

Speaker Biographies

2015 Southwest Idea Exchange

KATE BORDERS is currently the President/Executive Director for the Downtown Tempe Community, Inc. Her immediate vision for Downtown Tempe is to strengthen the marketing voice of the organization and promote the district as the most urban destination in the Valley. Through collaborations with the downtown merchants, property owners, City leaders and ASU representatives, she is working to stimulate a renewal in the attention to Downtown Tempe. She assumed this position in March of this year and relocated to Tempe from Fresno, CA where she was the President/CEO for the Downtown Fresno Partnership, a similarly structured business improvement district that is working to revitalize Downtown Fresno. Kate was the first leader of the Downtown Fresno Partnership and she assumed the role in 2011. Through her leadership, the Partnership grew to become the primary organization for connecting businesses and events to the growth of the central business district. Today The Downtown Fresno Partnership has a \$2.1 million budget generated from assessments and event revenue, that is returned to the district in landscaping initiatives, a team of ambassadors serving as walking concierges, a strong advocacy arm, business programs for existing and recruited businesses, large scale marketing campaigns and over 100 event days bringing a million guests to Downtown annually. Before joining the Downtown Fresno Partnership, Kate spent 7 years in Milwaukee, Wisconsin as the Executive Director of East Town Association, a membership-based organization with an economic development focus. In addition, East Town Association produces large-scale events that have transformed the local economy and stimulated the residential relocation to Downtown Milwaukee. Many of the events focused on the local music scene and partnerships with music education programs were a high priority. The role also brought Kate into the city planning arena with streetscaping, public art, and wayfinding signage projects. Prior to her Milwaukee tenure, Kate was the Executive Director of the Peoria Art Guild in Peoria, Illinois. The Guild is a community arts organization with exhibit & gallery space, an arts consignment store and community art classes. The Peoria Art Guild produces one of the country's top 10 annual fine art fairs that regularly attracts artists from around the country. It was here that Kate first saw the power that cultural institutions can harness to create positive community engagement and have an economic impact on a downtown. Kate's career started as a grant officer with The Coleman Foundation in downtown Chicago. She was charged with assessing the viability of different non-profits and recommending whether or not they would receive grant funding. Gaining an insider view of the philanthropic community and being trained to review non-profit organizations from a funders' eye was a priceless experience that continues to serve her well. Kate hails from South Carolina. She received her BA in Music from The University of Arizona and a Master's Degree in non-profit Arts Management from Columbia College in Downtown Chicago. Relocating to Tempe with her are her two daughters, Addison (6) and Sophia (4), and her husband Jason.

MARTY DE RITO was born in Bronx, New York. Marty received a Bachelor of Science, Finance, from Arizona State University in 1985 and became a Harvard University alumnus in February 2013. He has more than 29 years of commercial real estate experience, specializing in the acquisition, lease, sale, and development of retail properties including automotive dealership parks. Marty started working with CBS Property Service in 1986, and then joined Grubb & Ellis from 1987-1991. He formed De Rito Partners, Inc. in 1992. Today, Marty is CEO of De Rito Partners whose platform includes five entities; **De Rito Partners, Inc.**, which has grown to become one of the largest brokerage firms in Arizona specializing in retail. The company offers full-service retail brokerage operations, property leasing, sales and tenant representation. The company has 26 seasoned brokers exclusively representing more than 200 shopping centers and 60 national and local retailers. **De Rito Partners Development, Inc.**, currently redeveloping 1.1 million sq. ft. at The Pavilions at Talking Stick (formerly Scottsdale Pavilions), specializes in creating extraordinary retail environments, with more than 5 million sq.ft. of retail property developed in 20 shopping centers and 2 auto malls throughout the Greater Phoenix area. **De Rito Property Management, LLC** offers premier-quality property management services for retail properties of any size, currently managing 33 properties totalling 2,025,450 sq. ft. **DP Opportunity Investors, LLC** has recently purchased 45 retail assets, with plans to add 5 more this year, offers individually tailored retail property solutions, specializing in acquisitions of distressed properties and value added opportunities. **De Rito Land Development, LLC** specializes in new grocery anchored and other commercial neighborhood shopping centers. The company website is www.derito.com. Marty was named Arizona Commercial Real Estate Magazines' Top People to Know in 2010, and is a member of the Chief Executives Organization (CEO) and World Presidents Organizations (WPO). Marty has three beautiful children, Tarina, Martin and Jake.

DANIELLE FEROLETO is the owner and founder of Small Giants, a marketing, business development and strategic business services group. Established in 2006, Small Giants was created specifically to serve developers, architects, engineers, general contractors, subcontractors, and related companies in achieving strong, strategic, marketing and business development goals. Danielle works directly with general contractors on marketing strategies, innovative ideas to differentiate their firms and develop specific marketing activities to give companies a distinct competitive advantage. Through these efforts, Danielle has been recognized as a nominee for Marketer of the Year through the Phoenix Business Journal and most recently named one of Arizona's 20 Most Influential Women in Commercial Real Estate. She leads a team of 7 professionals to provide full-service marketing for the construction and commercial real estate industry. As a specialist in winning project proposal and interview/presentation strategies, Danielle is the author of a book, titled "The Truth Helps": An honest, straightforward guide to project interview success (<http://www.cmarbook.com>). Prior to forming Small Giants, Danielle was the Director of Business Development for eight years with a Phoenix-based commercial general contractor. In that capacity, she led all marketing and business development efforts, including strategic market research and trending activities. Danielle is also an associate faculty member at ASU, Del E. Webb School of Construction, teaching Marketing for Construction, undergraduate and graduate level courses, as well as working with the local and nation associations to provide training and continued education in marketing and related services. She is a Certified Professional Services Marketer (CPSM) and holds bachelor and master's degrees in Mass Communications and Journalism from ASU. She also holds a non-degree Certificate of Construction Management from ASU. She is particularly passionate about community, serving as a board member of SARRC, Foundation for Blind Children and serving a family annually through Prison Fellowship/Angel Tree.

MICHAEL HACKETT and his partner Ryan Schubert specialize in exclusively representing investors in the marketing and sale of retail investments. Over the last decade Michael and Ryan have assisted clients in the sale of over 250 exclusively listed retail transactions totally over \$1.6B in consideration. Michael is an active member of the Urban Land Institute and ICSC. He graduated Magna Cum Laude with a Bachelor of Science Degree, Finance from Arizona State University and a General Course certificate in Finance from the London School of Economics and Political Science. Michael lives in Phoenix with his wife Erica and three children.

TOM HATTEN: founded Mountainside Fitness Centers in 1991 as a 22 year old college student. With \$2,000 to his name no partners or investors Mountainside Fitness Centers grew into an industry leader. Mr. Hatten currently has over 23 years of experience in the fitness industry as well as 17 Years in real estate development and 10 years in banking. Currently with their are Ten (10) fitness centers across AZ and (4) more in development. With just over 45,000 active members and 950 employees Mountainside Fitness Centers is the largest locally owned health club chain in Arizona. In November of 2005, Mountainside Fitness Centers was voted one of ten (10) "hottest growing" companies in Arizona by Biz AZ magazine. Mr. Hatten has been recognized by the following:

- Voted 1996 Entrepreneur of the Year (Business Journal/USA Today)
- Cover Story Entrepreneur Magazine July, 2004
- Featured in December 2010 issue US News & World Report
- Featured in November 2011 issue Forbes Magazine
- Founding Board of Director Arizona Bank & Trust
- Board of Directors Make a Wish Foundation of Arizona (Present)
- Arizona Diamondbacks Foundation, Executive Council (Present)
- 2011 Arizona State University, Spirit of Enterprise Award Finalist

Currently, Mr. Hatten also serves as a motivational speaker to Arizona State University (WP Carey Business School of Business), Northern Arizona University College of Business, Arizona Small Business Association, International Council of Shopping Centers. His topics range from entrepreneurship, economics, and community involvement in business to "big box retail". Mr. Hatten has been featured in Club Industry Magazine, The Arizona Business Journal, The Denver Business Journal, Arizona Republic, Biz AZ Magazine, The East Valley Tribune and the Chandler AZ Business Review. He's also been a featured guest on the Pat McMahan show, Phoenix Suns pregame, Good Morning AZ, and at one time co-hosted the mid day all fitness request hour for local KZZP FM radio. Born in Austin Minnesota in 1968 he currently has lived in Arizona for 45 years.

TY LARGO - Awe Collective's owner and creative director Ty Largo; one minute he is calling a magazine editor, the next, he is elbow-deep in developer code. With a mixed background in public education, graphic design, IT, marketing and music, Ty's broad superpowers thread together all the tricky moving parts of a campaign.

JOHN D. ROSE manages Real Estate in the Southwest Division for Papa Murphy's Pizza. He has over 25 years of retail development experience throughout North America. Prior to working at PMI, John worked as a Restaurant Development Broker, assisting Chick-fil-A, White Castle Hamburgers, Texas Roadhouse and others with their brokerage needs in the Midwest. John's retail experience ranges from Site Selection and Project Management at several national retailers including: Dominos Pizza, and Long John Silver's in their formative years, through senior development Leadership at Papa John's Pizza, Famous Dave's BBQ and Buffalo Wild Wings. In his career, John has also been involved in land assemblage and entitlement work required to open over 150 free standing retail facilities and a number of mixed-use Centers. John has successfully assisted both Corporations and Franchisee's open over 1,550 successful Retail locations throughout North America. He has provided Tenant Representation for national retailers including: Edible Arrangement, Blue Wave Car Wash, Tires Plus, Texas Roadhouse, Aspen Creek, Ted's Montana Grill, Marco's Pizza, White Castle Hamburger's and Chick-fil-A. He has also provided national guidance for Beef 'O' Brady's Family Sports Pub and Del Taco. John also was an invested partner in PJ America, Papa John's largest franchisee with 152 restaurants. EDUCATION AND AFFILIATIONS - John is a native of Ann Arbor, Michigan and now lives in Scottsdale, AZ. He graduated from Lake Superior State University in Sault Ste. Marie, MI, earning a degree in Behavioral Science. He is an active member of International Council of Shopping Centers (ICSC) and the Minnesota Shopping Center Association (MSCA).

DAVID A. WETTA Wetta Ventures was established in 2012 with the intention of discovering opportunities and creating value in small-scale real estate investments, renovation, adaptive reuse, infill development; as well as providing strategic third party advisory and transaction services. Prior to the creation of Wetta Ventures, David Wetta spent 27 years working for national commercial real estate investment brokerage firms in many capacities; investment sales, designated broker, sales manager, executive management, and board member. Mr. Wetta earned a B.S. in Business Administration from Arizona State University and a Juris Doctorate from Cleveland-Marshall College of Law. He is actively involved in the Urban Land Institute, Phoenix Community Alliance, International Council of Shopping Centers, ASU President's Club, ASU Family Association, and CASA of Maricopa County.