

# PHOENIX Business Journal

phoenix.bizjournals.com

INFORM. CONNECT. SUCCEED.

JUNE 27, 2008 \$3.95

**S&L SURVIVOR:** Conley Wolfswinkel goes back to his roots with farmland investments. **12**

**HIGH TEE:** Exclusive network targets affluent golf enthusiasts with lure of global greens. **5**

**SEEING THE LIGHT:** Family firm creates energy-saving alternatives. **31**



## McCain's son prepares for roles in the spotlight

June 27, 2008

29



### 2.0 minutes with...

**Dr. John K. Crowe | co-founder  
Scottsdale Medical Imaging Ltd.**

*Scottsdale Medical Imaging Ltd. (SMIL) is a group of 10 outpatient diagnostic imaging centers in the northeast Valley.*

**What is a significant goal you achieved in the past 12 months?** "We took a lead role in a breast imaging study published in the *New England Journal of Medicine*. The study illustrated the benefit of MRI in conjunction with mammography for women at high risk of developing breast cancer. Also, as the



UNLEASHING  
THE ENTREPRENEUR  
INSIDE YOU

### Startup

## Relish: Getting past the green

handler-based Sunshine Specialty Foods was the result of a long-distance craving.

### Trade talk

## Similar businesses can be a resource

Arizona businesses looking to sell their products and services to foreign countries should seek counsel not only from marketing and legal experts, but also from other companies with experience in those markets, according to Natalie Beck, CEO of Cave Creek-based Beck Marketing Services.

"This B-to-B mentorship can be extremely valuable," said Beck, whose firm specializes in marketing, public relations and branding campaigns. She said other businesses can learn from cohorts' real-life experiences in international markets or with foreign customers or partners.

"The world is growing smaller ... so the chances are pretty good that your business will take you outside the country," Beck said.



Beck

### Lessons learned

*How does succession planning fit into your business plan?*

"All three senior vice presidents have been in