

3 reasons Apple Watch will — or won't — change the game

By Brandon Bailey
THE ASSOCIATED PRESS

Apple CEO Tim Cook will make his case for the Apple Watch at a press event Monday, where he's expected to show off more features and apps. Expectations are high — but the market is awash in smartwatches that have gained little traction.

Here are three reasons the Apple Watch might finally move the needle in the smartwatch industry — and three reasons it might not.

WHY IT WILL CHANGE THE GAME . . .

MORE FEATURES THAN RIVALS HAVE: Along with email, texts and phone calls, Apple says its watch will

present news, health readings and other notifications in creative ways that can be read at a glance. It will have a heart rate monitor and accelerometer, and an internal motor that can signal the wearer with a subtle “tap” on the wrist. And Siri and Apple Pay will be built in. Apple is working with outside companies to create more apps, such as using the watch as an electronic “key” for hotel doors or even cars.

POWERFUL BRAND: The world's biggest tech company has a reputation for quality and a direct conduit to customers — it operates more than 400 retail stores around the world. And it has deep pockets to



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Advertising will ramp up this week for the new Apple Watch.

spend on advertising.

TRACK RECORD: This wouldn't be the first Apple product that revolutionized a market where rivals struggled to break through. Most music players, smartphones

and even tablets by other companies failed to catch on before Apple provided devices so appealing they created demand, said Forrester Research analyst J.P. Gownder.

has really caught on. About 5 million smartwatches were sold worldwide last year. In comparison, Apple sold 74.6 million iPhones in just the last quarter.

... OR NOT

WHAT'S THE NEED?: Most smartwatches — including Apple's — work only with a smartphone nearby, so you can't swap one expensive gadget for the other. A recent Forrester survey found some respondents didn't see a reason to buy a smartwatch because they already owned a less-expensive fitness band or a full-featured smartphone.

CONSUMERS NOT EXCITED: You can already buy smartwatches made by giants like Samsung, Sony or LG, or from a startup like Pebble, that track your heart rate, show you email and deliver other online services to your wrist. None of them

PRICE AND OBSOLES-CENCE: Many of today's smartwatches sell for \$200 or less. Apple plans to sell three models, starting at \$349, but Piper Jaffray analysts predict the average buyer will pay \$550 for a watch and extra, interchangeable bands. An 18-karat gold “Edition” model is expected to cost thousands. It's a lot of money for something that could become outdated if Apple releases a new model every year or so.

RECRUITING

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its development, the Oracle Crossings shopping center, said Oro Valley Finance Director **Stacey Lemos**.

The incentive is scheduled to end on Sept. 1, or when the company makes \$6.5 million in shared sales tax revenue. Since January, BP Magee has collected \$2.5 million in sales-tax revenue. Oro Valley also does not have a property tax, which it considers an ongoing incentive for everyone, Lemos said.

Sahuarita also does not have a formal incentive program due to lack of big business interest and priority

focus on residential development.

“Sahuarita has not been a target for big business,” Economic Development Manager **Victor Gonzalez** said. “We are focused on residential development, and just don't have the resources for a formal incentives program.”

Enticing businesses with tax breaks is not a new strategy for Tucson. According to the city's Office of Economic Initiatives, those incentives have pumped \$208 million into the Tucson economy and created more than 1,000 jobs since 2012.

Chris Kaselemis, the program's director, says the city's tax-incentive program plays an essential

role in stimulating the local economy.

“Investment in the city is important,” Kaselemis said, “Tax incentives don't just go to rich developers, they help people improve their quality of life.”

The state's government property lease excise tax and the city's Primary Jobs Incentive are two of the most frequently used incentives by the city.

Thirteen companies have applied for the GPLET and PJI since 2012, with a projected capital investment of \$208.25 million by 2016.

Employees of companies benefiting from the PJI program pay an average salary of \$63,000 dollars per year, according to documents

from Tucson's Office of Economic Initiatives.

The incentive waives 100 percent of a business's construction sales tax and building permit fees, as long as that money is used on job training or improvements on infrastructure.

A GPLET gives projects a property-tax abatement for up to eight years, as long as they are located in a business district and see a property-value increase of 100 percent or more.

Offering the tax breaks has an element of risk for cities.

Tempe and Phoenix attempted a GPLET program in 2010 that cost the cities an estimated \$31 million in lost property-tax revenue

and gave buildings such as CityScape in Phoenix a 99-year, property-tax-free lease. Critics of GPLET also feel the program gives unnecessary tax breaks to the wealthiest businesses, leaving small businesses to pay the bill.

However, **Robert Medler**, vice president of government affairs at the Tucson Metro Chamber of Commerce, thinks Tucson's use of tax incentives is backed by the community.

“Taxpayers and the community want to use these mechanisms,” Medler said. “These incentives create long-term jobs that help the community more than the forgone property tax.”

Kaselemis said Tucson

is trying to safeguard the larger community's interest in offering the breaks by limiting the length of tax abatements, and increasing performance standards.

Both programs require all prospective businesses to invest a minimum of \$5 million into their city project, and they must hire all promised employees before they qualify for incentives.

“We verify that every business meets our standards before they qualify,” Kaselemis said. “If standards are not met, the company receives no benefits.”

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GREEN

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She needed to tell other people what was happening there.

When she got home, she attended a conference called *Awakening the Dreamer, Changing the Dream* put on by the Pachamama Alliance, an organization devoted to environmental conservation.

“I stood up and said, ‘I'm going to start a radio show,’” she says. At the time, she was retired. Within three months, the show, then called “Mrs. Green Goes Mainstream,” was live.

ON AIR

A staff of seven now work part-time to help Murphy-Darling manage her radio personality and online presence.

She records in a home office that doubles as a studio, interviewing scientists, winemakers, foodies, composers, writers and farmers — anyone with expertise in an area of sustainability.

Rather than pick an area of specialty, she learns from the experts to apply an integrated approach to raising environmental awareness.

Her guests come from all over, and her Facebook page has more than 4,650 likes. After about two years of local broadcasting, Murphy-Darling moved her show online for increased access. She says she has listeners in 32 countries. Her general demograph-

ic is women ages 25 to 60, who she calls the “consumer heads of household.” She estimates that she has about 20,000 listeners each month.

For several months at the show's beginning, event promoter and business coach Janet Rae co-hosted.

“Gina's passion and determination is infectious and really made this thing fly,” Rae, 55, says.

To brainstorm the mission of Mrs. Green's World, the two women took long walks through the desert, later scrawling ideas on a big white board. The day they landed on a mission statement, they celebrated.

“It was one of those weird Tucson days where it gets cold and rainy and dark, so it was the perfect day for creating,” Rae says.

“We celebrated that we knew we had created something beautiful. We got drinks and looked at the mountains. Those days are magical in Tucson.”

AT HOME

When Murphy-Darling returned home from the Amazon with a glint in her eye and an idea in mind, her husband, **James Darling**, 62, wasn't surprised.

“It was nothing out of the ordinary,” he says. “When she was in social services, she was very passionate about that. She is either all in or all out on most things, so it wasn't a shock.”

Murphy-Darling moved to Tucson about 40 years ago and got a job with a

county adult education program, helping people learn English and work toward a GED.

From there, she says she was part of the beginning days of Arizona's refugee resettlement program and founded Parents and Children Together Inc. That organization is now part of Providence Service Corp. She also co-founded and served as president for StrengthBuilding Partners, a mentoring nonprofit.

In all of it, she worked with at-risk families and youths to focus on solutions, not problems.

“It just morphed from families and into the planet,” she says.

She has always focused on individual action.

“What I like about Mrs. Green is that she doesn't start out with ‘save the whales and send \$3,000 to so and so,’” says 59-year-old **Cathy Rankin**, a listener-turned friend who owns Tempco Air Environmental. “The first things I learned were so simple and cost me nothing.”

Take, for instance, Murphy-Darling's crusade against plastic bags. She has even designed a compact, neon green bag that wads up into a portable puff.

“I wouldn't be caught dead using a plastic bag, because I think, ‘What would my mom think if she saw this,’” says one of Murphy-Darling's three daughters, 26-year-old **Emily Murphy-Darling**.

Beyond plastic bags, Mrs.

Green vows never to use disposable water bottles. She shops secondhand and tries to eat a more plant-based diet. For a carnivore at heart, that's a tough one.

Her husband is in it with her. The couple tries to shop and eat local whenever possible.

“It's not really possible to change everything all at once, and that's a pipe dream. . .” Darling says. “You do what you can and that's the thrust. No matter what you do, no matter how small, it adds up.”

IN PRINT

It took more than two years for Murphy-Darling to jot down and edit the story and lessons of Mrs. Green.

“Her subject matter is really darn serious,” says Murphy-Darling's book editor, **Barbara McNichol**. “She knows how to lighten the seriousness of a topic through her passion and her humor.”

Murphy-Darling's story begins growing up in New Jersey, when her mother washed tin foil and reused wrapping paper for years. She marvels that she continued to believe in Santa Claus.

Her daughter Emily, who now lives in New Mexico, remembers her own mother washing plastic bags to reuse in lunches.

On family vacations, they played games such as “recycle camp,” Emily Murphy-Darling says, romping through the forest to pick up trash.

Still, her mother says, it has been a “gradual awakening.”

“The more I did it, the more I realized it was not just about the health of the planet, but it was about our own health,” Murphy-Darling says. “How do we help

systems change? It's always the same, by one individual making a difference, one step at a time.”

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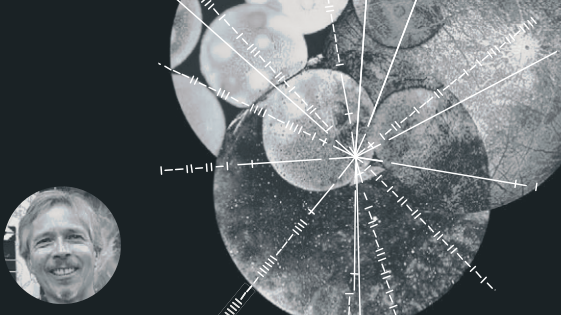
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