

PHOENIX Business Journal

SOUND OFF: Qwest's Joan Panos says online training saves time and money. **15**

GALLUP POLL: State lacks jobs for young people, community cohesion. **4**
MORE OPTIONS: ASBA forms group for member health care. **5**

INFORM, CONNECT, SUCCEED.



Canadian company buys nearly 600 acres in Buckeye

By **BOB WICKHAM**
Winton International Corp is solidifying its position as major landholder in the Phoenix area with the purchase of nearly 600 acres in Buckeye.

The company also is searching for other land in the Phoenix area. "We believe in the location, and we believe in the leadership in the town of Buckeye," said John Lindback, senior vice president of operations for Winton International Corp.

Keeping the closet closed

Fear of damage to careers leads many gays to secrecy

By **CHRISTOPHER GARDNER**
Bill is concerned he won't receive up the corporate ladder. Jason worries he may lose his business-to-business clients — not, ultimately, his job. Mark is harassed by stigmas that have stymied him for 40 years.

GAYS IN THE WORKPLACE



Business leaders embrace Bashas', dismiss Coyotes during bankruptcy

By **BOB WICKHAM AND STEVE HOFFSTADT**
The Valley's business community has had two distinct reactions to the Chapter 11 bankruptcy filing of American Valley grocer Bashas' Supermarkets Inc. and the National Hockey League's Phoenix Coyotes.

New shopping center leases could help grocer survive Chapter 11

By **BOB WICKHAM AND STEVE HOFFSTADT**
Bashas' has some leverage as it enters court and may receive more for the store. Shop just a landmark center for an anchor store and a shopping center because of its economic situation would be in a critical spot now. That, in turn, would help the grocer survive Chapter 11 bankruptcy.

THE LISTS: Computer retailers, 16
Computer network integrators, 18

PROFILE: Lynn Page, COO, PerfectPower Inc. 23

THE VALLEY'S BREAKING NEWS: PHOENIX'S ENVIRONMENTAL GROUPS JOIN TO PROTECT THE VALLEY'S WATERSHEDS

20
Capital concerns
Arizona companies pitch to investors

Seven Arizona companies presented their innovations and business plans to investors last month at the inaugural Rocky Mountain Life Science Investor Conference in Denver. The presenters were Apollo Microarray's Inc., Tempe; Castle Bioscience, Phoenix; High Throughput Genomics, Tucson; Kinetic Kinetics, Tempe; Medipace, Tucson; Regenesis, Scottsdale; and SenseTech Inc., Flagstaff.

BIZ 2.0
UNLEASHING THE ENTREPRENEUR INSIDE YOU

Social media expert to speak
A social media expert will lead a breakfast next week aimed at helping small businesses navigate and take advantage of Twitter, Facebook and other sites.

Startup
Entrepreneur turns grief into Hugiflows

Conception and her husband, Cesar, were longtime business owners in San Francisco and moved to the Valley in 2005 to be closer to her dad, Julius, who suffered from Alzheimer's disease. After he died last year, Conception got the idea for her newest venture.

Close-up
Venture has modest beginnings — and middles

After her fourth child was born, Amy Maschke became tired of wearing maternity clothes and was ready to step back into fun, trendy fashions. She still wanted to nurse her baby, but she wanted something that covered her stomach and looked good.

2.0 minutes with...
Rob Miller
Founder and president
Arizona Trade Exchange LLC

Arizona Trade Exchange is a Mesa-based business-to-business trade exchange with more than 550 members.

2.0 minutes with...
Amy Maschke
Founder and president
ModestMiddles.com

When I launched my business 10 years ago, most of my members were mom-and-pop establishments. Today, we facilitate high-net-worth clients trading amongst one another from services like graphic design and advertising, and luxury products.

2.0 minutes with...
Rob Miller
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What resources did you use to help develop your business and marketing plans? Our business has always and likely will always be gained via word of mouth. Our main marketing tool has been our Web site and local affiliations with the Better Business Bureau and local chambers of commerce. We used our CPA, bankers and attorneys for consultations.

What advice do you have for entrepreneurs just starting out? Make sure you have what it takes to work on your own.

What do you know now that you wish you had known when you started your business? I wish I had known how well the barter industry lends itself to high-end clients.

2.0 minutes with...
Amy Maschke
Founder and president
ModestMiddles.com

What's the best piece of business advice you ever received? In business, you always need to pay it forward.

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What is one of your business goals for 2009? To grow the business by 20 percent, even in these tough economic times.

How have you changed your business strategy to reflect current economic conditions?