

Business

BUZZ

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"To earn either of these two awards is a significant career achievement."

Paula Pedene

Co-chair of the Copper Anvil Awards, which will be presented Sept. 28 by the Phoenix chapter of the Public Relations Society of America; awards of excellence and merit for public relations programs will be presented



Chinese tourists

China will soon become the fourth-biggest nation of globe-trotting tourists behind Germany, Japan and the U.S. Fueled by a growing economy at home, Chinese travelers are expected to take 34.1 million trips abroad this year, up more than sixfold from a decade earlier, according to the U.N. World Tourism Organization. They spent \$19.1 billion in 2004.

HEARD

United Way seeking pocketbook votes

As we are in the middle of the political season, it is only fitting that Valley of the Sun United Way kicked off their 2006 fund-raising campaign in much the same way that politicians launch their bids for office. Posted campaign signs on a street corner.

United Way Chairman and Chief Executive Officer **Phil Francis** and his wife, **Nita**, co-chairs of the United Way, pounded stakes into the ground at Third Street and Thomas Tuesday to get the fund-raiser off to a good start. One of 50 locations in the Valley of the Sun that the United Way has set up to promote its efforts through n-style signs.

The organization is hoping to raise \$50 million this year, up from \$40 million last year and the first time it set its sights on the \$50 million.

United Way helps more than 100 low-income families and children through its programs that provide support to thousands of people in need. In addition, United Way's Community Care program focuses on solutions to critical community issues such as domestic violence, child care and early childhood development.

Valley President **Paul Luna** said



PetSmart CEO **Phil Francis** and wife **Nita**, co-chairs of the Valley of the Sun United Way 2006 fund-raising campaign, kick off the drive by putting up political-style signs. That Valley residents used United Way-funded programs more than 10 million times last year.

An artistic sideline

Arizona native and longtime art collector **Terri Rundle** doesn't plan on quitting her day job as a vice president of Fidelity National Title in Phoenix. She just plans to take her love of art to a new level by opening a gallery in Scottsdale.

Rundle plans to open SOCA Gallery/Virville, an art gallery and gift boutique, on Oct. 14 in buildings she owns at 4160 N. Scottsdale Road. Its first exhibit will feature the artwork of **Mark McDowell** and the late **Philip Curtis**.

"My own style has been called 'contemporary baroque' and 'eclectic or-



Terri Rundle, vice president of Fidelity National Title in Phoenix, is opening an art gallery in Scottsdale.

ganic.' These galleries are for people who aren't afraid to acquire what they like and mix it up," Rundle said.

"Every time someone stops in they will see something fresh and intriguing. It may be paintings by a modern master and Tibetan prayer rugs. It may be chunky modern earrings and antique glass-bead necklaces. The common denominator will be beauty, and all things beautiful go together."

Proceeds from the sales at the gallery will benefit a changing list of children's art organizations, beginning with Release the Fear anti-violence art programs for schoolchildren.

Not to mention...

... **Cheapest gas in town:** Cricket Communications Inc. will celebrate its fifth anniversary of offering cell-phone service in Phoenix by giving away free gas from 8 to 10 a.m. today at a location to be revealed 10 minutes before hand on the radio. Cricket also will pass out gas cards and party favors to people who show up at the station.

The location of the giveaway will be announced live at 7:50 a.m. on KEDJ-FM (103.9). You don't have to buy anything or be a Cricket wireless customer to receive free gas. But you undoubtedly will have to wait in line.

Arizona Republic, Sept. 14, 2006 -- Business Buzz by Hal Mattern...AN ARTISTIC SIDELINE... “Arizona native and longtime art collector Terri Rundle doesn’t plan on quitting her day job as a vice president of Fidelity National Title in Phoenix. She just plans to take her love of art to a new level by opening a gallery in Scottsdale. Rundle plans to open SOCA Gallery/Vircille, an art gallery and gift boutique, Oct. 14 in buildings she owns at 4160 N. Scottsdale Road. Its first exhibit will feature the artwork of Mark McDowell and the late Philip Curtis. ‘My own style has been called “contemporary baroque” and “eclectic organic.” These galleries are for people who aren’t afraid to acquire what they like and mix it up,’ Rundle said. ‘Every time someone stops in they will see something fresh and intriguing. It may be paintings by a modern master and Tibetan prayer rugs. It may be chunky modern earrings and antique glass-bead neckpieces. The common denominator will be beauty, and all things beautiful go together.’”