



City of Phoenix

OFFICE OF THE CITY MANAGER

June 10, 2003

Ioanna T. Morfessis

Dear Ioanna,

I am happy to hear that you are returning to the Phoenix area to conduct a consulting practice. You have consistently demonstrated your ability to use your excellent technical abilities and people skills to deliver extraordinary results. I am sure that many organizations will find that you are able to assist them in achieving their goals.

In Phoenix, you successfully created and developed the Greater Phoenix Economic Council (GPEC). This organization blended business leadership and government participation into a nationally recognized model for successful economic development. Under your leadership, GPEC built an excellent track record. GPEC was a strong force in making the Phoenix area one of the hottest markets in the country.

Throughout this process, you demonstrated your understanding of the key factors in creating a positive environment for business growth. You worked directly with businesses to assist them in creating the conditions for individual business success. You assisted governmental units in reducing or eliminating barriers to cooperating effectively with the private sector.

This was not an easy process. You were able to use your excellent communication skills to bring people together in a positive environment. You convened high level leaders from different community sectors to do collaborative problem solving. You identified creative approaches for resolving differences. You used your own personal energy to encourage others to commit to work together.

I look forward to working with you. If I may be of assistance, please call me.

Sincerely,

Frank Fairbanks
City Manager