



ARIZONA
FORWARD

50th ANNIVERSARY CELEBRATION

April 18, 2019



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A SINCERE THANK YOU
TO OUR SPONSORS



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THANK YOU TO OUR
MEMBERS AND PARTNERS

1969

On Tuesday April 22, 1969 Valley Forward Association was born from a joint meeting of these two companies:

- Central Phoenix Progress Association
- Valley Beautiful Citizens Council



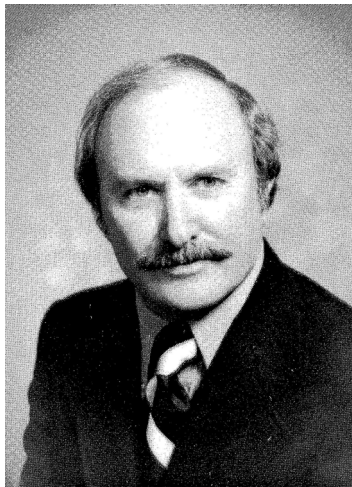


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History of Leadership



Frank Bosh
Executive Director
1969 - 1975



Dan Devers
Executive Director
1976 - 1987



Barbara Crowell
Executive Director
1988 – 1990



Diane Brossart
Executive Director
1991 - 2017



Lori Singleton
Executive Director
2018 - Present



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Milestone Anniversaries



VALLEY FORWARD ASSOCIATION
25TH ANNIVERSARY



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1969

The early years sparked
community involvement.



PHOENIX MAYORS--PAST & PRESENT



VFA CHAIRMAN OF THE BOARD JAMES E. PATRICK

OPERATION SMOG STOP



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1969

Arizona Forward supports a no
smog campaign.



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1969

Arizona Forward drafts legislation to create the Rio Salado Development District.

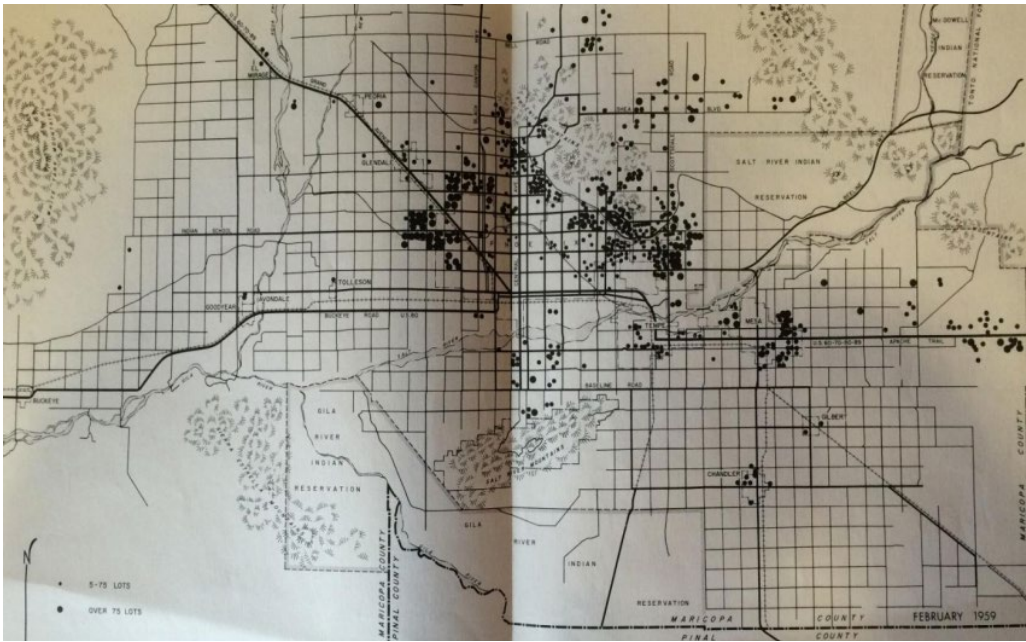




1970s

Arizona Forward headlines through the decade.





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1970



Arizona Forward supports the concept of the Central Phoenix Plan to sustain the “Central Corridor.”



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1972

The Rio Salado project takes off and becomes a feature in the Arizona Forward annual report.





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1973

Arizona Forward spearheaded the Government Mall project to guide future development in Phoenix.



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1973

Shirley Singer, Arizona Forward
Board member, is honored.

Phoenix Woman of the Year



“As a board member of Valley Forward Association, she organized and planned the Award program. Whose purpose is to recognize places or projects conceived and executed to enrich the daily experience of every citizen. A leading force behind Valley Forward, she is currently coordinating Valley Forward into the coming Bi-Centennial Celebration.”



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1974

Arizona Forward supports
valleywide **Project Pool It** for car
and van pooling.



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1976

Arizona Forward created the Rio Salado Steering Committee spearheaded by James Elmore, Chairman of the committee and the 'Father of Rio Salado.'

JAMES ELMORE

Professor Elmore in 1957: The challenge was to build a school where there had been none.

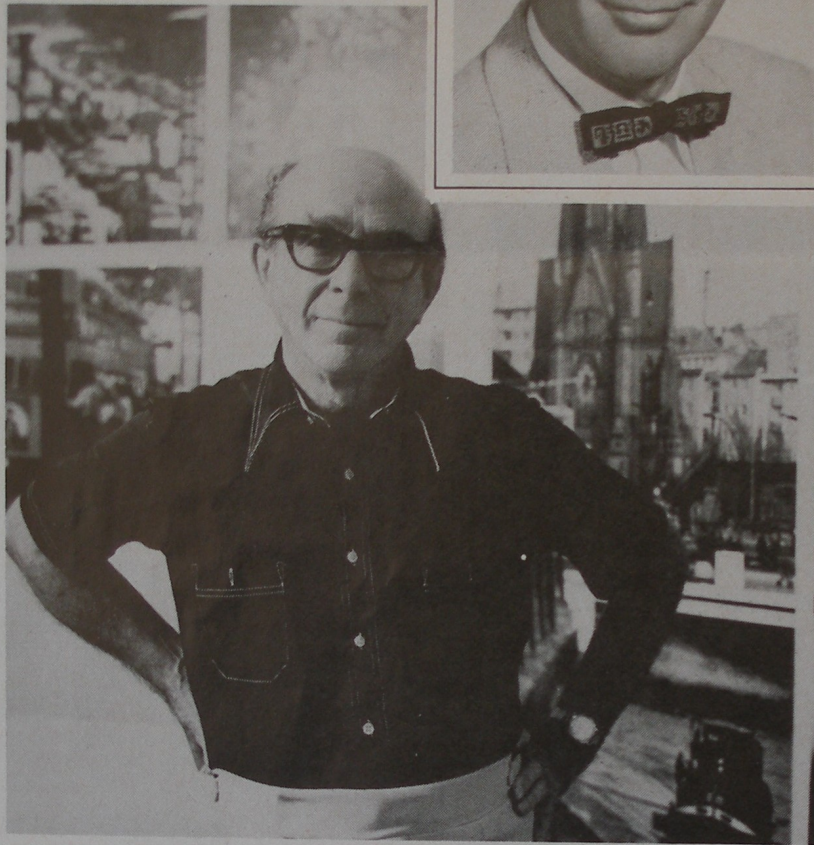
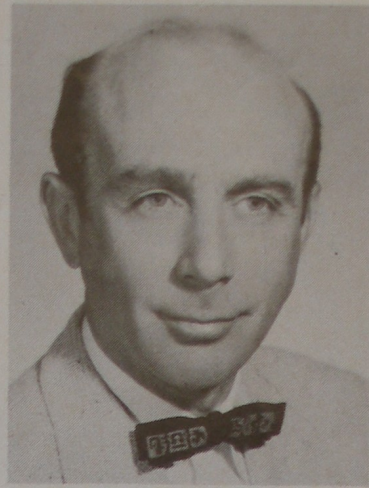


Photo by John Ormond/Koppes Photography

Elmore in the College of Architecture: "This campus is a handsome collection of buildings that do not particularly respect each other."



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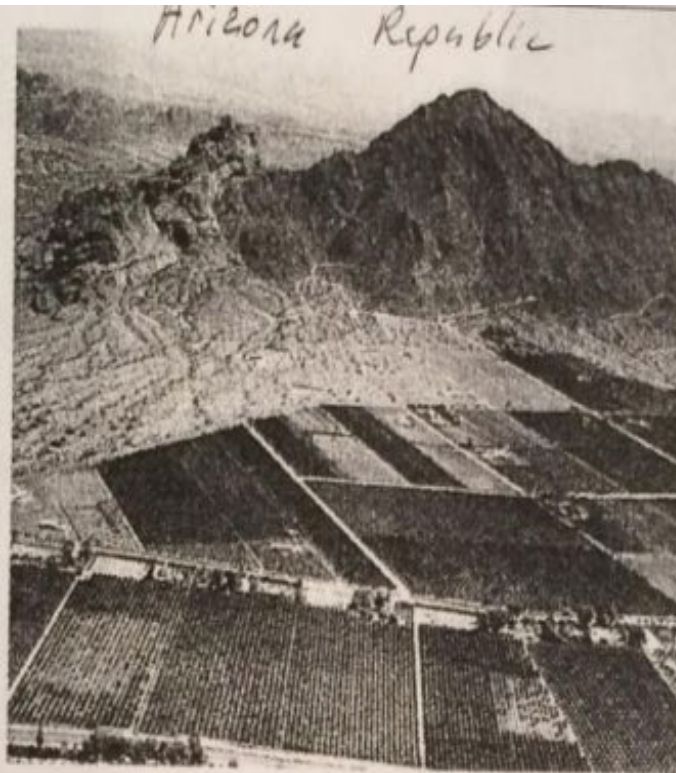
1979

Arizona Forward promotes responsible growth in the Valley.



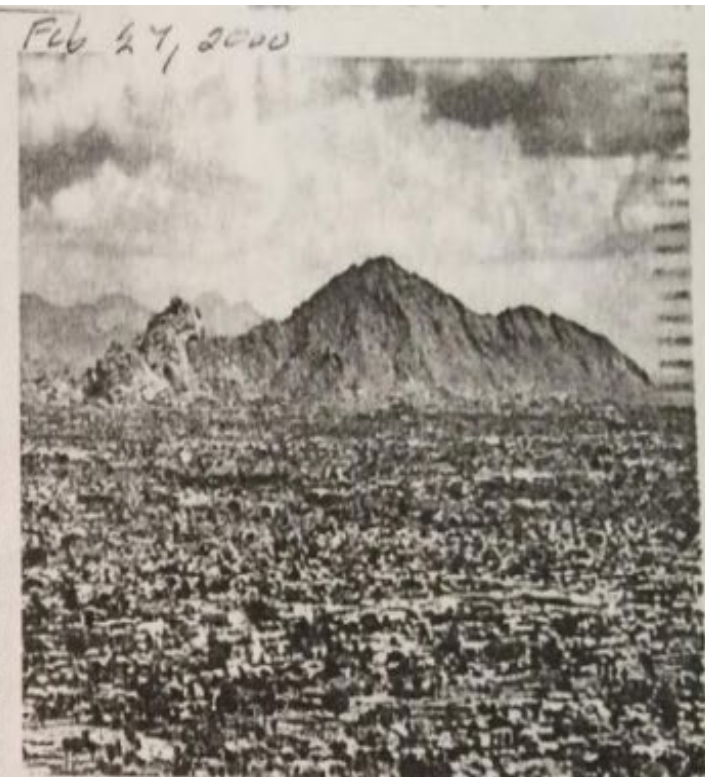
Special for the Republic

Early 1900s



Republic file photo

1954



Republic file photo

1979



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1979

Arizona Forward joined City of Phoenix officials to dissuade Governor Bruce Babbitt from constructing a state office building outside the mall area.

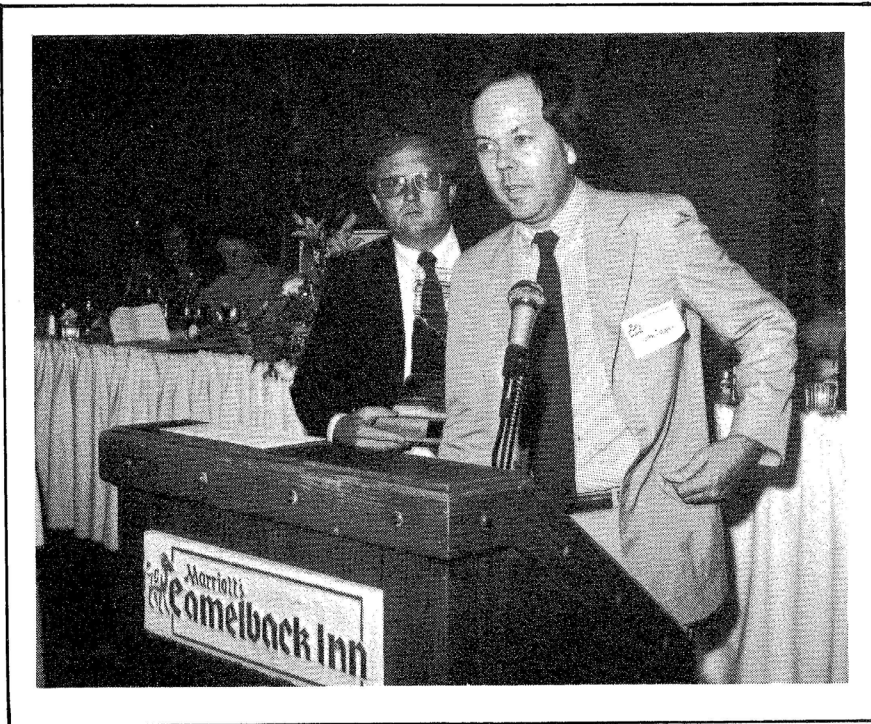




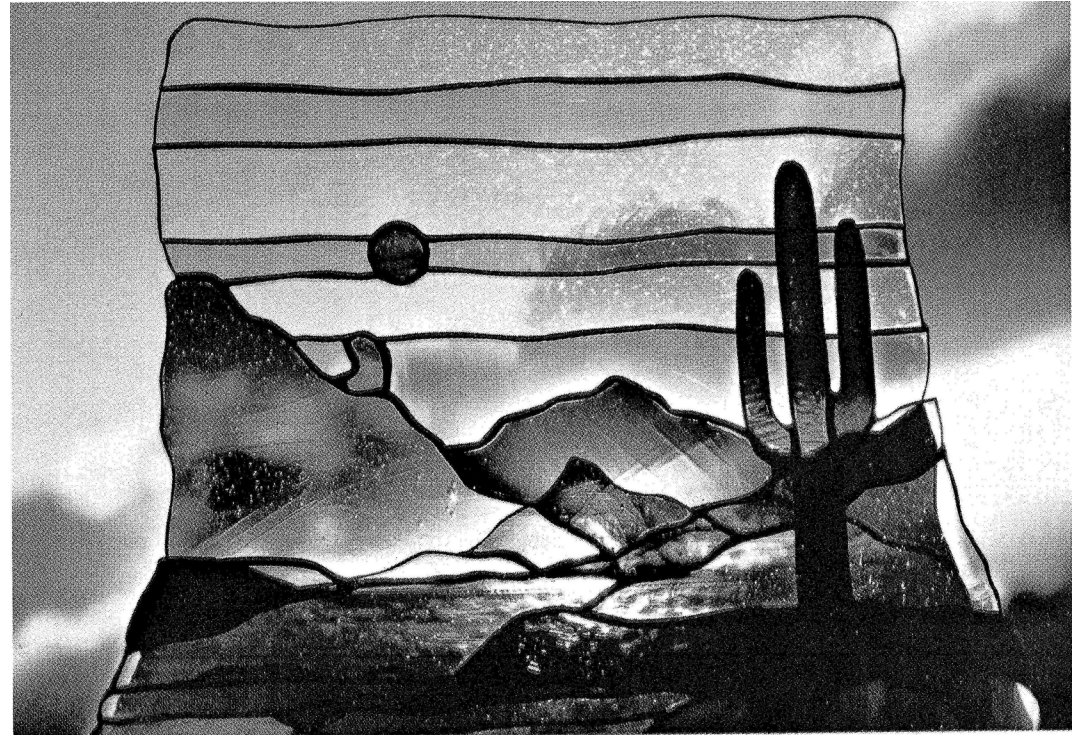
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1981

Arizona Forward initiated the Environmental Excellence Awards program.



John Douglas, local architect, receives award for 1984 Buildings and Structures - Residential. (Nomination later enjoyed 4-color front cover exposure in Phoenix Home and Garden.)

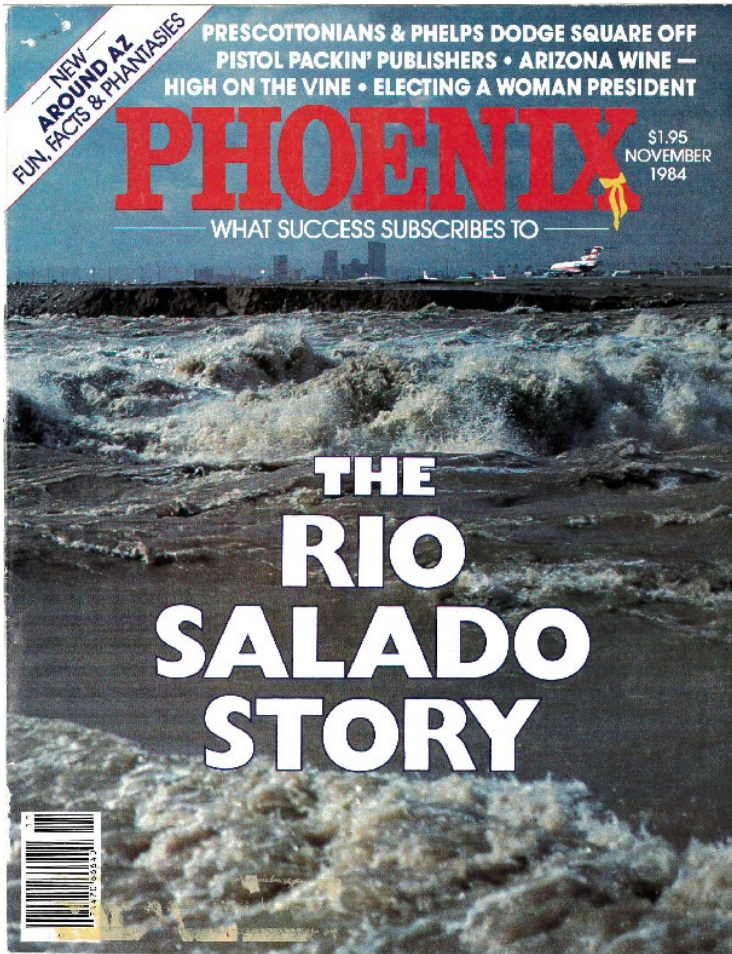




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1984

The Rio Salado Project continues to gain momentum in the Valley due to Arizona Forward's advocacy.



Only two Salt River bridges withstood 1980's 55-year flood.



Tempe's riverside streets during the 1980 flood.



Rio Salado, like Indian Bend Wash, would accommodate heavy rains.





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1984

Arizona Forward president, James E. Patrick writes a \$34,000 check for Rio Salado.





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1986

Arizona Forward participated in creating a five-year action plan for building as many miles of freeway as possible. It was named the largest effort to expand Arizona highways.



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Valley Forward Preamble 1986

Although the activities of Valley Forward are numerous, we intended to change the emphasis in two areas:

1. A 24-month plan to be developed which will emphasize action and achievable programs within this time frame.
2. Special “Super Goals” to be stressed.

Valley Forward developed and implemented programs for 1986 that include four gigantic challenges. Although each of these programs were not completed, our challenge was to start the process. The focus was on specific issues while keeping an eye on general issues. In essence:

“THINK BIG - THINK SMALL”

1986

Arizona Forward developed a preamble consisting of specific areas of interest - in return gave the slogan:

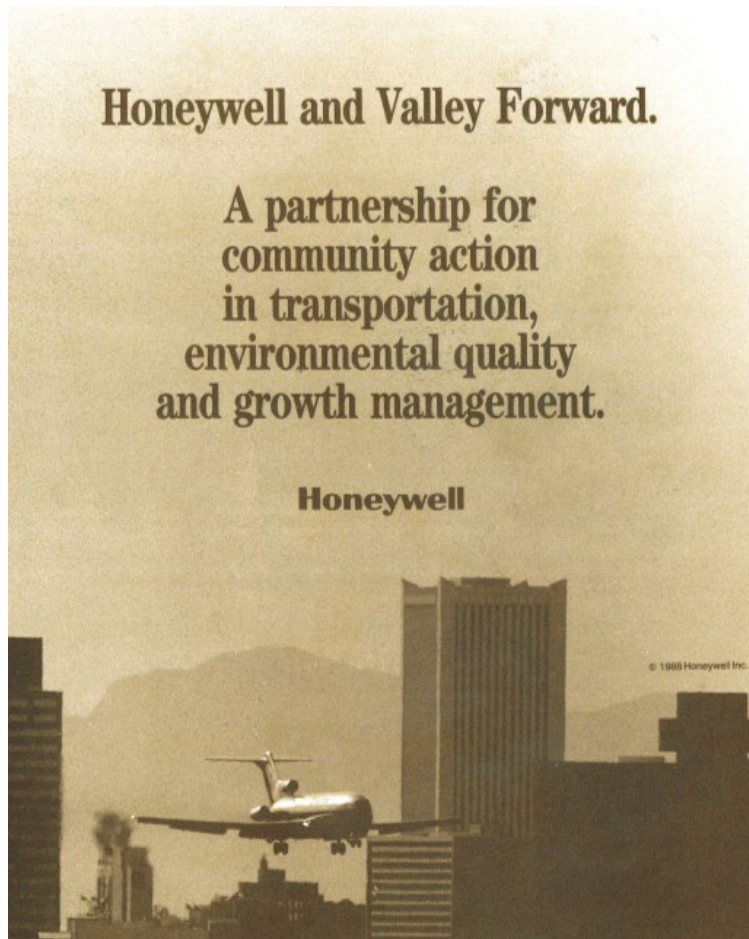
“THINK BIG – THINK SMALL”



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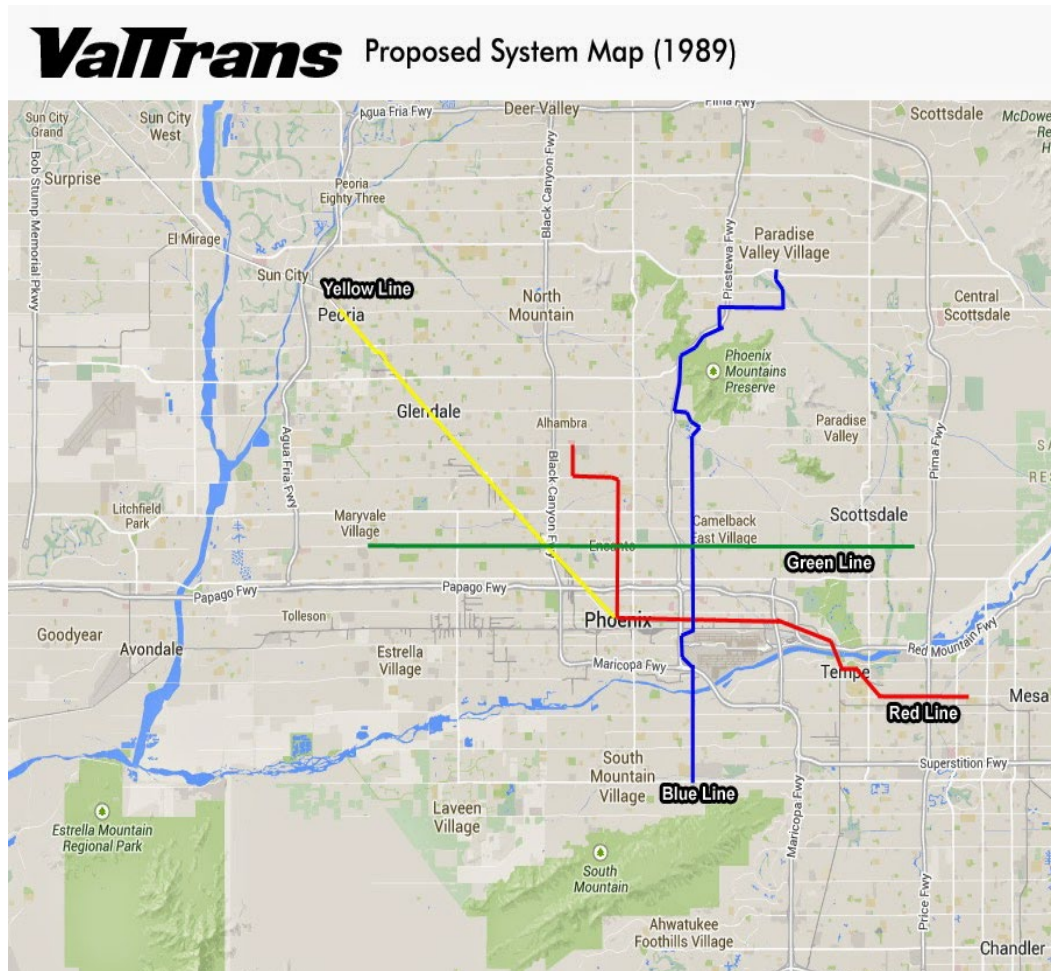
1987

Arizona Forward continues to form solid partnerships with prominent Valley corporations.





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1989

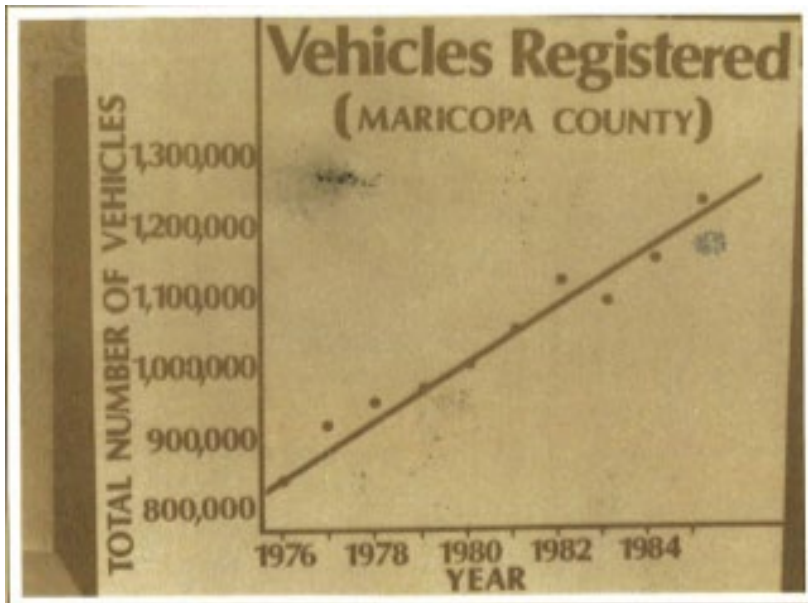
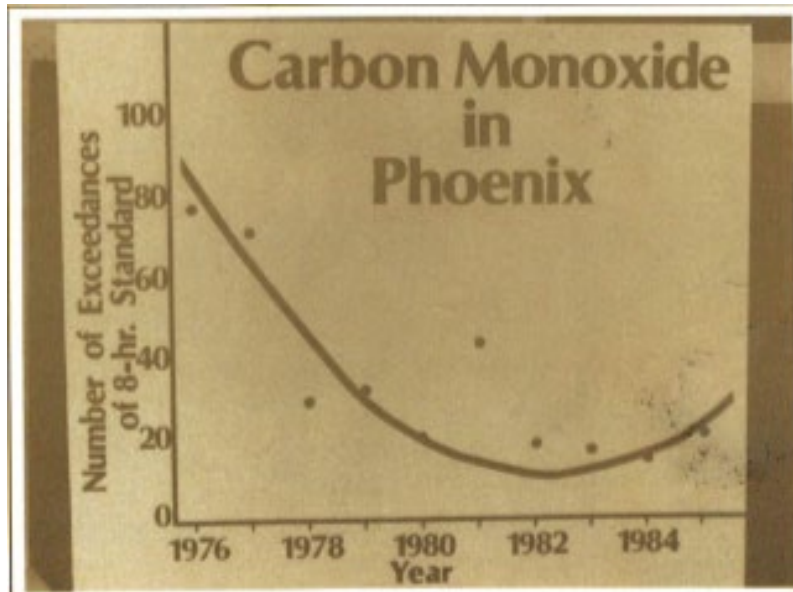
Arizona Forward supported the unsuccessful ValTrans proposition for elevated high-speed rail.



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1993

Arizona Forward initiated the Great Salt River Clean-up, Arizona's largest volunteer effort involving thousands of residents.



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1993

Arizona Forward advocated for limiting emissions from mobile sources through implementation of vehicle emissions testing.



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1993

Arizona Forward published the
first Urban Form Report Card.

THE 1993
VALLEY FORWARD ASSOCIATION
URBAN FORM REPORT CARD



PREPARED BY THE VALLEY FORWARD ASSOCIATION
URBAN FORM/PHYSICAL ENVIRONMENT COMMITTEE

ROGER BREWER
GEORGE COTTON
CHRIS CRUM
JAMES ELMORE
DIANE FLAEN
CAROL GRAY
BARRY KASSELMAN
TRACEY MOORE
BOB STEWART
RUSS WARNER

JANUARY 31, 1994



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1994

Arizona Forward's 25th Anniversary



VALLEY FORWARD ASSOCIATION
25TH ANNIVERSARY



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1995

Arizona Forward supported
the sales tax initiatives for
freeways and transit.

Office of the Governor

PROCLAMATION

* EARTHFEST '96 *

WHEREAS, protecting the environment is critical to the future of Arizona and our planet; and

WHEREAS, Valley Forward Association, a non-profit public interest group, is sponsoring its seventh annual environmental public education event; and

WHEREAS, EarthFest '96 is designed to build public awareness of environmental concerns and emphasize conservation over consumption; and

WHEREAS, by taking action now we can save all that our earth has to offer for future generations; and

WHEREAS, EarthFest '96 deserves to be designated the valley's official Earth Day Celebration;

NOW, THEREFORE, I, Fife Symington, Governor of the State of Arizona, do hereby proclaim April 19 and 20, 1996 as

* EARTHFEST '96, ARIZONA'S EARTH DAY CELEBRATION *

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Arizona

Fife Symington
GOVERNOR

DONE at the Capitol in Phoenix on this thirteenth day of November in the Year of Our Lord One Thousand Nine Hundred and Ninety-five and of the Independence of the United States of America the Two Hundred and Nineteenth.

ATTEST:

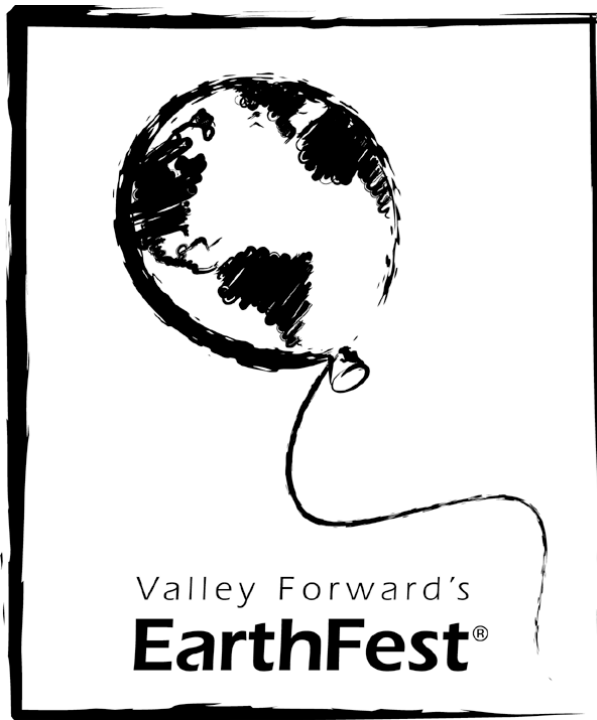
Jane H. Hull
Secretary of State



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1996

Arizona Forward's EarthFest
Event –
Arizona's Official Earth Day
celebration.



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1996

Arizona Forward's inaugural
EarthFest Event

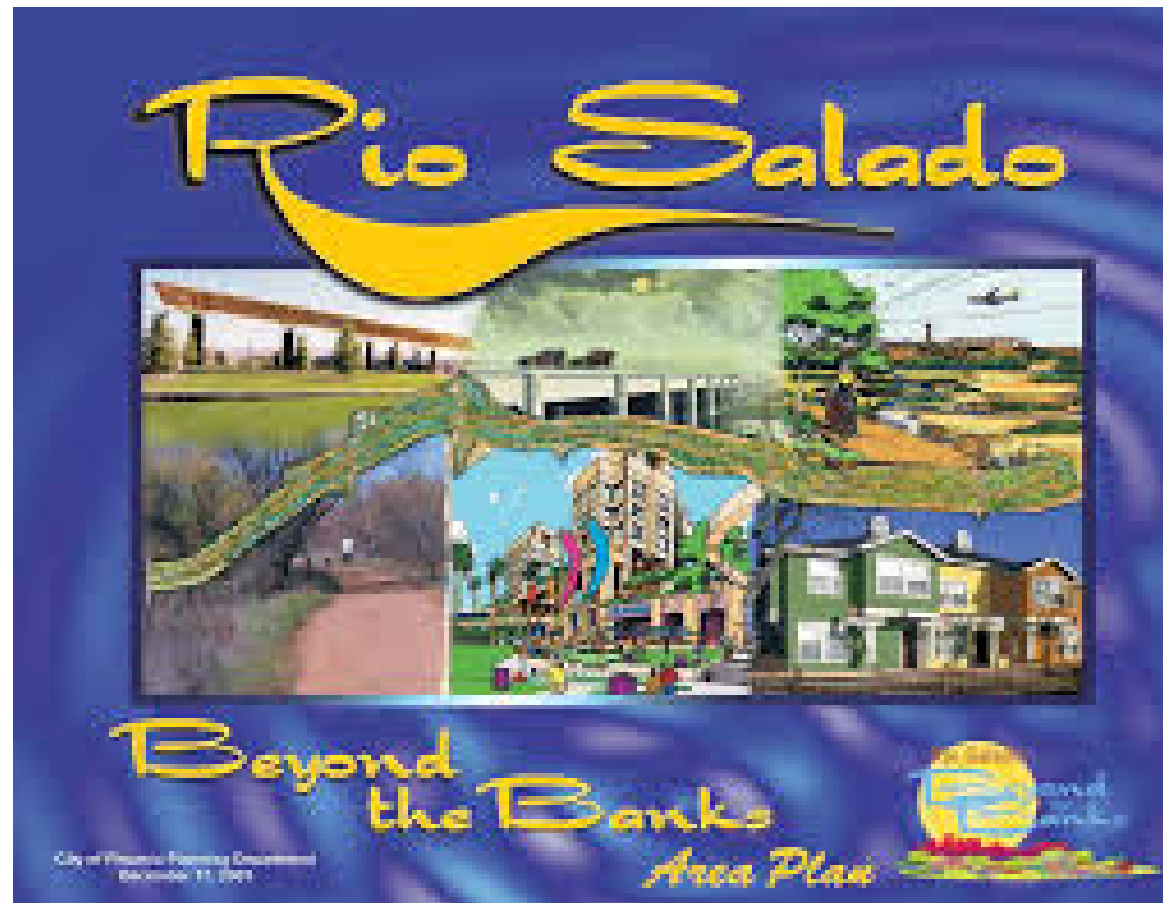




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1998

Arizona Forward continues the Rio Salado project with participation of the City of Phoenix Beyond the Banks initiative.





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1999

Arizona Forward continues its advocacy for open spaces including Phoenix Parks and Preserve.

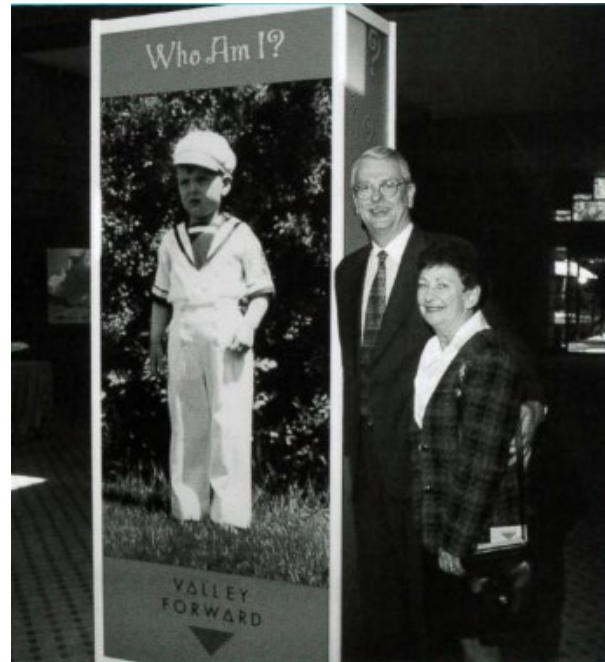




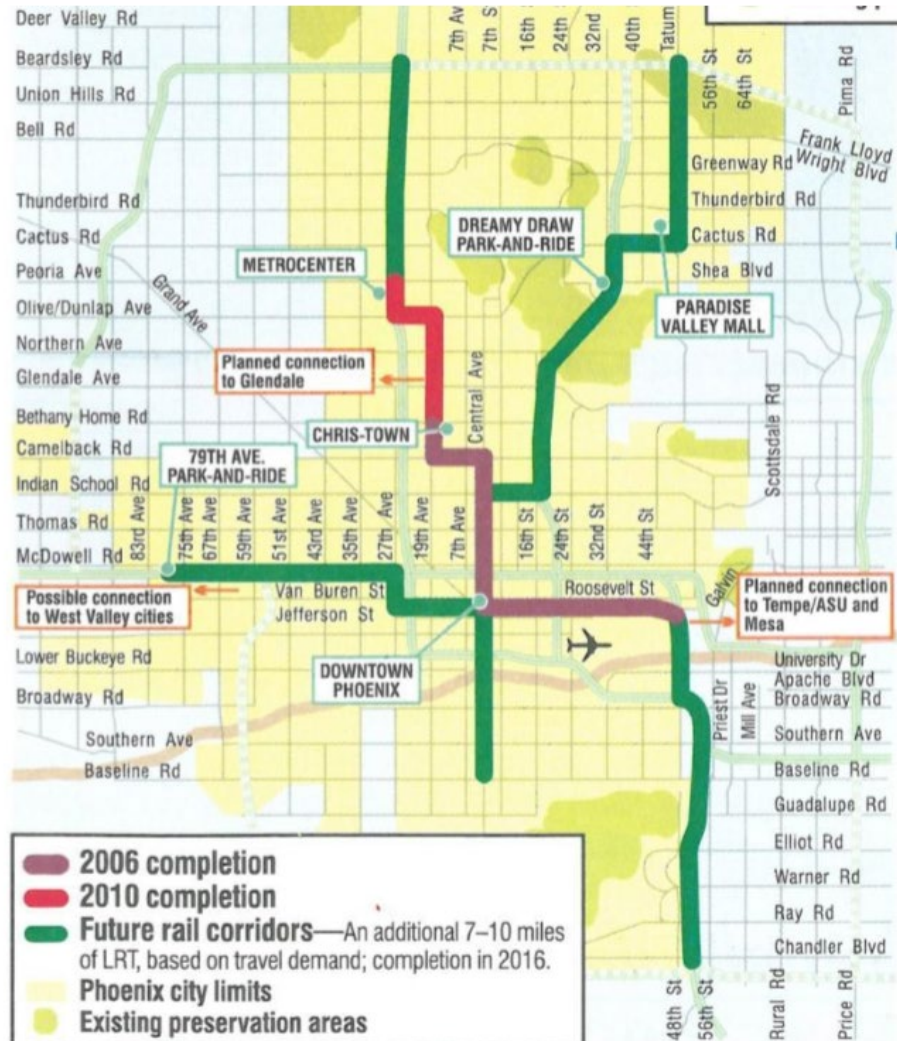
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2000

Eldon Kramer received aware from Arizona Forward for his long-term service.



Transit 2000 Ballot Map



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2000

Arizona Forward supported the
Transit 2000 Regional
Transportation Plan for Phoenix.



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2000

Arizona Forward began
advocacy for Light Rail transit
in the Valley.

Agua Fria and the West Valley Recreation Corridor

**Agua Fria Watercourse Master Plan
and the New River Lower Agua Fria Multi-modal Corridor Study**

The Agua Fria Watercourse Master Plan is one of two key studies that comprise the West Valley Recreation Corridor—a long-term vision for preserving and enhancing the Agua Fria and New River corridors.

In August 1998, John F. Long and other West Valley community leaders met to explore the potential of creating a recreation corridor along the West Valley rivers...one that would provide diverse recreation opportunities and preserve the cultural history and desert habitat of the river corridor. More importantly, this vision was aimed at balancing these opportunities with sound flood protection strategies to protect nearby communities from floodwaters. Although the Agua Fria River currently has only limited flooding problems, minor concerns today could lead to costly flood control systems in the future.

From this vision came two important studies in the West Valley: the Agua Fria Watercourse Master Plan, and the New River and Lower Agua Fria Multi-modal Corridor Study.

The Flood Control District of Maricopa County led the efforts of the Agua Fria Watercourse Master Plan. In partnership with regional agencies, West Valley communities and a team of engineering and planning specialists, this Master Plan looked at both traditional and non-traditional flood control alternatives along the 32-mile river corridor. Some of the recreation uses, such as paths and trails, parks, and open spaces also can serve as alternatives to single-purpose flood control measures, thus providing protection from dangerous floodwaters in addition to valuable recreational amenities for the West Valley.



The Maricopa Association of Governments oversaw development of the New River and Lower Agua Fria Multi-modal Corridor Study. There are some similarities between the two projects, and the New River study resulted in a master plan of interconnecting trails, paths, and other travel routes with the ultimate vision for multi-modal, non-motorized corridors connecting residential areas, parks, schools, recreation areas, and businesses.

Together these two studies have provided a foundation and laid out a road map for implementing this landmark amenity in the West Valley.



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2001

Arizona Forward created Friends of the West Valley Recreation Corridor with Westmarc.



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2001

Arizona Forward supported the recommendation of Governor Jane Dee Hull's Water Management Commission.



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2001

Arizona Forward holds forum on
electric utility deregulation.

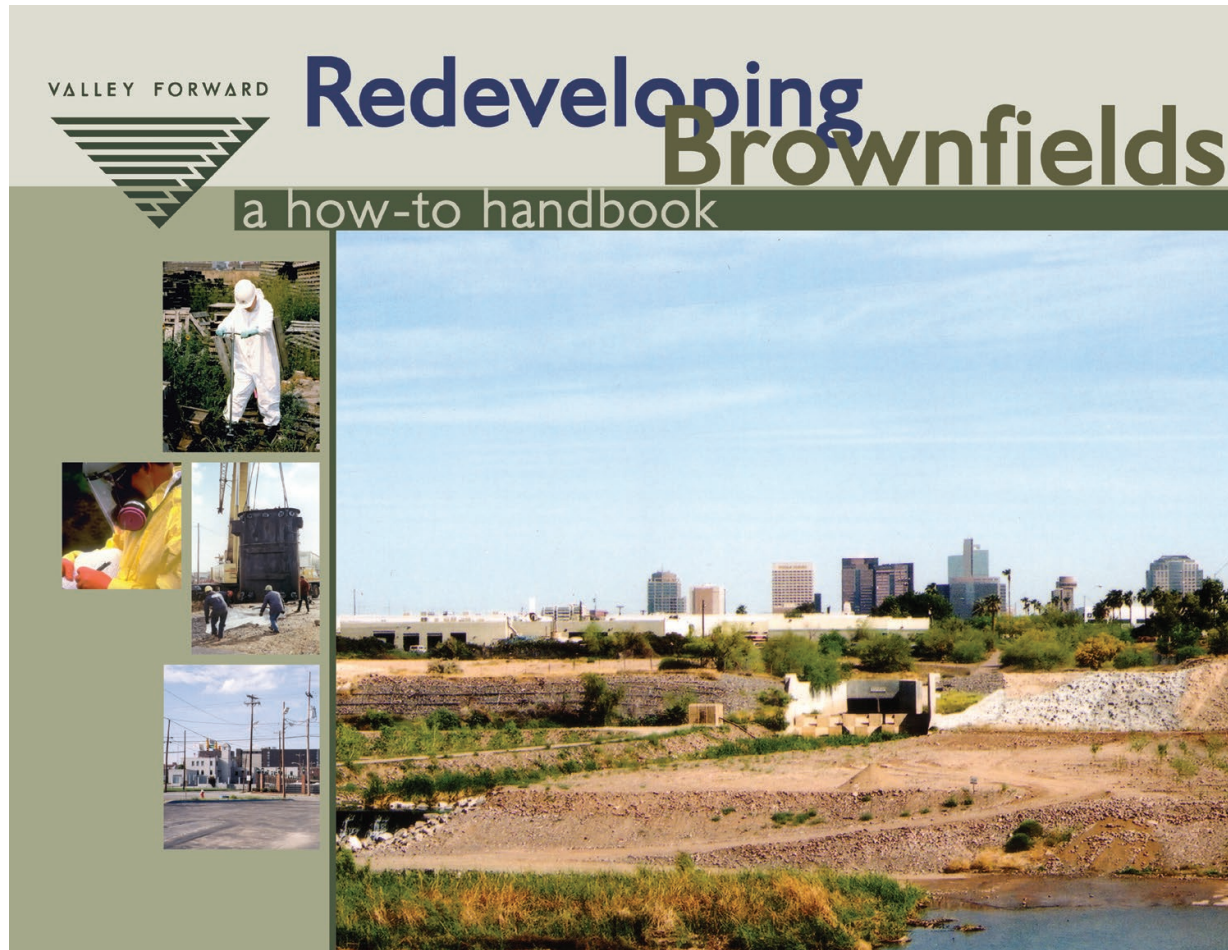




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2003

Arizona Forward published
“Redeveloping Brownfields- A
How To Handbook”

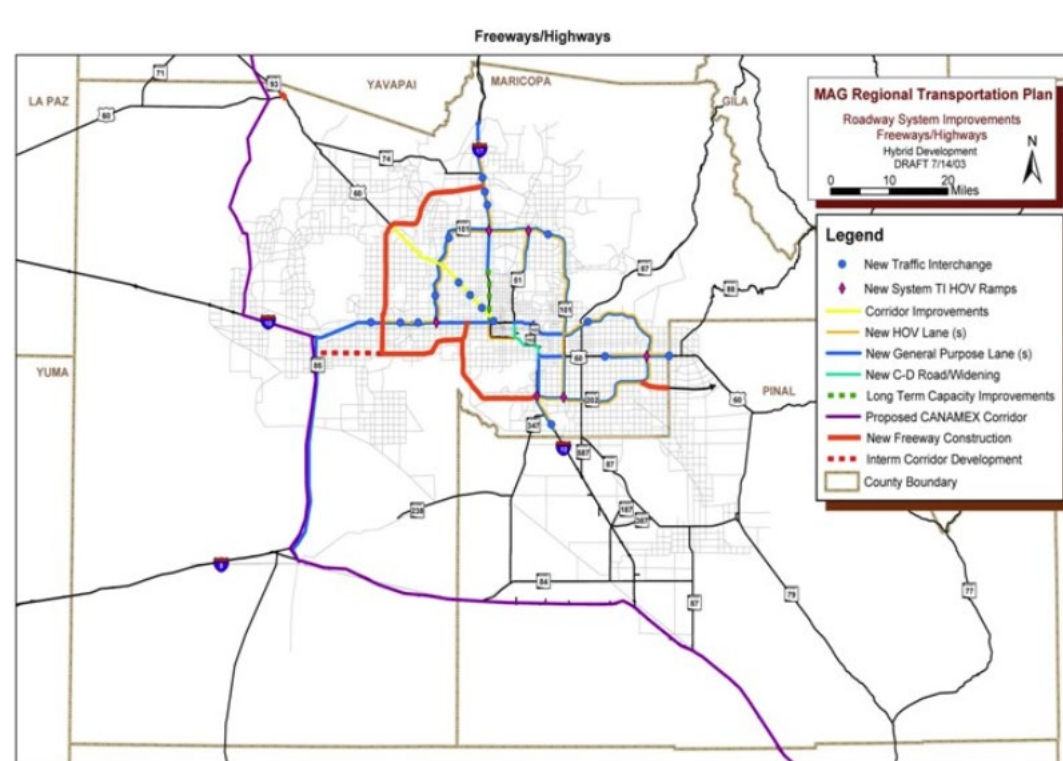




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2003

Arizona Forward provided input to the Maricopa Association of Governments TPC on a regional transportation plan for the Valley.





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2004

Arizona Forward Celebrates 35
Years





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2004

Erin Brockovich attends Arizona
Forward's 35th Annual Luncheon





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2004

Arizona Forward supported an initiative to extend the half-cent sales tax for transportation.





Making the Grade

The Valley's 2004 Environmental Report Card



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2004

Arizona Forward published
“Making the Grade:
The Valley’s 2004 Environmental
Report Card.”



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2005

Arizona Forward's EarthFest Education Grant for K-12 Teachers for funding to support environmental projects in their classroom was announced.



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2005

The Grand Opening of the Phoenix
Rio Salado

rio salado dream
becomes reality



The vision for a revitalized Salt River born conceived some 30 years ago came to fruition in November with the grand opening of the Phoenix Rio Salado, a project that has been at the heart of Valley Forward since its inception.





ARIZONA FORWARD **2006**

Building Healthy, Sustainable
Communities

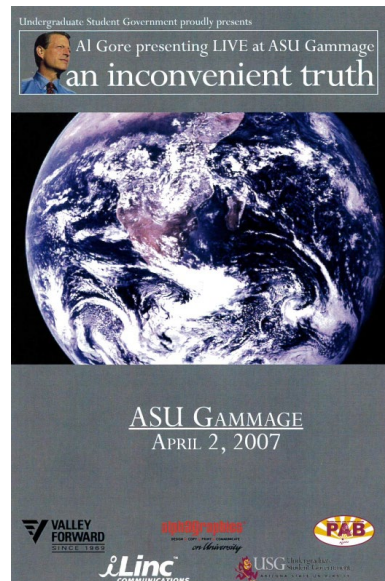




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2007

Arizona Forward partnered with ASU to sponsor Al Gore's live presentation of "An Inconvenient Truth."





Smart Growth

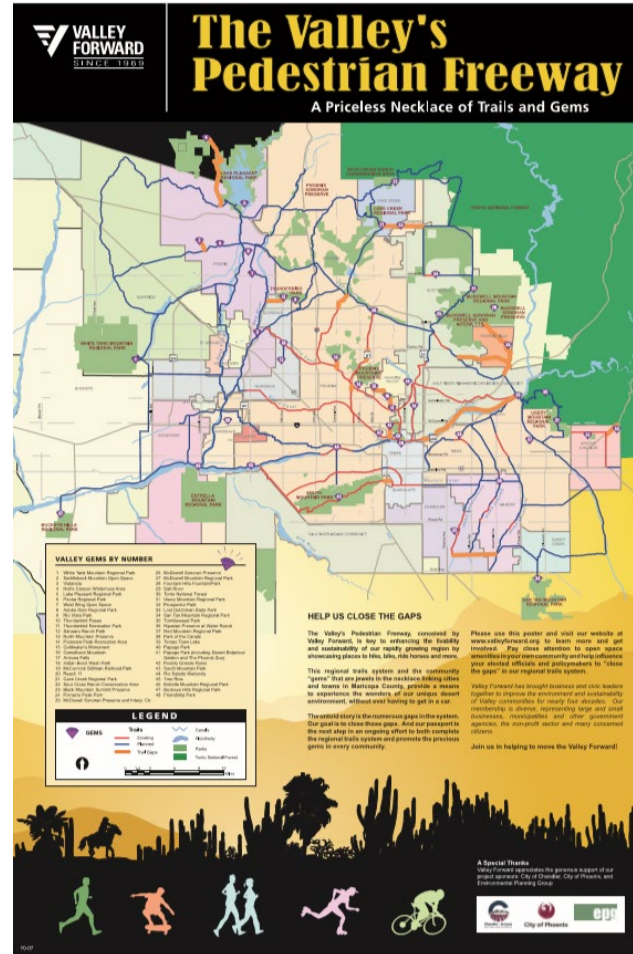
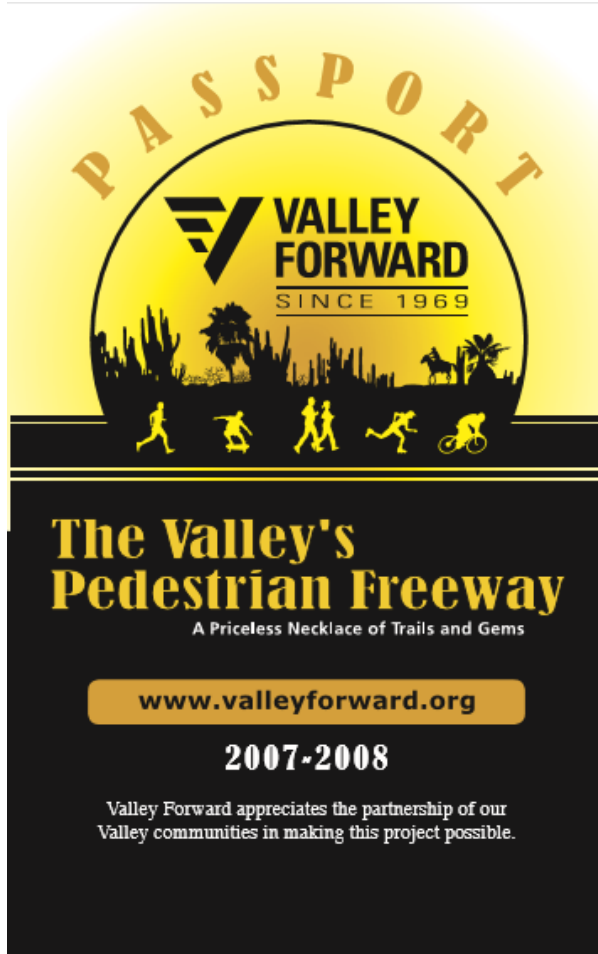
2007 Annual Report



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2007

Arizona Forward's focus was on livability with climate change.



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2007

Arizona Forward launched an interactive website and printed 100,000 passports to promote the Valley's Pedestrian Freeway.



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2007

Arizona Forward presents an award
for environmental excellence to the
City of Phoenix mayor and council.





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2008

Arizona Forward published the second edition of “Making the Grade: The Valley’s 2008 Environmental Report Card.”



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2009

Arizona Forward commemorated 40 years of environmental advocacy in our region - planted 40 trees in downtown Phoenix with Mayor Phil Gordon and other project partners.



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2009

Arizona Forward 40th
Anniversary



FOR A DIVERSE ECONOMY and HEALTHY ENVIRONMENT



**OVERVIEW OF GOVERNOR BREWER'S
ENVIRONMENTAL AGENDA**

Valley Forward's April Board of Directors/General Membership Luncheon provided a platform for Arizona Governor Jan Brewer as she discussed the state's new leadership and her environmental agenda on Earth Day.



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2009

Governor Brewer supports
environmental efforts in Arizona.



2009

Arizona Forward adopts the 19th and Montebello Light Rail station.





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FORWARD

2010

Arizona Forward recruited 12 Valley mayors to sign a proclamation initiated by Arizona Forward and the U.S. Green Building Council, Arizona Chapter in support of green schools.



Going green

Chandler's Boyd Dunn has joined other mayors across the Valley in support of the Mayors' Alliance for Green Schools, which promotes the benefits of green schools across the region. Valley Forward and U.S. Green Building Council Arizona are promoting the initiative through a proclamation that is being signed by several Valley mayors. On hand for Dunn's signing ceremony were Leslie Lindo of the USGBC Arizona, left, and Jhenifer Krutz of Valley Forward.



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2010

Arizona Forward newly formed energy committee supports solar adoption for Arizona.



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2010

Arizona Forward celebrates
environmental excellence with Mayor
Campana and Mayor Hallman.





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2010

Professor Ellin transitioned the
Canalscape project from ASU to
Arizona Forward.



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2010

Arizona Forward hosts forum on
sustainable land use and growth.



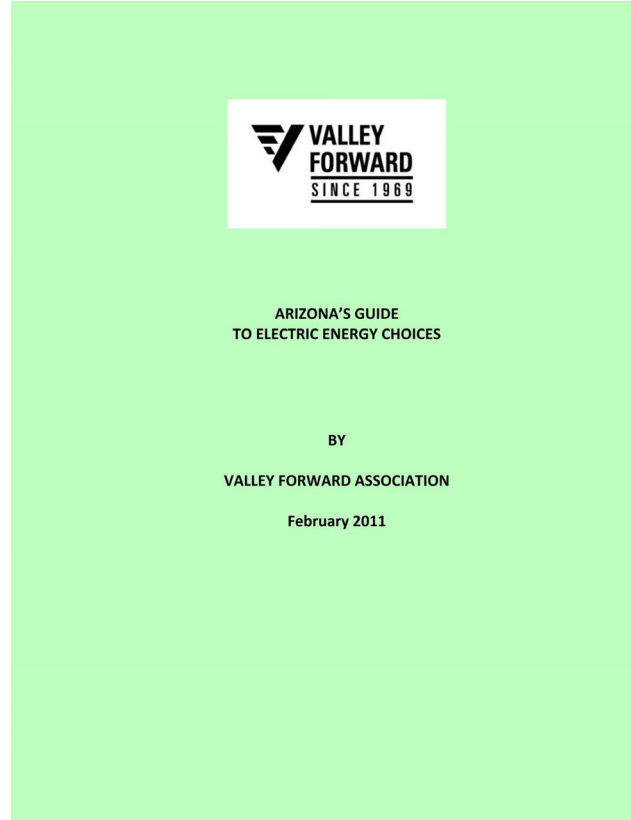
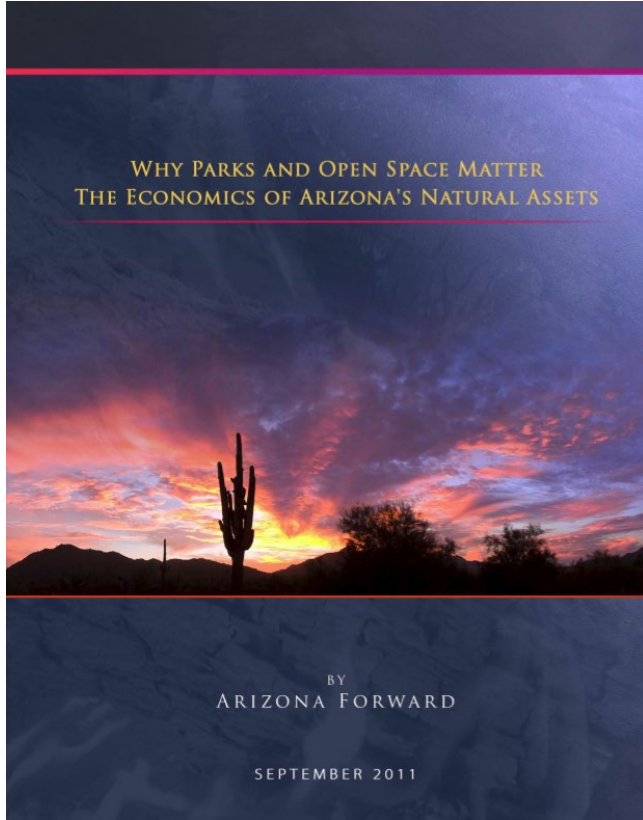


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2010

Past Chair of the Board Breakfast





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2011

Arizona Forward produced and distributed two primers focused on energy and parks.



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2011

Arizona Forward advocated for the Land and Water Conservation Fund by sending support letters to President Barack Obama and Arizona's Congressional delegation.





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2011

Past Chair of the Board Breakfast





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2011 42nd Annual Luncheon



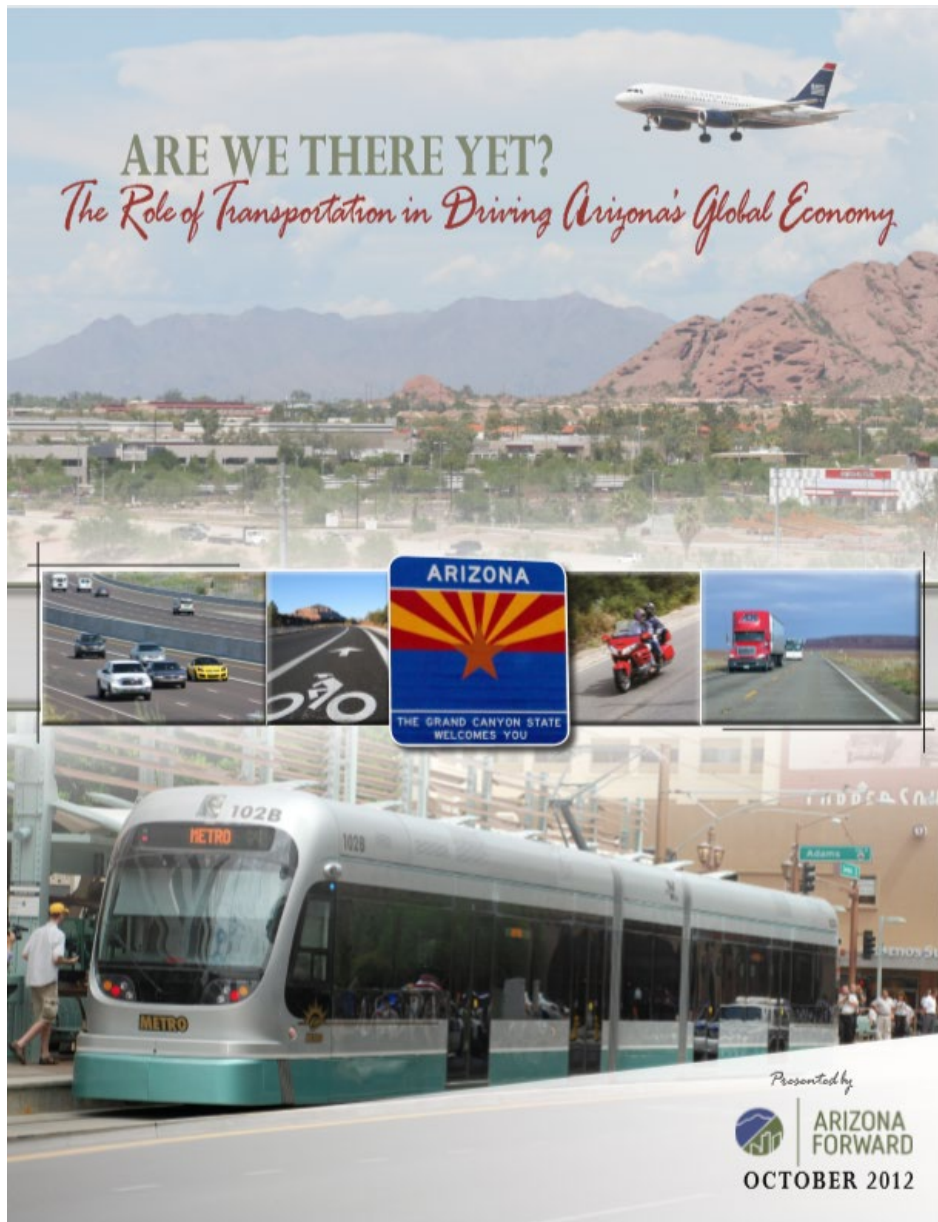


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2011

City of Phoenix Mayor Stanton emphasizing
the importance of sustainability efforts.





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2012

Arizona Forward released a statewide primer on transportation issues to drive Arizona's economy.



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2012

Arizona Forward supported a successful State Trust Land Reform measure on the November ballot and opposed a fail state sovereignty initiative.



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2012

Arizona Forward
co-presented State Parks Day at the
Legislature and held a press
conference about funding
challenges facing Arizona's parks.



2013

Arizona Forward officially transitioned to a statewide organization and began operations as Arizona Forward.



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2013

Nina Mason Pulliam provides grant
for statewide expansion.





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2013

Arizona Forward supports the green
out for the Phoenix Open.

GREEN OUT FOR
AT THE WASTE MANAGEMENT
PHOENIX OPEN





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2014

Arizona Forward started offering internships to state university students interested in sustainability for Arizona.



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NOW ACCEPTING APPLICATIONS! **STUDENT INTERSHIP OPPORTUNITIES**



Arizona Forward is a business-based environmental non-profit offering internships to college students with interests in **non-profit agencies, communications, environmental and economic sustainability, public relations marketing, and event planning.**

Internships are offered for fall, spring, and summer semesters.

- Full-time Opportunities
- College Credit Possible

Open the door to great networking opportunities and gain exposure to some of the top business professionals throughout the state!

Requirements:

Applicant must be a college student with a desire to learn! Students must have excellent communication skills, both verbal and written, strong attention to detail and exceptional organization skills. They must be a team player that is willing to pitch in wherever necessary to get the job done. Proficiency in Microsoft Word, Excel, and PowerPoint is preferred. (See below for full description)





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2014

Arizona Forward published
“Valuing Arizona’s Water: The cost
of service and the price you pay.”





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2014

Arizona Forward launches into space
with NASA at annual luncheon.





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2014

Arizona Forward brought a delegation of business leaders to Washington D.C. to meet with members of congress and demonstrate support for the I-11 International Corridor.



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2015

Arizona Forward produces and publishes a Healthy Forest Primer.



THREATS TO FOREST HEALTH PUT ARIZONA AT RISK

Why Healthy Forests Matter
to Our Health, Environment, Economy & Quality of Life



PAYSON ROUNDUP

OPINION

Forests at risk

Thank goodness for Arizona Forward.

They're so, well, forward thinking.

The Valley-based business group recently issued a vital report pointing out that Tucson and Phoenix have a vital stake in whether our forest burns down — taking places like Payson along with it.

Now, this has nothing to do with whether they have a place to visit when it's 115 in the Valley.

Nope, it's about the water.

The Arizona Forward report notes that \$1 spent on forest restoration can yield \$100 in economic benefits — much of it involving protecting downstream reservoirs.

The intense crown fires that can all but sterilize the soil in a dense overcrowded forest can easily cause reservoir filling mudslides. The silty rivers and reservoirs can inflict billions of dollars in water treatment and importation costs on metropolitan areas like Phoenix.

The Arizona Forward report also offered invaluable lessons for forested communities like Payson. Most notably, the report focused on Flagstaff's farsighted response to the lethal Schultz Fire. Flagstaff not only adopted a fire-adapted building code — it convinced voters to tax themselves \$10 million to accelerate restoration projects.

But mostly, the report made the case for protecting distant forested watersheds to places like Phoenix. And that's vital to the survival of places like Payson, since only the Valley has the political and economic clout to help solve a problem so vast. And that's why we say, thank goodness for Arizona Forward.



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2015

Arizona Forward participates in the City of Phoenix Grand Canalscape project's \$10.3 million TIGER grant.





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2015

Arizona Forward supports the City of Scottsdale canal transformation into a social hub and economic driver.





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2015

Arizona Forward expands the
Environmental Excellence
Awards to include statewide
entries.



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2015

Members of Congress, Pelosi and Gallego, support the Arizona Grand Canalscape project as a placemaker for gathering, recreation and connectivity.



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2015

Arizona Forward supports Stand Up 4
Transportation to enhance quality of life
for Arizona.





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2016

Arizona Forward places a strong effort to preserve, restore and strategically manage Arizona's precious rivers.





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2017

Intel, ASU and HDR share their insight
for sustainability.





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2017

Liberty Wildlife receives Arizona
Forward's President's Award.





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2018

Arizona Forward initiates the
Emerging Leaders program.



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2018

Arizona's first Statewide Sustainability
Summit hosted by Arizona Forward.





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2018

Arizona Forward introduces
Sustainability Sippin & Social
Series.



DAVE SKINNER
moderator
AZF BOARD CHAIR AND
HDR AREA OPERATIONS MANAGER



GREGORY RODRIGUEZ
OF COUNSEL
BEST BEST & KRIEGER



ERIC PLAPPER
PROJECT MANAGER,
TRANSPORTATION
TECHNOLOGY
HDR



VERONICA SIRANOSIAN
DIRECTOR
AECOM VENTURES

AUTONOMOUS AND CONNECTED VEHICLES: IS YOUR COMMUNITY READY?

JOIN US FOR AN INTERACTIVE TOWN HALL CONVERSATION

Expert panelists will explore legal and policy issues, define the impacts to land use and infrastructure and provide an update on the state of the technology. Following the panel presentations, attendees will participate in a discussion to identify opportunities and challenges related to this emerging technology. Be a part of the dialogue to determine how best to shape the future of transportation in your community.



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2018

Arizona Forward hosts
Autonomous Vehicle Forum.



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2019

Arizona Forward hosts breakfast
to educate members on the Lower
Basin Drought Contingency Plan.



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2019

Arizona Forward emerging Leaders visit
Intel and APS.





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2019

Lower Salt River Restoration volunteer
program in partnership with the
National Forest Foundation.





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2019

Arizona Forward hosts its first forum to hear mayoral and Districts 5 and 8 candidates sustainability issues.





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The Evolution of Our Brand



1970s



1980s



1990s



2000s



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2013 - Present