



# THE GIANT GAZETTE

## CLIENT QUESTION & ANSWER



BY: KIMBERLY MICKELSON

### MARKETING 10 QUICK TIPS:

**1. Understanding image resolution.** Knowing what platform you are designing for is essential! 72 dpi is acceptable for online and 300 dpi is a must for anything printed.

**2. Help your design stand out.** Use contrasting colors, particularly when choosing your background color and the color of any fonts or graphics when designing your next project.

**3. Mondays and Fridays are the worst.** Email blasts are best sent on a Tuesday-Thursday between the hours of 10am-12pm.

**4. Do you have a branding process?** Steps typically include: design brief

BY: ELISABETH HARRIS

Small Giants interviewed Andrew Cheney,  
Principal at Lee & Associates Arizona



**Q: What has been the biggest hurdle in your position at Lee & Associates?**

**A:** Surviving the first three years as an apprentice to Craig Coppola. That was brutal. I'm grateful for it though.

**Q: Who do you admire as a leader?**

**A:** Jerry Colangelo. He has already done so much for the City of Phoenix and continues to evolve at an age when many professionals pack it in and retire. His accomplishments are very inspiring to me.

**Q: What is the most enjoyable thing you do outside of work?**

**A:** Traveling to cool places. I have been lucky enough to hike around some of the most beautiful places in the world.

**Q: Biggest accomplishment in your career?**

**A:** Finishing each year, with exception to the first, as the number one team in production at Lee & Associates.

**Q: Can you provide us a brief outlook on the construction industry in 2016 (in your opinion)?**

**A:** We will finish the year nice and steady with another two million square feet of net absorption, just like last year. Next year, look for more developers to stick their neck out, and succeed, with speculative development.

**Q: What is your favorite college or professional sporting team?**

**A:** First and foremost, Carolina Panthers... and then the Arizona Cardinals.

**Q: What is the best advice you have ever received?**

**A:** Never look at the clock! I received this great advice from Daryl Burton 15 years ago.

**Q: What was your first paying job?**

**A:** I did yard work for a neighbor near my parent's home in Chandler, AZ. Hey... it had flexible hours!!