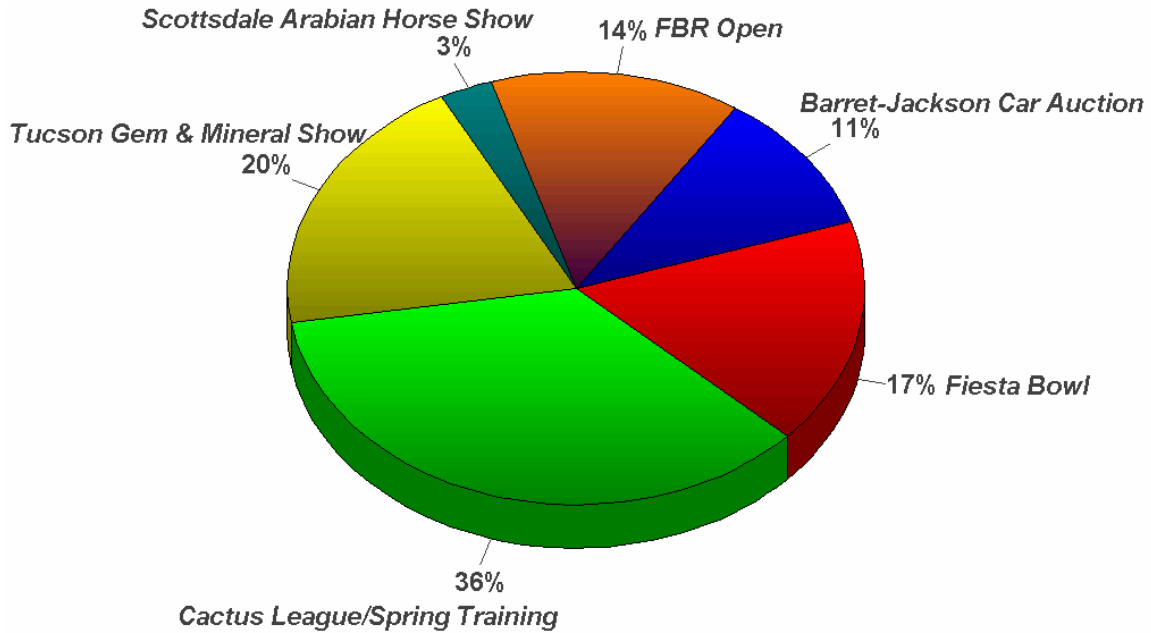


Cactus League Dominates Arizona Special Events



The Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor asked small business people about their favorite special event in Arizona. The largest proportion of responses was for Cactus League Spring Training (36%). The Tucson Gem and Mineral Show came in second at 20%, followed by the Fiesta Bowl at 17%, the FBR Open at 14%, and the Barrett-Jackson Car Auction at 11%. The only option in single digits was the Scottsdale Arabian Horse Show which scored 8%.

According to the poll's director, Dr. Michael O'Neil, "I wasn't surprised to see baseball (36%) and football (17%) high up in the rankings. The 20% who cited the Tucson Gem and Mineral Show, however, did surprise me; probably, because I had never heard of the Tucson Gem and Mineral Show. I guess I don't get out much."

*These results are taken from the Q2 **Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor**. This project provides insights to support business leaders in companies of all sizes to make key economic decisions, as well as sharing small business attitudes on major political issues. **O'Neil Associates**, a national public opinion research firm based in Tempe, sent surveys to ASBA's membership of 3,000 small businesses across the state in late June as it did at the end of Q1 2008. The survey covered a wide range of economic issues, including business performance, revenue and job growth, and overall business confidence ratings. Results provide insights into the perceptions of business owners on the economic health and vitality of the Arizona economy. The survey has a margin of error (at the 95% confidence level) of approximately +/-6%. Silver State Bank President Mike Thorell said: "This release continues our efforts to inform the business community about significant economic, social, and political trends affecting Arizona."*

Results of this survey may be cited freely with the proviso that they be cited as the "Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor"

The Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor is made possible by a cooperative effort of

- **Silver State Bank** is Nevada's largest small business lender and has recently expanded its operations in Arizona.
- **ASBA**, the Arizona Small Business Association, is the leading voice for small businesses in the State of Arizona.
- **O'Neil Associates**, a national public opinion research firm based in Tempe, has done over 1700 public opinion and marketing research projects since 1981. These include surveys and focus group projects for a wide array of businesses throughout the country.

For a complete copy of all **Silver State Bank/ASBA/O'Neil Associates Arizona Economic Indicators Monitor** reports released to date, as well as opinion research reports on an array of other topics visit <http://www.oneilresearch.com/publicdomain> or click on the banner below.



For Further Information or to schedule media interviews contact *via email*:

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