

The Arizona Coach Talker

Newsletter of the Arizona Guides Association

Volume 17, Issue 5

May 2004

Annual Meeting and Potluck

~~ Election of Officers ~~

Monday, May 10, 2004

At the home of Lisa Gannon – 11 E Papago Drive, Tempe, AZ

Our end of season meeting and potluck will be held at the home of Lisa Gannon. Lisa's back yard is a study in geology, ecology and Arizona history and mystery. Sign up to bring your favorite dish (vegetable, salad or dessert) when you RSVP. The cost will be \$10.00 per person, which will cover the main course, and all beverages... including a cocktail hour!

6:15 P. M. *Registration and Voting.*
7:00 P.M. *Potluck Buffet.*
8:00 P.M. *Election results and brief meeting.*

RSVP by May 3, to Joan Moran: 480-538-7999

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## ***Candidates for 2004-2005***

***Vice President/President Elect:*** Betsy Todd, Arlene Dicken, Liz Schnackel

***Corresponding Secretary:*** Marcia Fisher, Marilynne Ransom

***Nominating Committee:*** Dotty Schmit, Rosalie Welty, Barbara Hermansen, Joan Day

***NOTE:*** If you cannot attend but want to vote, please request an absentee ballot. Call Leslie Ullstrup at 602-996-6732. **Ballots must be received by May 10 to be counted.**

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Directions to Lisa Gannon's house:

- Take the 101 to the McKellips Exit.
- Go West on McKellips to College Avenue - the last light west of Scottsdale Road on McKellips. Note: College Avenue in Tempe is the same as 68th Street in Scottsdale/Phoenix.
- Turn Right (North) to Papago Drive (the 1st paved street north of McKellips)
- Turn Left (West) on Papago Drive and continue to where the street takes a bend **you've found Lisa's house!** It's on the South (left) side of the street. Look for desert landscaping, olive trees, and a wood sign with Lisa and Peter Gannon's name.

President's Note.....

My term as your President is winding down... this year has gone so quickly!! Our new fiscal year begins on June 1, when your new officers for 2004-05 will take their place. AGA Regular Members will elect these new officers at our May 10th Annual Meeting. **I urge all Regular Members to either attend this meeting and vote, or call the Nominating Committee Chairperson for an absentee ballot.** All categories of members are welcome at our meetings, but only the Regular Members have voting privileges.

I promised that by June 2004, when my term was finished, that we would have accomplished the four focus areas we identified at our November, 2003 meeting. The progress in these four areas is as follows:

1) To create a 'Road Map' for Guiding - in response to how best to provide information to those interested in joining the AGA and becoming a tour guide in Arizona. For prospective members, we have our AGA brochure, and an overview entitled 'Becoming a Tour Guide in Arizona' (by AGA Certified Guide, Roberta Reichel), which gives school and class resources as well as general information on how to develop the necessary skills. Once someone becomes an AGA Candidate Member, we will provide a 'Guide Handbook', which briefly describes the various 'guiding' activities giving more detailed information to Candidate Members, regarding how to acquire experience and skills.

2) To establish Ethics and Standards for AGA Members. Laura Vandegrift, current AGA Board Member, and Vice-President of NFTGA (the national association) the past two years, suggested we embrace the NFTGA Ethics and Standards as our own. Rather than re-invent the wheel, I concur, since our Arizona association is already a NFTGA member, and as such, we already agree to follow their ethics and standards. The Ethics and Standards are available on the NFTGA web site (www.nftga.com), and we're including them here for your perusal and comment..

3) To formulate a 'Classification System' for guides, which basically identifies the experience of our membership in various guide areas, such as airport, dine arounds, tours, etc. This has taken more time, but a large percentage of our members have now completed the classification form, and its ready to be put on our web site. It will also become a part of our directory (hard copy and web site) this next year. This will be a tremendous help to our DM's, tour operators, vendors, and other associate members when they seek experienced guides.

4) To develop a web site, and expand our communication methods. The AGA web site is now up at www.azguide.com, but the format is still a work in progress. We'll soon be loading the classification information, creating a member's only log-in site, and adding various links to appropriate organizations and associations. E-mailing our newsletter has been cost effective, though we continue to provide a paper version by individual request. Sending electronic reminders and updates to our membership has also proved beneficial. Utilizing these electronic 'tools' provides a broader sense of community within our membership, as we are able to share news and information in a more timely manner.

I will continue to be involved on our Public Relations Committee, and promote the AGA within the tourism industry. I feel confident your new leadership will follow the course we've set to move the AGA forward. Please give them your support, and continue to participate in whatever way you can (contribute to the newsletter, serve on the board or a committee, participate in educational tours, and attend meetings!).

I greatly appreciate your support this past year as we've taken new paths to create a stronger and more responsive association for our membership. I've been inspired by the diversity and depth of our membership in terms of individual experiences, background, and knowledge. I believe - thanks to all of you - that the AGA is well on its way to becoming a more vital force in Arizona's tourism industry.

I hope to see you at the Annual Meeting on May 10th!! It's going to be a fun, casual setting with a surprise or two, and great food and friends (old and new).....a unique way to end an innovative year!

C.S. McFadden

Messages from your 'retiring' Coach Talker editors:

Leslie Ullstrup and Howard Christensen

It's a refrain heard from Sky Harbor to La Puerta: "I can't believe the season is over!" Seems like yesterday we were bursting with enthusiasm and drowning in perspiration at our first meeting at the Boojum Tree. We were privileged to have several Destination Management companies and vendors as our guests and it was a great way to start the year.

The Winter Educational Tour to Flagstaff was a resounding success and many guides saw things they'd only heard of before. Our thanks to The Flagstaff Convention and Visitors Bureau and especially Gretchen Strother.

And then.....everyone got really busy: airport, dine arounds, reg desks, cattle drives, soaring, Sedona tours... and those dreaded 4 a. m. departures. So now it's almost May and we're all a little weary of long hours and cowboy beans, but when the summer heat is upon us we'll be longing for that cold draft of air at Terminal 4.

I have enjoyed working with Howard on The Coach Talker and thank you all for your contributions and compliments. But it is time to move on. In September the new editor will be Diana Brubaker. Diana is experienced in desktop publishing and has done other newsletters. She is also a "techie" and adept at computer applications so she'll be able to give our publication a more "newslettery" look. I will continue to write the "Did you Know" "portion which brings you tidbits of information that we sometimes miss in the paper or on the news.

Adios! Leslie Ullstrup

It has been my great pleasure to share with Leslie in publishing The Coach Talker for the Arizona Guides Association!

I have extended my skills with as much love and professionalism as I could possibly muster. There is no such thing as perfect in life, (except for occasional gifts from our great Creator) so there will always be some mistakes here and there. You know it is most common for Indians to acknowledge this in their work. With that said, I am truly grateful for all the wonderful compliments and encouragement that I have received. And, an occasional criticism has helped in my learning.

Sometimes I wish that things could stay just the way they are forever. But, life is a growing and changing process. Always moving into new directions, dimensions, adventures, and stories.

I offer my congratulations to those who have trail blazed before me and wish wonderful success to all that follow from out of the unknown into the light.

Many thanks for the opportunities and best wishes, always..... Howard

In Memorium.....

The Arizona Guides Association extends sincere sympathy to Joan Day on the death of her mother, and Patsy Ziegler upon the loss of her son.

Dear Arizona Guides Association,

During or time of sorrow we learn how much our friends mean to us. That was never more evident than these past few weeks since the loss of our son Douglas Ziegler. The Arizona Guides were tremendous in their expressions of sympathy, much needed food for our family gatherings and hours of support. Many of you worked so hard to take care of the necessities that we were able to be with our family and friends in this time of grief. Thank you for all your prayers and support. We are all very grateful for the Arizona Guides family in our life.

Dr. Louis and Patsy Ziegler

Did you know.....??

- **Superior**, Arizona has seen it's share of booms and busts but another boom is possible. Since the mines closed in the 80's most of the towns businesses have folded and many people have moved away. But at the old Magma Mine's Shaft No.9 geologists are excited over samples taken from 7,000 feet below the surface. There is a huge deposit of high-grade copper ore, possible the largest in North America. A plan is being initiated for an underground mining operation, which would bring 1,000 high-paying jobs to Superior during a five-year construction phase and 500 jobs during the expected 25-year life of the project. Also, Phelps Dodge Corp, the world's second largest copper producer is working to open an open-pit copper mine near Safford. It is the first new copper mine in 50 years.
- If you were cruising the 202 on the weekend of March 20-21 and noticed some unusual watercrafts on the Tempe Town Lake, you witnessed a new event in the Valley. The SRP **Inaugural Arizona Dragon Boat Festival** brought 62 corporate and community teams down to the lake for competition. A Dragon boat is a 41-foot craft with a dragon head on the bow. Each boat has a team of 20 paddlers who paddle in sync to a teammate pounding a drum. Dragon boating is an Asian sport gaining rapid popularity in other parts of the world and many U. S. cities. Contact Arizona Dragon Boat Association at 602-236-5651 or www.azdba.com.
- If you don't know what BEO or FAM stands for there is help out there. **The Scottsdale Convention and Visitors Bureau** has published a guide of tourism and travel industry terms. Contact www.scottsdalecvb.com.
- **ARCOSANTI**, north of Phoenix is hosting a traveling Smithsonian exhibition entitled "Yesterday's Tomorrows: Past Visions of the American Future. Contact www.arcosanti.org or 928-632-6217.
- By 2023, the number of Arizonans per square mile is expected to climb to 68.1, up from 22.9 in 2000.
- **Kartchner Caverns** has competition but we will probably never see it. The cave is called **La Tetera**, which is Spanish for "the tea kettle" because it was discovered when steam was seen coming from a small opening. It is unlikely the public will ever see the cave, which is inside the 2,400-acre Colossal Cave Mountain Park in Pima County. La Tetera was discovered over 8 years ago, but it was late last year when explorers found a large room with a crystal covered floor, gigantic 30-foot stalagmites and other incredible formations.
- Jobs go better with Coke! **Coca-Cola Enterprises**, which has about 1,250 employees in Arizona, plans to build a \$20 million distribution center in Glendale and will employ 300.
- As part of a consolidation of its back office operations, Federated Department Stores is moving 75 jobs from Connecticut to the Valley. It will include customer service, catalog orders and credit card processing.
- Snowbirds don't have to drive back home to Minnesota anymore! **Autolog's CarRail Service** provides daily transport of automobiles from Phoenix to Chicago, and Minneapolis-St. Paul fares start at \$450. Visit them at www.autolog.net.
- **Statuary Hall** in the Capitol rotunda in Washington, D. C. allows each state to display two statues. Arizona's are Father Kino, and businessman and war hero John Greenway.
- The **Phoenix Civic Plaza** expansion is now fully funded and will become a reality. The Arizona Legislature authorized up to \$300 million in state funding to match the City's voter-approved \$300 million. Expansion of the Civic Plaza will enable our state to secure bigger conventions and trade shows.

- **Fountain Hills** and **Fort McDowell Yavapai Indian** tribe are partnering on a tourism campaign that includes a new logo promoting both areas and their beautiful McDowell Mountain views. For information call 480-837-1654.
- **Wide World of Maps** have introduced a new Metropolitan Phoenix Recreation and Shopping Map. It highlights 177 golf course, 61 shopping centers, 43 recreation sites and 109 other points of interest. The map costs \$2.95 and is available at some bookstores and at the Sky Harbor airport information centers. Also available online at www.maps4u.com
- Experience **Rawhide** online at their new web site designed by Vilocity Interactive Inc. Viewers can experience the town's 1880's-style fun complete with cowboy music, animation and sound. Visitors can also reserve tickets to Sundown Cookouts and purchase gift certificates. Event coordinators can arrange corporate meetings and special occasions through an electronic group reservation form. Check it out at www.rawhide.com or www.vilocity.com
- Two Scottsdale establishments, the **Sugar Bowl Ice Cream Parlor** and the **Pink Pony Restaurant** have been nominated by city planners for historic zoning status.
- Arizona State University's **Sun Devil Stadium** will undergo a long-overdue \$12 million renovation within the next two years.
- **Arizona Highways** is going on the air! The 'Arizona Highways' TV show will appear on Saturdays at 6:30 p.m. on KPHX-TV Channel 12. The show is presented by host Robin Sewell, TAG Entertainment and the State of Arizona.
- The new owners of La Posada Resort in Paradise Valley promise a new look for the property. Crown Realty & Development President Robert Flaxman confirmed that the redevelopment cost will exceed the \$30.6 million purchase price. Flaxman's design team is asking for suggestions from the public and Paradise Valley officials for the resort makeover.

April is National Soft Pretzel Month.....have some!!!

Web Sites for You Summer Travels.....

Air Travel: www.tsa.gov
ATM Locators: www.usa.visa.com
Currency converters: www.xe.com
Customs Service: www.customs.gov
Frequent Fliers: www.webflyer.com
Insurance: www.insuraemytrip.com
Maps: www.mapquest.com
Scams: www.bbb.org
Travel documents: www.travel.state.gov
Health/Safety: www.travel.state.gov/travel_warnings.html
Global Safety: www.travelerstaes.com/wtw
Health: www.cdc.gov

Directory Update.....Jana Powell has moved! Her new address is: 5111 E. Emile Zola, Scottsdale, 85254. Home: 602-867-8585; Cell: 602-628-6262.

Here are the National Association Standards.....

Tourist Guide - Ethics & Standards

(As adopted by the National Federation of Tourist Guide Associations)

1. A professional tourist guide provides a skilled, knowledgeable presentation; informs, interprets and highlights the surroundings; maintains objectivity and enthusiasm in a courteous and polite manner.
2. A professional tourist guide ensures that all information presented is factual, and makes a clear distinction between what is true and what are stories, legends and opinions.
3. A professional tourist guide keeps current on changes throughout the area s/he works, including but not limited to seasonal events, new exhibits, traffic laws and facilities, and follows the rules and regulations at all sites where tours will be conducted.
4. A professional tourist guide is prepared for each tour when the itinerary is furnished in advance; reports on time and is responsible for facilitating the smooth, safe, efficient and timely movement of the tour.
5. A professional tourist guide is sensitive to the interests and values of the tour group and does not share his/her personal views on controversial subjects such as religion, politics or lifestyles.
6. A professional tourist guide knows and follows the policies of the company that contracts him/her and does not solicit a job from that company's client without the consent of the company; maintains loyalty to the company and protects the confidentiality of proprietary information. Also, s/he strives to establish a friendly and helpful rapport with the client, and uses discretion in the conduct of the personal business while on tour.
7. A professional tourist guide dresses appropriately for the type of tour being conducted.
8. A professional tourist guide extends professional respect and a spirit of cooperation to fellow guides, and strives to establish a good working relationship with all service providers on the tour route.
9. A professional tourist guide accepts each tour as a serious commitment and cancels only when absolutely necessary, providing as much advance notice as possible.

Ode To The Tour Director

There are strange things done in the midnight sun
By guests who go on trips,
In buses and planes and trains and hotels,
And let's not forget the cruise ships.
The guests pay their money and want what they want,
Which sometimes is run the whole show.
But please Mrs. Farquart sit down in your seat,
Before my temper I blow.

Now I wanted to be the one in charge, when I go round the world.
But the first time I did it I almost regretted it, like Jackie my lunch I hurled.
It wasn't a good start, but I knew I was smart and said I'll be better next time,
So I gritted my teeth, got up from my seat and everything turned out fine.

Cause I took a class, and paid big bucks and actually learned lots of stuff.
I heard from Randy and Jackie and Lee and thought that I learned enough.
Then Ted taught still more of traveling lore and some of the stories were funny,
But when he told jokes about a few folks I groaned cause he wasn't punny.

Then I went to Madrid and loved what I did, I even went to Peru.
And when in Greece, ran into my niece, who said "Aunt Jilly, is it really you?"
I rafted some rivers that gave me the shivers and slept under the stars.
I've been round the earth, it's entire girth and now I'm ready for Mars.

There are strange things done in the midnight sun
By guests who go on trips,
In buses and planes and trains and hotels,
And let's not forget the cruise ships.
I love the adventures, new places and food
The people and days that are sunny,
But the greatest return on my big investment,
Is when I get paid all that money.

~ By Jill Grey (New Graduate of ITMI)

REMINDER!!! ANNUAL DUES ARE 'DUE' JUNE 1. INVOICES WILL BE AVAILABLE AT THE ANNUAL MEETING, AND WILL ALSO BE SENT OUT SOON.

AND.....

'E' communications will continue, but the newsletter is on hiatus until August....

HAVE A FABULOUS..... AND REJUVENATING SUMMER.....!!!!

