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FIFTY
MOST INFLUENTIAL
WOMEN
IN ARIZONA
BUSINESS

State's female leaders are redefining traditional gender roles and becoming economic juggernauts by STEVE K. BRIDGES

They are women, hear them roar

By most accounts, Arizona is a great state for women in business.

While Arizona is ranked 15th among U.S. states and territories by population, it ranks 6th in terms of growth and economic clout among women-owned businesses,



according to an American Express OPEN report.

Arizona has about 137,600 women-owned firms that employ 146,900 and contribute almost \$22 billion to the state's economy, which packs the equivalent economic impact of hosting a Super Bowl a week.

Speaking of the Super Bowl, which is easily one of the country's most masculine events, a woman, Jay Parry, is CEO of the Arizona Super Bowl Host Committee. Another woman, Lorraine Pino, runs the convention and visitors bureau for Glendale, the host city. In terms of politics, there hasn't been a male in the Arizona governor's office since before Bill Clinton's presidency erupted in scandal.

However, it's not all perfect for Arizona women in business. According to a 2013 Women-Owned Business Enterprise report from the Arizona Hispanic Chamber of Commerce, approximately one in four woman-owned businesses in Arizona experience challenges specific to being a woman-owned business – being taken seriously, overcoming negative perceptions or being treated differently.

But for the most part, women are on the rise in Arizona. That's why this issue of Az Business celebrates women with our 2014 list of the 50 Most Influential Women in Arizona Business. We don't allow women to repeat, so be sure to check of the classes of 2012 and 2013. And if you want to nominate a woman for the 2015 list, be sure to e-mail me her name and why she should be included.

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2014



MOST INFLUENTIAL WOMEN in ARIZONA BUSINESS

Catherine Hayes | Principal
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Shaping Valley architecture and interior design for more than 20 years, Hayes' award-winning projects include the Valley's most enjoyable restaurants and resorts, beautiful residences and inspiring offices.

Greatest accomplishment: "Helping to strengthen our community through the designs of homes, resorts and restaurant/retail projects."

Surprising fact: "Not having a TV for 12 years has enabled me to read more than 2000 books; enriching my understanding and my designs."

