

You are a **GOOD MAN, SON**

In September 2003, I met Gregory E. Torrez, his brother Raoul, and sister Royna when they were awarded the Spirit of Enterprise Family Business Award. I was impressed with Gregory who took the lead role in representing their company, Azteca Wedding

Enterprises. He intrigued me and I made a mental note to follow up on our brief meeting. I did so in April 2004, at which time I visited AZTECA and spent time touring and visiting with Gregory.

Gregory E. Torrez is an expressive, impressive man with a deep, warm respect for family and tradition. The eldest son of Adolfo and Kay Gasink-Torrez, who founded and built the highly successful Azteca Wedding Enterprises. He admired both parents for their different sets of talents and business sense. Gregory says of his parents, “My dad was president, my mom was secretary, treasurer and everything else. My dad got ideas-my mother influenced them, and then made them happen.” Gregory has wisdom, foresight, creativity, passion and steadfast persistence. He is on one hand, competitive and a master salesman. On the other hand, he sees potential in others and respects people for what they are or what they contribute. A sensitive, empathetic and loving family man, he’s been married to wife Josephine for 36 years and has four children and 10 grandchildren.

He is recognized as one of the top influential business people in the greater metropolitan Phoenix area. He presently serves on six boards and commissions, has seven business affiliations and memberships, and holds

partnerships with 22 community organizations. He has received more than 15 significant business awards and recognitions for his community activities and business success and serves as an advisor to the governor of Arizona.

Torrez’ impressive list of business and volunteer relationships include:

- A one-third partnership in the Azteca Wedding Enterprises
- The presidency of Torrez International LLC, a company he founded
- A partnership in Paradies-Phoenix, a joint venture in 15 retail stores at Phoenix Sky Harbor International Airport
- A joint partnership in Arizona ShuttlePort, the transportation system that serves the car rental organizations at the airport
- CPLC (Chicanos Por La Causa);
- Integrity Parking
- A relationship with Veolia Transportation System, an international group out of France that manages 62 busses to and from the airport to rental car companies.

End of story? Yes and no. The exciting story is how he came to be the impressive man he is, the accomplished 2nd generation entrepreneur he is today. It is the multigenerational story of a father’s and mother’s success in starting and developing businesses, but, more importantly, their success in molding their children, in this instance, Gregory.

Gregory will tell this story mainly in his own words and style, a story that is intimate and showcases the impact of his father and mother, two towering, successful entrepreneurs whose simple backgrounds reflect the world of early Phoenix and Arizona. It is a slice of history.

It is a rich history of involvement in the local community and the foundation of his character as he grew up experiencing life and the family values of his parents.

He was taught well by his father and mother, both dynamic and entrepreneurial. His father Adolfo was abandoned along with his brother in Winkleman, Arizona, as preschool children and were raised by grandparents who brought them to Glendale, Arizona. Adolfo boot-strapped himself from field hand to shoe shine boy, to owner of the shoe shine

RIGHT TO LEFT: BROTHER RUPERT, FATHER ADOLPHO, GREGORY, WIFE JOSEPHINE, MOTHER KAY, SISTER ROYNA, ELIZABETH ROSELL, BROTHER ROUAL, UNCLE ROBERTO AT THE OPENING WEEK OF EXPANSION IN 1985.

