

# ARI-START-UP-ZONA™



## **A Great Place to Live! AND a Great Climate to Start and Grow Your Business!**

### **Insights from the Startup Arizona Meeting November 27, 2012**

**I was grateful to participate in the meeting with Scott Case of Startup America hosted by Startup Arizona. It was inspiring to be in the room with about 35 entrepreneurs, investors, non-profit agency representatives, etc.**

While my two primary start-up companies that are based on the Benefit Corporation model are located in Sedona (Universal StewardHeirShip, Inc. and the Community Economic Development Resource Center, Inc.) our focus is national. We are helping establish a network of Community Economic Development Benefit Corporations in the 26 states that have passed Benefit Corporation legislation and helping them get positioned to access the Crowd Funding provisions of the JOBS Act to foster innovation, collaboration, job creation and sustainability.

After I attended the StartUpArizona meeting, I drove to San Diego County for meetings with the cofounding board members of the 4 Benefit Corporations we have incorporated there since the State passed the legislation. On the way, as I reflected on the conversations we shared and some of the highlights, I was reminded of ***The Great Community***, a short article written in the 1940's by Arthur Morgan.

Morgan was the author of several classic books on community including ***The Small Community***, the founder of Community Service, Inc. (now Community Solutions, Inc.) and President of Antioch College in Yellow Springs, Ohio. As a Community Economic Development Specialist, a Community Economic Development Finance Professional and 25+ year resident of "intentional communities", I have always deeply appreciated Mr. Morgan's legacy works.

I especially appreciate **The Great Community** that I feel is so relevant to the conversations we had about connectivity, celebrations, fostering entrepreneurship, helping engage students through training and internships, facilitating economic development and sustainable communities throughout the State of Arizona, etc. **The Great Community** is available at <http://www.cedbcorp.com/TheGreatCommunity.pdf>.

As a result of about 15 years with the US Department of Housing and Urban Development (in Detroit, Chicago, St. Louis, Richmond, and Washington, DC), I am familiar with Empowerment Zones, Enterprise Zones, Redevelopment Zones, etc. As I continued my 6 hour drive to San Diego, I passed a couple of signs promoting the Arizona Centennial that has the star in it from the State Flag.

A while later I crossed the state line and saw the star again in the State flag at the inspection center on the other side of I-10. I started brainstorming possible ways to help brand some of the insights we articulated during our break-out sessions and incorporate the words star, Arizona and startup.

What flashed into my mind were various combinations of the words Arizona and Start-Up. That led to three versions of ARI-START-UP-ZONA (including one with the 7 colors of the rainbow for the words start-up) and ARI-STARTUP-ZONA™ and Ari-START-UP-zona. When I got back to San Diego and had time to conduct some research, I was inspired to purchase the following 6 domain names:

[ARISTARTUPZONA.COM](http://ARISTARTUPZONA.COM)  
[ARI-STARTUP-ZONA.COM](http://ARI-STARTUP-ZONA.COM)  
[ARI-START-UP-ZONA.COM](http://ARI-START-UP-ZONA.COM)  
[ARISTARTUPZONA.ORG](http://ARISTARTUPZONA.ORG)  
[ARI-STARTUP-ZONA.ORG](http://ARI-STARTUP-ZONA.ORG)  
[ARI-START-UP-ZONA.ORG](http://ARI-START-UP-ZONA.ORG)

If the committee and or Startup Arizona feel that 1 or more of these domain names could be useful to this process, and would like to use them in support of the non-profit Startup Arizona, I would be happy to transfer ownership of the domains as a donation.

Of course, as an entrepreneur and member of Startup America and Startup Arizona, I would appreciate it if a brief note could be provided whenever they are used stating that the domain names were donated by Universal StewardHeirShip, Inc. and the Community Economic Development Resource Center, Inc..

I would also appreciate a statement attributing the phrase to us as well. In fact, I feel it has enough potential to offer to make a donation to Startup Arizona to help cover the costs to trademark the phrase ARI-STARTUP-ZONA.

[Charles Betterton](#), [MSCED](#)

Founder and CEO of [Universal StewardHeirship](#) and the [CED Resource Center](#)  
PO Box 20072, Sedona, AZ 86341. Phone: 928-554-4715. Email: [ceo@cedbcorp.com](mailto:ceo@cedbcorp.com)

## The Great Community by Arthur Morgan

**"Where there is no vision, the people perish. So it is with communities"**. Americans have had no great expectations of theirs, and have had no picture of what a great community might be like. The hope of the small town has been, not to be a great community, but to become a city. Seeing our communities as of little importance, we have neglected them, robbed them, and fled from them.

Only as we come to see them as the sources of population and of national character and culture, and as possible centers of interest and opportunity, will our young people choose them for their life careers. Economic and social security are not enough. If a community is to hold its boys and girls, building with them a great community, it must be to them a place of significance and of high adventure.

Because economic security is so generally lacking, many have felt that if a whole community should be economically secure, other limitations would disappear and the good community would emerge. Yet often where economic security has existed the community has been uninteresting, if not banal, and young people have fled from it. Other communities, with the idea that education is the magic key have staked their hopes on schools and colleges, only to find their young people driven from home to seek careers. There have been many ethically fine communities in which nearly every family lived in a spirit of good will.

Believing that fine human relationships is the one essential of a good community, they rested on their fortunate condition. Young people of such communities, finding few home opportunities for adequate careers, and lacking a vision of the Great Community, left for more promising fields. In this manner, many fine communities have been almost depopulated.

The Greatest handicap to human progress has been a partial view of life. When people set their hearts on achieving some particular excellence, their success has sometimes been remarkable, but the resulting lopsided development has often resulted in social breakdown. All-round growth may be slower and less spectacular, but is more enduring. That is true of communities as of people. The Great Community must be built on a full all-round view of life and its possibilities.

The Great Community will achieve a living unity. It will not be just an aggregation of individuals, families, congregations, firms, cliques, and interests. Holding that 'that which unites us is greater than that which separates us,' it will develop unity of outlook, purpose, and program without thwarting individual or group autonomy. Its various organizations will not tear the community apart to advance themselves, but will be agencies of an enlarging and unifying community life."

Arthur Morgan wrote The Small Community and The Great Community in the 1940's. He founded Community Service, Inc. (<http://www.smallcommunity.org/home.asp>) which has evolved into Community Solutions (<http://www.communitysolution.org/>) and he served as President of Antioch College in Yellow Springs, Ohio.