

AZ Insider: APPLE Celeb in Phoenix!

Written by Written by Kathy Shayna Shocket

Kathy Shayna Shocket has the inside details on the stories that make headlines.



Kathy reports on why the APPLE co-founder was in Phoenix.

Steve Wozniak, the brilliant man (and charismatic too, by the way,) who co-founded Apple Computer (now Apple Inc. of course) with **Steve Jobs** and **Ronald Wayne** - was in Phoenix!

It was a rare opportunity to hear this genius's perspective on the digital economy. After all, **Woz**, as he's fondly called, designed Apple's very first computers.

Actor **Seth Rogen** will portray him in the much anticipated movie, "**Steve Jobs**"

So, kudos to BBVA Compass which hosted the economic forum for its clients and enlisted the titan in the tech industry as the headliner. Following the invitation only forum, a small group of BBVA execs and clients (pictured above) had the chance to dine with the inventor and engineer. Pictured below on stage at the forum with **Woz** is **Rafael Bustillo**, Chief Operating Officer for BBVA Compass.



The BBVA Compass Economic Forum in Phoenix was one of its four city forums. BBVA Compass execs who attended the Phoenix forum included **Jeff Talpas**, West Region Consumer and Commercial Banking Executive, **Brad Parker**, Phoenix CEO, **Nancy Zezza**, SVP Corporate Banking Manager, **Todd Jarman**, SVP Commercial Real Estate, **Lori Campbell**, District Retail Executive and **Oly Salgado**, District Retail Executive.

"Wozniak helped revolutionize the personal computer industry, and his perspective is hugely important to us as the banking industry is undergoing its own digital transformation," said BBVA Compass Chairman and CEO **Manolo Sanchez**. "But beyond that, we're bringing to our clients a guy whose ingenuity helped changed the world — literally — and just being in the same room with him and hearing what he has to say will be invaluable."



Kathy Shayna Shocket is a freelance Writer and TV-Field Producer based in Phoenix, AZ. She's a former TV Reporter w ho's also written for national publications such as **TIME Magazine**, **MONEY Magazine**, **PEOPLE Magazine**, the **Hollywood Reporter** and **The NEW YORK TIMES**. She can be reached at redkarpetgirl@aol.com