

I just returned from last week's **Governor's Regional Development Conference** in Flagstaff, where I met a lot of people for the first time ... had an opportunity to reconnect with existing contacts ... and have fun hanging out with representatives from two of our larger Arizona clients, among other folks. Two very different phrases were used by people we talked with to describe the services ... and the quality of service ... that we deliver to our clients: ***Cheap and Easy*** and ***Looks Expensive***.



Cheap and Easy ... Coined by **Eric Duthie, Town Manager of Taylor, AZ** and a member of the **Real AZ Development Council** in reference to how easy we were to work with, how value-adding our expertise and enthusiasm was to the project and how cost-effective our work proved to be in the end. (We also won a competitive government bidding process to originally win the project.) Thank you Eric ... I think.

Looks Expensive ... This one came from a new contact, **Coconino County Supervisor Carl Taylor**, who attended my presentation on Regional Branding, complimented our work and remarked that the brand, the outputs and my services 'looked expensive'. I told him to go talk to Eric Duthie, who was in the back of the room at the time

I consider both assessments to be huge compliments (in the right context, of course!) to the quality and the results of our work. We're also thinking about having some t-shirts made