

Linda Morales Wins Tucson Business Edge 40 Under 40 Award

Tucson, AZ.
August, 2007

Tucson Business Edge has been honoring 40 individuals under the age of 40 for the past three years in their 40 Under 40 awards. This year, The Planning Center is proud to announce that one of its principals, Linda Morales, was chosen as one of those winners. Linda's achievements include co-managing a 30-person consulting firm, participating in some of Tucson's most controversial planning cases, and serving on committees that take an active part in planning the metropolitan Tucson area in a responsible way.

Linda Morales

**Principal/owner,
The Planning Center**
Age: 39

Community involvement:
Metropolitan Pima Alliance,
board member; Tucson
Stamwiler Advisory Committee,
chair; City of Tucson Houghton
Area Master Plan Community
Advisory Committee; LaSve
Family YMCA, board member

Best advice you could give:
Take only the advice you think is
good; ignore the rest. Only you
can know what's right and wrong
for you.

**Describe yourself with one
word:** nonstereotypical (or is
that atypical? Or maybe just
abnormal?)

You attribute your success to: A
strong work ethic, thanks to my Midwestern upbringing and my parents, as well as
a lot of help, patience and support from my husband.

A word from the nominator: "Linda has proven that she is deeply devoted to the
southern Arizona community through her professional and service oriented
endeavors. Her knowledge of the different communities . . . has helped Linda
develop and cultivate a variety of relationships. This, in turn, has enabled her to
bring different sides of a project together for their voices to be heard, resulting in
attractive and sustainable outcomes." – Steven Eddy, planner, The Planning Center

