SOUTHWEST AIRLINES

Come inside for a show.
Top artists are making noise in unexpected venues across the country.
Want in? You’ll have to get past the bouncer.
Life Adventure in Phoenix

It’s time for the biggest adventure of all: living here.

Sports fanatics? You’re covered. Nature enthusiasts? Look no further. Even those in search of award-winning spas, stylish shopping centers, and stellar golf courses will find what they’re looking for here. So it’s no wonder more than 4 million people have chosen the Sonoran Desert as the ideal backdrop for settling down. We caught up with some of Phoenix’s key players—from CEOs to a hotel manager and even the new mayor—to find out why this sunny metropolis is the perfect place to kick off a career, raise a family, or launch a business. Their insight—along with essential stats on the local culture, job market, and events—sheds light on life in the Valley of the Sun.
Live in Phoenix

“The spirit of Phoenix lies in our diverse culture, which is also one of our greatest strengths. We have a rich Native American and Latino influence, which is a huge advantage to our young people, who gain an understanding and appreciation for other cultures. This benefits not just our community, but the rest of the country as well.”

—Mayor Greg Stanton

“It’s exciting to experience the housing market recovery in the Phoenix area. K. Hovnanian Homes has opened more than 12 new communities in the area over the past 18 months. The diversity of neighborhoods appeals to everyone from first-time home buyers looking for an intimate neighborhood to those in search of a luxury home in a country club setting.”

—Lou Smith
Group President
K. Hovnanian Homes

Facts of Life in Phoenix

• Greater Phoenix, which includes the city of Phoenix, as well as Chandler, Glendale, Scottsdale, and Tempe, has a population of more than 4.3 million, making it the 13th largest metro area in the country.
• On average, more than 50,000 people move to Greater Phoenix each year.
• The average winter high in Phoenix is 67 degrees.
• Phoenix is home to 110 spoken languages, the third highest of any U.S. region.
• The average age of residents in Phoenix is 33.7 years old, making it the country’s third youngest metropolitan area.
• The “metropolitan” area of Phoenix and Tucson is one of 10 areas of the U.S. expected to experience the most growth in the next 35 years, according to the Greater Phoenix Economic Council.
• The Phoenix area is home to one public university, 11 private universities, and 10 community colleges.

THE LEADERS IN CARPAL TUNNEL SYNDROME™


THE BROWN PROCEDURE

OPEN CARPAL TUNNEL

First described in 1947

• make less incision
• less pain
• quicker recovery
• faster return to work

RESECTION OF THE Ligamentum Nervosum

• quicker recovery
• faster return to work
• less pain
• less scar

THE LEADERS IN CARPAL TUNNEL SYNDROME™

Since 1988, BROWN HAND CENTER has been the destination of choice for patients from around the world who expect world-class comfort and care. BROWN HAND CENTER is where The Brown Procedure was developed and where so many published medical journal articles originated, answering questions other could only ask. BROWN HAND CENTER is the leader in carpal tunnel treatment, as well as all problems affecting the hand and upper extremity, such as arthritis, joint problems, injuries and secondary reconstruction, implications of amputations, and congenital hand deformities. When possible, the approach is minimally invasive to reduce patient pain, suffering and recovery time. The Brown Endoscopic Trigger Release (BETR) is another of the many innovations from Brown Hand Center used to treat a common problem, trigger finger. Similar to The Brown Procedure, THE BETR utilizes two tiny skin openings to insert instrumentation (designed by Michael G. Brown, MD) to divide the A1 pulley, rather than causing normal tissue layers. This “minimally invasive” approach at BROWN HAND CENTER has allowed countless thousands of patients to return to normal activity in a relatively short period following outpatient procedures. Many have returned home, thousands of miles away to other countries the following day.

World-Class Comfort & Care

As BROWN HAND CENTER, we maintain a philosophy of respect and kindness that guides everything we do. Often taken for granted, we take our right to hearing for granted; the hands are among the most complex parts of the body and loss of use is really missed and irreplaceable damage may be sustained if specialized care is not received. We want you to receive specialized care from the beginning, not just after a complication.

BROWN HAND CENTER physicians, specialists in hand and upper extremity care, are available 24/7. From children born with congenital birth deformity, sports injuries to arthritis and other limited disease of the hand, Brown Hand Center’s hand and microsurgical surgeons are LEADERS IN NOT ONLY HANDS, BUT ALSO WRIST, ANKLE, ELBOW AND SHOULDER PROBLEMS. The emphasis is always on a minimally invasive approach, when possible, to minimize discomfort and recovery time. BROWN HAND CENTER is dedicated to making available to all the specialized care of a highly skilled and trained hand/wrist-muscular-skeletal surgeons and to help others understand this specialized field. BROWN HAND CENTER’s message is seen on television and magazine ads worldwide.

800.214.4263 (HAND)
Nationwide Locations

Brown Hand Center

Delivering leading edge care with kindness, courtesy and compassion. Providing “service as it should be,”™

www.brownhandcenter.com

Brown Hand Center

Delivering leading edge care with kindness, courtesy and compassion. Providing “service as it should be,”™
Work in Phoenix

“Phoenix is an easy place to do business. The city government treats companies like customers, and city officials make it their responsibility to help every business succeed, whether it’s a major industry or a start-up. People moving to Phoenix have the advantage of coming to a growing city that is dynamic and entrepreneur-focused. I love the energy and pace here—quick, but not hectic. All of these things create a nice formula for business success.”

—Barry Broome
President & CEO
Greater Phoenix Economic Council

“Health care is thriving in Phoenix due to the ‘can do’ attitude and the willingness to collaborate that prevails here. That’s what makes this area unique and home to some of the most cutting edge advancements in medicine. Health care usually involves significant capital investment, higher paying jobs, and economic diversification across all skill levels. Combined with the collaborative spirit, these things all make Phoenix a health destination valued at $14 billion annually and growing.”

—Wyatt W. Decker, M.D.
Vice President, Mayo Clinic
Greater Phoenix, Arizona

“The accessibility of Phoenix officials, like the mayor, gives small business owners the opportunity to impact change, which they may not be able to do in a bigger city. People need to connect with their city, and our local businesses play a big part in creating civic pride and making people feel like they’re home.”

—Kimber Lanning
Founder and Director
Local First Arizona

“Health care plays a major role in Greater Phoenix, due to the number of hospitals we have, the numerous programs available in fields like nursing and dentistry, and the city’s ability to attract the brightest and best caregivers. Another advantage is its well-developed ground and air transport system, which allows for patient movement between facilities.”

—Larry E. Volkmar, CEO
Banner Good Samaritan Medical Center

Rich in History.

Arizona’s favorite oasis is surrounded by spectacular desert mountain vistas, all-suite accommodations, unique dining venues, relaxing spa treatments and acres of refreshing pools and water features at the renowned River Ranch. See for yourself why Pointe Hilton Squaw Peak Resort remains the ‘famous for fun’ Phoenix destination getaway.

Dramatic in Setting.

Spanish-Mediterranean designed architecture grace this beautiful mountainside resort that overlooks everything yet nothing at all. Impeccable dining options, onsite championship golf, the refreshing Falls Water Village, rejuvenating spa services, and of course, all-suite accommodations, await you at Pointe Hilton Tapatio Cliffs Resort.

Facts of Work in Phoenix

• Greater Phoenix’s largest industries include high-tech manufacturing, tourism, and construction.
• Industry sectors in Greater Phoenix with the highest projected employment growth between 2006 and 2016 include health care, education, computer/mathematical, and business/financial.
• Five Fortune 500 companies—Apollo Group, Avnet, Freeport-McMoRan Copper & Gold, Republic Services, and PetSmart—are based in Phoenix.
• Arizona’s Renewable Energy Tax Incentive Program allows companies in the solar, wind, biofuel, and geothermal industries to receive tax breaks for locating or expanding in the state.
• Phoenix Sky Harbor International Airport (PHX) serves more than 40 million passengers annually, making it one of the country’s 10 busiest airports.
• In July 2010, Bloomberg Businessweek included Phoenix among the country’s top 30 cities for new college graduates.

• The Phoenix Convention Center completed a $600 million expansion in January 2009 and now offers nearly 900,000 square feet of meeting and exhibit space.
• Greater Phoenix added 31,300 new jobs between August 2010 and August 2011, ranking it sixth in the nation for new job growth, according to the U.S. Bureau of Labor Statistics.
• Luke Air Force Base near Glendale, Arizona, is the only active duty F-16 training base in the world. It employs about 7,500 people.
• Local First Arizona is a nonprofit organization dedicated to strengthening local economies through supporting locally owned businesses.
• Due to its safety, schools, health care, job opportunities, earning potential, and cost of living, Phoenix was listed among the top 50 cities in America for career mothers in the October 2011 issue of ForbesWoman.
• More than 3.5 million people travel to Phoenix for business each year.

For more information, please visit:

Pointe Hilton Squaw Peak Resort
1-800-876-4683
pointehiltonsquawpeak.com

Pointe Hilton Tapatio Cliffs Resort
1-800-876-4683
pointehiltontapatiocliffs.com
“The Valley offers so much in the way of activities and culture, and the offerings seem to be increasing all the time. Phoenix is undergoing a renaissance that’s generating a lot of excitement. New life is being breathed into downtown, and it’s great to see fresh additions popping up. CityScape, the mixed-use development area that the Hotel Palomar will call home, is furthering the downtown movement and adding to the growth dynamic.”

—Jim Hollister
General Manager
Hotel Palomar Phoenix-CityScape

“One of Phoenix’s greatest strengths is its unique combination of natural, human, and institutional resources. Here, both individuals and enterprises of all kinds have a chance to develop without restrictions based on tradition or an ‘established way of doing things.’ Innovation driven advancement is taking hold in our communities, classrooms, and markets as a result.”

—Michael M. Crow
President
Arizona State University

“A great thing about Phoenix is its diversity of people and places. Phoenixians come from all over the world, and we’re lucky to have both the desert and the mountains right here. Day trips to places like Flagstaff and Sedona are great for exploring our many cultures.”

—Chris Bianco, Owner
Pizzeria Bianco and Pane Bianco

Facts of Play in Phoenix

• Greater Phoenix is home to more than 200 golf courses.
• Phoenix is one of only 11 U.S. cities with franchises in all four major sports leagues: Phoenix Suns (NBA), Arizona Diamondbacks (MLB), Arizona Cardinals (NFL), and Phoenix Coyotes (NHL).
• South Mountain Park and Preserve in Phoenix is the world’s largest municipal park, spanning more than 16,500 acres.
• The Waste Management Phoenix Open, a golf tournament played each February at TPC Scottsdale, is the most-attended event on the PGA Tour, averaging more than 500,000 spectators annually.
• Six Greater Phoenix area spas were named Forbes Travel Guide Four-Star Spas for 2012.

Escape to a world of sunlit days and star filled nights. A Carefree place with world-class accommodations, taste-tempting dining, unparalleled tennis and golf and a spa to restore the senses. A serene place where you can rest and rejuvenate in the midst of an adventure filled desert! At the Carefree Resort & Conference Center it’s all possible.

Come discover Carefree Resort – a year-round destination that truly lives up to its name. Click us at carefree-resort.com or call toll free at 888-692-4343 to break-away today.
SWEEPS
Enter to Win a Two-Night Stay in Beautiful Phoenix

Package Includes:
Two-Nights Stay at Pointe Hilton Tapatio Cliffs Resort
One-Hour Balloon Ride with Rainbow Ryders, Inc.
Two Tickets on Southwest Airlines
Courtesy of Southwest Airlines Sportsmagazine

Go to spiritmag.com to register by February 29, 2012.
(Only one entry per person.)

OFFICIAL RULES: NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE AN ENTRANT’S CHANCE OF WINNING. To enter, go to spiritmag.com and click on the Sweepstakes. Entries must be received no later than midnight, February 29, 2012. Entries must be at least 21 years of age. Employees of Pace Communications, Inc., Southwest Airlines, participating travel partners, all contest sponsors and their immediate families are not eligible. The winner will be selected in a random drawing at Pace Communications, 1301 Carolina Street, Greensboro, NC 27401, on or about April 15, 2012. The approximate retail value of the package is $4,000. The winner will be notified by email or telephone and/or U.S. mail. If the winner does not agree with the rules or does not meet the requirements of eligibility, he/she will be excluded as a possible prize winner. Federal, state and local taxes are the responsibility of the winner. The winner will receive a 1099 IRS tax form. Void where prohibited by law, and all federal, state and local laws apply. Prizes are non-refundable, non-transferable, are not redeemable for cash, and may not be substituted. Randomly selected and up to 15,000 people.

OFFICIAL RULES: NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE AN ENTRANT’S CHANCE OF WINNING. To enter, go to spiritmag.com and click on the Sweepstakes. Entries must be received no later than midnight, February 29, 2012. Entries must be at least 21 years of age. Employees of Pace Communications, Inc., Southwest Airlines, participating travel partners, all contest sponsors and their immediate families are not eligible. The winner will be selected in a random drawing at Pace Communications, 1301 Carolina Street, Greensboro, NC 27401, on or about April 15, 2012. The approximate retail value of the package is $4,000. The winner will be notified by email or telephone and/or U.S. mail. If the winner does not agree with the rules or does not meet the requirements of eligibility, he/she will be excluded as a possible prize winner. Federal, state and local taxes are the responsibility of the winner. The winner will receive a 1099 IRS tax form. Void where prohibited by law, and all federal, state and local laws apply. Prizes are non-refundable, non-transferable, are not redeemable for cash, and may not be substituted. Randomly selected and up to 15,000 people.

Cactus League
“Fans get the chance to see Major League baseball games at a fraction of the cost of regular season games, while enjoying a more intimate atmosphere. Since all the stadiums are within a 10- to 40-minute drive of each other, Phoenix is an attractive spot for spring training.”
—Brad Curtis, President
Cactus League

Facts of the Cactus League
• The Cactus League is one of two professional spring training leagues in the country. Major League Baseball teams compete in Greater Phoenix area stadiums throughout March and early April.
• The Cactus League has grown from hosting two teams in 1946 to 15 teams in 2012, playing in 10 ballparks in the cities of Phoenix, Glendale, Goodyear, Mesa, Peoria, Salt River, Scottsdale, Surprise, and Tempe.
• In 1951, the New York Yankees attended their only spring training in Arizona. This was the only year that baseball legends Mickey Mantle and Joe DiMaggio played together.

Package Includes:
Two-Nights Stay at Pointe Hilton Tapatio Cliffs Resort
One-Hour Balloon Ride with Rainbow Ryders, Inc.
Two Tickets on Southwest Airlines
Courtesy of Southwest Airlines Sportsmagazine

Field Day
Scottsdale Stadium seats up to 13,500 people.

2012 Teams
Arizona Diamondbacks
Chicago Cubs
Chicago White Sox
Cincinnati Reds
Cleveland Indians
Colorado Rockies
Kansas City Royals
Los Angeles Angels of Anaheim
Los Angeles Dodgers
Milwaukee Brewers
Oakland Athletics
San Diego Padres
San Francisco Giants
Seattle Mariners
Texas Rangers

Follow Up: Scan this tag with your smartphone (using a Tag reader app) to be linked to cactusleague.com, where you’ll find more information.