



**Joe Snell**

President & CEO

520-243-1970

As President and CEO of Tucson Regional Economic Opportunities, Inc. (TREO), Joe Snell brings a 25-year record of outstanding achievements to the agency coordinating all economic development initiatives in Southern Arizona. His knowledge in building strategic, competitive, and balanced business development strategies has resulted in local and national recognition for his unique ability to start up and reengineer regional economic development groups, creating stronger economies in high-growth communities.

Snell's strengths including strong business recruitment results and long-term vision/planning. During his first 6 years leading TREO, Snell spearheaded the creation of a ground breaking Economic Blueprint for the region which has served as a highly focused, strategic roadmap leading to economic diversification and prosperity. Snell facilitated the attraction and/or expansion of more than 40 companies representing more than 10,500 new jobs with a total economic impact of over 2 billion dollars. Also, through Snell's leadership, he built a Board of Directors representing all major employers in the Tucson region, resulting in a substantial shift in funding to a private sector majority. This increased support has resulted in a sustainable model for long-term economic development stability for the entire region.

Snell's numerous achievements leading TREO have been recognized by many organizations. Arizona Business Magazine named Snell an "Economic Engine" in 2008 as "exemplifying the best of what drives Arizona's economy." Under his leadership TREO was honored with the Metropolitan Pima Alliance's "Common Ground Award" in 2006 for its first year success and again in 2008 for its key role in bringing the [Target.com](http://Target.com) Fulfillment Center to Tucson. In addition TREO has been recognized for numerous marketing awards by the International Economic Development Council.

Previously Snell served as president of the Metro Denver Network where he focused on the development of long - range strategies and the creation of infrastructure designed to capture high wage opportunities. Ultimately these efforts positioned Denver as a leading technology center and metro Denver was consistently ranked as one of the nation's fastest growing markets in high wage job creation. On March 28, 2002, Governor Bill Owens of Colorado honored Snell by proclaiming the day as "Joe Snell Day" throughout the state. Snell was named as Economic Developer of the Year in 1999 by the Economic Developers Association of Colorado. Snell also led successful economic development organizations in both Kansas and New Mexico.

Snell is a faculty member of the annual Arizona Economic Development Course, accredited by the International Economic Development Council. He also serves as Co-Chair of the Economic Development Council for the Arizona – Mexico Commission and as Board Member of the Tucson Metropolitan Convention and Visitors Bureau. Past

involvement includes serving on the Board of Arizona Economic Resource Commission, the Board of the Arizona Association for Economic Development and as Chair of the Arizona Global Network.

Snell holds a bachelors degree from the University of Nebraska. He is married and has three children.

### **David Welsh**

Executive Vice President

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David has 20 years of experience in economic development and business advocacy. As the founding executive director of the Northwest Environmental Business Council (NEBC), David developed skills in organizational management, business advocacy, event management, and trade association development. In addition to leadership of NEBC,

David's previous positions include, Executive Director of the Oregon Environmental Technology Association; CEO/President of Big Brothers Big Sisters of Tucson; and Director of Economic Development for the Town of Oro Valley. As Executive Vice President, David is responsible for management of a wide range of economic development programs and projects while focusing on working with stakeholders and regional economic development partners.

David holds a bachelors of science in business administration from the University of Colorado and a masters of science public administration from the University of Oregon.

### **Laura Shaw**

Sr. Vice President, Marketing & Communications

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Laura Shaw joined TREO at its inception in 2005 with nearly 20 years of award-winning marketing experience, including strategic planning, fundraising, advertising, communications and community/public relations for economic development, media and private sector organizations. Laura's responsibilities include Tucson region and TREO branding, development and implementation of business attraction marketing strategies, management of TREO multimedia, publications and web marketing efforts, and media relations.

In the community, Laura serves as a member of the Carondelet Health Network Strategic Planning Committee and the Barber Fund for Civility, Respect and Understanding, a Governing Board member/graduate of Greater Tucson Leadership and Board member/PR Co-chair of the Catalina Foothills School District Foundation.

In 2010, Laura was named a "Woman of Influence" by Inside Tucson Business and in 2011 was recognized as one of 11 "Ordinary Women Doing Extraordinary Things" by the University of Arizona's Eller College of Management.

Laura holds a bachelor of arts degree from Vanderbilt University.

**Cathy Casper**

Sr. Vice President, Business Administration

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520-243-1960

Cathy is a certified public accountant with over 20 years of governmental, non-profit and private sector accounting experience. She started her accounting career in Washington, D.C. as a budget analyst for the Department of Treasury / Bureau of Engraving & Printing. She served as the Chief Financial Officer and Director of Membership for a 55,000 member non-profit lobbying organization headquartered in Washington, D.C. for over 12 years. After relocating to Tucson, Cathy held the CFO position with Old Tucson Studios and Controller for the Biosphere 2. At TREO, she oversees the day to day financial affairs and human resource operations.

Cathy earned a Bachelor of Science in Business Administration with a major in accounting from the University of Louisiana.

**Michael S. Guymon**

Vice President of Regional Development

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520-243-1909

A native Tucsonan, Michael's fourteen-year professional career has primarily centered on political strategy, business development and advocacy, and organizational management. Michael's previous positions include: Executive Director of Metropolitan Pima Alliance; Chief-of-Staff to Tucson City Council Member Fred Ronstadt; Vice President for Governmental Affairs for the Tucson Metropolitan Chamber of Commerce; and political consultant to The Bridges, a 360-acre mixed-use, infill development that will include the UA BioPark, housing, and an 111-acre commercial development. Michael is responsible for developing and implementing TREO's business retention, recruitment and expansion initiatives.

Michael holds a bachelor's degree in Political Science from the University of Arizona.