

NAIOP ARIZONA RUNS NATIONAL-AWARD WINNING STREAK TO 12 YEARS AT ANNUAL MERIT GALA IN WASHINGTON, D.C.

cem-az.com/naiop-arizona-runs-national-award-winning-streak-to-12-years-at-annual-merit-gala-in-washington-d-c/

By Isabel Menzel

NAIOP Arizona ran its winning streak of bringing home national awards to 12 years, earning large-chapter honors for both its Legislative and Communications initiatives.

NAIOP Arizona was honored recently at the annual Merit Awards gala held during the 2017 NAIOP Chapter Leadership & Legislative Retreat at the Capital Hilton in Washington, D.C.

Last year NAIOP Arizona was named Large Chapter of the Year and won the Large Chapter Merit Award for Education.

“Our streak of awards including the most recent two are a testament to the continued pursuit of excellence from our volunteers who strive to make our chapter better every year,” said NAIOP Arizona President Tim Lawless.

NAIOP Arizona won for the Most Outstanding Legislative program in the nation based on its Signature Speaker event for Sen. John McCain that attracted more than 600 attendees; a successful advocacy of nine of top 10 priorities at the state Capitol including pre-empting cities on energy reporting mandates; its financial support of the passing of Prop. 123; and having one of the highest dollar amounts contributed to the federal NAIOP political action committee.

The goal of the winning Communications campaign was to demonstrate the depth of value NAIOP Arizona members receive participating in one of the largest associations in the state. Those benefits include education, public policy, networking, philanthropy.

Realizing that NAIOP Arizona board members are widely recognized by the general membership, the Communications Committee enlisted them to participate in communicating the campaign. The campaign paired the messages of “Impact” and “Connection” played out in their own words to describe NAIOP Arizona in one of these four key unique value propositions of the organization.

The goals were played out on a variety of platforms throughout Arizona, including print and online advertising, social media, websites, eblasts, and event material.

“This recognition serves as an example to the continued growth and vitality of the chapter,” said 2017 NAIOP Arizona Chairman Larry Pobuda of The Opus Group. “Member outreach and communication will continue to be priorities, and we expect our public policy efforts will be at the forefront of the Arizona legislature in 2017. Congratulations to Bob Hubbard for his leadership in 2016.”

Joining Lawless in Washington were NAIOP Arizona representatives Molly Ryan Carson, Ryan Companies US, Inc.;



Jenna Borcharding, JLL; and Andrew Cheney, Lee & Associates.

Last year, NAIOP Arizona was named Large Chapter of the Year and won the Large Chapter Award for Education on the merit of its Developing Leaders Mentor Program, a nine-month, 40-hour education, networking and leadership program.