



FOR IMMEDIATE RELEASE

**Scottsdale Area Chamber of Commerce Sets Out to Attract Young Professionals
With New Networking Program**

SCOTTSDALE, Ariz. (November 08, 2017) – The Scottsdale Area Chamber of Commerce is launching a new program targeting young professionals ages 23-39, hoping to attract future industry leaders to the greater Scottsdale area. The program, Scottsdale Rising Young Professionals (SRYP), will meet monthly, with programming alternating between influential speakers, exclusive business tours, philanthropic volunteer opportunities, mentorship and social networking. The program’s kickoff event is set for Tuesday, Nov. 14 from 5-7 p.m. at The Saguaro in Scottsdale.

“The Scottsdale Rising Young Professionals program was created to bring forward developing young professionals and connect them to established leaders of the Scottsdale community,” said Scottsdale Chamber of Commerce President and CEO Mark Hiegel. “We believe this program will elevate both young professionals and the greater Scottsdale community as we foster the drive and loyalty of this talented group” continued Cheri’ Valentino, Vice President of the Scottsdale Area Chamber of Commerce and founder of the group.

The SRYP program will be chaired locally by Ryan Smeets. As Vice President of Business Development at BIG YAM, the Parsons Agency, a Scottsdale-based advertising agency, Smeets will offer unique insight to the program’s target age demographic.

“The landscape of numerous industries is changing and there are significantly more opportunities for young visionaries than ever before,” said Smeets. “This program will help this group gain access to the mentoring and resources they need to take advantage of those opportunities in terms of both access to companies as well as the resources provided through the City of Scottsdale.”

To complement Smeets’ leadership, Isabella Yani, Manager of Partner Sales for Cisco Systems, will serve as the committee’s Vice Chair. The City of Scottsdale continues to attract tech companies and Yani hopes to provide fellow young professionals insight on how to start and sustain a career in this dynamic industry. Under their direction, a leadership committee comprised of 11 young professionals will assist the Scottsdale Area Chamber with the planning and direction for this new group.

Comerica Bank is pleased to be the exclusive annual presenting sponsor of the Scottsdale Rising Young Professionals.

To learn more about other resources available to industry professionals through the Scottsdale Area Chamber of Commerce, visit <http://scottsdalechamber.com/>

Kickoff event details:

- Date: Tuesday Nov. 14th, 2017
- Time: 5-7 p.m.
- Location: The Saguaro Scottsdale – 4000 N Drinkwater Blvd, Scottsdale, AZ 85251
- Fees: Free to Chamber SRYP Members, \$20.00 Non-Members
- RSVP: <http://bit.ly/2IE5iVX>

About the Scottsdale Area Chamber of Commerce

The Scottsdale Area Chamber of Commerce is the largest business organization in Scottsdale, providing advocacy, education, networking, leadership and exposure opportunities to our member businesses. The Chamber actively works to maintain Scottsdale's high quality of life and create an environment where business innovation, excellence and entrepreneurship can thrive. Serving ALL of Scottsdale since 1947!

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About BIG YAM, The Parsons Agency

BIG YAM is an advertising agency based in Scottsdale, AZ with the complete suite of digital and traditional capabilities. We provide a fully integrated experience all under one roof, offering expertise in traditional messaging like branding and public relations, digital marketing like PPC and SEO, custom creative like graphic design and videography and website development like user experience and business intelligence. BIG YAM is bold, disruptive and effective. The way advertising should be. Learn more at BIGYAM.com

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