

# Arizona Daily Star

## business

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®

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## AN ECO-SAVVY HOW-TO MANUAL



RON MEDVESCEK / ARIZONA DAILY STAR

Gina Murphy-Darling, the host of the online radio show "Mrs. Green," says a trip along the Amazon that came to a bleak, deforested area, was her "ah-ha moment."

## Mrs. Green's story blossoms in new book

By Johanna Willett  
ARIZONA DAILY STAR

**Gina Murphy-Darling**, or "Mrs. Green," hopes that people keep her new book in the bathroom.

Everyone spends time there, she says, so you might as well have something good to read. It's a way to conserve time, too, and conservation is what Mrs. Green is all about.

Her book "Your Mother Called (Mother Earth) ... You'd Better Call Her Back!" tells the story of Murphy-Darling's detour from the corporate world and into the green one. From a life-changing trip to the Amazon in Peru to her first, 30-minute radio show on KNST 790-AM, Murphy-Darling, 64, shares her personal journey and how readers can add some eco-savvy to their own lives.

"It's a how-to manual for a manageable, greener lifestyle," she says.

Murphy-Darling was 57 and retired from a career in social services when she started Mrs. Green's World Radio Network in 2008. What began as a radio show with expert guests morphed into a weekly podcast, newsletter, blog and variety of other media. The show streams every Saturday from noon to

### TUCSON FESTIVAL OF BOOKS

Find Gina Murphy-Darling at the Tucson Festival of Books. 2 to 4 p.m. Saturday, March 14 at the Bookmans Entertainment Exchange booth.

11 a.m. to 1 p.m. Sunday, March 15 at the Tucson Electric Power Co. booth.

Find "Your Mother Called (Mother Earth) ... You'd Better Call Her Back!" by Gina Murphy-Darling on Amazon for \$11.95. The book is published by Wheatmark.

1 p.m. at [mrsgreensworld.com](http://mrsgreensworld.com) and at other times.

Murphy-Darling is also a community representative for the University of Arizona's President's Advisory Council on Environmental Sustainability and member of Local First Arizona, Angel Charity for Children and other organizations. She has been recognized several times as an influential woman in the community.

"She brings a perspective of someone with a lot of exposure to what's going on in the community," says **Ben Champion**, an administration representative on the council and direc-

tor of the university's Office of Sustainability.

But it took some time for these seeds to sprout. It started small.

### IN THE AMAZON

Murphy-Darling will never shake the memory of drifting down a Peruvian river past a cleared area of jungle. Huts and families still spotted the barren land.

"I remember looking and seeing this amazing, National Geographic setting of trees and birds and life," she says. "And then we came across an area that had been clear-cut and the erosion and starkness of it ... that was my most painful ah-ha moment."

Seeing the deforestation on that 10-day trip changed her. Those trees were never coming back.

"It was intimate, down the back rivers, and I was terrified," she says of the life-changing trip.

Her group went deep in the jungle, and Murphy-Darling wondered how they would find their way out. They met with tribal medicine men who told stories about the land and the forests.

See **GREEN**, D5

## Marana, Oro Valley entice businesses through incentives

Tucson employs similar programs to help growth

By Max Lancaster

FOR THE ARIZONA DAILY STAR

While Tucson has made headlines for its tax incentives to drive business development — and sometimes the failures of those efforts — its two neighbor communities just to the north have been quietly using a similar strategy on a smaller scale.

During fiscal year 2014, three companies, Ventana Medical Systems, International Towers Inc. and Al Coronado Plumbing, agreed to establish a business in Marana, says **Curt Woody**, Marana's economic initiatives manager.

The Marana Job Creation Incentive Program requires companies to invest at least \$1 million and create at least 10 jobs paying \$40,000 or more — standards the three companies are still trying to meet to qualify for incentives.

The program was created in 2010 and originally required a minimum investment of \$2 million. However, the investment threshold was lowered to increase interest from outside

businesses.

It only had one applicant before the city lowered investment standards.

If the three companies working to qualify for the program are successful, they could be reimbursed for employee relocation, job training, student internships, training opportunities and sustainability measures.

Incentive amounts are not currently known, as they depend on how much is invested in each business.

Woody says Marana's incentives program is in a good spot right now, but he hopes to see increased interest from a diverse selection of businesses in the future.

"A stable community requires a variety of businesses," Woody said. "For every business you create, new jobs are formed."

Oro Valley does not have a formal tax-incentive program, but does give businesses tax incentives on a case-by-case basis.

In 2005, Oro Valley agreed to a 10-year tax incentive with BP Magee that gave the company 46 percent of the sales-tax revenue generated by

See **RECRUITING**, D5



COURTESY OF WORLD VIEW

The helium balloon used for World View's first test flight with a parafoil.

## Local space tourism company one step closer to manned trip

By Kayla Samoy

ARIZONA DAILY STAR

Commercial space tourism is one step closer to being a reality.

Last month, World View Enterprises Inc., a Tucson-based commercial balloon spaceflight company, successfully flew the first parafoil, a wing-like parachute, from the edge of space.

Though the company has flown a high-altitude balloon at that height before, this is the first time a parafoil has been flown at 102,200 feet, which is roughly the altitude it hopes to fly passengers.

Instead of being propelled by a rocket, World View's vessel is attached to a lighter-than-air helium-filled balloon that lifts it off the ground. The gentle ascent 20 miles above Earth takes one to two hours as the balloon expands and decreases in density.

The craft will hover at the target altitude in the stratosphere for around

two hours, and the goal is to give six passengers — who will pay \$75,000 for a seat — time to admire the view, and researchers time to conduct experiments.

To return to the ground, the pilot releases helium from the balloon. At around 50,000 feet, the balloon separates and a parafoil guides the capsule the rest of the way down to a landing site, which could be as far as 300 miles away from the launch site. A private plane will take passengers back to the starting location.

Prior to February's test flight, the highest a parafoil had flown was 15,000 feet. At 102,200 feet, there is limited air pressure and density, which makes deployment more difficult.

"Unlike in lower altitudes where a parafoil starts getting hit by a lot of air that allows it to inflate, there are very little molecules up there to interact

See **SPACE**, D3

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