dulle earned his bachelor's degree in 2006 from Grand Canyon University while competing with the men's soccer team. He and his wife, Teresa, reside in Chandler with their two sons, Landon (5), Hudson (4) and their newborn daughter Elena.



JOSH RAWITCH

Senior Vice President, Content and Communications
Arizona Diamondbacks

Josh Rawitch is in his 23rd season in Major League Baseball and second as Sr. Vice President, Content and Communications with the D-backs. In this role, he is responsible for the internal and external communication efforts of the organization, including player & media relations, corporate communications, broadcasting, in-game entertainment, DBTV Productions, social media, publications, Clubhouse Creative and photography.

The team's increased focus on original video content led to more than 3 million views throughout the team's social media channels in 2016 while the D-backs recently earned the prestigious Copper Anvil Award from the Phoenix Public Relations Society of America (PRSA), the highest honor given to public relations tactics and campaigns.

The bilingual Spanish-speaker recently helped negotiate a new partnership with Univision Deportes Radio as the Spanish-language home for the D-backs. He has overseen media relations during trips to Mexico City (2003), China (2008), Taiwan (2010), Sydney, Australia (2014), and Hermosillo, Mexico (2015), in addition to goodwill tours of Japan, New Zealand and the Dominican Republic. In 2009 and '13, he served as venue press chief for the World Baseball Classic, a role he will fill in Seoul, South Korea in 2017.

Rawitch joined the D-backs following 15 seasons with the Los Angeles Dodgers, where he was most recently the Vice President of Communications and also oversaw the community relations department. An early advocate of social media, the Dodgers became the first in Major League Baseball to create a program in which bloggers received media credentials and access to cover the team.

He joined the Dodgers in 1995 in Advertising and Special Events and spent parts of five seasons in the team's marketing department before moving over to Public Relations. He left the organization for two seasons and helped integrate MLB.com from an independently operated site to a profitable venture that receives hundreds of millions of visits per season.

During his time with MLB Advanced Media, Rawitch served as a beat reporter, covering the Dodgers (2001) and Giants (2002) during their run to the World Series.

The Los Angeles native attended Indiana University, where he received a Bachelor's Degree in Sports Marketing and Management with a minor in Business. He currently teaches Strategic Sports Communications at ASU's Walter Cronkite School of Journalism and Mass Communication, and was previously an adjunct professor at the University of Southern California.

Rawitch serves on the board of directors for the Greater Phoenix Chamber of Commerce, Arizona Hispanic Chamber of Commerce, ASU's Sports Business Advisory Board, Juvenile Diabetes Research Foundation and Phoenix Sister Cities Commission. He is a member of the Arizona Advisory Committee of the U.S. Global Leadership Coalition. In 2014, he was named to So Scottsdale and Uptown magazine's list of the "24 Most Powerful Locals" under age 40.

He and his wife, Erin, have two children, Emily and Braden, and reside in Scottsdale.

GLOBAL LINKS BUSINESS OUTLOOK LUNCHEON – MAYORS EXPORT AWARD NOMINEES

2017 Mayor’s EXPORT CHAMPION OF THE YEAR Award

Metro Phoenix Export Alliance - MPEXA

The Metropolitan Phoenix Export Alliance, known as MPEXA, offers a single point of contact as well as a single repository of export related resources and information that is easily accessible, current and responsive. MPEXA is the “go to” outlet for all Small and Medium Enterprises (SMEs) looking for export related assistance and guidance.

MPEXA is a key initiative of (PEI) The Partnership for Economic Innovation.

PEI is a passionate collective of community, business and opinion leaders, dedicated to the mission of fulfilling the economic opportunities of Greater Phoenix. Our intent is to present a vision, identify opportunities for action, and guide resources for producing real solutions. Our success is measured by the advancement of our economic presence, beyond being a more competitive region and toward being recognized as a world-class economy.

2017 Mayor’s PRODUCT EXPORTER of the Year Award

PING

PING is a subsidiary of Karsten Manufacturing Corporation (KMC) and is an American manufacturer of golf equipment, based in Phoenix, Arizona. Ping was founded by Karsten Solheim as a garage business. PING is one of the top three golf equipment brands in the U.S., exports half of its products outside the US and has repeatedly earned the Golf Digest Hot List award.

Possibly the greatest event of the PING Corporation’s was the development and launch of the Anser putter. The Anser would go on to be the most influential putter in golf while setting the standard for what is considered to be the “conventional” putter and racking up 500 professional golf wins and becoming the “winningest” putter in history..

Ping was the first manufacturer to offer high quality cast clubs, which both reduced costs, allowed better quality control for high tech features and set the stage for manufactured fitting.

Ping was also the first to offer factory fitting, via a variety of clubheads in different lies and offsets.

2017 Mayor’s SERVICE EXPORTER of the Year Award

The CORE Institute

Recognized as the number one orthopedic group five years and running by Ranking Arizona, The CORE Institute, was founded to fulfill a vision of excellence in patient care encompassing the entire spectrum of orthopedic and neurosciences care. Consistent with our mission, The

CORE Institute delivers the best in orthopedic and neurological care, built upon a foundation of pioneering research, academics, community service, and a passion for excellence in patient care. It is now one of the premier patient care destinations in the World and cares for patients from around the globe.

2017 Export SERVICE PROVIDER of the Year Award (Public sector)

U.S. Small Business Administration - SBA

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that small business is critical to our economic recovery and strength, to building America’s future, and to helping the United States compete in today’s global marketplace. Although SBA has grown and evolved in the years since it was established in 1953, the bottom line mission remains the same. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands and Guam.

2017 Export SERVICE PROVIDER of the Year Award (Private sector)

FedEx

A more connected world means more opportunities. That’s why customers count on our diverse portfolio of transportation, e-commerce, and business solutions. Our air, ground and sea networks cover more than 220 countries and territories, linking more than 99 percent of the world’s GDP.

In a connected world, the power of technology, transportation, information, and ideas compounds and multiplies. Businesses big and small create jobs that lift their communities. For people who are hungry for the education, goods, services and jobs that can improve their lives, a connected world is a better world.

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Global Sport Alliance

Through sport, we have the power to change lives

The most innovative university in the U.S. partners with the most forward-thinking athletic company in the world.

Bringing education, athletics, research and innovation together, the Global Sport Alliance explores diversity, race, sustainability and human potential — all through the lens of sport. The groundbreaking partnership mobilizes the resources of Arizona State University and leverages the global impact of adidas to benefit the athlete in all of us. When innovators like ASU and adidas team up for the betterment of society, it's a real game changer.

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—U.S. News & World Report,
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—Carnegie Classification of Institutions
of Higher Education, 2004-14



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MORE

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NEW



Condor Airlines begins service from Phoenix Sky Harbor to Frankfurt, Germany two days a week in May 2018.

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U-Haul proudly supports
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TALKING STICK RESORT ARENA

PHOENIX, ARIZONA

UPCOMING EVENTS 2017

<p>SEPTEMBER 21 JANET JACKSON State of the World Tour</p>	<p>OCTOBER 8 SCORPIONS & MEGADETH Crazy World Tour</p>
<p>SEPTEMBER 26 IMAGINE DRAGONS Evolve World Tour</p>	<p>OCTOBER 28 BOB SEGER & THE SILVER BULLET BAND</p>
<p>OCTOBER 7 AMRICO ANTONIO SOLIS Y La Historia Continúa Tour</p>	<p>OCTOBER 31 HALEY Hopeless Fountain Kingdom Tour</p>

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GRENOBLE, FRANCE ESTABLISHED 1990

HERMOSILLO, MEXICO ESTABLISHED 1976

HIMEJI, JAPAN ESTABLISHED 1976

PRAGUE, CZECH REPUBLIC ESTABLISHED 2013

RAMAT-GAN, ISRAEL ESTABLISHED 2005

TAIPEI, TAIWAN ESTABLISHED 1979

SPONSORS





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