

# ***The Arizona Coach Talker***

**Volume 17, Issue 3 January 2004**

**First Meeting of the New Year!!**

## ***Travel and Tourism..... A Means to an End?***

**Monday, January 5, 2004**

**Pueblo Grande Museum, 4619 E. Washington Street, Phoenix, AZ  
(Just East of 44<sup>th</sup> Street, South side of Washington)**

**6:00 P.M. Registration/Hospitality ~ Networking!!**

**7:00 P.M. Program: Jonathan Duncan**, Executive Director of the Institute of Eco-tourism in Sedona. Jonathan will discuss ***'The Travel and Tourism Industry as a Global and Environmental Force'***, and how our industry (locally and globally) can - and does - play an important role in sustaining our planet. The Institute of Eco-Tourism is committed to solving environmental problems by promoting environmentally conscious tourism as well as inspiring and educating visitors and the local community on the many natural and cultural resources in our region.

Travel and Tourism is the world's largest industry and is also among the fastest growing economic sectors. Our industry accounts for 10.2% of the world's total economic output (\$3.53 trillion), 194.6 million jobs (1 in 13 jobs on the planet) and is expected to grow 4.6% annually during each of the next 10 years!

The Institute of Eco-Tourism is the beneficiary of the RED ROCK FANTASY, Sedona's 13<sup>th</sup> Annual Family Light Festival at Los Abrigados Resort. For more information on this Christmas light fantasy, call 928.282.1777 x 7054.

**8:00 P.M. Business Meeting.**

***Please R.S.V.P. by January 2, 2004 to Joan Moran, 480-538-7999  
(We don't want to run out of goodies for Hospitality!)***

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### **President's message**

Our November 3 meeting more than met expectations for member attendance....when was the last time 60 members showed up for a meeting.... and especially one in the foothills of Carefree! Thank you all for your interest in the future of the AGA, and for your comments, concerns and ideas. As a result of your input at this meeting, we have identified four focus areas to improve the AGA and to better serve its membership. These include:

1. Creating a 'Road Map' for Guiding, i.e. a handbook for becoming a member of the AGA. It will cover: 'how to' become a guide; listing resources such as schools, classes, etc. to help 'guide' members towards the area they want to pursue.
2. Establishing a Code of Conduct and Ethics for AGA Members
3. Formulating a 'Classification System' for 'Guiding', i.e. a method to determine who is experienced and qualified in our various 'guiding' areas. This is essential, particularly since our AGA brochure states that our members 'provide quality staff for programs', and we can only determine that by a system that identifies the education and experience of our membership.

4. Developing our new web site as a tool to promote our association within the industry, thereby bringing more visibility - and viability - as a valuable resource in the tourism industry.

We are now working toward these goals, and it is my personal commitment to you, that when this 2003-04 season concludes in June, we will have these policies and guidelines in place. Thank you all for your continuing support as we forge ahead in creating a strong association that meets the growing needs of our tourism industry with professionalism, proficiency, and integrity.

Thanks for your continued support!

C.S. McFadden

*~~ Happy Holidays and Best Wishes for a Successful New Year!! ~~*

## **Note from the Editors**

January 2004!!! The New Year brings new resolutions and new endeavors and so it is with the Arizona Guides Association. Starting with this issue of the Arizona Coach Talker we are going online with the newsletter. You won't be getting a pretty colored paper copy in the mail anymore. This first issue is rather plain, but as we progress with our website we hope to put the newsletter in a more colorful and interesting format. For now, "it's just the facts ma'am!" Keep in mind that you can print it out if you want a hard copy for your notebook. Going online enables us to send out information as it becomes available rather than waiting for the next print date. It also saves a LOT of time and money and allows the association to use its funds for other educational venues. You can be sure that Howard and I will still try to pack in as much as we can, and in fact, we can pack in even more because we're not restricted by a 37-cent stamp.

Cheers!

*Leslie and Howard*

## **AGA Winter Educational Tour to Flagstaff**

**The winter educational tour to Flagstaff was a great success. The entire trip went off without a single hitch and 27 participants enjoyed the trip and learned a lot. As we departed Phoenix Marilynne Ransom gave some city updates gave out great information to add to our commentary. Following the muffins and juice Roberta Reichel shared her new found knowledge from her landscaping class at the Desert Botanical Garden and all the amazing plants that grow in this wonderful Sonoran Desert. Betsy Todd gave commentary through the new city of Anthem and then we picked up Dottie and Bob Helgeson at the Rock Springs Café. Dottie gave us a "city tour" of Black Canyon City, and then we were back on the road to the North Country. Howard Christensen entertained the troops with his commentary on the Verde Valley and his ENDLESS jokes. Dottie Behne gave us wonderful information about the CO Bar Ranch and the Babbitt brothers as we approached their old stomping grounds near Flagstaff.**

**Our tours included the historic Riordan Mansion, Lowell Observatory, and a great walking tour of downtown. The emphasis of the tour was the geology. Our guide, Mary Layman, of the Willow Bend Environmental Center, was very entertaining and gave us all appreciation of the geology of the area and the native stones used to build the old town.**

**Lunch? WOW! The food at the Beaver Street Brewery was incredible. The meatloaf sandwich was outrageous!**

**Amerisuites gave us a complimentary room for our "happy hour before dinner", where we enjoyed some libations and hors d'oeuvres (Look out....pictures may show up on the internet!)**

**After our cocktail hour we took in the Christmas lights on our way to Black Bart's where we had prime rib, fried ice cream Entertainment was provided by aspiring theatre students from Northern Arizona University.**

**It was a brisk 20 degrees Wednesday morning when we bundled up to go to Walnut Canyon National Monument via Old Route 66. Only a handful of guides made it down AND back up the 240 steps to see all the cliff dwellings, but everyone agreed that Walnut Canyon is indeed a very special place.**

**At the Museum of Northern Arizona we were treated to a tour by Educational Specialist, Roger Clark. After lunch downtown and a little shopping and we departed the high country and headed back down the hill to warmer climes.**

**If you hear rumor about one of the guides sleeping with the bus driver, it's true!! Our driver for the trip was Pete Ullstrup, Leslie's husband, who drives for VIA Adventures. He was very easy to get along with because he did anything we told him to!**

**In the spring the education committee is planning a city tour with emphasis on some historic buildings. We hope to tour the Tovrea Castle and the San Carlos Hotel and have lunch at one of the old homes at Heritage Square.**

**Be there!**

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## ***Did you know?***

The **League of American Bicyclists** designated **Tempe** a Silver-Level Bicycle-Friendly Community Award winner. Tempe is one of 14 communities around the U. S. being recognized for providing safe accommodations and facilities for bicyclists and encouraging residents to use their bikes for transportation and recreation. Tempe has more than 150 miles of dedicated bikeways, including on-street bike lanes and off-street multi-use paths. For more information call the Tempe Transit Office at 480-350 2775 or visit [www.tempe.gov/bikeprogram](http://www.tempe.gov/bikeprogram)

**Conde Nast Traveler** Magazine listed eight Phoenix-area properties among its Top 75 North American Resorts in its annual Readers Choice Awards. **The Phoenician** was no. 3 and Sedona's Enchantment Resort ranked no. 19.

The October issue of **National Geographic Traveler** listed two Arizona attractions as experiences of a lifetime. The top physical experience is rafting through the Colorado River's Lava Falls in the Grand Canyon and the most moving spiritual experience is a sweat lodge ceremony with the Navajo in Canyon de Chelly.

The Hyatt Regency Scottsdale Resort at Gainey Ranch recently opened Wine Bar featuring rare select vintages that are not usually available to the public. The Hyatt was also named a winner of *Meeting News* magazine's 2003 Planner's Choice award for excellence in meetings accommodations.

The Scottsdale Resort & Conference Center is nearly finished with its \$20 million renovation. The new hacienda-style look includes renovated guest rooms, a 12-foot stone fountain the entrance, new lobby furnishings and reconstruction of the lobby's grand staircase.

CopperWynd Resort & Club was selected for inclusion in **Boutique Hotels & Resorts International** and accepted in the five-star/luxury class Diamond Collection.

The *Business Journal* of Phoenix named Rachel Sacco, President and CEO of the Scottsdale Convention and Visitors Bureau, and Margi Emmermann, Director of the Arizona Office of Tourism as two of the most influential people in tourism in Arizona.

The Scottsdale Convention & Visitors Bureau has formed a partnership with Scottsdale Fashion Square to provide a visitors center concierge at the mall from 1-6 p. m. Tuesdays through Saturdays.

**KaBloom** is the catchy name of a new floral franchise just opened in Chandler. The stores offer nearly 100 varieties of flowers, many shipped in from Colombia, Ecuador or Holland, visit [ChandlerAZ@KaBloom.com](mailto:ChandlerAZ@KaBloom.com) or call 480-899-4980.

The price of a home in Scottsdale is ranked 92 on a national affordability list of 317 markets studied by Coldwell Banker Real Estate Corp. (Oct. Bus. Journal)

Scottsdale newest residential tower, the Landmark at the northwest corner of 71<sup>st</sup> Street and Tierra Buena in northeast Phoenix, has sold its two largest penthouses for a total of nearly \$4 million. Each penthouse has 3,842 se feet, several balconies, a 700-square-foot roof deck with a fireplace and a view of the Kierland Golf Course.

**Cinema Latino de Phoenix** opened November 20 at 7611 W. Thomas Road in Desert Sky Mall. The new Spanish-language movie theater serves the growing Valley Latino market.

The eight business and information centers at Sky Harbor International Airport are subcontracted to **Answers and Apples Inc.** The 51 staff members are from more than a dozen countries and speak a total of 17 languages. Employees also notarize travel documents and mail back security control item to passengers. President of Answers and Apples, Zella Zannis says that her company responds to 125,000 questions each month. (Arizona guide member Eva Ciolina, originally from Germany, is one of the gracious employees helping travelers through Sky Harbor)

Starwood Capital Group, International Development Management and Golub & Co. have formed a partnership to develop the **Scottsdale Waterfront**. Initial lease agreements have been reached with Borders, P. F. Chang's, and Eddie V's.

Former state tourism director and Fountain Hills resident **Mark McDermott** has been hired by the **Fountain Hills Chamber of Commerce** to help the chamber develop a tourism bureau to promote the northeast Valley town and partnerships with the Fort McDowell Yavapai nation.

[www.fountainhillschamber.com](http://www.fountainhillschamber.com)

Seven new trolleys are serving downtown Scottsdale. The trolleys offer free rides from 11 a. m to 6 p.m. Monday through Friday and run every 10 minutes through May. The trolleys will also serve the Thursday night ArtWalks until 9 p.m., except on holidays. The trolleys are royal blue and champagne and resemble a turn-of-the-century trolley complete with cowcatcher, cupola, bell and brass décor.

According to Conde Nast magazine, sticky tourist fingers have snagged several of the black and abalone shell frames from some of the rooms. Also gone missing, a pot from the restaurant, along with the potato pie served in it. Management will not reveal their secrets but say they ARE watching you.

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## Tourism Facts – Arizona numbers

Visitors in 2002: 26.9 million  
Annual visitor spending: \$16 billion  
Resulting jobs: 450,000

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“what the mind can perceive, the body can achieve.” – Anthony Robbins

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## Useful Websites

[www.aztourist.com](http://www.aztourist.com)

[www.azhistorytraveler.org](http://www.azhistorytraveler.org)

[www.worldalmanacforkids.com/explore/states/arizona.html](http://www.worldalmanacforkids.com/explore/states/arizona.html)

[www.ipl.org/div/kidspace/stateknow/az1.html](http://www.ipl.org/div/kidspace/stateknow/az1.html)

[www.dlpr.lib.az.us/museum/symbols.cfm](http://www.dlpr.lib.az.us/museum/symbols.cfm)

[www.tombstone.org/history](http://www.tombstone.org/history)

### **Surprising New Uses for Lizard Saliva**

Submitted by Christi Worman, R. N.

A synthetic version of a hormone in the saliva of the Gila monster may help manage diabetes and obesity. Researches say the hormone is similar to a human hormone that helps control blood glucose and reduce appetite. *Exenatide* not only reduces elevated blood glucose levels, but it also stops working when glucose levels are normal, which reduces the risk of hypoglycemia.

### **Tarantulas**

Tarantulas are scary looking but they are not dangerous unless you're hyperallergic to bites. They are harmless and shy and only bite if they are provoked. Many people keep them as pets. Their first line of defense is a bunch of barbed hairs on their abdomen. If attacked, they release the hairs in hope of irritating the predator's eyes or nose. They eat mostly insects. They inject the insect with venom that causes paralysis and then breaks down the body tissue into a liquid, which the tarantula sucks up. When the hairy fellow is finished dining on the "goo" there is only an empty shell remaining.

### **Fish n Goats**

Submitted by Gabriele Laudenschlager

Salt River Project uses white amur fish to control moss and algae in the canals. Now, to control weeds the Central Arizona Project is bringing in goats. Recharge sites which are regularly flooded with water that percolates into the underground aquifers get overgrown with weeds, which attract pests and speed evaporation. So, the CAP hired Golden Hooves Grazing Service, which deploys 430 goats, two herding dogs and two guard dogs. The CAP plans to use the goats at all of its recharge sites...nearly 240 acres worth of prime dining for the goats.

### **"Corny"**

Submitted by Gabriele Laudenschlager

Corn is used to make fuel, deli food trays and those annoying packing peanuts that fly all over the place. Now good old American corn is being used to make blankets. *Ingeo* fiber is derived from the starch inside ordinary feed corn kernels. The fiber is the result of a 15-year research project by Cargill Dow in Minnetonka, MN. Using corn fiber means less reliance on foreign oil and access to a constantly renewable source. Ingeo bedding is sold online by Faribault Woolen Mills in Minnesota. For more information and pricing visit [www.faribowool.com](http://www.faribowool.com)

## Calendar of Events

### **Desert Botanical Garden**

1201 N. Galvin Parkway, Phoenix, 480-941-1225, [www.dbg.org](http://www.dbg.org)

The Desert Botanical Garden offers workshops in everything from watercolor to horticulture. Contact the Garden directly for a complete listing of classes.

Music in the Garden – Sunday Concerts: noon-2:00 p.m. / Ullman Terrace  
Members \$10; Non-members - \$16; Children 3-12 are \$8, those under 3 are free.)

February 1	Big Pete Pearson Band – Blues
February 8	The Guitar Brothers – Spanish Guitar
February 15	Trinidad Calypso – Soca, Reggae and American calypso
February 22	Charles Lewis Quintet – Latin, Afro-Cuban
February 29	Swingtips – Big Band Swing

### **Carefree and Cave Creek**

ArtNight in Carefree and Cave Creek, galleries open every Friday night, 6 – 9 p.m. Look for the lighted art night signs in front of each gallery. 480-595-1123, [www.ArtNightSAZ.com](http://www.ArtNightSAZ.com)

### **Pueblo Grande Museum and Archeological Park**

4619 E. Washington St. Phoenix, AZ 85034  
602-495-0901, [www.pueblogrande.com](http://www.pueblogrande.com)

**Docent Training: Wednesdays, January 14 – March 31, 9 a.m. – 12 p.m.**  
**One time fee of \$25 for the 12-week course**

January 3	Archeology for Kids, ages 6-10. 9 a.m. – noon
January 17	Archeology for Kids, ages 9-14, 9 a.m. – noon Fee, call to register
January 17	Basket Workshop, 9 a.m. – 2 p.m. Fee, Advance registration required
February 7	Archeology for Kids, ages 6-10. 9 a.m. – noon
February 21	Archeology for Kids, ages 9 –14, 9 a.m. - noon

### **l e s s o n s Petroglyph Discovery Hikes g d I s c o v**

Members - free/ Non-members - \$5, Call to register -- Hours 8 a.m. – 11 a.m.

January 7	Pima Canyon, South Mountain Park (easy)
January 10	Beverly Canyon, South Mountain Park (moderate)
January 25	Kiwanis Telegraph Pass, South Mountain Park (difficult)
February 4	Hieroglyphic Springs Canyon, Superstitions, (difficult)
February 14	Hieroglyphic Canyon, South Mountain (difficult)
February 29	Waterfall Trail, White Tanks (easy to moderate)

~ Other Classes at Pueblo Grande ~

February 8 & 14	Arrow-making demonstration, 1 – 3 p.m. free
February 21	Jewelry Workshop, 9 a.m. – noon, fee

### **Activities at Arizona State Parks**

[www.azstateparks.com](http://www.azstateparks.com)

January 10	Homolovi Ruins State Park: Navajo Traditional String Figures and Games Workshop, 928-289-4106
January 10	Riordan Mansion State Historic Park: From Reservations To Routines: Navajos and Hopis at War at Belmont 928-779-4395
January 10 & 11	Yuma Territorial Prison State Historic Park 6 <sup>th</sup> Annual Gathering of the Gunfighters, Old west re-enactors competing for "Best of the West" 928-783-4771
January 13	Riordan Mansion State Historic Park: Wet Years and Droughts: The History of Flagstaff water Brown bag lunch at 12:15 p.m. 928-779-4395
January 24	Boyce Thompson Arboretum State Park: Australia Day Call for details 520-689-2811
January 31	Picacho Peak State Park: Eloy Trail Ride & Poetry Gathering Bring your own horse!! 520-466-3183
February 10	Riordan Mansion State Historic Park: 100 Years of Rangeland Management on the Coconino National Forest Brown Bag Lunch at 12;15 p.m., 928-779-4395
February 13 – 15	Boyce Thompson Arboretum State Park: Language of Flowers & Chocolate Tasting. 8 a.m. – 5 p.m., 520-689-2811

- February 14                    McFarland State Historic Park: "The Inside Story of Winnie Ruth Judd" 520-868-5216
- February 14 & 15            Riordan Mansion State Historic Park: "Timber Tales" Slide showoff original historic photos documenting logging Lifestyles. 928-779-4395
- February 28                   Boyce Thompson Arboretum State Park: World Desert Fair Sample deserts from around the globe. 11 a.m. – 3 p.m. 520-689-2811
- February 28                   Yuma Crossing & Yuma Territorial Prison State Historic Parks: Yuma Crossing Day. 928-783-4771 or 928-329-0471

## Guide's Views Concerning Certification

*My long affiliation with the AGA has allowed me to get to know more of Arizona within a great framework of education-driven camaraderie. Wonderful program speakers and bus trips have exposed me to facets of AZ I would not have explored on my own. I've enjoyed also getting to know on a personal level many smart, fun, capable and (sometimes) dear colleagues. The certification process itself encouraged me to study Arizona through history texts I would not have otherwise sought out. Learning about AZ has made it more interesting for me as a transplant and has made me a better hostess for visiting family and friends, as well as a confident guide representing the area.*

*Jana Powell, Certified Guide*

*After completing the Accent Arizona Advisors Toru Directors Course in the fall of 1992, I felt that it was important to me to become as good a guide as I could be. Certification was the answer for making that goal possible. I started studying that first year of guiding and took the certification test in January of 1994. Taking and passing the AGA certification test for me, was a process that tied all the bits and pieces of information together that I had gathered and gave it continuity. I can't speak more highly of the AGA certification program. To me it meant achieving a personal and well-worth goal.*

*Rosalie Welty, Certified Guide*

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## Tour Guide Terminology.... And the translation

- |                                                                  |                                                |
|------------------------------------------------------------------|------------------------------------------------|
| Old world charm.....no bath                                      | Standard.....sub-standard                      |
| Tropical.....rainy                                               | Deluxe.....standard                            |
| Majestic setting..... a long way from town                       | Superior.....One free shower cap               |
| Options galore.....nothing is included in the itinerary          | All the amenities.....Two free shower caps     |
| Secluded hideaway..... impossible to find or get to              | Plush.....top and bottom sheets                |
| Pre-registered rooms.....Already occupied                        | Gentle breezes.....Occasional gale-force winds |
| Explore on your own.....Pay for it yourself                      | Light and airy.....No air conditioning         |
| No extra fees.....no extras!                                     | Picturesque.....Theme park nearby              |
| Nominal fee.....outrageous charge                                |                                                |
| Knowledgeable trip hosts.....they've flown in an airplane before |                                                |

## **Directory Updates**

New Associate Member  
Westwind Air Tours & Charter / Gayle Lurenz  
732 W. Deer Valley Road  
Phoenix, AZ 85027 / 480 991 5557 / [glurenz@westwindaviation.com](mailto:glurenz@westwindaviation.com)

Grand Canyon Airlines: Temporary info  
New contact: Verna Conley  
New office: 928 638 2463  
New Cell: 928 606 7506  
E-mail: [Verna@grandcanyonairlines.com](mailto:Verna@grandcanyonairlines.com)

Congratulations to Christi Fisher on her marriage to Barry Worman!!  
Christina Worman's new address  
1392 S. 172<sup>nd</sup> Lane  
Goodyear, AZ 85338  
Phone/Fax – 623 932 3181

### **New E-mail addresses**

Ann Swetish: [arizmink@cox.net](mailto:arizmink@cox.net)  
Tom Tucker: [tstucker@cox.net](mailto:tstucker@cox.net)  
Larry Dyb: [larrydyb@juno.com](mailto:larrydyb@juno.com)  
Marion Smith: [touringairzona@aol.com](mailto:touringairzona@aol.com)  
Gabrielle Laudenschlager: [AZbillgab@cox.net](mailto:AZbillgab@cox.net)  
Marilynne Ransom: [tmransom1@cox.net](mailto:tmransom1@cox.net)  
Dottie Schmit: [dschmit@cox.net](mailto:dschmit@cox.net)  
Lisa Smith: new cell – 480 586 1317  
Diana Brubaker: new address – P.O. Box 13022, Scottsdale, AZ 85267-3022

**~ The End ~**



