

Spring Cleaning Time!

Written by Michael Dee

Time to clean the house and sometimes the office. The spring symbolizes a fresh start to the year, and for me, it's when I can really focus on what is important, personally and professionally. But this year is a little different than past.

We started the year with our annual Women Who Move the Valley brunch at the beautiful Ritz-Carlton in Phoenix. We honored 12 amazing women and had the honor of Carrie Martz as the guest speaker. She hit a home run on the metaphoric subject of "Cleaning Out Your Closet." It was about taking a good look at what you need and don't need, then taking action to make your closet more efficient, streamlined and functional. It was very inspiring and motivating, especially with the challenges we face today.

I could not agree with her more, and I say take a good hard look at what you enjoyed in the past year and then take a look at what you did not. Like you are cleaning your closet. Today is different and you cannot just rely on what you did in the past 12 months to be successful. Change can be scary, but can also be so rewarding.

We are seeing change firsthand at *Arizona Foothills Magazine*. We have been able to reach out to more people than in the past with our Web site, which allows us to make more of an impact in our community. Each day we meet new friends and learn more about the people who call Arizona home and make this community what it is.

Today we visit more people in the community than in the past—we meet owners, presidents, general managers, moms and dads in the work force. We are all the same, but many of us are afraid of the change we are experiencing. However, we must not be afraid and we must face the change with positive attitudes.

I see many of our staff members changing their daily duties to pitch in and make us a successful company. Some are doing things they were not hired to do but want to make sure we all succeed.

I love the phrase "There is no I in team." We all must work together and remember that each day we have a choice: either you think you can or you can't, and you are 100 percent correct.

We know we can make a difference in our community and support the businesses here, and we thank you for all your support. Flip through the pages of this issue to learn tips on spring cleaning, and log onto ArizonaFoothillsMagazine.com to look at some incredible deals and offers from the Valley's best businesses.

All the Best!

-Michael S. Dee President and Publisher

