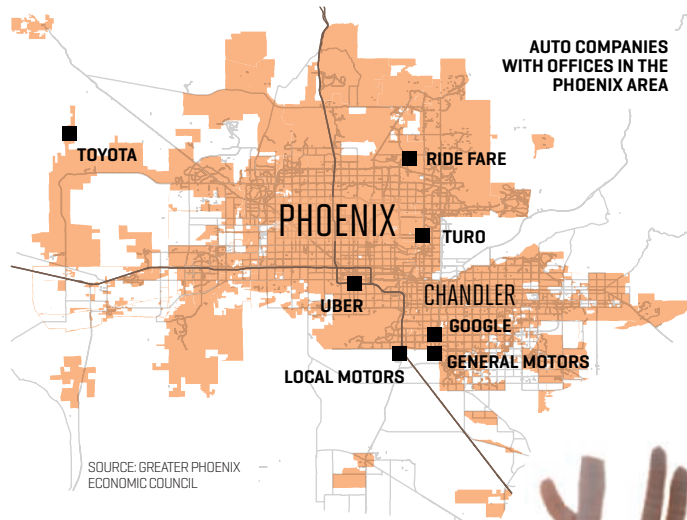


SILICON DESERT

THE COUNTRY'S HOTTEST NEW AUTOMOTIVE CITY IS ... PHOENIX?

HOW ARIZONA TURNED ITSELF INTO A PARADISE FOR THE TECH-CENTRIC AUTOMOTIVE INDUSTRY. BY SUE CALLAWAY

TWO THINGS you probably know about the Phoenix area: It has a lot of golf courses (more than 200). And it's hot (85% of the days per year are sunny). What you may not know: It's one of the top five growth markets for tech in the U.S. Intel alone has two factories in the region, and there are 66,000 IT workers—more than in Denver or Austin. It's also fast becoming a center of the burgeoning



Driverless cars are learning to navigate in dust and extreme temperatures.

industry of self-driving cars.

Google announced earlier this year that it will make Chandler—one of the 23 cities that comprise the greater Phoenix metro area—the next hub for testing and developing its expanding fleet of autonomous vehicles. Two years ago GM chose Chandler as the site of one of its four IT centers responsible for inventing global software systems across the company's business units—with some 900 employees. Cruise Automation, a startup exploring self-driving systems that GM recently acquired for more than \$1 billion, has opened facilities in Phoenix. And others, from behemoth Uber to nascent Local Motors, have built significant presences in the region.

Why Phoenix over, say, Silicon Valley? Or even Detroit? Businesses say they like the low costs, strong infrastructure, and huge pool of computer-science grads from local universities. Moreover, the state's governor issued an executive order calling for autonomous driving in the state "regardless of whether the operator is physically present." And robots don't mind the heat.

NO ONE IS SAFE HACKERS PICK OFF CELEBRITY EXECS ON TWITTER

As long as you exist online, hackers will try to take over your personal accounts. That warning goes double for people with high profiles and large social media followings. Don't take it from me, dear reader. Ask any of these CEOs on Twitter who had to learn the hard way. —ROBERT HACKETT



MARK ZUCKERBERG
FACEBOOK CEO

Maybe he just didn't care (his last tweet was in January 2012), but @finkd's password was, apparently, "dadada."



BRENDAN IRIBE
OCULUS CEO

The puppeteers in control of Iribe's avatar went to town, posting, among other missives, "if Brendan wants his Twitter back i want a free oculus rift so i can watch porn the cool way."



MIKKEL SVANE
ZENDESK CEO

The digital vandals replaced Svane's photo with the image of a grotesque cartoon frog, a popular Internet meme.



MARTIN SHKRELI
TURING PHARMACEUTICALS EX-CEO

The former CEO, much reviled for jacking up drug prices, was apparently targeted by hackers who made his account name "Martin The God" and posted "I am now a god" on his account.



JACK DORSEY AND DICK COSTOLO
CURRENT AND EX-TWITTER CEOs

Twitter's top twerps got hit by the group that targeted Zuckerberg, which likely accessed their accounts via third-party sites. "We are just testing your security," the hackers posted as Costolo. How reassuring.

CAR: COURTESY OF GOOGLE; ZUCKERBERG: KAY NITFIELD/AP/GETTY IMAGES; IRIBE: HARVEY TAYLOR/CORBIS/REUTERS/GETTY IMAGES; SVANE: DAVID PAUL MORRIS/BLOOMBERG/GETTY IMAGES; SHRELI: PETE MAROTICH/BLOOMBERG/GETTY IMAGES; COSTOLO: DAVID PAUL MORRIS/BLOOMBERG/GETTY IMAGES; WILLIAMS: BEN GAMER/GETTY IMAGES



FRUIT
31,000 POINTS

HERBS
10,000 POINTS

VEGETABLES
19,000 POINTS

DAVID AND EMILY OJOBARO
OWNERS, SQUEEZED ONLINE

HOW 60,000 POINTS HELPED CREATE A PICK-YOUR-OWN JUICE BAR IN THE MIDDLE OF THE CITY.

David and Emily Ojobaro from Squeezed Online used the points earned from their Chase Ink card to buy the fruit, veggies and herbs needed to create a pop-up, pick-your-own juice bar in the middle of the city. So now everyone knows they have some of the freshest juice in town.

See what the power of points can do for your business, by earning 60,000 bonus points. Learn more at Chase.com/Ink.



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