

Steve Rizley



Education and Training: BA, communications (advertising emphasis), BYU, 1992; MBA Thunderbird, Garvin School of International Management, 1993

Job Position in 2006: Cox Communications vice president and regional manager in Arizona

Family: Rizley has been married thirty years to Marilyn Berg Rizley (BA, BYU, 1977). Their children are Cassandra Rizley Monds (BS, BYU, 2002), Andy Rizley (BA, BYU, 2003), Steve Rizley (BA, BYU, 2007), and Beth Ann Rizley (a BYU student currently serving in the Peru Piura Mission). They also have two wonderful daughters-in-law, a great son-in-law, and four exquisitely beautiful grandchildren.

Awards and Honors:

President, Scottsdale Arizona North Stake
Chair-elect, Greater Phoenix Chamber of Commerce
National Advisory Committee, Marriott School, BYU
NCTA Vanguard Award recipient, 2005

Questions and Comments:

What advice would you give to an up-and-coming student in your area?

Pay as much attention to the process of learning as you do to the knowledge you gain. There are things about the manner in which you get to the degree that are as important as the degree itself. The college-honed capacity to be persistent, creative, inquisitive, and optimistic will endure much longer in your life than perishable, subject-matter job skills.

What brings you the most happiness or satisfaction in your career? What are some of the frustrations of your career?

I wake up every day surprised that I work in this industry, for this company, in this capacity. I sold advertising for much of my career and loved just about every minute of it. To be chosen relatively late in my career to run Cox Enterprises' largest business operation has been the break of a lifetime. On the downside, I dropped out of BYU in 1979 and did not finish the communications degree until I was in my thirties. What a mistake that was. But thanks to wonderful BYU professors and advisors like Denis Martin, Brenda Butterfield, and others who helped me resurrect my college career, I completed the degree.

How has being an active member of the Church affected your work in this field?

I believe trying to live according to the gospel makes one much more intentional about trying to be successful for one's employer. The first month I was on the job for Cox I was called as an LDS bishop. I had to go to my new boss and explain that I would need flexibility for the Church service and emergencies that would inevitably come up. As I started to describe what a bishop is and how the Church works, he waved his hand as if to dismiss my concern and said, "We have Mormons in our headquarters organization in Atlanta and in our company's law firm. I know about Latter-day Saints. I am sure you will honestly give us the work

output we expect." What a break! But also, what a challenge to make certain I succeed for my employer and make a good impression for the Church as others did to pave the way for me.