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#### EVENT COVERAGE

## Phoenix Is its Own Worst Critic

By [Natalie Dolce](#) | Phoenix



Part 1 of 2

PHOENIX—Greater Phoenix is enjoying year-over-year growth and expansion with continual job recovery, corporate relocation and expansion, and population growth. Though the region's recovery has been muted since the recession, forecasts call for the current momentum to continue through 2017, exceeding national levels. During the "Phoenix Leaders Roundtable: Trends & Takeaways" panel at the recent [RealShare Phoenix Metro 2015](#) event here, panelists agreed that Phoenix is its own worst critic.

Phoenix has a lot of good things going on and is doing very well, said **Andrew Cheney**, CCIM, SIOR, principal at **Lee & Associates**. "But we could be doing a lot better if we projected and pitched the so many good case studies we have of companies coming here like Apple, State Farm etc."

For some reason, the perception of the state from the inside and outside are so vastly different, said Singerman.

**Mark Singerman**, VP and regional director of Arizona at **Rockefeller Group Development Corp.**, agreed, noting that for some reason, the perception of the state from the inside and outside are so

vastly different. "We have done such a fabulous job with our infrastructure, freeways and so much more. We need to start thinking better about ourselves. When you compare us to other states and their problems, we look much better."

**Todd Sanders**, president and CEO of **Greater Phoenix Chamber of Commerce**, added that while it is important to talk about the regionally challenges, "we have to start talking about the opportunities."

According to Sanders, Phoenix is a bright spot when talking to colleagues around the county. "But from a local perspective, the lack of talent is putting a slight damper on what otherwise could be a great recovery." He added that "you have to have the right labor force here to have companies stay and grow."

But Singerman isn't sure he agrees, noting that Phoenix doesn't rely on growth.

*Check back with [GlobeSt.com](#) in the next day or so for part 2, which will include much more from this panel.*

*For an irreverent take on the macroeconomic environment, check out [GlobeSt.com's Chief Economist](#) authored by Dr. Sam Chandan.*

### About Our Columnist



Natalie Dolce, national executive editor of [GlobeSt.com](#), is responsible for working with editorial staff, freelancers and senior management to help plan the overarching vision that encompasses [GlobeSt.com](#), including short-term and long-term goals for the website, how content integrates through the company's other product lines and the overall quality of content. Previously she served as editor of the West Coast region for [GlobeSt.com](#) and *Real Estate Forum*, and was responsible for coverage of news and information pertaining to that vital real estate region. Prior to moving out to the Southern California office, Natalie was Northeast bureau chief, covering New York City for [GlobeSt](#). Dolce's background includes a stint at *InStyle Magazine*, and as managing editor with *New York Press*, an alternative weekly New York City paper. In her career, she has also covered a variety of beats for *M* magazine, *Arthur Frommer's Budget Travel*, *FashionLedge.com*, *Co-Ed* magazine and the *Daily Orange* newspaper. Dolce has also freelanced for a number of publications, including [MSNBC.com](#) and *Museums New York* magazine.

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