

# Visit. Discover. Grow.

FLAGSTAFF, AZ

TGEN North's genomic research  
institute unravels global mysteries

W.L. Gore sells more than  
50 million medical devices

Northern Arizona University  
beats the record for most  
1st generation graduates



READ ABOUT OUR KEY SECTORS:



TOURISM



ASTRONOMY



HEALTHCARE



MANUFACTURING



EDUCATION



BIOSCIENCE



DIGITAL



TRANSPORTATION



ECO-  
AWARENESS

# Welcome

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**A**t 7,000' and 266 days of sunshine, Flagstaff is a desirable family community propelled with smart growth initiatives including carbon neutrality, a four-season enviable lifestyle, and an educated workforce supporting international brands, thriving local businesses, and emerging industries.

It's a place with sapphire blue skies, clean air and a host of attributes that have inspired visitors to call Flagstaff home. We have a number of residents and business owners that visited Flagstaff after going to the national park - Grand Canyon, an area attraction, or one of our several national monuments, or attending a conference or meeting and experiencing the vibrancy of our city. This experience helped them to decide to plant their roots. It's no secret that we are a city known for our world-class dark skies, great outdoor adventure, strong workforce, thriving business sectors, cutting edge technology, and a robust tourism industry.

Please learn more about our mountain town, and I hope you will be inspired to visit, discover, and grow like I have... I'm proud to call Flagstaff my home.



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# and you will, too!



ACCOLADES

***Read why so many choose to Visit, Discover and Grow in Flagstaff.***

**HIGH ALTITUDE**, an abundance of crisp mountain air, and a desirable lifestyle providing possibilities of a lunch-hour ski run followed by an afternoon in the office and an end-of-day child pick-up from school. Or how about the nightly experiences... and pledges to keep our wild places wild. The experiences are many.

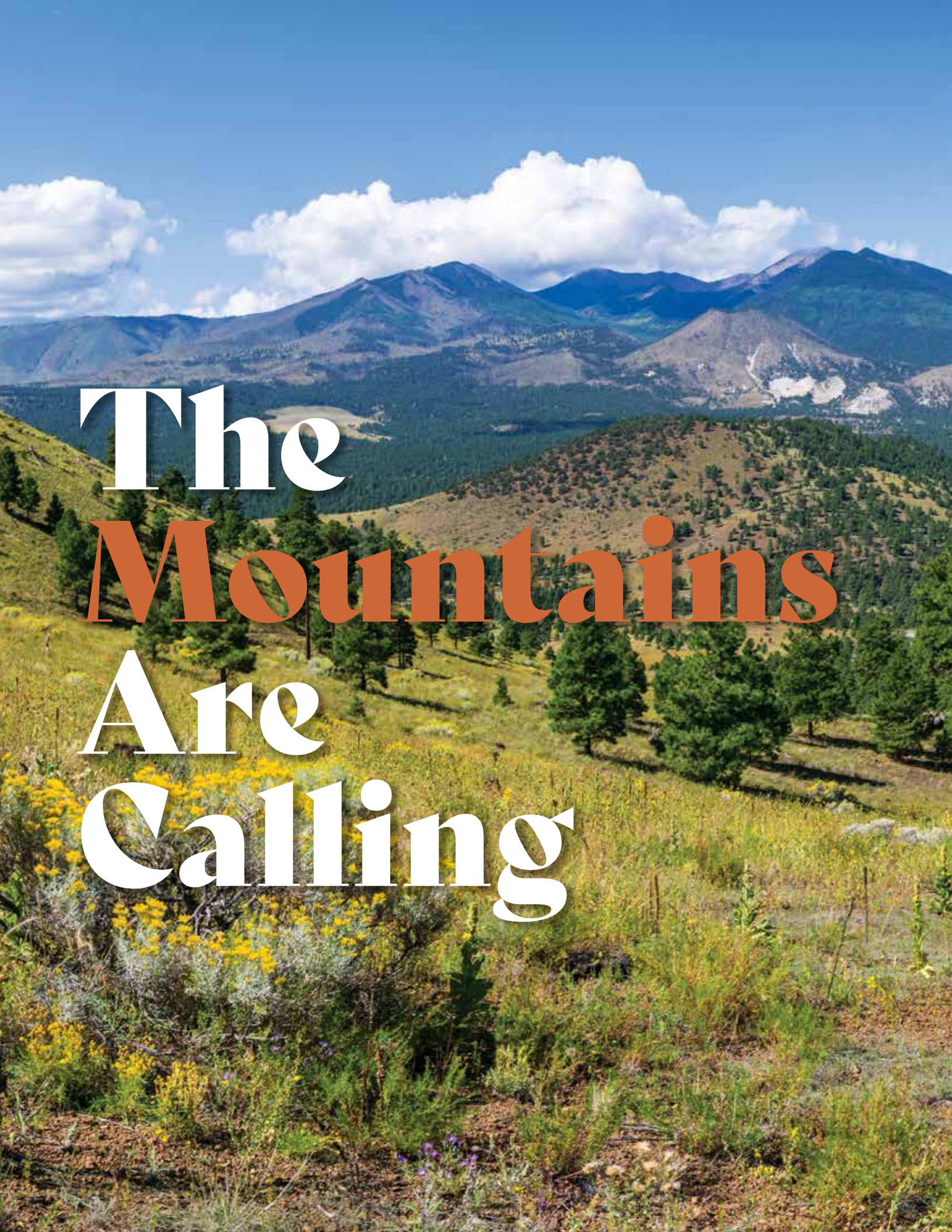
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  - **Most Educated County in Every State (Arizona: Coconino County)**  
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[sunset.com](http://sunset.com)
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[finance.yahoo.com](http://finance.yahoo.com)
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[smartasset.com](http://smartasset.com)
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**STAY & PLAY RESPONSIBLY**







# The Mountains Are Calling





### TOURISM IS THE CITY'S #1 ECONOMIC DRIVER

welcoming more than 5.5 million day and overnight visitors each year, providing an annual greater economic impact of \$750 million and employing nearly 8,000 people.

The inspiration to visit and revisit Flagstaff is due in part to its 81-mile proximity to the Grand Canyon National Park, as well as neighboring eight national monuments as near as 11 miles. But beyond the national park and monumental beauty, it's the captivating 7,000-foot elevation and four-season experiences within the world's largest contiguous ponderosa pine forest complete with downhill and cross-country adventures by day, which quickly turn to clear starry nights in the World's First International Dark Sky City. It includes high-altitude training for the elite athlete and the weekend warrior, leisurely strolls along historic Route 66 and a quaint downtown with must-sees and dos.

With more than 75 traditional accommodations including bed and breakfasts and campgrounds, the hospitality business is growing and soon visitors will have even more accommodation options.

**LEARN MORE ABOUT FLAGSTAFF » [discoverflagstaff.com](https://discoverflagstaff.com)**



# Yep, that's Flagstaff!

## *Your four-season destination*

### **FLAGSTAFF IS SITUATED**

in the world's largest emerald green ponderosa pine forest, is noted for year-round sapphire blue skies and many will say the crown jewel is Little America Hotel with its mountain glamour and homage to Northern Arizona's culture.

Offering contemporary meeting and banquet facilities ranging from 390 square-feet to nearly 6,000 square-feet in the Grand Ballroom, to a picturesque outdoor lawn with 5,100 square-feet, Little America welcomes leisure and business visitors with 247 guest rooms. Clients and guests have access to a beautiful Silver Pine dining experience complete with a heated patio, lushly landscaped with details including cascading water and fire pits.

While new hotels and bed and breakfasts are entering the Flagstaff market, some properties are distinctly quaint and historic while others undergo renovation to reminisce with nostalgic touches – afterall, the city has 14 miles

of famed Mother Road Route 66. Flagstaff also has growing demand for RV campgrounds.

Visitors can choose whether comfy Adirondack chairs are a needed amenity or perhaps a 24-hour business center is essential. In either case, bring binoculars to see wildlife, pack a portable telescope to view constellations, and be prepared for fresh mountain air and a great night's rest.

Families are always welcomed... and that means, in some instances, pets are welcomed, too. Yes, Flagstaff is a dog-gone friendly city with accommodations, restaurants and breweries with patios, trails and parks welcoming obedient and leash-wearing buddies.

A growing number of the city's eco-friendly accommodations are implementing the practice of Sustainability Management. Programming includes employee awareness and involvement, along with sustainability goals and practices.

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OUTDOOR GEAR/  
RENTALS**

**LEARN MORE »**

**discoverflagstaff.com**

**Know  
Before  
You Go**



**PACKING  
FOR 7,000'**



**WINTER  
RECREATION  
MUSTS**



**FIRE  
RESTRICTIONS**



**LEARN MORE » discoverflagstaff.com**





Mother Road  
Brewing Company

## Restaurants and Bars

ited by *Phoenix Magazine's* food critic, "Pound for pound, the greatest Arizona dining town is Flagstaff! Led by a cadre of motivated restaurateurs, the mountain hamlet of 70,000 is scoring hit after restaurant hit."

Flagstaff certainly has the "dish"... or dishes as its nearly 300 restaurants serve smiles for days that have visitors and locals alike begging for more!

You're likely to be familiar with Christmas, but are you familiar with the wildly popular MartAnnes Burrito Palace entrée that will have you fanning – Christmas chilaquiles? Or how about the Kouign-Amann pastry that's so irresistible with flavors of sweetness and butter coupled with textures of just the right amounts of crispy and flakey... this goodness can be found at Shiftflg during its bake sale. Once you're there, make plans for dinner. It's just as decadent!

Did someone say farm-fresh modern? Craft cocktails? All-vegetarian? Flagstaff's restaurateurs are serving mouth-watering, napkin-needing curated experiences that will surely have you Wiping the Smile on your Face! From fresh pasta and award-winning wine lists, to house-made mozzarella, pate and sushi, to breakfast favorites

only made possible by getting up before the crack of dawn that includes donut crullers and Belgian waffles so light and airy that can only be THAT good when devoured at 7,000 feet.

### NEWLY OPEN OR COMING SOON:

Alejandro's Mexican Food, Atria, Bow Wow Street Dogs and Grill, Butcher and Barrel, Corner Tavern, Evan's Fish and Chips, Forêt, Gloria's Bakery, Old Barrel Tea Company, Stinkin Crawfish, Tiki Grill, Teatro, Two Hands Seoul, Val's Coffee Shop, and Lumberjack Pizza.

**LEARN MORE »** [discoverflagstaff.com](https://discoverflagstaff.com)



Chef Rochelle Daniel,  
a 2022 James Beard  
semifinalist, opened  
up Atria in Flagstaff.



Opening a Clear  
**DARK**  
**WINDOW**  
to the Universe





**#1 on "150 Best  
Things to do  
in the USA"  
(Summer 2022)**  
travellemming.com

**PERCIVAL LOWELL**, Bostonian mathematician sought out Flagstaff's clear dark skies long before Arizona became a state, setting the intention early on that this was a place for world-class discovery.

His dream was to study Mars and what he thought was a network of canals. While he didn't find signs of life, he was hugely successful with his goals to expand our knowledge of the universe and make that knowledge accessible to everyone.

Thus, Lowell Observatory furthers his legacy with major research findings, such as the discovery of Pluto, and elevates his mission for public education to a global stage, connecting more than 100,000 stargazers each year to cosmic treasures.

The Giovale Open Deck Observatory (GODO) also features one of the finest collections of advanced telescopes available for public observation. Space explorers of all ages can

experience solar viewing during the daytime and view rich star fields, planets full of color, nebulae and galaxies at night.

Lowell Observatory also offers one of the largest planispheres in the world, pinpointing constellations in the sky at a specific time and place.

Coming in 2024, the Kemper and Ethel Marley Foundation Astronomy Discovery Center at Lowell Observatory will introduce a massive wrap-around Universe Theater that places visitors on the surface of planets, a roof-top Dark Sky Planetarium that treats stargazers to views from heated seats and many more innovations!

**LEARN MORE ABOUT LOWELL  
OBSERVATORY » [lowell.edu](https://lowell.edu)**



**ASTRONOMY**





# USGS puts Planetary Surfaces on the Map

*Astronauts are back, training in the dark*

**IN THE MOON-LIKE LANDSCAPE** around Flagstaff, astronauts, scientists and engineers are preparing, training and testing equipment for the 2025 Artemis moon missions with the U.S. Geological Survey Astrogeology Science Center. The hope is to find ice, enabling future explorers to establish a lunar space station as a launching pad into deeper space.

"Because of where Artemis and VIPER [a planetary rover set for launch next year] are landing, the angle of the sun is really low. Craters may contain ice that never sees the sun," said USGS geologist Jim Skinner, who oversees the creation of lunar and planetary maps. "The astronauts are going to have to work in dark regions so they are conducting nighttime tests on Babbitt Ranches using a portable sun, a large spotlight, to learn how to operate safely on the moon."

In addition to mapping landing spots and extraterrestrial terrain, the USGS has taught geology to every astronaut who landed on the moon and played a key role with NASA's Desert RATS (Research and Technology Studies), which tests moon buggies, rovers, space suits and communication systems.



Rover team doing tests at Babbitt Ranches



Jessica Watkins

## Journey to Space Includes Stop in Flagstaff

*First black woman with an extended Space Station stay trained in Flagstaff*

Jessica Watkins is the first black woman on an International Space Station long-term mission and may well go to the moon.

The 33-year-old completed part of her astronaut training in Flagstaff, led by a group of instructors from USGS, NASA and academic partners. Jessica has been named as one of the Artemis astronauts, a team that is expected to help return humans to the moon.

"I wanted to be an astronaut since I was 9 years old," she said. "I am genuinely excited and proud to be a part of the space program, no matter what role I will play."

**LEARN MORE ABOUT USGS »**  
[usgs.gov](https://usgs.gov)





# Babbitt Ranches connects the Pioneer Age to the Space Age

*Cattle graze where planetary rovers roam*

**GUIDED BY A FORGED** ethic since 1886, Babbitt Ranches is a land company that raises livestock, generates renewable energy, practices landscape-scale conservation, protects dark skies, promotes scientific discovery, initiates golden eagle conservation and encourages an outdoor recreation ethic attitude.

Many projects across the 750,000-acre ranch on the Colorado Plateau have a global impact into the future. With its pioneering spirit, the family business has been working with NASA,

the U.S. Geological Survey, Jet Propulsion Laboratory, Planetary Science Institute, Los Alamos National Laboratory and many others to advance science and explore space, “the final frontier.”

A planetary rover prototype named Zoë, the Greek word for “life,” has been a recent visitor, roaming the high desert terrain alongside Hereford cattle and learning to think. Scientists are teaching her to make decisions and act autonomously.

“We’re trying to advance to the point where the robot

explores on its own. It decides where to go based on what it’s seeing and the geology of the site,” said engineer David Wettergreen, Zoë’s creator of Carnegie Mellon University.

“It’s just so inspiring to be with these folks,” said Babbitt Ranches President Billy Cordasco, on behalf of the Babbitt Ranches community. “They have the same ‘Go West’ attitude demonstrated by our ancestors, what we call ‘Cowboy Essence!’”

**LEARN MORE ABOUT BABBITT RANCHES » [babbitranches.com](https://babbitranches.com)**



# From Level I Trauma Center to Destination Health Village

*Northern Arizona Healthcare reimagining the healing environment of the future*



**N**orthern Arizona Healthcare (NAH) has established a strong presence in the City of Flagstaff and the surrounding communities. For more than 50 years, NAH's nurses, physicians, clinical professionals and staff have provided the highest quality of care to the residents of northern Arizona. NAH is the largest health care organization in Northern Arizona that encompasses more than 50,000 square miles.

Flagstaff Medical Center (FMC) is a 268-bed facility that serves as a Level 1 Trauma Center for Northern Arizona. FMC provides comprehensive inpatient and outpatient services including the Cardiovascular Institute that offers services

ranging from diagnostic cardiology to open heart surgery. FMC also offers a comprehensive joint surgery program, bariatric weight loss surgery, state-of-the-art imaging services, a cancer center, and women's, infants' and children's services including a Special Care Nursery and a Pediatric Intensive Care Unit.

As NAH looks to the future, it is focusing on bringing the next generation of health care to Northern Arizona. The focus includes continued investment in necessary improvements and expansions of NAH's health care services and campuses.

As an example, NAH's proposed Health and Wellness Village in Flagstaff will be an important





investment allowing NAH to better adapt to future health care needs and better serve Northern Arizona communities for generations to come.

NAH's vision for the new Health and Wellness Village includes building a new hospital designed to facilitate healing in an environment conducive to improved health and wellness. It will also help provide new services and resources available to the entire community, including new housing, health-centric businesses and stores, nature trails and outdoor activities.

**LEARN MORE ABOUT NORTHERN ARIZONA HEALTHCARE » [nahealth.com](https://nahealth.com)**



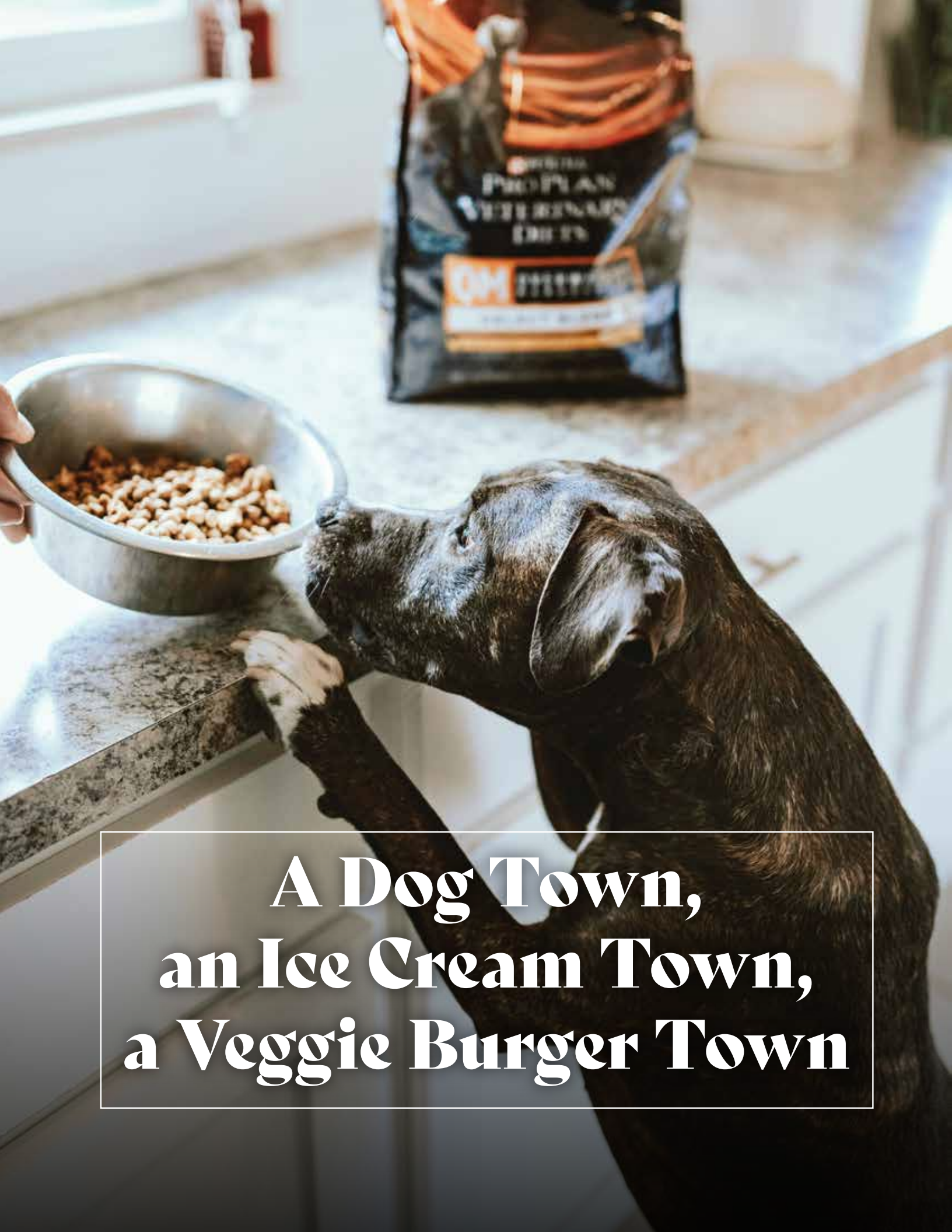
## Letting Others Love You Through a Life-Changing Time

**CROSSING THE FIVE-YEAR MARK** is a finish line in a contest many cancer patients see as the race of their lives. Cindy May of Cindy May Marketing in Flagstaff, cleared that line in late winter 2022.

"Once I walked out of the chemo room, the battle started in my head," recalls May. "How do I speak to my children, how do I keep my mind and body strong, what should I cook?"

Today, May serves on the Northern Arizona committee for Cancer Support Community Arizona, a one-stop nonprofit for answers and services at no charge. "Let others help love you through it," she says.

**LEARN MORE ABOUT CANCER SUPPORT COMMUNITY » [cancersupportcommunity.org](https://cancersupportcommunity.org)**



**A Dog Town,  
an Ice Cream Town,  
a Veggie Burger Town**





## **NESTLÉ PURINA PETCARE**

### ***Focuses on Science***

Making dry pet food in Flagstaff since 1975, Nestlé Purina leads the nation in producing science-based premium brands and veterinary products to help dogs and cats live healthier lives.

Factory Manager Michael Ferritto says the Flagstaff location is strategically significant. “The Southwest has been growing faster than elsewhere across the country and it’s been important to have the distribution center near that growth. The BNSF Railway allows us to receive a lot of our ingredients via rail. Our proximity to Interstate 40 and Interstate 17 allows us to move goods easily through the region.”

With an estimated economic impact of \$54 million on the local economy, Nestlé Purina employs 320 people, including veterinarians and scientists, and encourages those in administrative offices to bring their dogs to work.

**LEARN MORE ABOUT PURINA »**  
[purina.com](https://purina.com)



## **JOY CONE**

### ***Delivers Smiles from 7,000'***

Mixing, baking and delivering millions of ice cream cones a year, Joy Cone Flagstaff’s cake, sugar and waffle cones make people happy throughout the West. The world’s leading ice cream cone producer has its products everywhere from grocery stores to fast food chains to resort hotels.

“We used to say we are recession proof, but now we can also say we are pandemic proof,” said Joy Cone Flagstaff General Manager Joe Pozar, Jr. “At the start of COVID, our sales jumped. Both our retail and industrial business picked up as people continued to treat their families!”

Entirely employee-owned, the Flagstaff manufacturing plant has 190 employees and is looking to expand. Situated at the intersection of Interstates 40 and 17, Joy Cone trucks cones to the Pacific Northwest, California and Texas.

**LEARN MORE ABOUT JOYCONE »**  
[joycone.com](https://joycone.com)



## **NEXVEG BURGER**

### ***Reflects Local Values***

In a community with a huge appetite for locally grown, plant-based whole foods, Jonathan Netzký believed Flagstaff would be an important stage to debut his high-protein NexVeg burger.

He started selling his original tepa burger – made from tepary beans dry-farmed on Tohono O’odham lands – at farmers markets and serving them through his catering business. Today, he micro-batches NexVeg burgers, hemp-based burgers, black-bean tacos and vegan gyros to restaurants all over Arizona and beyond.

“Our products don’t attempt to emulate the look, smell or taste of an animal product. They taste like the delicious whole foods they’re made from.”

Netzký was a NACET client early on, receiving valuable advice from the business incubator. He’s thrilled to live in Flagstaff where he can walk out his backdoor into the forest and create products that reflect the community’s values.

**LEARN MORE ABOUT NEXVEG »**  
[nexveg.com](https://nexveg.com)



# Manufacturing Companies Improving Lives from 7,000'

## *The Gore Romance Continues*

**WHEN W. L. GORE** & Associates established its manufacturing operation in 1967, Flagstaff was a small, scenic mountain town. Founders Bill and Vieve Gore explained the Route 66 location made sense, as transportation options connected east to west. The railroad went directly to Los Angeles and the small airport “will surely expand,” Bill said. But mostly, the couple fell in love with Flagstaff.

From about a dozen people making wires and cables then, to more than 2,500 associates advancing Gore science materials’ capabilities

today, the Medical Products Division has enabled doctors to implant more than 50

million life-improving medical devices worldwide.

“The Gores chose Flagstaff because of the environment and opportunities it offered for associates, and that remains true today,” said associate Jessica Moran.

**LEARN MORE ABOUT W.L. GORE » [gore.com](https://gore.com)**



Gore TAG conformable thoracic stent graft with Active Control

## **Katalyst Space Technologies:** Protecting Satellites from Space Debris

High-tech startup Katalyst Space Technologies is updating satellites in orbit. “One of our first projects is to deploy modular sensors to help mitigate collisions with space debris,” said CEO Ghonhee Lee. “Satellites are blind to their surroundings. You can’t dodge what you can’t see!”

**LEARN MORE ABOUT KATALYST » [katalystspace.com](https://katalystspace.com)**

## **ATC Materials:** Protecting Communications Upon Re-Entry through Earth’s Atmosphere

Responding to the country’s need for hypersonic technologies, local startup ATC Materials is developing a radio frequency transparent ceramic able to withstand extremely high temperatures. “This is important for communications and transmitting GPS data,” said Research and Development Director Mark Hawthorne.

**LEARN MORE ABOUT ATC » [atcmaterials.com](https://atcmaterials.com)**

## **HeetShield Inc.**

Whether its cargo, robots, or humans, HeetShield Inc. CEO Steve Miller is engineering a thermal insulation material that can wrap around whatever NASA wants to deliver to a planet through its atmosphere. The startup is scheduled to test the product onboard Blue Origin in 2023.

**LEARN MORE ABOUT HEETSHIELD » [heetshield.com](https://heetshield.com)**



# Innovations to

## ***Whitehall Keeping Electric-Powered Vehicles in Motion***

**WITH ALL SIGNS** leading to an electric-powered future, Flagstaff has welcomed UACJ Automotive Whitehall Industries, a leading supplier of EV parts for companies like Tesla.

UACJ Whitehall chose Flagstaff for its manufacturing plant, investing \$60 million in the mountain town and bringing hundreds of high-paying jobs.

"Northern Arizona makes sense for us because of location, ease of transportation and an already well-established manufacturing sector within

the community," said UACJ Whitehall President and COO David Cooper. "We also look forward to partnering with Northern Arizona University as our processes are highly automated and technical."

## ***Planet Rider Creating a Smarter, Lighter, Simpler E-Bike***

**PACKAGED IN AN ELEGANT** aerodynamic one-piece frame, the Planet Rider solar-powered electric bike is about to make its debut. Serial entrepreneur/inventor David Calley says his Planet Rider all-wheel-drive e-bike is higher functioning than others, yet its simpler, lighter, has no gears, no drive train and requires no maintenance.

Driven by a patented electric motor and powered with a tiny solar panel, the bike is electronically synthesized for automatic shifting. "When you pedal, you get more out of it," he says. "And like an electric car, when you engage the ABS antilock brakes, it recovers the energy."

## ***OVRLND Offering a Lightweight, Customizable Camper Shell***

### **OUTDOOR ENTHUSIAST**

Jay Wellman spent enough time in a camper to wonder why somebody hadn't made something better, lighter and more spacious. So from his garage, he took on the challenge and created a highly customizable, flexible aluminum structure that fits on the back of a truck.

That was four years ago. Now, Wellman and his 15 employees fill orders for hikers, anglers and anyone else who enjoys nature. He says Flagstaff offers the right environment for his business with easy access to the mountains and the forest.





# NAU Positioned to Lead the in Equitable Postsecondary

*Mountain campus solves world problems, promotes excellence, success and adventure*



Northern Arizona University's LEED-certified Engineering Building.

**N**orthern Arizona University is known for world-class professors and researchers promoting academic excellence, personal growth, professional success and adventure, and now is positioned to be a national leader for equitable access in higher education. President José Luis Cruz Rivera has created a Strategic Roadmap for a New NAU, designed to transform lives.

“Throughout my own journey in higher education—in which I have been a student, a faculty member, an administrator and parent of several students—I have been inspired

by the changes this invaluable work has on individuals, communities and our world,” he said. “I can recall countless students whom I have taught or mentored whose lives were changed for the better due to having access to education. A college degree brought them social and economic mobility, the ability to write the future for themselves, their families and their communities, and the chance to uplift society and drive positive change.”

President Cruz Rivera has secured \$81 million in transformative investments and policy changes that contribute to equity and access, and advocate national level support for Hispanic-



# Nation Value



- ❖ NAU is a designated Hispanic-serving institution
- ❖ NAU is a five-time national champion for Men's Cross Country
- ❖ NAU Women's Swimming and Diving Teams have won nine consecutive WAC Championships
- ❖ NAU Track and Field Team swept the Men and Women's Big Sky Indoor Championships for the 12th time

serving institutions.

Meanwhile, research programs connect to Flagstaff employers, offer solutions to world issues and expand knowledge about space, pathogens and artificial intelligence. Forest health research has furthered the understanding of ecosystems; NAU is a key partner supporting the United Nations' goal to protect and sustain all life on Earth amid a changing climate.

NAU's educational, cultural and recreational contributions have earned Flagstaff recognition as one of the best college towns in the nation!

**LEARN MORE ABOUT NAU » [nau.edu](http://nau.edu)**

## Coconino Community College Growing the Labor Force

Emphasizing workforce development for health professions, building trades, the automotive industry, computer technology and emergency response, Coconino Community College supports training and educational needs for the nation's second largest county. Recently, the college expanded its Career and Technical Education program and services for Native American students while experiencing continued growth in the CCC2NAU program.

**LEARN MORE ABOUT CCC » [coconino.edu](http://coconino.edu)**

Flagstaff is  
"America's First  
STEAM (Science,  
Technology,  
Engineering,  
Arts and Math)  
Community"

## Flagstaff Unified School District Offering Diverse Pathways

Featuring alpine leadership, robotic competition, trilingual programs and dual enrollment with Coconino Community College, Flagstaff Unified School District Superintendent Mike Penca says the "amazing teachers, diverse population and extraordinary natural environment add to the richness of the school experience." FUSD's International Baccalaureate Diploma Program, promoting a global mindset, graduates its first class this year.

**LEARN MORE ABOUT FUSD » [fused1.org](http://fused1.org)**





# TGen Doubles in SIZE

to understand, trace  
and fight COVID-19





## Flagstaff's disease detectives unravel genomic mysteries, impact global health

When COVID-19 hit, TGen North, the Translational Genomics Research Institute in Flagstaff, answered the five-alarm public health siren as genomic first responders. Scientists worked tirelessly testing, tracking and tracing the novel coronavirus in an effort to control its virulent spread, fanned by its highly transmissible qualities.

Because TGen had been working closely with Arizona's health care, public health and tribal communities for years, it was able to address the early patient testing and viral genomic analysis needs of COVID-19, even before it was declared a pandemic, even before the world understood the unprecedented scale of emergency.

"Importantly, we were able to provide immediate services to typically underserved sectors, like tribes and rural communities, as well as shelters, congregate care homes, correctional facilities and others," said David Engelthaler, Ph.D., director and associate professor of the Pathogen Genomics Division at TGen North. "We have a motto at TGen North: We have the ability; therefore, we have the responsibility. We take that motto to heart."

During the emergency response operations of the pandemic, TGen North doubled its staff from 35 to 70, and switched to a seven-days a week operation. Its work to understand the virus from a genome level will lead to more rapidly developed diagnostics and vaccines to address evolving variants.

TGen North studies tuberculosis, valley fever, MRSA and other powerful threats to human health. Engelthaler calls Flagstaff's environment conducive to clear thinking and innovation. "Our connection to Northern Arizona University, particularly Dr. Paul Keim, the founding father of TGen North and his Pathogen and Microbiome Institute, helps to increase collaboration and provides for a growing scientific employment base."

**LEARN MORE ABOUT TGEN » [tgen.org](https://tgen.org)**



# Paul Keim's Genomic Research has Changed the World

*Superhero Biologist Solves Crimes, Saves Lives*



**THE WORLD'S GENOMIC** analysis ability was futuristically elevated during the 2001 anthrax investigation when Regents Professor of Biology Paul Keim, Ph.D., played a superhuman role to solve the FBI's most expensive case.

Through intense and heroic research efforts in his NAU lab, Keim successfully traced the origin of deadly anthrax-laced letters, delivered through the U.S. mail, back to a military lab and the killer. As a result, he escalated science's ability to identify superbugs, solve biological crimes and save lives.

"We were able to pioneer cutting-edge genome technology that just wasn't affordable for tracking down pathogens, but was later adopted by the entire world as costs dropped," he said.

Keim's golden touch in the laboratory translated to an enormous and enduring impact on public health and safety in the war against deadly disease, biological weapons and bioterrorism.

Following Haiti's devastating 2010 earthquake, Keim, using the TGen and his Pathogen and Microbiome Institute partnership, identified the origin of a massive cholera outbreak that impacted more than a million people.

Last year, his skill for identifying and tracking microorganisms solved a multi-million dollar South Korean Botox theft case. Before the U.S. International Trade Commission, Keim proved a valuable bacterial strain used in cosmetic applications was stolen from a pharmaceutical company by a competitor.

Keim and his foundational science and ground-shattering work not only started TGen, it led to the creation of a new scientific discipline, genomic epidemiology.

**LEARN MORE ABOUT TGEN » [tgen.org](http://tgen.org)**



# Biomedical Startups Improving Quality of Life

## *Axolotl Biologix Testing Regenerative Medicine on Ankles in a Runners' Haven*

**THOSE WITH ANKLE ARTHRITIS** don't have a lot of options for relief besides steroids or surgery, says Aaron Tabor, Ph.D., Axolotl Biologix vice president of Clinical Operations. But that could change by 2025.

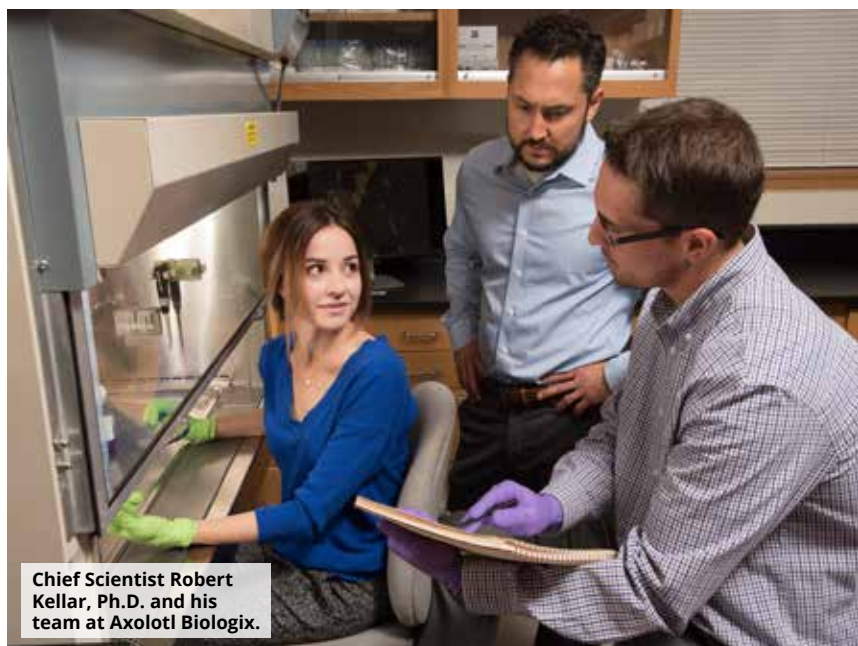
Operating from the NACET lab in Flagstaff, the regenerative medicine company is testing a new technology that contains proteins released from stem cells. "The fluid is injected into the ankle to promote healing," said Tabor. "We're targeting inflammation that surrounds arthritis and the pain that goes with it."

Axolotl Chief Science Officer Robert Kellar, Ph.D., has long been involved in regenerative tissue research with skin, cardiac muscle and many other tissues. "With Axolotl's novel technology, we are investigating in an FDA Clinical Trial whether we can give the ankle the right signals to put it on a pathway for repair," he said. "We're passionate about using science to naturally heal damaged tissues."

**LEARN MORE ABOUT AXOLOTL » [axobio.com](https://axobio.com)**

## *Poba Medical Engineering Balloons to Deliver Energy Blasts that Destroy Disease*

**BIOENGINEER DANIEL KASPRZYK** is a veteran of biomedical balloon development and equipment used to deliver drugs and open veins for stents and heart valves inside the body. As the leading balloon developer in the country, his latest startup, Poba Medical, is engaged in the



Chief Scientist Robert Kellar, Ph.D. and his team at Axolotl Biologix.

early design and development stages for next-generation applications, using energy through electronics built into the surface of the balloon to target cells and pathways.

"We'll have customers looking to use the balloon as a blade of extreme hot or cold energy," he said. "This technology will have many applications such as stopping heart arrhythmias by destroying misfiring pathways and obliterating malignant cells in early-stage cancer of the esophagus."

Kasprzyk started Machine Solutions to create automation equipment for medical balloon delivery. His startup Symple Surgical develops therapeutic technologies through microwave ablation. Poba designs balloons for high-volume customers.

**LEARN MORE ABOUT POBA » [pobamedical.com](https://pobamedical.com)**





DIGITAL

# Launching BIG IDEAS

VISIT. DISCOVER. GROW. | 2022

24

Adam Stepanovic  
steps up data use.



**W**hen Adam Stepanovic invented an app that works with a smartwatch to gather athletic performance or health data, which could be used to make individualized running shoes or customized medical products, Moonshot at NACET was the perfect venue to launch the startup to the cosmos.

Moonshot provides a suite of services and network of professionals to assist scalable business ideas. NACET, the Northern Arizona Center for Entrepreneurship and Technology is

Flagstaff's business incubator and accelerator with a campus in the center of town that offers office suites, wet labs, a recording studio, conference room and manufacturing space.

"On our Flagstaff NACET campus, our company clients primarily fall into categories of biomedical, light manufacturing, green and digital companies," said Moonshot CEO and President Scott Hathcock. "Our program encourages big thinking, and then helps them build workable businesses around their ideas."

**LEARN MORE ABOUT MOONSHOT »**  
**moonshotaz.com**

## Flagstaff Primed for Gig Economy

**THE ECONOMIC COLLABORATIVE** of Northern Arizona (ECoNA) reports that rural communities like Flagstaff, with abundant cultural and recreational opportunities, are quickly growing as technology makes it easier to work from anywhere.

"This is important news," says ECoNA President and CEO Gail Jackson, "as jobs in the gig economy tend to be low-impact when it comes to the environment, yet they bring higher wages. We are transforming into a hub for gig workers, independent contractors and employees of places like Silicon Valley who are choosing Flagstaff and bringing their wealth with them."

City of Flagstaff Information Technology Director C.J. Perry says much of what's enticing small businesses is that three different entities are building fiber routes to Flagstaff. "Quality, affordable high-speed internet is huge for high-tech startups that want to operate in a beautiful place like Flagstaff."

Arcadian Infracom is building broadband from Denver and Salt Lake City to Phoenix through Flagstaff. The Arizona Department of Transportation is carrying fiber from Phoenix to Flagstaff along Interstate 17 and APS is looping fiber from Phoenix into Prescott around to Flagstaff and over to Holbrook and Payson.

"Previously businesses have been limited by the availability of high-speed internet," said Perry. "That's all changing right now!"

Smart city initiatives are making Flagstaff more enticing, as well, including multi-modal technology for traffic infrastructure that improves flow and makes transportation easier for walking, biking and driving. "Smart city technology also saves on electricity costs and emissions," added Perry. "It's something the Flagstaff City Council is excited about."

**LEARN MORE ABOUT ECoNA » econa.net**



# Air Service Connecting Northern Arizona to International Hubs

*Travelers flying for business or leisure enjoy the ease and convenience of Flagstaff Pulliam Airport*

**B**usiness professionals, tourists, traveling nurses and railroad workers are among those who depend upon reliable, convenient and affordable flights to and from Flagstaff. Just two miles south of the city, Flagstaff Pulliam Airport is on a trajectory for a record-setting year, expected to serve more than 240,000 passengers who enjoy the ease of parking, boarding and baggage pickup as an alternative to crowded international terminals.

Air service is returning to pre-pandemic levels of five or six commercial flights daily aboard 70-seat CRJ700s. American Airlines, operating as American Eagle, offers flights to and from Phoenix and Dallas.

"We have some unique connections with Texas," said Airport Director Barney Helmick. "About 3,000 people have second homes in Flagstaff and choose to fly in."

Currently, the City of Flagstaff is working to add San Francisco to the list of destinations. In



**City Manager  
Excellence  
Awards:**  
Teamwork –  
Flagstaff  
Airport Group



the meantime, the airport continues to make improvements. The number of parking spaces has doubled in the last year, plus better snow removal equipment has assisted with flight timeliness.

In line with Flagstaff's designation as the World's First International Dark Sky City, 70% of the airport's exterior lighting has been converted to dark-skies friendly lighting. "When pilots are coming in at night, the runway will become super bright, but once they've landed, the lights turn off again," said Helmick.

**LEARN MORE ABOUT THE FLAGSTAFF AIRPORT »**  
[flyflagstaffaz.com](http://flyflagstaffaz.com)

## Flagstaff Promotes Alternatives to Personal Vehicles

*Modern train cars and award-winning bus system enhance the journey*

**CONNECTING THE HEARTS** of American cities to the hearts of Americans, Amtrak creates the space for relaxed, scenic and memorable trips from Los Angeles to Chicago. The Amtrak Chief makes stops daily at the centrally located Flagstaff Train Depot for westbound and eastbound adventure seekers.

In town, Mountain Line is equipped to continue the journey with 28 hybrid-electric buses covering nine routes and 164 stops daily.

**LEARN MORE ABOUT MOUNTAIN LINE »**  
[mountainline.az.gov](http://mountainline.az.gov)





# Flagstaff's Commitment to Improving the Environment

**T**he Innovate Waste Challenge is a unique entrepreneurial pitch competition geared toward growing independent businesses while improving the environment. Funded by the City of Flagstaff Economic Development Offices for the last three years running, the Innovate Waste Challenge demonstrates a great commitment to the local economy and to planet Earth. Partnering with Flagstaff Sustainability and with Moonshot@NACET to deliver the annual events, year one awarded Praxis Waste Systems, a company that started out recycling



plastic sleds that people leave in the forest as litter. Year two adapted to the global focus on COVID by awarding BeeWell, an organic hand sanitizer business that sought to meet the need for cleanliness in areas with limited water. The 2022 challenge focuses not only on diverting material from the landfill and converting that material into a product or service, but also on removing carbon dioxide from the atmosphere, creating the Innovate Waste/Carbon Neutrality Challenge. Flagstaff is leading the way to a strong economy and a healthy environment for the future.

## Eco-Awareness in Flagstaff's Natural Environment

**FLAGSTAFF IS FORTUNATE** to have a bounty of beautiful natural spaces that provide multiple benefits for all to enjoy, including clean air and water, recreational opportunities and wildlife habitat. The implementation of sustainable practices involves pro-active global thinking with local actions protecting Flagstaff's beauty for generations. The Flagstaff Climate Action Plan has such a goal by maintaining ecosystems within and outside the City of Flagstaff.

Strategies include protecting existing forests, resources and meaningful open spaces as well as encouraging the use of diverse native plant



ecosystems in the built environment. Sustainable communities have good jobs, adequate housing, and a strong sense of place derived from local natural and

cultural resources. Scan the QR code to link to the Flagstaff Climate Action and Adaptation Plan.

This mountain town's natural environment supports a robust tourist economy with sustainable actions always top-of-mind. Visitors are encouraged to stay and play responsibly, leave no trace by picking up litter on trails and to be fire aware. Flagstaff is also a "Pledge for the Wild" city, so after enjoying the trails, be sure to donate to the cause so we can keep our wild places wild. Pledge for the Wild, is a multi-mountain town platform that is defining a shared set of common values, language and tools to support responsible tourism in wild places. Pledge your support by texting **WILD4FLAG** to **44321** to make a donation to the Flagstaff Trails Initiative and learn more about this amazing cause at [discoverflagstaff.com/pledgewild](https://discoverflagstaff.com/pledgewild)







EMPLOYERS

## Flagstaff Top 20 Employers

**NAU** • 4,394 Employees  
**W.L.Gore** • 2,500 Employees  
**Flagstaff Medical Center** • 2,450 Employees  
**F.U.S.D.** • 1,295 Employees  
**Coconino County** • 1,188 Employees  
**City of Flagstaff** • 932 Employees  
**Arizona Snowbowl** • 704 Employees  
**North Country Health Care** • 531 Employees  
**CCC** • 330 Employees  
**USFS Flagstaff** • 239 Employees  
**Little America Hotel** • 230 Employees  
**Guidance Center** • 199 Employees  
**Walmart - Woodland Village** • 180 Employees  
**Joy Cone** • 177 Employees  
**Frys** • 170 Employees  
**Peaks Senior Living** • 162 Employees  
**Lowell Observatory** • 135 Employees  
**Hozhoni Foundation** • 115 Employees  
**Prent Thermoforming** • 75 Employees  
**Machine Solutions** • 75 Employees

## Flagstaff Business Accolades

- **Kinney Construction Services awarded for commitment to sustainability**  
*azdailysun.com*
- **Flagstaff “big city creations” and a Foodie Town**  
*azfamily.com*
- **Best Small Places for Business and Careers**  
*forbes.com*
- **Flagstaff ranks 8th in the Nation for locations to create a new business—source: BroadbandNow**  
*flagstaffbusinessnews.com*
- **The 50 Best College Towns to Live in Forever**  
*collegeranker.com*

**LEARN MORE ABOUT CHOOSE FLAGSTAFF »**  
[chooseflagstaff.com](http://chooseflagstaff.com)

# Flagstaff's Trailblazers

1967



Five **Babbitt** brothers become cattle ranchers and start an empire

Matt **Riordan** creates Arizona Lumber Company, Flagstaff's largest employer for the next 50 years



Vesto Slipher used the **Clark Refractor** to capture the first evidence of the expanding nature of our universe.

**City of Flagstaff** incorporates and becomes a city



The **USGS** creates the first of several crater fields that simulate the lunar surface for astronaut training

**W.L. Gore & Associates** established its Arizona presence in Flagstaff to meet the needs of the region's computer, aerospace and defense markets

When **Apollo 11** landed on the moon, astronauts Neil Armstrong and Buzz Aldrin installed seismographic equipment with Gore cables manufactured in Flagstaff.

The Clark Refractor Telescope was used to map the moon ahead of the **Apollo moon landings**.

1886 1887 1894 1899 1912 1928 1930 1937 1960s 1963 1965 1967 1969 1970 1972

**Northern Arizona University (NAU)** opens its doors as Northern Arizona Normal School

**Arizona Snowbowl** promotes downhill skiing

Lowell Observatory becomes a **National Historic Landmark**



Percival Lowell founds **Lowell Observatory** and begins astronomical research

Clyde Tombaugh discovered **Pluto** with the Pluto Discovery Telescope



1963

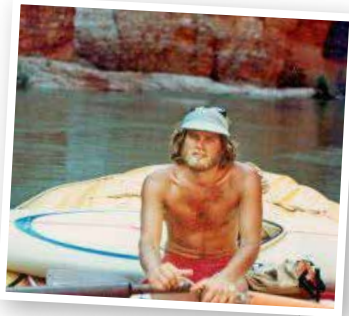
The **USGS Astrogeology** Branch establishes its headquarters in Flagstaff

Astronauts, including future moonwalkers Neil Armstrong, Pete Conrad, and John Young, as well as **Apollo 13** legend Jim Lovell train in Flagstaff



Machinists in Flagstaff build "**Grover**" the **Rover**, the prototype for the moon buggy that astronauts used on Apollo 15-17 missions





River Runner Mark Thatcher opens **Teva®** with sandals designed for white water rapids currently sold through Deckers

Lowell's **Discovery Channel Telescope** (DCT) sees first light, as the 5th largest telescope in the continental U.S.

The New Horizons spacecraft flew by Pluto and captured the first detailed images of the dwarf planet. Lowell astronomer **Will Grundy** led the surface composition team.



## 1972-1976

Gore wire and cable made in Flagstaff was used in the **Pioneer 10** spacecraft and Viking I Mars lander.

Lowell astronomers co-discover the rings of **Uranus**

## 1988

Lowell astronomers co-discover **Pluto's atmosphere**

**Bed, Board, and Beverage** tax established with funds allocated to market Flagstaff

Flagstaff becomes the **World's first International Dark Sky City**

## 2016

**Arizona Snowbowl** adds Arizona's first high-speed, six-person lift

**Amtrak** ridership on totalled 20,316 and offs are 20,277

Arizona W.L. Gore operations are fully devoted to the **Medical Products Division** making vascular grafts, endovascular and interventional devices and surgical meshes

1973 1975 1977 1984 1988 1995 1999 2001 2012 2015 2016 2017 2020 2022 >>>

## 1975

Gore's first medical product, a **vascular graft**, entered the market.

**Nestle-Purina PetCare** begins Flagstaff operations



**Little America** opens as Flagstaff's largest hotel



**Joy Cone** builds a 68,000-square-foot manufacturing plant to serve the west's ice cream market

**W.L. Gore** celebrates 50 years in Flagstaff and **Flagstaff airport** reaches 70,000 enplanements



## 1995-1997

Gore developed **ELIXIR® Strings**, the world's # 1 selling acoustic guitar strings.

Flagstaff's **Jack Schmitt** becomes the first and only scientist to walk on the Moon, aboard Apollo 17

Marks the 10-year-anniversary of the **Lowell Discovery Telescope's** "first light" in Happy Jack, the fifth largest optical telescope in the continental U.S.

# COOL CAREERS. COOL PEOPLE. COOL MOUNTAINS.



**Join Team  
Flagstaff -  
we check all  
the boxes.**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> State Retirement                                | <input checked="" type="checkbox"/> Vacation Package         |
| <input checked="" type="checkbox"/> Healthcare Benefits                             | <input checked="" type="checkbox"/> Paid Parental Leave      |
| <input checked="" type="checkbox"/> 11 Paid Holidays <i>(and that's not a typo)</i> | <input checked="" type="checkbox"/> Tuition Reimbursement    |
| <input checked="" type="checkbox"/> First-Time Homebuyer Assistance                 | <input checked="" type="checkbox"/> Enhanced Quality of Life |



**Apply now at [FlagstaffCityCareers.com](https://FlagstaffCityCareers.com)**

