



# LETTER FROM THE PRESIDENT



Dear AAED Members,

As the newly appointed President of the Board for the Arizona Association for Economic Development (AAED), I am honored to address you in this pivotal year for our organization and our state. AAED's core pillars—Educate, Advocate, and Collaborate—have been steadfast since our inception. However, how we achieve these goals continues to evolve, much like the vibrant and rapidly growing state we serve.

Reflecting on the past year, economic development professionals face increased scrutiny, flat or reduced budgets, and high expectations. One of our primary goals at AAED is to advocate for our members and their critical role in growing our state and improving the quality of life in our communities — a goal I intend to make a focus of my presidency.

Our advocacy efforts and recognition of our members' accomplishments are more crucial than ever. We will strengthen our partnerships with like-minded organizations to present a united front, amplifying our influence on legislation and increasing awareness about economic development's impact with elected officials and everyday citizens alike. Most importantly, we'll strive to amplify our members' voices from across the state, collecting and sharing the real-world implications of legislation on rural and metro communities.

We are also committed to ensuring our members have access to resources to gain practical strategies for success. In an ever-evolving economic landscape, staying informed about the latest trends and best practices is essential for driving effective economic development. By providing a platform for members to share their challenges, we foster a collaborative environment where innovative solutions can emerge. This will strengthen our organization's collective impact.

Thank you for your continued support and dedication to AAED. Your contributions are invaluable, and I am excited about what we can achieve together in the coming year.

Sincerely,

*Karla Moran*

*President of the Board of Directors*  
Arizona Association of Economic Development