



For Immediate Release

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TREO to Launch Regional Economic Blueprint

Tucson, AZ (September 14, 2006) – Tucson Regional Economic Opportunities, Inc. (TREO) announces the kickoff of a region-wide economic development strategy and plan, called the Economic Blueprint, to effectively position the Tucson region to capitalize on its best economic development opportunities over the coming decades. The Blueprint project will be led by a 40-member Steering Committee, comprised of public, private, and education community leaders, and chaired by Larry Hecker of Hecker & Muehlebach. The Blueprint is scheduled to be completed in February 2007.

“A cornerstone of solid and successful economic development is community effort, consensus and collaboration. TREO will reach out to community members including citizens, business and civic leaders, educators, economic developers, and other segments of the community in an inclusive process designed to receive input and feedback,” said Larry Hecker, Chairman of the Economic Blueprint Steering Committee. Methodologies utilized to collect input include one-on-one interviews, focus groups, group meetings, and surveys. Already close to 275 community leaders have been invited or have participated in input meetings.

The Economic Blueprint will be an action model for generating wealth in the region. Not a plan to sit on a shelf, this detailed, data-driven, real implementation model will contain a SWOT Analysis, an analysis of driving industries in today’s economy, a competitive analysis, a regional and state linkage study, economic vision, network analysis, and organizational plan for community resources to work together to achieve the goals.

“As we embark on this journey to economic success, we must have a roadmap to follow,” said Joe Snell, president & CEO, TREO.

For complete information about the Economic Blueprint, visit www.treoaz.org and click on “Economic Blueprint.”

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO’s mission is to provide insight, infrastructure, resources and development efforts to accelerate economic prosperity throughout the Southern Arizona region. TREO provides balanced leadership with vision and coordination among neighboring communities. Combining programs and services into one organization, TREO supports the creation of new business, the growth and expansion of existing businesses, and the attraction of companies that offer high-impact jobs and share the community’s values. For more information, call 243-1900 or visit www.treoaz.org.