

Az Business

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JANUARY // FEBRUARY 2016



MILLENNIALS

MEET ARIZONA'S MOST INFLUENTIAL YOUNG BUSINESS LEADERS



Arizona
Corporate Counsel
Awards

49

Industry
Leaders
of Arizona

73

Greater
Phoenix
Economic Council

97

Arizona
Lodging & Tourism
Association

113



JAMES GOODNOW

Partner | Fennemore Craig

Age: 34

Goodnow is a Harvard Law School graduate who handles catastrophic injury and wrongful death matters. The American Bar Association Journal named him one of “America’s Techie Lawyers,” and Apple selected him as the first lawyer to be featured in one of its global ad campaigns. The father of two performs countless hours of pro-bono work and is active in the community, having recently founded The Kidney Challenge.

Value of youth: “My age naturally translated into an interest in technology. Interjecting my tech passion into a profession that can trace its origins back thousands of years has been a challenge and an opportunity.”

Impact of Millennials: “I’m hopeful that Arizona’s growing creative and tech industries can push our economy to new heights. The clichés say that my generation is less hungry than others. I disagree. I believe my generation is just as driven—just in less conventional ways.”

MILLENNIALS

Influential Millennials

**Meet the Millennials
who are changing
Arizona's business
landscape and learn
why working with
their generation is
your business'
greatest opportunity**



“Our players learn better with two phones and music going and with an iPad on the side. That’s new.”

The ability to work well with Millennials, defined by the Pew Research Center as those born between 1980 and 2000, has quickly become an indispensable part of the business landscape. Millennials already comprise one third of the U.S. workforce, and are projected to hit 50 percent as early as 2020.

The forces that shaped Millennials are powerful ones: the exponential proliferation of technology and the common availability of instant, worldwide communication. The first generation to grow up with personal computers, Millennials are innately tech savvy and quick visual learners. Because they came of age alongside the Internet, they collaborate well, even over great distance.

Millennials are often deeply self-reflective. Growing up

as environmentalism hit its stride, their eco-consciousness is immensely important to them, and their concern about global impact informs where they work, live and shop. Businesses that adapt to this new reality will flourish in the years to come.

Because Millennials care about work-life balance, their priorities can clash with those of existing corporate cultures, particularly at larger, hierarchical organizations. A study by UNC’s Kenan-Flagler Business School found that one in three Millennials would prioritize social media freedom, device flexibility, and work mobility over salary when accepting a job offer. This difference of priorities has driven the impression in some circles that Millennials are entitled.

But the truth is that culture clashes are inevitable at moments of generational sea change. Rather than being unfairly burdened with the chore of teaching hundreds of new hires how to conform to an existing

system, the business world has been given an incredible opportunity to evolve and capitalize on the strengths of a new generational cohort.

Consider the St. Louis Rams. Professional football is already a young man’s game, and the Rams are the youngest team in the NFL: their average player age is 24.1-years-old. While speaking to the Wall Street Journal, Rams coach Joe Fisher addressed the challenge of reaching a new generation, “Our players learn better with two phones and music going and with an iPad on the side. That’s new.”

As a response, the Rams changed how they coached. Two hour marathon meetings were replaced with a series of focused 30-minute sessions punctuated with breaks. And because Millennials prefer to know why a recommended action is best, drill-sergeant style screaming was phased out in favor of explaining the concepts behind strategies. After each lesson, the team hurries to the field to implement new skills in the real world.

While the reforms were designed to increase communication with a new generation, the old guard has seen benefits, too. Everyone benefits from focused meetings, and having to distill lessons down to quick, actionable points has made instruction stronger.

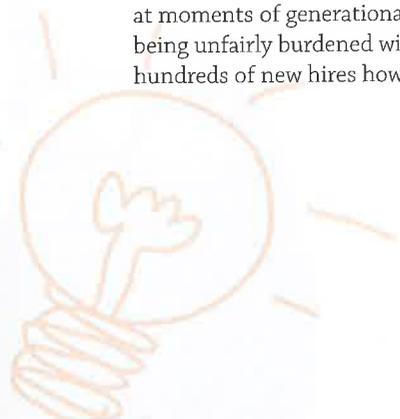
Having to explain “why” to a younger generation has helped root out outdated practices. 5:30 a.m. wakeup times didn’t survive scrutiny. Why wake everyone up early only to lose time fighting for the attention of drowsy players?

In 2015, Millennials surpassed Baby Boomers as the largest living American generation. As a large age cohort with an innate embrace of technology, their impact on society will unquestionably be the largest our country has ever seen. The companies that learn to capitalize on the strengths of this nimble, thoughtful generation will quickly accomplish incredible things. **AB**

Steven G. Zylstra is president and CEO of the Arizona Technology Council.



Steven G. Zylstra
Technology





ALISON CHRISTIAN

Shareholder | Christian Dichter & Sluga, P.C.

Age: 34

Christian is an AV-rated shareholder at Christian Dichter & Sluga, a majority women-owned law firm in Phoenix. In 2012, she co-founded the Ladder Down program for women lawyers that is being modeled across the country.

Value of youth: "Millennials are not afraid to challenge the status quo, and they are often motivated by a desire to find a bigger purpose in their work. The legal profession is steeped in traditions, some of which have made it difficult for women lawyers to succeed. I found purpose in my career by helping change the course for women lawyers. The Ladder Down program gives women the tools they need to succeed and is improving Arizona's legal community, while also providing a platform for other states across the country to do the same."

Impact of Millennials: "Millennials will force businesses to answer a simple question: why? They are not satisfied with being told to do something because it is the way it has always been done. Nor are they as willing as previous generations to sacrifice their own happiness for financial gain. Businesses wanting to attract and retain talented employees will need to adapt. I expect the concept of physical office space to change dramatically, along with corporate cultures and salary structures. I am also hopeful that the millennial mindset will encourage businesses to think globally and see beyond existing geographic or linguistic barriers."



BRIAN COLLING

Owner and CEO | Colling Media

Age: 34

Colling is an Arizona-raised graduate of ASU. In 2009, he started Colling Media, a technology-infused, results-driven advertising agency. Colling Media has been nationally recognized by Inc. 5000, as one of the fastest-growing private companies. Colling is one of the Top 35 Entrepreneurs Under 35 of 2015 recognized by the Arizona Republic.

Value of youth: "Growing up as a Millennial, it was clear that my generation was like no other. We were to become the teachers of technology

as it drove everything we did. This led me to create a technology-infused advertising company driven by results.

Impact of Millennials: "A decade from now, Millennials — with the help of other generations — will have completely changed the business landscape. Every business model will have some level of e-commerce with a predictable cost per acquisition. Media consumption will have endless engagement and we'll finally have our 'Back to The Future' hover boards and they'll be eco-friendly."



BRANDY FICEK, MD

Medical director, quality of life and palliative medicine | Cancer Treatment Centers of America at Western Regional Medical Center

Age: 34

Dr. Ficek provides leadership for the development and delivery of services to improve quality of life for families throughout all stages of cancer treatment. Dr. Ficek serves as chair of the Ethics Committee, national lead for CTCA's Parenting Through Cancer program, and has presented internationally on helping families facing cancer.

Value of youth: "As a young professional, being open to others' advice and experience has allowed me to transform my passion and ideas for helping others from abstract concepts into sustainable programs."

Impact of Millennials: "With continued technological advances, I think the biggest change will be the interconnectedness of the business community, even across disparate industries, to make positive changes for the community as a whole."

CARSON HOLMQUIST

CEO | Stream Logistics

Age: 30

In May 2012, at the age of 26, Holmquist co-created and launched Stream Logistics, a third-party logistics brokerage, and currently spearheads the entire operations division. He developed Stream Logistics from a start-up business which utilized a kitchen as its initial office into a company that has surpassed \$15 million in annual revenue and built an incredible reputation as a boutique-style logistics company and national carrier provider.

Value of youth: "As a Millennial leader and entrepreneur, I wanted to contribute to Arizona's economy and the small business community with Stream Logistics. The American economy is built on innovation and small businesses and I wanted to be a contributing element of the growth and prosperity."

Impact of Millennials:

"Millennials will shape the way of business with innovative, tech-savvy ideas to make a workplace more efficient. After experiencing an intense recession which was driven by price-motivated purchasing habits, Millennials will also be credited with the return of American quality and customer experience."





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Partner | Fennemore Craig

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MUKIL MOHAN
Co-founder | INanoBio
Age: 35

Mohan is the co-founder and COO of INanoBio, which is developing a \$100 genome sequencer and cancer diagnostics for personalized medicine. He has a master's degree in electrical engineering and an MBA from ASU. He is a foodie, who likes to experience different cultures through their cuisines.

Value of youth: "Millennial pragmatic idealism and a high degree of confidence in our team and technology have enabled us to strive to build a business with the potential to disrupt current healthcare costs and democratize personalized medicine."

Impact of Millennials: "The current boom in high-tech startups driven by Millennials will diversify the economy of the state beyond its traditional growth drivers into a very eclectic and vibrant economy."



NICK OBIE
Vice president | AXA Advisors Southwest
Age: 32

A former professional golfer and collegiate golfer at University of Redlands, where he was a three-time conference player of the year and three-time All-American, Obie is vice president of AXA Advisors Southwest. An active volunteer through AXA and former board member of GET Phoenix, his team was recently honored with the 2015 Governor's Volunteer Service Award.

Value of youth: "I was taught from an early age the value of people and relationships. In the financial services industry, it's all about people and relationships. I have always enjoyed helping people and building relationships, and that has had a very positive effect on my business."

Impact of Millennials: "With our technological ingenuity, I believe Millennials will continue to change the way that business is done. With the right guidance and partnership from today's leaders, we will change the way that people connect, share ideas, implement strategies and constantly create new efficiencies in the world."

JASON MITCHELL
Founder and president | The Jason Mitchell Realty Group at Realty Executives
Age: 34

Mitchell is a residential real estate icon in greater Phoenix and the founder of The Jason Mitchell Realty Group at Realty Executives. Mitchell is recognized as the No. 1 producing agent under 40 in the state of Arizona. He is also the co-founder of Desert Bridge Capital, a real estate investment firm.

Value of youth: "As part of the Millennial generation, I witnessed layoffs and home forecloses during the massive recession. I wanted to make an impact in Arizona's economy and business community by creating jobs and opening doors for opportunities."

Impact of Millennials: "Millennials' renewed focus on growth and development will transpire in the workplace, where they can find their purpose and be passionate about what they do."

