

For Immediate Release



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TREO Annual Luncheon Set for October 29th; Features Alan Webber, Founder of Fast Company Magazine

Tucson, AZ (October 14, 2009) – TREO’s Annual Luncheon, providing a yearly economic development update to the Tucson region is set for Thursday, October 29 at Loews Ventana Canyon Resort.

Sponsored by Cox Communications Southern Arizona for the fourth year, the luncheon will feature results of Cox’s annual interactive survey of livability issues facing Southern Arizona. The interactive technology poll, conducted in August, allowed viewers to give their opinion on local economic issues, including the state of the economy, housing prices and affordability, effect of Federal stimulus dollars, downtown development and effectiveness of state-elected leadership.

Cox Communications is also sponsoring Annual Luncheon keynote speaker Alan Webber, founder of *Fast Company* magazine. As one of the most widely respected and knowledgeable leaders in business journalism today, Alan Webber brings audiences unusual depth of knowledge and insight into an economy fueled by information, change and innovation.

An award-winning, nationally-recognized editor, author and columnist, he launched *Fast Company*, the fastest growing, most successful business magazine in history. *Fast Company* recently ranked Tucson as one of its 12 “Fast Cities” of 2009. Webber understands the important characteristics of a “fast company”: the ongoing competition for the best people, for great ideas, and for the right way to think about leadership.

Webber is coauthor of three business-related books, including most recently, *Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self*. His columns and articles have appeared in numerous national publications, including the Los Angeles Times, The New York Times, The New York Times Sunday Magazine and The Washington Post.

Event: 2009 TREO Annual Luncheon
Date: Thursday, October 29, 2009
11:30am – 1:30pm
Venue: Loews Ventana Canyon Resort, 7000 North Resort Road
Tucson, AZ
Cost: \$65 per person – TREO Investors
\$75 per person – Non-Investors
Tables of 10 available for purchase

To register, visit www.shop.treoaz.org. Deadline to register is October 23rd.